

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

Fiscal Year	2019
NHTSA Grant Application	OHIO - Highway Safety Plan - FY 2019
State Office	Ohio Traffic Safety Office
Application Status	Submitted

**Highway Safety Plan****1 Summary information****APPLICATION INFORMATION**

Highway Safety Plan Name:	OHIO - Highway Safety Plan - FY 2019
Application Version:	3.0

**INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.**

S. 405(b) Occupant Protection:	Yes
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	Yes
S. 405(d) 24-7 Sobriety Programs:	No
S. 405(e) Distracted Driving:	Yes
S. 405(f) Motorcyclist Safety Grants:	Yes
S. 405(g) State Graduated Driver Licensing Incentive:	Yes
S. 1906 Racial Profiling Data Collection:	No

**STATUS INFORMATION**

Submitted By:	Lori Genzen
Submission On:	6/29/2018 3:24 PM

Submission Deadline (EDT):	7/9/2018 11:59 PM
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## 2 Highway safety planning process

Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.

### Highway Safety Planning Process

At any given time during the year staff may be working on previous, current and upcoming fiscal year plans. While the planning process may be interrupted by unforeseen events and mandates, there is a general "rhythm" to putting an annual plan together.

Please note that meetings with federal, state and local partners occur continuously throughout the year; these meetings assist in identifying traffic safety problems and infrastructure needs.



Activity	Time Frame	Parties Involved
Obtain Input for Future Programming	Year - round	All Staff (Management, Planners, Administrative Professional 2, Grants Coordinator 2, Special Projects Coordinator, Program Administrator, Management Analyst, LELs), District Staff, Post Commanders, Sub-Recipients, Federal Partners, State Partners, Local Partners
Evaluate Previous Programs	October - December	Management, Planners, District Staff, Post Commanders
Annual Evaluation Report (AER) Submitted	December 31	Management, Planners, Program Administrator, Grants Coordinator 2
Begin Problem ID	January - February	Management
Finalize Problem ID	March	Management
Notify Eligible Agencies	March - April	Planners, LELs, District Staff, Post Commanders

Finalize Proposal Package	March	Management
Proposal Guideline Web Presentations	April	Management, Program Administrator, Planners, LELs, Potential Sub-Recipients
Highway Safety Plan (HSP) including Section 405 Development	May - June	Management, Program Administrator, Planners, Grants Coordinator 2, Recommendations from "Obtain Input for Future Programming"
Proposal Deadline	Mid May	
Proposal Review and Risk Assessment	May - July	Management, Planners, Program Administrator, Administrative Professional 2, LELs, District Staff, Post Commanders
Proposal Recommendations	June	Management, Planners, Program Administrator, Administrative Professional 2, LELs, District Staff, Post Commanders
HSP Submission	July 1	Management, Program Administrator
Grant Executions	September	Management, Planners, Program Administrator, Administrative Professional 2, Grants Coordinator 2
Pre-Activity Web Presentations	September	Management, Program Administrator, Planners, LELs, Sub-Recipients
HSP and Grant Implementation	October 1	Management, Planners, Program Administrator, Administrative Professional 2, Grants Coordinator 2

## Performance Measure and Target Setting

Historically, Ohio crash data, VMT and population have been used to establish goals for priority areas including occupant protection, alcohol, speed and motorcycle. OTSO analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set their goals for the upcoming fiscal year. These goals also take into account the national and regional goals developed by NHTSA. The amount of reduction/increase for each goal was set based on past trends. Each individual year's data is averaged into a five-year average. The amount of increase/decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The OTSO met with the ODOT (SHSP chair, HSIP staff and SHSP Project Manager) to review the fatal, fatality rate and serious injury goals to ensure these performance measures were identical in the HSP and HSIP and feed into the SHSP.

## Project Selection Process

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

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

The grant management staff compiles a list of all proposals received. The list is submitted to the Traffic Safety Commander with funding recommendations. The Traffic Safety Commander and ODPS Director/Governor's Representative (GR) make the final decision on which proposals are funded.

Ohio focuses the majority of its grant funding toward counties and jurisdictions with the highest number of fatal crashes. Programming in these locations is likely to have the greatest impact on statewide goals. Throughout the year, grants are monitored to verify that funding is being utilized as stipulated in the project's work plan.

**Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).**

### **Key Partners**

Ohio works closely with many partners throughout the year to assist in identifying problems and infrastructure needs. These partners include but are not limited to: NHTSA, Federal Highway Administration (FHWA), Governor's Highway Safety Association (GHSA), Ohio Department of Transportation (ODOT), Public Utilities Commission of Ohio (PUCO), Buckeye State Sheriff's Association (BSSA), Ohio Association of Chiefs of Police (OACP), Mid-Ohio Regional Planning Commission (MORPC), County Engineers Association of Ohio, Ohio Turnpike Commission, Crash Outcome Data Evaluation System (CODES), Ohio State Highway Patrol (OSHP), Motorcycle Ohio, American Motorcycle Association (AMA), Emergency Medical Services (EMS), University of Akron, Miami University of Ohio, Countywide OVI Task Forces, Safe Communities and sub-recipients.

OTSO is a member of the SHSP committee and heads one of the sub-committees. OTSO is also a member of the TRCC. Many of the agencies listed above are also members of the SHSP and TRCC. Working with these agencies in different committees allows for coordination of data and programming across many disciplines in Ohio to achieve our common goals.

**Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.**

## Problem Identification

### Problem Identification Process

A variety of resources are used to determine and prioritize the State's traffic safety problems and traffic safety-related infrastructure needs. Federal priorities, past evaluations and recommendations from resources such as the most recent National Highway Traffic Safety Administration (NHTSA) assessments (motorcycle, impaired driving, occupant protection, traffic records and EMS), *Countermeasures That Work* and results from annual observational seat belt surveys and telephone surveys are reviewed to identify program direction.

Meetings with federal, state and local partners throughout the year also assist in identifying problems and infrastructure needs. Examples of these meetings include but are not limited to the following partners: Ohio's Strategic Highway Safety Plan (SHSP) planning committee and subcommittees, Traffic Records Coordinating Committee (TRCC), Ohio Department of Transportation's (ODOT) Office of Systems Planning and Program Management Section, Ohio Department of Health's Alcohol and Drug Testing Section, Ohio Department of Health's Injury Prevention Section, OVI Task Forces, Safe Communities, district traffic safety meetings, motorcycle safety strategic planning committee, Crash Outcome Data Evaluation System (CODES), Commercial Vehicle Strategic Plan planning committee, national and regional NHTSA meetings, the Governor's Highway Safety Association annual meeting and the national LifeSavers conference. Strategic plans developed as a result of several of these meetings provide clear direction on prioritizing the state's identified problems and countermeasures that will be considered for funding. Sub-recipients and other stakeholders provide current traffic and demographic trends at the district traffic safety meetings.

The Program Administrator and the Special Projects Coordinator compiled demographic, registration, driver license and crash data. The traffic crash data used for this analysis was from Fatality Analysis Reporting System (FARS) calendar years 2013, 2014, 2015, 2016 and 2017 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2013, 2014, 2015, 2016, and preliminary 2017. The Grants Administrator and Program Administrator analyzed traffic crash data, documents and current trend data to not only identify and prioritize the Ohio's traffic safety problems, but to target fatal crash locations for traffic safety programming. In addition to targeting locations, data is analyzed to determine the additional factors involved in targeting our resources on the problem. Other factors that are reviewed are vehicle type, gender, age, day of week, time of day and type of roadway.

Once the state's problems have been identified, the grant solicitation package is developed. The grant solicitation package identifies the types of grants that will be considered for review (e.g., Selective Traffic Enforcement Program, Impaired Driving Enforcement Program, Seat Belt Tac Squad, OVI Task Force, Safe Communities, and General). Each year, the solicitation package is available online at <http://otso.intelligrants.com>. Depending on the type of grant, potential grantees identify required goals, project activities and evaluation measures as part of the application process.

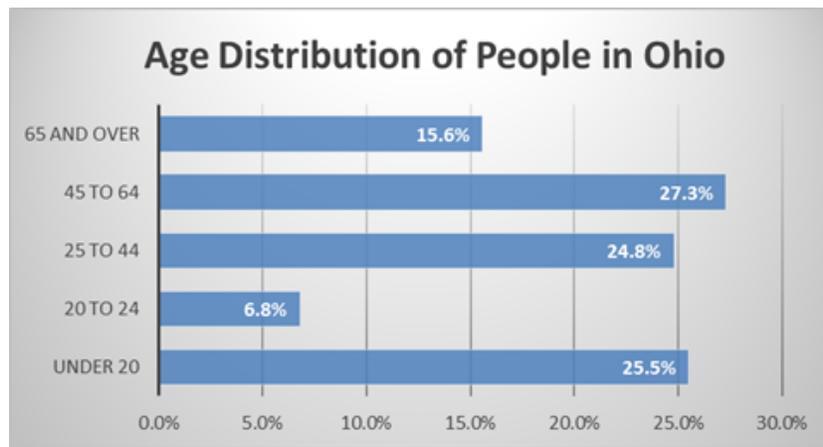
Proposal guideline presentations were developed and released electronically for potential sub-recipients to review statewide goals, OTSO's expectations and to serve as a guide to submit the proposal using the online GRANTS Plus System. Information for the new grant cycle was presented to the sub-recipients at each district traffic safety meeting. Sub-recipients are required to review the most recent version of *Countermeasures that Work* prior to submitting the proposal.

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

## Ohio Demographics

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

Population		Race	
Male	5,673,893	White	80.00%
Female	5,913,048	Black/African American	12.10%
Total	11,586,941	Hispanic or Latino	3.50%
		Two or more races	2.20%
		Asian	1.90%
		American Indian and Alaska Native	0.10%
		Some other race alone	0.10%
Work Commute		Language Spoken at Home	
Drove Alone	83.40%	English	93.30%
Carpooled	7.80%	Other Language	6.70%
Walked	2.30%	Speak English less than "very well"	2.40%
Public Transportation	1.70%		
Other Means	1.10%		
Work at home	3.70%		
Average Commute	23.3 minutes		
		Other Language Spoken at home	
		Spanish	2.20%
		Other Indo-European Language	2.50%
		Asian/Pacific Islander Languages	1.20%
		Other Language	0.90%
		Speak English less than "very well"*	35.80%
		Of population that speaks a language other than English.	



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

### **Climate**

While Ohio's winters range from cool to cold with moderate year-round precipitation, severe lake effect snowstorms are not uncommon in the area southeast of Lake Erie. Snow is not uncommon throughout the state between November and March (5 out of 12 months - 41.67 percent of the year). However, only 35.98 percent of fatalities and 36.10 percent of serious injuries (2013 - 2017) occurred November - March.

### **Media**

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

## **Ohio Data Analysis and Identified Problem Areas**

### **Fatality/Serious Injury**

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

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

### **Analysis**

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## **Impaired Driving**

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### **Analysis**

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

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

## **Occupant Protection**

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

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

### **Analysis**

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

## **Speed**

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

### **Analysis**

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

## **Motorcycle Safety**

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

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

### **Analysis**

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

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

### **Youthful Driver**

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

### **Analysis**

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

### **Pedestrian Safety**

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

### **Analysis**

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

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

### **Bicycle Safety**

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

### **Analysis**

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

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

## **Distracted Driving**

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

## **Analysis**

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

## **Traffic Records**

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

## **Analysis**

Ohio will be working on the following projects this year: Electronic Crash Submissions, eCitation Interfaces, eCitation Printer Project, OLEIS (Ohio Law Enforcement Information System) updates, Bicycle and Pedestrian data collection, Ohio State Highway Patrol Tablet pilot, EMSIRS (Emergency Medical Services Incident Reporting System) project and Crash Reconstruction. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.

**Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).**

## **Project Selection Process**

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

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

The grant management staff compiles a list of all proposals received. The list is submitted to the Traffic Safety Commander with funding recommendations. The Traffic Safety Commander and ODPS Director/Governor's Representative (GR) make the final decision on which proposals are funded.

Ohio focuses the majority of its grant funding toward counties and jurisdictions with the highest number of fatal crashes. Programming in these locations is likely to have the greatest impact on statewide goals. Throughout the year, grants are monitored to verify that funding is being utilized as stipulated in the project's work plan.

**Enter list of information and data sources consulted.**

State FARS Data

State crash report data (includes state, county, city data)

Previous performance of sub-recipient

Risk assessment conducted on each submitted proposal

Local demographic data

Local problem identification

**Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).**

The Ohio Traffic Safety Office (OTSO) met with the Ohio Department of Transportation (ODOT) (SHSP chair, HSIP staff and SHSP Project Manager) to review the fatal, fatality rate and serious injury goals to ensure these performance measures were identical in the HSP and HSIP and feed into the SHSP. These meetings and discussions took place over several months. OTSO and ODOT agreed upon a one percent reduction across all three performance measures.

- C-1) Reduce total fatalities by 1.00 percent per year from the 2013 – 2017 average of 1,083 to 1,062 by 2019.

- C-2) Reduce serious traffic injuries by 1.00 percent per year from the 2013 – 2017 average of 9,013 to 8,834 by 2019.
- C-3a) Reduce fatalities/VMT rate by 1.00 percent per year from the 2013 – 2017 average of 0.93 to 0.91 by 2019.

### 3 Performance report

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
C-6) Number of speeding-related fatalities (FARS)	In Progress
C-7) Number of motorcyclist fatalities (FARS)	In Progress
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
C-10) Number of pedestrian fatalities (FARS)	In Progress
C-11) Number of bicyclists fatalities (FARS)	In Progress
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress

#### C-1) Number of traffic fatalities (FARS)

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

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

#### C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

#### C-3) Fatalities/VMT (FARS, FHWA)

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

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

**C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

Ohio's unrestrained occupant fatality goal from the FFY2018 HSP is 368. Based on 2016's number (355), preliminary 2017's number (246) and the fact that in 2018, Ohio is experiencing a ten percent reduction year to date in the overall fatality number, Ohio is on target to achieve this goal. OTSO has ramped up the seat belt enforcement during the November and May/June CIOT mobilizations. Unbelted fatalities have been discussed between all sub-recipients (STEP/IDEP, Safe Communities and OSHP) during the district meetings in efforts to reduce un-belted fatalities and increase the observed seat belt rate.

**C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The higher total fatalities has increased the numbers in the majority of individual categories, including impaired driving. However, Ohio continues to focus programming on impaired driving and preliminary 2017 numbers show significant progress toward the FFY2018 HSP goal of 305.

**C-6) Number of speeding-related fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

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

**C-7) Number of motorcyclist fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

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

#### **C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

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

#### **C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The number of drivers aged 20 or younger involved in a fatal crash increased each year 2013 – 2016. However, the five-year average has slightly decreased since the 2010 – 2013 average. Ohio continues to address youthful driver problems through education. The preliminary 2017 number show a decrease of 28 percent from 2016. If this trend continues, Ohio is on track to meet or exceed the FFY2018 HSP goal of 136.

#### **C-10) Number of pedestrian fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

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

#### **C-11) Number of bicyclists fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The number of bicycle fatalities remains low each year and the five-year average fluctuates between 15 and 18. Ohio continues to support efforts of agencies through the SHSP to address bicycle fatalities.

Based on preliminary 2017 numbers, Ohio remains close to achieving the FFY2018 HSP goal of 17.

### B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

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

## 4 Performance plan

**Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.**

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	1,062.0
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	8,834.0
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	0.910
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2015	2019	339.0
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2015	2019	285.0
C-6) Number of speeding-related fatalities (FARS)	5 Year	2015	2019	236.0
C-7) Number of motorcyclist fatalities (FARS)	5 Year	2015	2019	153.0
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2015	2019	104.0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2015	2019	125.0
C-10) Number of pedestrian fatalities (FARS)	5 Year	2015	2019	112.0
C-11) Number of bicyclists fatalities (FARS)	5 Year	2015	2019	17.0
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2015	2019	83.4
TRCC- Increase agencies participating in eCitation	Annual	2019	2019	194.0

Distracted Driving Fatal Crashes	5 Year	2015	2019	41.0
Distracted Driving Injury Crashes	5 Year	2015	2019	5,243.0
Drugged Driving Fatal Crashes	5 Year	2015	2019	148.0
Drugged Driving Injury Crashes	5 Year	2015	2019	1,997.0

### C-1) Number of traffic fatalities (FARS)

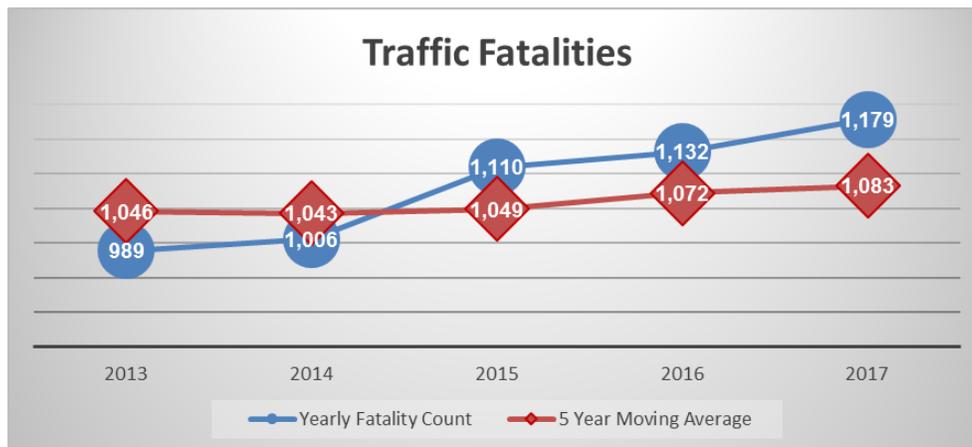
#### Is this a traffic records system performance measure?

No

C-1) Number of traffic fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 1,062.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used.

OTSO met with ODOT to review traffic fatality trend data over the five-year period. A one percent reduction was agreed upon.

- C-1) Reduce total fatalities by 1.00 percent per year from the 2013 – 2017 average of 1,083 to 1,062 by 2019.

**C-2) Number of serious injuries in traffic crashes (State crash data files)****Is this a traffic records system performance measure?**

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019

Target Metric Type: Numeric

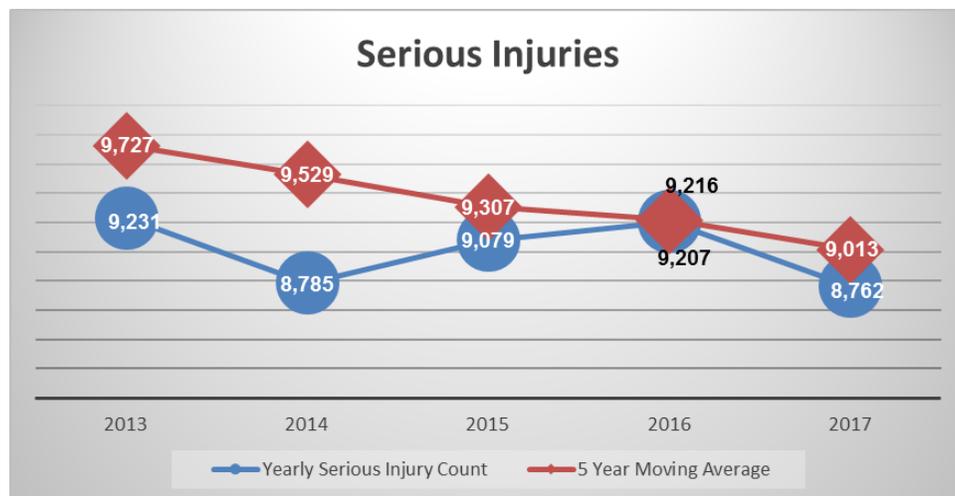
Target Value: 8,834.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used.

OTSO met with ODOT to review serious injury trend data over the five-year period. A one percent reduction was agreed upon.

- C-2) Reduce serious traffic injuries by 1.00 percent per year from the 2013 – 2017 average of 9,013 to 8,834 by 2019.

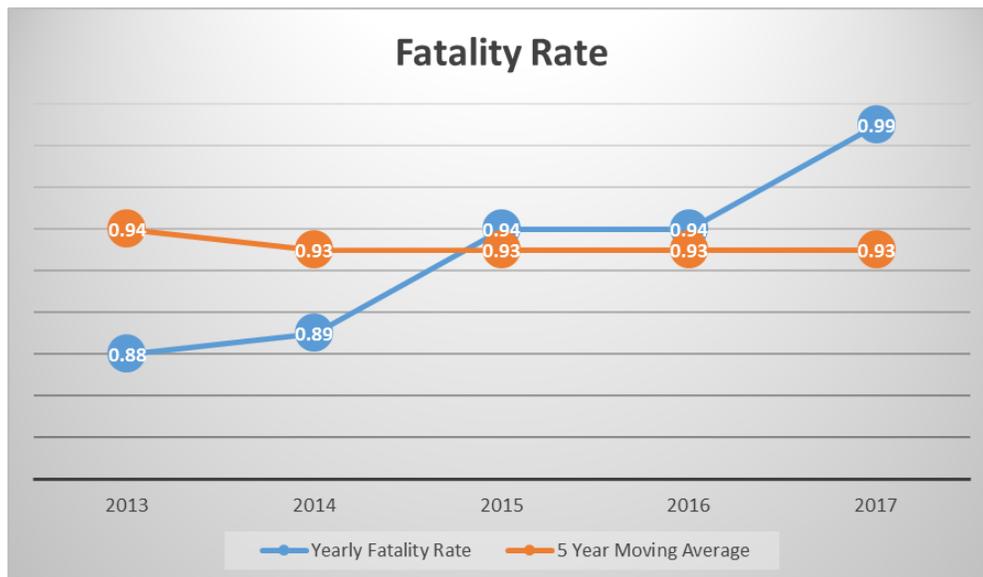
**C-3) Fatalities/VMT (FARS, FHWA)****Is this a traffic records system performance measure?**

No

C-3) Fatalities/VMT (FARS, FHWA)-2019
Target Metric Type: Numeric
Target Value: 0.910
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The yearly fatality rate has increased 12.5 percent over the five-year period (2013 - 2017). The five-year average has decreased 1.06 percent since the 2009 - 2013 average.



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used.

OTSO met with ODOT to review fatality rate trend data over the five-year period. A one percent reduction was agreed upon.

- C-3a) Reduce fatalities/VMT rate by 1.00 percent per year from the 2013 – 2017 average of 0.93 to 0.91 by 2019.

**C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)****Is this a traffic records system performance measure?**

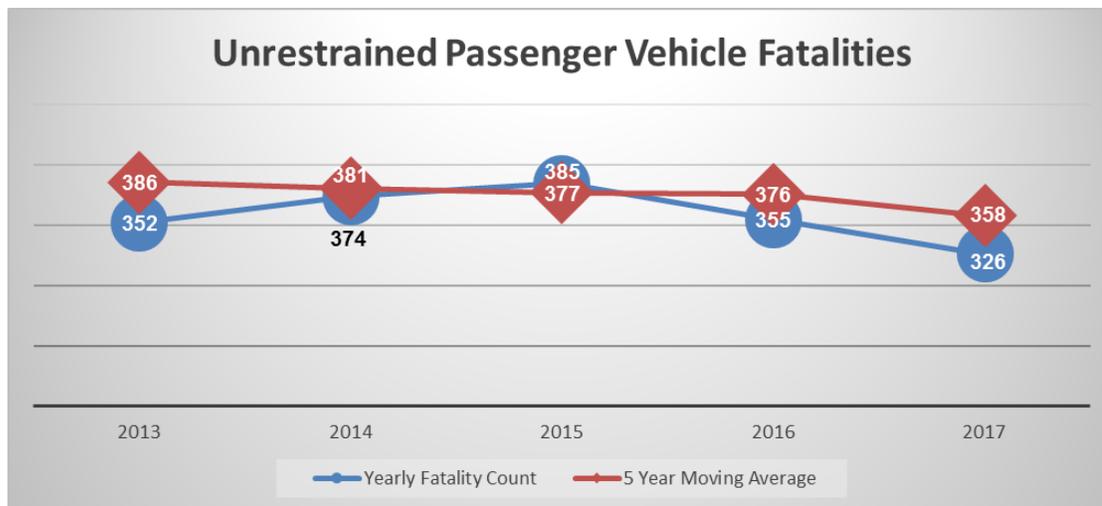
No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019
Target Metric Type: Numeric
Target Value: 339.0
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Unrestrained Passenger Vehicle Fatalities is a 2.71 percent reduction.

- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 2.71 percent per year from the 2013 – 2017 average of 358 to 339 by 2019.

**C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

**Is this a traffic records system performance measure?**

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019

Target Metric Type: Numeric

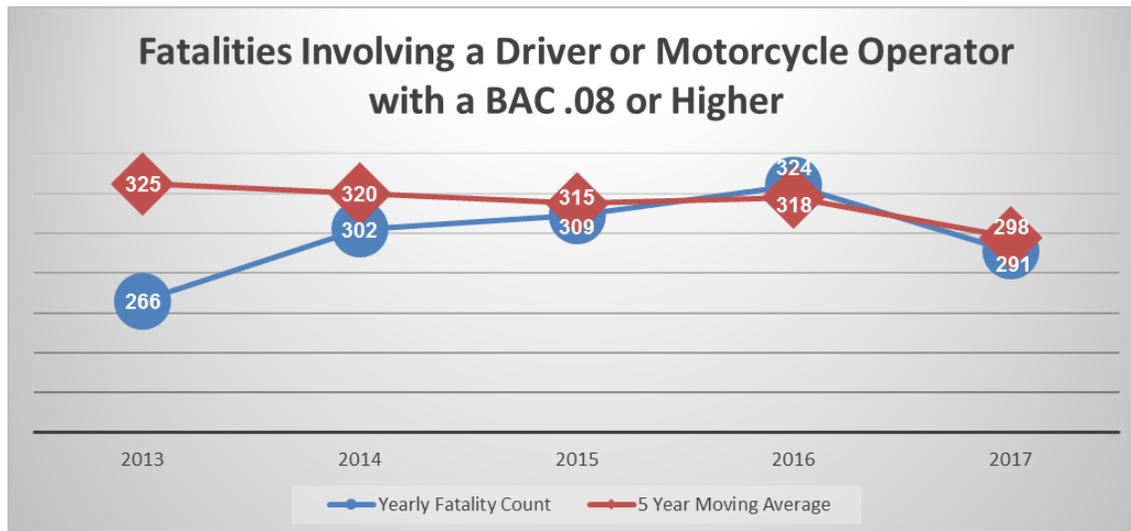
Target Value: 285.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 or Higher is a 2.14 percent reduction.

- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 2.14 percent per year from the 2013 – 2017 average of 298 to 285 by 2019.

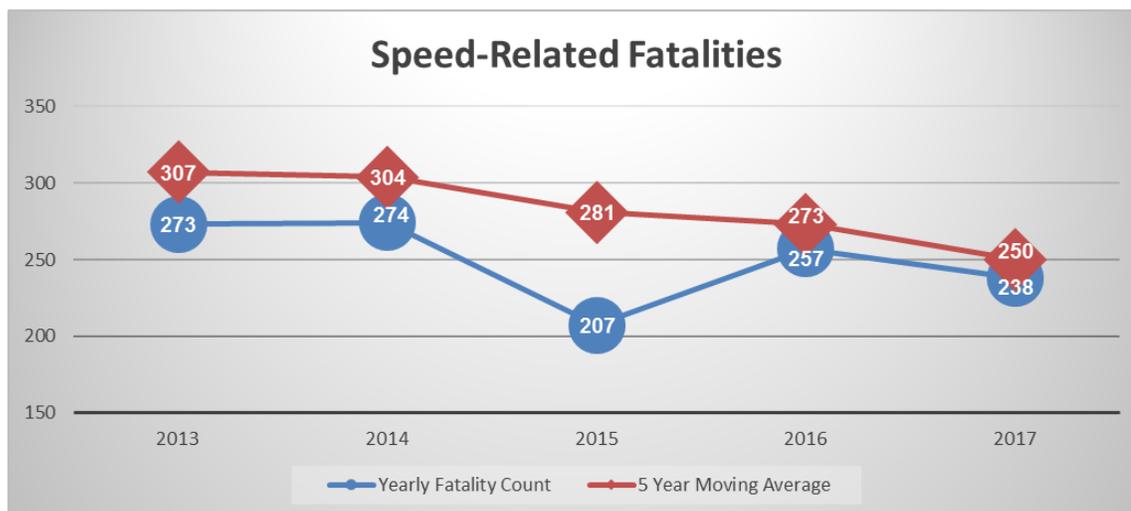
**C-6) Number of speeding-related fatalities (FARS)****Is this a traffic records system performance measure?**

No

C-6) Number of speeding-related fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 236.0
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Speed-Related Fatalities is a 2.78 percent reduction.

- C-6) Reduce speeding-related fatalities by 2.78 percent per year from the 2013 – 2017 average of 250 to 236 by 2019.

**C-7) Number of motorcyclist fatalities (FARS)****Is this a traffic records system performance measure?**

No

## C-7) Number of motorcyclist fatalities (FARS)-2019

Target Metric Type: Numeric

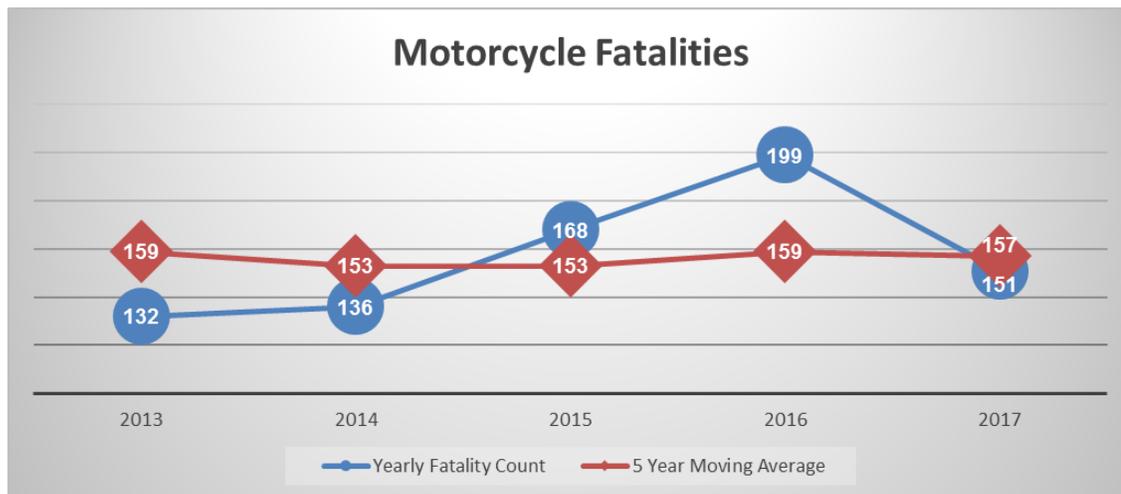
Target Value: 153.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Motorcycle Fatalities is a 0.22 percent increase.

The trend for motorcyclist fatalities is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goals to ensure the goal was a reduction by 2019.

- C-7) Reduce motorcyclist fatalities by 1.25 percent per year from the 2013 – 2017 average of 157 to 153 by 2019.

**C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019

Target Metric Type: Numeric

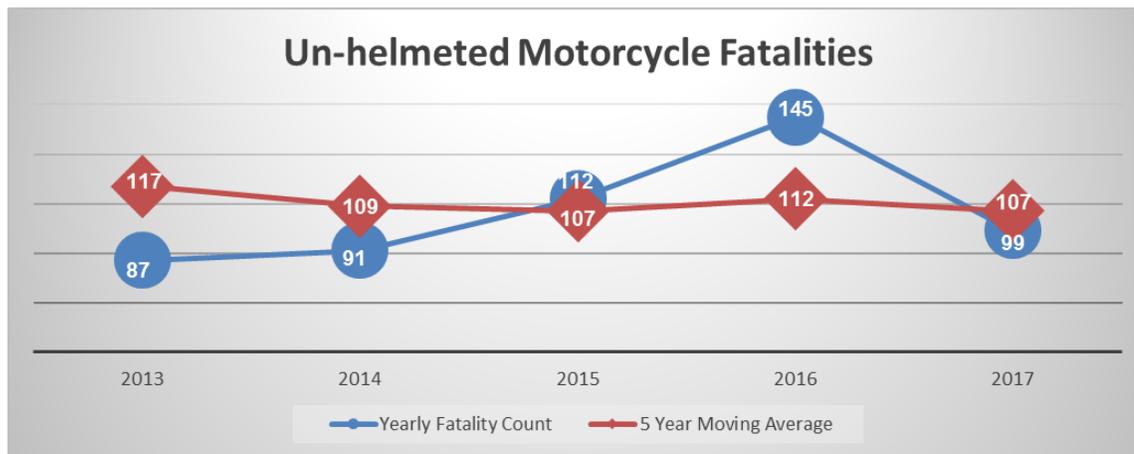
Target Value: 104.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Un-helmeted Motorcycle Fatalities is a 1.27 percent reduction.

- C-8) Reduce un-helmeted motorcyclist fatalities by 1.27 percent per year from the 2013 – 2017 average of 107 to 104 by 2019.

**C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

**Is this a traffic records system performance measure?**

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019

Target Metric Type: Numeric

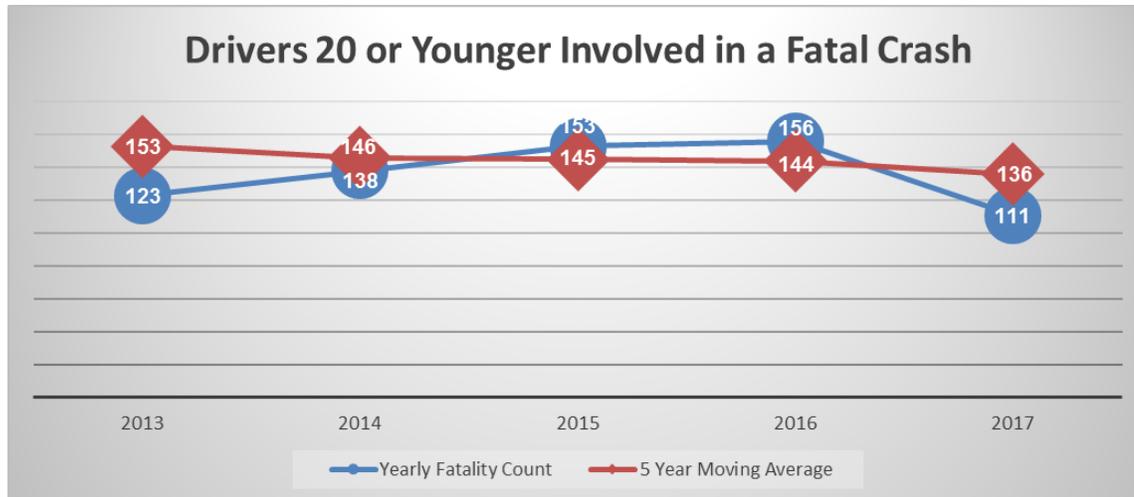
Target Value: 125.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Drivers 20 or Younger Involved in a Fatal Crash is a 3.96 percent reduction.

- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 3.96 percent per year from the 2013 – 2017 average of 136 to 125 by 2019.

#### **C-10) Number of pedestrian fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-10) Number of pedestrian fatalities (FARS)-2019

Target Metric Type: Numeric

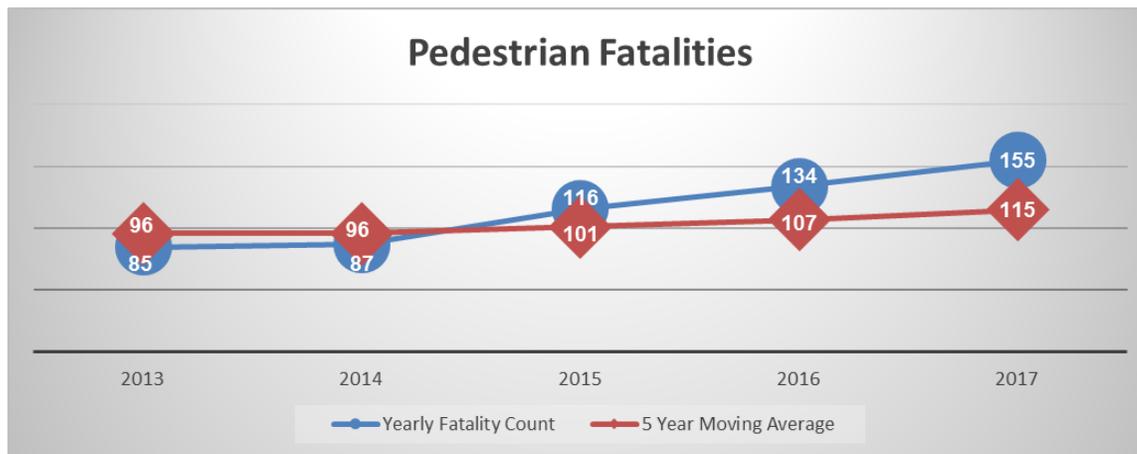
Target Value: 112.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Pedestrian Fatalities is a 3.81 percent increase.

The trend for Pedestrian Fatalities is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goals to ensure the goal was a reduction by 2019.

- C-10) Reduce pedestrian fatalities by 1.25 percent per year from the 2013 – 2017 average of 115 to 112 by 2019.

**C-11) Number of bicyclists fatalities (FARS)****Is this a traffic records system performance measure?**

No

C-11) Number of bicyclists fatalities (FARS)-2019

Target Metric Type: Numeric

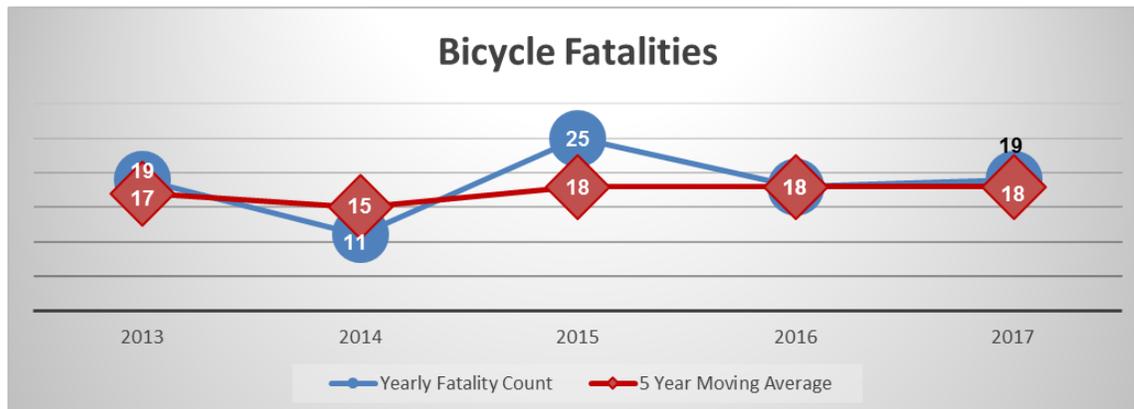
Target Value: 17.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Bicycle Fatalities is a 3.03 percent increase.

The trend for Bicycle Fatalities is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goals to ensure the goal was a reduction by 2019.

- C-11) Reduce bicycle fatalities by 1.25 percent per year from the 2013 – 2017 average of 18 to 17 by 2019.

**B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)****Is this a traffic records system performance measure?**

No

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2019

Target Metric Type: Numeric

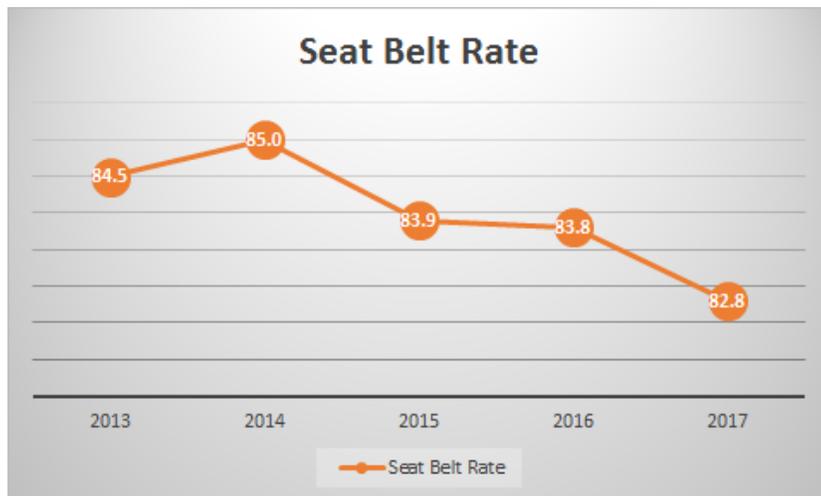
Target Value: 83.4

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for the Observed Seat Belt Rate is a 0.35 percent increase.

- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.35 percent per year from 82.8 percent in 2017 to 83.4 in 2019.

**TRCC- Increase agencies participating in eCitation**

**Is this a traffic records system performance measure?**

No

-2019
Target Metric Type: Numeric
Target Value: 194.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

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

**Distracted Driving Fatal Crashes**

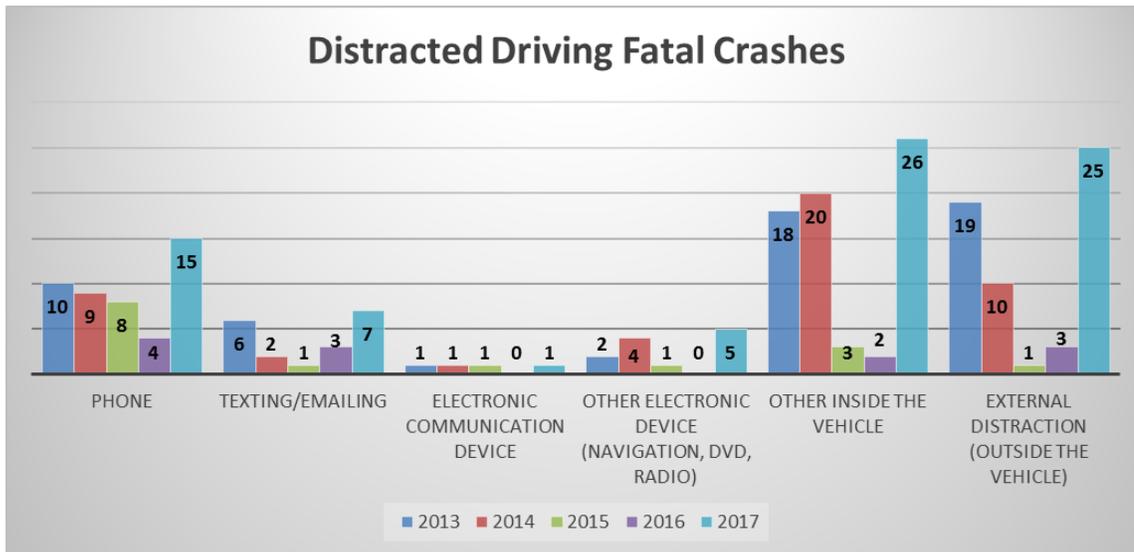
**Is this a traffic records system performance measure?**

No

Distracted Driving Fatal Crashes-2019
Target Metric Type: Numeric
Target Value: 41.0
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The 2013 - 2017 five-year average for fatal crashes attributed to distracted driving is 41.6.



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Distracted Driving Fatal Crashes is a 17.19 percent increase.

The trend for Distracted Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

- Reduce distracted driving fatal crashes 1.25 percent per year from the 2013 – 2017 average of 42 to 41 by 2019.

### Distracted Driving Injury Crashes

**Is this a traffic records system performance measure?**

No

Distracted Driving Injury Crashes-2019

Target Metric Type: Numeric

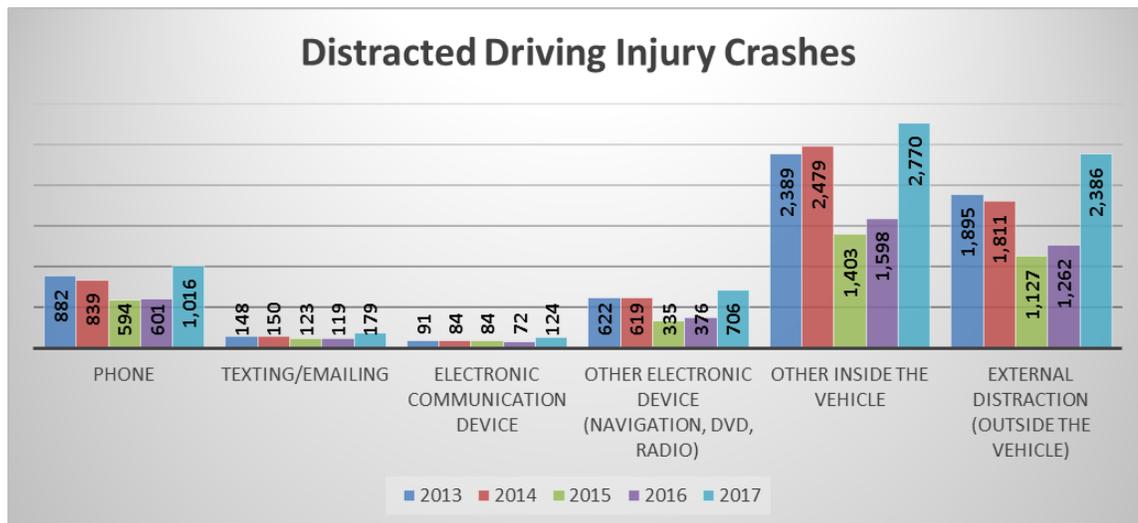
Target Value: 5,243.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The 2013 - 2017 five-year average for injury crashes attributed to distracted driving is 5,376.8



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Distracted Driving Injury Crashes is a 17.51 percent increase.

The trend for Distracted Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

- Reduce distracted driving injury crashes 1.25 percent per year from the 2013 – 2017 average of 5,377 to 5,243 by 2019.

## Drugged Driving Fatal Crashes

### Is this a traffic records system performance measure?

No

Drugged Driving Fatal Crashes-2019

Target Metric Type: Numeric

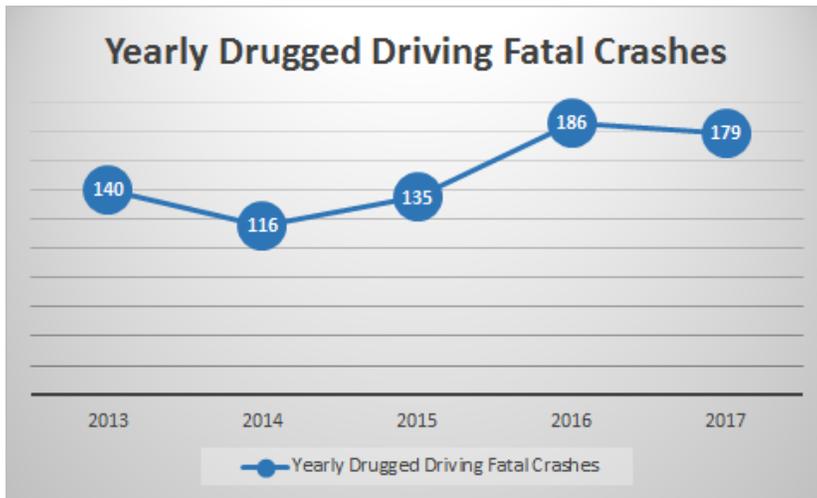
Target Value: 148.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.



The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

- Reduce drugged driving fatal crashes 1.25 percent per year from the 2013 – 2017 average of 151 to 148 by 2019.

### Drugged Driving Injury Crashes

**Is this a traffic records system performance measure?**

No

Drugged Driving Injury Crashes-2019

Target Metric Type: Numeric

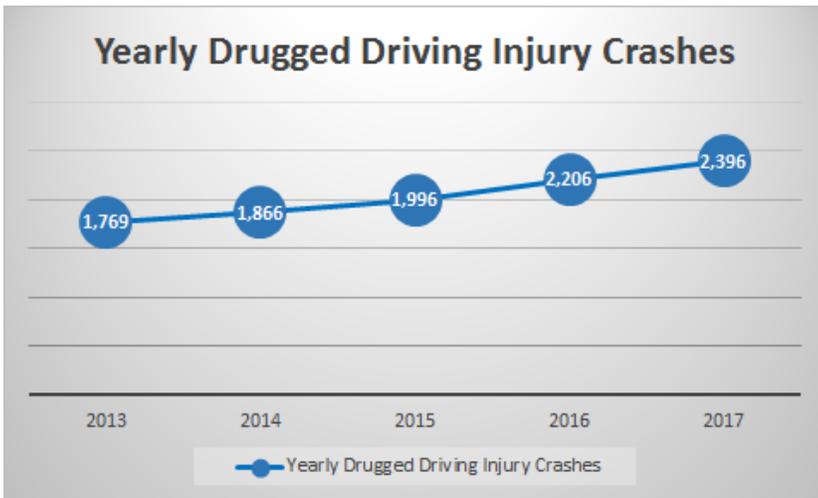
Target Value: 1,997.0

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.



The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

- Reduce drugged driving injury crashes 1.25 percent per year from the 2013 – 2017 average of 2,047 to 1,997 by 2019.

**State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

Check the box if the statement is correct.

Yes

**Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.**

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Seat belt citations	56950

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities**

Fiscal year	2017
Impaired driving arrests	7908

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Speeding citations	142486

## 5 Program areas

### Program Area Hierarchy

#### 1. Communications (Media)

- Mass Media Campaign
  - Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
    - FAST Act 405d Impaired Driving Low
  - Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
    - FAST Act 405d Impaired Driving Low
  - Sustained Impaired Driving Paid Media
    - FAST Act 405d Impaired Driving Low
  - Holiday Click It or Ticket Paid Media
    - FAST Act 405b OP Low
  - Click It or Ticket Paid Media
    - FAST Act 405b OP Low
  - Sustained Belt Paid Media
    - FAST Act 405b OP Low
  - Motorcycle Safety Paid Media
    - FAST Act NHTSA 402
  - Motorcycle Awareness Paid Media
    - FAST Act 405f Motorcycle Programs
  - Sustained Distracted Driving Paid Media
    - FAST Act NHTSA 402
  - Speed Paid Media
    - FAST Act NHTSA 402
- Earned Media

#### 2. Community Traffic Safety Program

- Communications and Outreach
  - Seat Belt Print Advertising/Educational Materials
    - FAST Act NHTSA 402
  - Motorcycle Awareness Print Advertising/Educational Materials
    - FAST Act 405f Motorcycle Programs
  - Motorcyclist Safety Print Media/Educational Materials
    - FAST Act NHTSA 402
  - Distracted Driving Print Advertising/Educational Materials
    - FAST Act NHTSA 402
  - Training/Public Education
    - FAST Act NHTSA 402
  - Impaired Driving Print Advertising/Educational Materials
    - FAST Act NHTSA 402
  - Safe Communities
    - FAST Act NHTSA 402

#### 3. Distracted Driving

- High Visibility Cellphone/Text Messaging Enforcement
  - Distracted Driving Enforcement
    - FAST Act NHTSA 402

#### 4. Driver Education and Behavior

- Communications and Outreach
  - Seat Belt Print Advertising/Educational Materials
    - FAST Act NHTSA 402
  - Motorcycle Awareness Print Advertising/Educational Materials
    - FAST Act 405f Motorcycle Programs
  - Motorcyclist Safety Print Media/Educational Materials
    - FAST Act NHTSA 402

- Distracted Driving Print Advertising/Educational Materials
  - FAST Act NHTSA 402
- Training/Public Education
  - FAST Act NHTSA 402
- Impaired Driving Print Advertising/Educational Materials
  - FAST Act NHTSA 402
- Safe Communities
  - FAST Act NHTSA 402
- 5. Impaired Driving (Alcohol)
  - Liquor Law Enforcement
    - Trace Back Program
      - FAST Act 405d Impaired Driving Low
  - High Visibility Enforcement
    - Impaired Driving Enforcement Program
      - 164 Transfer Funds-AL
      - 164 Transfer Funds-AL
      - 164 Transfer Funds-AL
    - Statewide Impaired Driving Enforcement Program
      - FAST Act 405d Impaired Driving Low
  - Breath Test Devices
    - Breath Testing Instrument Training
      - FAST Act 405d Impaired Driving Low
- 6. Impaired Driving (Drug and Alcohol)
  - Publicized Sobriety Checkpoints
    - OVI Task Force Program
      - FAST Act 405d Impaired Driving Low
- 7. Impaired Driving (Drug)
  - Enforcement of Drug-Impaired Driving
    - Statewide Drugged driving Enforcement Program
      - FAST Act 405d Impaired Driving Low
  - Drug Recognition Expert (DRE) Training
    - Drug Recognition Expert Program
      - FAST Act 405d Impaired Driving Low
- 8. Motorcycle Safety
  - Motorcycle Rider Training
    - Motorcycle Ohio Rider Education/Enhancement/Enrichment
      - FAST Act 405f Motorcycle Programs
- 9. Occupant Protection (Adult and Child Passenger Safety)
  - Short-term, High Visibility Seat Belt Law Enforcement
    - Statewide Seat Belt Tac Squads
      - FAST Act NHTSA 402
    - Selective Traffic Enforcement Program
      - FAST Act NHTSA 402
  - Occupant Protection Program Assessment (NHTSA Facilitated)
    - Occupant Protection Assessment
      - FAST Act NHTSA 402
- 10. Occupant Protection (Child Passenger Safety)
  - Child Restraint System Inspection Station(s)
    - Occupant Protection Coordinator Program
      - FAST Act 405b OP Low
- 11. Police Traffic Services
  - Short-term, High Visibility Seat Belt Law Enforcement
    - Statewide Seat Belt Tac Squads
      - FAST Act NHTSA 402
    - Selective Traffic Enforcement Program
      - FAST Act NHTSA 402

- Officer Training
  - Officer Training (Impaired)
    - FAST Act 405d Impaired Driving Low
  - Officer Training
    - FAST Act NHTSA 402
- Highway Safety Office Program Management
  - Law Enforcement Liaison Program
    - FAST Act NHTSA 402
- Communications and Outreach
  - Seat Belt Print Advertising/Educational Materials
    - FAST Act NHTSA 402
  - Motorcycle Awareness Print Advertising/Educational Materials
    - FAST Act 405f Motorcycle Programs
  - Motorcyclist Safety Print Media/Educational Materials
    - FAST Act NHTSA 402
  - Distracted Driving Print Advertising/Educational Materials
    - FAST Act NHTSA 402
  - Training/Public Education
    - FAST Act NHTSA 402
  - Impaired Driving Print Advertising/Educational Materials
    - FAST Act NHTSA 402
  - Safe Communities
    - FAST Act NHTSA 402
- 12. Roadway Safety/Traffic Engineering
  - Training
    - Roadway Safety Training
      - FAST Act NHTSA 402
- 13. Speed Management
  - Sustained Enforcement
    - Statewide Speed Enforcement
      - FAST Act NHTSA 402
- 14. Teen Traffic Safety Program
  - Peer to Peer Teen Outreach
    - Peer to Peer Youth Programming
      - FAST Act NHTSA 402
- 15. Traffic Records
  - Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity
    - Traffic Records Coordinating Committee Projects
      - MAP 21 405c Data Program
      - MAP 21 405c Data Program
      - FAST Act 405c Data Program
      - FAST Act 405c Data Program
      - FAST Act 405c Data Program
- 16. Planning & Administration
  - (none)
    - Traffic Safety Grant Program Management (P&A)
      - FAST Act NHTSA 402
    - Traffic Safety Grant Program Management (CP)
      - NHTSA 402
    - Web-Based Grants Management System
      - FAST Act NHTSA 402
    - Traffic Safety Resource Prosecutor Program
      - FAST Act NHTSA 402
    - Equipment Inspection/Inventory Program
      - FAST Act NHTSA 402
    - University Evaluation

## 5.1 Program Area: Communications (Media)

**Program area type** Communications (Media)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

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

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

## **Occupant Protection**

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

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

## **Analysis**

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

## **Speed**

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

## **Analysis**

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

## **Motorcycle Safety**

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

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

## **Analysis**

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

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

## **Youthful Driver**

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

## Analysis

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## Distracted Driving

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

## Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	339.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	236.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	153.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes	5 Year	2019	125.0

(FARS)

2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	83.4
2019	Distracted Driving Fatal Crashes	5 Year	2019	41.0
2019	Distracted Driving Injury Crashes	5 Year	2019	5,243.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

**Fiscal Year**    **Countermeasure Strategy Name**

2019            Mass Media Campaign

2019            Earned Media

### 5.1.1 Countermeasure Strategy: Mass Media Campaign

**Program area**                    Communications (Media)

**Countermeasure strategy**    Mass Media Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint**

enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of: impaired driving, speed, and distracted driving and the importance of: wearing a seat belt, being aware of motorcyclists and riding a motorcycle safely. The goal of the paid media plan is to decrease the number of: impaired drivers and alcohol related fatalities, speed-related fatalities, distract driving fatalities, un-restrained fatalities, and motorcyclist fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In 2019, media will be heavily directed toward the appropriate target audience for each message. Media tactics will include a combination of television, radio, social and print media that will be used to maximize the amount of resources for each media campaign. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost efficiency and greater message reach are available in many of the smaller regions by employing spot radio as part of this plan. The goal of the paid media plan is to decrease the number of: impaired drivers and alcohol related fatalities, speed-related fatalities, distract driving fatalities, un-restrained fatalities, and motorcyclist fatalities. Funds are allocated to each media campaign (listed below under Planned Activities) based on problem identification, with the majority of the funding allocated to impaired driving and seat belt campaigns. Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **Holiday Drive Sober or Get Pulled Over:**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns

### **Drive Sober or Get Pulled Over:**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns

### **Sustained Impaired Driving Paid Media Plan**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns

### **Holiday Click It or Ticket Paid Media**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children

### **Click It or Ticket Paid Media**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children

### **Sustained Belt Paid Media Plan**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children

### **Motorcycle Safety Paid Media:**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 5. Motorcycle Safety
  - 2. Alcohol Impairment
    - 2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
  - 4. Communications and Outreach
    - 4.1 Communications and Outreach: Conspicuity and Protective Clothing

### **Motorcycle Awareness Paid Media**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 5. Motorcycle Safety
  - 4. Communications and Outreach
    - 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists

### **Distracted Driving Paid Media**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 4. Distracted and Drowsy Driving
  - 2. Communications and Outreach
    - 2.2 Communications and Outreach on Distracted Driving

### **Speed Paid Media**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 3. Speeding and Speed Management
  - 4. Communications and Outreach
    - 4.1 Communications and Outreach Supporting Enforcement

### **Planned activities**

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### **Planned activities in countermeasure strategy**

<b>Planned activity unique identifier</b>	<b>Planned Activity Name</b>	<b>Primary Countermeasure</b>
M6OT-2019-00-00-01	Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media	Mass Media Campaign
M6OT-2019-00-00-02	Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media	Mass Media Campaign
M6OT-2019-00-00-03	Sustained Impaired Driving Paid Media	Mass Media Campaign
M2X-2019-00-00-01	Holiday Click It or Ticket Paid Media	Mass Media Campaign
M2X-2019-00-00-02	Click It or Ticket Paid Media	Mass Media Campaign
M2X-2019-00-00-03	Sustained Belt Paid Media	Mass Media Campaign
PM-2019-00-00-01	Motorcycle Safety Paid Media	Mass Media Campaign
M9MA-2019-00-00-01	Motorcycle Awareness Paid Media	Mass Media Campaign
PM-2019-00-00-02	Sustained Distracted Driving Paid Media	Mass Media Campaign
PM-2019-00-00-03	Speed Paid Media	Mass Media Campaign

#### **5.1.1.1 Planned Activity: Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media**

**Planned activity name** Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media  
**Planned activity number** M6OT-2019-00-00-01  
**Primary countermeasure strategy** Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The goal of the paid media plan for the December/January crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media

objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

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

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

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

#### **Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

##### **Fiscal Year Countermeasure Strategy Name**

2019	Mass Media Campaign
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#### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$200,000.00	\$0.00	

#### Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share per unit</b>	<b>NHTSA Share Total Cost</b>
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No records found.

### 5.1.1.2 Planned Activity: Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

**Planned activity name** Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

**Planned activity number** M6OT-2019-00-00-02

**Primary countermeasure strategy** Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be encouraged to participate in the 2019 crackdown scheduled for August 16 – September 2, 2019.

The goal of the paid media plan for the 2019 alcohol crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible enforcement with both local and national media exposure.

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

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Mass Media Campaign

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2017	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$500,000.00
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## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.1.3 Planned Activity: Sustained Impaired Driving Paid Media

**Planned activity name** Sustained Impaired Driving Paid Media

**Planned activity number** M6OT-2019-00-00-03

**Primary countermeasure strategy** Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

The goal will be to sustain impaired driving messaging throughout the year with the highest concentration of paid media conducted during the Drive Sober or Get Pulled Over Crackdown and the December/January crackdown. Between these times, using secondary messages like *Fans Don't Let Fans Drive Drunk* and *Buzzed Driving is Drunk Driving* provides an opportunity to extend the core safety messages. Embracing social-norming messages allows us to look for marketing alliances with businesses and organizations already branded and important to our target audiences.

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

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Mass Media Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$500,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.1.1.4 Planned Activity: Holiday Click It or Ticket Paid Media

Planned activity name Holiday Click It or Ticket Paid Media

Planned activity number M2X-2019-00-00-01

Primary countermeasure strategy Mass Media Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

The target audience is defined as anyone who drives or rides in a motor vehicle within the State of Ohio. According to the ODPS 2016 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2017, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

## Countermeasure strategies in planned activities

### Fiscal Year Countermeasure Strategy Name

2019 Mass Media Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b OP Low (FAST)	\$200,000.00	\$0.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.1.1.5 Planned Activity: Click It or Ticket Paid Media

**Planned activity name** Click It or Ticket Paid Media

**Planned activity number** M2X-2019-00-00-02

**Primary countermeasure strategy** Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Ohio will continue to implement and expand the national seat belt mobilization model around the Memorial Day holiday in FFY2019. Campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

A higher frequency of messaging directed at low usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. New media partnerships and earned media will help expand the campaign's message into the low usage populations. In FFY2019, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Media will also be directed toward Ohio's multicultural communities. Additionally, social media and a limited amount of targeted outdoor and print media will be used during this effort.

The target audience is defined as anyone who drives or rides in a motor vehicle within the State of Ohio. According to the ODPS 2016 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2019, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Mass Media Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b OP Low (FAST)	\$500,000.00	\$0.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.1.1.6 Planned Activity: Sustained Belt Paid Media**

**Planned activity name** Sustained Belt Paid Media

**Planned activity number** M2X-2019-00-00-03

**Primary countermeasure strategy** Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

The goal will be to sustain the message throughout the year and to hit the highest peak during the national mobilization when we are deploying what we know works best in changing behavior. Throughout the year, using secondary messages like What's Holding You Back? and Buckle Up in your Truck provides an opportunity to extend the core safety messages. Embracing social-norming messages allows us to look for marketing alliances with businesses and organizations important to our target audiences. We have learned that many partners are not comfortable spending their resources to aggressively promote a strong enforcement message. A year-round mix of enforcement and social-norming messages helps to avoid these conflicts and provides us with more opportunities to keep our messages in front of the public and our target audiences.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond the traditional media

buy to provide additional bonus spots, public service announcements with high profile talents, on the ground event and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience.

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

## **High Risk Populations**

### **Teens**

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

### **Rural**

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

### **18 – 34 year old Male**

This target audience has been identified throughout the state of Ohio as a low-usage population. Qualitative research information has generally identified the younger men (16 - 24 years) within this demographic as the most "high risk" drivers and passengers. These men are also less likely to use seat belts if they travel in pick-up trucks, consume alcohol, or ride at night and/or are African American. Ohio works closely with both the state and national media buyer to target 18 – 34 year old male seat belt usage. Ohio runs seat belt messages during home games throughout the season with the following sports teams in Ohio to target this high risk population: Cleveland Cavaliers, Cincinnati Reds, Cleveland Indians, Columbus Clippers, Toledo Mudhens, and The Ohio State University. These partners generally include television, radio, interior and exterior signage. The broadcast coverage for the Major League Baseball teams includes a broad network of stations in the region beyond just the metro market that in primarily serves.

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

### **Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

## **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

## Countermeasure strategies in planned activities

### Fiscal Year Countermeasure Strategy Name

2019 Mass Media Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$500,000.00	\$0.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.1.7 Planned Activity: Motorcycle Safety Paid Media

**Planned activity name** Motorcycle Safety Paid Media

**Planned activity number** PM-2019-00-00-01

**Primary countermeasure strategy** Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Mass Media Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$100,000.00		\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.1.1.8 Planned Activity: Motorcycle Awareness Paid Media

Planned activity name Motorcycle Awareness Paid Media

Planned activity number M9MA-2019-00-00-01

Primary countermeasure strategy Mass Media Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
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2019	Mass Media Campaign
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## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$100,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.1.9 Planned Activity: Sustained Distracted Driving Paid Media

**Planned activity name** Sustained Distracted Driving Paid Media

**Planned activity number** PM-2019-00-00-02

**Primary countermeasure strategy** Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level**

**of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

Media tactics will include a combination of social and print media that will be used to maximize the amount of resources for the sustained distracted driving paid media plan.

- Social media includes space on multiple social media sites.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.

The sustained distracted driving paid media plan will complement the NHTSA National Communications Plan and the NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year.

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Mass Media Campaign

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018		FAST Act NHTSA 402	Paid Advertising (FAST)	\$100,000.00		\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.1.1.10 Planned Activity: Speed Paid Media**

Planned activity name Speed Paid Media

Planned activity number PM-2019-00-00-03

Primary countermeasure strategy Mass Media Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

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

Paid media will compliment ODOT signage and other state enforcement efforts.

Media tactics will include a combination of radio and billboard media (using NHTSA's creative) that will be used to maximize the amount of resources for the speed paid media plan.

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

#### **Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

#### **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Mass Media Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$100,000.00		\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.1.2 Countermeasure Strategy: Earned Media

**Program area** Communications (Media)

**Countermeasure strategy** Earned Media

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies]**

**responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

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

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others that have a vested interest in traffic safety.
- The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the NHTSA web site as the mini-planners are released.
- Coordinated media kick off events by both the Ohio Department of Public Safety (ODPS) and Ohio's Safe Communities programs.

- Weekly traffic safety e-mail broadcast.
- ODPS will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

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

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns
- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
- Chapter 3. Speeding and Speed Management
  - 4. Communications and Outreach
    - Communications and Outreach Supporting Enforcement
- Chapter 4. Distracted and Drowsy Driving
  - 2. Communications and Outreach
    - 2.2 Communications and Outreach on Distracted Driving
- Chapter 5. Motorcycle Safety
  - 4. Communications and Outreach
    - 4.1 Communications and Outreach: Conspicuity and Protective Clothing
    - 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
No records found.		

## 5.2 Program Area: Community Traffic Safety Program

**Program area type** Community Traffic Safety Program

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

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

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

## Occupant Protection

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

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

## Analysis

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

## Speed

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

## Analysis

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

## Motorcycle Safety

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

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

## Analysis

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

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

## Youthful Driver

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

## Analysis

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Pedestrian Safety**

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

### **Analysis**

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

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

## **Bicycle Safety**

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

### **Analysis**

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

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

## **Distracted Driving**

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

### **Analysis**

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

## **Performance measures**

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### **Performance Measures in Program Area**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	339.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	236.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	153.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	104.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	125.0
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	112.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	17.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	83.4
2019	Distracted Driving Fatal Crashes	5 Year	2019	41.0
2019	Distracted Driving Injury Crashes	5 Year	2019	5,243.0
2019	Drugged Driving Fatal Crashes	5 Year	2019	148.0
2019	Drugged Driving Injury Crashes	5 Year	2019	1,997.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
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2019	Communications and Outreach
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## 5.2.1 Countermeasure Strategy: Communications and Outreach

**Program area** Community Traffic Safety Program

**Countermeasure strategy** Communications and Outreach

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs**

**designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Communications and outreach strategies seek to inform the public of:

- The dangers of driving while impaired by alcohol
- The dangers of not wearing a seat belt
- The importance of motorcyclists riding "SMART" (Sober, Motorcycle endorsed, Alert, Right gear and Trained)
- The importance of motorcycle awareness (Watch Out for Motorcycles)
- The dangers of distracted driving.

As with prevention and intervention, education through various communications and outreach strategies is especially important for youth under 21. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a wide variety of other communication channels such as posters, billboards, web banners, and the like.

A mass media campaign consists of intensive communications and outreach activities that use radio, television, print, and other mass media, both paid and/or earned.

Materials purchased with campaign messages reinforces the Paid Media Campaign and increases earned media during Ohio's traffic enforcement periods.

Earned media are based on Ohio's problem identification.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Communication and outreach strategies deliver traffic safety messages and programs throughout the year at the local level. Communication and outreach strategies provide the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

Using communication / outreach strategies along with enforcement will help Ohio reach its goals.

## Fatality/Serious Injury

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

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

## **Analysis**

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## **Impaired Driving**

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## **Analysis**

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

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

## **Occupant Protection**

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

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

## **Analysis**

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

## **Speed**

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

## **Analysis**

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

## **Motorcycle Safety**

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

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

### **Analysis**

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

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

## **Youthful Driver**

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

### **Analysis**

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Pedestrian Safety**

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

### **Analysis**

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

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

## **Bicycle Safety**

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

## Analysis

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

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

## Distracted Driving

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

## Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

### **Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns
- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children
- Chapter 3. Speeding and Speed Management
  - 4. Communications and Outreach
    - Communications and Outreach Supporting Enforcement
- Chapter 4. Distracted and Drowsy Driving

- 2. Communications and Outreach
  - 2.2 Communications and Outreach on Distracted Driving
- Chapter 5. Motorcycle Safety
  - 2. Alcohol Impairment
    - 2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
  - 4. Communications and Outreach
    - 4.1 Communications and Outreach: Conspicuity and Protective Clothing
    - 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists
- Chapter 7. Older Drivers
  - 1. Communications and Outreach
    - 1.1 Formal Courses for Older Drivers
    - General Communications and Education
- Chapter 8. Pedestrians
  - 3. Impaired Pedestrians
    - 3.1 Impaired Pedestrians: Communications and Outreach

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-2019-00-00-01	Seat Belt Print Advertising/Educational Materials	Communications and Outreach
M9MA-2019-00-00-02	Motorcycle Awareness Print Advertising/Educational Materials	Communications and Outreach
MC-2019-00-00-01	Motorcyclist Safety Print Media/Educational Materials	Communications and Outreach
DD-2019-00-00-01	Distracted Driving Print Advertising/Educational Materials	Communications and Outreach
PT-2019-00-00-07	Training/Public Education	Communications and Outreach
AL-2019-00-00-01	Impaired Driving Print Advertising/Educational Materials	Communications and Outreach
SA-2019-00-00-01	Safe Communities	Communications and Outreach

#### 5.2.1.1 Planned Activity: Seat Belt Print Advertising/Educational Materials

<b>Planned activity name</b>	Seat Belt Print Advertising/Educational Materials
<b>Planned activity number</b>	OP-2019-00-00-01
<b>Primary countermeasure strategy</b>	Communications and Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

In FFY2019, Ohio will continue to use the Click It or Ticket (CIOT) message for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message while coupled with paid media and heightened enforcement throughout the state of Ohio during periods in addition to the CIOT mobilization.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Communications and Outreach

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$250,000.00		\$250,000.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.2.1.2 Planned Activity: Motorcycle Awareness Print Advertising/Educational Materials**

**Planned activity name** Motorcycle Awareness Print Advertising/Educational Materials

**Planned activity number** M9MA-2019-00-00-02

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Ohio's messaging contains messages to the motoring public about sharing the road with motorcyclists. In FFY2019, Section 405f funding will be used to purchase approved print advertising/educational materials aimed to increase motorists' awareness of motorcyclists.

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

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communications and Outreach

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$20,000.00		

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.1.3 Planned Activity: Motorcyclist Safety Print Media/Educational Materials

Planned activity name Motorcyclist Safety Print Media/Educational Materials

Planned activity number MC-2019-00-00-01

Primary countermeasure strategy Communications and Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Ohio's messaging contains messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. In addition to the materials focusing on motorist awareness that will be purchased with Section 405f funds, OTSO is committing 402 funds to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials to promote motorcyclist safety messages (Ride SMART – Sober, Motorcycle endorsed, Alert, Right gear, Trained). Print Advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
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2019 Communications and Outreach

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$50,000.00		\$50,000.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.1.4 Planned Activity: Distracted Driving Print Advertising/Educational Materials

**Planned activity name** Distracted Driving Print Advertising/Educational Materials

**Planned activity number** DD-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level**

**of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communications and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402	Distracted Driving (FAST)	\$250,000.00		\$250,000.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.1.5 Planned Activity: Training/Public Education

**Planned activity name** Training/Public Education

**Planned activity number** PT-2019-00-00-07

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d),**

**demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio State Highway (OSHP)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communications and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$200,000.00	\$0.00	\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.2.1.6 Planned Activity: Impaired Driving Print Advertising/Educational Materials**

**Planned activity name** Impaired Driving Print Advertising/Educational Materials  
**Planned activity number** AL-2019-00-00-01  
**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Impaired driving print advertising/educational materials are one of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled

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

#### Enter intended subrecipients.

The Ohio Traffic Safety Office (OTSO)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$250,000.00	\$0.00	\$250,000.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.2.1.7 Planned Activity: Safe Communities

Planned activity name	Safe Communities
Planned activity number	SA-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

According to NHTSA's website, "the U.S. Department of Transportation has made a commitment to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems." For FFY2019, the OTSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. Maximum amounts for each county were set based on the average number of

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

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

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

All Safe Community sub-recipients are required to attend district meetings. Items discussed at the District meetings include: re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

**Enter intended subrecipients.**

County	3-Year Average	Maximum Amount	County	3-Year Average	Maximum Amount
Franklin	84.00	\$125,000.00	Erie	9.67	\$ 35,000.00
Cuyahoga	78.67	\$125,000.00	Hancock	9.67	\$ 35,000.00
Hamilton	54.33	\$125,000.00	Richland	9.67	\$ 35,000.00
Montgomery	50.33	\$125,000.00	Scioto	9.67	\$ 35,000.00
Lucas	36.67	\$ 85,000.00	Fulton	9.33	\$ 35,000.00
Summit	35.67	\$ 85,000.00	Pickaway	9.00	\$ 35,000.00
Lorain	31.67	\$ 85,000.00	Coshocton	8.33	\$ 35,000.00

Butler	27.00	\$ 65,000.00	Marion	8.33	\$ 35,000.00
Stark	25.00	\$ 65,000.00	Huron	8.00	\$ 35,000.00
Licking	23.00	\$ 65,000.00	Muskingum	8.00	\$ 35,000.00
Mahoning	19.00	\$ 50,000.00	Shelby	8.00	\$ 35,000.00
Clark	16.67	\$ 50,000.00	Henry	7.67	\$ 35,000.00
Wood	16.33	\$ 50,000.00	Belmont	7.33	\$ 35,000.00
Ashtabula	15.67	\$ 42,000.00	Fayette	7.33	\$ 35,000.00
Clermont	15.00	\$ 42,000.00	Washington	7.33	\$ 35,000.00
Warren	15.00	\$ 42,000.00	Defiance	7.00	\$ 35,000.00
Delaware	14.33	\$ 42,000.00	Logan	7.00	\$ 35,000.00
Trumbull	14.33	\$ 42,000.00	Madison	7.00	\$ 35,000.00
Portage	13.67	\$ 42,000.00	Williams	7.00	\$ 35,000.00
Wayne	13.67	\$ 42,000.00	Champaign	6.67	\$ 35,000.00
Fairfield	11.67	\$ 42,000.00	Columbiana	6.67	\$ 35,000.00
Geauga	11.67	\$ 42,000.00	Darke	6.67	\$ 35,000.00
Medina	11.67	\$ 42,000.00	Jackson	6.33	\$ 35,000.00
Miami	11.67	\$ 42,000.00	Knox	6.33	\$ 35,000.00
Greene	11.33	\$ 42,000.00	Union	6.33	\$ 35,000.00
Lake	11.00	\$ 42,000.00	Seneca	5.67	\$ 25,000.00
Morrow	10.67	\$ 42,000.00	Adams	4.33	\$ 25,000.00
Ross	10.67	\$ 42,000.00	Pike	4.33	\$ 25,000.00

Tuscarawas	10.67	\$ 42,000.00	Carroll	4.00	\$ 25,000.00
Allen	10.33	\$ 35,000.00	Holmes	4.00	\$ 25,000.00
Preble	10.33	\$ 35,000.00	Perry	3.67	\$ 25,000.00
Sandusky	10.00	\$ 35,000.00	Wyandot	3.00	\$ 25,000.00

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Safe Communities (FAST)	\$2,400,000.00		\$2,400,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.3 Program Area: Distracted Driving

**Program area type** Distracted Driving

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure**

**strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Distracted Driving

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

### Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	Distracted Driving Fatal Crashes	5 Year	2019	41.0
2019	Distracted Driving Injury Crashes	5 Year	2019	5,243.0

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
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### 5.3.1 Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement

**Program area** Distracted Driving

**Countermeasure strategy** High Visibility Cellphone/Text Messaging Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

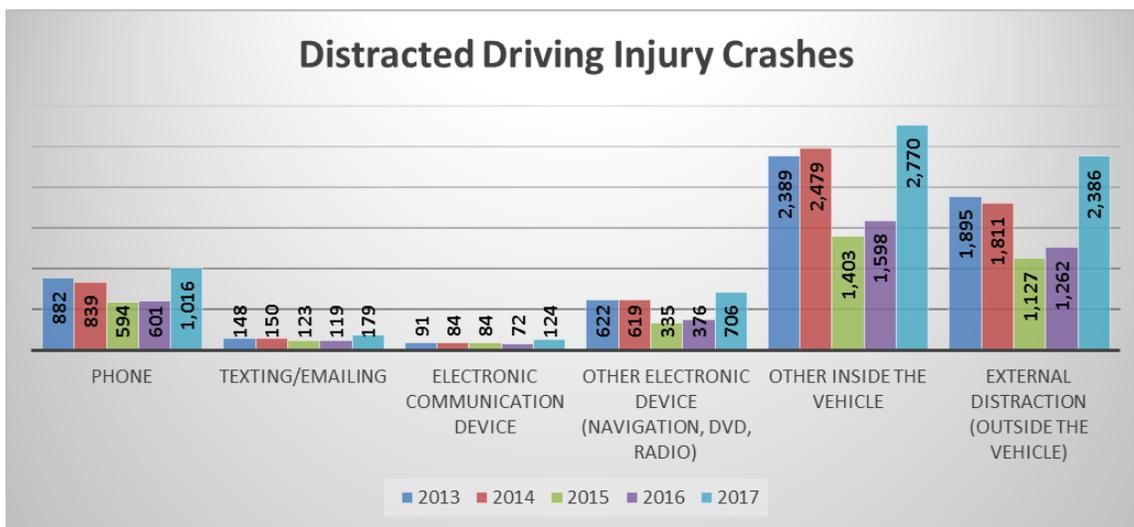
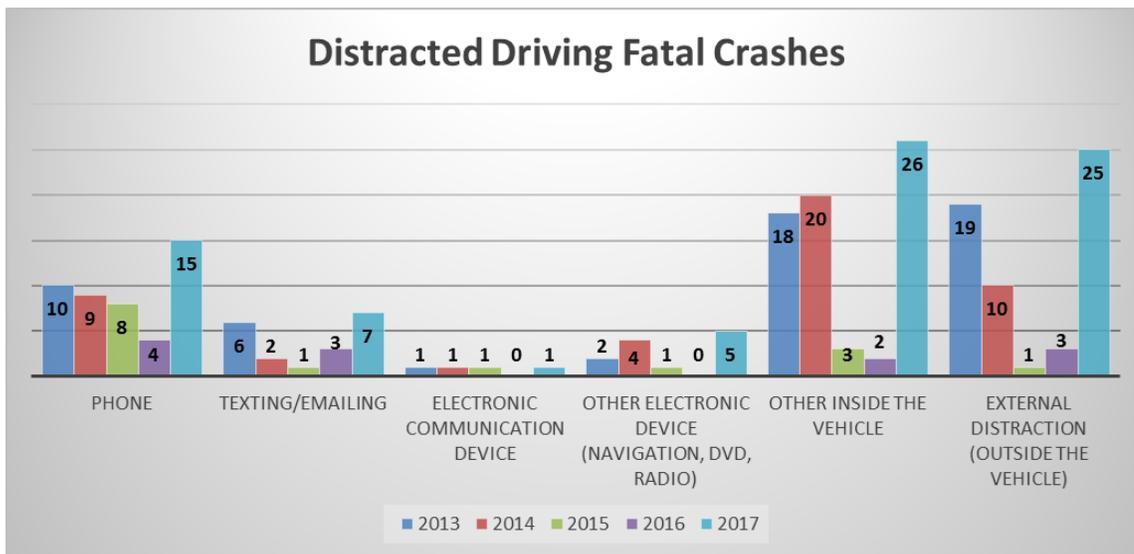
There were 208 distracted driving related fatal crashes and 26,884 distracted driving related injury crashes in Ohio between 2013 and 2017. In FFY2019, the Ohio State Highway Patrol (OSHP) will work overtime with a focus on distracted driving with the majority of the hours being worked during National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

- Reduce distracted driving fatal crashes 1.25 percent per year from the 2013 – 2017 average of 42 to 41 by 2019.
- Reduce distracted driving injury crashes 1.25 percent per year from the 2013 – 2017 average of 5,377 to 5,243 by 2019.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Distracted Driving

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



## Analysis

Based on the available data (2013 - 2017), “Other Inside the Vehicle” and “External Distraction (Outside the Vehicle)” are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 4. Distracted and Drowsy Driving
  - 1. Laws and Enforcement

## 1.3 High Visibility Cell Phone and Text Messaging Enforcement

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

## Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PT-2019-00-00-01	Distracted Driving Enforceent	High Visibility Cellphone/Text Messaging Enforcement

## 5.3.1.1 Planned Activity: Distracted Driving Enforceent

Planned activity name	Distracted Driving Enforceent
Planned activity number	PT-2019-00-00-01
Primary countermeasure strategy	High Visibility Cellphone/Text Messaging Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Cellphone/Text Messaging Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402	Distracted Driving (FAST)	\$500,000.00	\$0.00	\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.4 Program Area: Driver Education and Behavior

**Program area type** Driver Education and Behavior

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

#### Fatality/Serious Injury

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

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

#### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

#### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

#### Analysis

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

driving.

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

## Occupant Protection

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

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

## Analysis

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

## Motorcycle Safety

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

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

## Analysis

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

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

## Distracted Driving

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

## Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly**

developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	339.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	153.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	104.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	83.4
2019	Distracted Driving Fatal Crashes	5 Year	2019	41.0
2019	Distracted Driving Injury Crashes	5 Year	2019	5,243.0

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach

#### 5.4.1 Countermeasure Strategy: Communications and Outreach

**Program area** Community Traffic Safety Program

**Countermeasure strategy** Communications and Outreach

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),**

**supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Communications and outreach strategies seek to inform the public of:

- The dangers of driving while impaired by alcohol
- The dangers of not wearing a seat belt
- The importance of motorcyclists riding "SMART" (Sober, Motorcycle endorsed, Alert, Right gear and Trained)
- The importance of motorcycle awareness (Watch Out for Motorcycles)
- The dangers of distracted driving.

As with prevention and intervention, education through various communications and outreach strategies is especially important for youth under 21. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a wide variety of other communication channels such as posters, billboards, web banners, and the like.

A mass media campaign consists of intensive communications and outreach activities that use radio, television, print, and other mass media, both paid and/or earned.

Materials purchased with campaign messages reinforces the Paid Media Campaign and increases earned media during Ohio's traffic enforcement periods.

Earned media are based on Ohio's problem identification.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Communication and outreach strategies deliver traffic safety messages and programs throughout the year at the local level. Communication and outreach strategies provide the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

Using communication / outreach strategies along with enforcement will help Ohio reach its goals.

## **Fatality/Serious Injury**

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

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

## Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## Analysis

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

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

## Occupant Protection

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

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

## Analysis

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

## Speed

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

## Analysis

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

## Motorcycle Safety

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

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

## **Analysis**

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

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

## **Youthful Driver**

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

## **Analysis**

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Pedestrian Safety**

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

## **Analysis**

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

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

## **Bicycle Safety**

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

## **Analysis**

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

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

## **Distracted Driving**

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

## **Analysis**

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## **Evidence of effectiveness**

### **Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns
- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children
- Chapter 3. Speeding and Speed Management
  - 4. Communications and Outreach
    - Communications and Outreach Supporting Enforcement
- Chapter 4. Distracted and Drowsy Driving
  - 2. Communications and Outreach
    - 2.2 Communications and Outreach on Distracted Driving
- Chapter 5. Motorcycle Safety
  - 2. Alcohol Impairment

- 2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
- 4. Communications and Outreach
  - 4.1 Communications and Outreach: Conspicuity and Protective Clothing
  - 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists
- Chapter 7. Older Drivers
  - 1. Communications and Outreach
    - 1.1 Formal Courses for Older Drivers
    - General Communications and Education
- Chapter 8. Pedestrians
  - 3. Impaired Pedestrians
    - 3.1 Impaired Pedestrians: Communications and Outreach

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-2019-00-00-01	Seat Belt Print Advertising/Educational Materials	Communications and Outreach
M9MA-2019-00-00-02	Motorcycle Awareness Print Advertising/Educational Materials	Communications and Outreach
MC-2019-00-00-01	Motorcyclist Safety Print Media/Educational Materials	Communications and Outreach
DD-2019-00-00-01	Distracted Driving Print Advertising/Educational Materials	Communications and Outreach
PT-2019-00-00-07	Training/Public Education	Communications and Outreach
AL-2019-00-00-01	Impaired Driving Print Advertising/Educational Materials	Communications and Outreach
SA-2019-00-00-01	Safe Communities	Communications and Outreach

#### 5.4.1.1 Planned Activity: Seat Belt Print Advertising/Educational Materials

<b>Planned activity name</b>	Seat Belt Print Advertising/Educational Materials
<b>Planned activity number</b>	OP-2019-00-00-01
<b>Primary countermeasure strategy</b>	Communications and Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

In FFY2019, Ohio will continue to use the Click It or Ticket (CIOT) message for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message while coupled with paid media and heightened enforcement throughout the state of Ohio during periods in addition to the CIOT mobilization.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

**Fiscal Year**   **Countermeasure Strategy Name**

2019      Communications and Outreach

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$250,000.00		\$250,000.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.1.2 Planned Activity: Motorcycle Awareness Print Advertising/Educational Materials

**Planned activity name**      Motorcycle Awareness Print Advertising/Educational Materials

**Planned activity number**      M9MA-2019-00-00-02

**Primary countermeasure strategy**      Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Ohio's messaging contains messages to the motoring public about sharing the road with motorcyclists. In FFY2019, Section 405f funding will be used to purchase approved print advertising/educational materials aimed to increase motorists' awareness of motorcyclists.

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

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
-------------	------------------------------

2019 Communications and Outreach

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$20,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.1.3 Planned Activity: Motorcyclist Safety Print Media/Educational Materials

**Planned activity name** Motorcyclist Safety Print Media/Educational Materials

**Planned activity number** MC-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Ohio's messaging contains messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. In addition to the materials focusing on motorist awareness that will be purchased with Section 405f funds, OTSO is committing 402 funds to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials to promote motorcyclist safety messages (Ride SMART – Sober, Motorcycle endorsed, Alert, Right gear, Trained). Print Advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$50,000.00		\$50,000.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.1.4 Planned Activity: Distracted Driving Print Advertising/Educational Materials

**Planned activity name** Distracted Driving Print Advertising/Educational Materials

**Planned activity number** DD-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communications and Outreach

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402	Distracted Driving (FAST)	\$250,000.00		\$250,000.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.1.5 Planned Activity: Training/Public Education

**Planned activity name** Training/Public Education  
**Planned activity number** PT-2019-00-00-07  
**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

#### Enter intended subrecipients.

The Ohio State Highway (OSHP)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Communications and Outreach

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$200,000.00	\$0.00	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

##### Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

#### 5.4.1.6 Planned Activity: Impaired Driving Print Advertising/Educational Materials

**Planned activity name** Impaired Driving Print Advertising/Educational Materials

**Planned activity number** AL-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

promote the message through earned media. Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

#### Enter intended subrecipients.

The Ohio Traffic Safety Office (OTSO)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Communications and Outreach

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$250,000.00	\$0.00	\$250,000.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.4.1.7 Planned Activity: Safe Communities

**Planned activity name** Safe Communities

**Planned activity number** SA-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d),**

**demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

According to NHTSA's website, "the U.S. Department of Transportation has made a commitment to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems." For FFY2019, the OTSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. Maximum amounts for each county were set based on the average number of fatal crashes for 2015, 2016 and 2017. New programs had to have a minimum of a three-year average of 6.27 fatal crashes to be eligible for funding. For FFY2019, Ohio will fund up to 51 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 85.86 percent of Ohio's population. Almost 80 percent of the fatal crashes between 2013 and 2017 occurred in these counties.

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

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

All Safe Community sub-recipients are required to attend district meetings. Items discussed at the District meetings include: re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

**Enter intended subrecipients.**

County	3-Year Average	Maximum Amount	County	3-Year Average	Maximum Amount
Franklin	84.00	\$125,000.00	Erie	9.67	\$ 35,000.00
Cuyahoga	78.67	\$125,000.00	Hancock	9.67	\$ 35,000.00
Hamilton	54.33	\$125,000.00	Richland	9.67	\$ 35,000.00
Montgomery	50.33	\$125,000.00	Scioto	9.67	\$ 35,000.00
Lucas	36.67	\$ 85,000.00	Fulton	9.33	\$ 35,000.00
Summit	35.67	\$ 85,000.00	Pickaway	9.00	\$ 35,000.00
Lorain	31.67	\$ 85,000.00	Coshocton	8.33	\$ 35,000.00
Butler	27.00	\$ 65,000.00	Marion	8.33	\$ 35,000.00
Stark	25.00	\$ 65,000.00	Huron	8.00	\$ 35,000.00
Licking	23.00	\$ 65,000.00	Muskingum	8.00	\$ 35,000.00

Mahoning	19.00	\$ 50,000.00	Shelby	8.00	\$ 35,000.00
Clark	16.67	\$ 50,000.00	Henry	7.67	\$ 35,000.00
Wood	16.33	\$ 50,000.00	Belmont	7.33	\$ 35,000.00
Ashtabula	15.67	\$ 42,000.00	Fayette	7.33	\$ 35,000.00
Clermont	15.00	\$ 42,000.00	Washington	7.33	\$ 35,000.00
Warren	15.00	\$ 42,000.00	Defiance	7.00	\$ 35,000.00
Delaware	14.33	\$ 42,000.00	Logan	7.00	\$ 35,000.00
Trumbull	14.33	\$ 42,000.00	Madison	7.00	\$ 35,000.00
Portage	13.67	\$ 42,000.00	Williams	7.00	\$ 35,000.00
Wayne	13.67	\$ 42,000.00	Champaign	6.67	\$ 35,000.00
Fairfield	11.67	\$ 42,000.00	Columbiana	6.67	\$ 35,000.00
Geauga	11.67	\$ 42,000.00	Darke	6.67	\$ 35,000.00
Medina	11.67	\$ 42,000.00	Jackson	6.33	\$ 35,000.00
Miami	11.67	\$ 42,000.00	Knox	6.33	\$ 35,000.00
Greene	11.33	\$ 42,000.00	Union	6.33	\$ 35,000.00
Lake	11.00	\$ 42,000.00	Seneca	5.67	\$ 25,000.00
Morrow	10.67	\$ 42,000.00	Adams	4.33	\$ 25,000.00
Ross	10.67	\$ 42,000.00	Pike	4.33	\$ 25,000.00
Tuscarawas	10.67	\$ 42,000.00	Carroll	4.00	\$ 25,000.00
Allen	10.33	\$ 35,000.00	Holmes	4.00	\$ 25,000.00

Preble	10.33	\$ 35,000.00	Perry	3.67	\$ 25,000.00
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Sandusky	10.00	\$ 35,000.00	Wyandot	3.00	\$ 25,000.00
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## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

#### Fiscal Year Countermeasure Strategy Name

2019	Communications and Outreach
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## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018		FAST Act NHTSA 402	Safe Communities (FAST)	\$2,400,000.00		\$2,400,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5 Program Area: Impaired Driving (Alcohol)

**Program area type** Impaired Driving (Alcohol)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

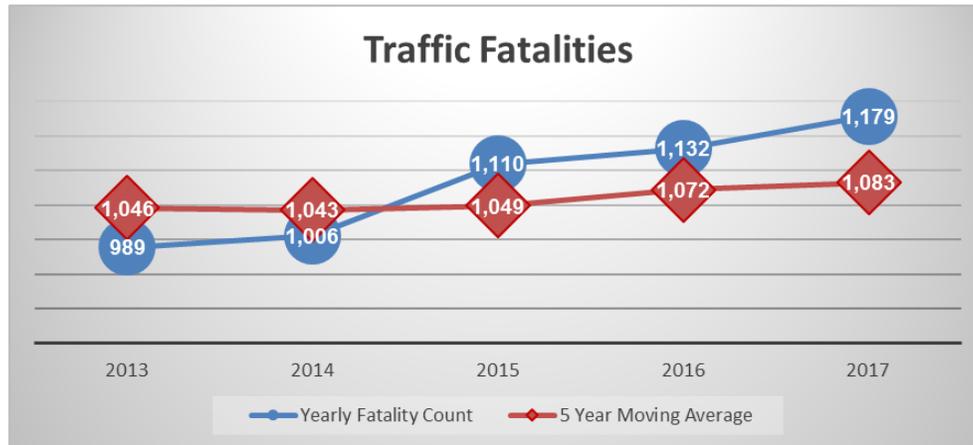
No

## Problem identification

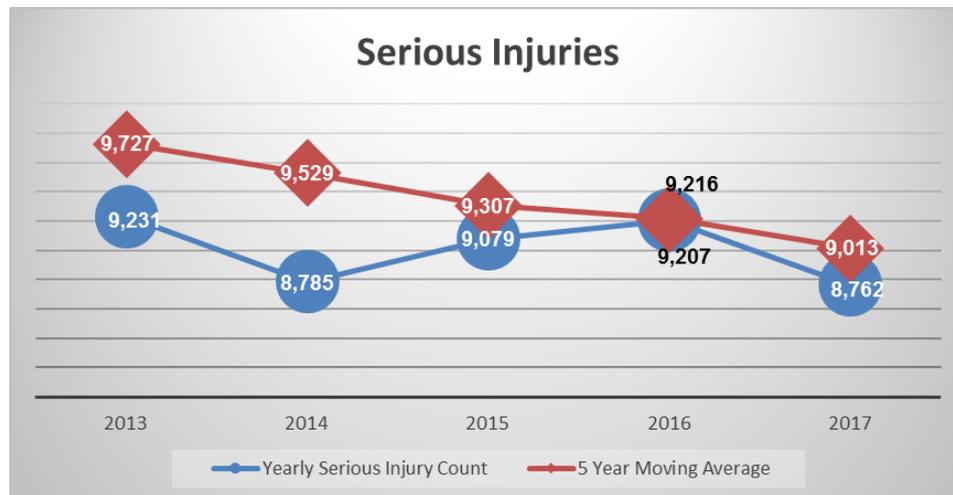
Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

## Fatality/Serious Injury

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



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



## Analysis

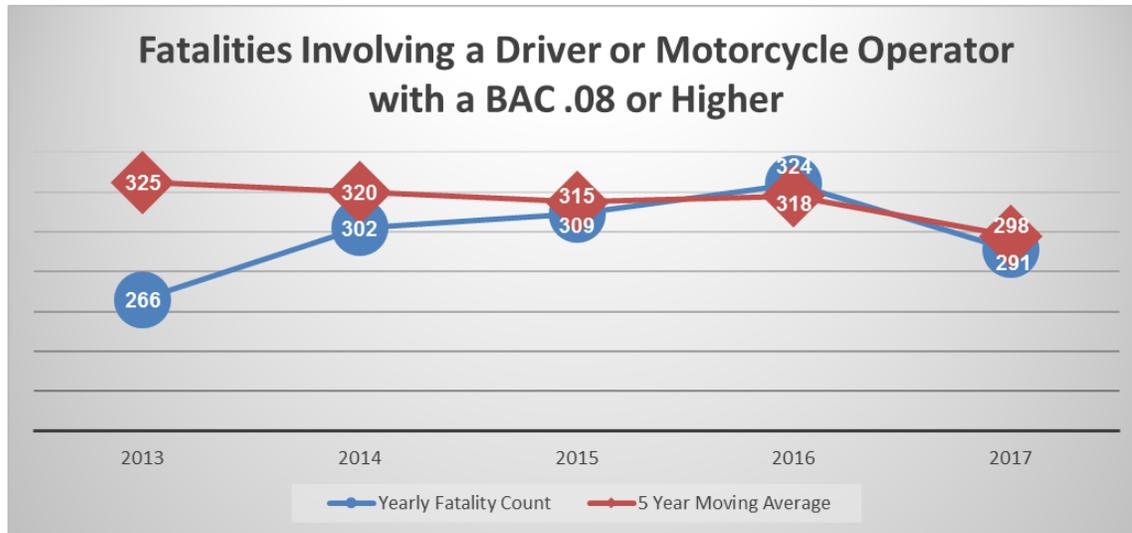
Fatalities increased 4.15 percent from 2016 to 1,179 in 2017. Ohio continues to base funding decisions on a three-year trend, however current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths.

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



### Analysis

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

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

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
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2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Liquor Law Enforcement
2019	High Visibility Enforcement
2019	Breath Test Devices

### 5.5.1 Countermeasure Strategy: Liquor Law Enforcement

**Program area** Impaired Driving (Alcohol)

**Countermeasure strategy** Liquor Law Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average

has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## Analysis

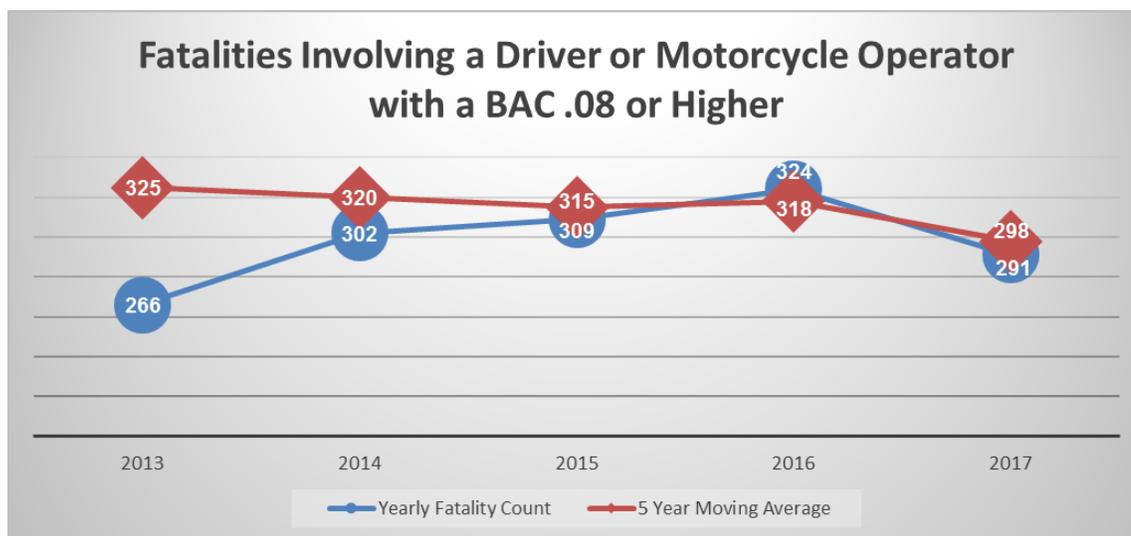
Even though Ohio has made long term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving.

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



## Analysis

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

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

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Trace Back Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.3 Responsible Beverage Service
  - 6. Underage Drinking and Drinking and Driving
    - 6.5 Other Legal Minimum Drinking Age 21 Law Enforcement

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M6OT-2019-00-00-05	Trace Back Program	Liquor Law Enforcement

#### 5.5.1.1 Planned Activity: Trace Back Program

Planned activity name	Trace Back Program
Planned activity number	M6OT-2019-00-00-05
Primary countermeasure strategy	Liquor Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail

**required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Ohio State Highway Patrol, Ohio Investigative Unit (OIU) will continue to implement a statewide Trace Back Program that was initiated in FFY2013 where OIU Agents will be called out to alcohol involved fatal and serious injury crashes to interview suspect/witnesses to "trace back" where the alcohol was consumed prior to crash. Agents will open a case to determine if alcohol was served or consumed in violation of the law in an effort to hold establishments accountable for over serving and/or selling to minors. Grant funding will pay for trace back investigations that are completed in an overtime status.

**Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP), Investigative Unit.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
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2019	Liquor Law Enforcement
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**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$60,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5.2 Countermeasure Strategy: High Visibility Enforcement

**Program area** Impaired Driving (Alcohol)

**Countermeasure strategy** High Visibility Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies]**

responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

## Fatality/Serious Injury

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

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

## Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## Analysis

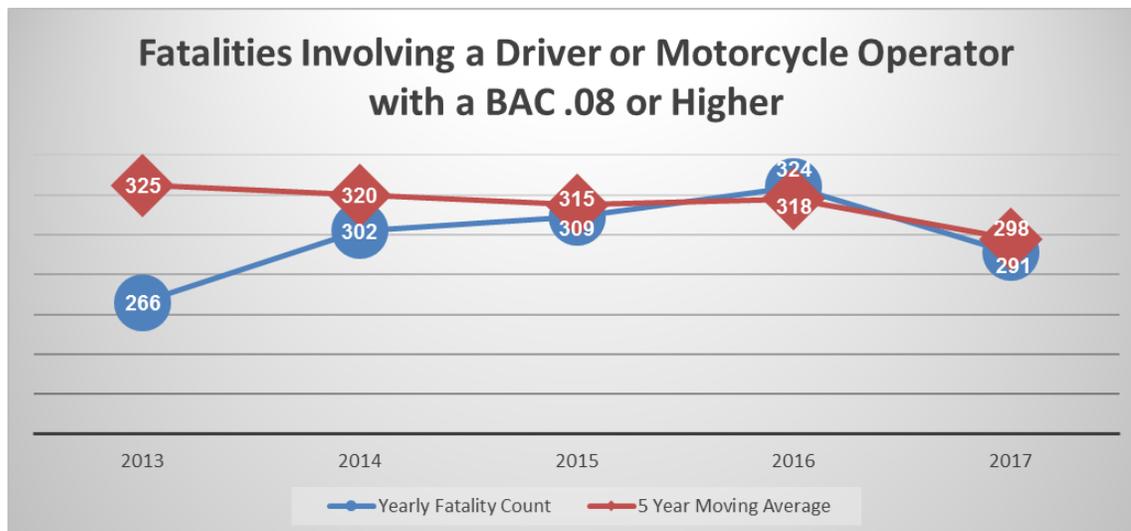
Even though Ohio has made long term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving.

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



## Analysis

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

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

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Impaired Driving Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 2. Deterrence: Enforcement
    - 2.1 Publicized Sobriety Checkpoints
    - 2.2 High Visibility Saturation Patrols
    - 2.5 Integrated Enforcement

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
164AL-2019-00-00-01	Impaired Driving Enforcement Program	High Visibility Enforcement
M6OT-2019-00-00-04	Statewide Impaired Driving Enforcement Program	High Visibility Enforcement

### 5.5.2.1 Planned Activity: Impaired Driving Enforcement Program

<b>Planned activity name</b>	Impaired Driving Enforcement Program
<b>Planned activity number</b>	164AL-2019-00-00-01
<b>Primary countermeasure strategy</b>	High Visibility Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

High Visibility Enforcement is designed to convince the public that there are consequences to traffic violations. Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017. Each agency must conduct alcohol impaired driving enforcement activity to impact their alcohol impaired fatal crashes. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar. In addition to the required Blitzes and National Campaign, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for

funding. All Impaired Driving Enforcement Program (IDEP) sub-recipients are required to also submit for the Selective Traffic Enforcement Program (STEP) hours to conduct all other traffic related overtime activities (i.e., speed, seat belts, aggressive, etc.). Included in the STEP grant are funds to be used for education. These funds can be used for training officers or for educating the public on all areas of traffic safety including impaired driving. All IDEP sub-recipients are required to attend District meetings. Items discussed at the district meetings include: re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

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

#### **Enter intended subrecipients.**

Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017.

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

##### **Fiscal Year Countermeasure Strategy Name**

2019 High Visibility Enforcement

#### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	164 Transfer Funds-AL	164 Alcohol	\$25,000.00		\$25,000.00
2018	164 Transfer Funds-AL	164 Alcohol	\$1,300,000.00		\$1,300,000.00
2019	164 Transfer Funds-AL	164 Alcohol	\$1,175,000.00		\$1,175,000.00

#### Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5.2.2 Planned Activity: Statewide Impaired Driving Enforcement Program

**Planned activity name** Statewide Impaired Driving Enforcement Program

**Planned activity number** M6OT-2019-00-00-04

**Primary countermeasure strategy** High Visibility Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP)

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 High Visibility Enforcement

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$2,000,000.00	\$2,200,000.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5.3 Countermeasure Strategy: Breath Test Devices

**Program area** Impaired Driving (Alcohol)

**Countermeasure strategy** Breath Test Devices

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

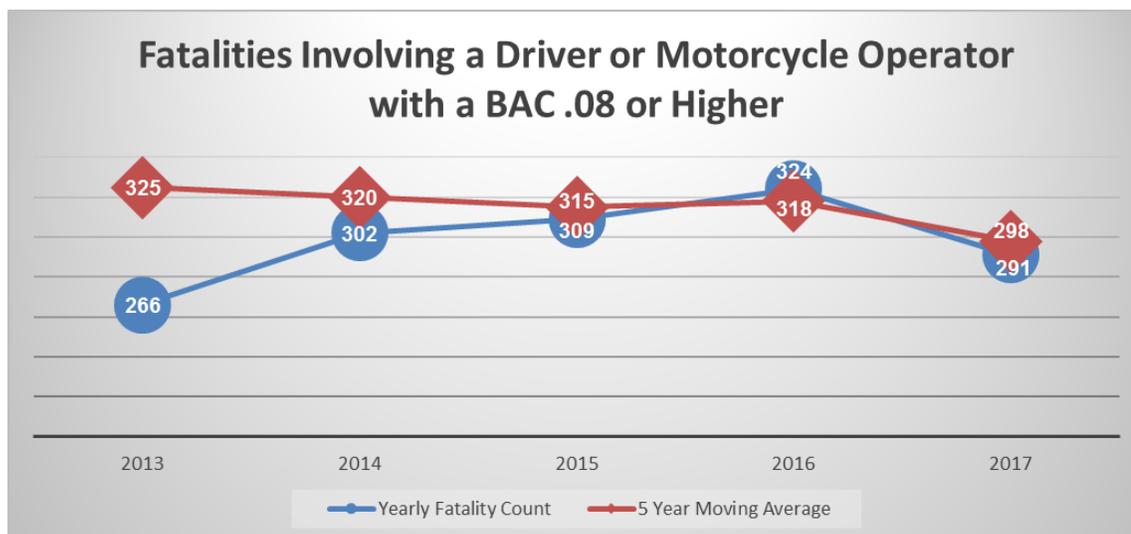
Even though Ohio has made long term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving.

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



## Analysis

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

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

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

### **Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Training Ohio's law enforcement officers (state, county, local), increases proper enforcement activity to ensure the charges do not get reduced or dismissed in court.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### **Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M6OT-2019-00-00-10	Breath Testing Instrument Training	Breath Test Devices

### 5.5.3.1 Planned Activity: Breath Testing Instrument Training

<b>Planned activity name</b>	Breath Testing Instrument Training
<b>Planned activity number</b>	M6OT-2019-00-00-10
<b>Primary countermeasure strategy</b>	Breath Test Devices

#### **Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for**

**recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio Department of Health (ODH)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Breath Test Devices

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$200,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.6 Program Area: Impaired Driving (Drug and Alcohol)

**Program area type** Impaired Driving (Drug and Alcohol)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

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

driving.

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

## Drugged Driving

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.

The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.

## Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0
2019	Drugged Driving Fatal Crashes	5 Year	2019	148.0
2019	Drugged Driving Injury Crashes	5 Year	2019	1,997.0

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

**Fiscal Year Countermeasure Strategy Name**

## 5.6.1 Countermeasure Strategy: Publicized Sobriety Checkpoints

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Publicized Sobriety Checkpoints

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

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

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

### Drugged Driving

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.

The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.

### Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

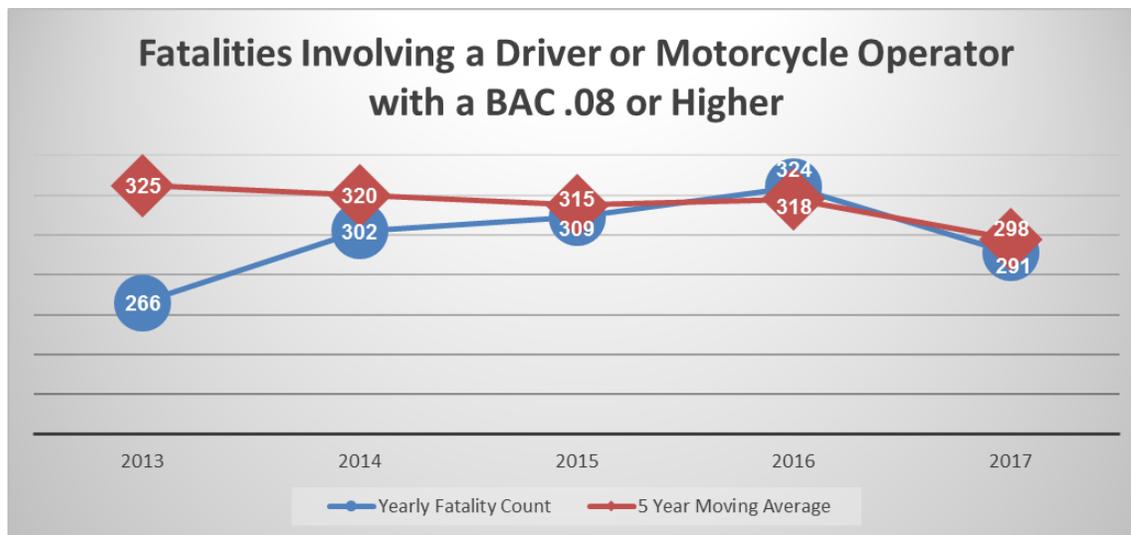
The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



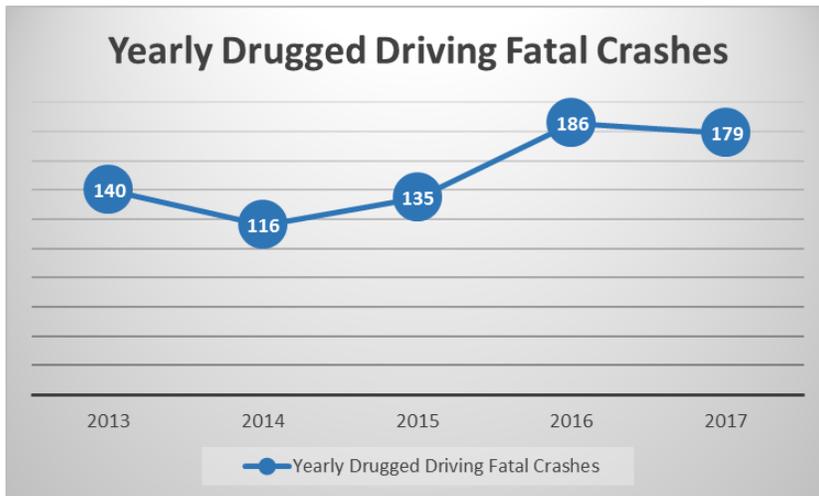
## Analysis

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

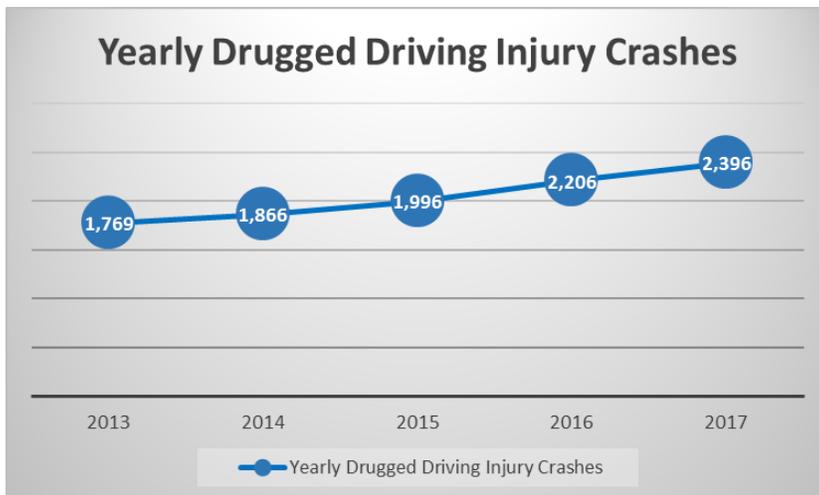
Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

## Drugged Driving

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.



The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.



## Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### OVI Task Force Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving

- 2. Deterrence: Enforcement
  - 2.1 Publicized Sobriety Checkpoints
  - 2.2 High Visibility Saturation Patrols
  - 2.5 integrated Enforcement
- 5. Prevention, Intervention, Communications and Outreach
  - 5.2 Mass Media Campaigns

## Planned activities

Select existing planned activities below and/or click **Add New** to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M6OT-2019-00-00-06	OVI Task Force Program	Publicized Sobriety Checkpoints

#### 5.6.1.1 Planned Activity: OVI Task Force Program

<b>Planned activity name</b>	OVI Task Force Program
<b>Planned activity number</b>	M6OT-2019-00-00-06
<b>Primary countermeasure strategy</b>	Publicized Sobriety Checkpoints

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

The 11 counties that were eligible and submitted represent 46.30 percent of the alcohol related fatal crashes between 2013 and 2017 and 54.25 percent of Ohio's population. Each OVI Task Force is required to conduct a minimum of 16 checkpoints\* (two during the Drive Sober or Get Pulled Over Crackdown) and three press events (one during Drive Sober or Get Pulled Over). Saturation patrols are conducted in conjunction with the checkpoints. OVI Task Forces conduct meetings with participating agencies to coordinate activities within the task force. All OVI Task Force sub-recipients are required to attend District meetings. Items discussed at the District meetings include: re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

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

**Enter intended subrecipients.**

To qualify for FFY 2019 OVI Task Force grant funding, an OVI Task Force agency must be in the top alcohol-related fatal crash counties. The top alcohol-related fatal crash counties must have an average of at least 6.0 alcohol-related motor vehicle related fatal crashes during 2015, 2016 and 2017 (total of eighteen or more alcohol-related fatal crashes during these three years).

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Publicized Sobriety Checkpoints

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$2,500,000.00		

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.7 Program Area: Impaired Driving (Drug)

Program area type Impaired Driving (Drug)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

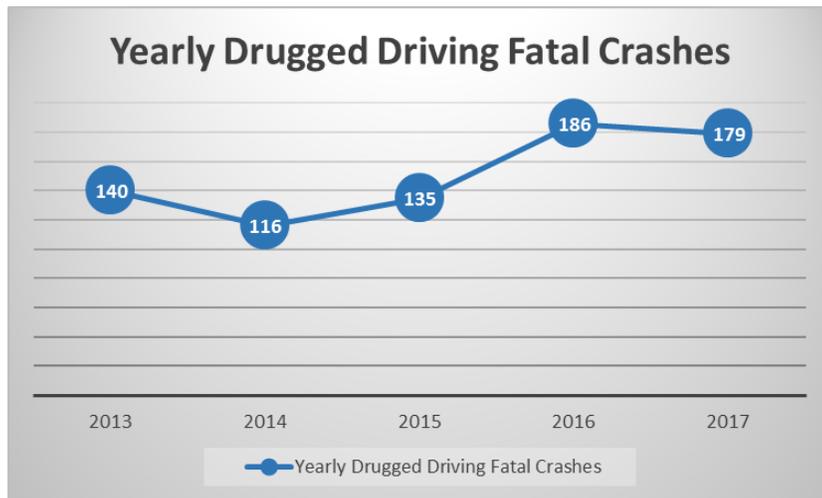
No

### Problem identification

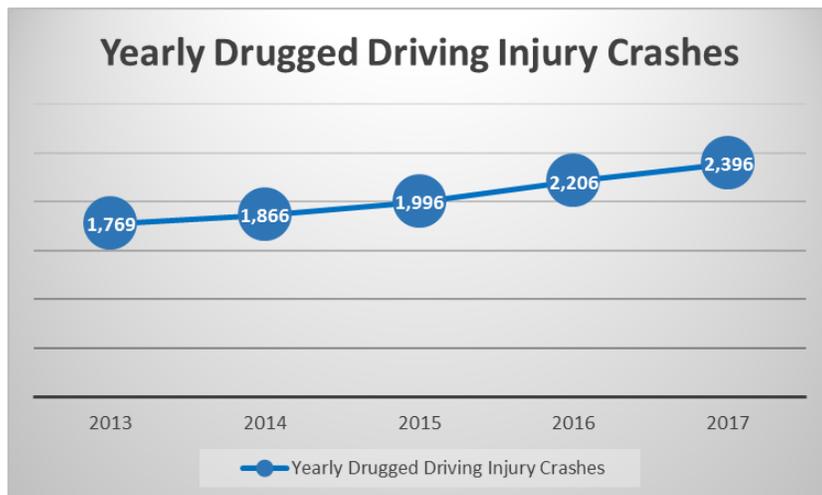
Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

### Drugged Driving

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.



The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.



### Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance	Target End Year	Target Value(Performance
-------------	--------------------------	---------------------------	-----------------	--------------------------

			Target)	Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	Drugged Driving Fatal Crashes	5 Year	2019	148.0
2019	Drugged Driving Injury Crashes	5 Year	2019	1,997.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Enforcement of Drug-Impaired Driving
2019	Drug Recognition Expert (DRE) Training

### 5.7.1 Countermeasure Strategy: Enforcement of Drug-Impaired Driving

<b>Program area</b>	Impaired Driving (Drug)
<b>Countermeasure strategy</b>	Enforcement of Drug-Impaired Driving

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

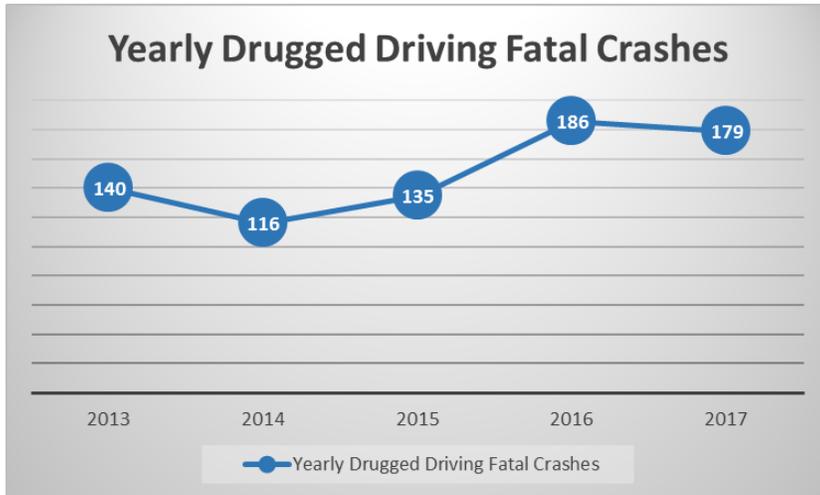
The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

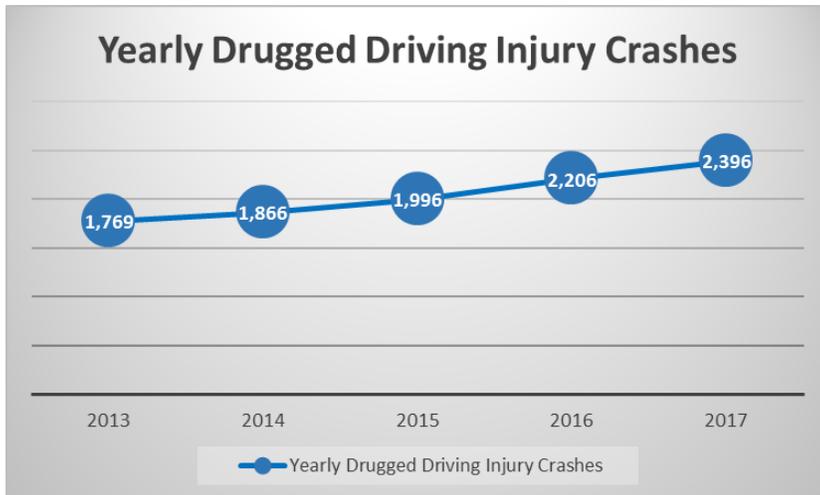
**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

### Drugged Driving

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.



The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.



### Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Drugged Driving Enforcement

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 7. Drug-Impaired Driving
    - 7.1 Enforcement of Drug-Impaired Driving Laws

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M6OT-2019-00-00-09	Statewide Drugged driving Enforcement Program	Enforcement of Drug-Impaired Driving

#### 5.7.1.1 Planned Activity: Statewide Drugged driving Enforcement Program

<b>Planned activity name</b>	Statewide Drugged driving Enforcement Program
<b>Planned activity number</b>	M6OT-2019-00-00-09
<b>Primary countermeasure strategy</b>	Enforcement of Drug-Impaired Driving

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Enforcement of Drug-Impaired Driving

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$1,000,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.7.2 Countermeasure Strategy: Drug Recognition Expert (DRE) Training

**Program area** Impaired Driving (Drug)

**Countermeasure strategy** Drug Recognition Expert (DRE) Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies]**

**responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

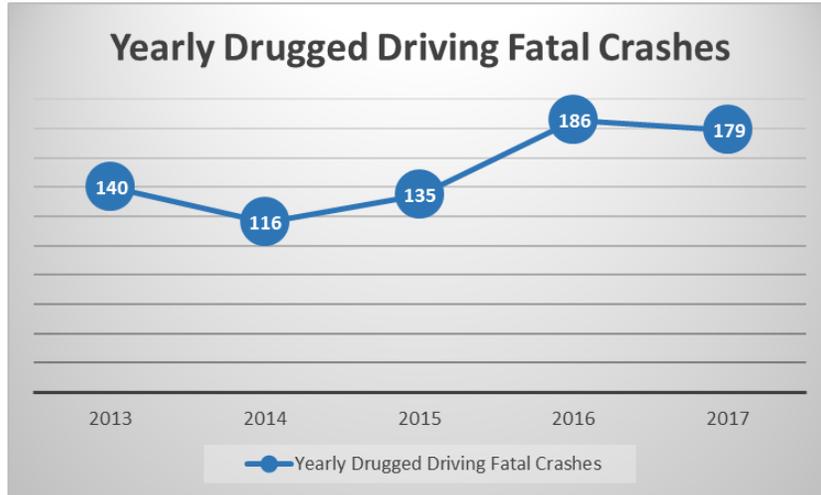
The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

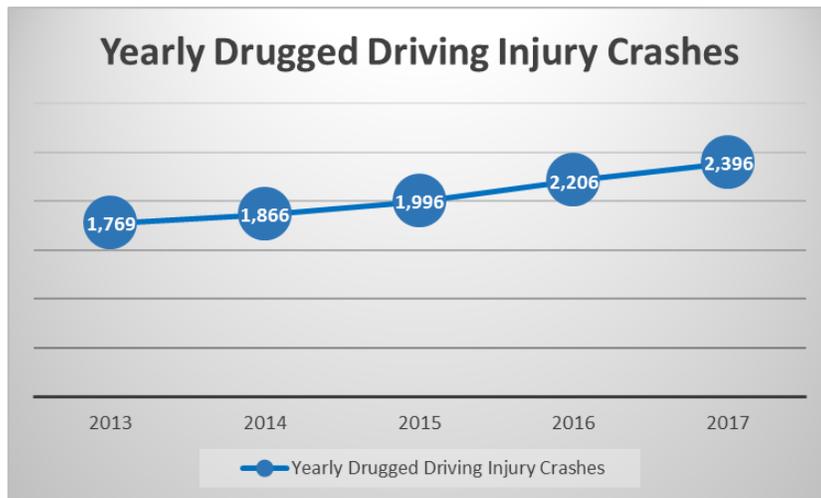
Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

## Drugged Driving

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.



The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.



## Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Drug Recognition Expert Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 7. Drug-Impaired Driving
    - 7.1 Enforcement of Drug-Impaired Driving Laws
    - 7.2 Drug-Drug Impaired Driving Laws
    - 7/3 Education Regarding Medications

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M6OT-2019-00-00-08	Drug Recognition Expert Program	Drug Recognition Expert (DRE) Training

#### 5.7.2.1 Planned Activity: Drug Recognition Expert Program

<b>Planned activity name</b>	Drug Recognition Expert Program
<b>Planned activity number</b>	M6OT-2019-00-00-08
<b>Primary countermeasure strategy</b>	Drug Recognition Expert (DRE) Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$550,000.00		

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8 Program Area: Motorcycle Safety

**Program area type** Motorcycle Safety

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## **Impaired Driving**

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## **Analysis**

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

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

## **Speed**

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

## **Analysis**

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

## **Motorcycle Safety**

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

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

## **Analysis**

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

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

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	236.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	153.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	104.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Motorcycle Rider Training

### 5.8.1 Countermeasure Strategy: Motorcycle Rider Training

Program area	Motorcycle Safety
Countermeasure strategy	Motorcycle Rider Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### Speed

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

### Analysis

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

### Motorcycle Safety

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

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

### Analysis

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

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

### Fatality/Serious Injury

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

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

### Analysis

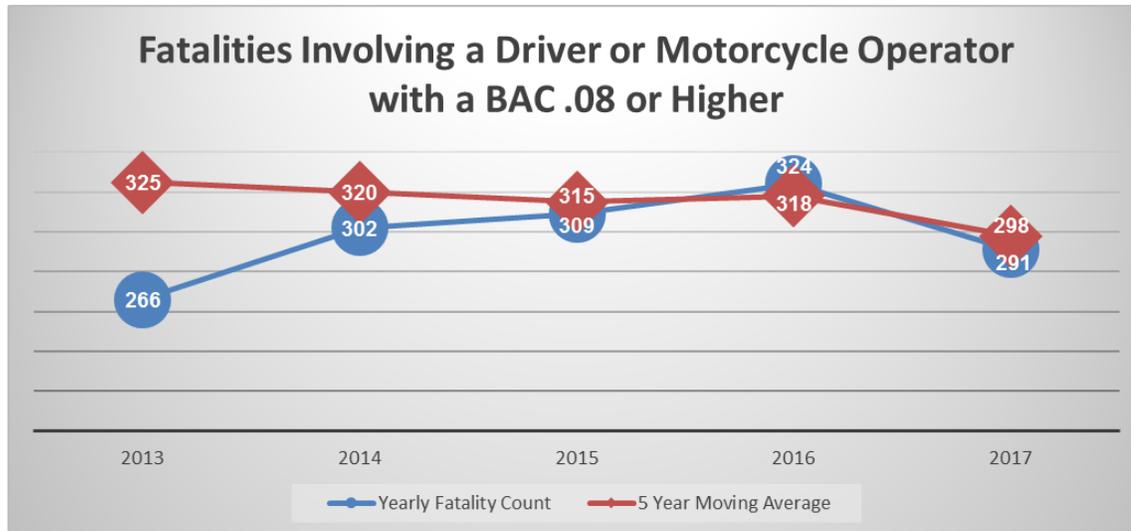
Fatalities increased 4.15 percent from 2016 to 1,179 in 2017. Ohio continues to base funding decisions on a three-year trend, however current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths.

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



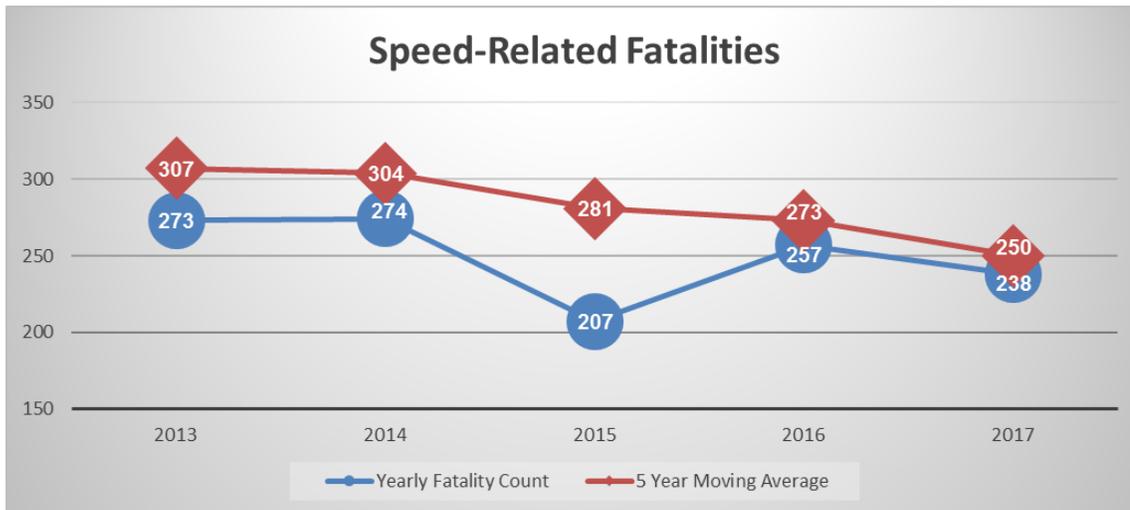
## Analysis

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

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

## Speed

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

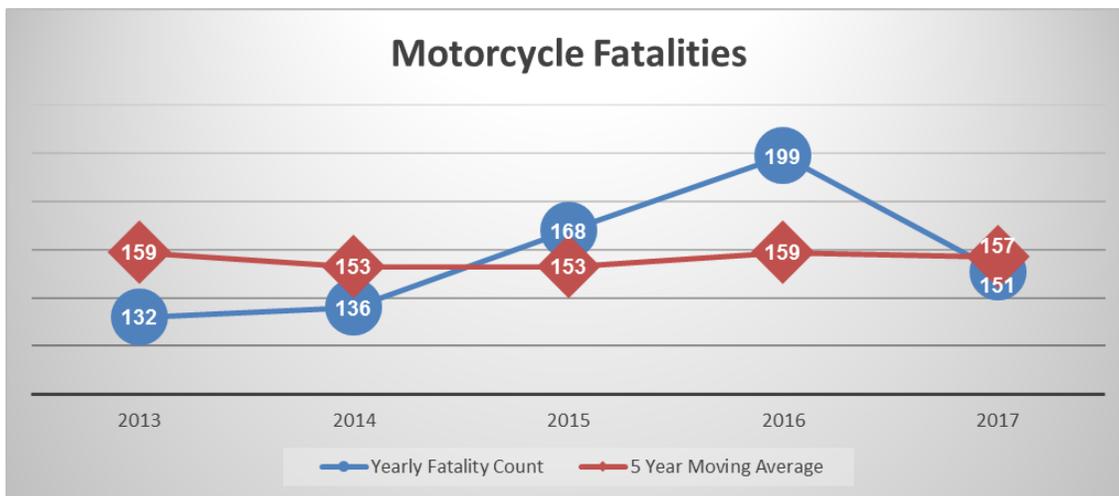


**Analysis**

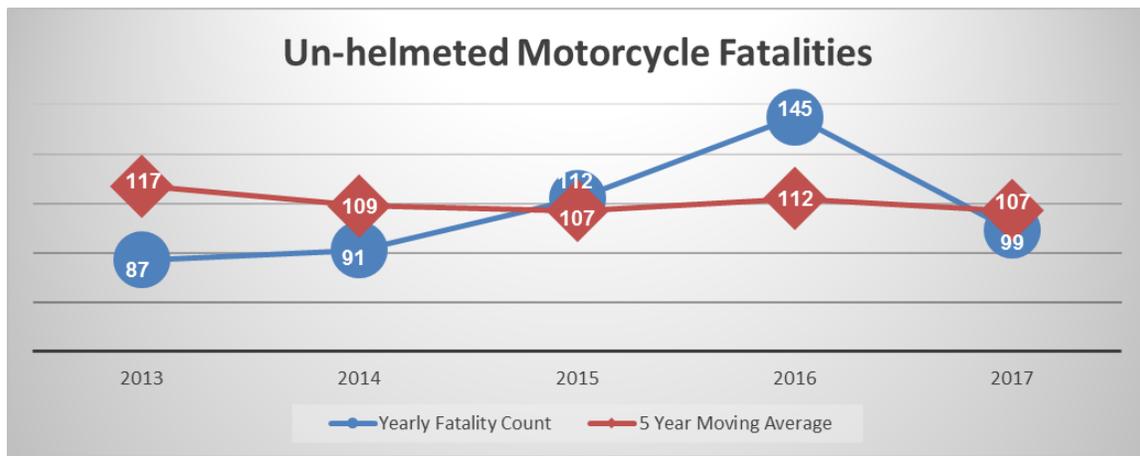
Speed-related fatal crashes decreased 12.82 percent from 2013 to 2017. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) based on problem identification.

**Motorcycle Safety**

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



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



## Analysis

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

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

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Motorcycle Ohio Rider Education/Enhancement/Enrichment

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 5. Motorcycle Safety
  - 3. Motorcycle Rider Licensing and Training
    - 3.1 Motorcycle Rider Licensing
    - 3.2 Motorcycle Rider Training

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M9MA-2019-00-00-03	Motorcycle Ohio Rider Education/Enhancement/Enrichment	Motorcycle Rider Training

### 5.8.1.1 Planned Activity: Motorcycle Ohio Rider Education/Enhancement/Enrichment

**Planned activity name** Motorcycle Ohio Rider Education/Enhancement/Enrichment  
**Planned activity number** M9MA-2019-00-00-03  
**Primary countermeasure strategy** Motorcycle Rider Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

#### Enter intended subrecipients.

The Ohio Traffic Safety Office (OTSO)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Motorcycle Rider Training

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	\$30,000.00	\$35,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.9 Program Area: Occupant Protection (Adult and Child Passenger Safety)

**Program area type** Occupant Protection (Adult and Child Passenger Safety)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure**

**strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Problem identification**

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

**Fatality/Serious Injury**

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

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

**Analysis**

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

**Occupant Protection**

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

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

**Analysis**

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

**Performance measures**

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

**Performance Measures in Program Area**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	339.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	83.4

## Countermeasure strategies

Select existing countermeasure strategies below and/or click **Add New** to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Occupant Protection Program Assessment (NHTSA Facilitated)

### 5.9.1 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Short-term, High Visibility Seat Belt Law Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of**

**detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

## Fatality/Serious Injury

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

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

## Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Occupant Protection

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

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

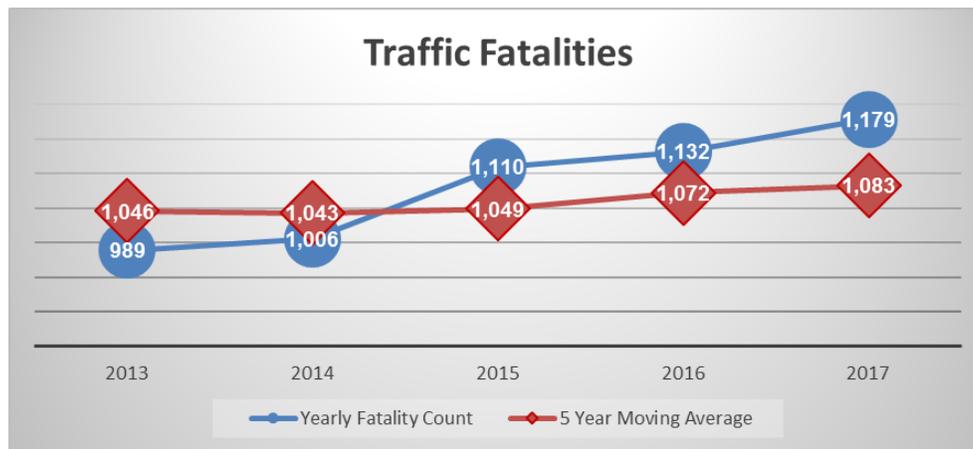
## Analysis

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

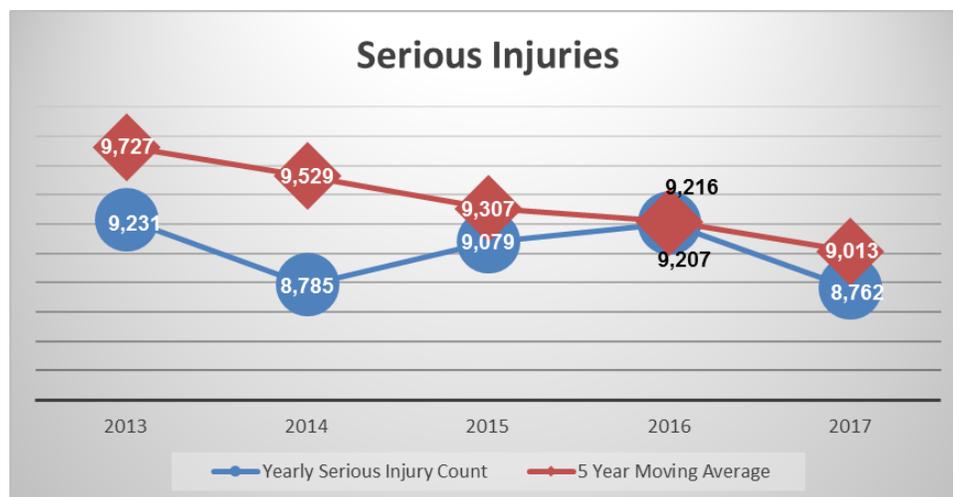
**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Fatality/Serious Injury

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



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



## Analysis

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

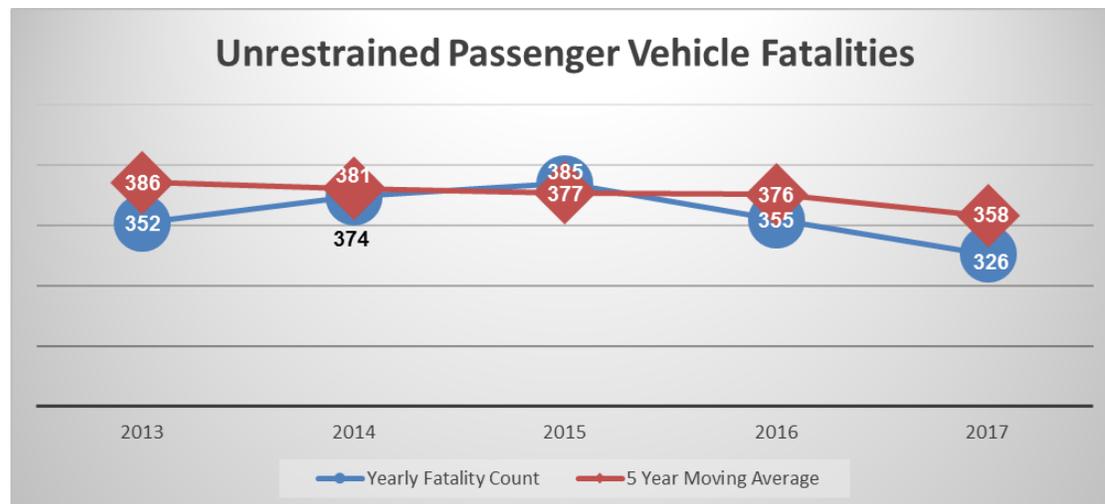
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Occupant Protection

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

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



## Analysis

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

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Seat Belt Tac Squads/Selective Traffic Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 2. Seat Belts and Child Restraints
  - 2. Seat Belt Law Enforcement
    - 2.1 Short-term, High Visibility Seat Belt Law Enforcement
  - 5. Child Restraint/Booster Seat Law Enforcement
    - 5.1 Short-term, High Visibility Child Restraint/Booster Law Enforcement

### Statewide Speed Enforcement/Selective Traffic Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 3. Speeding and Speed Management
  - 2. Enforcement
    - 2.2 High Visibility Enforcement

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PT-2019-00-00-02	Statewide Seat Belt Tac Squads	Short-term, High Visibility Seat Belt Law Enforcement
PT-2019-00-00-04	Selective Traffic Enforcement Program	Short-term, High Visibility Seat Belt Law Enforcement

#### 5.9.1.1 Planned Activity: Statewide Seat Belt Tac Squads

Planned activity name	Statewide Seat Belt Tac Squads
Planned activity number	PT-2019-00-00-02
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$800,000.00		\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9.1.2 Planned Activity: Selective Traffic Enforcement Program

**Planned activity name** Selective Traffic Enforcement Program  
**Planned activity number** PT-2019-00-00-04  
**Primary countermeasure strategy** Short-term, High Visibility Seat Belt Law Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

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

#### **Enter intended subrecipients.**

Law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017.

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Short-term, High Visibility Seat Belt Law Enforcement

### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$1,800,000.00		\$1,800,000.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9.2 Countermeasure Strategy: Occupant Protection Program Assessment (NHTSA Facilitated)

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Occupant Protection Program Assessment (NHTSA Facilitated)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

OTSO will schedule an Occupant Protection (OP) Assessment to meet the funding requirements of FAST Act 405b. Ohio's last OP Assessment was conducted in 2016. Ohio plans to use this assessment to improve OP Programming. Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

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

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-2019-00-00-02	Occupant Protection Assessment	Occupant Protection Program Assessment (NHTSA Facilitated)

#### 5.9.2.1 Planned Activity: Occupant Protection Assessment

Planned activity name	Occupant Protection Assessment
Planned activity number	OP-2019-00-00-02
Primary countermeasure strategy	Occupant Protection Program Assessment (NHTSA Facilitated)

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d),**

**demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Occupant Protection Program Assessment (NHTSA Facilitated)

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$40,000.00		\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.10 Program Area: Occupant Protection (Child Passenger Safety)**

**Program area type** Occupant Protection (Child Passenger Safety)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

### Occupant Protection

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

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

### Analysis

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

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	339.0

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

### 5.10.1 Countermeasure Strategy: Child Restraint System Inspection Station(s)

<b>Program area</b>	Occupant Protection (Child Passenger Safety)
<b>Countermeasure strategy</b>	Child Restraint System Inspection Station(s)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

## Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Occupant Protection

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

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

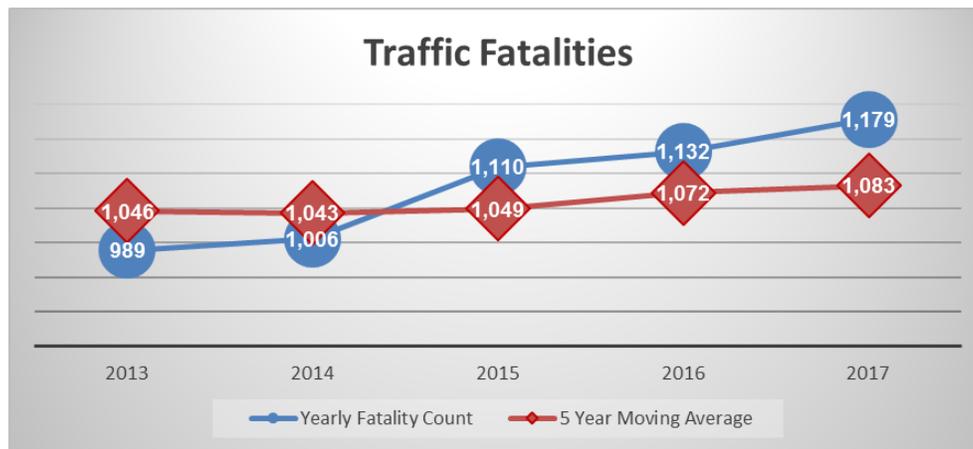
### Analysis

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Fatality/Serious Injury

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



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



## Analysis

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

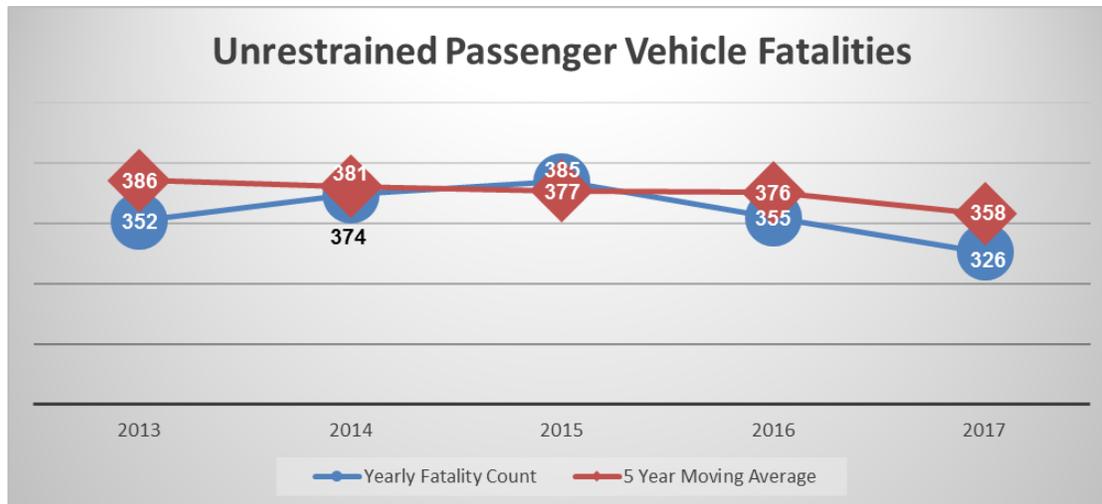
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Occupant Protection

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

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



## Analysis

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

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### OPC Coordinator Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 2. Seat Belts and Child Restraints
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children
    - 6.2 Communications and Outreach Strategies for Child Restraint and Booster Seat Use
  - 7. Other Strategies
    - 7.2 Inspection Stations

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

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Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M2X-2019-00-00-04	Occupant Protection Coordinator Program	Child Restraint System Inspection Station(s)

### 5.10.1.1 Planned Activity: Occupant Protection Coordinator Program

Planned activity name	Occupant Protection Coordinator Program
Planned activity number	M2X-2019-00-00-04
Primary countermeasure strategy	Child Restraint System Inspection Station(s)

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

Yes

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

Each OPC Coordinator is responsible for conducting car seat check-up events (minimum of 3 per region for a total of 24) and overseeing each established fitting station within the region. Ohio currently has 131 established fitting stations. The estimated number of technicians needed to ensure coverage of inspections station is 379. Ohio currently has 1,044 certified technicians. Ohio's training program includes 37 instructors, a minimum of 15 certification courses (projected 225 participants), 13 refresher courses (projected 130 participants). Following this program Ohio is able to maintain sufficient coverage at fitting stations and events. Ohio's technician retention rate is 65.2 percent which is above the national average of 58.4 percent. Ohio has 69 fitting stations in rural areas (an at-risk population), 58 in urban areas (some of these are also at-risk populations that include predominantly minority populations and low income areas), 72 in low income areas, 25 in predominantly minority populated areas.

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

**Enter intended subrecipients.**

Ohio Department of Health (ODH)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$510,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.11 Program Area: Police Traffic Services

**Program area type** Police Traffic Services

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

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

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

## Occupant Protection

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

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

### Analysis

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

## Speed

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

### Analysis

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

## Motorcycle Safety

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

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

### Analysis

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

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

## **Youthful Driver**

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

### **Analysis**

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Pedestrian Safety**

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

### **Analysis**

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

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

## **Bicycle Safety**

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

### **Analysis**

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

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

## **Distracted Driving**

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

## Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	339.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	236.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	153.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	104.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	125.0
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	112.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	17.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	83.4
2019	Distracted Driving Fatal Crashes	5 Year	2019	41.0
2019	Distracted Driving Injury Crashes	5 Year	2019	5,243.0

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Officer Training
2019	Highway Safety Office Program Management
2019	Communications and Outreach

### 5.11.1 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Short-term, High Visibility Seat Belt Law Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Occupant Protection

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

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

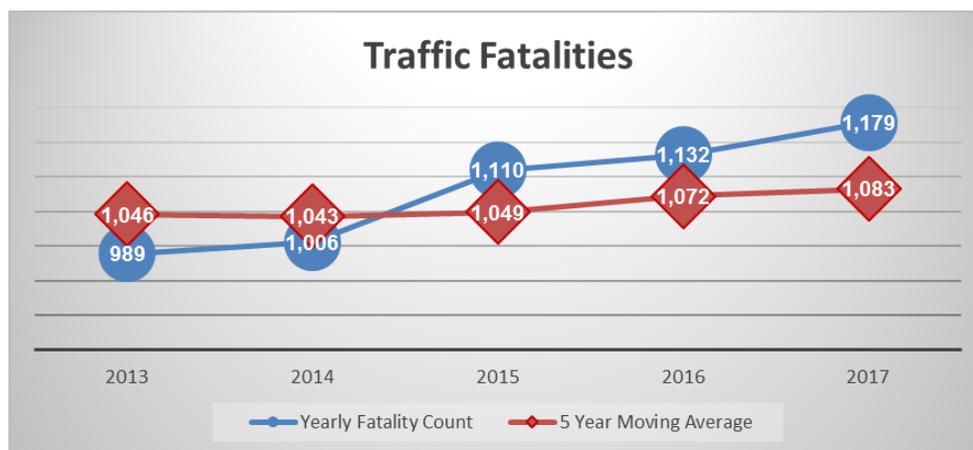
## Analysis

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

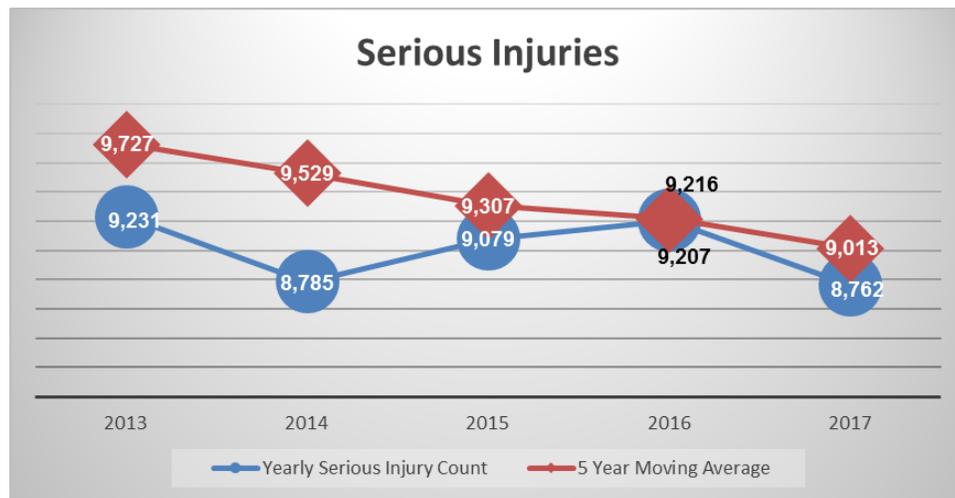
**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Fatality/Serious Injury

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



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



## Analysis

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

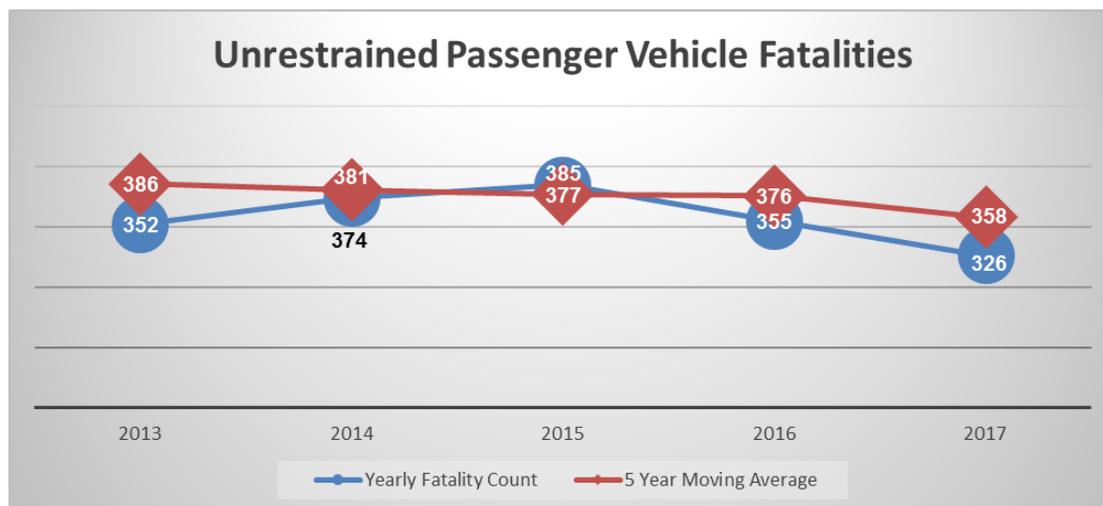
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Occupant Protection

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

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



## Analysis

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

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Seat Belt Tac Squads/Selective Traffic Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 2. Seat Belts and Child Restraints
  - 2. Seat Belt Law Enforcement
    - 2.1 Short-term, High Visibility Seat Belt Law Enforcement
  - 5. Child Restraint/Booster Seat Law Enforcement
    - 5.1 Short-term, High Visibility Child Restraint/Booster Law Enforcement

### Statewide Speed Enforcement/Selective Traffic Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 3. Speeding and Speed Management
  - 2. Enforcement
    - 2.2 High Visibility Enforcement

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PT-2019-00-00-02	Statewide Seat Belt Tac Squads	Short-term, High Visibility Seat Belt Law Enforcement
PT-2019-00-00-04	Selective Traffic Enforcement Program	Short-term, High Visibility Seat Belt Law Enforcement

#### 5.11.1.1 Planned Activity: Statewide Seat Belt Tac Squads

<b>Planned activity name</b>	Statewide Seat Belt Tac Squads
<b>Planned activity number</b>	PT-2019-00-00-02
<b>Primary countermeasure strategy</b>	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP)

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$800,000.00		\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.11.1.2 Planned Activity: Selective Traffic Enforcement Program

<b>Planned activity name</b>	Selective Traffic Enforcement Program
<b>Planned activity number</b>	PT-2019-00-00-04
<b>Primary countermeasure strategy</b>	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for

**recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

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

#### Enter intended subrecipients.

Law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017.

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$1,800,000.00		\$1,800,000.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.11.2 Countermeasure Strategy: Officer Training

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Officer Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

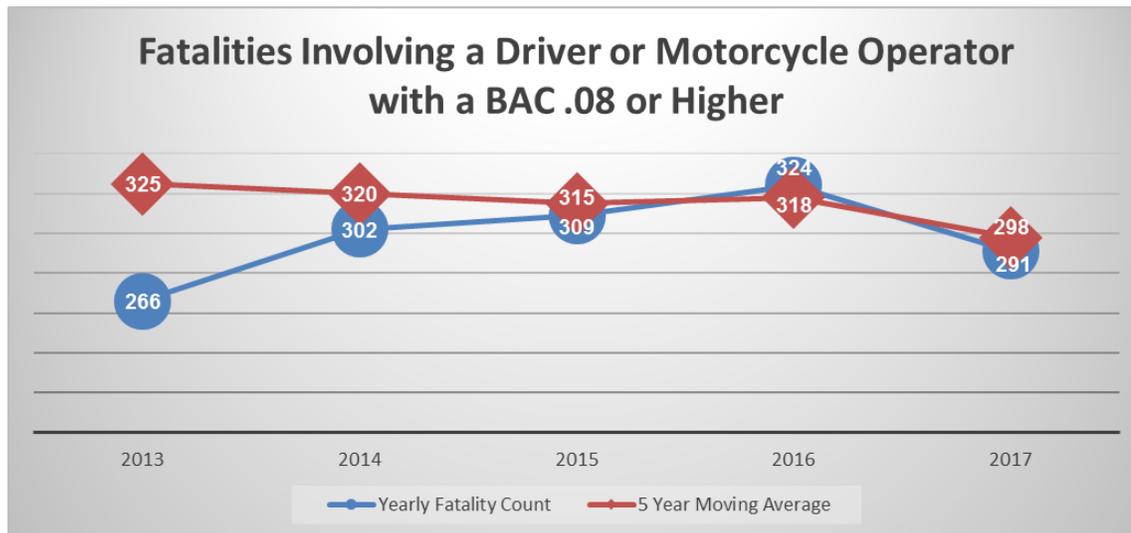
Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Training Ohio's law enforcement officers (state, county, local), increases proper enforcement activity to ensure the charges do not get reduced or dismissed in court.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.



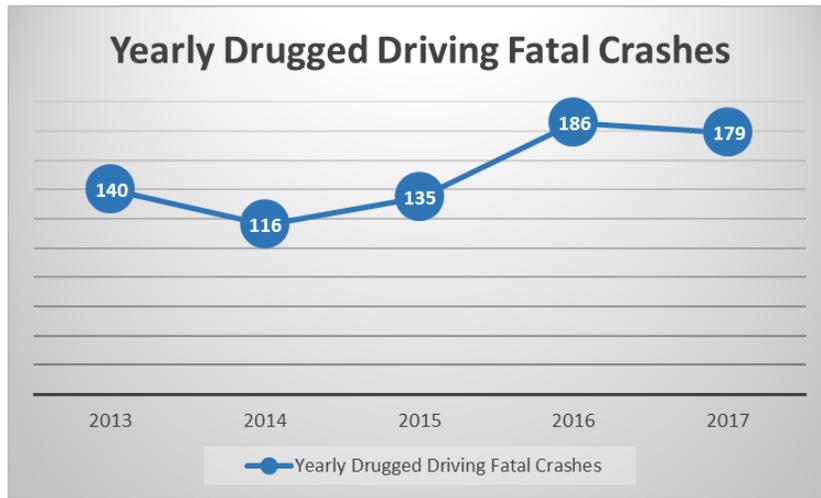
## Analysis

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

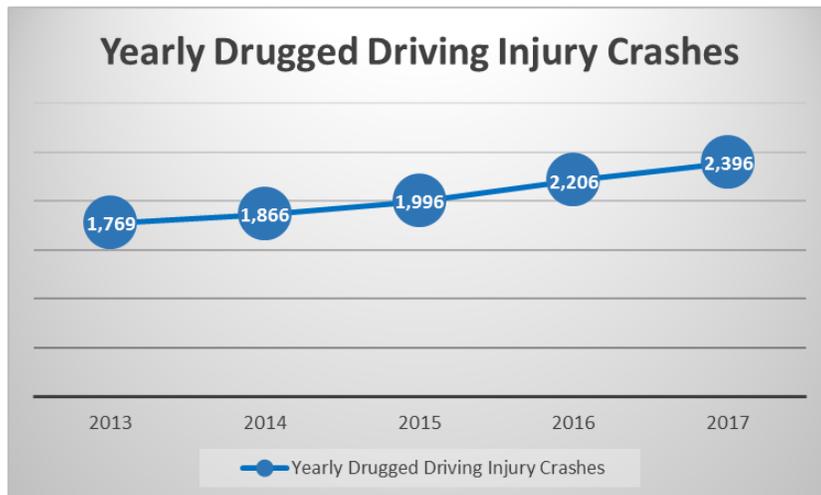
Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

## Drugged Driving

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.



The 2013 - 2017 five-year average for drugged driving injury crashes is 2,047.



## Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Training Ohio's law enforcement officers (state, county, local), increases proper enforcement activity to ensure the charges do not get reduced or dismissed in court.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M6OT-2019-00-00-07	Officer Training (Impaired)	Officer Training
PT-2019-00-00-05	Officer Training	Officer Training

### 5.11.2.1 Planned Activity: Officer Training (Impaired)

Planned activity name	Officer Training (Impaired)
Planned activity number	M6OT-2019-00-00-07
Primary countermeasure strategy	Officer Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Standardized Field Sobriety Testing (SFST) Instructor and Advanced Roadside Impaired Driving Enforcement (ARIDE) courses. Training Ohio's officers will allow them to conduct effective enforcement programs to remove impaired drivers from Ohio's roads before fatal crashes occur.

#### **Enter intended subrecipients.**

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA)

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### Countermeasure strategies in planned activities

##### **Fiscal Year Countermeasure Strategy Name**

2019 Officer Training

#### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	\$200,000.00		

#### Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.11.2.2 Planned Activity: Officer Training

**Planned activity name** Officer Training  
**Planned activity number** PT-2019-00-00-05  
**Primary countermeasure strategy** Officer Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Crash Investigation Techniques for the Patrol Officer, Traffic Collision Investigation Level 1, Advanced Collision Investigation Level II, Vehicle Dynamics, Electronic Speed Measuring Device (ESMD) and ESMD Instructor. Training Ohio's officers will allow them to conduct effective enforcement programs to remove speeding and drivers displaying other unsafe driving behaviors from Ohio's roads before fatal crashes occur.

**Enter intended subrecipients.**

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Officer Training

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$80,000.00		\$80,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.11.3 Countermeasure Strategy: Highway Safety Office Program Management**

**Program area** Police Traffic Services

**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative**

**countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

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

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

## Occupant Protection

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

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

### Analysis

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

## Speed

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

### Analysis

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

## Motorcycle Safety

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

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

### Analysis

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

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

## Youthful Driver

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

### Analysis

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Pedestrian Safety**

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

### **Analysis**

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

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

## **Bicycle Safety**

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

### **Analysis**

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

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

## **Distracted Driving**

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

### **Analysis**

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## **Fatality/Serious Injury**

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

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

continued to decline each year.

## Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## Analysis

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

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

## Occupant Protection

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

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

## Analysis

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

## Speed

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

## Analysis

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

## Motorcycle Safety

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

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

## **Analysis**

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

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

## **Youthful Driver**

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

## **Analysis**

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Pedestrian Safety**

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

## **Analysis**

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

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

## **Bicycle Safety**

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

## **Analysis**

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

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

## Distracted Driving

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

## Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

### **Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

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

- Seek commitments from agencies to participate in the national mobilizations;
- Increase participation in the mobilizations to more than 470 agencies in 2019;
- Increase percentage of agencies reporting in the mobilizations to 75 percent in 2019. Currently approximately 72 percent of participating agencies are reporting;
- Visit law enforcement agencies to encourage the agencies to issue citations for distracted driving, seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists;
- Educate agencies on the need for their officers to wear seat belts at all times; LELs promote the Below 100 Training to law enforcement agencies across the state;
- Educate law enforcement on laws and regulations pertaining to motorcycles;
- Disseminate information and materials on NHTSA programs and projects;
- Disseminate information and address any traffic safety related issues that arise around the state;
- Encourage accurate and timely submission of crash reports; LELs promote the new online crash reporting system to agencies that do not currently report electronically;
- Assist with training for law enforcement agencies and other traffic safety funded agencies; encouraging and arranging GIS Crash Analysis Tool System (GCATS) training to help in Problem Site Identification;
- Assist with the physical inspection and documentation of federally funded equipment;
- Help promote the E-Citation Program;

- DRE Recruitment and ARIDE training.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PT-2019-00-00-03	Law Enforcement Liaison Program	Highway Safety Office Program Management

#### 5.11.3.1 Planned Activity: Law Enforcement Liaison Program

<b>Planned activity name</b>	Law Enforcement Liaison Program
<b>Planned activity number</b>	PT-2019-00-00-03
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

- Seek commitments from agencies to participate in the national mobilizations;
- Increase participation in the mobilizations to more than 470 agencies in 2019;
- Increase percentage of agencies reporting in the mobilizations to 75 percent in 2019. Currently approximately 72 percent of participating agencies are reporting;
- Visit law enforcement agencies to encourage the agencies to issue citations for distracted driving, seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists;
- Educate agencies on the need for their officers to wear seat belts at all times; LELs promote the Below 100 Training to law enforcement agencies across the state;
- Educate law enforcement on laws and regulations pertaining to motorcycles;
- Disseminate information and materials on NHTSA programs and projects;
- Disseminate information and address any traffic safety related issues that arise around the state;
- Encourage accurate and timely submission of crash reports; LELs promote the new online crash reporting system to agencies that do not currently report electronically;
- Assist with training for law enforcement agencies and other traffic safety funded agencies; encouraging and arranging GIS Crash Analysis Tool System (GCATS) training to help in Problem Site Identification;
- Assist with the physical inspection and documentation of federally funded equipment;
- Help promote the E-Citation Program;
- DRE Recruitment and ARIDE training.

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO) and agencies that agree to host an LEL.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$360,000.00	\$0.00	\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.11.4 Countermeasure Strategy: Communications and Outreach

**Program area** Community Traffic Safety Program

**Countermeasure strategy** Communications and Outreach

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of**

**detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Communications and outreach strategies seek to inform the public of:

- The dangers of driving while impaired by alcohol
- The dangers of not wearing a seat belt
- The importance of motorcyclists riding "SMART" (Sober, Motorcycle endorsed, Alert, Right gear and Trained)
- The importance of motorcycle awareness (Watch Out for Motorcycles)
- The dangers of distracted driving.

As with prevention and intervention, education through various communications and outreach strategies is especially important for youth under 21. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a wide variety of other communication channels such as posters, billboards, web banners, and the like.

A mass media campaign consists of intensive communications and outreach activities that use radio, television, print, and other mass media, both paid and/or earned.

Materials purchased with campaign messages reinforces the Paid Media Campaign and increases earned media during Ohio's traffic enforcement periods.

Earned media are based on Ohio's problem identification.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Communication and outreach strategies deliver traffic safety messages and programs throughout the year at the local level. Communication and outreach strategies provide the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

Using communication / outreach strategies along with enforcement will help Ohio reach its goals.

### **Fatality/Serious Injury**

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

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

### **Analysis**

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### Analysis

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

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

## Occupant Protection

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

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

### Analysis

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

## Speed

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

### Analysis

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

## Motorcycle Safety

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

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

### Analysis

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

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

## **Youthful Driver**

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

### **Analysis**

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Pedestrian Safety**

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

### **Analysis**

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

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

## **Bicycle Safety**

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

### **Analysis**

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

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

## **Distracted Driving**

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

### **Analysis**

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

### **Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns
- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children
- Chapter 3. Speeding and Speed Management
  - 4. Communications and Outreach
    - Communications and Outreach Supporting Enforcement
- Chapter 4. Distracted and Drowsy Driving
  - 2. Communications and Outreach
    - 2.2 Communications and Outreach on Distracted Driving
- Chapter 5. Motorcycle Safety
  - 2. Alcohol Impairment
    - 2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
  - 4. Communications and Outreach
    - 4.1 Communications and Outreach: Conspicuity and Protective Clothing
    - 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists
- Chapter 7. Older Drivers
  - 1. Communications and Outreach
    - 1.1 Formal Courses for Older Drivers
    - General Communications and Education

- Chapter 8. Pedestrians
  - 3. Impaired Pedestrians
    - 3.1 Impaired Pedestrians: Communications and Outreach

## Planned activities

Select existing planned activities below and/or click **Add New** to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-2019-00-00-01	Seat Belt Print Advertising/Educational Materials	Communications and Outreach
M9MA-2019-00-00-02	Motorcycle Awareness Print Advertising/Educational Materials	Communications and Outreach
MC-2019-00-00-01	Motorcyclist Safety Print Media/Educational Materials	Communications and Outreach
DD-2019-00-00-01	Distracted Driving Print Advertising/Educational Materials	Communications and Outreach
PT-2019-00-00-07	Training/Public Education	Communications and Outreach
AL-2019-00-00-01	Impaired Driving Print Advertising/Educational Materials	Communications and Outreach
SA-2019-00-00-01	Safe Communities	Communications and Outreach

#### 5.11.4.1 Planned Activity: Seat Belt Print Advertising/Educational Materials

<b>Planned activity name</b>	Seat Belt Print Advertising/Educational Materials
<b>Planned activity number</b>	OP-2019-00-00-01
<b>Primary countermeasure strategy</b>	Communications and Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

In FFY2019, Ohio will continue to use the Click It or Ticket (CIOT) message for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message while coupled with paid media and heightened enforcement throughout the state of Ohio during periods in addition to the CIOT mobilization.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$250,000.00		\$250,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.11.4.2 Planned Activity: Motorcycle Awareness Print Advertising/Educational Materials

**Planned activity name** Motorcycle Awareness Print Advertising/Educational Materials

**Planned activity number** M9MA-2019-00-00-02

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level**

**of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Ohio's messaging contains messages to the motoring public about sharing the road with motorcyclists. In FFY2019, Section 405f funding will be used to purchase approved print advertising/educational materials aimed to increase motorists' awareness of motorcyclists.

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

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$20,000.00		

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.11.4.3 Planned Activity: Motorcyclist Safety Print Media/Educational Materials

**Planned activity name** Motorcyclist Safety Print Media/Educational Materials

**Planned activity number** MC-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Ohio's messaging contains messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. In addition to the materials focusing on motorist awareness that will be purchased with Section 405f funds, OTSO is committing 402 funds to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials to promote motorcyclist safety messages (Ride SMART – Sober, Motorcycle endorsed, Alert, Right gear, Trained). Print Advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communications and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$50,000.00		\$50,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.11.4.4 Planned Activity: Distracted Driving Print Advertising/Educational Materials

**Planned activity name** Distracted Driving Print Advertising/Educational Materials

**Planned activity number** DD-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d),**

**demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communications and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402	Distracted Driving (FAST)	\$250,000.00		\$250,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.11.4.5 Planned Activity: Training/Public Education**

**Planned activity name** Training/Public Education  
**Planned activity number** PT-2019-00-00-07  
**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Ohio State Highway Patrol will use education funds to attend public events (fairs, festivals, high schools, etc.) to speak to the public regarding impaired driving, seat belts, distracted driving, drugged

driving, speeding and other traffic safety related safety topics. In addition, funds may be used to educate troopers on traffic safety related topics through trainings and / or conferences.

#### Enter intended subrecipients.

The Ohio State Highway (OSHP)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Communications and Outreach

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$200,000.00	\$0.00	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

##### Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

#### 5.11.4.6 Planned Activity: Impaired Driving Print Advertising/Educational Materials

**Planned activity name** Impaired Driving Print Advertising/Educational Materials

**Planned activity number** AL-2019-00-00-01

**Primary countermeasure strategy** Communications and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d),**

**demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO)

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Communications and Outreach

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$250,000.00	\$0.00	\$250,000.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.11.4.7 Planned Activity: Safe Communities**

Planned activity name Safe Communities

Planned activity number SA-2019-00-00-01

Primary countermeasure strategy Communications and Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

According to NHTSA's website, "the U.S. Department of Transportation has made a commitment to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems." For FFY2019, the OTSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. Maximum amounts for each county were set based on the average number of fatal crashes for 2015, 2016 and 2017. New programs had to have a minimum of a three-year average of 6.27 fatal crashes to be eligible for funding. For FFY2019, Ohio will fund up to 51 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 85.86 percent of Ohio's population. Almost 80 percent of the fatal crashes between 2013 and 2017 occurred in these counties.

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

enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

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

All Safe Community sub-recipients are required to attend district meetings. Items discussed at the District meetings include: re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

**Enter intended subrecipients.**

County	3-Year Average	Maximum Amount	County	3-Year Average	Maximum Amount
Franklin	84.00	\$125,000.00	Erie	9.67	\$ 35,000.00
Cuyahoga	78.67	\$125,000.00	Hancock	9.67	\$ 35,000.00
Hamilton	54.33	\$125,000.00	Richland	9.67	\$ 35,000.00
Montgomery	50.33	\$125,000.00	Scioto	9.67	\$ 35,000.00
Lucas	36.67	\$ 85,000.00	Fulton	9.33	\$ 35,000.00
Summit	35.67	\$ 85,000.00	Pickaway	9.00	\$ 35,000.00
Lorain	31.67	\$ 85,000.00	Coshocton	8.33	\$ 35,000.00
Butler	27.00	\$ 65,000.00	Marion	8.33	\$ 35,000.00
Stark	25.00	\$ 65,000.00	Huron	8.00	\$ 35,000.00
Licking	23.00	\$ 65,000.00	Muskingum	8.00	\$ 35,000.00
Mahoning	19.00	\$ 50,000.00	Shelby	8.00	\$ 35,000.00

Clark	16.67	\$ 50,000.00	Henry	7.67	\$ 35,000.00
Wood	16.33	\$ 50,000.00	Belmont	7.33	\$ 35,000.00
Ashtabula	15.67	\$ 42,000.00	Fayette	7.33	\$ 35,000.00
Clermont	15.00	\$ 42,000.00	Washington	7.33	\$ 35,000.00
Warren	15.00	\$ 42,000.00	Defiance	7.00	\$ 35,000.00
Delaware	14.33	\$ 42,000.00	Logan	7.00	\$ 35,000.00
Trumbull	14.33	\$ 42,000.00	Madison	7.00	\$ 35,000.00
Portage	13.67	\$ 42,000.00	Williams	7.00	\$ 35,000.00
Wayne	13.67	\$ 42,000.00	Champaign	6.67	\$ 35,000.00
Fairfield	11.67	\$ 42,000.00	Columbiana	6.67	\$ 35,000.00
Geauga	11.67	\$ 42,000.00	Darke	6.67	\$ 35,000.00
Medina	11.67	\$ 42,000.00	Jackson	6.33	\$ 35,000.00
Miami	11.67	\$ 42,000.00	Knox	6.33	\$ 35,000.00
Greene	11.33	\$ 42,000.00	Union	6.33	\$ 35,000.00
Lake	11.00	\$ 42,000.00	Seneca	5.67	\$ 25,000.00
Morrow	10.67	\$ 42,000.00	Adams	4.33	\$ 25,000.00
Ross	10.67	\$ 42,000.00	Pike	4.33	\$ 25,000.00
Tuscarawas	10.67	\$ 42,000.00	Carroll	4.00	\$ 25,000.00
Allen	10.33	\$ 35,000.00	Holmes	4.00	\$ 25,000.00
Preble	10.33	\$ 35,000.00	Perry	3.67	\$ 25,000.00
Sandusky	10.00	\$ 35,000.00	Wyandot	3.00	\$ 25,000.00

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communications and Outreach

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2018	FAST Act NHTSA 402	Safe Communities (FAST)	\$2,400,000.00		\$2,400,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.12 Program Area: Roadway Safety/Traffic Engineering

**Program area type** Roadway Safety/Traffic Engineering

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	112.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	17.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

**Fiscal Year**   **Countermeasure Strategy Name**

2019      Training

### 5.12.1 Countermeasure Strategy: Training

**Program area**      Roadway Safety/Traffic Engineering

**Countermeasure strategy**   Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),**

**supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
RS-2019-00-00-01	Roadway Safety Training	Training

### 5.12.1.1 Planned Activity: Roadway Safety Training

Planned activity name	
Roadway Safety Training	

Planned activity number RS-2019-00-00-01

Primary countermeasure strategy Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety

related. Courses that may be approved for funding in FFY2019 include: Roadway Safety Design, Interactive Highway Safety Design Model, Designing for Pedestrian Safety, Developing a Pedestrian Safety Action Plan, Geometric Design: Applying Flexibility and Risk Management, Introducing Human Factors in Roadway Design, Signing and Marking for Complex Freeway Interchanges, Combating Roadway Departures, Speed Management, Alternative Intersections and Interchanges and Modern Roundabouts: Intersections Designed for Safety.

#### Enter intended subrecipients.

The Ohio Department of Transportation (ODOT)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Training

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Roadway Safety (FAST)	\$175,000.00	\$0.00	\$175,000.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.13 Program Area: Speed Management

**Program area type** Speed Management

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure**

strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

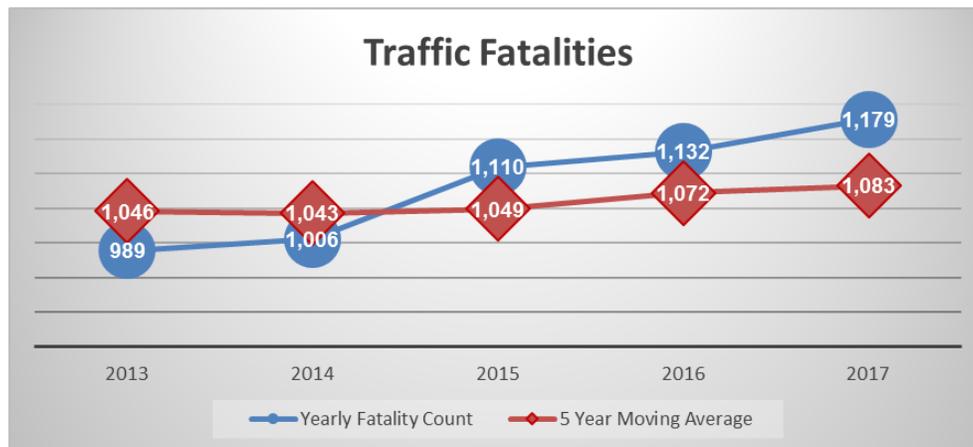
No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

### Fatality/Serious Injury

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



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



## Analysis

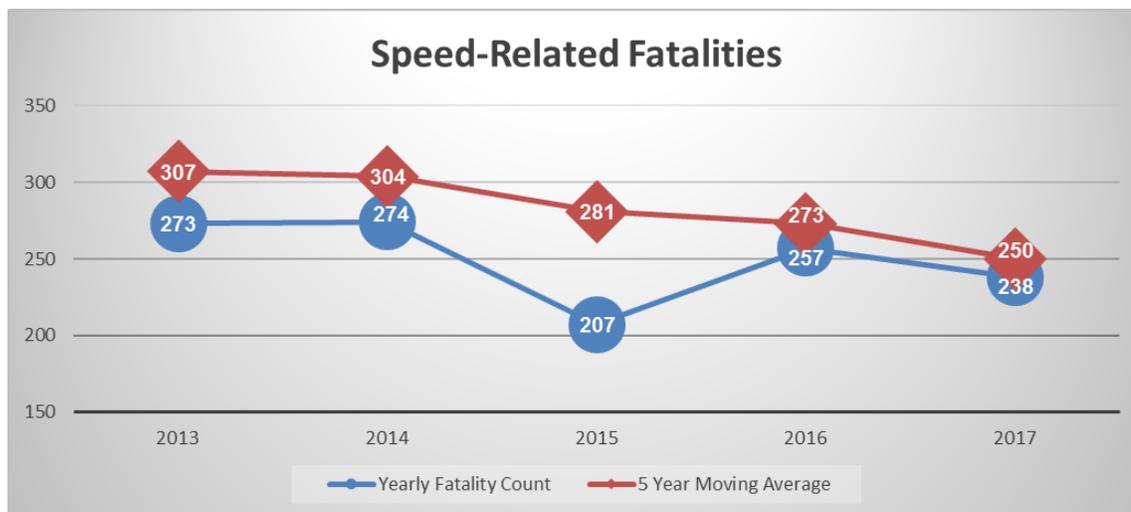
Fatalities increased 4.15 percent from 2016 to 1,179 in 2017. Ohio continues to base funding decisions on a three-year trend, however current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths.

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Speed

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



## Analysis

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

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

## Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	236.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Sustained Enforcement

### 5.13.1 Countermeasure Strategy: Sustained Enforcement

**Program area** Speed Management

**Countermeasure strategy** Sustained Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of**

detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

### Fatality/Serious Injury

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

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

## Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## Speed

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

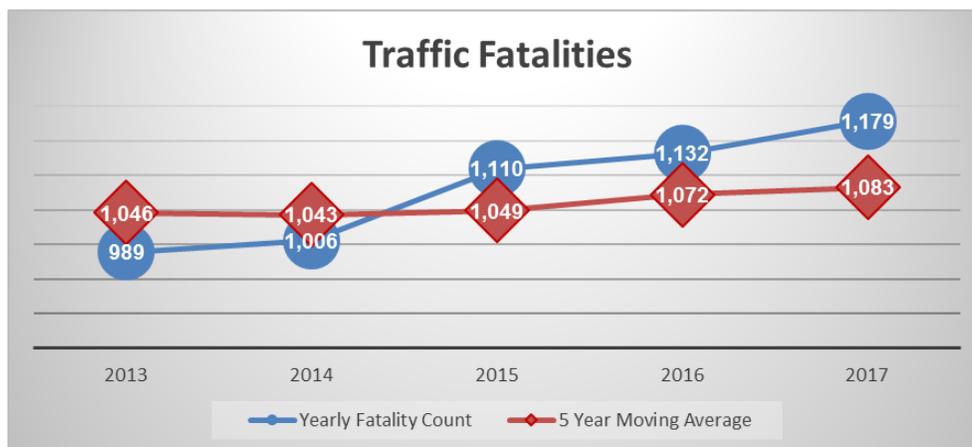
## Analysis

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

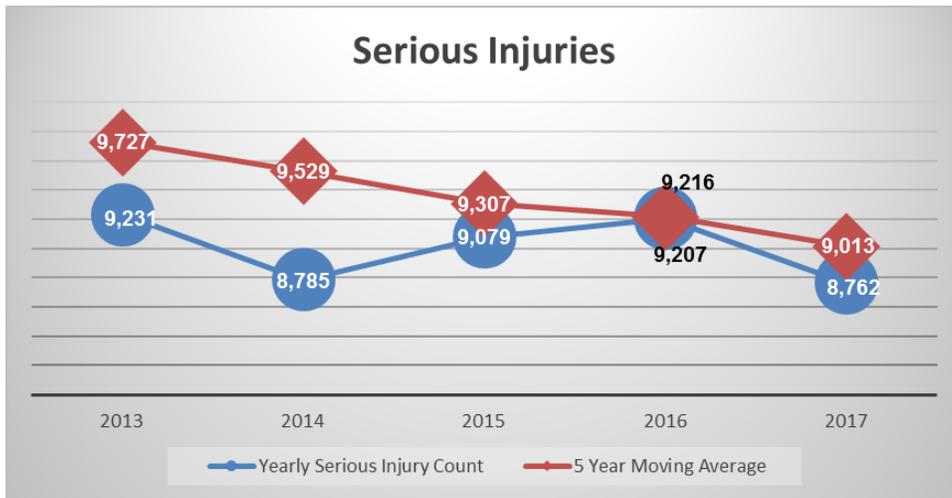
**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Fatality/Serious Injury

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



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



**Analysis**

Fatalities increased 4.15 percent from 2016 to 1,179 in 2017. Ohio

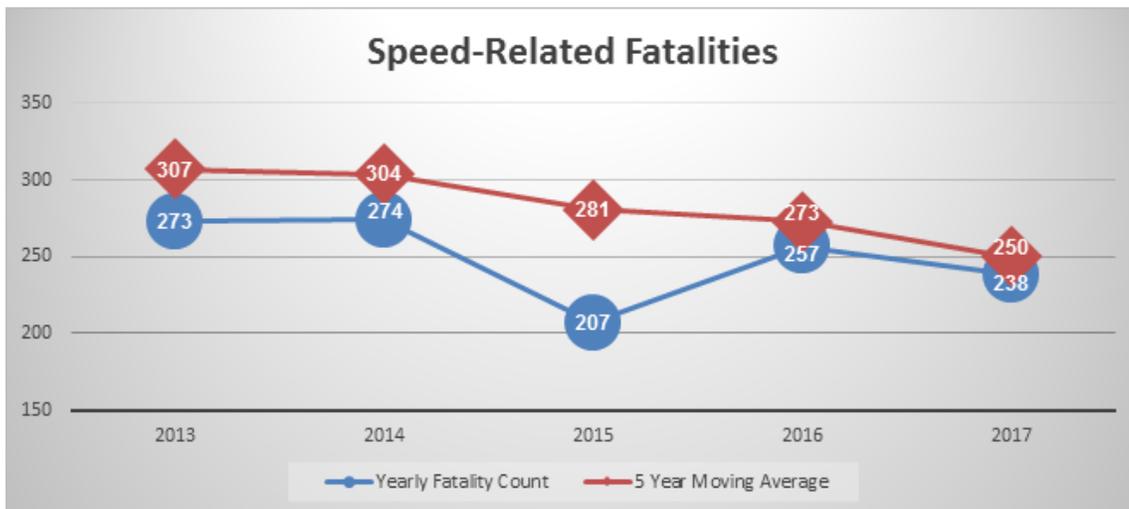
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Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

**Speed**

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



**Analysis**

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

## Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Statewide Speed Enforcement

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 3. Speeding and Speed Management
  - 2. Enforcement
    - 2.2 High Visibility Enforcement

## Planned activities

Select existing planned activities below and/or click **Add New** to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PT-2019-00-00-06	Statewide Speed Enforcement	Sustained Enforcement

#### 5.13.1.1 Planned Activity: Statewide Speed Enforcement

Planned activity name	Statewide Speed Enforcement
Planned activity number	PT-2019-00-00-06
Primary countermeasure strategy	Sustained Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Sustained Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$600,000.00	\$2,200,000.00	\$0.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.14 Program Area: Teen Traffic Safety Program

**Program area type** Teen Traffic Safety Program

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

### Fatality/Serious Injury

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

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

### Analysis

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

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

### Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## **Analysis**

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

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

## **Occupant Protection**

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

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

## **Analysis**

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

## **Speed**

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

## **Analysis**

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

## **Youthful Driver**

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

## **Analysis**

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

## **Distracted Driving**

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

## Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	1,062.0
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	8,834.0
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	0.910
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	339.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	285.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	236.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	125.0
2019	Distracted Driving Fatal Crashes	5 Year	2019	41.0
2019	Distracted Driving Injury Crashes	5 Year	2019	5,243.0

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

**Fiscal Year Countermeasure Strategy Name**

2019 Peer to Peer Teen Outreach

**5.14.1 Countermeasure Strategy: Peer to Peer Teen Outreach****Program area** Teen Traffic Safety Program**Countermeasure strategy** Peer to Peer Teen Outreach

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### **Fatality/Serious Injury**

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

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

### **Analysis**

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

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

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### **Impaired Driving**

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

## **Analysis**

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

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

## **Occupant Protection**

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

## **Analysis**

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

## **Speed**

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

## **Analysis**

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

## **Youthful Driver**

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

## **Analysis**

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

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving.

## **Distracted Driving**

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

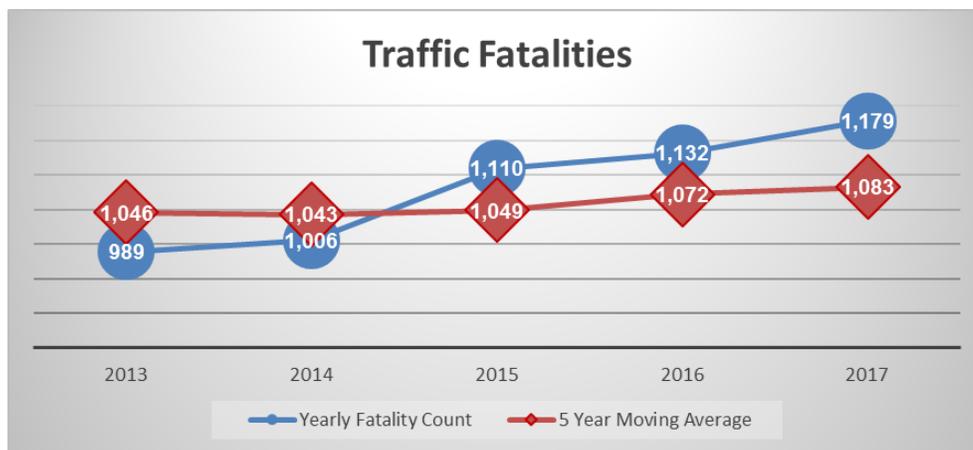
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Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

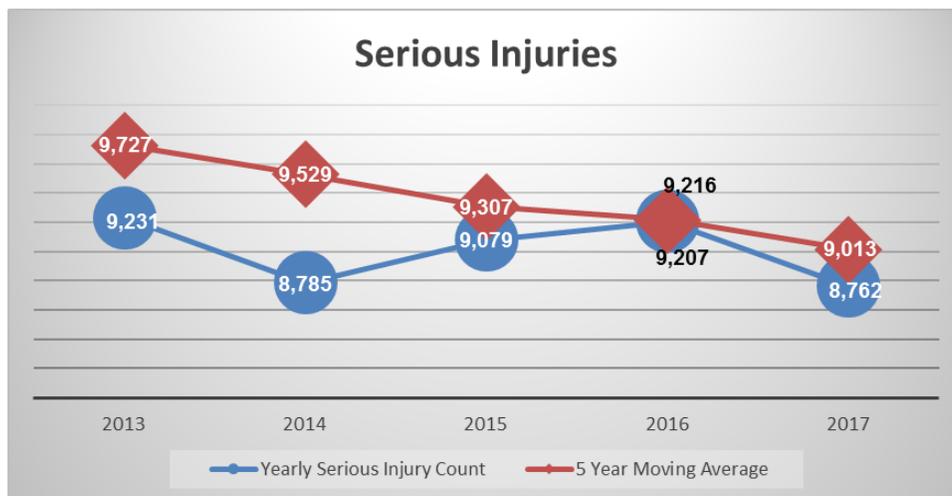
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### Analysis

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

Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

## **Impaired Driving**

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

### **Analysis**

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

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

## **Occupant Protection**

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### **Analysis**

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## **Speed**

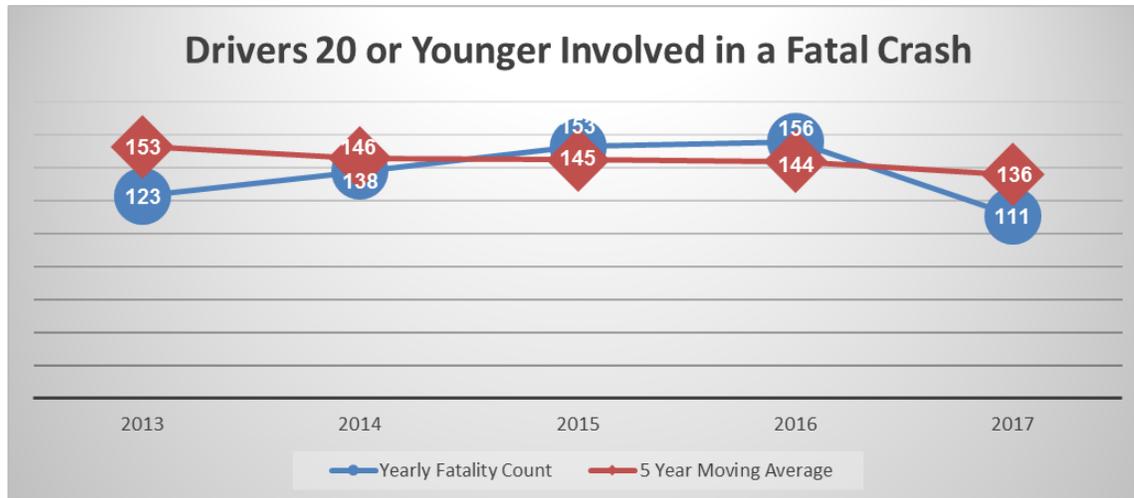
The number of speed related fatalities has decreased 12.82 percent over the five-year period (2013 - 2017). The five-year average has decreased 18.57 percent since the 2009 - 2013 average.

### **Analysis**

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

## Youthful Driver

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



### Analysis

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

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## Distracted Driving

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

### Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Peer to Peer Youth Programming

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015

- Chapter 1. Alcohol and Drug Impaired Driving
  - 5. Prevention, Intervention, Communications and Outreach
    - 5.2 Mass Media Campaigns
    - 5.4 Alternative Transportation
    - 5.5 Designated Drivers
- Chapter 2. Seat Belts and Child Restraints
  - 3. Communications and Outreach
    - 3.1 Communications and Outreach Supporting Enforcement
    - 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
  - 6. Communications and Outreach
    - 6.1 Communications and Outreach Strategies for Older Children
- Chapter 3. Speeding and Speed Management
  - 4. Communications and Outreach
    - 4.1 Communications and Outreach Supporting Enforcement
- Chapter 4. Distracted and Drowsy Driving
  - 2. Communications and Outreach
    - 2.2 Communications and Outreach on Distracted Driving

## Planned activities

Select existing planned activities below and/or click **Add New** to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
TSP-2019-00-00-01	Peer to Peer Youth Programming	Peer to Peer Teen Outreach

#### 5.14.1.1 Planned Activity: Peer to Peer Youth Programming

<b>Planned activity name</b>	Peer to Peer Youth Programming
<b>Planned activity number</b>	TSP-2019-00-00-01
<b>Primary countermeasure strategy</b>	Peer to Peer Teen Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for

**recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Students Against Destructive Decisions (SADD) will conduct programming statewide in FFY2019. Ohio SADD will use evidence-based programming to facilitate peer-to-peer education to educate young drivers on seat belts usages, the dangers of alcohol and drug impaired driving, and distracted driving. SADD is charging the grant the de Minimis rate of 10 percent of the modified total direct costs. This amount is \$8,837.

**Enter intended subrecipients.**

Students Against Destructive Decisions (SADD)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
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2019 Peer to Peer Teen Outreach

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$100,000.00	\$0.00	\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.15 Program Area: Traffic Records

Program area type Traffic Records

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

## Traffic Records

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

## Analysis

Ohio will be working on the following projects this year: Electronic Crash Submissions, eCitation Interfaces, eCitation Printer Project, OLEIS (Ohio Law Enforcement Information System) updates, Bicycle and Pedestrian data collection, Ohio State Highway Patrol Tablet pilot, EMSIRS (Emergency Medical Services Incident Reporting System) project and Crash Reconstruction. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	TRCC- Increase agencies participating in eCitation	Annual	2019	194.0

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

### 5.15.1 Countermeasure Strategy: Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

**Program area** Traffic Records

**Countermeasure strategy** Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

### **Traffic Records**

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

### **Traffic Records**

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

All TRCC projects are funding with dedicated Traffic Record Improvement funds (405c)

### **Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **Traffic Records**

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

All TRCC projects are funding with dedicated Traffic Record Improvement funds (405c).

### **Planned activities**

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M3DA-2019-00-00-01	Traffic Records Coordinating Committee Projects	Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

#### 5.15.1.1 Planned Activity: Traffic Records Coordinating Committee Projects

<b>Planned activity name</b>	Traffic Records Coordinating Committee Projects
<b>Planned activity number</b>	M3DA-2019-00-00-01
<b>Primary countermeasure strategy</b>	Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Travel - \$10,000**

Travel costs associated with traffic records management training and conferences.

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

Agencies with existing electronic records management systems still have to submit hard copy crash reports to ODPS. In order for those agencies to submit electronically, their existing software needs to be modified to be compatible with ODPS software. After the modifications, these agencies will be able to submit crash reports electronically. Electronic crash reporting increases accuracy and timeliness. In 2017, 69 percent of all crash reports were received electronically. This shows an increase of 11.29 percent from 2016. The median time to process crash reports has decreased 16.57 percent from 2016.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### **Enter intended subrecipients.**

The Ohio State Highway Patrol (OSHP)

### **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### **Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

### **Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
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Year	Program Name	Program Description	Cost	Share
2015	MAP 21 405c Data Program	405c Data Program (MAP-21)	\$200,000.00	\$50,000.00
2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	\$1,404,589.01	\$351,147.26
2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$1,422,534.82	\$355,633.71
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$1,447,481.69	\$361,870.43
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$925,394.48	\$231,348.62

### Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.16 Program Area: Planning & Administration

**Program area type** Planning & Administration

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

No

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

#### Problem identification

**Enter description and analysis of the State’s highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Planning and administration projects were selected based upon the needs of the office to address problem identification and meet goals.

#### Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
PA-2019-00-00-01	Traffic Safety Grant Program Management (P&A)	
CP-2019-00-00-01	Traffic Safety Grant Program Management (CP)	

PA-2019-00-00-02	Web-Based Grants Management System
CP-2019-00-00-02	Traffic Safety Resource Prosecutor Program
PA-2019-00-00-03	Equipment Inspection/Inventory Program
CP-2019-00-00-03	University Evaluation

### 5.16.1 Planned Activity: Traffic Safety Grant Program Management (P&A)

**Planned activity name** Traffic Safety Grant Program Management (P&A)

**Planned activity number** PA-2019-00-00-01

**Primary countermeasure strategy**

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities. Expenses incurred include: direct office expenditures, staff salaries, benefits, staff travel, equipment, supplies and other costs necessary to carry out the functions of the Traffic Safety Section.

402 PA		402 CP	
Title	Time Charged	Title	Time Charged
Traffic Safety Program Administrator	100%	Regional Programs Manager	AHW*
Grants Administrator	100%	Planner	100%
Regional Programs Manger	AHW*	Planner	100%
Special Projects Coord.	100%	Planner	100%
Program Administrator	100%		
Administrative Professional 2	100%		
Grants Coordinator 2	100%		
Administrative Professional 3	AHW*		

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Planning and Administration (FAST)	\$900,000.00	\$900,000.00	\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.16.2 Planned Activity: Traffic Safety Grant Program Management (CP)**

**Planned activity name** Traffic Safety Grant Program Management (CP)

**Planned activity number** CP-2019-00-00-01

**Primary countermeasure strategy**

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities. Expenses incurred include: direct office expenditures, staff salaries, benefits, staff travel, equipment, supplies and other costs necessary to carry out the functions of the Traffic Safety Section.

## 402 PA

## 402 CP

Title	Time Charged	Title	Time Charged
Traffic Safety Program Administrator	100%	Regional Programs Manager	AHW*
Grants Administrator	100%	Planner	100%
Regional Programs Manger	AHW*	Planner	100%
Special Projects Coord.	100%	Planner	100%
Program Administrator	100%		

Administrative Professional 2 100%

Grants Coordinator 2 100%

Administrative Professional 3 AHW\*

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

### Enter intended subrecipients.

The Ohio Traffic Safety Office (OTSO)

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

No records found.

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	NHTSA 402	Community Traffic Safety Project	\$350,000.00		\$0.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

### 5.16.3 Planned Activity: Web-Based Grants Management System

**Planned activity name** Web-Based Grants Management System

**Planned activity number** PA-2019-00-00-02

**Primary countermeasure strategy**

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

provided they have the security level to view the grant. The funding allocated to this project is for hosting, maintenance service, training and system enhancements.

#### Enter intended subrecipients.

The Ohio Traffic Safety Office (OTSO)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

No records found.

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Planning and Administration (FAST)	\$200,000.00	\$200,000.00	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

#### 5.16.4 Planned Activity: Traffic Safety Resource Prosecutor Program

**Planned activity name** Traffic Safety Resource Prosecutor Program

**Planned activity number** CP-2019-00-00-02

**Primary countermeasure strategy**

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d),**

**demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Traffic Safety Resource Prosecutor (TSRP) role is designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The TSRP works closely with the Law Enforcement Liaisons (LELs) and is a valuable resource to the office and to all of our partners. The TSRP is a vital resource for local communities in traffic safety laws. The TSRP will be conducting classes for law enforcement and prosecutors in FFY2019 on various traffic safety related issues.

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

No records found.

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$300,000.00		\$0.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

### 5.16.5 Planned Activity: Equipment Inspection/Inventory Program

Planned activity name Equipment Inspection/Inventory Program

Planned activity number PA-2019-00-00-03

Primary countermeasure strategy

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Planning and Administration (FAST)	\$190,000.00	\$190,000.00	\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.16.6 Planned Activity: University Evaluation

**Planned activity name** University Evaluation

**Planned activity number** CP-2019-00-00-03

**Primary countermeasure strategy**

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level**

**of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j) (4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

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

**Enter intended subrecipients.**

The Ohio Traffic Safety Office (OTSO)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$200,000.00		\$0.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 6 Evidence-based Traffic Safety Enforcement Program (TSEP)

Evidence-based traffic safety enforcement program (TSEP) information

Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

Planned activities in the TSEP:

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-2019-00-00-01	Seat Belt Print Advertising/Educational Materials	Communications and Outreach
MC-2019-00-00-01	Motorcyclist Safety Print Media/Educational Materials	Communications and Outreach
DD-2019-00-00-01	Distracted Driving Print Advertising/Educational Materials	Communications and Outreach
164AL-2019-00-00-01	Impaired Driving Enforcement Program	High Visibility Enforcement
M6OT-2019-00-00-04	Statewide Impaired Driving Enforcement Program	High Visibility Enforcement
M6OT-2019-00-00-06	OVI Task Force Program	Publicized Sobriety Checkpoints
PT-2019-00-00-02	Statewide Seat Belt Tac Squads	Short-term, High Visibility Seat Belt Law Enforcement
PT-2019-00-00-04	Selective Traffic Enforcement Program	Short-term, High Visibility Seat Belt Law Enforcement
PT-2019-00-00-06	Statewide Speed Enforcement	Sustained Enforcement
AL-2019-00-00-01	Impaired Driving Print Advertising/Educational Materials	Communications and Outreach
M6OT-2019-00-00-01	Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media	Mass Media Campaign
M6OT-2019-00-00-02	Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media	Mass Media Campaign
M6OT-2019-00-00-03	Sustained Impaired Driving Paid Media	Mass Media Campaign
M2X-2019-00-00-01	Holiday Click It or Ticket Paid Media	Mass Media Campaign

M2X-2019-00-00-02	Click It or Ticket Paid Media	Mass Media Campaign
M2X-2019-00-00-03	Sustained Belt Paid Media	Mass Media Campaign
PM-2019-00-00-02	Sustained Distracted Driving Paid Media	Mass Media Campaign
PM-2019-00-00-03	Speed Paid Media	Mass Media Campaign
PT-2019-00-00-01	Distracted Driving Enforcement	High Visibility Cellphone/Text Messaging Enforcement

## Analysis

### Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

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

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

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

### Enter explanation of the deployment of resources based on the analysis performed.

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

##### Safe Communities

- Maximum amounts for each county were set based on the average number of fatal crashes for 2015, 2016 and 2017. New programs had to have a minimum of a three-year average of 6.27 fatal crashes to be eligible for funding.
- Based on a county's three-year fatal crash average, a grant proposal must specify strategies in specific safety program areas for FFY2019.
  - Programs with a three-year fatal crash average between 0.00 and 10.49 may conduct strategies focusing on a maximum of three specific traffic safety areas.
  - Programs with a three-year fatal crash average between 10.50 and 20.98 may conduct strategies focusing on a maximum of four specific traffic safety areas.
  - Programs with a three-year fatal crash average of 20.99 and higher may conduct strategies focusing on a maximum of five specific traffic safety areas.
  - These three specific traffic safety program areas must be addressed:
    - Impaired Driving/Alcohol-related fatal crashes
    - Seat Belt Usage/"Click It or Ticket" initiatives
    - Motorcycle Awareness
    - If additional program area(s) are submitted in the proposal for consideration, the program area(s) must be justified by local fatal crash problem identification.

##### OVI Task Force

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

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

- Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017.
- Each agency must conduct impaired driving enforcement activity to impact their fatal crashes.
- Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar.
- In addition to the required Blitzes and National Campaign listed below, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding.

### General Grants

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

### National Mobilizations

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

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

### Paid Media

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

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

**Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).**

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

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

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

Task Force sub-recipients plan the checkpoints and saturations patrols, IDEP and STEP sub-recipients plan their overtime enforcement for either impaired driving enforcement or speed/belts/aggressive, the OSHP plans their checkpoint, saturation, or speed/belt/aggressive overtime and Safe Communities can coordinate the educational/outreach or "softer side" approach. All of this planning is based on current trends that are happening in the district.

## 7 High Visibility Enforcement

### High-visibility enforcement (HVE) strategies

#### Planned HVE strategies to support national mobilizations:

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

#### Countermeasure Strategy Name

Short-term, High Visibility Seat Belt Law Enforcement

Safe Communities

Publicized Sobriety Checkpoints

Mass Media Campaign

Highway Safety Office Program Management

High Visibility Enforcement

Earned Media

Communications and Outreach

### HVE activities

**Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.**

#### HVE Campaigns Selected

Planned activity unique  
identifier

Planned Activity Name

Primary Countermeasure

OP-2019-00-00-01	Seat Belt Print Advertising/Educational Materials	Communications and Outreach
MC-2019-00-00-01	Motorcyclist Safety Print Media/Educational Materials	Communications and Outreach
DD-2019-00-00-01	Distracted Driving Print Advertising/Educational Materials	Communications and Outreach
164AL-2019-00-00-01	Impaired Driving Enforcement Program	High Visibility Enforcement
M6OT-2019-00-00-04	Statewide Impaired Driving Enforcement Program	High Visibility Enforcement
M6OT-2019-00-00-06	OVI Task Force Program	Publicized Sobriety Checkpoints
PT-2019-00-00-02	Statewide Seat Belt Tac Squads	Short-term, High Visibility Seat Belt Law Enforcement
PT-2019-00-00-04	Selective Traffic Enforcement Program	Short-term, High Visibility Seat Belt Law Enforcement
PT-2019-00-00-06	Statewide Speed Enforcement	Sustained Enforcement
M6OT-2019-00-00-01	Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media	Mass Media Campaign
M6OT-2019-00-00-02	Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media	Mass Media Campaign
M6OT-2019-00-00-03	Sustained Impaired Driving Paid Media	Mass Media Campaign
M2X-2019-00-00-01	Holiday Click It or Ticket Paid Media	Mass Media Campaign
M2X-2019-00-00-02	Click It or Ticket Paid Media	Mass Media Campaign
M2X-2019-00-00-03	Sustained Belt Paid Media	Mass Media Campaign
PM-2019-00-00-02	Sustained Distracted Driving Paid Media	Mass Media Campaign
PM-2019-00-00-03	Speed Paid Media	Mass Media Campaign
PT-2019-00-00-01	Distracted Driving Enforceent	High Visibility Cellphone/Text Messaging Enforcement

## 8 405(b) Occupant Protection Grant

### Occupant protection information

405(b) qualification status: Lower seat belt use rate State

### Occupant protection plan

**Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.**

#### Program Area

Occupant Protection (Adult and Child Passenger Safety)

Occupant Protection (Child Passenger Safety)

Communications (Media)

## Participation in Click-it-or-Ticket (CIOT) national mobilization

**Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).**

### Agencies planning to participate in CIOT

#### Agency

Aberdeen Police Department

Ada Police Department

Adams County Sheriff's Office

Addyston Police Department

Adena Health System Police Department

Adena Police Department

Akron Police Department

Albany Police Department

Allen County Sheriff's Office

Alliance Police Department

Amberley Village Police Department

Adams County Sheriff's Office

### Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.

Ohio will continue to implement and expand the national seat belt mobilization model around the Memorial Day holiday in FFY2019. Campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

A higher frequency of messaging directed at low usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. New media partnerships and earned media will help expand the campaign's message into the low usage populations. In FFY2019, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Media will also be directed toward Ohio's multicultural communities. Additionally, social media and a limited amount of targeted outdoor and print media will be used during this effort.

The target audience is defined as anyone who drives or rides in a motor vehicle within the State of Ohio. According to the ODPS 2016 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2019, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

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

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

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

In FFY2019, Ohio will continue to use the Click It or Ticket (CIOT) message for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message while coupled with paid media and heightened enforcement throughout the state of Ohio during periods in addition to the CIOT mobilization.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

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

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

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

## Child restraint inspection stations

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

### Countermeasure Strategy Name

Child Restraint System Inspection Station(s)

**Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier

Planned Activity Name

Primary Countermeasure

M2X-2019-00-00-04

Occupant Protection Coordinator Program Child Restraint System Inspection Station(s)

**Enter the total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: 191

**Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.**

Populations served - urban 58

Populations served - rural 69

Populations served - at risk 97

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

Child passenger safety technicians

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

#### Countermeasure Strategy Name

Child Restraint System Inspection Station(s)

**Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
M2X-2019-00-00-04	Occupant Protection Coordinator Program	Child Restraint System Inspection Station(s)

**Enter an estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.**

Estimated total number of classes 30

Estimated total number of technicians 375

## Maintenance of effort

**ASSURANCE:** The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

## Qualification criteria for a lower seat belt use rate State

To qualify for an Occupant Protection Grant in a fiscal year, a lower seat belt use rate State (as determined by NHTSA) must submit, as part of its HSP, documentation demonstrating that it meets at least three of the following additional criteria. Select application criteria from the list below to display the associated requirements.

Primary enforcement seat belt use statute	No
Occupant protection statute	No
Seat belt enforcement	Yes
High risk population countermeasure program	Yes
Comprehensive occupant protection program	No
Occupant protection program assessment	Yes

## Seat belt enforcement

Submit countermeasure strategies, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred.

**\*Reminder:** When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

### Countermeasure Strategy Name

Short-term, High Visibility Seat Belt Law Enforcement

Earned Media

Submit planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred.

**\*Reminder:** When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.

Planned activity unique  
identifier

Planned Activity Name

Primary Countermeasure

OP-2019-00-00-01	Seat Belt Print Advertising/Educational Materials	Communications and Outreach
PT-2019-00-00-02	Statewide Seat Belt Tac Squads	Short-term, High Visibility Seat Belt Law Enforcement
PT-2019-00-00-04	Selective Traffic Enforcement Program	Short-term, High Visibility Seat Belt Law Enforcement
AL-2019-00-00-01	Impaired Driving Print Advertising/Educational Materials	Communications and Outreach

## High risk population countermeasure programs

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

### Countermeasure Strategy Name

Peer to Peer Teen Outreach

Mass Media Campaign

Earned Media

**Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
OP-2019-00-00-01	Seat Belt Print Advertising/Educational Materials	Communications and Outreach
M2X-2019-00-00-04	Occupant Protection Coordinator Program	Child Restraint System Inspection Station(s)
TSP-2019-00-00-01	Peer to Peer Youth Programming	Peer to Peer Teen Outreach
M2X-2019-00-00-03	Sustained Belt Paid Media	Mass Media Campaign

## Occupant protection program assessment

**Enter the date of the NHTSA-facilitated assessment of all elements of its occupant protection program, which must have been conducted within three years prior to the application due date.**

Date of the NHTSA-facilitated assessment 2/22/2016

## 9 405(c) - State Traffic Safety Information System Improvement Grant

Traffic records coordinating committee (TRCC)

Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.

Meeting Date
7/18/2017
9/19/2017
12/20/2017
2/13/2018
5/15/2018

Enter the name and title of the State's Traffic Records Coordinator

Name of State's Traffic Records Coordinator:	Robin Schmutz
Title of State's Traffic Records Coordinator:	Captain

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

Ohio Traffic Records Coordinating Committee Members 2018				
	Member	Position	Agency	Representing Organization (Core Area)
Executive Council	John Born	Director - TRCC Executive Council Chair	Ohio Department of Public Safety	All Core Areas
	Jerry Wray	Director	Ohio Department of Transportation	All Core Areas
	Asim Haque	Chairman	The Public Utilities Commission of the State of Ohio	All Core Areas
	Michael L. Buenger, Esq.	Administrative Director	The Supreme Court of Ohio Office of the Administrative Director	All Core Areas
Technical Council	<b>CHAIR AND CO-CHAIR</b>			
	Robin Schmutz	Captain - TRCC Chair	Ohio Department of Public Safety - OSP	Planning & Analysis, Ohio State Highway Patrol (all core areas)
	Jamie Duskocil	Program Administrator 3 - TRCC Co-Chair	Ohio Department of Public Safety - OSP	Planning & Analysis, Ohio State Highway Patrol (all core areas)
<b>Ohio Department of Public Safety - Administration</b>				
	Keith Church	Information Technology Supervisor 3	Ohio Department of Public Safety - IT	Information Technology, Administration

			(Crash, Roadway, Driver, Vehicle, Citation, Adjudication, Injury Surveillance/EMS)
<b>Ohio Department of Public Safety - BMV</b>			
Jerome Ferguson	Administrative Officer 1	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
Tom O. Wilson	Administrator	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
Gregory Edwards	Adminstrator, BMV Special Operations	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
Rob Fragale	BMV Program Administrator	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
<b>Ohio Department of Public Safety - EMA</b>			
Karen Kadar	Planning Supervisor	Ohio Department of Public Safety - EMA	ODPS EMA (Driver, Vehicle)
<b>Ohio Department of Public Safety - EMS</b>			
Sue Morris	EMS Trauma Data Program Manager	Ohio Department of Public Safety - EMS	ODPS EMS (Injury Surveillance/EMS)
<b>Ohio Department of Public Safety - CJS</b>			
Jim Luebbers	Criminal Justice Planning Supervisor	Ohio Department of Public Safety - CJS	ODPS CJS (Driver, Vehicle)
<b>Ohio Department of Public Safety - Homeland Security</b>			
Janille Stearmer	Program Administrator 3	Ohio Department of Public Safety - OHS	Homeland Security, Administration (Driver, Vehicle)
<b>Ohio Department of Public Safety - State Highway Patrol</b>			
Tom Gwinn	Administrator Officer 2	Ohio Department of Public Safety - OSP	Planning & Analysis, Ohio State Highway Patrol-FARS
<b>Ohio Department of Transportation</b>			
Michael McNeill	Transportation Engineer	Ohio Department of Transportation	Office of Systems Planning & Program Management (Crash, Roadway)
Derek Troyer	Transportation Engineer	Ohio Department of Transportation	Office of Systems Planning & Program Management (Crash, Roadway)
<b>Supreme Court of Ohio</b>			
Milt Nuzum	Director of Judicial Services	Supreme Court of Ohio	Judicial Services (Citation/Adjudication)
Stephanie Hess	Deputy Administrative Director	Supreme Court of Ohio	Judicial Services (Citation/Adjudication)
<b>Public Utilities Commission of Ohio</b>			
Len Shenk	Division Administrator	Public Utilities Commission of Ohio	Public Utilities Commission of Ohio (Crash, Roadway)
<b>Ohio Department of Health</b>			
Sara Morman	Program Administrator	Ohio Department of Health	Violence & Injury Prevention Program (Injury Surveillance/EMS)
<b>Ohio Association of Regional Councils</b>			

Technical  
Council

Bryan Townley		Ohio Association of Regional Council	Mid-Ohio Regional Planning Commission (Roadway)
<b>Buckeye Sheriff's Association</b>			
Jeff Anspach	Deputy Sheriff	Logan County Sheriff's Office	Buckeye State Sheriff's Association (Crash/Roadway Driver, Vehicle, Citation/Adjudication)
<b>Ohio Chiefs of Police</b>			
Michael T. Pomesky, CLEE	Chief of Police	Perry Township Police Department	Ohio Association of Chiefs of Police (Crash, Roadway, Driver, Vehicle, Citation/Adjudication, Injury Surveillance/EMS)
<b>Ohio Insurance Institute</b>			
Mary Bonelli	Sr. VP Public Information	Ohio Insurance Institute	Ohio Insurance Institute (Crash, Driver, Vehicle)
<b>County Engineers Association of Ohio</b>			
Michelle Risko	Program Manager	County Engineers Association of Ohio	County Engineers Association of Ohio (Roadway)
Dean Ringle	Executive Director	County Engineers Association of Ohio	County Engineers Association of Ohio (Roadway)
<b>Ohio Clerks of Courts Association</b>			
Lori Tyack	Clerk of Courts	Franklin County Municipal Court	Ohio Association of Municipal/County Court Clerks (Citation & Adjudication)
<b>Federal Motor Carriers Safety Administration (non-voting)</b>			
Linda Gilliam	Division Administrator	Federal Motor Carrier Safety Administration	Federal Motor Carriers Safety Administration (Crash, Roadway, Driver)
Keith Willoughby	State Program Manager	Federal Motor Carrier Safety Administration	Federal Motor Carriers Safety Administration (Crash, Roadway, Driver, Vehicle)
<b>Federal Highway Administration (non-voting)</b>			
Ron Garczewski	Safety Engineer	Federal Highway Administration	Federal Highway Administration (Crash, Roadway, Driver)
<b>Federal Highway Administration (non-voting)</b>			
Jeffrey Welter	Regional Program Manager	National Highway Traffic Safety Administration	National Highway Traffic Safety Administration - Region 5 (Crash, Roadway, Driver, Vehicle, Citation/Adjudication, Injury Surveillance/EMS)
<b>OTHER REGULAR ATTENDEES (non-voting)</b>			
Lori Genzen	Grants Administrator	Ohio Department of Public Safety - OSP/OTSO	Ohio Traffic Safety Office (Crash, Roadway, Driver Citation/Adjudication, Injury Surveillance/EMS)
Felice Moretti	Special Projects Manager	Ohio Department of Public Safety - OSP/OTSO	Ohio Traffic Safety Office (Crash, Roadway, Driver Citation/Adjudication, Injury Surveillance/EMS)

Gary Smith	CODES Data Manager	The Research Institute at Nationwide Children's Hospital	Center of Injury Research & Policy (Injury Surveillance/EMS)
Richard Schmahl	Program Director	Office of Information Technology	Multi-Agency Radio Communications System (MARCS) (Citation)
Dick Miller	Administrative Assistant/Inter-Agency Liaison	Office of Information Technology	Multi-Agency Radio Communications System (MARCS) (Citation)
Tricia Fought	Traffic Studies Engineer	City of Columbus, Division of Traffic Management	Division of Traffic Management (Roadway)
Dr. Motao Zhu	Associate Professor of Pediatrics and Epidemiology	The Research Institute at Nationwide Children's Hospital	(Crash, Roadway, Driver Citation/Adjudication, Injury Surveillance/EMS)

## State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Documents Uploaded
No documents uploaded to GMSS

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State's most recent highway safety data and traffic records system assessment.

### 1.0 Crash Recommendations

**1.1 Recommendation:** Improve the applicable guidelines for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**1.1 Response:** The Model Minimum Uniform Crash Criteria (MMUCC) is a primary source for the collection of crash data elements. The ANSI D-16 and ANSI D-20 will be used in the development of the new traffic crash report.

**1.2 Recommendation:** Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**1.2 Response:** The crash data system does not currently interface with the driver, vehicle, citation, adjudication, or injury surveillance systems. Included in this strategic plan are objectives to begin exploring potential methods to build these interfaces and to improve existing interfaces.

**1.3 Recommendation:** Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**1.3 Response:** Quarterly report(s) are forecasted to be developed in 2017-2018 to track the process of rejected crash reports, the return of the corrected reports, and provide feedback to agencies. Performance measures and numerical goals will be developed to gauge data quality.

## 2.0 Vehicle Recommendations

**2.1 Recommendation:** Improve the procedures/process flows for the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**2.1 Response:** BMV is developing annotated vehicle data system documentation. The agency is also identifying the security provisions that protect data against fraud and protocols that regulate the release of vehicle data.

**2.2 Recommendation:** Improve the interfaces with the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**2.2 Response:** BMV is currently in the process of re-writing the vehicle registration database for integration into the driver license database.

**2.3 Recommendation:** Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**2.3 Response:** Revisions to the vehicle registration database will improve overall data quality. Data auditing is performed on a routine basis by BMV field staff, and trend analysis and random data sampling is performed routinely to review transactions for accuracy and fraud prevention.

## 3.0 Driver Recommendation

**3.0 Recommendation:** Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**3.0 Response:** Planned revisions to the vehicle registration database will improve overall data quality.

## 4.0 Roadway Recommendation

**4.0 Recommendation:** Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**4.0 Response:** ODOT is currently developing a new roadway inventory management system. As part of this project, performance measures related to completeness and quality will be established.

## 5.0 Citation/Adjudication Recommendations

**5.1 Recommendation:** Improve the applicable guidelines for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**5.1 Response:** TRCC will begin reviewing the citation system's adherence to national guidelines. Recommendations will be made for improvements to applicable sections.

**5.2 Recommendation:** Improve the data dictionary for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**5.2 Response:** ODPS information technology (IT) staff will develop a data dictionary for the citation system. Ohio has no plans to implement a statewide system to track court payments or dismissal of citations.

**5.3 Recommendation:** Improve the interfaces with the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**5.3 Response:** Ohio's citation and adjudication systems are not linked. TRCC will explore methods to improve the interfaces for the citation system.

**5.4 Recommendation:** Improve the data quality control program for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**5.4 Response:** Performance measures for improving citation data quality are future goals for TRCC and will be explored as the system develops.

## 6.0 EMS/Injury Surveillance Recommendations

**6.1 Recommendation:** Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**6.1 Response:** The EMS data system, trauma registry, and trauma rehabilitation registry are currently being migrated into a single system. Ohio has no plans to develop an emergency department data system.

**6.2 Recommendation:** Improve the data quality control program for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**6.2 Response:** Initial plans for creating timeliness and completeness standards for EMS, trauma registry, and trauma rehabilitation data are underway. Once established, reports on data quality will be made available to submitting agencies, with benchmark data included.

## 7.0 Data Use and Integration Recommendation

**7.0 Recommendation:** Improve the traffic records systems capacity to integrate data that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**7.0 Response:** Plans to create a formal traffic records inventory have been established. Integration processes will be examined over the next five-year strategic planning cycle.

**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.**

### Crash

**Objective 2:** By December 31, 2018, create performance measures and numeric goals to gauge the timeliness, accuracy, completeness, uniformity, integration, and accessibility of crash data.

**Objective 4:** By December 31, 2019, create a process by which high frequency crash reporting errors are used to guide updates to training content, data collection manuals, and crash validation rules.

**Objective 6:** Finalize the data dictionary for the crash data system.

**Objective 7:** Create a narrative description of the process by which the 5th edition of the Model Minimum Uniform Crash Criteria (MMUCC) guideline was used to identify what crash data elements and attributes are included in the crash database and on the OH-1.

## Vehicle

**Objective 1:** develop and make accessible new policies, procedures, workflow diagrams, and other metrics for measuring data flow and time process for users to reference.

**Objective 2:** By January 1, 2018, complete vehicle registration database re-write and driver license and vehicle registration database integration.

**Objective 3:** By January 1, 2018, develop error correction and handling processes.

**Objective 3:** By January 1, 2018, develop processes for purging records from systems when permitted by State of Ohio record retention policies and by law.

## Roadway

**Objective 2:** By January 1, 2018, complete the OCMT.

**Objective 3:** By January 1, 2018, develop a plan to increase involvement in OGRIP and encourage the adopting of the LBRS initiative among non-participating counties.

## Citation/Adjudication

**Objective 1:** Increase the number of agencies submitting electronically by ten percent.

**Objective 4:** Provide all law enforcement agencies who meet the ODPS criteria with in-car printers to assist in eCitation submissions.

## EMS/Injury Surveillance

**Objective 3:** Develop standards for EMSIRS and OTR timeliness, accuracy, completeness and accessibility.

## Data Use and Integration Recommendation

**Objective 1:** Complete an inventory of traffic record systems within the state.

**Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
M3DA-2019-00-00-01	Traffic Records Coordinating Committee Projects	Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.**

### 1.0 Crash Recommendations

**1.2 Recommendation:** Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**1.2 Response:** The crash data system does not currently interface with the driver, vehicle, citation, adjudication, or injury surveillance systems. Included in this strategic plan are objectives to begin exploring potential methods to build these interfaces and to improve existing interfaces.

**\*\*FFY 19 Update:** If opportunities for interfacing between systems arise, these efforts will be considered for possible inclusion in the next Strategic Plan. Due to current workload within the ODPS ITO, new IT projects would need to be worked into existing project plans. At this time, the development team is engaged in other agency-wide projects.

### 5.0 Citation/Adjudication Recommendations

**5.3 Recommendation:** Improve the interfaces with the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**5.3 Response:** Ohio's citation and adjudication systems are not linked. TRCC will explore methods to improve the interfaces for the citation system.

**\*\*FFY 19 Update:** Linking the citation writing software and statistical repository to the courts' adjudication systems is not possible at this time. This is primarily due to the fact that Ohio does not have a centralized court system. There is no central system that collects all adjudication information statewide. Courts are required to report back to the BMV to update a driver's record for certain cases (e.g. suspensions, points, etc), but this does not capture the full picture of adjudications. Without a centralized record system, data linkages will be a challenge. For FFY 19, we will continue to construct one-way interfaces between OLEIS and the courts so that electronic citation files can be sent to the courts' case management systems. If we become aware of the possibility of receiving adjudication information back and "closing the loop" on a citation, we will be amenable to building that linkage.

### Quantitative improvement

**Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the "Model Performance Measures for State Traffic Records Systems" (DOT HS 811 441), as updated.**

## Performance Measures

### Crash

- Number of electronically submitted crash reports compared to paper reports.
- Percentage of crash reports with no errors in critical data elements.
- Number/percentage of rejected crash reports.
- Development and implementation of measures and numerical goals.
- Development of reports to provide timeliness, accuracy, and completeness feedback to each law enforcement agency.
- Development of process to identify high frequency reporting errors.
- Completion of crash data dictionary.
- Creation of narrative descriptions.

### Vehicle

- Development of vehicle data system documentation.
- Completion of vehicle registration database re-write.
- Completion of driver license and vehicle registration database integration.
- Development of error correction and handling processes.
- Development of processes for purging records.
- Number of records purged.

### Driver

- Approval by ODPS Legal Office to develop driver license system purge process.
- Completed documentation for edit check and rule validation processes.
- Development of verification and approval processes for data scheduled to be purged from the driver license system.
- Number of records purged from the driver license system.
- Development of performance measures for driver data system.
- Establishment of procedures for measuring data flow and time processes.
- Development of quality management report.
- Number of quality management reports provided to TRCC.

### Roadway

- Number of system links between roadway and other traffic data systems.
- Number of crash reports linked to the roadway data system.
- Ability to link medical records to crash reports on the roadway data system.
- Development of OCMT.
- Development of plan to increase involvement in OGRIP.
- Development of plan to encourage adoption of the LBRS initiative among non-participating counties.
- Number of counties with completed LBRS.
- Development of roadway system performance measures.

### Citation/Adjudication

- Number/percentage of courts accepting local rule.
- Number/percentage of agencies submitting eCitations.
- Number/percentage of eCitation submissions received.
- Development and implementation of measure to track OVI arrests and BAC/drug results.
- Development of comprehensive data dictionary.
- Completed review of applicable federal guidelines.

- Development of recommendations for improving the citation data system in line with federal guidelines.

### EMS/Injury Surveillance

- Percentage of ISS records with no errors in critical data elements.
- Number/percentage of rejected ISS records.
- Development and implementation of measures and numerical goals.
- Development of reports to provide timeliness, accuracy, and completeness feedback to each agency providing data to the ISS.
- Development of process to identify high frequency reporting errors.

### Data Use and Integration

- Development of a traffic record inventory.
- Development of security policies and data governance methods.
- Development of methods for integration of crash and driver data.
- Development of methods for integration of crash and vehicle data.
- Development of methods for integration of crash and injury surveillance data.
- Development of methods for integration of crash data with other traffic record systems in the state.

**Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.**

Documents Uploaded
TRCC_StratPlan_FFY17-21 Final.pdf
Electronic Crash Reports Project Update_Grant App.pdf

### State highway safety data and traffic records system assessment

**Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.**

Date of Assessment: 2/17/2015

### Requirement for maintenance of effort

**ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.**

### 10 405(d) Impaired Driving Countermeasure Grant

#### Impaired driving assurances

#### Impaired driving qualification - Low-Range State

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## 11 405(d) Alcohol-Iginition Interlock Law

### Alcohol-ignition interlock laws

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

- The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.
  - O.R.C. 4510.022

## 12 405(e) Distracted Driving

### Sample distracted driving questions

**Enter sample distracted driving questions from the State's driver's license examination.**

There are not any specific distracted driving questions in Ohio's knowledge test.

### Legal citations

**The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?:	Secondary Offense
Date Enacted:	8/31/2012
Date Amended:	3/23/2015

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

### Prohibition on texting while driving.

- Prohibition on texting while driving.
  - O.R.C. 4511.204
- Definition of covered wireless communication devices.
  - O.R.C. 4511.204 (G)
- Minimum fine of at least \$25 for an offense.
  - O.R.C. 4511.204 (D)

**Click Add New to provide legal citations for exemption(s) to the State's texting ban.**

Citation	Amended Date
O.R.C. 4511.2014 (B)	3/23/2015

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?:	Primary Offense
Date Enacted:	8/31/2012
Date Amended:	3/22/2013

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

#### Prohibition on youth cell phone use while driving.

- Prohibition on youth cell phone use while driving.
  - O.R.C. 4511.205
- Definition of covered wireless communication devices.
  - O.R.C. 4511.205 (E)
- Minimum fine of at least \$25 for an offense.
  - O.R.C. 4511.205 (C)

Click Add New to provide legal citations for exemption(s) to the State's youth cell phone use ban.

Citation	Amended Date
O.R.C. 4511.205 (B)	3/22/2013

### 13 405(f) Motorcyclist Safety Grant

#### Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.

Motorcycle rider training course	Yes
Motorcyclist awareness program	No
Reduction of fatalities and crashes	No
Impaired driving program	No
Reduction of impaired fatalities and accidents	No
Use of fees collected from motorcyclists	Yes

#### Motorcycle rider training course

Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency: Ohio Department of Public Safety

State authority name/title: John Born, Director

**Select the introductory rider curricula that has been approved by the designated State authority and adopted by the State.**

Approved curricula: Ohio

**CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.**

**Enter a list of the counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.**

County or Political Subdivision	Number of registered motorcycles
ALLEN	3691
ASHTABULA	4549
ATHENS	1537
BUTLER	11470
CLARK	4783
CLERMONT	8037
CLINTON	1654
COLUMBIANA	5122
CUYAHOGA	26731
DEFIANCE	1589
DELAWARE	5888
ERIE	3461
FRANKLIN	25658
GALLIA	1032
GREENE	5707
HAMILTON	16784
HENRY	1212
KNOX	2579
LAKE	8557
LICKING	6971
LOGAN	2467

LORAIN	11316
LUCAS	10736
MAHONING	7810
MIAMI	4770
PORTAGE	6825
RICHLAND	5140
ROSS	2689
SANDUSKY	3117
STARK	13779
SUMMIT	17026
TRUMBULL	9107
TUSCARAWAS	4392
UNION	2757
WASHINGTON	2486
WOOD	4435

**Enter the total number of registered motorcycles in State.**

380531

Use of fees collected from motorcyclists for motorcycle programs

**A State shall have a process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs. A State may qualify under this criterion as either a Law State or a Data State.**

Use of fees criterion

Data State

**To demonstrate compliance as a Data State, upload the following items in the in application documents section: data or documentation from official state records from the previous State fiscal year showing that all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs were, in fact, used for motorcycle training and safety programs. Such data or documentation shall show that revenues collected for the purposes of funding motorcycle training and safety programs were placed into a distinct account and expended only for motorcycle training and safety programs.**

#### **Documents Uploaded**

No documents uploaded to GMSS

## **14 405(g) Graduated Driver**

Graduated driver licensing

**Enter the date that the State's graduated driver's licensing statute requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license was last amended. The statute must be in effect and be enforced during the entire fiscal year of the grant.**

Graduated Driver Licensing Law Last Amended On 7/1/2015

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

### Learner's permit stage

- Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State.
  - O.R.C. 4507.05
- Applicant must pass vision test and knowledge assessment.
  - O.R.C. 4507.11
- In effect for at least 6 months.
  - O.R.C. 4507.05
- In effect until driver is at least 16 years of age.
  - O.R.C. 4507.05
- Must be accompanied and supervised at all times.
  - O.R.C. 4507.05 (A)
- Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.
  - O.R.C. 4507.21 (B)(1)
- Prohibits use of personal wireless communications device.
  - O.R.C. 4507.05
- Extension of learner's permit stage if convicted of a driving-related offense.
  - O.R.C. 4507.071 (D)

Click Add New to provide legal citations for exemption(s) to the State's learner's permit stage, if applicable.

Citation	Amended Date
O.R.C. 4507.05	1/1/2017

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

### Intermediate Stage

- Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.
  - O.R.C. 4507.071
- Applicant must pass behind-the-wheel driving skills assessment.
  - O.R.C. 4507.11
- In effect for at least 6 months.
  - O.R.C. 4507.071
- In effect until driver is at least 17 years of age.
  - O.R.C. 4507.071
- Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies.
  - O.R.C. 4507.071 B, 1 (2)(B)
- No more than 1 nonfamilial passenger younger than 21 years of age allowed.
  - O.R.C. 4507.071 B, 1 (2)(B)
- Prohibits use of personal wireless communications device.
  - O.R.C. 4511.205

- Extension of intermediate stage if convicted of a driving-related offense.
  - O.R.C. 4507.071 (D)

Click Add New to provide legal citations for exemption(s) to the State's intermediate stage, if applicable.

Citation	Amended Date
O.R.C. 4507.071 (C)	7/1/2015

## 15 Certifications, Assurances, and Highway Safety Plan PDFs

Documents Uploaded
OHIO - Highway Safety Plan - FY 2019 - Submitted 1.0.pdf
Signed Certs & Assurances.pdf