



2024-2026

# OKLAHOMA

## TRIENNIAL HIGHWAY SAFETY PLAN



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## **Triennial Highway Safety Plan**

The Oklahoma Highway Safety Office (OHSO) has primary responsibility for managing safety programs designed to reduce traffic-related fatalities and serious injuries. The OHSO partners with the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Safety Administration (FHWA), the Federal Motor Carrier Safety Administration (FMCSA) and other national and local traffic safety partners to develop and fund statewide and community-level strategies and projects that will have the greatest impact on reducing crashes, fatalities, and serious injuries. These strategies are encompassed in this OHSO Triennial Highway Safety Plan (THSP). The Oklahoma Department of Transportation (ODOT) develops a multi-year Strategic Highway Safety Plan that focuses on all surface transportation modes, including highway, rail, transit, bike/pedestrian. As part of the ongoing process of ensuring coordination between Oklahoma's HSP, Highway Safety Improvement Program (HSIP) and the Strategic Highway Safety Plan (SHSP), OHSO participates in the development and updating of these plans. Oklahoma's HSP includes National Program Areas identified by NHTSA and FHWA, including Impaired Driving, Occupant Protection, Police Traffic Services, Motorcycle Safety, Pedestrian and Bicyclist Safety, and Traffic Records.

## **Highway Safety Planning Process**

OHSO works with NHTSA and other traffic safety partners, known as the OHSO stakeholders, to identify highway safety needs, establish performance measures and targets, and develop evidence-based countermeasure strategies and projects to address priority areas and achieve the performance targets established for each of the programmed areas. The OHSO's planning process is a circle with no beginning, and no end and the OHSO staff members are at the core of this ongoing process. At any point in time, the OHSO personnel may be working on data and information from the previous two years, the current year, and the next two years. This multi-faceted involvement allows a comprehensive understanding of past and current performance and enhances the ability to establish effective and productive targets for future years. The OHSO's planning process is fluid and requires administrative flexibility. The OHSO attempts to address statistically identified problems using proven countermeasures as outlined in the NHTSA publication *Countermeasures That Work*, while simultaneously seeking out innovative solutions and new partners. Below is the OHSO's timeline for the highway safety planning process.

October: Host Project Directors Training Course (PDTC) to implement current year grant agreements and contracts and encourage input on future performance measures.

November: Draft prior year Annual Report.

December: Submit prior year Annual Report. Establish preliminary state goals and post for reference for next year's proposal, and post current state goals for traffic safety on the website for proposal consideration.

December-January: Open pre-screen application period for the OHSO highway safety proposals; Data analyst prepares Problem Identification for next Fiscal Year planning process.

January: Notify applicants of approved/disapproved pre-screened applications and begin the staffing process for next fiscal year applications.

February: Application period closes, and the preliminary application review begins.

March-April: Complete Problem Identification.

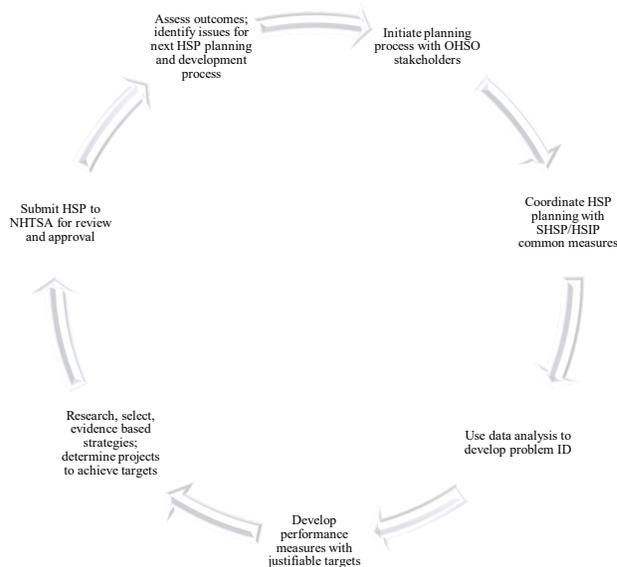
May-June: Finalize State goals, develop grant agreements, develop the Triennial Highway Safety Plan (every three years) and Annual Grant Application.

June: Submit Triennial HSP for the upcoming three fiscal years.

July: The OHSO hosts the statewide Traffic Safety Summit (Summit) during this timeframe to elicit comments for consideration in the planning for the upcoming fiscal year; Host annual Stakeholder's meeting to discuss the status of the upcoming year plan and obtain input for future year plans.

August: Submit Annual Grant Application for the upcoming fiscal year.

See *Figure 1* for the Highway Safety Plan yearly planning cycle:



*Figure 1. HSP Planning Cycle*

### Data Sources and Processes

Collaborations with traffic safety partners are essential for the success of the OHSO's mission. The leadership in Oklahoma's traffic safety community recognizes the OHSO's significant efforts alone will have little impact on improving the safety of Oklahoma's roadways. The concerns of OHSO's traffic safety partners are discussed at conferences, workshops, and meetings throughout the year. During special emphasis periods, surveys may be sent to appropriate agencies to determine priorities for the coming year.

The OHSO also considers the results of "rate-the-state" reviews by national organizations such as the Centers for Disease Control and others. The OHSO makes collaboration with partner agencies and community outreach a top priority by utilizing many of the following participants and data sources.

Following the development of problem identification data, the OHSO conducts strategic planning sessions with its entire staff to identify goals and performance objectives for the upcoming Highway Safety Plan. During these sessions, OHSO staff members evaluate the most recent collision information from the Oklahoma Crash Facts Book, FARS data, Attitude, and Awareness Survey, public engagement analysis, as well as the performance results from prior years, rank our problems, and prioritize strategies.

A five-year rolling average was implemented as the basis of evaluation for trend analysis and setting the current safety levels and the performance measures target goals. A trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures as well as Railroad/Highway Crossings collision data, the results reviewed, and future performance measures and targets established for the three years of this triennial highway safety plan. If additional variables are introduced with the potential to have a highly significant effect on the designated targets, such as a major recession, a global pandemic, or passage of new laws, those factors were also considered, reviewed, and an explanation provided as to any targets set varying from the established trend line targets. *For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA) trend methodology and analysis of data using a longer past data collection period.*

Preliminary goals are distributed to our partner agencies for review and input. Strategic planning partner agencies include ODOT, DPS, OHP, OHP Troop S, State Health Department, and various others as necessary. The OHSO considers numerous sources of guidance during this process, including:

- Oklahoma's Strategic Highway Safety Plan (SHSP)
- Oklahoma's Highway Safety Improvement Program (HSIP)
- Oklahoma's Commercial Vehicle Safety Plan (CMVSP)
- Most recent NHTSA reviews (2010 OP Special Management Review, 2012 Technical Assessment of the Impaired Driving Program, 2020 Traffic Records Assessment, 2021 Occupant Protection Assessment, 2020 Management Review)

The statewide problem identification process and data used in the development of the state Triennial Highway Safety Plan are described in the Problem Identification section. They include Oklahoma Crash Facts, Motor Vehicle Crash Reports, Motor Vehicle Citation Data, Public Engagement and Community Outreach initiatives, Driver License

Records, Motor Vehicle Registration Records, Breath or Blood Test Analysis Reports, Attitude and Awareness Survey, Occupant Protection Survey, FARS, DPS Enforcement Planner, ODOT highway mileage and crash rates, and motorcycle training statistics.

All law enforcement grants are required to implement evidence-based enforcement strategies as outlined in NHTSA Countermeasures That Work, the 2021-2026 AASHTO Strategic Plan, NCHRP Report 662, or other such credible research-based reviews and reports. All the projects/programs identified in the Oklahoma Triennial Highway Safety Plan, which include a traffic enforcement component together collectively, constitute a data-driven traffic safety enforcement program.

The OHSO provides leadership and coordination for Oklahoma's traffic safety efforts statewide. The OHSO continues to create new partnerships while maintaining support and cooperation with current partners. In this process, the OHSO is supported by a variety of traffic safety advocates.

### **Data Sources**

**Crash Facts Book:** Each year, the OHSO Data Analyst prepares a Crash Facts publication and Problem Identification based on at least five years of state crash data and an estimation, based on preliminary data, of the immediate past year's crash data to determine the nature of our traffic safety challenges. The Crash Facts Book provides an in-depth analysis of crash numbers, crash rates, and locations, broken down by a variety of specific causal factors for each county in Oklahoma, to pinpoint the areas of highest risk. The annual Crash Facts Book and Problem Identification data are also used by many highway safety professionals across the state to evaluate traffic safety priority areas and propose potential solutions. Numerous applicants for traffic safety grants do, and must, use statistical problem identification to support their applications.

**Geospatial and Sociodemographic Data:** Statistical analysis of all crashes statewide displayed to show geospatial data, as well as sociodemographic data on visual heat map.

**Motor Vehicle Crash Reports:** The Service Oklahoma Records Management Division collects fatality and other crash reports in both electronic and paper form. The data from the crash reports are provided to the OHSO Data Analyst for analysis using SPSS software.

**Motor Vehicle Citation Data:** The Service Oklahoma Records Management Division collects citation data from city and county courts in both electronic and paper form. The citation data is provided to the OHSO Data Analyst for analysis using SPSS software.

**Driver License Records:** The Service Oklahoma Driver License Division collects and provides data relative to Oklahoma Driver Licenses for analysis by the OHSO Data Analyst using SPSS software.

**Motor Vehicle Registration Records:** The Oklahoma Tax Commission, by law, is the official state repository for motor vehicle registration records. This data is provided

through electronic means for analysis by the OHSO Data Analyst in the preparation of the Crash Facts Book and Problem Identification.

**Breath Test Analysis Reports:** The Oklahoma Board of Tests for Alcohol and Drug Influence provides breath alcohol analysis results data on drivers arrested for driving under the influence. This information is used by the OHSO Data Analyst in the compilation of crash data statistics.

**Attitude and Awareness Survey:** The OHSO has conducted an Attitude and Awareness Survey IAW NHTSA regulation since 2010. The results of the survey are considered in establishing priorities based on the problem identification process.

**Occupant Protection Surveys:** The University of Central Oklahoma conducts the State's annual occupant protection and child restraint survey using NHTSA's approved methods to determine the State's use rate. Seat belt use historical rate data have been used to establish future benchmarks.

**Fatality Analysis Reporting System (FARS):** For consistency, the most recently available FARS data currently CY2021 were used this year. The FARS data, supplemented by DPS data for fatal and serious injuries and ODOT for vehicle mileage data, is used to set future goals and evaluate past progress. DPS and FARS data are regularly evaluated for accuracy, and if discrepancies are found, research is conducted to determine the cause and necessary corrections are made.

**Department of Transportation Crash Rates:** The Oklahoma Department of Transportation provides vehicle miles traveled for the state and each county within Oklahoma. Population data are obtained from the Oklahoma Department of Commerce. Crash, fatality, and injury rates for counties and the state are computed using vehicle miles traveled (VMT) and population.

**Department of Public Safety Motorcycle Quality Assurance Program:** The Driver License Division of Service Oklahoma is charged with oversight of program certification for all motorcycle training programs in the state of Oklahoma. This division provides data related to the number of MSF motorcycle training courses conducted and the number of students trained, as well as the results of course evaluations and audits conducted.

**Department of Public Safety Enforcement Planner:** The Department of Public Safety Futures, Capabilities, and Plans division utilize a full-time Enforcement Planner to assimilate data from several other sources listed to create nearly real-time data analysis, such as traffic crash patterns and heat maps, to assist the OHSO as well as the OHP and other state law enforcement agencies in their problem identification efforts.

**University of Central Oklahoma Dept. of Mathematics and Statistics:** Currently using the ARIMA model, the UCO Mathematics and Statistics Department evaluates the five-year moving average and actual statistics provided to evaluate the common core performance measures to provide a theoretical basis to consider for setting future target projections.

## Description of Highway Safety Problems

### Data Analysis for Problem Identification

A comprehensive and detailed review of all available traffic safety-related data is an integral part of the planning process to identify and prioritize the program areas and locations where the need is greatest. The OHSO Data Analyst prepares a comprehensive Problem Identification analysis from various data sources. Following analysis of the data, the Data Analyst provides a comparative report of present and past traffic-related statistics, social vulnerability indexed data to identify overrepresented/underserved affected community. The comparative report includes a ranking of counties and cities with a population over 5,000 to aid in identifying the locations which have experienced a significant number or increase in crash rates. This allows the OHSO to provide programs and services in those areas where the need is greatest. Problem Identification data are also used for internal processes, such as application evaluation and project selection. Annual goals are established using the latest FARS data (or State data in the absence of specific FARS data).

Service Oklahoma maintains a database of crash records, as reported by law enforcement agencies throughout Oklahoma. This database includes crashes resulting in injury, death, or property damage of \$500 or more. Non-traffic crashes occurring on private or public property are also included in this database but are not used in the analysis. Data elements include statistics on vehicles, roadways, crash circumstances, drivers, passengers, pedestrians, motorcyclists, and bicyclists involved in these crashes. The database was recently migrated from a legacy storage location called the “mainframe”, to the updated storage location called D360. The State has seen a significant lag in data collection and processing since its inception early 2022; however, the State has seen some improvement since the implementation of Oklahoma Crash Electronic Reporting System (OCERS).

The OHSO Data Analyst also prepares an annual Crash Facts publication analyzing crashes for the most recent and past several years of state data. This publication is made available to the public on the OHSO website Crash Data section at <http://ohso.ok.gov/crash-data2>. Within the various Crash Facts documents, traffic crash data are organized into a variety of classifications, i.e., KAs (Fatalities and Serious Injuries), Fatal (both number of fatalities and number of fatal crashes), Unsafe Speed, Alcohol/Drug-Related, Motorcyclist, Pedestrian, and Bicyclist. An in-depth analysis is done to determine primary causation, location, contributing factors, vehicle type, time of day, day of the week, age, gender, etc. This information is applied to each Oklahoma county, as well as Oklahoma municipality having a population of 5,000 or more. While this analysis allows for in-depth planning and program countermeasures, FARS data are the primary source used to define the state’s targets in the annual grant application.

Each classification of traffic crashes is analyzed to establish priorities for program implementation and include:

- Change in crashes, fatalities, and serious injuries from the previous year

- 5-year trend of crashes, fatalities, and serious injuries
- Actual numbers of crashes, fatalities, and serious injuries
- Comparison of rural versus urban crashes
- Causes of crashes
- Analysis of Overrepresented/Underserved Affected Communities regarding traffic fatalities
- Comparison of state, county, and city fatal and serious injury crash rates per VMT and actual crash numbers

Data and other information are reviewed, discussed, analyzed, and evaluated among the various agencies and identified affected communities to pinpoint specific traffic safety problems. Within this process, fatal and serious injury crashes on Oklahoma's roadways are identified as primary traffic safety considerations.

The OHSO recommends specific countermeasures that can be implemented to promote highway safety to reduce the incidence and severity of traffic crashes in the State. FARS data and data obtained from the Service Oklahoma database are compared and reconciled to determine omissions and inaccuracies to improve the data quality.

Population data are derived from the latest census information collected by the U.S. Census Bureau and published by the Oklahoma Department of Commerce. Population data are evaluated each year, based on the latest census, and are considered in the development of the Problem Identification. Representatives from the NHTSA region 6 offer the OHSO regular input for consideration, and the OHSO participates in strategic planning efforts with region 6 leadership and regional partners.

### **Public Participation and Engagement**

OHSO is committed to utilizing a locally-developed traffic safety plan that provides a unified strategy for all traffic safety needs that addresses the most vulnerable areas and affected and potentially-affected communities that fall within the parameters of Crash/Fatality Rate and the Social Vulnerability Index (SVI). OHSO's strategy is to develop these plans by enlisting the identified communities' involvement to ensure an equitable distribution of the OHSO's efforts and resources while also addressing the data-driven problem identification.

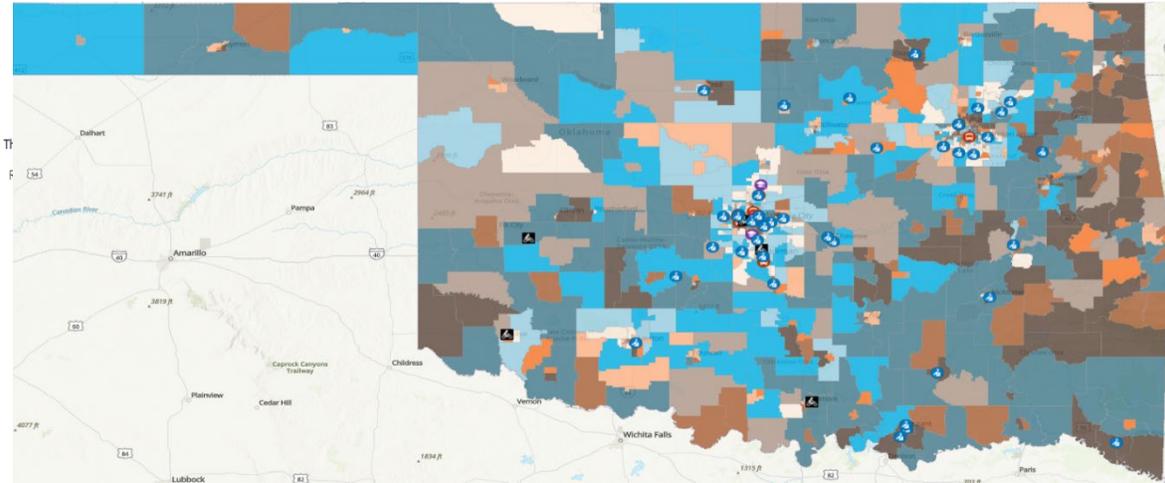
### **Public Participation and Engagement Goals**

Through analysis of the geospatial and sociodemographic data depicted in Article 1 & 2 and gaining the understanding of the affected problem areas, OHSO will utilize the appropriate countermeasure strategies and effective engagement, to implement traffic safety projects with the goal reducing the trend of the affected problem areas.

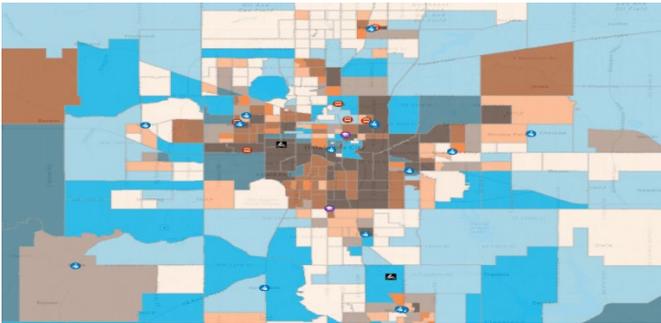
# Article 1

The KA/SVI map represents Statewide, the Oklahoma City metropolitan area includes Norman, Edmond, Moore, and Midwest City, the Tulsa metropolitan area includes Broken Arrow, Owasso, Bartlesville, Bixby, and Jenks, the Lawton area, and the Enid area. These four areas represent the top 20 most populated cities in Oklahoma.

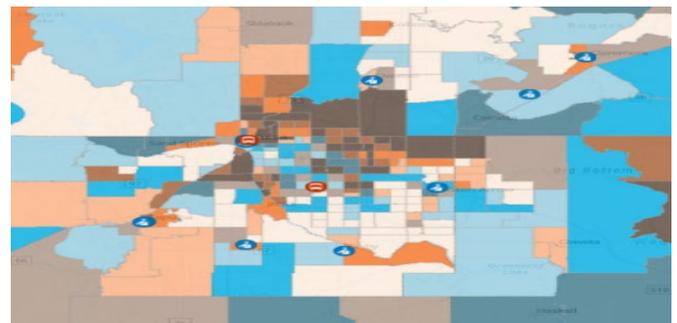
KA/SVI



OKC Metro



Tulsa Metro



Lawton



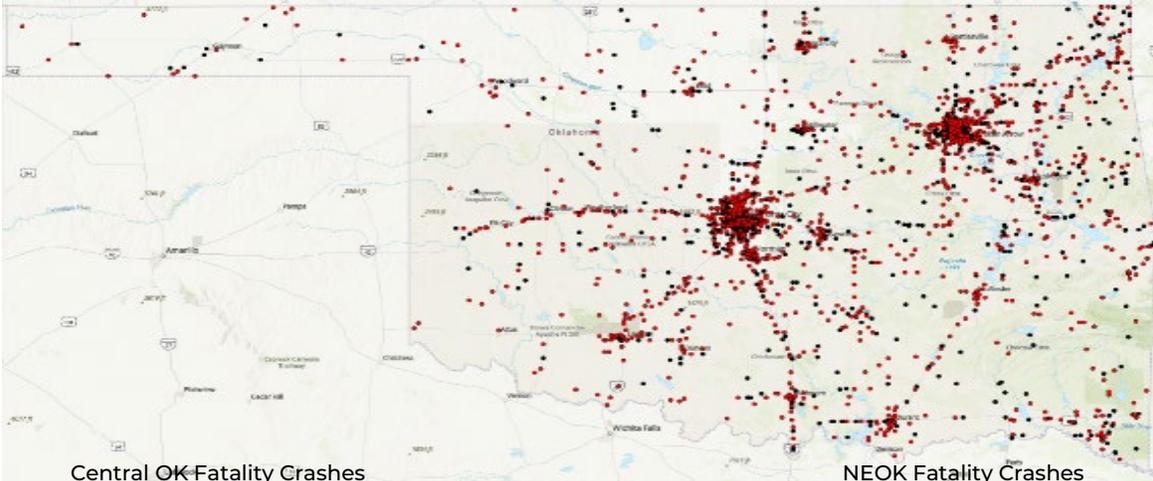
Enid



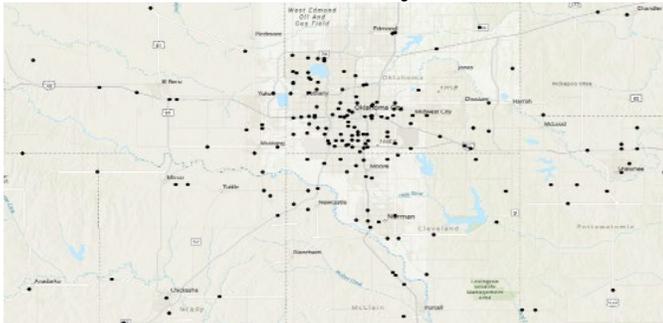
## Article 2

Using available Crash Rates for Oklahoma, OHSO can determine the most vulnerable area of High Fatality Crash Rate that requires more traffic safety emphasis for each problem area and each affected and potentially-affected community.

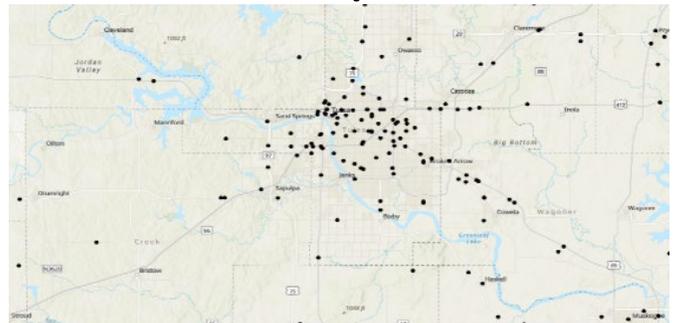
KA Map



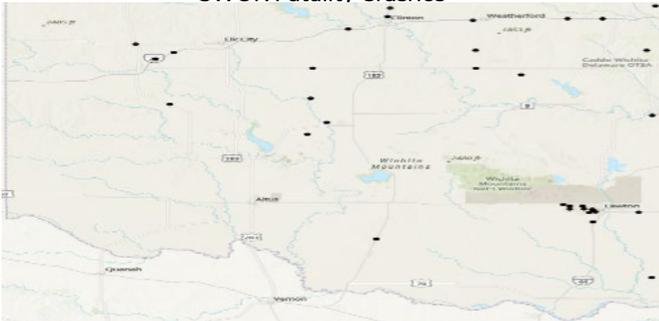
Central OK Fatality Crashes



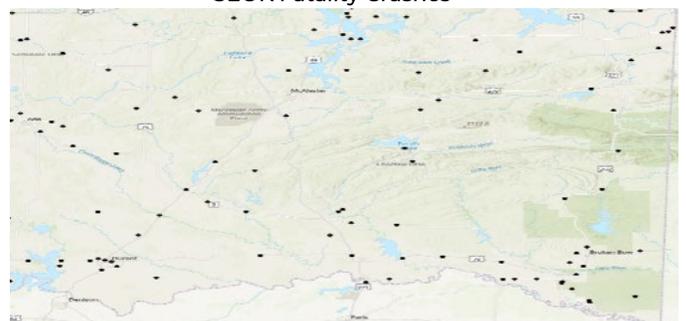
NEOK Fatality Crashes



SWOK Fatality Crashes



SEOK Fatality Crashes

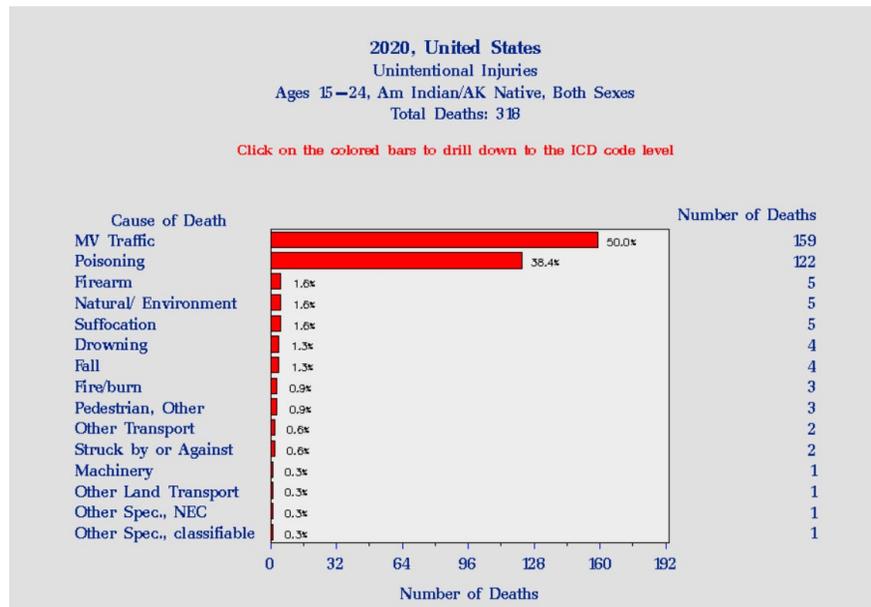


NWOK Fatality Crashes



## Identified Affected Communities

Through data analysis, OHSO identified teen drivers as being over-represented with a higher crash and fatality rate among all areas. Although NHTSA encourages Racial Profiling through data collection grants Oklahoma does not participate in Racial Profiling and does not collect racial data on our crash reports. This limits our ability to identify underserved populations as broadly identified by NHTSA. Referencing NHTSA DOT HS 813 188 Evaluating Disparities in Traffic Fatalities by Race, Ethnicity, and Income. American Indians have "by far the highest traffic fatality rate per mile and per population. They were five times more likely to die walking than white people and close to three times as likely to die in passenger vehicles, on a per-mile basis." The report also found that "Hispanic or Latino, NHPI, AIAN, and Black or African American fatalities were disproportionately unrestrained in passenger vehicles compared to white fatalities." Based upon data analysis and the findings of the NHTSA publication, OHSO identified Native American teens as an affected or potentially affected community.



The CDC studies further show the rates of motor vehicle traffic deaths among American Indian and Alaska Native (AI/AN) adults aged 20 years or older are more than twice that of non-Hispanic White persons. Multiple studies further show disparities for this community in specific traffic safety program areas. Additional CDC research results show motor vehicle crashes are the leading cause of death for U.S. teens, with teen drivers ages 16–19 having a fatal crash rate almost three times as high as drivers ages 20 and older, per mile driven.

Native Americans are the third largest population in Oklahoma (16.8%, alone or multi-race) according to 2020 US Census data, and this is a more than 30% increase over 2010 Census data. Pair with Census and national prevalence data, Oklahoma identified Native American teens as overrepresented in the state's traffic safety program. They are

underserved in the state traffic safety program, as no partners or programs have specifically targeted this population, though programming has been conducted that included the community.

### **Engagement Outcomes**

During FY23, OHSO partnered with the Education Alternatives organization to provide training specific to the identified affected community.

### **Engagement Opportunities Conducted**

In partnership with OHSO, Education Alternatives conducted a Tribal Traffic Safety Day on March 13, 2023, at the Riverside Indian School, Anadarko, OK. In conjunction with the Oklahoma Challenge program activity Education Alternatives also conducted a focus group to gain information on the needs of the tribal youth and their families.

### **Accessibility Measures**

The event was conducted during school hours which ensured maximum participation.

### **Attendees**

200 tribal students were in attendance.

### **Discussion Notes**

The below are the focus group guide and the reported results provided by Education Alternatives.

### **Focus Group Guide**

Youth Traffic Safety Programming for American Indian/Alaskan Native (AI/AN)  
Populations Focus Groups Facilitator Guide

The purpose of the Focus Group is to gather information about how best to serve AI/AN youth in traffic safety. Recent research from the Governors Highway Safety Administration (GHSA) demonstrated that this population is often over-represented in car crashes and face many challenges that can contribute to crashes.

Ultimately, the goal of this focus group is to 1) learn more about needs within this community, 2) learn of opportunities and challenges of teen traffic safety intervention, and 3) identify the best ways to communicate with native teen populations.

Everyone will be allowed a turn to speak, if they choose, and all input will be confidential.

The session will be recorded, and recordings will only be used to revisit for accurate note taking, then promptly deleted.

### **Focus Groups Discussion Questions**

1. Road Traffic Safety Needs: Research has demonstrated that this population is overrepresented in car crashes. We also know that youth are at higher risk for car crashes due to inexperience. Our field has recognized culture's important role in road safety behaviors, often called traffic safety culture.

- a) In your experience, what role does traffic safety have within the culture - particularly within families, schools, communities, and policies for AI/AN youth? For this question, we define traffic safety as efforts to prevent individuals from being harmed or killed while using the available road systems. Please provide your thoughts on each level.
1. Families:
  2. Schools:
  3. Communities:
  4. Policies:
- b) What are the top 5 most important things (any – not just traffic safety) to your community teens today?
2. Successes, Gaps and Barriers in Youth Traffic Safety Programming: This topic will aim to understand elements of successful programming, barriers to programming and identify any gaps that current programming does not meet for youth.
- a) What assets does your community currently have that focus on traffic safety?
1. Would you consider this effort successful? Why or why not.
  2. What are some areas missing from traffic safety?
- b) What do you believe would be some of the greatest barriers to youth traffic safety programs for this population (or in this community)?
3. How to reach Native teen populations: This last section will seek to identify best practices for reaching and communicating with youth within this population.
- a) What types of programming/resources do you feel would be most effective for teen audiences in this demographic? What mediums would you recommend using for this group?
- Digital (websites, mobile phone apps, etc.)
  - Social media
  - Print (posters, infographics, etc.)
  - Word of mouth
  - Community events
- b) Where do you feel it would be most effective to reach youth about traffic safety?
1. School
  2. Community
  3. Family
  4. Other
- c) What do you feel would motivate teen participation?
1. What barriers prevent teens from participating in any type of program?

If time allows:

Who or what organizations within your community would be advocates or potential partners in traffic safety efforts?

## Focus Group Results

### Native American Focus Group Discussion

Riverside Indian School

March 1, 2023

Facilitated by N. Rogers and C. Thomas of Education Alternatives

Participants were school staff members and Native American departmental staff from the Oklahoma State Department of Education.

The discussion ended up being a very loose format as we allowed the participants to steer the conversation and we listened.

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#### Discussion Notes:

- There doesn't really seem to be any traffic safety culture in the community, or rather, what exists is apathy.
- Many families don't have access to vehicles, those that do share with their immediate and extended family. Delayed, or no maintenance is the norm. Often drive cars until they no longer run and then park them and get another vehicle at another time. Many adults and teens rely on friends and family to provide rides to get to the places they need/want to go.
- A huge issue for NA teens (and adults) is getting the necessary documents to be able to get a driver's license, many go without because they are unable to obtain birth certificates and other needed documents. Most of the discussion focused on this. It feels like perhaps a back to basic approach is needed... traffic safety is nowhere on their radar.
- There is little to no focus on driving/riding safety in families and in the community at large. Families are largely focused on meeting basic needs for food and shelter and don't have the time/energy/resources for teen traffic safety.

#### Suggestions:

- The group agreed that a program to assist NA youth in obtaining their documents/credentials to get a driver's license is a priority.
- Also, very few can go to school-provided drivers education courses and also cannot afford the high tuition for private driving schools, so a priority is that funds be made available for NA youth to receive driver's education training.
- Providing hands-on training for NA youth is a great way to expose them to traffic safety – doing it locally where they are and with other NA youth is a priority.
- Reaching youth through social media and providing incentives for participation was the most suggested to engage youth.

## Ongoing Engagement Planning

OHSO recently created a full-time position and hired a Community Engagement Coordinator (CEC). The CEC will focus on community outreach and engagement to

garner the support and involvement for Oklahoma's short and long-term traffic safety planning, specifically, targeting affected communities that have previously been underrepresented in the traffic safety discussions that affect their areas.

## Performance Plan

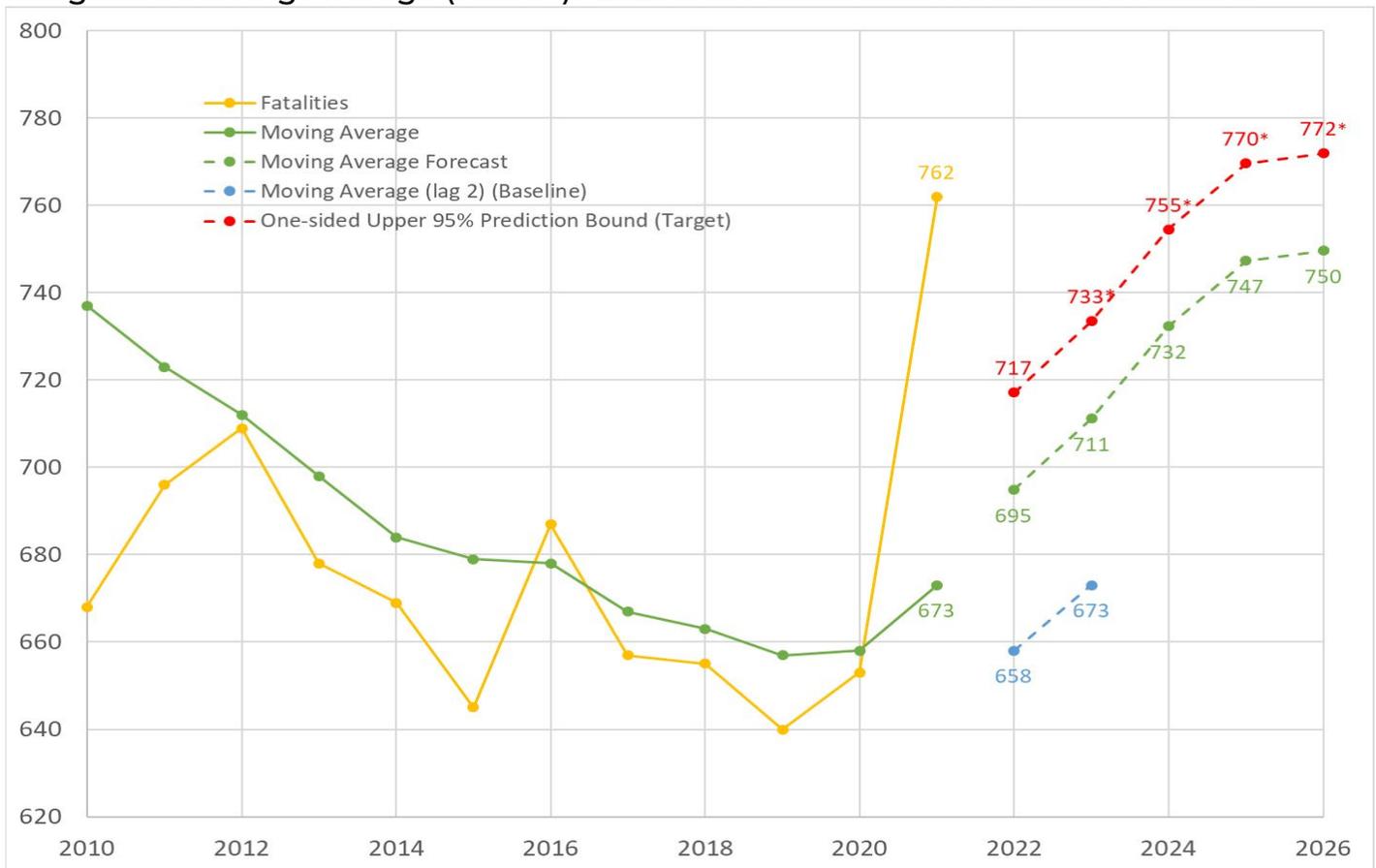
	Performance Measure Name	Target Period	Year 1	BM 1	Year 2	BM 2	Target Year	Target Value
C-1	Number of traffic fatalities (FARS)	3 Year	2024	755	2025	770	2026	772
C-2	Number of serious injuries in traffic crashes (State crash data files)	3 Year	2024	2121	2025	2054	2026	2011
C-3	Fatalities/VMT (FARS, FHWA)	3 Year	2024	1.69	2025	1.7	2026	1.71
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	3 Year	2024	203	2025	194	2026	186
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	3 Year	2024	209	2025	225	2026	241
C-6	Number of speeding-related fatalities (FARS)	3 Year	2024	236	2025	271	2026	309
C-7	Number of motorcyclist fatalities (FARS)	3 Year	2024	100	2025	104	2026	108
C-8	Number of unhelmeted motorcyclist fatalities (FARS)	3 Year	2024	63	2025	67	2026	72
C-9	Number of drivers age 21 or younger involved in fatal crashes (FARS)	3 Year	2024	87	2025	84	2026	81
C-10	Number of pedestrian fatalities (FARS)	3 Year	2024	94	2025	96	2026	98
C-11	Number of bicyclists' fatalities (FARS)	3 Year	2024	15	2025	16	2026	18
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	3 Year	2024	85.4	2025	85.5	2026	85.6
S-5a	Number of drug-related fatalities (State)	3 Year	2024	307	2025	316	2026	321

# Planned Performance Measure: C-1

## Target Justification

Target C-1: To limit the increase of the number of projected fatalities from the current safety level to 755 in benchmark year 1-2024, 770 in benchmark year 2-2025, and 772 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

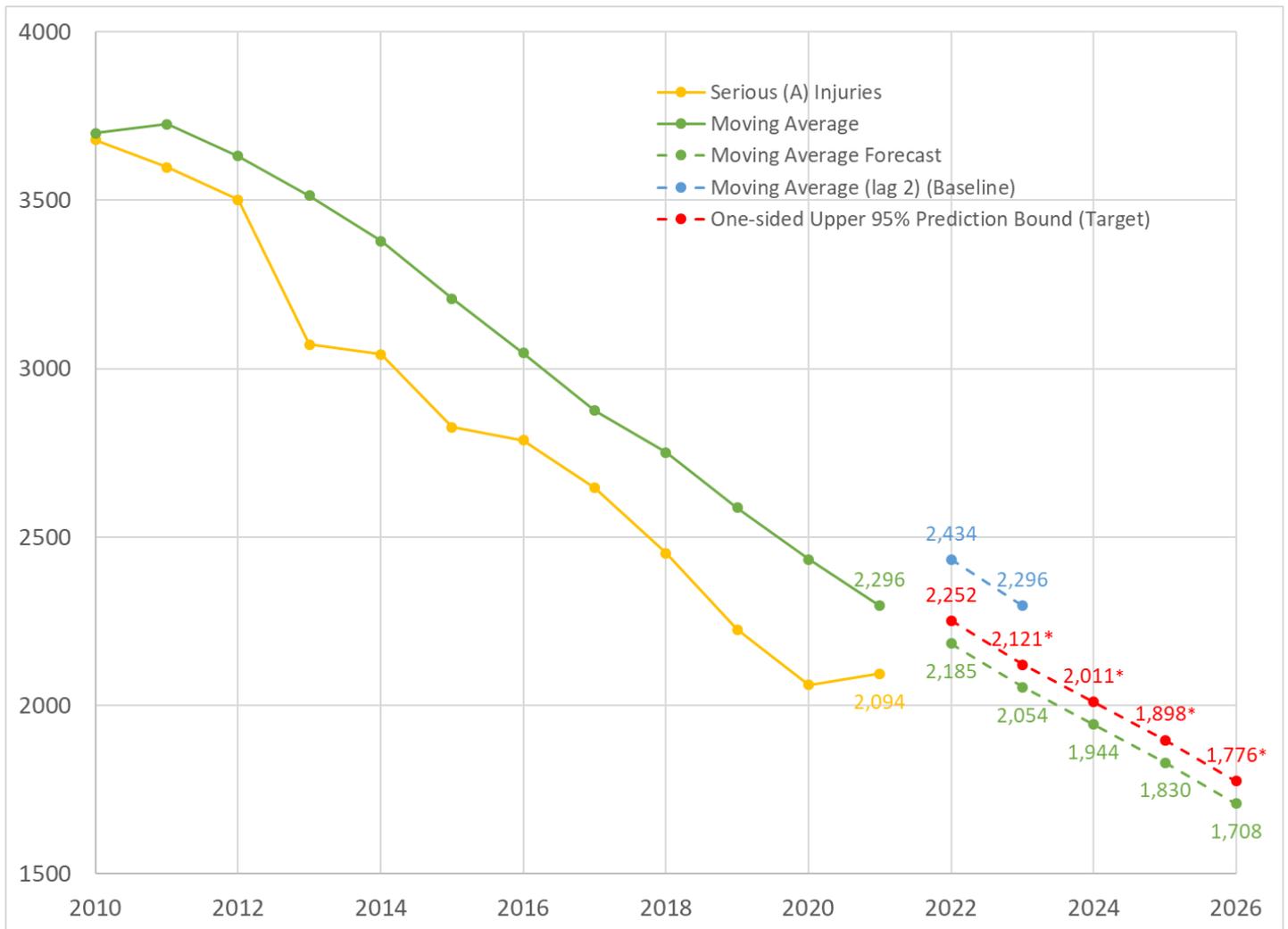


# Planned Performance Measure: C-2

## Target Justification

Target C-2: To decrease the number of Serious (A) injuries from the current safety level to 2121 in benchmark year 1-2024, 2054 in benchmark year 2-2025, and 2011 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

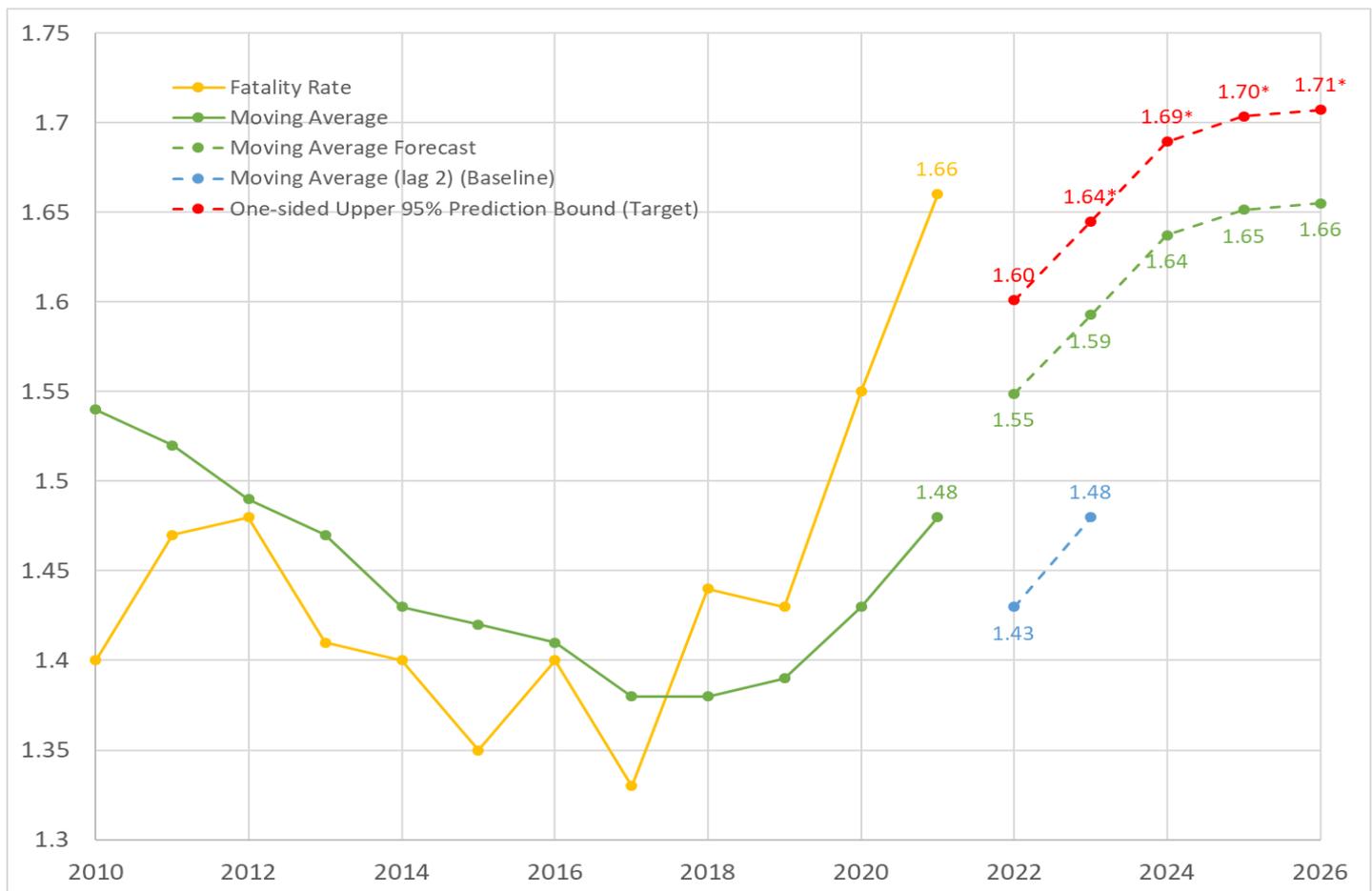


## Planned Performance Measure: C-3

### Target Justification

Target C-3: To limit the projected increase of the total fatalities per 100M VMT Rate, from the current safety level to 1.69 in benchmark year 1-2024, 1.70 in benchmark year 2-2025, and 1.71 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

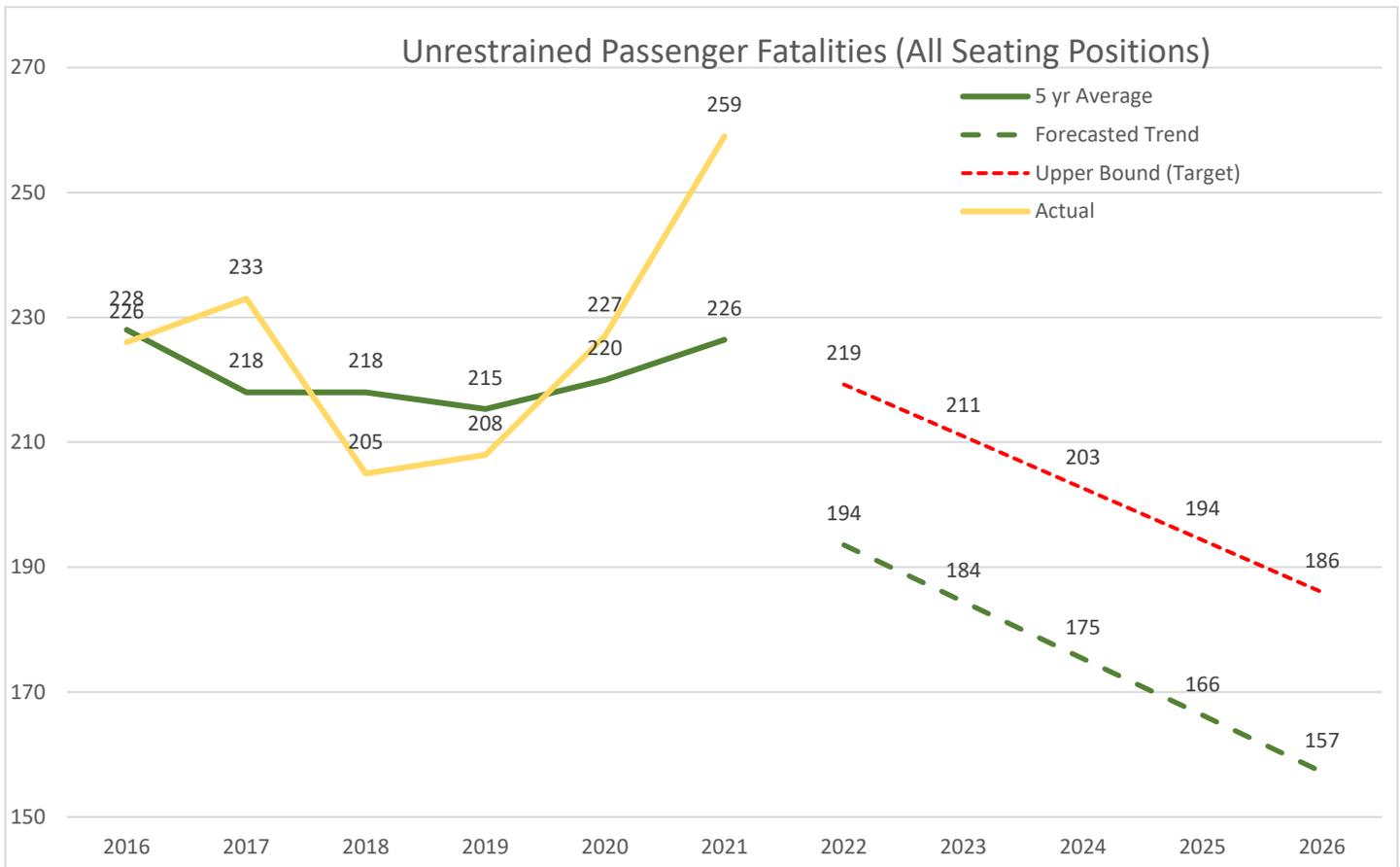


## Planned Performance Measure: C-4

### Target Justification

Target C-4: To decrease the number of unrestrained passenger vehicle occupant fatalities (all seating positions) from the current safety level to 203 in benchmark year 1-2024, 194 in benchmark year 2-2025, and 186 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

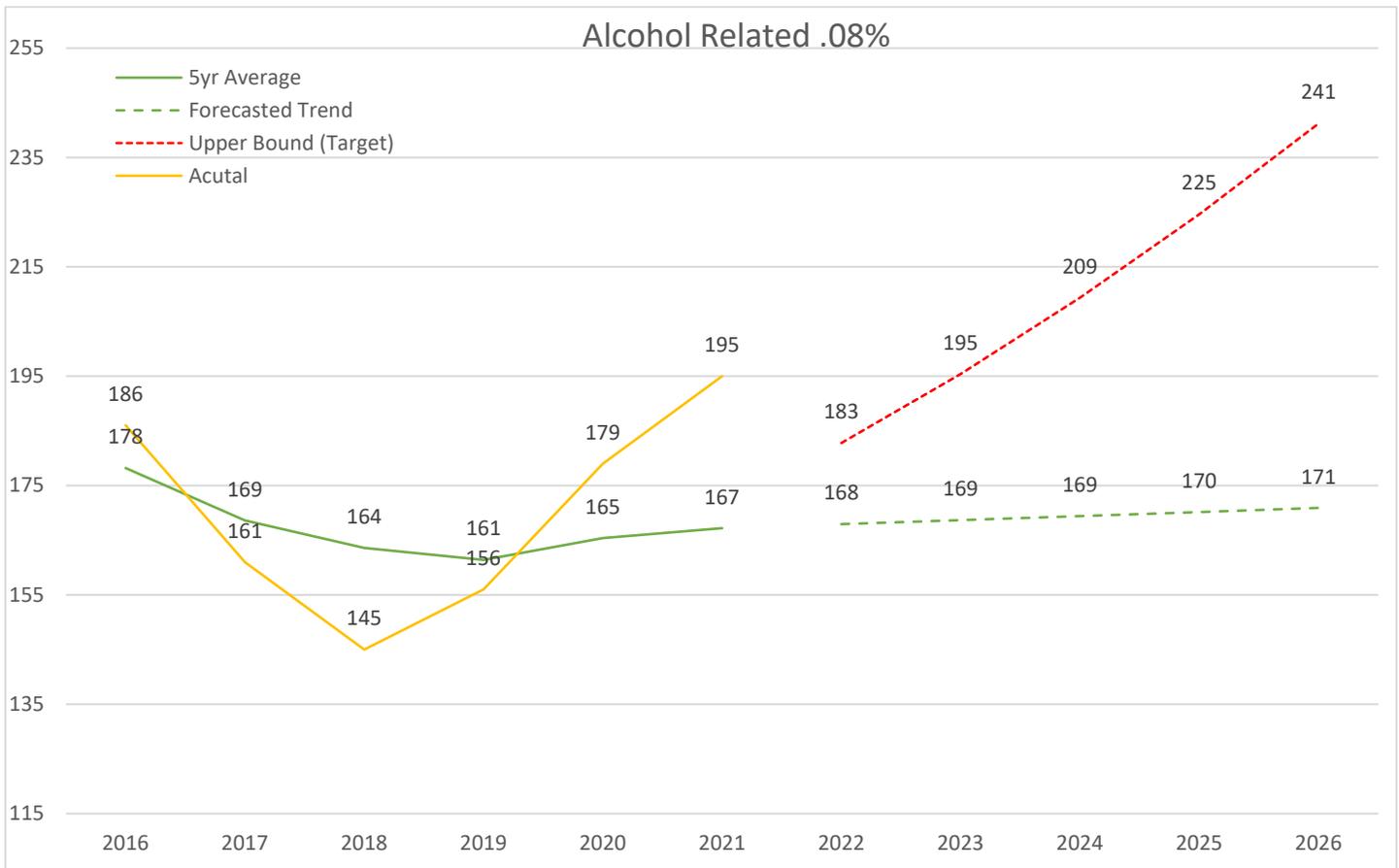


## Planned Performance Measure: C-5

### Target Justification

Target C-5: To limit the projected increase in the number of fatalities involving a driver/operator .08 or more BAC from the current safety level to 209 in benchmark year 1-2024, 225 in benchmark year 2-2025, and 241 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

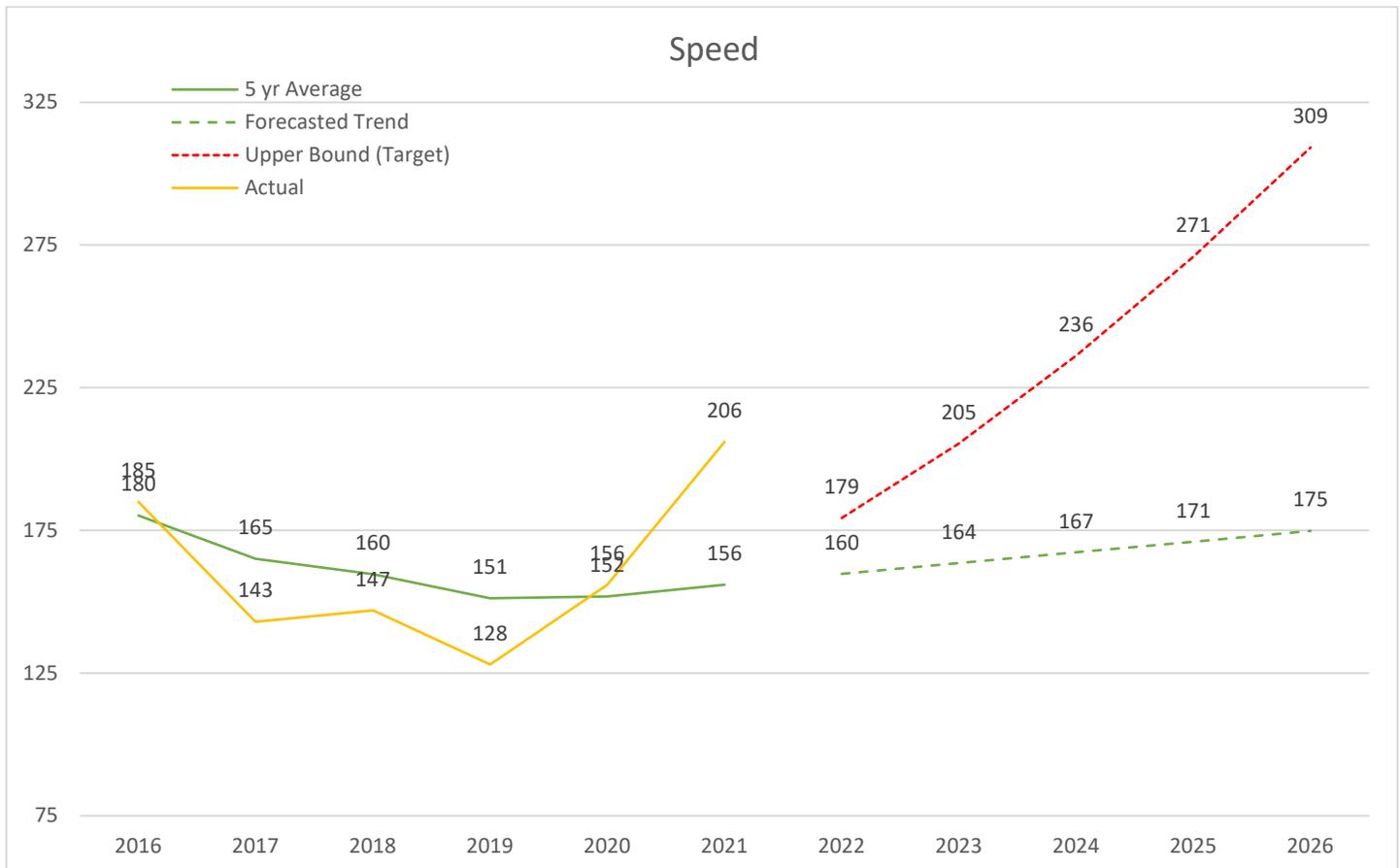


## Planned Performance Measure: C-6

### Target Justification

Target C-6: To limit the project increase in the number of speed-related fatalities from the current safety level to 236 in benchmark year 1-2024, 271 in benchmark year 1-2025, and 309 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

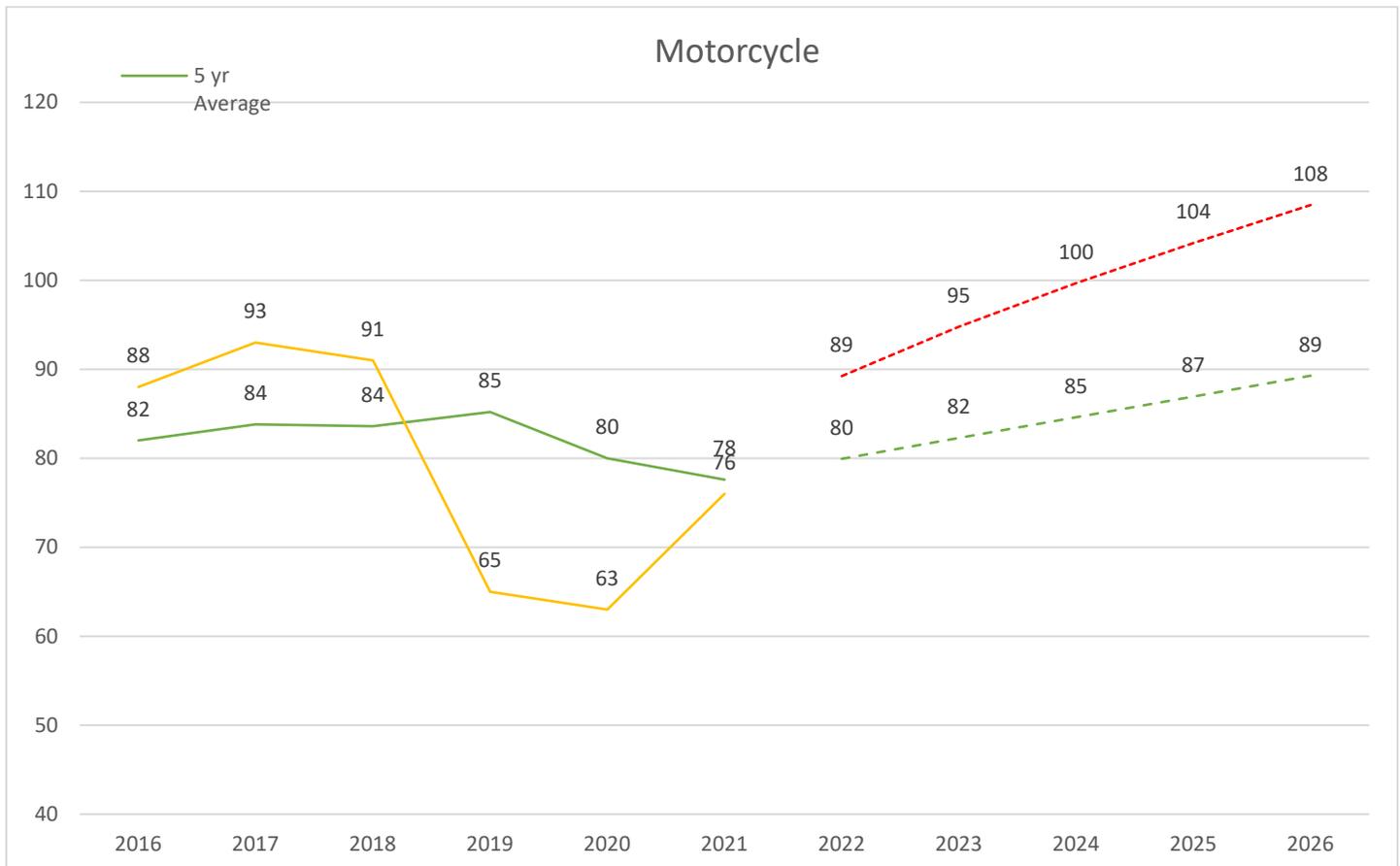


## Planned Performance Measure: C-7

### Target Justification

Target C-7: To limit the projected increase in the number of motorcycle fatalities from the current safety level to 100 in benchmark year 1-2024, 104 in benchmark year 2-2025, and 108 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

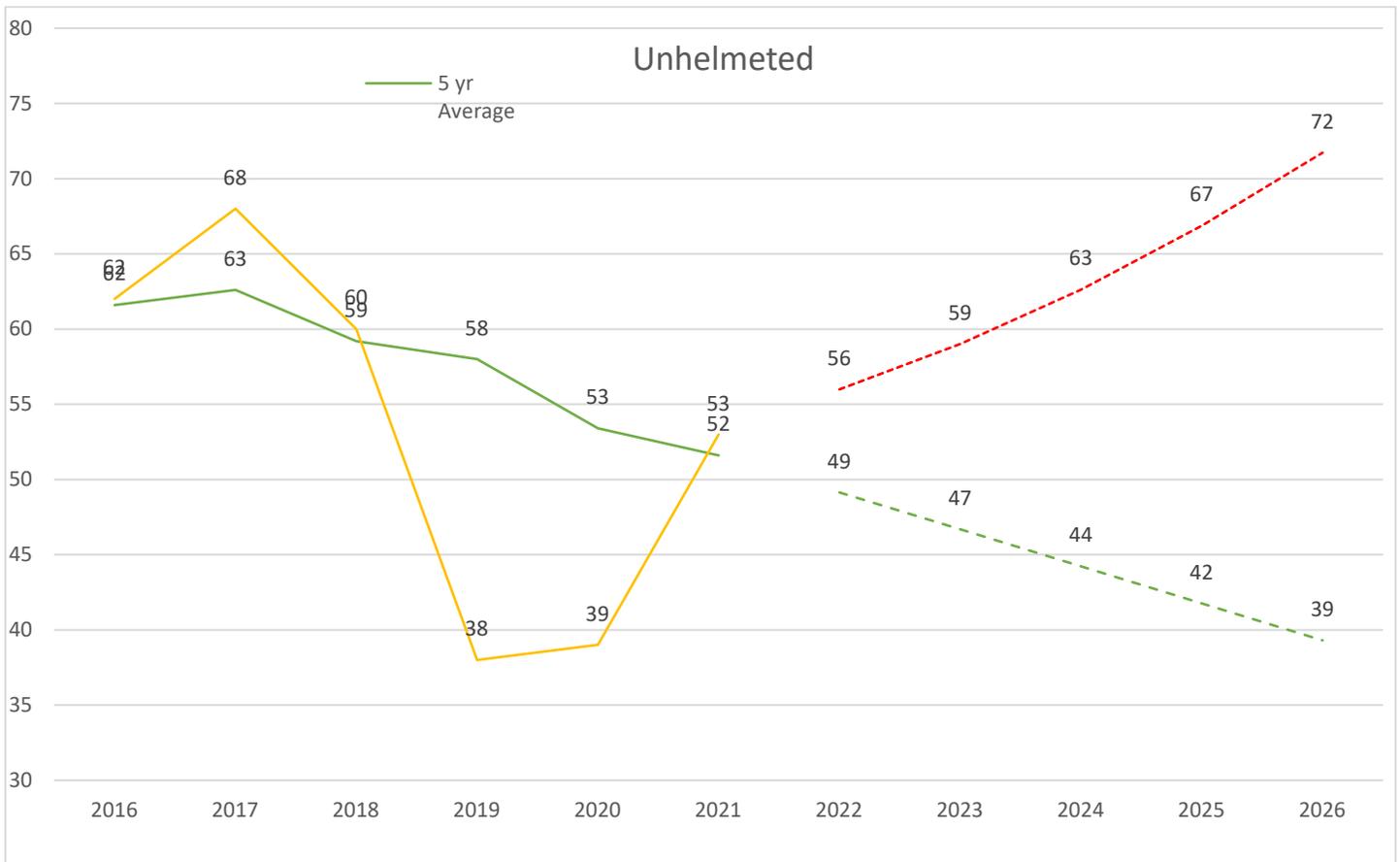


## Planned Performance Measure: C-8

### Target Justification

Target C-8: To limit the project increase in the number of unhelmeted motorcycle fatalities from the current safety level to 63 in benchmark year 1-2024, 67 in benchmark year 2-2025, and 72 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

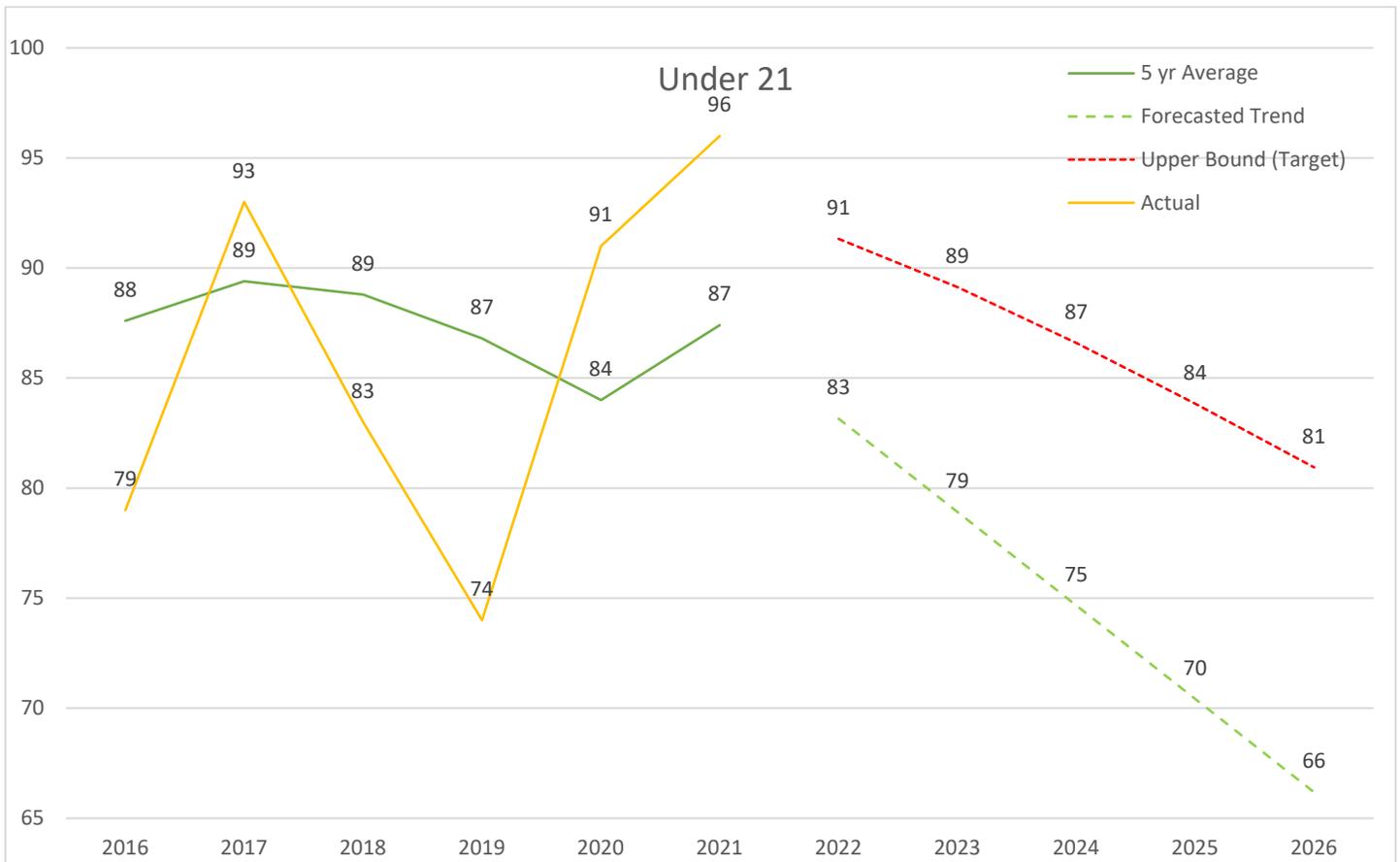


## Planned Performance Measure: C-9

### Target Justification

Target C-9: To decrease the number of drivers under the age of 21 involved in fatal crashes from the current safety level to 87 in benchmark year 1-2024, 84 in benchmark year 2-2025, and 81 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

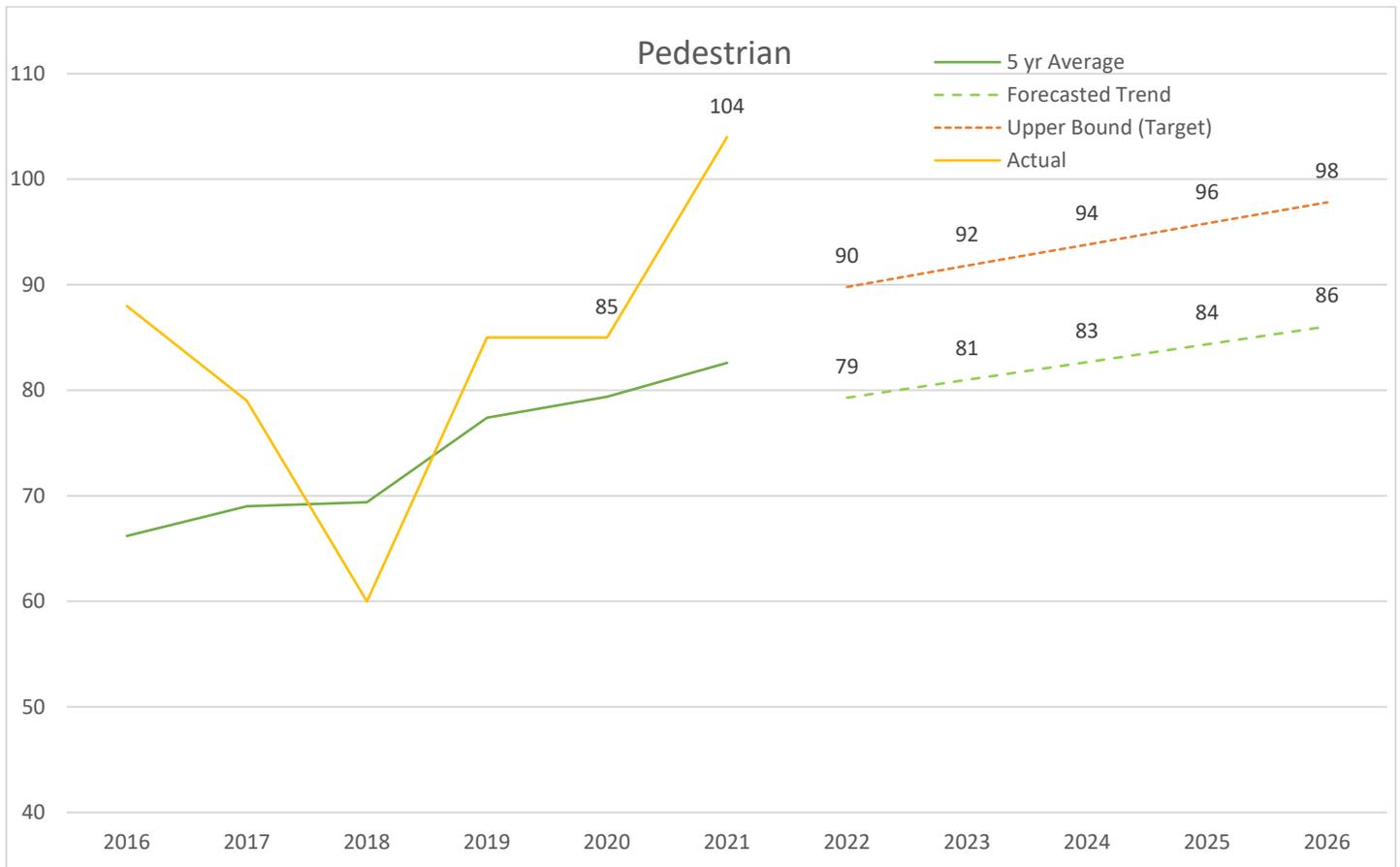


## Planned Performance Measure: C-10

### Target Justification

Target C-10: To limit the projected increase in the number of pedestrian fatalities from the current safety level to 94 in benchmark year 1-2024, 96 in benchmark year 2-2025, and 98 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

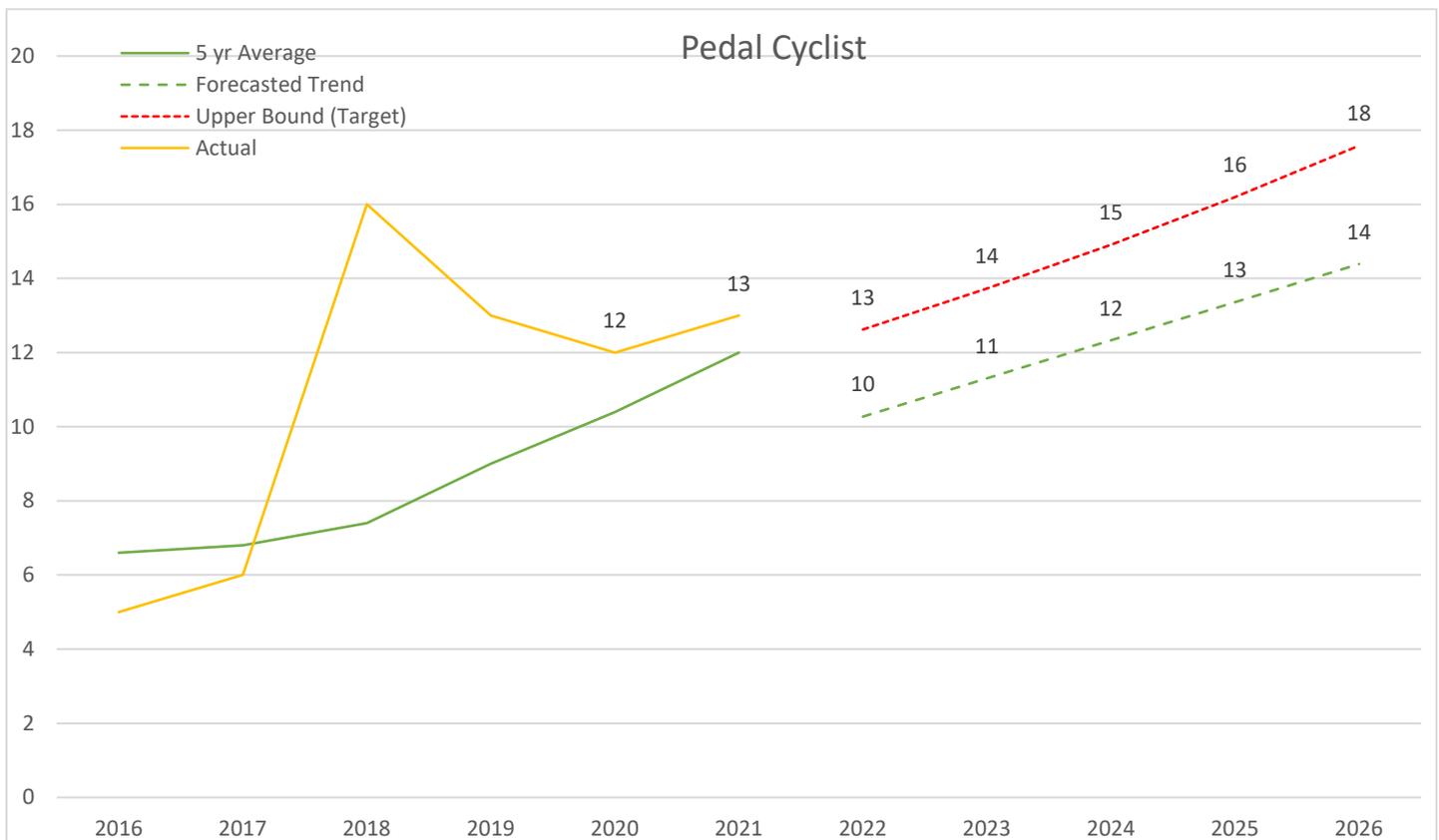


## Planned Performance Measure: C-11

### Target Justification

Target [C-11]: To limit the projected increase in the number of pedal cyclist fatalities from the current safety level to 15 in benchmark year 1-2024, 16 in benchmark year 2-2025, and in 18 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2021 is the latest final FARS data available.

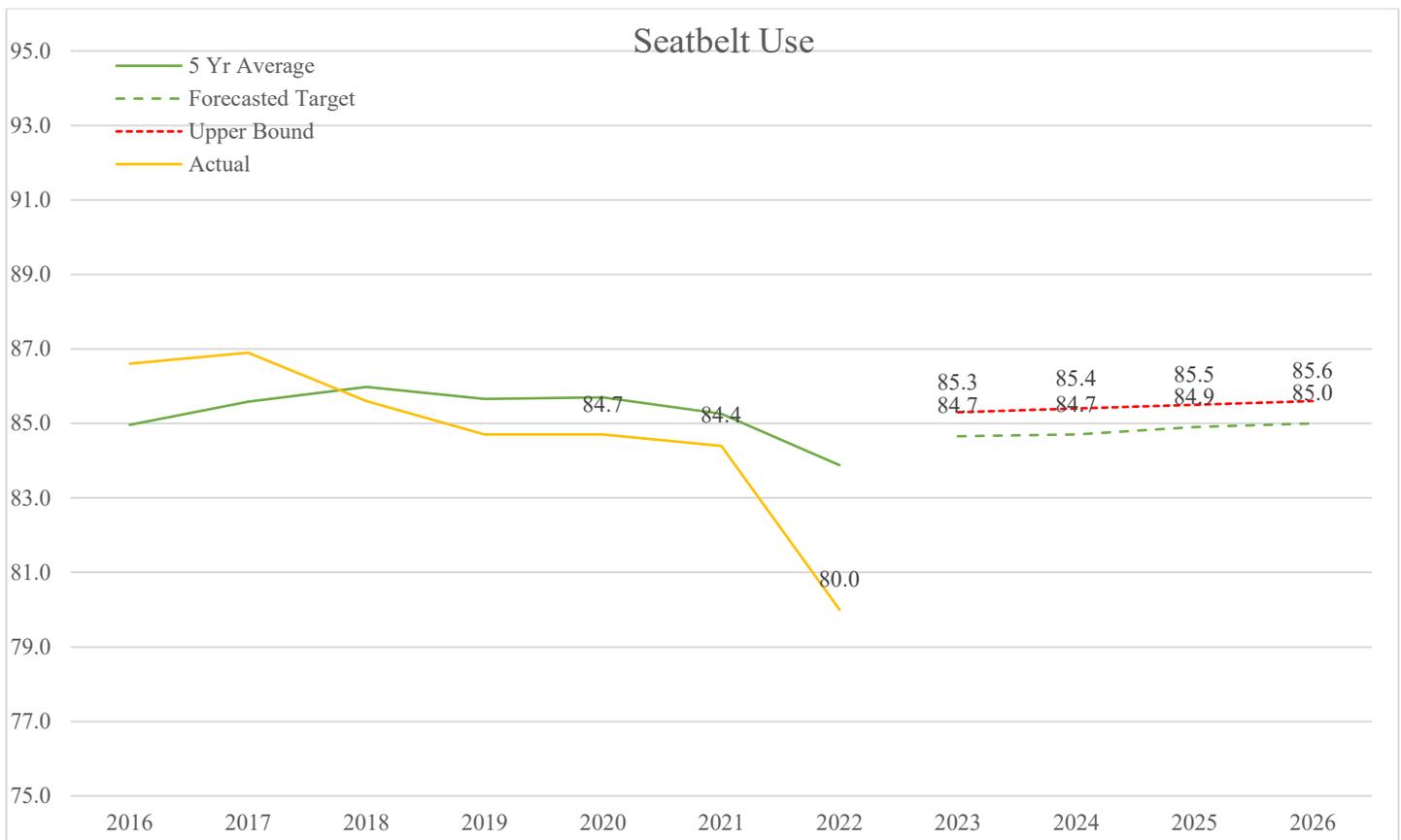


## Planned Performance Measure: B-1

### Target Justification

Target B-1: To increase the statewide safety belt use rate from the current safety level to 84.7 in benchmark year 1-2024, 84.7 in benchmark year 2-2025, and 85.7 in target year-2026.

A trend analysis based on the 5-year moving average was conducted for each of the Core Performance Measures, the results reviewed, and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession, passage of new laws, or a worldwide health crisis those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP, and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). 2022 is the latest Seat Belt Use survey. The dramatic decrease in use rate is attributed to the implementation of a new Seat Belt Use Survey strategy, which we expect to see an increase up to the trendline of the last several years in upcoming seat belt use surveys.

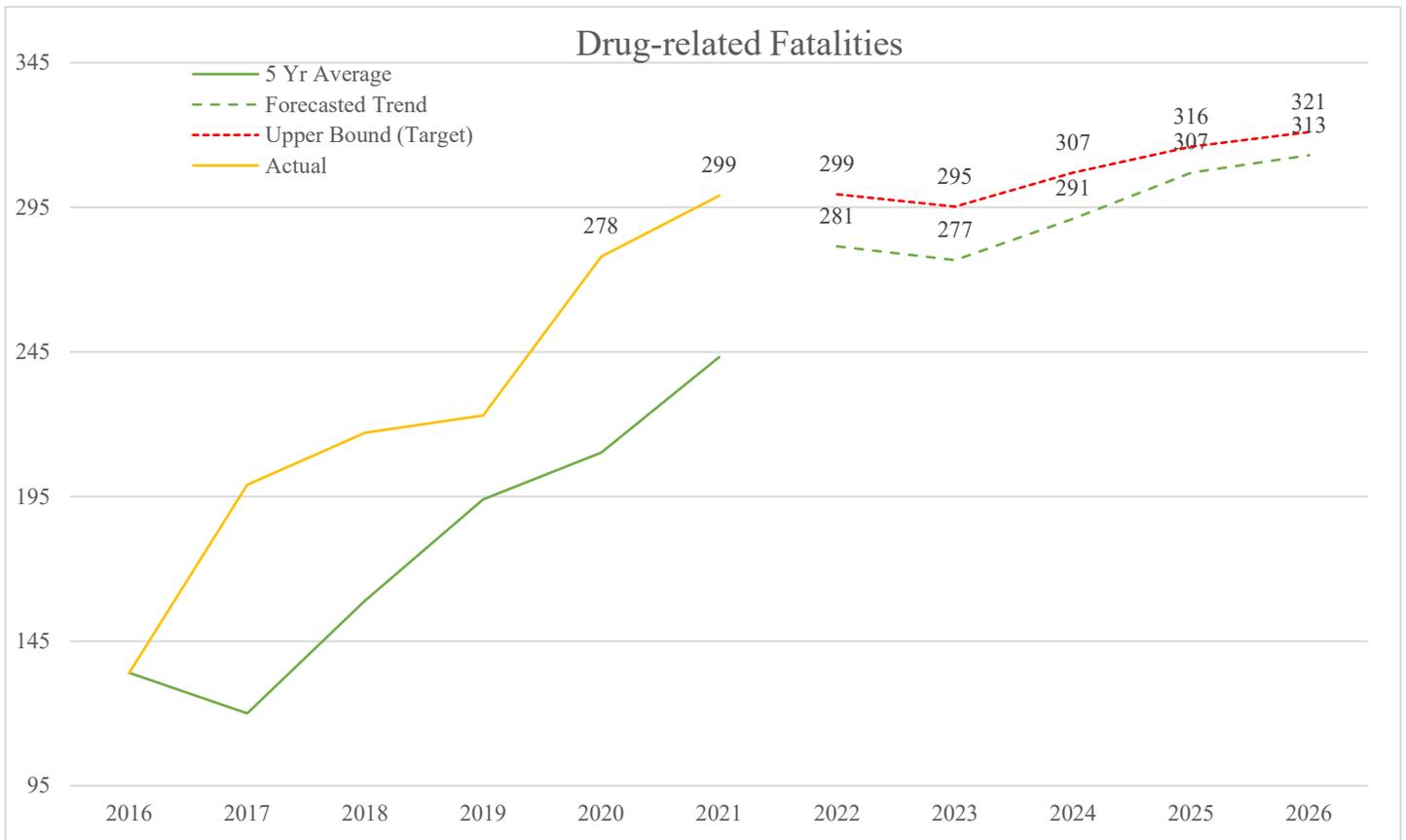


## Planned Performance Measure: S-5a

### Target Justification

Target S-5a: Target: To limit a projected increase of drug-related fatalities from the current safety level to 307 in benchmark year 1-2024, 316 in benchmark year 2-2025, and 321 in target year-2026.

Drug-related crashes continue to increase in Oklahoma. Beginning in 2014, a better analysis process involving both state and FARS data was developed to better track drug-related crash data. The data shown prior to 2014 is considered an inaccurate picture of the drug-related fatalities problem identification. The chart below shows the upward trend in this area. Opioid overuse is a recognized problem in Oklahoma. It is likely that Oklahoma will not see a significant decrease in this measure, due in part to the medical marijuana law and more accurate reporting. This number will continue to increase once other data sources are included into the analysis. As the chart below reflects a significant trend increase in drug-related fatalities.



## Strategy for Programming Funds

The following program areas were identified during the planning and analysis process. Listed for each identified program area are the countermeasure strategies that will guide the OHSO program implementation and annual project selection to achieve the specified performance targets outlined in this report. Each countermeasure strategy addresses and a description of the link between the problem identification and the countermeasure strategy.

### Program Area: Impaired Driving

#### Description of Highway Safety Problem

Impaired driving is a major concern not only in Oklahoma but also across the nation, resulting in thousands of lives each year lost needlessly, and life-changing injuries received. This project will involve a comprehensive program of high-visibility enforcement, training, and education; the impaired driving project will involve several projects and programs as listed in the impaired driving section of the Annual Grant Application. The OHSO will utilize section 402 and section 405(d) funds to address the Impaired Driving program area.

#### Countermeasure Strategy for Impaired Driving

Breath Test Devices (BTD)
High Visibility Enforcement
Highway Safety Office Program Management
Impaired Driving Prevention Paid Media
Judicial Education
Laboratory Testing Equipment
Law Enforcement Outreach Liaison
Law Enforcement Training
Public Information and Education
Publicized Sobriety Checkpoints

#### Countermeasure Strategy: Breath Test Devices

##### Project Safety Impacts

BTDs such as the Intoxilyzer 8000, is a commonly used and recognized countermeasure in testing for the presence of alcohol in a person's system. The Intoxilyzer, recognized in Oklahoma as an approved device with results admissible in court proceedings.

##### Linkage between Program Area

The BTD is an invaluable tool in impaired driving enforcement and in removing impaired drivers from the roadway, thereby decreasing the number of serious injury or fatality crashes related to alcohol-impaired driving. In Oklahoma, identified BTDs considered prima facie evidence in court proceedings as evidence of intoxication. The

use of BTDs commonly approved for impaired driving projects in Oklahoma, based on available funding and project needs.

### Rationale for Selection

Enforcement is an important element of Oklahoma's efforts to address impaired driving. Oklahoma Board of Tests (BOT) has identified a noticeable gap in the numbers of trained breath test operators across the state. This program is designed to provide breath test operator training regionally to law enforcement agencies to increase the number of operators across the state. Regional access allows for added convenience for more agencies to participate, alleviating added travel expenses and relieving the burden for understaffed agencies. Finally, there is a lack of communication with officers in the field regarding the importance of impaired driving enforcement and a lack of follow-up or refresher training once officers are certified as Breath Test Operators. ENDUI Advisory Committee previously identified several training priorities related to impaired driving enforcement. Included in these priorities is the necessity for the coordination of DUI training and the provision of advanced DUI enforcement training. Additionally, the provision of NHTSA's ARIDE training would prepare law enforcement officers to combat drug-impaired driving in Oklahoma. Similarly, SFST training and SFST refreshers will better prepare law enforcement to combat alcohol-impaired driving.

### Countermeasure Strategy: High Visibility Enforcement

#### Project Safety Impacts

State and Local Impaired Driving HVE is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include the use of integrated enforcement during specific times of the day or night where more crashes are occurring, daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. HVE, including participation in the national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

#### Linkage between Program Area

There is a longtime established relationship between impaired driving, HVE, and education in reducing traffic-related fatalities. Law Enforcement efforts, when enhanced with overtime enforcement efforts, is a valuable tool to support a state or local impaired driving project and is an accepted and supported practice across the nation. A large portion of funding is used to support such efforts to find and remove impaired drivers from the road. Alcohol-related crashes more typically occur during late evening and early morning hours. Fatal and injury alcohol-related crashes occurred more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week. Impaired-driving projects will involve a comprehensive program of HVE, training, and education.

## Rationale for Selection

HVE should be a component of any impaired-driving enforcement project funded through the OHSO.

Countermeasure Strategy: Highway Safety Office Program Management

## Project Safety Impacts

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Impaired Driving Prevention projects.

## Linkage between Program Area

OHSO Program Manager will oversee the selected Impaired Driving program to determine if projected activity milestones are being met, funds are being utilized properly, and assist as needed to facilitate the success of the project activities and to meet performance targets.

## Rationale for Selection

The oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

Countermeasure Strategy: Impaired Driving Prevention Paid Media

## Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing is in its best form when all types of communication channels considered, and strategies decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates.

## Linkage between Program Area

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior and we are attempting a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is difficult, and it will not happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels

(television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

### Rationale for Selection

Through Paid Media, evidence-based strategies are employed to reach audiences statewide with traffic safety messages addressing impaired driving Oklahoma ENDUI program as well as national mobilizations. Identified markets include sports venues, and local audience targeted programming and support of national mobilization efforts. The program is designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. Effective Paid Media can aid in decreasing the number and severity of traffic crashes overall.

### Countermeasure Strategy: Judicial Education

#### Project Safety Impacts

The goal of the State Judicial Educator (SJE)/Judicial Outreach Liaison (JOL) project is to educate members of the judiciary on impaired driving issues. The SJE/JOL project will provide training to judges and other members of the court on issues relating to the adjudication of impaired drivers. It will consist of training on topics that may include sentencing, clinical assessment, case management strategies, evaluation of outcomes, and treatment options. The SJE/JOL will provide support for education, outreach, and technical assistance to enhance the professional competence of all persons performing judicial branch functions.

#### Linkage between Program Area

Enforcement and education cannot be effective without fair prosecution and sentencing. Proper training and education of those responsible for the judicial side of impaired driving provide the means for a clear and unambiguous in the prosecution and adjudication of impaired driving arrests.

### Rationale for Selection

The use of Judicial Outreach Liaisons (JOLs) and Traffic Safety Resource Prosecutors (TSRPs) has been recognized as an effective evidence-based strategy to provide training and education to local and state officers charged with the disposition of impaired driving cases and who may have received little or no training in the specifics of impaired driving laws and case records.

## Countermeasure Strategy: Laboratory Drug Testing Equipment

### Project Safety Impacts

“DUI cases have become some of the most complex in the criminal justice system. These challenges range from the initial law enforcement stop of the vehicle to the testing procedures used to determine alcohol concentration in blood, breath, and urine samples to possible alternative explanations for those results.”<sup>[1]</sup> Without the ability to conduct quantitative and qualitative analysis in a proper and timely fashion, the needs of the judicial system, the police officer, the citizen, and the public are not served. For several years, the OHSO has partnered with the Oklahoma Board of Tests (BOT) and the Oklahoma State Bureau of Investigation (OSBI) to increase and improve testing and analysis of DUI test results.

[1] NHTSA Challenges and Defenses II, DOT HS 811707, March 2013

### Linkage between Program Area

The use of laboratory analysis to determine both blood alcohol levels and the presence of other types of intoxicants is crucial in the prosecution and adjudication of impaired driving arrests. The funding in this area will be used to support projects that provide timely and accurate testing and reporting of blood sample analyses. Over the last several years, the period for conducting and reporting the results of analyses has decreased from several months to under 30 days in most cases.

### Rationale for Selection

The Oklahoma State Bureau of Investigation is the primary agency in Oklahoma responsible for testing and analysis of blood samples. The funding for the project will fund personnel conducting analysis, devoting 100% of their time to impaired driving analyses.

## Countermeasure Strategy: Law Enforcement Outreach Liaison

### Project Safety Impacts

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ five (5) full-time Highway Patrol troopers, to include one Statewide Impaired Driving Enforcement Coordinator and four (4) full-time Impaired Driving Liaisons (IDLs). The IDLs are primarily tasked with the implementation and coordination of regional impaired driving area-wide efforts to promote checkpoints and STEP programs directed at impaired driving as well as assisting with any training that may be needed.

### Linkage between Program Area

The OHP Impaired Driving Enforcement Coordinator is responsible for facilitating and coordinating the activities of the statewide IDLs, field troops, and local agencies in the identification of problem areas and coordination of scheduling and reporting impaired

driving-related activities. Under the immediate direction of an Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

#### Rationale for Selection

The use of Law Enforcement Liaisons recognized for many years as an effective way to promote directed efforts to promote traffic safety. The Impaired Driving Liaison is an Oklahoma initiative to maximize impaired driving efforts to address the problem. The effort has proven to be effective and recognized regionally and nationally as a progressive type initiative.

#### Countermeasure Strategy: Law Enforcement Training

#### Project Safety Impacts

Proper training is essential to effective performance, especially in Law Enforcement. The training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and others.

#### Linkage between Program Area

When possible and necessary, funding provided for agencies to send personnel to law enforcement training as described above. The amount of funding is oftentimes based on the type of training provided and the agency's distance from the training site.

#### Rationale for Selection

All impaired driving activities, as well as other types of activities, have the potential for needed training that are reviewed during the application selection and funding process.

#### Countermeasure Strategy: Public Information and Education

#### Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing an impaired driving simulator for use in those efforts. While the impact of traffic safety education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

#### Linkage between Program Area

Effective impaired driving efforts must include both enforcement and education (NHTSA Countermeasures That Work, 9th Edition, 2017). The use of designated alcohol-impaired driving prevention will be used to fund this program purchase.

## Rationale for Selection

The use of designated alcohol-impaired driving prevention funding will be used to fund this program purchase for the purposes and strategies previously explained.

Countermeasure Strategy: Publicized Sobriety Checkpoints

## Project Safety Impacts

Publicized sobriety checkpoints are a recognized countermeasure in NHTSA Countermeasures That Work 9th edition. Checkpoints combined with saturation patrols, multi-agency cooperation, and publicized checkpoint PI&E before the event used on a statewide basis to deter and remove impaired drivers from the roadway. The OHSO will employ six Impaired Driving Liaisons as well as a Statewide Impaired Driver Law Enforcement Coordinator to support this countermeasure activity.

## Linkage between Program Area

There is a direct relationship between impaired driving prevention and the use of impaired driving checkpoints as supported by Countermeasures That Work. Oklahoma will allocate funds to support these activities to address the number and severity of traffic crashes involving drivers impaired by alcohol, drugs, or other substances.

## Rationale for Selection

Sobriety checkpoints, along with saturation patrols, public education, and treatment programs identified by the OHSO Impaired Driving Strategic Plans as valuable countermeasures in impaired driving prevention.

## Planned Activities in Countermeasure Strategy: Impaired Driving

Planned Activity Name
Program Management
State and Local Impaired Driving High Visibility Enforcement (HVE)
Impaired Driving Law Enforcement Training (405d)
Impaired Driving Public Ed and Media (405d)
Impaired Driving Statewide Law Enforcement Coordinator
Laboratory Drug Testing Equipment
Judicial Education

## **Program Area: Occupant Protection (OP) (Adult and Child Passenger Safety)**

### Description of Highway Safety Problem

The Oklahoma primary seat belt law requires only the driver, front-seat passenger positions, and children under eight (8) in the rear passenger positions to wear safety belts. Unrestrained passenger vehicle occupant fatalities for all seating positions in Oklahoma have decreased over the past several years, from 208 in 2019 to 259 in 2021. During the same period, the observed statewide seat belt use rate has remained

relatively flat; however, Oklahoma has seen a decline in safety belt use rate over the last several years, from 84.4% in 2021 to 80% in 2022. Efforts to expand the law to increase the fine and include other seating positions or raise the age for rear passenger seating positions in the law have so far been unsuccessful. We will continue to promote and support occupant protection education and enforcement efforts to the greatest extent possible, with particular emphasis on the increased risk of death or injury because of ejection from the vehicle when not properly restrained. Oklahoma received a NHTSA OP Assessment in June 2021. There were several areas for improvement recommended, and the OHSO will carefully review those to see where we might be able to improve our OP programs. The OHSO will utilize section 402 and 405(b) funds for the Occupant Protection program area.

#### Countermeasure Strategies for Occupant Protection

Annual Seat Belt Survey
Child Restraint System Inspection Station(s)
CPS Technician Training and Education
High Visibility Enforcement
OP Paid Media
Highway Safety Office Program Management
OP Statewide Law Enforcement Coordinator
Public Information and Education
Statewide Car Seat Distribution

#### Countermeasure Strategy: Annual Seat Belt Use Survey

##### Project Safety Impacts

States are required to conduct annual seat belt observation surveys based upon criteria set forth by the National Highway Traffic Safety Administration. Oklahoma usually conducts its annual survey during the summer months of June and July. The results of this survey are not only used to determine an increase or decrease in the states use rate, but also to identify those areas of the state needing increased attention in occupant protection activities.

##### Linkage between Program Area

The required survey will be used to determine performance targets for occupant protection grants. Section 405b funds will be allocated to have the survey conducted by the University of Central Oklahoma, as it has for the past several years. The university will compile the data and submit a comprehensive report on the seat belt and child restraint use and recommendations for improvement.

##### Rationale for Selection

To assess the means and methods to improve traffic safety statewide, the OHSO uses a comprehensive review of general trends statewide, then drills down to the county and local detail level to determine the best use of available resources. Data sources provide

the statistical basis on which problem identification is based. Discussions were conducted with the OHSO personnel, partners, and grantees for input into efforts that could potentially assist the state in increasing seat belt compliance rates. The OHSO also consulted with representatives of the Bureau of Indian Affairs, Southern Plains Tribal Technical Assistance Program, Tribal Chiefs of Police, the University of Central Oklahoma, Safe Kids Coalition, the Center for Disease Control, state and local law enforcement and state injury prevention specialists. Efforts to increase compliance rates will focus on effective countermeasures, including enforcement of current occupant protection and child passenger safety laws, media, education, training, and outreach to target groups including unrestrained nighttime drivers and Native Americans.

#### Countermeasure Strategy: Child Restraint System Inspection Station(s) Project Safety Impacts

The proposed strategies for occupant protection, including child passenger safety, reach all seventy-seven counties in the State and consist of both enforcement and educational opportunities, as well as outreach to at-risk populations such as Native Americans. The Child Passenger Safety effort includes both Safe Kids Oklahoma and Safe Kids Tulsa to offer car seats, checkup events, and education statewide. By using evidence-based strategies, these projects most expectedly will have a positive impact on increasing the State's seat belt and child restraint use rate targets.

#### Linkage between Program Area

Increasing the availability of Child Restraint Inspection Stations continues to be a goal. The Oklahoma Child Restraint Law, last amended in 2017, requires that children under the age of 8 years and less than 4'9" tall must be properly restrained in a car seat or booster seat, and a child under the age of 2 must be in a rear-facing seat unless exceeding height/weight limits of the seat. The 2022 Oklahoma Statewide Child Restraint Survey reported the state child seat use rate was 93.4%, compared to 91.8% in the 2021 survey. Safe Kids Worldwide reports a vast majority of parents or caregivers still struggle with the proper use and installation of child restraint seats.

#### Rationale for Selection

To assess the means and methods to improve traffic safety statewide, OHSO uses a comprehensive review of general trends statewide, then drills down to the county and local detail level to determine the best use of available resources. Data sources provide the statistical basis on which problem identification is based. Discussions were conducted with OHSO personnel, partners, and grantees for input into efforts that could potentially assist the state in increasing seat belt compliance rates. The OHSO also consulted with representatives of the Bureau of Indian Affairs, Southern Plains Tribal Technical Assistance Program, Tribal Chiefs of Police, the University of Central Oklahoma, Safe Kids Coalition, the Center for Disease Control, state and local law enforcement and state injury prevention specialists. Efforts to increase compliance

rates will focus on effective countermeasures, including enforcement of current occupant protection and child passenger safety laws, media, education, training, and outreach to target groups including unrestrained nighttime drivers and Native Americans.

#### Countermeasure Strategy: CPS Technician Training and Education Project Safety Impacts

This countermeasure is in support of Child Passenger Safety efforts by promoting and funding various activities related to CPS Technician training and education. To conduct car-seat checkups, conduct educational seminars, or even answer questions online or over the phone, it is necessary to have a cadre of trained CPS technicians that know the rules, laws and best practices related to child safety seats, especially since the laws differ from state to state.

#### Linkage between Program Area

Oklahoma's CPS Technician recertification rate was 57.06% in the calendar year 2022, compared to the national average of 62.7%. Maintaining and increasing the number of CPS Technicians continues to be a goal.

#### Rationale for Selection

Oklahoma's recertification rate is slightly below the national rate. Maintaining and increasing the number of CPS Technicians and the availability of Child Restraint Inspection Stations continue to be a goal of the statewide Occupant Protection plan.

#### Countermeasure Strategy: High Visibility Enforcement Project Safety Impact

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include the use of integrated enforcement during specific times of the day or night where more crashes are occurring, daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in the national seat belt mobilizations, is required of all law enforcement grants.

#### Linkage between Program Area

There is an existing linkage already established between increased occupant protection use, high-visibility enforcement, and education. Law Enforcement working overtime efforts to enhance and support a state or local occupant protection project is an accepted and supported practice. Seat belt use decreases during night-time hours, so efforts are being made to increase enforcement during night-time hours. Fatal and injury crashes tend to occur more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week.

## Rationale for Selection

Increasing High Visibility Enforcement's goal is to reduce unrestrained fatalities and serious injuries and increase seat belt use.

Countermeasure Strategy: OP Paid Media

## Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing is in its best form when all types of communication channels considered, and strategies decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates.

## Linkage between Program Area

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are attempting a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard, and it will not happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

## Rationale for Selection

By utilizing a paid media consultant, evidence-based strategies are employed to reach audiences statewide with traffic safety messages addressing occupant protection as well as national mobilizations - CIOT. Identified markets include sports venues, and local audience targeted programming and support of national mobilization efforts. The program is designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. By using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

## Countermeasure Strategy: Highway Safety Office Program Management

### Project Safety Impacts

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Occupant Protection projects.

### Linkage between Program Area

OHSO Program Manager will oversee the selected Occupant Protection programs to determine if projected activity milestones are being met, funds are being utilized properly, and assist as needed to facilitate the success of the project activities and to meet performance targets.

### Rationale for Selection

The oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

## Countermeasure Strategy: OP Statewide Law Enforcement Coordinator

### Project Safety Impacts

The OHP Statewide Occupant Protection Enforcement Coordinator will organize and coordinate occupant protection enforcement efforts in cooperation with local agencies, focusing on targeted areas to reach those areas and communities having higher than average unbelted KA crashes and fatalities.

### Linkage between Program Area

This position will act as a liaison between the OHSO, OHP, and local governmental agencies to oversee and encourage participation in events designed to increase seat belt and child restraint use in Oklahoma.

### Rationale for Selection

Oklahoma has found prior success in the use of Law Enforcement Liaisons in promoting and conducting several traffic safety efforts, including OP.

## Countermeasure Strategy: Public Information and Education

### Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. Public Information and Education (PI&E) will be done through both paid media and earned media to support OP efforts in Oklahoma. While all our enforcement projects are required to provide some type of PI&E each month, including OP related education, paid media will also be used - primarily in support of the Click It or Ticket Mobilization in May. Public information and education are a primary countermeasure that has been recognized as an effective part of any traffic safety program.

## Linkage between Program Area

Effective program area management efforts must include both enforcement and education (NHTSA Countermeasures That Work). The use of paid media outlined in the OHSO Communications Plan, updated each year.

## Rationale for Selection

The proper use of designated occupant protection/child passenger safety funding will be used to fund OP and CPS efforts statewide for the purposes and strategies outlined above and the activities listed.

## Countermeasure Strategy: Statewide Car Seat Distribution Program

### Project Safety Impacts

The proper use of child restraint systems is effective in reducing the number and severity of injuries to children in motor vehicle crashes. Safe Kids Worldwide has been a leader in child passenger safety. Oklahoma is fortunate to have several Safe Kids Coalitions, the primary ones being Safe Kids Oklahoma located in Oklahoma City and Tulsa Safe Kids Coalition located at St. Francis Hospital in Tulsa. These coalitions, in partnership with the Oklahoma Highway Safety Office, are the leaders in Child Passenger Safety efforts in the State of Oklahoma.

## Linkage between Program Area

The CPS car seat use rate has been hovering around the 90% mark in Oklahoma for several years.

## Rationale for Selection

The main reasons for not properly restraining children in vehicles: could not afford a child restraint system; too hard to install; were not educated on the proper use. These are the primary reasons for having a statewide car seat distribution program to be able to provide reduced cost or free car seats and educate caregivers not only in need but the proper way to install and use child restraints.

## Planned Activities in Countermeasure Strategy: Occupant Protection

Annual Survey
State and Local CPS Education
State and Local Car Seat Technician Training
State and Local OP HVE
OP Paid Media
Program Management
OP Statewide Law Enforcement Coordinator
Teen Safety Outreach and Education
State and Local Car Seat Distribution Program

## Program Area: Driver Education/Teen Traffic Safety Program

### Description of Highway Safety Problem

The primary goals of any traffic safety program are to identify, develop, and promote programs to positively affect a change in behavior to reduce the number and severity of traffic crashes. Traffic Safety information and education must reach drivers of all ages, but young drivers are especially prone to risky and unsafe driving behaviors. Several strategies will be employed to develop programs designed to educate the driver and influence behavioral changes in driving to decrease the number and severity of traffic crashes. Strategies proposed for the Driver Education program will have the potential to impact all areas of the state, based on available opportunities, with particular emphasis on texting and driving. Educational Alternatives is in the tenth year of a reviewed distracted driving program to curb distracted driving through school-related groups and peer-to-peer mentoring. The selected countermeasure strategies are evidence-based and have been shown to have a positive effect on changing attitudes, and behaviors related to these at-risk behaviors with the target of reducing the number of fatalities and injuries crashes involving distracted driving and risk-taking behaviors. OHSO will utilize section 402 funding for the Driver Education and Training program area.

### Countermeasure Strategies for Drivers Education and Teen Traffic Safety Program

Driver Education and Training
Public Information and Education
School Programs

### Countermeasure Strategy: Driver Education and Training

#### Project Safety Impacts

The primary goals of any traffic safety program are to identify, develop, and promote programs to positively affect a change in behavior to reduce the number and severity of traffic crashes. Education must reach drivers of all ages, but young drivers are especially prone to risky and unsafe driving behaviors. Oklahoma has long had Driver Improvement Courses approved by the Department of Public Safety and the National Defensive Driving Course certified and presented by the Oklahoma Safety Council, and other school programs, such as the Cinema Driving Experience by the Children & Parent Resource Group or other such projects.

#### Linkage between Program Area

Strategies proposed for the Driver Education program will have the potential to impact all areas of the state, based on available opportunities, with particular emphasis on texting and driving, but also inclusive of other programs aimed at improving driver skills.

The Oklahoma County Sheriff's Office will provide two full-time traffic safety education deputies to provide statewide training in traffic safety education. They will utilize a variety of equipment provided, including the rollover simulator and distracted/impaired driving simulators. The Alive at 25 program is often used by court systems in court adjudication of traffic offenses. With the adoption of a new texting law effective November 1, 2015, greater emphasis will be placed on those programs promoting no texting and driving, including statewide paid media and educational efforts. Operation Lifesaver is a rail grade/highway crossing safety education program aimed at reducing the number of vehicle/train crashes. The selected countermeasure strategies are evidence-based and have been shown to have a positive effect on changing attitudes, and behaviors related to these at-risk behaviors with the target of reducing the number of fatalities and injuries crashes involving distracted driving and risk-taking behaviors.

#### Rationale for Selection

Driver education programs, whether through in-person or "live" presentations or various social media platforms, are a vital link to bringing attention to safety topics that affect all drivers. As it has been repeated, enforcement and public education go hand in hand in efforts to reduce traffic crashes and injuries resulting from them. The Driver Education area and the Teen Safety area also go hand in hand and oftentimes overlap in their efforts.

#### Countermeasure Strategy: Public Information and Education

#### Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing an impaired driving simulator for use in those efforts. While the impact of traffic safety education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

#### Linkage between Program Area

Effective information and education efforts must include NHTSA Countermeasures That Work. The use of designated alcohol-impaired driving prevention will be used to fund this program purchase.

#### Rationale for Selection

The use of designated alcohol-impaired driving prevention funding will be used to fund this program purchase for the purposes and strategies previously explained. The two Driver Education Project Deputies with the Oklahoma County Sheriff's Office employed by the OHSO will conduct driver education programs, including school programs, on a statewide basis; will conduct most of the school programs funded.

## Countermeasure Strategy: School Programs

### Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. The public/private school systems provide a direct source of contact with young persons who soon may be drivers or who, like children, can have a direct impact on how parents drive. A variety of projects, through both normal PI&E efforts done by law enforcement agencies every day, or by directed school programs such as part of the duties of the Traffic Safety Officer project with Oklahoma County, school programs can have a direct impact on traffic safety efforts. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing an impaired driving simulator for use in those efforts. While the impact of traffic safety education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

### Linkage between Program Area

These and other similar projects and activities funded, both small and large, will support the traffic safety education activities of the Highway Safety Office designed to impact the state at large - one person at a time. These efforts in traffic safety education cannot realistically be measured quantitatively, but public information and education, including school programs, is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

### Rationale for Selection

Enforcement without education is limited in its beneficial effects. These programs are designed to integrate with and supplement effective enforcement programs at the local and state level.

### Planned Activities in Countermeasure Strategy: Driver Education and Behavior

Driver Education Program
State Funded Motorcycle Safety Education
Teen Safety Outreach and Education
Public Information and Education Paid Media

### **Program Area: Police Traffic Services**

#### Description of Highway Safety Problem

Not all traffic crashes or serious injuries directly attributed to a specific primary causal factor such as impaired driving, failure to be properly restrained or improper

or non-use of safety equipment. Simply put, many crashes occur because drivers operate a vehicle unsafely, without proper attention to traffic laws and road conditions. While some program areas target correctly identified problem areas such as seat belts or impaired driving, the general Police Traffic Services area intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification, which contribute in large part to the number of motor vehicle crashes and the death and injury resulting from them. The OSHO will utilize section 402 to address the Police Traffic Services program area.

#### Countermeasure Strategies for Police Traffic Services (PTS)

HVE
PTS Law Enforcement Training
PTS Paid Media
Highway Safety Office Program Management
Public Information and Education

#### Countermeasure Strategy: High Visibility Enforcement

##### Project Safety Impact

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include the use of integrated enforcement during specific times of the day or night where more crashes are occurring, daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in the national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

##### Linkage between Program Area

There is an existing linkage already established between increased occupant protection use, high-visibility enforcement, and education. Law Enforcement working overtime efforts to enhance and support a state or local occupant protection project is an accepted and supported practice. Seat belt use decreases during nighttime hours, so efforts are being made to increase enforcement during night-time hours. Fatal and injury crashes tend to occur more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week.

##### Rationale for Selection

HVE should be a component of any Police Traffic Services enforcement project funded through the OHSO.

## Countermeasure Strategy: Law Enforcement Training

### Project Safety Impact

Proper training is essential to effective performance, especially in Law Enforcement. It is projected that such training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and others.

### Linkage between Program Area

When possible and necessary, funding provided for agencies to send personnel to law enforcement training, as described above. The amount of funding based on the type of training provided and the agency's distance from the training site.

### Rationale for Selection

All Police Traffic Service activities have the potential for needed training. These needs reviewed during the application selection and funding process.

## Countermeasure Strategy: PTS Paid Media

### Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing is in its best form when all types of communication channels considered, and strategies decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates.

### Linkage between Program Area

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are attempting a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard, and it will not happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

## Rationale for Selection

By utilizing a paid media consultant, evidence-based strategies employed to reach audiences statewide with traffic safety messages addressing impaired driving Oklahoma ENDUI program as well as national mobilizations. Identified markets include sports venues, and local audience targeted programming and support of national mobilization efforts. The program designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. By using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

## Countermeasure Strategy: Highway Safety Office Program Management Project Safety Impact

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Police Traffic Safety projects.

## Linkage between Program Area

OHSO Program Managers will oversee the selected Police Traffic Safety programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.

## Rationale for Selection

The oversight of federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

## Countermeasure Strategy: Public Information and Education Project Safety Impacts

Public Information and Education, appropriately done, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing an impaired driving simulator for use in those efforts. While the impact of traffic safety education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that is recognized as an effective part of any traffic safety program.

## Linkage between Program Area

Effective impaired driving efforts must include both enforcement and education (NHTSA Countermeasures That Work, 9th Edition). The use of designated alcohol-impaired driving prevention used to fund this program purchase.

## Rationale for Selection

The use of designated alcohol-impaired driving prevention funding will be used to fund this program purchase for the purposes and strategies previously explained.

### Planned Activities in Countermeasure Strategy: Police Traffic Services (PTS)

Drivers Education Programs
PTS Training and Education
State and Local HVE
State and Local Impaired Driving HVE
State and Local Speed HVE
Program Management

## Program Area: Speed Management

### Description of Highway Safety Problem

Speed-related fatalities have shown a significant 5-year rolling average upward trend. Since 2020 the program area has kept pace and/or eclipsed impaired driving and unrestrained fatalities in Oklahoma. Data related to fatality and serious injury crashes are analyzed to determine those localities having the highest rates of speed-related crashes. Oklahoma City and Tulsa, as the two most populous cities in Oklahoma, consistently rank as the highest for speed-related crashes. Through the problem identification process, all other locales ranked both by city and county, and those results considered in the evaluation of requests for proposals. The OSO will utilize section 402 to address the Speed Abatement program area.

### Countermeasure Strategies for Speed Management

Speed Abatement High Visibility Enforcement
Highway Safety Office Program Management

### Countermeasure Strategy: High Visibility Enforcement

#### Project Safety Impact

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may consist of the use of integrated enforcement during specific times of the day or night where more crashes are occurring, daytime impaired driving checkpoints, short-term high-visibility enforcement within identified safety corridors, and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in the national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

## Linkage between Program Area

Law Enforcement working overtime efforts to enhance and support a state or local general traffic services project is an accepted and encouraged practice. Risky behavior such as impaired driving, no seat belt use, and speeding occur during nighttime hours, so efforts are being made to increase enforcement during this timeframe. Fatal and injury crashes tend to occur more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week.

## Rationale for Selection

HVE should be a component of any Speed Abatement enforcement project funded through the OHSO.

## Countermeasure Strategy: Highway Safety Office Program Management Project Safety Impact

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Speed Abatement projects.

## Linkage between Program Area

OHSO Program Managers will oversee the selected Speed Abatement programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.

## Rationale for Selection

The oversight of federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

## Planned Activities in Countermeasure Strategy: Speed Management

State and Local Speed HVE
Program Management

## **Program Area: Traffic Records**

### Description of Highway Safety Problem

The ability to effectively collect, collate, and analyze data is not only ancillary but is of prime importance in being able to identify problems and measure program effectiveness. Recognizing such a need, the OHSO, in conjunction with Department of Public Safety, designed and is in the implementation phase of the Oklahoma Crash Electronic Reporting System (OCERS). The OHSO's goal is to have 100% implementation state-wide in the next 12-18 months. Having near 100% electronic crash reporting will allow for the rapid development of effective crash countermeasures, and develop traffic safety initiatives based on near-real-time data.

Improvement in the core traffic record systems remains a high priority with the Traffic Records Council. The Traffic Records Council will take the lead in evaluating those core services and making recommendations on changes and improvements to user access and data integration.

The OHSO will utilize section 402 and 405(c) funds to address the Traffic Records program area.

#### Countermeasure Strategies for Traffic Records

##### Highway Safety Office Program Management

#### Countermeasure Strategy: Highway Safety Office Program Management

##### Project Safety Impact

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Traffic Records projects.

##### Linkage between Program Area

OHSO Program Managers will oversee the selected Traffic Records programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.

##### Rationale for Selection

The oversight of federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

#### Planned Activities for Countermeasure Strategy: Traffic Records

##### Program Management

#### **Program Area: Motorcycle Safety**

##### Description of Highway Safety Problem

The demand for motorcycle safety training and education is overwhelming. Students outside the metropolitan areas routinely travel up to 100 miles to attend available training courses. The demand for motorcycle training continues to outpace our ability to provide such training. We are addressing this need by promoting additional training statewide for RiderCoaches, new riders, and advanced riders, with emphasis on those areas outside the greater metropolitan Tulsa and Oklahoma City areas. Also, legislation effective November 1, 2016, required that persons under the age of 18 wanting a motorcycle endorsement on their driver license will be required to show proof they have completed a state-approved Basic Rider Course.

The number of motorcyclist fatalities tends to be somewhat erratic, due to the considerable influence of weather conditions and gas prices on motorcycle use. The 5-year rolling average trend line has been static with small deviations up and down. We are hopeful to see some improvement in this area. The 5-year moving average does not currently support such improvement, but only time will tell if our increased efforts in this area will continue to yield positive results.

The growing number of motorcycle riders have now shown an increased number of fatal and serious injury motorcycle crashes. Strategies proposed for the Motorcycle Safety area will have the potential to influence almost 80% of the state, based on available opportunities, and will provide training and educational opportunities. With guidance from the State Motorcycle Safety Advisory Committee, these projects will provide training on motorcycle operations, including MSF, approved courses, as well as a new 3-wheel motorcycle operator-training course and courses available for the hearing impaired. All programs are evidence-based, approved by DPS, and meet MSF requirements where necessary. All expenditures must be in accordance with (IAW) Oklahoma State law. The overall effect should be to reduce the number of fatality and injury crashes involving motorcycles as well as the number of unhelmeted motorcycle fatalities. We will use a combination of state funds, Section 402, and Section 405(f) funds to address the problems.

#### Countermeasure Strategies for Motorcycle Safety (MSF)

Motorcycle Rider Training
MSF Paid Media
Highway Safety Office Program Management
MSF Public Education

#### Countermeasure Strategy: Motorcycle Rider Training Project Safety Impacts

The demand for motorcycle safety training and education is overwhelming. Students outside the metropolitan areas routinely travel up to 100 miles to attend available training courses. The demand for motorcycle training continues to outpace our ability to provide such training. We are addressing this need by promoting additional training statewide for RiderCoaches, new riders, and advanced riders, with emphasis on those areas outside the greater metropolitan Tulsa and Oklahoma City areas. Also, legislation effective November 1, 2016, required that persons under the age of 18 wanting a motorcycle endorsement on their driver license will be required to show proof they have completed a state-approved Basic Rider Course.

#### Linkage between Program Area

All programs are evidence-based, approved by DPS, and meet MSF requirements where necessary. All expenditures must be IAW Oklahoma State law. The overall effect should be to reduce the number of fatalities and injury crashes involving motorcycles. We will

use a combination of state funds, Section 402, and Section 405(f) funds to address the problems.

### Rationale for Selection

Each of the strategies selected below is identified as effective countermeasures. Through the selection of project strategies previously identified, each activity is funded based on the strategy(s) identified, the identified need for the project area, and the types of instruction/education to be provided. Efforts will include:

- Maintain and expand innovative MSF training programs statewide.
- Continue to increase the number of certified MSF instructors.
- Take steps to ensure consistent, quality instruction in MSF training courses.
- Work to increase the capacity of government, private, and non-profit entities to provide MSF training.
- Promote awareness through the OHSO and OKIEMOTO webpages dedicated to motorcycle safety information and initiatives.
- Continue to support the efforts of the Oklahoma Advisory Committee for Motorcycle Safety and Education to improve education and training.

### Countermeasure Strategy: MSF Paid Media

#### Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing is in its best form when all types of communication channels considered, and strategies decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates.

#### Linkage between Program Area

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are attempting a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard, and it will not happen overnight. No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

## Rationale for Selection

By utilizing a paid media consultant, evidence-based strategies are employed to reach audiences statewide. Identified markets include sports venues, and local audience targeted programming and support of national mobilization efforts. The program is designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. By using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

## Countermeasure Strategy: Highway Safety Office Program Management Project Safety Impact

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Motorcycle Safety (MSF) projects.

## Linkage between Program Area

OHSO Program Manager will oversee the selected Motorcycle Safety programs to determine if projected activity milestones are being met, funds are being utilized properly, and provide assistance as needed to facilitate the success of the project activities and to meet performance targets.

## Rationale for Selection

The oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

## Countermeasure Strategy: MSF Public Education Project Safety Impact

A leading cause of traffic crashes involving motorcycles and cars is the failure of the car driver to see the motorcycle and pull out in front of or into the motorcycle. Through public education activities programs such as "Share the Road", drivers will be taught awareness of motorcycles in the traffic scene to prevent traffic crashes between motorcycles and passenger vehicles.

## Linkage between Program Area

By increasing public awareness in recognizing motorcycles in the traffic scene, improving motorcycle rider skills by training, and encouraging the use of proper safety equipment by the rider, it is expected that the number of motorcyclist fatalities will decrease. Funding has been provided in all these areas in the highway safety plan.

## Rationale for Selection

ABATE is a recognized state, as well as a national motorcycle organization has recognized the importance of this activity and requested funding to promote its Share

the Road motorcycle safety program on a statewide basis. Funding allocation based on the determined need and availability of funding.

#### Planned Activities in Countermeasure Strategy: Motorcycle Safety

State Funded MSF Education
State Funded MSF Training
State Funded Program Management
Program Management - (402)
MSF Paid Media - State and 405(f)

### **Program Area: Non-motorized (Pedestrian and Bicycle)**

#### Description of Highway Safety Problem

Oklahoma experienced 60 pedestrian and 16 pedal cyclist fatalities in 2018. The 5-year rolling average for fatalities projects little change in the number of bicyclist fatalities as well as an increase in the number of pedestrian fatalities over the next three years. Oklahoma has recognized this undesirable trend, but we have not been able to identify any specific behavioral or educational programs that have proven effective to any extent. For FY21, OHSO has expanded the bike and pedestrian safety partners to include INCOG from the Tulsa area, and ACOG and City of Oklahoma City in the Oklahoma City metropolitan area. We hope to see a drastic improvement in bike and pedestrian safety with these behavioral change campaigns. Section 402 and 405G funds will be utilized to address the Non-motorized program area.

#### Countermeasure Strategies for Pedestrian and Bicycle Safety

Pedestrian and Bicycle Public Information and Education
Pedestrian Safety - Conspicuity Enhancement
Pedestrian and Bicycle Program Management

#### Countermeasure Strategy: Pedestrian and Bicycle Public Information and Education

#### Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. Public Information and Education (PI&E) will be done through both paid media and earned media to support Pedestrian and Bicycle Safety efforts in Oklahoma. While all our enforcement projects are required to provide some type of PI&E each month, including Bike/Ped related education, paid media used. Public information and education is a primary countermeasure recognized as an effective part of any traffic safety program.

#### Linkage between Program Area

Effective program components that have worked over-time include:

- media coverage of enforcement and public information activities by the local press and radio and television stations.

- training of law enforcement officers in the benefits of bike-ped and methods of effective law enforcement.
- information activities aimed at target audiences; information activities coinciding with community events.

### Rationale for Selection

The proper use of designated bike/ped safety funding used to fund Bike/Ped Safety efforts statewide for the purposes and strategies outlined above and the activities listed.

### Countermeasure Strategy: Pedestrian Safety – Conspicuity Enhancement

#### Project Safety Impacts

Nearly 16% of pedestrian fatalities in 2014 involved pedestrians who were not visible – dark clothing, no lighting, etc. (NHTSA, 2016, Table 100). There are a few opportunities for improving pedestrian conspicuity. NHTSA’s child education program includes information about conspicuity messages targeting different age groups.

#### Linkage between Program Area

The purpose of enhancing conspicuity for pedestrians is to increase the opportunity for drivers to see and avoid pedestrians, particularly when it is dark, since this is when 74% of pedestrian fatalities occur nationally (NCSA, 2017a). The difficulty with most of these devices is that the user must decide in advance to take and use them. Due to the extra step and the appearance of the conspicuity enhancements not looking like “normal” clothing, they are very much underused. Pedestrians also tend to overestimate their own visibility, wrongly assuming if they can see vehicles that vehicles must see them (Karsh, Hedlund, Tyson, & Leaf, 2012).

### Rationale for Selection

Widespread use of retroreflective materials would increase the ability of drivers to detect pedestrians at night in time to avoid crashes. Pedestrians wearing good retroreflective materials, particularly materials that highlight a person’s shape and moving extremities (i.e., wrists and ankles), or widespread use of active (flashing) lights can be detected hundreds of feet farther than can pedestrians in normal clothing, even with low-beam illumination (Koo & Huang, 2015; Karsh, Hedlund, Tyson & Leaf, 2012; Zegeer et al., 2004, Strategy B5).

### Planned Activities for Countermeasure Strategy: Pedestrian and Bicycle Safety

Pedestrian and Bicycle Public Information and Education
Pedestrian Safety Conspicuity Enhancement
Pedestrian and Bicycle Community Outreach & Education
Pedestrian and Bicycle Program Area Management

## **Performance Report**

This being the inaugural Triennial Highway Safety Plan, with no previous set benchmarks to review, the OHSO will include the required performance report beginning in 2025 and continue with for all follow-on years.