

State of Oklahoma Annual Report 2006



Lt. J.C. Burris, #136
May 21, 1961 – November 24, 2006



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Dedication Page

This book is dedicated to the memory of Lt. J.C. Burris.

“Until the day of his death, no man can be sure of his courage.” – Jean Anouilh, Beckett, 1959

Lt. J.C. Burris, #136, Mr. Click It or Ticket, and Law Enforcement Liaison for the Oklahoma Highway Safety Office was truly a courageous man.

For three years, J.C. battled the horrible disease of cancer, all the while remaining the professional face of the Oklahoma Highway Safety Office. He was our star. No matter where you were with J.C. people recognized him, children looked up to him, women swooned over him, and men aspired to be like him. Go ahead... there's nothing wrong with admitting that – it was the case for us all.

Since his death, I have heard so many people comment that they had no idea how sick he was, or how advanced his cancer had become. That was J.C. He never wanted the sympathy that might come, but more impressively, he never gave in to the diagnosis himself. It was not uncommon for him to be going through a difficult round of chemotherapy only to show up at a traffic safety event the very next day.

When the Oklahoma Highway Safety Office selected J.C. to be our Law Enforcement Liaison, we hit the jackpot. That is not to say that the other candidates would not have been good choices, but J.C. was meant to come here. Prior to his arrival, the safety belt use rate in Oklahoma was 56%; today it is over 83%. He was a Certified Child Passenger Safety Instructor and trained hundreds of people in proper car seat installation. He added 1-day car seat training to the curriculum at the Oklahoma Highway Patrol Academy. He was active in Project Under 21. He led the “Ultimate” hitchhike to Dallas. And, he fought for traffic safety – ALWAYS!

It just seems there aren't enough words to describe Lt. J.C. Burris, #136. If you traveled with him, he was your protector; if you trained with him, he pushed you to be better; and if you had the distinct privilege of having long conversations with him as I did, he was often your conscious.

In my mind, courage is what happens when you are faced with a difficult and often-scary road, and choose to face it head-on without hesitation. It was the man, James Christopher Burris Jr. that showed that courage, and we are all blessed to have known him.

By: Cecilia Alsobrook (CA)
On behalf of the Oklahoma Highway Safety Office

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The Oklahoma Highway Safety Office

In 1965, Congress passed the Baldwin Amendment, which recommended the establishment of state highway safety offices. As a result of the Baldwin Amendment, Congress initiated a series of studies of the highway safety problem. The resolute of this congressional concern was the adoption of the Highway Safety Act of 1966. That Act stated that each state should have a highway safety program under the direction of the governor. It also established a series of uniform highway safety standards, which are now called "Program Areas."

The Highway Safety Act of 1970 created the National Highway Traffic Safety Administration (NHTSA) within the US Department of Transportation. NHTSA and the Federal Highway Administration (FHWA) were assigned specific responsibilities by the Act to administer selected portions of the highway safety program.

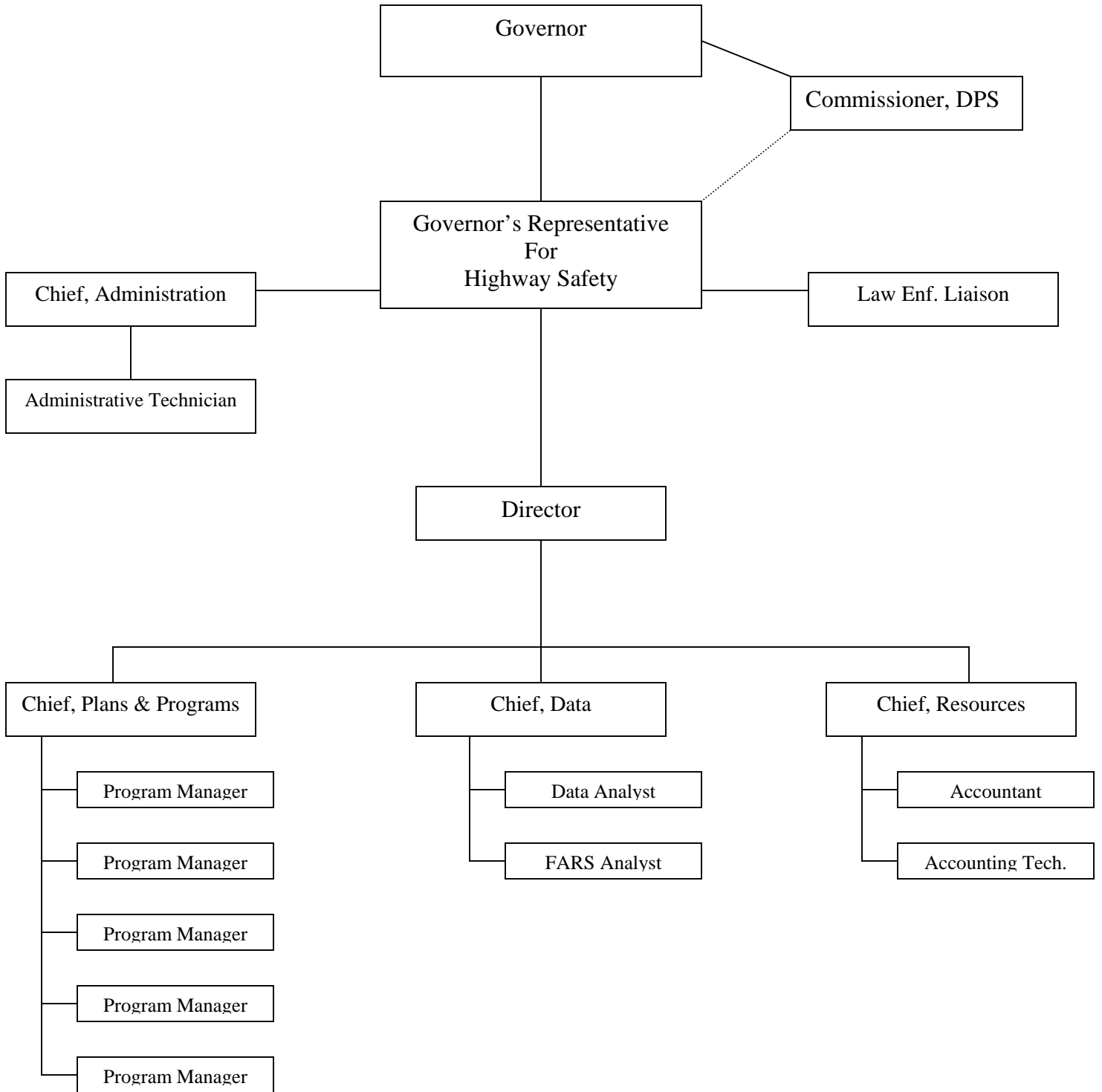
In 1967, the Oklahoma Legislature implemented the Federal Highway Safety Act of 1966 (Title 47, Section 40-107, OS 1970). The Governor was empowered to implement the Federal Highway Safety Act of 1966 by appointing a director and other necessary staff. As a result of this Act, the OHSO was created to receive and distribute funds allocated to Oklahoma under the Federal Highway Safety Act.

In 1976, House Bill 1791 was passed creating the Oklahoma Department of Transportation (ODOT). The Department was charged with carrying out the transportation policies, plans, and programs of the State. The legislation abolished the Oklahoma Highway Safety Coordinating Committee and made the OHSO a division of the ODOT. However, because of the necessity for close cooperation and communication with the Governor, the OHSO retained substantial independence in its day-to-day operations.

On July 1, 1993, the Oklahoma Legislature transferred OHSO to another host agency, the Oklahoma Department of Public Safety (DPS).

For fiscal year 2006, the Governor's Highway Safety Representative, Kaye E. Statton, administered the Oklahoma Highway Safety Office.

OKLAHOMA HIGHWAY SAFETY OFFICE



STAFF
(as of September 30, 2006)

Cecilia Alsobrook, *Chief of Plans and Programs*

Beverly Baker, *Chief of Resources*

Lt. J.C. Burris, *Law Enforcement Liaison*

Kathy Evans, *Data Analyst*

Christine Franklin, *Administrative Technician*

Rex Ice, *Program Manager*

Sharlene Jenks, *Secretary*

Jaurita Lee, *Program Manager*

Joe McDonald, *Director*

Vicki McWhorter, *FARS Assistant (part-time)*

Sue Rooks, *FARS Analyst*

Kaye Statton, *Governor's Representative*

Garry Thomas, *Program Manager*

Ronnie Thompson, *Communications Manager*

Jay Wall, *Program Manager*

Carol Williams, *Chief of Data*

Gail Yohe, *Accountant*

OKLAHOMA HIGHWAY SAFETY OFFICE

VISION

*Create and maintain an environment
where Oklahoma roadways are safe for everyone*

VALUES

Integrity

Service

Excellence

PRINCIPLES

Credibility

Teamwork

People

MISSION

*To combat the number and severity of traffic crashes
by developing and supporting
educational, enforcement, and engineering programs*

GOALS, OBJECTIVES AND STRATEGIES

GOAL: To reduce deaths, injuries, and societal costs resulting from traffic crashes.

OBJECTIVE: Develop and submit highway safety-related state legislation annually.

STRATEGY: Research and develop draft legislation by July 31.

STRATEGY: Submit draft legislation by August 31.

STRATEGY: Notify partners of proposed highway safety-related legislation.

STATUS: The OHSO was fully engaged in the discussion of highway safety-related legislation with State agencies and other partners interested in highway safety. The OHSO is attached to the DPS and normally legislative initiatives are funneled through DPS. Input to the process comes from myriad partners and channels. The Oklahoma highway Safety Forum, facilitated by the OHSO is one outstanding venue to consider possible legislative initiatives.

OBJECTIVE: Provide education on traffic safety-related issues.

STRATEGY: Distribute press releases addressing traffic safety events and issues.

STRATEGY: Sponsor and/or support educational events, and projects, and encourage partners' participation.

STRATEGY: Develop new, and improved, traffic safety-related materials.

STATUS: Press releases and conferences, educational events, mobilizations, and sports marketing are all methods used to educate the Oklahoma public. A total of 384,623 pieces of literature were distributed during FY06.

OBJECTIVE: Promote aggressive enforcement of Oklahoma laws relating to traffic safety.

STRATEGY: Support enforcement projects in the right areas, at the right times, with the right activities.

STRATEGY: Encourage increased law enforcement participation in traffic safety events.

STATUS: During FY06, almost 40 law enforcement agencies were funded to address some or all aspects of traffic enforcement. Most agencies were funded for the entire year, while others were funded during mobilization periods. Incentives were an excellent motivator for active participation and post reporting during mobilization periods.

OBJECTIVE: Increase occupant protection restraint use.

STRATEGY: Develop new, and improved, occupant protection messages and materials.

STRATEGY: Continue occupant protection emphasis in all programs.

STRATEGY: Fund and/or support projects in the right areas at the right times, with the right activities.

STATUS: Oklahoma continued its aggressive “Click it or Ticket” mobilization, using paid media and increased enforcement. New television and radio commercials were created to enhance the message. The OHSO’s sports marketing programs with university sports teams, and minor league teams in Oklahoma City and Tulsa, were noteworthy and highly effective in presenting educational safety restraint messages. Seat belt usage increased again for the ninth straight year to an all-time high of 83.7%, which places Oklahoma above the national average for the third consecutive year. Child restraint use also increased to 86.7%

OBJECTIVE: Initiate new, and improve existing partnerships.

STRATEGY: Identify and evaluate new and existing partnerships and understand issues and agendas.

STATUS: The OHSO actively sought new partners. The annual statewide highway conference hosted by the OHSO continued to provide an excellent venue to communicate with partners and all who chose to participate. Attendees represented a variety of organizations and agencies, local, county, regional, state, federal, etc. The Oklahoma Highway Safety Forum also has a varied representation of groups. The Forum met bimonthly.

GOAL: *To be the statewide leader in the highway traffic safety community.*

OBJECTIVE: Inform people and organizations concerning traffic safety statistics and topical issues.

STRATEGY: Publish DPS Crash Fact Book.

STRATEGY: Publish pertinent studies.

STRATEGY: Coordinate the traffic safety forum.

STATUS: The Crash Fact Book continued to be an excellent source of crash data. The availability of the data has improved significantly, and the 2005 book was published this year. OHSO Fact Sheets are also regularly published. The annual traffic safety forum is a mainstay for highway safety professional and advocates, and continued to receive high marks for its content and organization.

OBJECTIVE: Market the OHSO and its products and services.

STRATEGY: Educate customers and the public on available safety resources (in and out of the OHSO).

STRATEGY: Develop new, and improve current, OHSO-related materials.

STRATEGY: Identify appropriate partnerships and understand their issues and agendas.

STRATEGY: Create and maintain mailing lists to keep key people and organizations informed.

STRATEGY: Brief agencies, organizations, and the public on OHSO functions.

STRATEGY: Sponsor and conduct workshops, training events, and conferences.

STATUS: OHSO education materials are advertised and distributed throughout the State. While there is currently no “count” of hits on the DPS/OHSO web site, customer feedback leads the OHSO to believe it received regular use. We know our partners and work well with them. Our mailing lists are well maintained and updated frequently. Our partners know what we are doing, and where we are headed. Through meetings, forums, monthly metro area law enforcement meetings, the Traffic Records Council, etc., information is flowing out of, as well as into, the OHSO.

GOAL: To improve data collections and analysis, and expedite the availability of information to customers and partners.

OBJECTIVE: Improve OHSO Internet capabilities

STRATEGY: Improve OHSO page on DPS website.

STRATEGY: Evaluate other traffic safety-related web sites and usage.

STRATEGY: Explore site options with DPS and others.

STRATEGY: Review and update web site contents.

STATUS: After much review and DPS approval, OHSO created a new website which will go live on January 1, 2007. This new site will include online mobilization reporting capabilities, a calendar of events, and many new and improved features. The website can be updated within the OHSO office, assuring information will appear in a timely manner.

OBJECTIVE: Improve data collection, analysis, and problem identification.

STRATEGY: Update and maintain analytical hardware and software.

STRATEGY: Brief Oklahoma Highway patrol and other law enforcement academies on the importance of thorough data collection.

STRATEGY: Continue training in data analysis and problem identification with internal and external customers.

STATUS: Major changes have occurred in the traffic records area. Oklahoma had a traffic records assessment in December 2004. All Crash data are currently being entered within one business day of receipt. The new crash form is complete and will be implemented on January 1, 2007. Officer training has been made available to every officer statewide and was completed in December. A new Collision Training Manual was distributed at all training sessions. The new collision form and manual are also both available on line. The Oklahoma TraCS pack currently includes six forms: Collision Form, Insurance Information Exchange form, Contact form, Officer Activity Form, Arrest Record and Stored Vehicle Form. Six officers will participate in the pilot phase of the Oklahoma TraCS project in early 2007. All citation data are currently entered within one week of receipt. An online conviction reporting system is now available, with 129 participating courts. A new TraCS e-citation is currently under development for the OHP.

OBJECTIVE: Determine customers' needs for increased availability and distribution of information.

STRATEGY: Create and use customer surveys.

STRATEGY: Capture and analyze information requests.

STATUS: Surveys are used to evaluate meetings, forums, etc. The distribution and type of literature distributed is captured on an ongoing basis and evaluated each year.

GOAL: To evaluate programs for the purpose of measuring effectiveness and identifying areas for improvement.

OBJECTIVE: Review and evaluate highway safety functions.

STRATEGY: Conduct internal review of key OHSO documents.

STRATEGY: Continually review and update policy and procedures instructions.

STRATEGY: Conduct internal management reviews.

STATUS: OHSO documents are evaluate on an ongoing basis. The NHTSA provides feedback on each plan and Annual Report. Policies and procedures are current and receive a detailed review at least annually by the entire OHSO staff. Copies of the policy and procedure instructions are provided to the NHTSA regional office for their review and potential feedback if any.

OBJECTIVE: Evaluate customer satisfaction.

STRATEGY: Develop and use OHSO customer surveys.

STATUS: The annual OHSO Traffic Safety Forum provides attendees, representing a variety of organizations and agencies, local, county, regional, state, federal, non-profit, etc., the opportunity to discuss pertinent traffic safety issues. Various surveys are conducted each year providing the attendees the opportunity to plans future OHSO media campaigns, and evaluate needed services, etc.

EXECUTIVE SUMMARY

PROGRAM PERFORMANCE GOALS

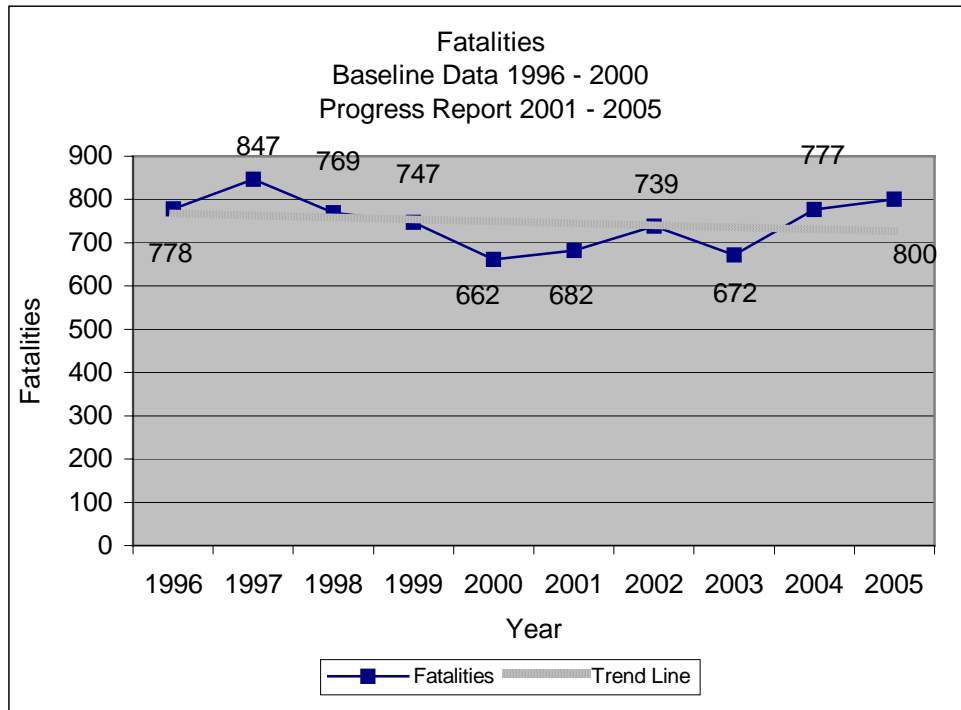
OBJECTIVE: To reduce deaths, injuries, and societal costs resulting from traffic crashes.

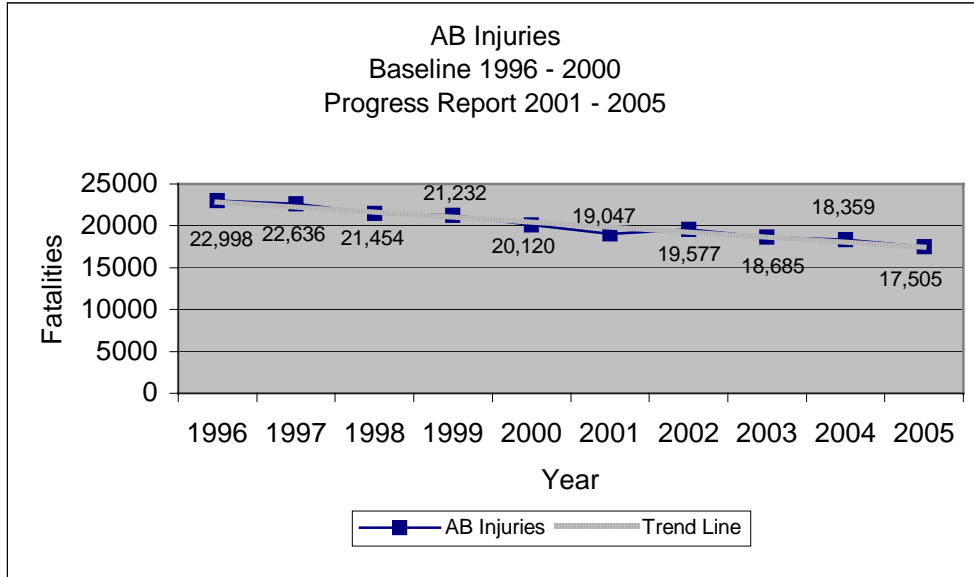
STATUS: In 2005, there were 800 fatalities. This is 3.0% above the 777 fatalities in 2004. From a high of 847 fatalities in 1997, fatalities decreased 21.8% to 662 in 2000. The year 2000 had the lowest number of fatalities in the 10-year period. Since 2000, fatalities increased each year with the exception of 2003.

In 2005, there were 17,505 incapacitating (A) and non-incapacitating (B) injuries. This is 4.6% below the 18,359 AB injuries in 2004. With the exception of 2002, AB injuries decreased each year to a low of 17,505 in 2005.

Fatalities and AB Injuries

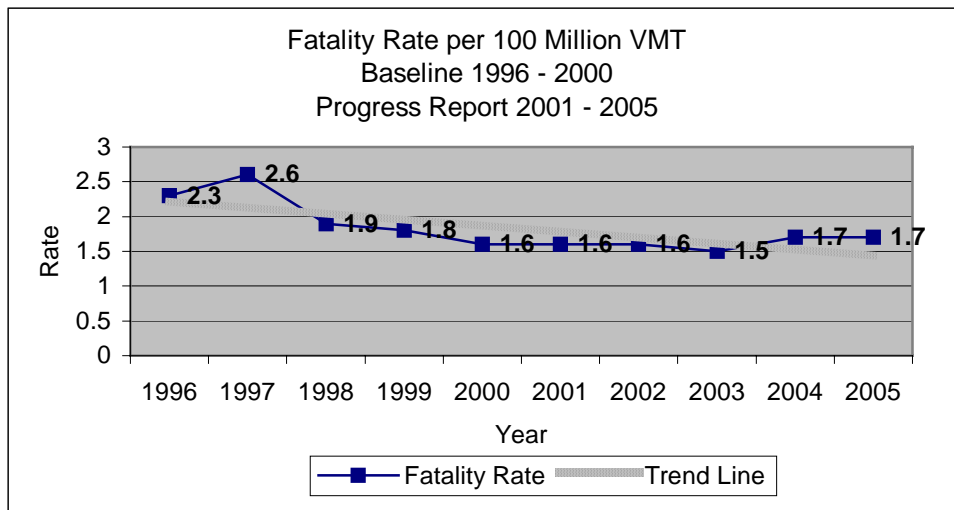
Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	778	847	769	747	662	682	739	672	777	800
AB Injuries	22,998	22,636	21,454	21,232	20,120	19,047	19,577	18,685	18,359	17,505





OBJECTIVE: To reduce the fatality rate per 100 Million VMT from 1.5 in 2003 to 1.3 by 2007.

STATUS: In 2005, the VMT was 1.7 per 100 million VMT. The fatality rate per 100 million VMT peaked at 2.6 in 1997. Since then, the fatality rate decreased until it reached a new low of 1.5 in 2003. However, in 2004 and 2005 the fatality rate increased to 1.7.

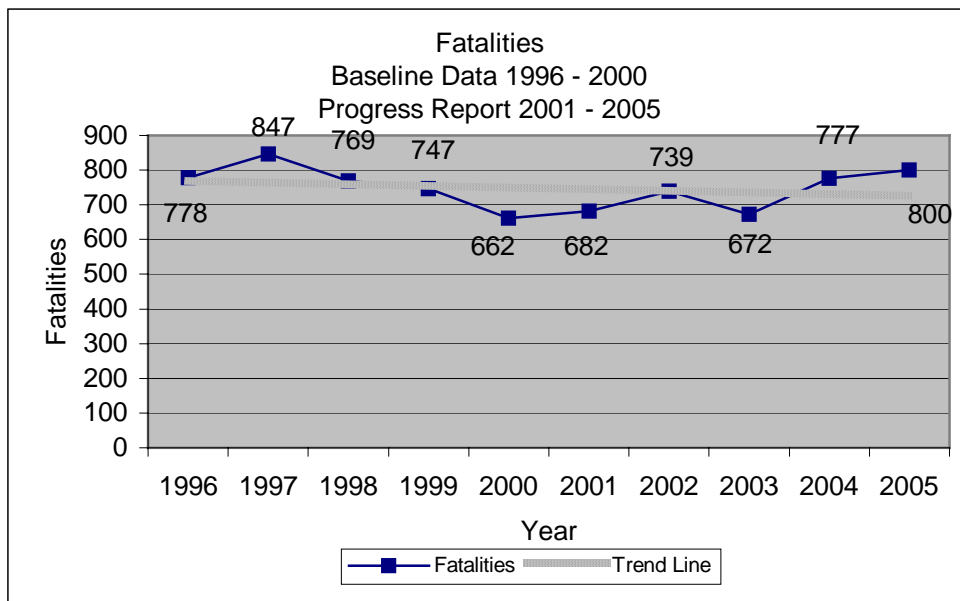


OBJECTIVE: To reduce fatalities by 1% annually from 672 in 2003 to 645 by 2007.

STATUS: In 2005, there were 800 fatalities. This is 3.0% above the 777 fatalities in 2004. From a high of 847 fatalities in 1997, fatalities decreased 21.8% to 662 in 2000. There was an increase of 3.0% in 2001 and an 8.4% increase in 2002. In 2003, there was a decrease of 9.1% from 2002. In 2004, there was an increase of 15.6% over 2003.

Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	778	847	769	747	662	682	739	672	777	800

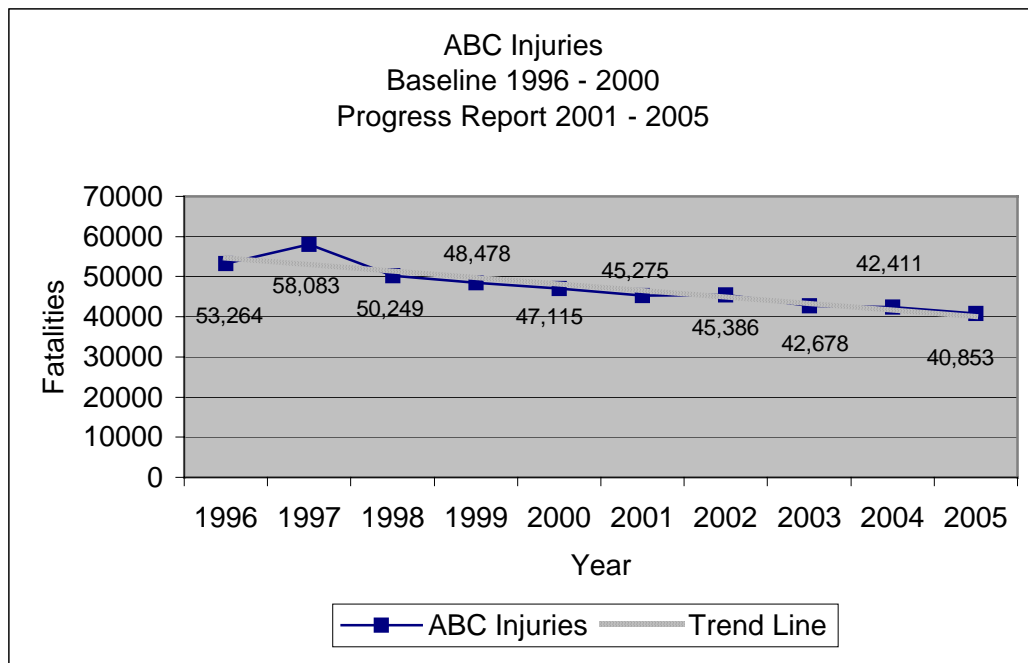


OBJECTIVE: To reduce injuries by 1% annually from 42,678 in 2003 to 40,997 by 2007¹.

STATUS: In 2005, there were 40,853 incapacitating (A), non-incapacitating (B), and possible (C) injuries. This is 3.7% below the total 42,411 injuries in 2004 and the lowest number of injuries in the 10-year period. With the exception of 1997, injuries between 1996 and 2002 declined each year. 2002, however, increased 2.4% over 2001. From 2002 to 2003 there was a 6.0% decrease. The 10-year period shows a steady decline in the number of injuries from a high of 58,083 in 1997 to a low of 40,853 in 2005.

ABC Injuries

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
AB Injuries	53,264	58,083	50,249	48,478	47,115	45,275	45,386	42,678	42,411	40,853



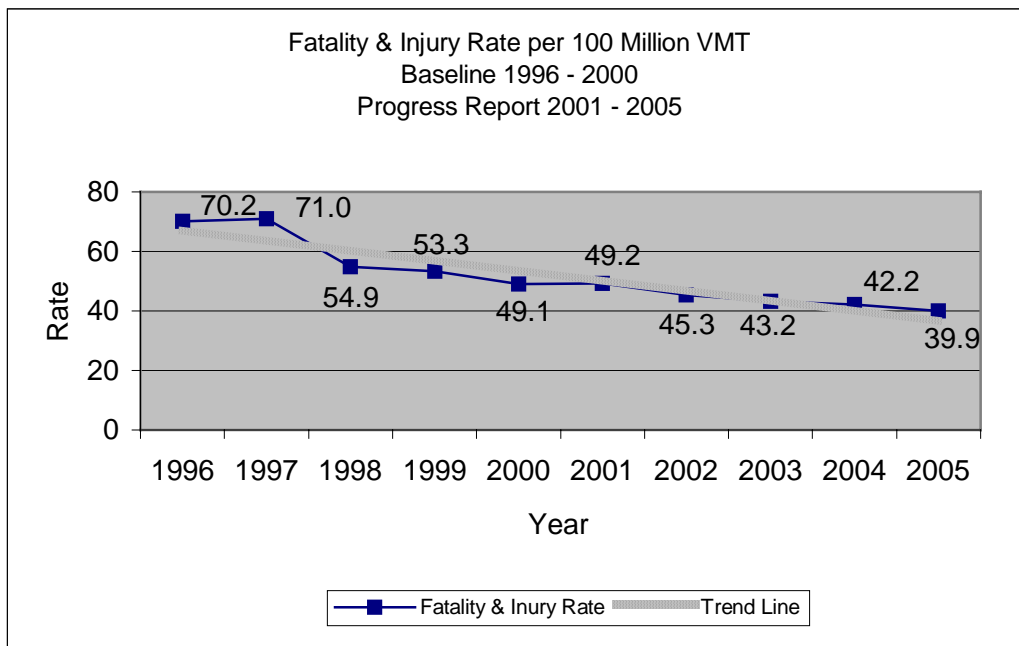
¹ Includes incapacitating, non-incapacitating, and possible injuries.

OBJECTIVE: To reduce fatality and serious injury² rate per 100 Million VMT from 43.2 in 2003 to 41.5 by 2007.

STATUS: In 2005, the fatality and serious injury rate was 39.9 per 100 Million VMT in 2005. This is a decrease from the 2004 rate of 43.2 fatalities and serious injuries per 100 Million VMT. The fatality and injury rate per 100 Million VMT decreased from 70.2 in 1996 to 39.9 in 2005.

Fatality & Injury Rate

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatality & Injury Rate	70.2	71.0	54.9	53.3	49.1	49.2	45.3	43.2	42.2	39.9



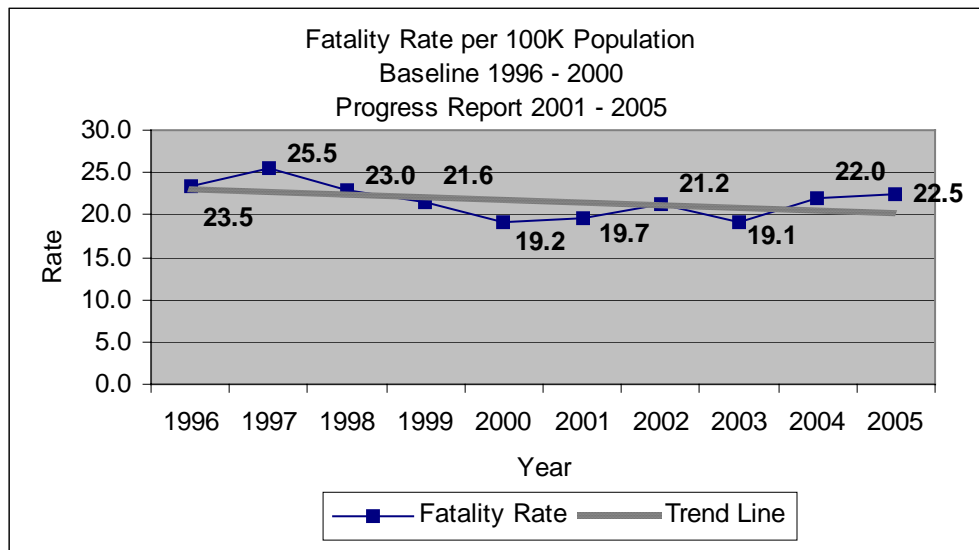
² Serious injury includes incapacitating and non-incapacitating injuries only.

OBJECTIVE: To reduce the fatality rate per 100K population from 19.1 in 2003 to 18.4 by 2007.

STATUS: *In 2005, the fatality rate per 100K population was 22.5. The fatality rate per 100K population decreased during the baseline years of 1996 - 2000. However, the fatality rate per 100K population increased during the years 2001 – 2005.*

Fatality Rate per 100K Population

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatality Rate	23.5	25.5	23.0	21.6	19.2	19.7	21.2	19.1	22.0	22.5

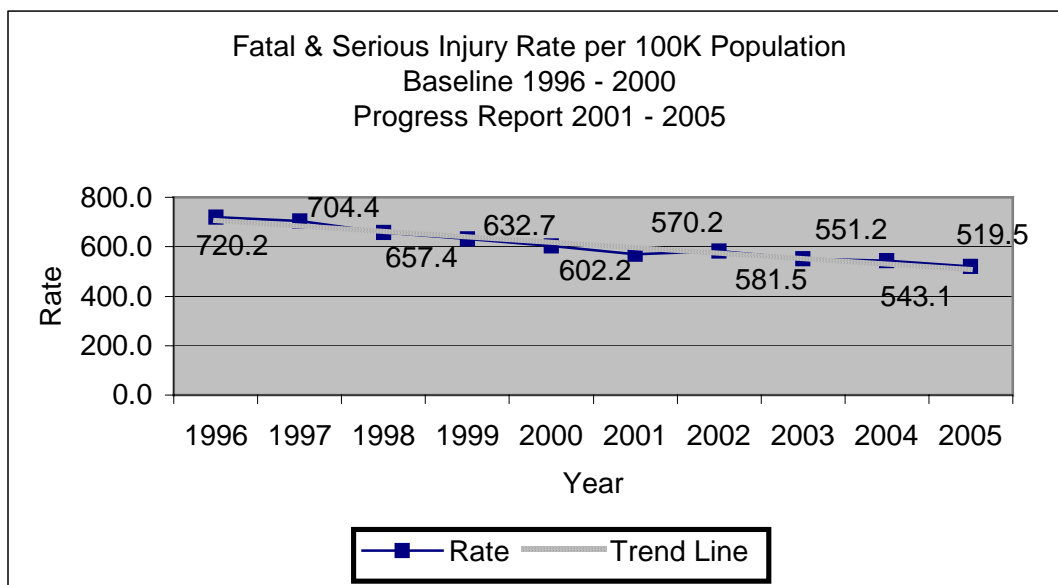


OBJECTIVE: To reduce the fatal and serious injury rate per 100K population from 551.2 in 2003 to 529.5 by 2007.

STATUS: In 2005, the fatal and serious injury rate per 100K population was 519.5. Comparison of the baseline years 1996-2000 to the years 2001-2005 shows the fatal and serious injury rate per 100K population declined during each time period from a high of 720.2 in 1996 to a low of 519.5 in 2005.

Fatal & Serious Injury Rate per 100K Population

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Rate	720.2	704.4	657.4	632.7	602.2	570.2	581.5	551.2	543.1	519.5



ALCOHOL/DRUG

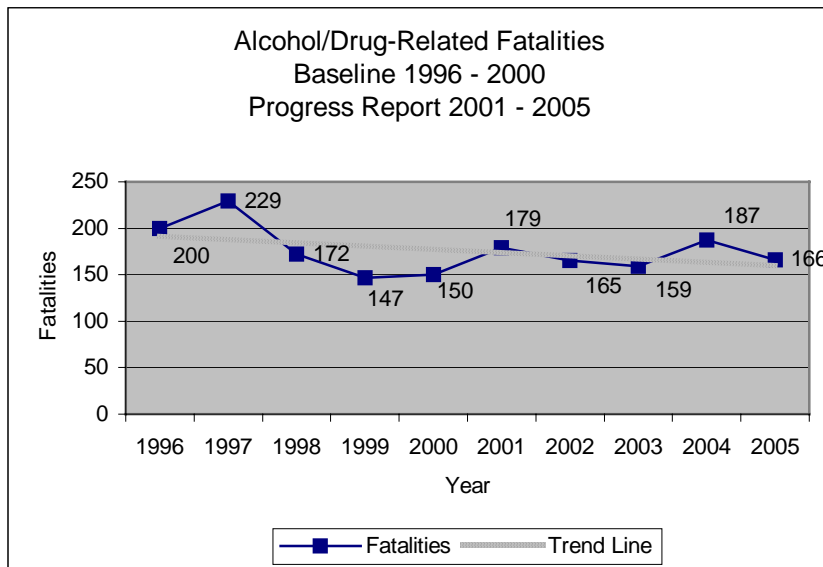
OBJECTIVE: To reduce Alcohol/Drug-Related fatalities by 1% annually from 169³ in 2003 to 162 by 2007.

STATUS: In 2005, there were 166 Alcohol/Drug-Related fatalities⁴. Of the 800 fatalities in 2005, 20.7% were Alcohol/Drug-Related. The 10-year period shows a downward trend in the number of Alcohol/Drug-Related fatalities.

From 1996-1999, fatalities in Alcohol/Drug-Related crashes show a downward trend with the exception of 1997. There were increases in 2000 and 2004. In 2002 there was a decrease and 2005 decreased 1.1% from the previous year.

Alcohol/Drug-Related Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	200	229	172	147	150	179	165	159	187	166



³ The correct number should be 159; however, because of a typographical error when the objectives were written, the number was recorded as 169. For consistency, this number has not been changed.

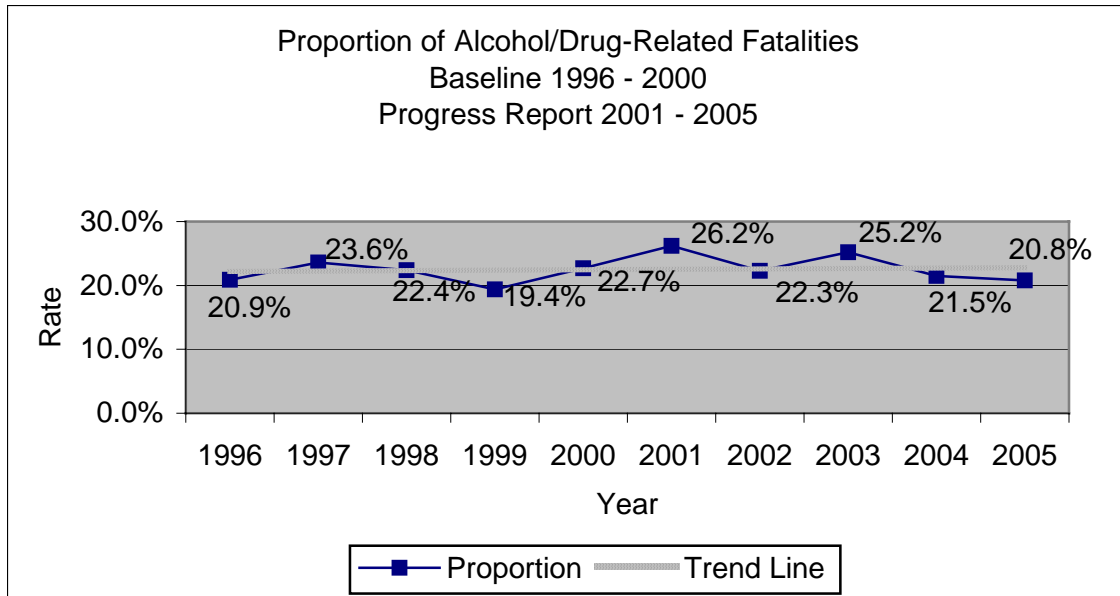
⁴ Alcohol/Drug-Related fatalities do not correspond to FARS data. The FARS analyst in Oklahoma has access to additional data not used by the Oklahoma Department of Public Safety.

OBJECTIVE: To maintain the proportion of Alcohol/Drug-Related fatalities at 25.2% and reduce if possible.

STATUS: In 2005, the proportion of Alcohol/Drug-Related fatalities was 20.8%. **This is below 2003 with 25.2% and 2004 with 21.5% of the total fatalities. It is also below the objective of 25.2%.**

Proportion of Alcohol/Drug-Related Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Proportion	20.9%	23.6%	22.4%	19.4%	22.7%	26.2%	22.3%	25.2%	21.5%	20.8%



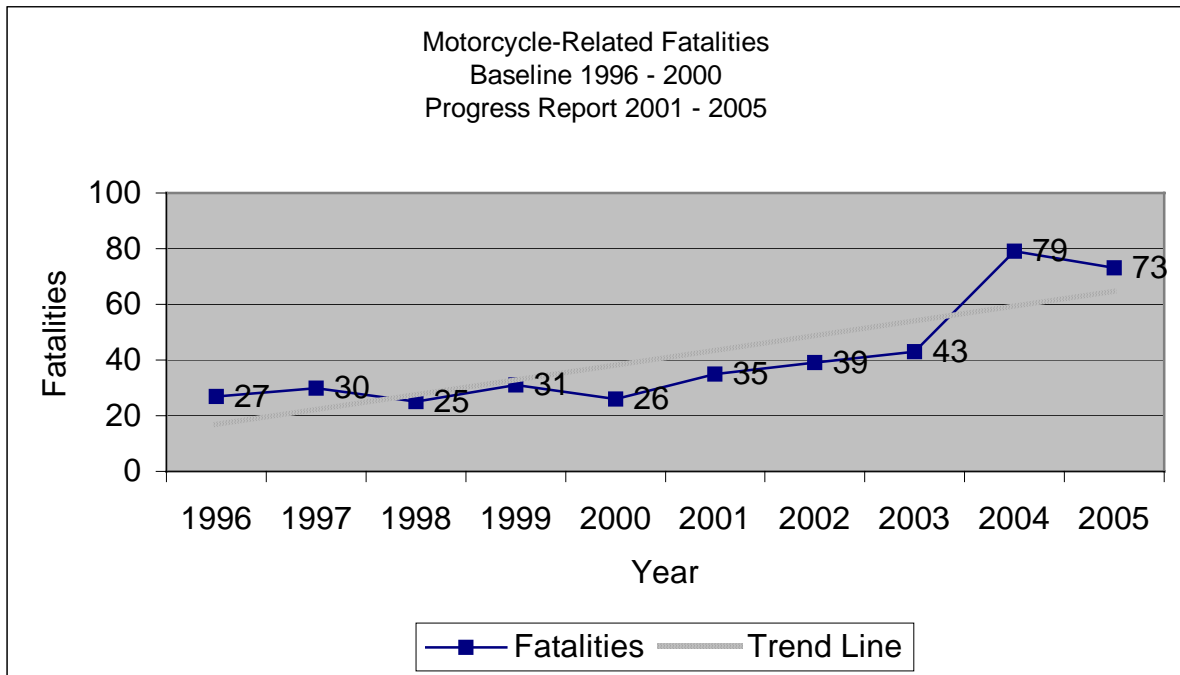
MOTORCYCLE SAFETY

OBJECTIVE: To reduce motorcycle-related fatalities from 43 in 2003 to 41 by 2007.

STATUS: In 2005, there were 73 motorcycle-related fatalities. In 2005, motorcycle fatalities accounted for 9.1% of the total fatalities. **The proportion of motorcycle fatalities in the baseline years from 1996 to 2000 ranged from a low of 3.2% in 1998 to a high of 4.1% in 1999. From 2001 through 2005 the proportion of motorcycle fatalities increased each year from a low of 5.1% in 2001 to a high of 10.2% in 2004.**

Motorcycle-Related Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	27	30	25	31	26	35	39	43	79	73



OCCUPANT PROTECTION

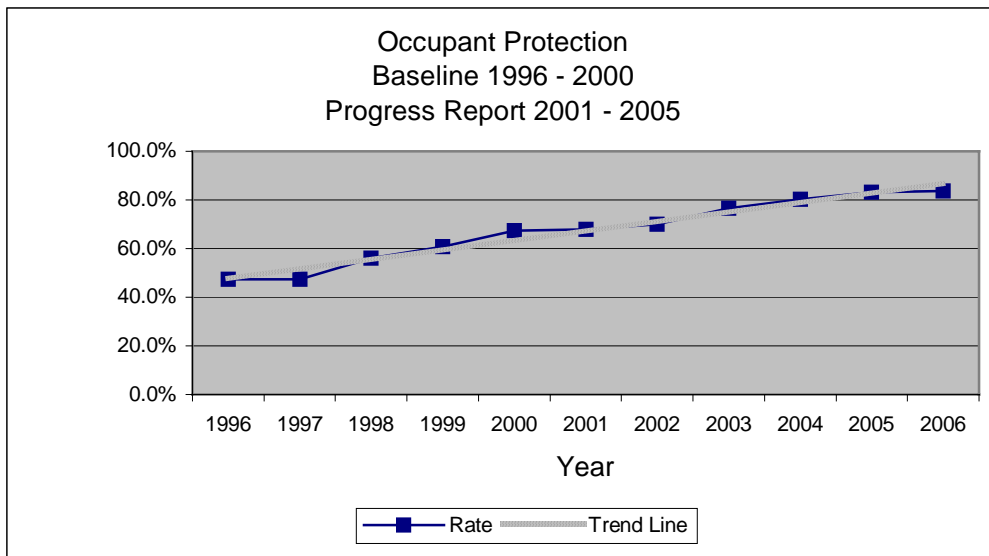
OBJECTIVE: To increase safety belt use from 83.1% in 2005 to 84% by 2006.
 To increase safety belt use from 83.1% in 2005 to 85% by 2008.

STATUS: The 2006 statewide survey shows the current seat belt use rate as 83.7%.

“A comparison of the summer 2005 and the summer 2006 survey results reveal that statewide safety belt use increased by a statistically significant 0.6 of a percentage point (from 83.1 percent to 83.7 percent). The usage for summer 2006 is the highest since the summer of 1998 when weighted data began to be used. All five regions experienced an increase in seatbelt use over 2002 with the largest increase in Tulsa County (18.2 percentage points).”⁵

Occupant Protection

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Rate	47.5%	47.4%	56.0%	60.7%	67.5%	67.9%	70.1%	76.7%	80.3%	83.1%	83.7%



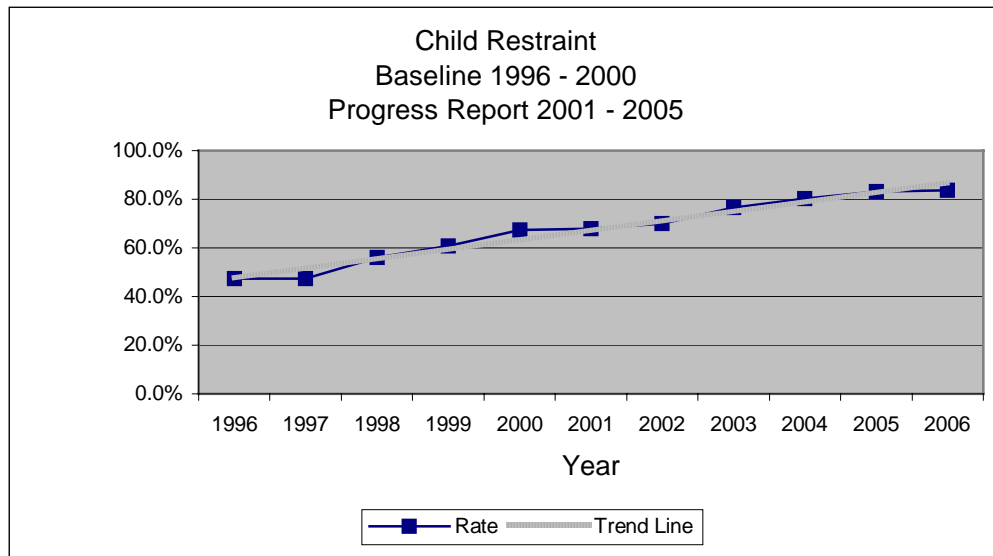
⁵ Thomas E. James, Ph.D., Kathy Hall, and Matthew Krimmer. Oklahoma Seat Belt Observation Study: Summer 2006. University of Oklahoma. Norman, Oklahoma, p. iv.

OBJECTIVE: To increase child restraint use from 82.7% in 2005 to 84% in 2006.
 To increase child restraint use from 82.7% in 2005 to 85% by 2008.

STATUS: “Overall, the combined percentage of children who were properly restrained increased from 66.0% in 2001 to 86.7% in 2006. **Over this 6-year period, the protection rate for infants increased from 72.3% to 78.4%, while the percentage of small children who were properly restrained increased from 64.9% to 87.6%. The rates for Oklahoma infants and small children using any type of restraint (car seat, booster seat, seat belt) compare very favorably with the national data.”⁶**

Child Restraint

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Rate	53.0%	51.8%	54.4%	62.5%	76.8%	66.0%	77.4%	75.7%	80.6%	82.7%	86.7%



⁶ Thomas E. James, Ph.D., Kathy Hall, and Matthew Krimmer. *Statewide Child Restraint Survey: July 2006*. University of Oklahoma. Norman, Oklahoma, p. ii.

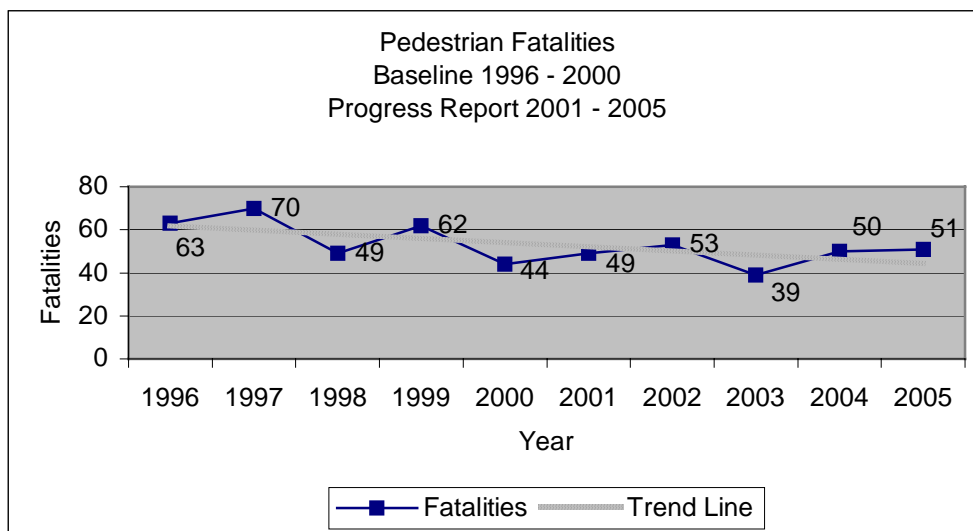
PEDESTRIAN AND BICYCLE

OBJECTIVE: To reduce pedestrian fatalities from 39 in 2003 to 37 by 2007.

STATUS: In 2005, there were 51 pedestrian fatalities. **Pedestrian fatalities accounted for 6.4% of the total 800 fatalities in 2005. Pedestrian fatalities peaked at 70 in 1997. There was an increase in 1999 and another one in 2002 and 2004. The number of pedestrian fatalities increased 2.0% from 2004 to 2005. The baseline years averaged 57 fatalities per year. From 2001 to 2005, the average was 48 per year.**

Pedestrian Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	63	70	49	62	44	49	53	39	50	51

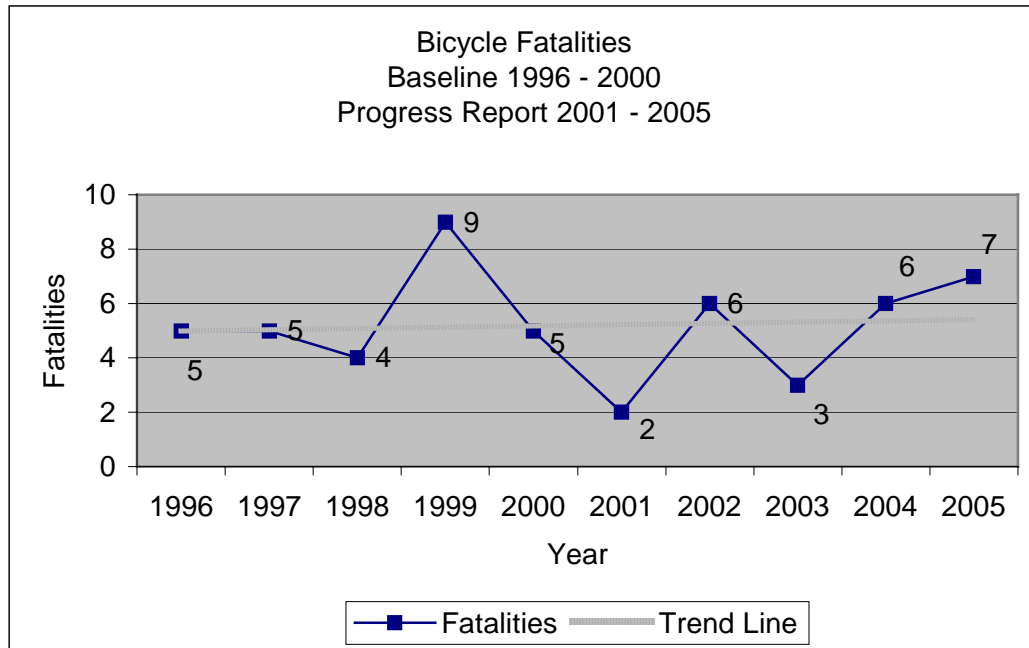


OBJECTIVE: To reduce bicycle fatalities from three in 2003 to two by 2007.

STATUS: In 2005, there were seven bicycle fatalities. **Bicycle fatalities accounted for less than one percent of the total 800 fatalities in 2005. The number of fatalities increased from six in 2004 to seven in 2005. The baseline years from 1996 to 2000 averaged six bicyclist fatalities per year. The last five years from 2001 to 2005 averaged five fatalities per year.**

Bicycle Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	5	5	4	9	5	2	6	3	6	7



POLICE TRAFFIC SERVICES

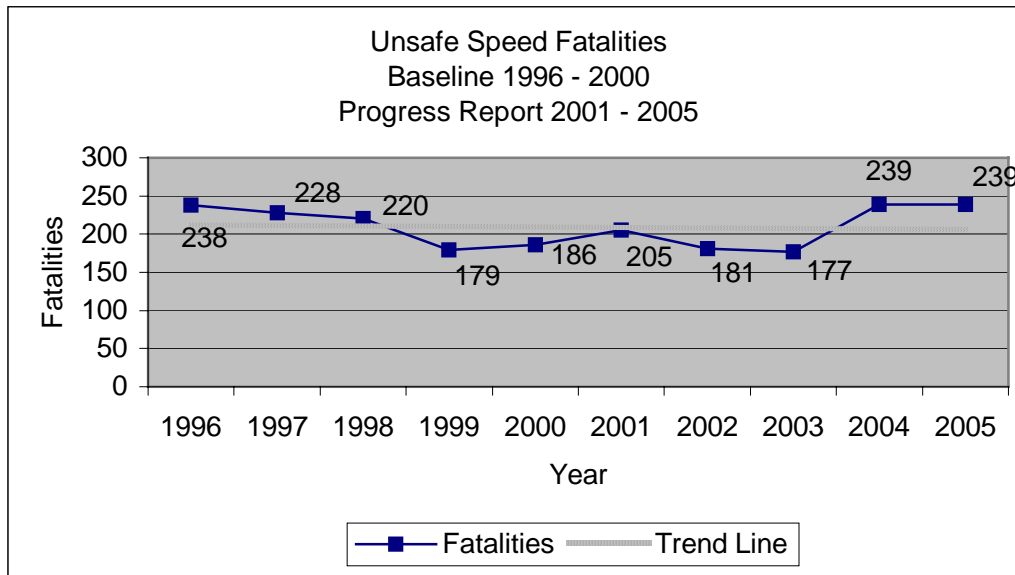
OBJECTIVES: To reduce fatalities caused by Unsafe Speed by 3.0% from 177 in 2003 to 172 by 2007.

STATUS: In 2005, there were 239 fatalities caused by Unsafe Speed. **Fatalities increased 35.0% from 177 in 2003 to 239 in 2004. The number of fatalities remained at 239 in 2005. The baseline years 1996-2000 averaged 210 fatalities per year, while the years 2001-2005 averaged 208 fatalities per year. There is little difference in the number of fatalities that occurred between the two time periods.**

The year 2003 had the lowest number of fatalities caused by Unsafe Speed, while the years 2004 and 2005 had the highest number.

Unsafe Speed Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	238	228	220	179	186	205	181	177	239	239

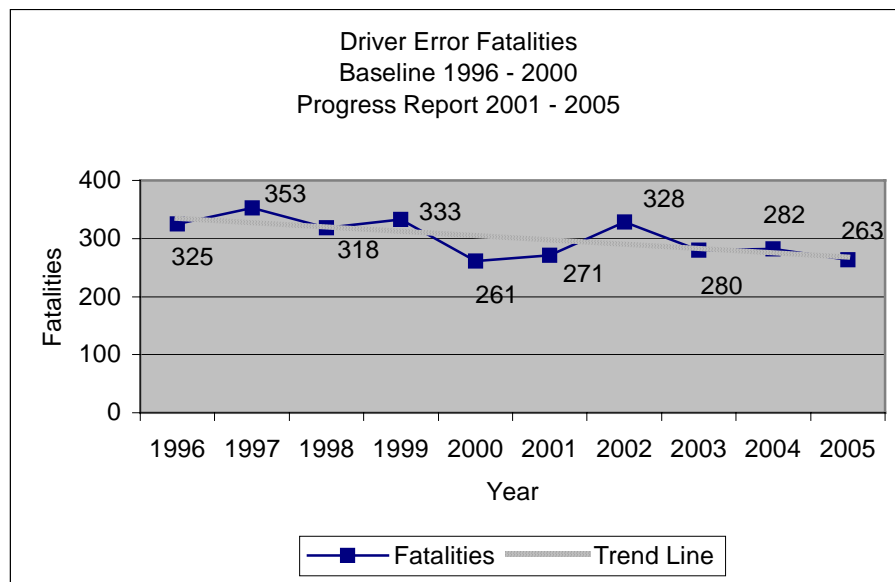


OBJECTIVE: To reduce fatalities caused by Driver Error⁷ by 2% from 280 in 2003 to 272 by 2007.

STATUS: In 2005 there were 263 fatalities in Driver Error crashes. In 2005, in Driver Error crashes decreased 6.7% from 2004. Fatalities in Driver Error crashes accounted for 32.9% of the total fatalities in 2005. The baseline years 1996-2000 averaged 318 fatalities per year, while the years 2001-2005 averaged 284 fatalities per year. Fatalities in Driver Error crashes trended downward when comparing the baseline years to 2001 through 2005.

Driver Error Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	325	353	318	333	261	271	328	280	282	263



⁷ Driver Error is an aggregate group composed of the following principal causes: *Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane, and Wrong Way.*

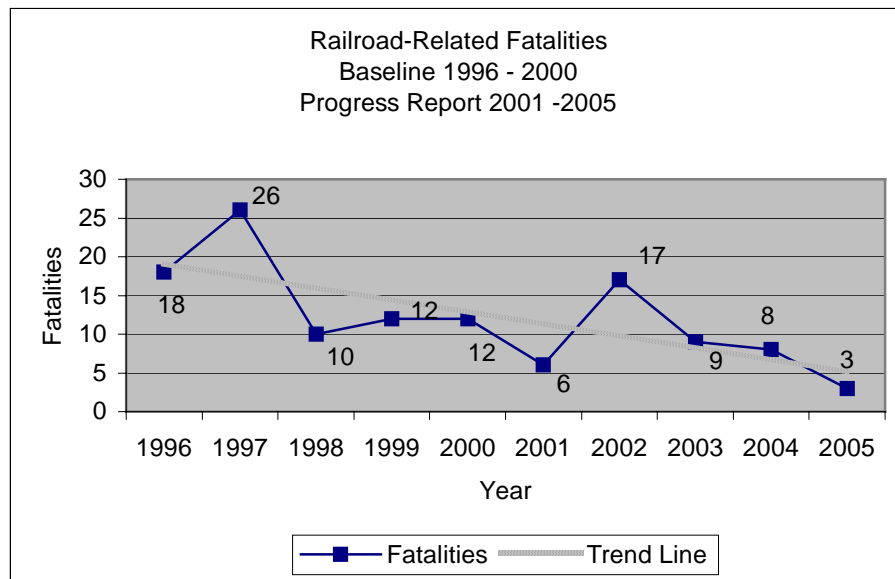
RAILROAD

OBJECTIVE: To reduce railroad fatalities from nine in 2003 to seven by 2007.

STATUS: *In 2005, there were three fatalities in crashes involving trains. There were five fewer fatalities in 2005 than there were in 2004. During the baseline years 1996-2000, fatalities in railroad-involved crashes averaged 16 per year. The years 2001-2005 averaged nine fatalities per year. The years 2001-2005 are considerably lower than the baseline years.*

Railroad-Related Fatalities

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	18	26	10	12	12	6	17	9	8	3



Crash Data and Trends

Baseline Data 1996 – 2000
Progress Report Data 2001 – 2005

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities (Actual)	775	846	769	747	662	682	739	671	777	800
Fatality Rate (100M VMT)	2.3	2.6	1.9	1.8	1.6	1.6	1.6	1.5	1.7	1.7
Injuries ⁸ (Actual)	53,264	58,083	50,249	48,478	47,115	45,275	45,386	42,678	42,411	40,853
Injuries ⁹ (Serious)	23,002	22,520	21,372	21,085	20,118	19,047	19,577	18,685	18,359	17,505
Fatality & Serious Injury Rate (100M VMT)	70.2	71.0	54.9	53.3	49.1	46.2	45.3	43.2	42.2	39.9
Fatality Rate (100K Pop.)	23.5	25.5	23.0	21.6	19.2	19.7	21.2	19.1	22.0	22.5
Fatality & Serious Injury Rate (100K Pop.)	720.2	704.4	657.4	632.7	602.2	570.2	581.5	551.2	543.1	519.5
Alcohol/Drug-Related Fatalities	162	200	172	145	150	179	165	169	167	166
Proportion of Alcohol/Drug-Related Fatalities	20.9%	23.6%	22.4%	19.4%	22.7%	26.2%	22.3%	25.2%	21.5%	20.7%
Alcohol/Drug-Related Fatalities (100M VMT)	.48	.61	.43	.35	.35	.42	.37	.38	.37	.36
Motorcycle Fatalities (Actual)	27	30	25	31	26	35	39	43	79	73
Motorcycle Fatality Rate (100M VMT)	.07	.07	.06	.07	.06	.08	.09	.10	.17	.16
Motorcycle Fatality Rate (100K Pop.)	.78	.87	.72	.90	.75	1.01	1.12	1.22	2.24	2.07
Unsafe Speed Fatalities	238	228	220	179	186	205	181	177	239	239
Driver Error ¹⁰ Fatalities	325	353	318	333	261	271	328	280	282	307
Pedestrian Fatalities	63	70	49	62	44	49	53	39	50	51
Bicycle Fatalities	5	5	4	9	5	2	6	3	6	7
Train Fatalities	18	26	10	12	12	6	17	9	8	2

⁸ Includes Incapacitating, Non-incapacitating and Possible injuries.

⁹ Includes Incapacitating and Non-incapacitating injuries.

¹⁰ Driver Error is an aggregate group composed of crashes with the following principal causes: Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed Too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane, Wrong Way.

Proportions of Population Using Safety Belts

1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
47.4%	56.0%	60.7%	67.5%	67.9%	70.1%	76.7%	80.3%	83.1%	83.7%

Child Restraint Use

1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
51.9%	54.4%	62.5%	71.7%	66.0%	77.4%	75.7%	80.6%	82.7%	86.7%

HIGHLIGHTS

October:

Project Directors' Class Held

With a brand new curriculum, OHSO conducted its annual Project Directors' Training course, October 11-13 in Tulsa. A total of 34 were in attendance at the 2-day course. All modules were completely rewritten, and a new component was added allowing experienced Project Directors the opportunity to "mentor" newer ones. The class received excellent evaluations.

[Right: 2005 OHSO Project Directors shown in yellow shirts, OHSO staff members shown in blue shirts.]



Football Sponsorships Held

Three major sports marketing campaigns took place during October. On October 1, OHSO was the sponsor of the OU v. Kansas State football game. This activity was followed on October 8, with the sponsorship of the OSU v. Missouri football game. Over 125,000 people were in attendance at both events, which featured radio interviews with OHSO staff members, pre-game educational booths, and public service announcements during the games. The OU game also included the added value of 10,000 inflatable OU flags that contained the "Click It or Ticket" message. The flags were distributed to the entire student section, and paid for entirely by Sooner Sports Properties.

On Friday, October 7, the OHSO sponsored "The Ultimate Hitchhike" to Dallas for the OU v. Texas game the following day. Local radio personality, and former Baltimore Oriole Jim Traber sent the buckle up message loud and clear to fans as they traveled to Dallas.

November:

Holiday "Cheers"

AAA Oklahoma held a Great Pretenders Mocktails Mix-off on November 30 to promote the use of festive non-alcoholic drinks at parties, and the need for designated drivers. OHSO co-sponsored the affair along with the Bricktown Rotary Club and the Oklahoma Ignition Interlock Association. Seven bartenders entered the event, which was judged by members of the media and an Oklahoma legislator.

Data Check

The status of Oklahoma's crash and citation records management system has improved tremendously since early November 2004. Nearly 76,000 crashes have been coded and entered, and more than 400,000 citations have been processed. What was once a 14-month backlog of crashes has been reduced to only two months, while the nearly 2-year backlog of out-of-state convictions has been reduced even more dramatically to a 7-day process. These changes were funded through NHTSA's 411 and FMCSA's CDL and CVARS and involved tremendous efforts by DPS Records Management, ODOT Traffic Engineering and OHSO employees.

December:

New Crash Form Approved

On December 9, the Oklahoma Traffic Records Council's Subcommittee, on the Oklahoma Crash Form, briefed DPS Commissioner Kevin Ward, selected DPS staff, and others on the Subcommittee's development of the significantly revised State crash form. Commissioner Ward was very complimentary of the presentation made by OHSO's Kathy Evans, Subcommittee Chair, as well as of the process and results. Basically, the new form was approved, with only two areas to revisit. Final approval of the new Oklahoma crash form was received December 19. The new crash form will become effective January 1, 2007. The year 2006 will be used for training, software revisions, etc.

Troopers Trained and Ready

Two days prior to graduation, 49 Oklahoma Highway Patrol Cadets were given 1-day child passenger safety training on December 14. The training was coordinated by Lt. J.C. Burris, Law Enforcement Liaison, and conducted by Pam Stottman, EMSA. Assisting in the hands-on portion of training were OHSO certified technicians and/or instructors, Cecilia Alsbrook, Jaurita Lee, and Jay Wall. The 49 cadets became troopers on December 16, and will begin patrolling the State immediately. *[Right: An OHP cadet installs a child*



January:

Annual Forum Conducted

With record turnout, the OHSO held its annual Statewide Highway Safety Forum January 24. One hundred and fifty-two people attended the Forum. General sessions titled, "The Journey to Leadership," and "Reducing DUI Processing Time," as well as a media panel, were all well received by attendees. Special luncheon speakers were Georgia Chakiris, NHTSA, and Betsy Benkowski, FMCSA. During the awards' program, the OHSO Duane Clark Memorial Award was presented to Ginger Miller of the Oklahoma Department of Transportation. Miller is a 38-year veteran of the Department, and has been instrumental in Oklahoma's data improvements over the years. Awards of Excellence were presented to individuals or organizations that stood out over the past year for their accomplishments in the field of traffic safety. These awards went to: Altus Police Department, Lt. David Houser of the Durant Police Department, Lawton Police Department, Chief Norman McNickle of the Stillwater Police Department, University of Oklahoma ITS Lab, the Oklahoma Crash Report Form Revision Committee, and Chief Gary Adams of the Oklahoma Highway Patrol.

More on Benkowski Visit...

Aside from attending the Forum, Betsy Benkowski also met with OHSO and DPS staff members January 25. Discussion addressed the OHSO current contract with FMCSA, and future CVARS/data contracts, which are likely to materialize.

Ride 'Em Cowboy

The OHSO once again sponsored the Professional Bull Riders' Event held January 27-29 in Oklahoma City. During the 3-day event, attendees were given the opportunity to see a rollover simulator in action, and children got to meet Vince & Larry. Booths with educational materials from both OHSO and Buckle Up In Your Truck were also available on the concourse. CIOT banners and BUIYT messages hung around the arena. *[Right: Vince and Larry work the OHSO safety booth at the PBR event.]*



February:

Miss America Comes Home

Miss America and Oklahoma native, Jennifer Berry, dropped by OHSO on February 27 on her way to the State Capitol to support legislation strengthening penalties for those serving beer to minors. Underage drinking and DUI education serve as Miss America's platform. During high school, Miss Berry lost a close friend as a result of drinking and driving. Since that time she has become very active with the issue, and worked on activities with Oklahoma's Project Under 21. She is scheduled to speak during the Awards' Luncheon at this year's GHSA annual meeting in Oklahoma City September 17-20. *[From left to right: Miss America, Jennifer Berry, Ronnie Thompson, OHSO Program Manager, Kaye Statton, Governor's Representative for Highway Safety, Cecilia Alsobrook, Program Manager, and Miss Oklahoma, Jennifer Warren.]*



Burris Awarded Once Again

"Mr. Click It or Ticket," as he's known around the State, was once again awarded for his commitment to community service. 2Lt. J.C. Burris, Law Enforcement Liaison, was presented a "Unity in the Community" award, at the annual banquet of the Federal Executive Board, Federal Black Programs Council on February 4. The OHSO had an educational exhibit at the evening banquet, as well as a full page "Click It or Ticket" ad in the award's program. OHSO staff members attending the event were Cecilia Alsobrook, Beverly Baker, Sharlene Jenks, Jaurita Lee, and Joe McDonald.

March:

Taking Youth Alcohol to "Task"

The newly created Governor's Task Force on the Prevention of Underage Drinking held their first official meeting on March 3. OHSO Program Manager, Ronnie Thompson is serving as Vice-Chair of the Committee charged with conducting a comprehensive study of the effect of underage drinking on the State, and creating a comprehensive plan for prevention of underage drinking. Members include representatives of the field of substance abuse prevention, law enforcement, education, and public health. The Task Force also coordinated community town hall meetings across the State March 28 to assist in creating a needs assessment focusing on current activities. The goal was also to examine overall enforcement activities, and to identify challenges and barriers to reducing underage drinking. A final report, and comprehensive statewide strategic plan are due to the Governor within one year. *[Right: Ronnie Thompson, far left, and other Task Force Members, meet for the first time to begin addressing the large issue of underage drinking.]*



Oklahoma LEADRS Program Advancing

Law enforcement and prosecutorial officials reviewed the first model of the new Oklahoma Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) on March 8. The meeting allowed those in attendance the opportunity to see the system and address potential areas of concern before the model is sent to the programmers. Attending from the OHSO were, Kaye Statton, Governor's Representative, Joe McDonald, Director, Rex Ice and Ronnie Thompson, Program Managers.

Traffic Records Update

The Oklahoma Traffic Records Council voted to approve its 5-year Strategic Plan in its regular monthly meeting March 21.

The pre-pilot phase of the Oklahoma TraCS project will be launched in early April to include six OHP officers.

April:

Lifesaving in Texas

A large Oklahoma contingent traveled to Austin to attend Lifesavers April 9-11. OHSO staff members, Kaye Statton, Governor's Representative, Cecilia Alsobrook, Garry Thomas, and Ronnie Thompson, Program Managers, and Lance McWhorter, Law Enforcement Liaison, were all in attendance, as were many OHSO contractors and traffic safety partners. The conference, with more than 2,200 attendees, was well received. At the OHSO's suggestion, a workshop session entitled, "Sports & Entertainment Marketing – Extending Your Exposure," was conducted with Phill Corkins of Sooner Sports Properties as one of the panelists. The session drew a standing room only crowd. Oklahoma County Sheriff John Whetsel was also a presenter in another session. *{Right: Phill Corkins, OHSO Contractor with Sooner Sports Properties, shown presenting at Lifesavers on the benefits of sports marketing.}*



Kaye Statton and Lance McWhorter stayed an additional day in Austin to attend the NHTSA SCR law enforcement liaison meeting April 12.

Work Zone Awareness

Work Zone Awareness Week activities included press events in Tulsa April 4 and Oklahoma City April 5. The OHSO participated with the Oklahoma Department of Transportation, law enforcement, and others to improve the awareness of work zone safety. Members of the Metro Area Traffic Safety Council in Oklahoma City, and the Tulsa Area Safe Kids Coalition were very supportive of the effort.

May:

In May, the OHSO selected projects/sub-grants for the Federal Fiscal Year 2007.

May Mobilization Update

On May 11-12, the OHSO, Oklahoma State Department of Health (OSDH), Safe Kids Oklahoma, and Indian Health Services, partnered to present a 2-day statewide event in Norman, OK. The first event was the annual CIOT May Mobilization and Oklahoma Injury Prevention Month kickoff breakfast. Some 125 people, primarily law enforcement personnel, attended the breakfast and heard Georgia Chakiris, NHTSA South Central Region Administrator speak. Additionally, Dr. Crutcher, Commissioner, OSDH, also spoke. A "safety belt checkpoint" press event occurred immediately after the breakfast.



That afternoon, an invitation-only group participated in Social Marketing Symposium with an emphasis on underage drinking. Andrea LaFazia, Chair of the Governor's Task Force on Underage Drinking Prevention spoke, as did OHSO Program Manager Ronnie Thompson, Vice Chair of the Task Force. The symposium was led by Dr. Carolyn Fowler; a social marketing expert from the Johns Hopkins University. *[Left: Safety belt checkpoint activity.]*

Friday, May 12, Safe Kids held its annual Safe Kids Summit. OHSO Program Manager, Ronnie Thompson, gave a presentation on the subject of underage drinking.

LEADRS Update

The LEADRS development continued this month at a high pace. The TMPA staff and Oklahoma LE and IT personnel are putting the final touches on the software. LE training was conducted in Lawton May 17 and Tulsa May 18. Training for OHP was postponed.

June:

Leadership Camp Held

Project Under 21 held its annual youth leadership camp in June on the Illinois River near Tahlequah, OK. More than 70 high school students from across Oklahoma attended the week-long conference designed to teach them strategies for combating underage drinking in their communities.

McDonald Recognized

OHSO Director, Joe McDonald was recognized for 10 years of service at a ceremony held June 30th in the Commissioner's Conference room at the Department of Public Safety. *[Right: Joe McDonald receives a service certificate and pin from DPS Commissioner, Kevin Ward.]*



July:

Judges Trained

For the first time in the history of the office, the OHSO sponsored a statewide DUI judicial conference. More than 80 Oklahoma judges attended the training that was held in Oklahoma City at the Sheraton Hotel.

Record Rates Achieved

Continuing with a record-setting trend for the third year in a row, officials from the Oklahoma Department of Public Safety (DPS) and the Oklahoma Highway Safety Office (OHSO) announced that Oklahomans are buckling up at the highest rates ever. According to two separate surveys released by the OHSO, annual safety belt usage for front-seat drivers and passengers in the State hit a record-breaking 83.7%, up from 83.1% in 2005 and child safety seat usage is at 86.7%, up from 82.7% the year before.

August:

Data Transfer Occurs

The Oklahoma TraCS team celebrated its first End-shift at the University of Oklahoma ITS Lab on August 23. Pilot officers transferred crash data via a Cingular air card to a temporary server inside the lab. Six OHP units and officers are now fully equipped and functional to participate in the pre-pilot phase of the Project. OHSO Data Chief Carol Williams has overseen the implementation of the TraCS program in Oklahoma.

University Program Honored



The University of Oklahoma was honored nationally on August 27, 2006 by the Underage Drinking Enforcement Training Center as a “Success Story” for the University’s efforts and commitment to curb underage drinking. The honor was presented to OU at the UDETC’s 2006 National Leadership Conference, hosted in conjunction with the National Liquor Law Enforcement Association’s Annual Conference, in Baltimore to recognize the innovative partnership between the University and the Oklahoma Highway Safety Office to enforce underage drinking laws both on campus and in the community.

September:

Oklahoma Hosts the Nation

More than 400 traffic safety professionals from across the fruited plane converged on the heartland in September for the Governor’s Highway Safety Association’s (GHSA) annual meeting. The turnout was a record for GHSA according to Barbara Harsha, Executive Director for GHSA. Early mornings, late nights, and hard work could not deter the OHSO staff and volunteers working the GHSA Annual Meeting from showing some good ole Oklahoma hospitality. The first staff meeting of the annual meeting began at 9:15 am on Saturday. The rest of them started before the sun came up. The hours were long to be sure, but the staff and volunteers at GHSA could write a book about hospitality. *[Above, Right: Seven-year-old Lucas Ciliberti, an Enid Oklahoma native sings the Star Spangled Banner to open the GHSA Annual Meeting.]*



Program Area Summaries

ALCOHOL OBJECTIVES

To reduce alcohol/drug-related fatalities by 1% annually (169 in 2003 to 162 in 2007)

To reduce alcohol/drug-related fatality rate per 100 million VMT from .38 in 2003 to .36 by 2007

ALCOHOL STRATEGIES

Educated prosecutors by continued employment of a Traffic Safety Resource Prosecutor to provide training and information to prosecutors, and provide liaison services between the traffic safety community and other seasoned prosecutors

Provided SFST training to Oklahoma law enforcement officers

Provided sustained enforcement of drinking and drugged drivers by State and local law enforcement programs (Projects listed in Police Traffic Services reflecting approximately 25% alcohol)

Supported court programs to educate pre-driving age students on the consequences of drinking and driving

Conducted DRE classes for Oklahoma law enforcement officers

Made available appropriate training on the detection, enforcement, prosecution and adjudication of alcohol-related offenses

Provided information to students, parents and others to deter underage drinking and provide enforcement for violators of the underage drinking laws

Contracted law enforcement agencies participated in the national and State "Drunk Driving. Over the Limit. Under Arrest." Mobilization

Discouraged drunk driving through media campaigns, sports marketing, earned media, and other community events

Continued partnerships with the Oklahoma Department of Mental Health & Substance Abuse Services and the Oklahoma ABLE Commission to provide programs to deter irresponsible alcohol/drug use

Agencies Participating -Law Enforcement	31
DWI/DUI Arrest	908
SFST Training , DRE Classes, and Seminars	28
Crash Courts	44
Project Under 21 Compliance Checks	1350
Public Information/Education	90
Officers Trained in SFST & DRE	238
Judges Trained at DUI Judicial Conference	80

ALCOHOL

**Tulsa CRASHs Court
Community Service Council of Greater Tulsa
AL-06-02-01-09**

Project Objectives: Reduce the number of drug and/or alcohol-related motor vehicles KAB crashes among high school students age 15 – 18 attending CRASHs Court in Tulsa County by 15%. Reduce alcohol/drug related fatalities among high school students age 15 – 18 who have attended CRASHs Court in Tulsa County by 10%. Increase the use of seat belts among high schools students age 15 – 18 attending CRASHs Court in Tulsa County by 25%.

Project Results: This CRASHs Court Program exemplifies a growing movement toward proactive prevention. Youth are being education about potential legal consequences directly resulting from alcohol and drug arrests. A “life choices” discussion is conducted and a victim’s impact speaker tells their story. A total of 7,008 students attend the CRASHs Court program, and more 78 PI&E activities were conducted during the year.

**DAC Traffic Safety Resource Prosecutor
Oklahoma District Attorneys Council
AL-06-02-02-03**

Project Objectives: To create a more educated prosecutorial force in Oklahoma, improve the coordination of prosecution of highway traffic safety cases and increase public awareness of traffic safety issues.

Project Results: During this FY, the project was funded a full-time TSRP, as well as a part-time TSRP. The TSRP continued to produce a newsletter that highlighted a variety of issues that affect the prosecution of serious traffic-related offenses. The newsletter is distributed bi-monthly to over 250 prosecutors. The TSRP provided many training opportunities to prosecutors and law enforcement, and gave presentations to same. The TSRP regularly provided legal guidance to aid prosecutors in pending DUI cases.

Norman Police Department DRE/DEC Program
Norman Police Department
AL-06-02-03-06

Project Objectives: To expand the ability of law enforcement agencies in Oklahoma to detect drugged impaired drivers by training up to 30 new DRE officers within the State of Oklahoma.

Project Results: The project trained and certified 23 new DRE officers.

SFST Certification and Update Training
Oklahoma Association of Chiefs of Police
AL-06-02-04-05

Project Objectives: To expand the ability of law enforcement agencies in Oklahoma to remove impaired drivers from the roadways by training officers within the State of Oklahoma to detect alcohol and drug impaired drivers; To conduct SFST instructor training to enable departments to conduct in-house SFST training.

Project Results: The OACP conducted 10 RAIDD (Remove Alcohol Impaired and Drugged Drivers) classes, 13 SFST Refresher classes, and 3 SFST Instructor classes. In total, 208 officers receiving training with 13 of them becoming new instructors.

OU Police Department Impaired Driving Enforcement
University of Oklahoma Police Department
AL-06-03-01-01

Project Objectives: To reduce the number of alcohol-related fatalities on campus from 1 in 2004 to 0 in 2005/2006. It was also the goal to educate the students on responsible driving behaviors.

Project Results: As of the writing of this report, there have been no alcohol-related fatalities on campus. OU Police Department officers while working this project, made 32 DUI arrests and issued 161 citations or warnings. The department participated in both the "Click it or Ticket" and "Drunk Driving. Over the Limit. Under Arrest." Campaigns. Officers also completed 12 presentations to students dealing with drinking and driving and alcohol awareness.

EMERGENCY MEDICAL SERVICES

There were no funded projects in FY06.

MOTORCYCLE SAFETY

There were no funded projects in FY06.

OCCUPANT PROTECTION OBJECTIVES

To increase safety belt use from 83.1% in 2005 to 84% by 2006

To increase child restraint use from 82.7% in 2005 to 84% by 2006

OCCUPANT PROTECTION STRATEGIES

Promoted seat belt use through paid and earned media, sports venues, and other community events and fairs

Law enforcement agencies listed in Police Traffic Services conducted sustained enforcement of seat belt and child passenger laws the entire year. Projects listed in Police Traffic Services reflecting approximately 25% occupant protection.

Conducted annual occupant protection surveys

Provided education and free child safety seats to eligible low-income parents

Promoted the proper use of child restraint systems by providing Technical Update training and Technician Certification training

All contracted law enforcement agencies participated in the national and State seat belt campaigns (Click it or Ticket & Buckle Up In Your Truck, etc.)

Promoted increased child passenger safety use in minority populations.

Agencies Participating	31
Safety Belt Violations	6,106
CPS Checkup Events	121
Child Safety Seats Distributed	4,868
Agencies Participating in CPS	6
Individuals Trained in CPS	519
Number of Seats Checked	3,188
Number of CPS Training/Classes/Presentations	103
Public Information/Education	9

OCCUPANT PROTECTION

Chickasaw Nation CPS Project Chickasaw Nation OP-06-02-02-01

Project Objectives: To reduce the deaths and injuries from motor vehicle crashes among children by providing convertible and booster seats to needy families and offering education to communities.

Project Results: Despite a late start for the project, 343 child safety seats were distributed to needy families at 10 checkup events. The Chickasaw Nation also conducted two 1-day Intro to CPS classes training nine people. They also conducted nine PI&E activities.

Child Seat Safety Training Emergency Medical Services Authority (EMSA) OP-06-02-03-07

Project Objectives: Hold car seat checks monthly at consistent locations in Tulsa and Oklahoma City. Check at least 79 seats monthly through corporate and media sponsors. Educate the public on child passenger safety. Train 100% of new field medics in 1-day course. Sustain 95% level for 1-day training of management team. Train three additional EMSA employees to the Technician level. Maintain on staff at least two NHTSA-level instructors.

Project Results: Sixteen monthly car seat checks were conducted with 1,796 seats being checked, and 1,693 new seats distributed. In addition, more than 250 individual appointments were made for parents, grandparents, or caregivers to have seats checked. EMSA trained a total of 175 people during the year in child passenger safety including all new EMSA medics, and individuals outside of the organization to include two Oklahoma Highway Patrol Academy classes. Five EMSA employees were trained as Technicians, and two staff members are NHTSA-level Instructors. EMSA also created a non-profit organization in order to solicit private foundations for additional funds to purchase more car seats. They also continue a collaborative partnership with the Latino Community Development Agency in Oklahoma City to better reach diverse populations.

Latino Community Traffic Safety Program
Latino Community Development Agency (LCDA)
OP-06-02-04-06

Project Objectives: Educate Latino parents in the Oklahoma City metro community on the necessity for, and correct use of, child safety seats, and the necessity of wearing their own seat belts. School-age children will increase their knowledge of the importance of using booster seats and wearing seat belts. Education will be provided on the problems with drinking and driving.

Project Results: The LCDA conducted 19 child safety workshops with a total of 446 parents in attendance. A total of 717 car seats were distributed. The LCDA also hosted three bicycle rodeos with 50 children participating and receiving bicycle helmets. Additionally, over 1,200 school children saw age-appropriate traffic safety presentations. The LCDA also conducted 51 child passenger safety presentations at various Oklahoma City facilities servicing Latino mothers.

Oklahoma Safe Kids Child Restraint Education
Oklahoma Safe Kids
OP-06-02-05-08

Project Objectives: To increase the use of child safety seats by 5 percent and to increase the proper use of child safety seats by 5 percent. To decrease deaths and injuries of children age 8 and under due to motor vehicle crashes in Oklahoma by 5 percent.

Project Results: Safe Kids conducted 34 car seat checkup events, and distributed 1,181 seats. A total of 12 training classes were also held throughout the year, with one of these being a 4-day NHTSA certification class. More than 189 people were trained, with over 500 educational packets mailed to reported CPS violators through the Please Be Seated program.

Occupant Protection Program
OK State Department of Health (OSDH)
157OP-06-02-01-05

Project Objectives: To reduce deaths, injuries, and societal costs resulting from motor vehicle crashes by distributing child safety seats and booster seats to low income families,

provide child safety education to caregivers, and train health care workers in the proper installation and use of child safety seats.

Project Results: OSDH distributed 2,115 child safety seats to low-income families through their county health departments. Nine 1-day CPS trainings were held, and staff participated in 10 car seat checks. The OSDH also joined with OHSO for the May Mobilization Click it or Ticket kickoff as the event was combined with Injury Prevention Month in the State of Oklahoma.

**St. Francis OP Program
Tulsa Safe Kids
157OP-06-02-02-06**

Project Objectives: To reduce child fatalities and injuries from motor vehicles crashes by 10%. To increase child restraint use by 10% for children birth to 8 years old. To increase booster seat usage by children 40 to 80 pounds, and to promote compliance of Oklahoma's booster law. To provide CPS training and education as well as Technician Updates throughout northeastern Oklahoma. Promote the health and safety of children in childcare settings.

Project Results: Tulsa Safe Kids conducted 11 Buckle Up Trainings and Technical Update classes, as well as two 4-day NHTSA Technician Trainings. In total, 141 people were trained in CPS in northeastern Oklahoma. Tulsa Safe Kids held 51 car seat checkup events at which 1,392 seats were checked.

**Restraint Surveys
University of Oklahoma
157OP-06-05-02-00**

Project Objectives: Conduct statewide annual NHTSA-approved seat belt survey and statewide child restraint survey within time periods established by the OHSO.

Project Results: Both the statewide seat belt survey and child restraint survey were conducted, analyzed, and reported as required by the contract. Both surveys reflected increased use/wear from previous years. The safety belt use rate is 83.7%; the child restraint use rate is 86.7% as of the latest surveys.

POLICE TRAFFIC SAFETY OBJECTIVES

To reduce fatalities caused by Unsafe Speed by 3% from 177 in 2003 to 172 by 2007

To reduce fatalities by 2% caused by Driver Error from 280 in 2003 to 272 by 2007

POLICE TRAFFIC SAFETY STRATEGIES

Oklahoma's Police Traffic Services Projects conducted sustained enforcement in Speed, Occupant Protection, Aggressive Driving, and Alcohol related laws.

Conducted STEP projects focused on Alcohol, Speed, Driver Error, Aggressive Driving, and Occupant Protection

Contracted agencies participated in National and State Mobilizations such as "Click It or Ticket," "Drunk Driving. Over the Limit. Under Arrest." and other national mobilizations and emphasis areas

Provided incentives for law enforcement in major mobilizations to encourage participation and reporting.

Provided executive management training to law enforcement executives and senior management to assist in maximizing traffic safety enforcement resources

Provided crash investigation classes for law enforcement agencies

Promoted responsible driving through media campaigns, sports events, fairs and other community events

Provided training to Project Directors and other safety advocates in managing traffic safety issues.

Conducted workshops, seminars, and other informational meetings to inform and educate traffic safety personnel and partners.

Agencies Participating	31
Written Contacts for Traffic Violations	73,009
Public Information/Education	616
Workshops, Enforcement Activities, and Traffic Safety Programs.	317

POLICE TRAFFIC SERVICES

Law Enforcement Education University of Central Oklahoma PT-06-02-01-00

Project Objectives: Develop, deliver, and administer a course titled "Law Enforcement Administration." The course was designed to be an intense program for law enforcement executives, which included management, supervisory, and leadership skills training. The course was CLEET-certified.

Project Results: The course was conducted July 10-14, 2006 for 33 law enforcement executives to include chiefs, sheriffs, and other management-level executives. Participant written feedback was extremely complimentary of the course content and instructors.

Altus Traffic Enforcement Altus Police Department PT-06-03-01-03

Project Objectives: To promote traffic safety and reduce the KAB crashes in the City of Altus by 5% from 52 in 2003 to 50 in 2006.

Project Results: KAB crashes were reduced significantly to a preliminary number of 40 in 2006. During the contract period, officers made 2,010 written contacts for traffic violations, and conducted 22 PI&E activities. They were also very active with Project U21, serving as the southwest Oklahoma coordinators for much of the year.

Beaver Co. Traffic Enforcement Beaver Co. Sheriff's Office PT-06-03-02-02

Project Objectives: To reduce personal injury crashes by 5%; to reduce total crashes by 5%; and to increase seat belt and child restraint compliance by 3%.

Project Results: Over the course of the year, deputies issued 2,381 written contacts for traffic safety violations with 120 of these being for safety belt violations. Beaver County SO also conducted 10 PI&E activities.

Bethany Traffic Enforcement
Bethany Police Department
PT-06-03-03-03

Project Objectives: To reduce injury crashes by 3%; to increase occupant protection enforcement.

Project Results: Injury crashes were not reduced by 3%; however, they were reduced slightly. Non-injury crashes were reduced by a total of 24. A total of 11 PI&E activities were conducted, and officers issued 406 restraint violations throughout the year. The Department was also very involved with all national mobilizations.

Bixby Traffic Enforcement
Bixby Police Department
PT-06-03-04-05

Project Objectives: To reduce the number of fatal crashes in Bixby from 2 in 2003 to 1 in 2006; to increase the usage of safety belt and child restraint systems from 90% to 92%.

Project Results: Fatality crashes were successfully reduced in Bixby from 2 in 2003 to 1 in 2006. Seatbelt usage declined from 90% to 88.7%. The Department exceeded the number of PI&E contacts, and held 18 different activities throughout the year. They also issued 1,499 written contacts for traffic violations.

Broken Arrow Traffic Enforcement
Broken Arrow Police Department
PT-06-03-05-06

Project Objectives: To reduce the number of fatal crashes in Broken Arrow from 4 in 2003 to 3 in 2006 by increased safety education and enhanced targeting of aggressive driving, DUI and occupant protection violations.

Project Results: All activities and milestones were exceeded, with the exception of Project Under 21 activities. A total of 2,641 written contacts were issued for traffic violations, and 89 PI&E activities were conducted. The PI&E activities were 386% above the anticipated level of activity.

**Choctaw Traffic Enforcement
Choctaw Police Department
PT-06-03-06-02**

Project Objectives: To decrease the number of fatal crashes in the City of Choctaw from 2 in 2004 to 1 in 2006.

Project Results: Officers worked 587 hours of overtime traffic enforcement, and made 1,065 written contacts. The Department conducted 16 PI&E activities. There was one fatality.

**Cherokee County Traffic Enforcement
Cherokee County Sheriff's Office
PT-06-03-08-03**

Project Objectives: To reduce the number of fatal crashes in Cherokee County from 5 in 2003 to 4 in 2006.

Project Results: A total of 698 traffic contacts were made, and 14 PI&E activities conducted. One project officer made all of the 698 contacts. Overall activity was lower than anticipated; however, the Department did participate in national traffic safety-related mobilizations.

**Durant Traffic Enforcement
Durant Police Department
PT-06-03-09-03**

Project Objectives: To decrease the number of fatal crashes in Durant from 2 in 2003 to 1 in 2006 through increased enforcement efforts.

Project Results: As of the report date, there were no fatalities in Durant, and overall crashes also appear to be showing a decrease. A total of 1,568 written contacts were made for traffic violations, and there were 18 DUI arrests. The Department also conducted 14 PI&E activities

**El Reno Traffic Enforcement
El Reno Police Department
PT-06-03-10-03**

Project Objectives: To decrease the number of fatal crashes to zero in 2006.

Project Results: As of the reporting date, there were no fatal crashes in El Reno. In December 2005, safety belt use was 68%, and as of September 2006 it had increased to 76.5%. A total of 1,249 written contacts were made.

**Enid Traffic Enforcement
Enid Police Department
PT-06-03-11-02**

Project Objectives: To reduce the number of fatal crashes from 2 in 2003 to 1 in 2006 through public information, education, and high visibility enforcement of traffic laws.

Project Results: A total of 6 fatalities occurred in Enid during the contract year. The activity numbers for the department were higher than anticipated on all levels. A total of 2,816 written contacts were made with 807 of these being for seat belt violations. The Department also conducted 11 PI&E activities.

**Guthrie Traffic Enforcement
Guthrie Police Department
PT-06-03-12-03**

Project Objectives: To decrease the number of KAB crashes in the city of Guthrie by 7% from 46 in 2005 to 42 in 2006.

Project Results: During the contract year, there was only 1 reported fatality in the city, and only 30 KAB crashes (subject to current reporting). A total of 1,062 written contacts were issued.

**Lawton Traffic Enforcement
Lawton Police Department
PT-06-03-13-03**

Project Objectives: To reduce fatal crashes in the City of Lawton from 4 in 2002 to 2 in 2006.

Project Results: A total of 3 fatalities have been reported in the City of Lawton. A total of 4,823 written moving violation contacts were made, and 51 PI&E activities were conducted. These numbers are higher than originally anticipated. The Department was also active with Project Under 21, and made 466 business contacts and wrote a total of 142 citations in this area.

**Midwest City Traffic Enforcement
Midwest City Police Department
PT-06-03-14-03**

Project Objectives: To reduce fatal traffic crashes from 1 in 2002 to none in 2006.

Project Results: Officers made 3,302 written traffic contacts during the year, and conducted 46 PI&E activities. All milestones were exceeded.

**Moore Traffic Enforcement
Moore Police Department
PT-06-03-15-02**

Project Objectives: To decrease the number of fatal crashes in the city of Moore by 33% from 3 in 2002 to 2 in 2006.

Project Results: The total number of fatal crashes is unknown at the writing of the report. The Moore Police Department made 1,631 written contacts for traffic violations, and conducted five PI&E activities.

**Norman Traffic Enforcement
Norman Police Department
PT-06-03-16-03**

Project Objectives: To decrease the number of fatal crashes from 7 in 2002 to 6 in 2006; to decrease the number of under 21 drinking incidents on the roadways in Norman.

Project Results: As of the report date, there had been 7 fatal crashes in the City of Norman. Activities were slightly lower than anticipated; however, the project director changed in the middle of the year, and many of the PI&E activities were not properly documented. A total of 1,493 written contacts were made, and 2 PI&E activities held.

**Oklahoma County Traffic Enforcement
Oklahoma County Sheriff's Office
PT-06-03-17-03**

Project Objectives: To decrease the number of fatalities in Oklahoma County by 2% from 79 in 2003 to 77 in 2006.

Project Results: Oklahoma County does not have crash statistics available yet for 2006, but they do report a 3.3% decrease in overall crashes in 2005 from the previous year. A total of 6,448 written contacts were issued for traffic violations. Deputies also conducted 682 compliance checks for Project Under 21 enforcement. Planned PI&E activities were exceeded with 42 being conducted, and 44 Crash Court Programs were held. The Department also assisted the OHSO by allowing a full-time deputy to assist our LEL.

**Owasso Traffic Enforcement
Owasso Police Department
PT-06-03-18-01**

Project Objectives: To reduce the number of fatal crashes within the City's jurisdiction from 2 in 2003 to 1 in 2006; and to increase the safety belt use rate to 85% in 2006.

Project Results: There were two fatal crashes in Owasso in 2006 through the reporting period. As of September 2006, safety belt use in Owasso was 77%. This number is below their projected goal, but above the 2005 number of 66%. Officers did write 2,564, and conduct 22 PI&E activities.

**Sand Springs Traffic Enforcement
Sand Springs Police Department
PT-06-03-19-03**

Project Objectives: To reduce fatal crashes from 1 in 2005 to zero in 2006; to increase seat belt usage from 81.9% in 2005 to 85% in 2006.

Project Results: The Sand Springs Police Department was very close to reaching its safety belt use goal. A survey conducted in September 2006 showed use at 84.3%. The fatal crash numbers were unknown at the time of reporting. A total of 1,043 contacts were written with 462 of these being seat belt citations.

**Statewide Traffic Enforcement
Oklahoma Highway Patrol
PT-06-03-20-05
157PT-06-03-02-05
QN6-06-03-07-05**

Project Objectives: To increase seat belt use in Oklahoma to higher than the 2005 rate of 83.1%.

Project Results: According to the 2006 observational survey conducted by the University of Oklahoma, safety belt use in Oklahoma increased to 83.7%. During the 2-week Click It or Ticket mobilization period in May, troopers wrote 4,717 citations for safety belt violations.

**Purcell Traffic Enforcement
Purcell Police Department
PT-06-03-21-02**

Project Objectives: To decrease the number of fatality crashes in the City of Purcell by 50% from 2 in 2002 to 1 in 2006.

Project Results: There were no fatality crashes in the City of Purcell. During the contract period, a primary seat belt ordinance was passed in Purcell. A total of 1,415 written contacts were made, and 18 PI&E activities conducted.

**Sapulpa Traffic Enforcement
Sapulpa Police Department
PT-06-03-22-05**

Project Objectives: To reduce the number of fatality crashes in Sapulpa from 1 in 2003 to 0 in 2006; to increase the seat belt use rate from 84% in 2004 to 88% in 2006.

Project Results: The City of Sapulpa had one fatality crash during the year. As of an October 2006 observational survey, seat belt use in the City is an outstanding 94%. Sapulpa PD also issued 3,460 written citations/warnings for traffic violations, and conducted 29 PI&E activities.

**Stillwater Traffic Enforcement
Stillwater Police Department
PT-06-03-23-03**

Project Objectives: To improve traffic safety in Stillwater through safety education and increased enforcement of traffic laws, thereby decreasing the number of KAB crashes from 1 to zero.

Project Results: As of reporting time there had been two fatalities in Stillwater. A total of 658 citations, warnings and arrests were made as a result of project activities. The Department was also involved in Project Under 21 activities.

**Tahlequah Traffic Enforcement
Tahlequah Police Department
PT-06-03-24-04**

Project Objectives: To decrease the number of crashes caused by failure to yield from 131 in 2004 to 118 in 2006 through aggressive law enforcement operations; to increase public awareness in the southeast region of the State about the problem of underage drinking.

Project Results: Failure to Yield crashes were reduced to 116, which is better than anticipated. The Department hosted the Southeast Regional Coordinator for Project Under 21, and was very active in Camp U21.

**Tulsa County Traffic Enforcement Program
Tulsa County Sheriff's Office
PT-06-03-25-06**

Project Objectives: Reduce the number of fatal crashes by 5% from 57 in 2003 to 54 in 2006; to reduce the number of alcohol-related KAB crashes by 5% from 291 in 2003 to 276 in 2006.

Project Results: The project started late, and played catch up during the year. Crash statistics were not currently known. A total of 8,394 written contacts were made. The Department made 15 DUI arrests.

**Tulsa Traffic Enforcement
Tulsa Police Department
PT-06-03-26-10**

Project Objectives: To reduce the number of fatal crashes by 5% from 36 in 2003 to 34 in 2006; to reduce KAB crashes by 5% from 2,040 in 2004 to 1,938 in 2006.

Project Results: There was a slight 1% increase in KAB crashes in 2006. Officers issued 4,398 written contacts, and conducted 49 PI&E activities. In addition, they also worked 221 hours of overtime dedicated to Project Under 21, and conducted 202 enforcement activities.

**The Village Traffic Enforcement
Village Police Department
PT-06-03-27-02**

Project Objectives: To maintain a zero percent fatal crash rate in the City of the Village in 2006.

Project Results: As of the end-of-year report, there were no fatal crashes in 2006. The Department issued 684 traffic citations/written warnings, and conducted 8 PI&E activities.

**Edmond Traffic Enforcement
Edmond Police Department
QN6-06-03-01-08**

Project Objectives: To maintain a zero fatality collision rate; increase seat belt compliance in pick up trucks by 3% from 73% in 2005 to 75% in 2006; reduce KAB collisions by 2% from 515 in 2005 to 505 in 2006.

Project Results: As of September 2006, there had been one fatality in the City of Edmond; safety belt use in pickup trucks was 75.9%; and KAB crashes appeared to be achieving their 2% reduction, but final figures are not yet known. A total of 5,467 written contacts were made, and 18 PI&E activities were conducted.

**Oklahoma City Traffic Enforcement
Oklahoma City Police Department
QN5-06-03-02-02**

Project Objectives: To decrease the number of fatal crashes in the City of Oklahoma city from 58 in 2002 to 56 in 2006. To reduce the number of fatal alcohol related crashes in Oklahoma City from 16 in 2002 to 14 in 2006.

Project Results: Final statistics for 2006 are not currently known; however, preliminary statistics list the fatality crash count at 62. During the project, the department issued 4,172 traffic contacts, made 843 DUI arrests, and was active in all mobilization periods. They also certified four Spanish-speaking officers in child passenger safety to better serve the Latino Community.

OSU Campus Traffic Safety Project
OSU Police Department
QN6-06-03-03-03

Project Objectives: To improve traffic safety through increased safety education and increased enforcement of traffic laws, thereby decreasing the number of fatality crashes from 1 to 0 within the city of Stillwater, and lower the number of KAB crashes on the OSU campus by 5% from 310 in 2005 to 295 in 2006.

Project Results: The number of KABs in Stillwater decreased to 253 in 2006. There were no fatalities as of the report date. The OSU PD conducted presented 113 traffic safety programs, issued 26 press releases, and made 1,401 written contacts.

Warr Acres Traffic Enforcement
Warr Acres Police Department
QN6-03-03-04-07

Project Objectives: To continue a zero fatal crash rate in the City of Warr Acres.

Project Results: The zero fatal crash rate was maintained.

TRAFFIC RECORDS

Crash Outcome Data Evaluation System (CODES)

University of Oklahoma

TR-06-06-01-06

Project Objectives: To obtain and link data from crashes and related medical care and other health outcomes outcome data to provide information for highway safety and injury control decision-making.

Project Results: Linkage of the 2002-2003 crash and inpatient files was completed. Two analytical reports were produced.

University of Oklahoma Crash Reporting and Analysis

University of Oklahoma

TR-06-06-03-03

Project Objectives: To make the SAFE-T Crash Reporting System compatible with the new data dictionary; convert the historical crash data to the new dictionary, and to ensure consistent reporting.

Project Results: The project goals were fully realized. The system was completely overhauled to work seamlessly with the new data dictionary of the new Uniform Crash Report Form.

RAILROAD HIGHWAY CROSSINGS

Operation Lifesaver Railroad Safety Program
Oklahoma Operation Lifesaver
RH-06-02-01-02

Project Objectives: Expand the media campaign by 10%; increase the number of certified volunteer presenters by 10%; educate law enforcement officers regarding laws at railroad crossings and the importance of enforcement in reducing casualties.

Project Results: Planned media events for this project was 4. They held 12 events. There were not as many presenters trained as planned, but 67 presentations were conducted, which is more than double what was anticipated.

SPECIAL PROJECTS

CLICK IT OR TICKET MOBILIZATION
May 22, 2006 to June 04, 2006

Agencies Participating	122
Belt Enforcement Hours	9,730
DUI Enforcement Hours	4,191
Safety Belt Citations	12,024
Child Safety Citations	630
DUI Arrests	426
Other Arrests	16,722
Paid TV Ads	1,834 / \$153,714
Paid Radio Ads	2,210 / \$129,549
Paid Print Ads	\$4,705
Paid Billboards	\$27,877
Press Conferences	46
TV News Stories	1,108
Print News Stories	789

DRUNK DRIVING. OVER THE LIMIT.
UNDER THE ARREST. MOBILIZATION
August 08, 2006 to September 04, 2006

Agencies Participating	95
Belt Enforcement Hours	7,347
DUI Enforcement Hours	9,324
Safety Belt Citations	3,779
Child Safety Citations	214
DUI Arrests	718
Other Arrests	17,314
Paid TV Ads	890 / \$134,275
Paid Radio Ads	868 / \$43,726
Paid Print Ads	0
Paid Billboards	0
Press Conferences	21
TV News Stories	70
Print News Stories	102

FINANCIAL SUMMARY

**Final Voucher
FY2006**

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2006-07-01-00	Planning & Administration	\$214,592.15	\$.00	\$466,405.26	\$214,592.15	\$214,592.15	\$.00
		Planning and Administration Total	\$214,592.15	\$.00	\$466,405.26	\$214,592.15	\$214,592.15	\$.00
Alcohol								
	AL-2006-02-01-09	Comm Service Council - CRASHs Court District Atty's Council Safety Resource	\$46,674.61	\$46,674.61	\$46,674.61	\$46,674.61	\$46,674.61	\$.00
	AL-2006-02-02-03		\$65,667.51	\$58,047.28	\$65,667.51	\$65,667.51	\$65,667.51	\$.00
	AL-2006-02-03-06	Norman P D DEC/DEC Program	\$25,834.85	\$25,834.85	\$25,834.85	\$25,834.85	\$25,834.85	\$.00
	AL-2006-02-04-05	SFST Certification & Update Training	\$56,852.02	\$56,852.02	\$56,852.02	\$56,852.02	\$56,852.02	\$.00
	AL-2006-07-01-00	Program Area Management	\$61,397.86	\$.00	\$61,397.86	\$61,397.86	\$61,397.86	\$.00
		Alcohol Total	\$256,426.85	\$187,408.76	\$256,426.85	\$256,426.85	\$256,426.85	\$.00
Motorcycle Safety								
	MC-2006-07-01-00	Program Area Management	\$785.01	\$.00	\$785.01	\$785.01	\$785.01	\$.00
		Motorcycle Safety Total	\$785.01	\$.00	\$785.01	\$785.01	\$785.01	\$.00
Occupant Protection								
	OP-2006-02-02-01	Chickasaw Nation - CPS Project	\$25,626.87	\$25,626.87	\$25,626.87	\$25,626.87	\$25,626.87	\$.00
	OP-2006-02-03-07	EMSA Child Seat Safety Training	\$88,000.00	\$.00	\$88,000.00	\$88,000.00	\$88,000.00	\$.00
	OP-2006-02-04-06	Latino Comm Traffic Safety Program	\$62,551.81	\$.00	\$62,551.81	\$62,551.81	\$62,551.81	\$.00
	OP-2006-02-05-08	OK SafeKids Coalition	\$54,711.07	\$.00	\$54,711.07	\$54,711.07	\$54,711.07	\$.00
	OP-2006-04-01-00	P I & E - In-House Programs	\$1,588.41	\$.00	\$1,588.41	\$1,588.41	\$1,588.41	\$.00
	OP-2006-07-01-00	Program Area Management	\$111,545.76	\$.00	\$111,545.76	\$111,545.76	\$111,545.76	\$.00
		Occupant Protection Total	\$344,023.92	\$25,626.87	\$344,023.92	\$344,023.92	\$344,023.92	\$.00
Police Traffic Services								
	PT-2006-02-01-00	Professional Development for LE	\$21,006.43	\$19,096.75	\$21,006.43	\$21,006.43	\$21,006.43	\$.00
	PT-2006-03-01-03	Altus P D	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$.00
	PT-2006-03-02-02	Beaver County S O	\$19,885.69	\$19,885.69	\$19,885.69	\$19,885.69	\$19,885.69	\$.00
	PT-2006-03-03-03	Bethany P D	\$20,810.00	\$13,842.41	\$20,810.00	\$20,810.00	\$20,810.00	\$.00
	PT-2006-03-04-05	Bixby P D	\$24,998.92	\$24,998.92	\$24,998.92	\$24,998.92	\$24,998.92	\$.00
	PT-2006-03-05-06	Broken Arrow P D	\$52,949.17	\$52,949.17	\$52,949.17	\$52,949.17	\$52,949.17	\$.00
	PT-2006-03-06-02	Choctaw P D	\$14,882.03	\$14,882.03	\$14,882.03	\$14,882.03	\$14,882.03	\$.00

**Final Voucher
FY2006**

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	PT-2006-03-09-03	Durant P D	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$.00
	PT-2006-03-10-03	El Reno P D	\$17,795.37	\$17,795.37	\$17,795.37	\$17,795.37	\$17,795.37	\$.00
	PT-2006-03-11-02	Enid P D	\$19,980.37	\$19,980.37	\$19,980.37	\$19,980.37	\$19,980.37	\$.00
	PT-2006-03-12-03	Guthrie P D	\$10,842.02	\$10,842.02	\$10,842.02	\$10,842.02	\$10,842.02	\$.00
	PT-2006-03-13-03	Lawton P D	\$65,215.66	\$65,215.66	\$65,215.66	\$65,215.66	\$65,215.66	\$.00
	PT-2006-03-14-03	Midwest City P D	\$43,000.00	\$43,000.00	\$43,000.00	\$43,000.00	\$43,000.00	\$.00
	PT-2006-03-15-02	Moore P D	\$28,000.00	\$28,000.00	\$28,000.00	\$28,000.00	\$28,000.00	\$.00
	PT-2006-03-16-03	Norman P D	\$60,575.29	\$60,575.29	\$60,575.29	\$60,575.29	\$60,575.29	\$.00
	PT-2006-03-18-01	Owasso P D	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$.00
	PT-2006-03-19-03	Sand Springs P D	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$.00
	PT-2006-03-20-05	Oklahoma Highway Patrol	\$6,085.57	\$.00	\$6,085.57	\$6,085.57	\$6,085.57	\$.00
	PT-2006-03-21-02	Purcell P D	\$14,449.89	\$14,449.89	\$14,449.89	\$14,449.89	\$14,449.89	\$.00
	PT-2006-03-22-05	Sapulpa P D	\$42,609.63	\$42,609.63	\$42,609.63	\$42,609.63	\$42,609.63	\$.00
	PT-2006-03-23-03	Stillwater P D	\$14,257.03	\$14,257.03	\$14,257.03	\$14,257.03	\$14,257.03	\$.00
	PT-2006-03-24-04	Tahlequah P D	\$24,699.26	\$24,699.26	\$24,699.26	\$24,699.26	\$24,699.26	\$.00
	PT-2006-03-25-06	tulsa county so	\$110,000.00	\$110,000.00	\$110,000.00	\$110,000.00	\$110,000.00	\$.00
	PT-2006-03-26-10	Tulsa P D	\$99,179.32	\$99,179.32	\$99,179.32	\$99,179.32	\$99,179.32	\$.00
	PT-2006-03-27-02	The Village P D	\$8,893.50	\$8,893.50	\$8,893.50	\$8,893.50	\$8,893.50	\$.00
	PT-2006-03-28-01	Oklahoma City P D	\$4,546.53	\$4,546.53	\$4,546.53	\$4,546.53	\$4,546.53	\$.00
	PT-2006-03-29-00	Mobilization Mini Grants	\$43,740.22	\$43,740.22	\$43,740.22	\$43,740.22	\$43,740.22	\$.00
	PT-2006-03-30-03	OSU P D	\$67,498.50	\$.00	\$67,498.50	\$67,498.50	\$67,498.50	\$.00
	PT-2006-04-01-00	P I & E - In-House Programs	\$18,661.07	\$.00	\$18,661.07	\$18,661.07	\$18,661.07	\$.00
	PT-2006-04-02-02	OU - Conference Planning	\$165,290.57	\$26,581.93	\$165,290.57	\$165,290.57	\$165,290.57	\$.00
	PT-2006-07-01-00	Program Area Management	\$254,209.09	\$.00	\$886,762.39	\$254,209.09	\$254,209.09	\$.00
		Police Traffic Services Total	\$1,369,061.13	\$875,020.99	\$2,001,614.43	\$1,369,061.13	\$1,369,061.13	\$.00
Traffic Records								
	TR-2006-06-01-06	CODES	\$50,000.00	\$.00	\$50,000.00	\$50,000.00	\$50,000.00	\$.00
	TR-2006-06-03-03	OU - Crash Reporting	\$44,629.11	\$.00	\$44,629.11	\$44,629.11	\$44,629.11	\$.00
	TR-2006-07-01-00	Program Area Management	\$80,932.94	\$.00	\$80,932.94	\$80,932.94	\$80,932.94	\$.00
		Traffic Records Total	\$175,562.05	\$.00	\$175,562.05	\$175,562.05	\$175,562.05	\$.00
Railroad/Highway Crossings								
	RH-2006-02-01-02	Oklahoma Operation Lifesaver	\$10,647.92	\$.00	\$10,647.92	\$10,647.92	\$10,647.92	\$.00
		Railroad/Highway Crossings Total	\$10,647.92	\$.00	\$10,647.92	\$10,647.92	\$10,647.92	\$.00

**Final Voucher
FY2006**

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
Paid Advertising								
	PM-2006-02-01-06	Brothers & Co.	\$949,652.02	\$567,941.60	\$949,652.02	\$949,652.02	\$949,652.02	\$.00
	PM-2006-04-01-00	Sports Marketing Program	\$215,805.00	\$.00	\$215,805.00	\$215,805.00	\$215,805.00	\$.00
	Paid Advertising Total		\$1,165,457.02	\$567,941.60	\$1,165,457.02	\$1,165,457.02	\$1,165,457.02	\$.00
	NHTSA 402 Total		\$3,536,556.05	\$1,655,998.22	\$4,420,922.46	\$3,536,556.05	\$3,536,556.05	\$.00
157 Incentive Funds								
	157OP-2006-02-01-05	OK State Dept of Health	\$84,997.12	\$41,798.70	\$116,247.12	\$84,997.12	\$84,997.12	\$.00
	157OP-2006-02-02-06	St Francis Hosp- Tulsa SafeKids	\$42,000.00	\$.00	\$52,500.00	\$42,000.00	\$42,000.00	\$.00
	157OP-2006-05-02-00	Seat Belt & Child Restraint Surveys	\$45,551.00	\$.00	\$56,741.00	\$45,551.00	\$45,551.00	\$.00
	157 Occupant Protection Total		\$172,548.12	\$41,798.70	\$225,488.12	\$172,548.12	\$172,548.12	\$.00
157 Police Traffic Services								
	157PT-2006-03-01-03	Oklahoma County S O	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$170,000.00	\$.00
	157PT-2006-03-02-05	OHP	\$36,253.71	\$.00	\$44,377.71	\$36,253.71	\$36,253.71	\$.00
	157PT-2006-04-01-00	PI&E - In-House Programs	\$.00	\$.00	\$34,000.00	\$.00	\$.00	\$.00
	157 Police Traffic Services Total		\$206,253.71	\$170,000.00	\$248,377.71	\$206,253.71	\$206,253.71	\$.00
157 Traffic Records								
	157TR-2006-05-01-00	Print Evaluation - OK Press	\$2,251.06	\$.00	\$2,451.06	\$2,251.06	\$2,251.06	\$.00
	157 Traffic Records Total		\$2,251.06	\$.00	\$2,451.06	\$2,251.06	\$2,251.06	\$.00
	157 Incentive Funds Total		\$381,052.89	\$211,798.70	\$476,316.89	\$381,052.89	\$381,052.89	\$.00
	NHTSA Total		\$3,917,608.94	\$1,867,796.92	\$4,897,239.35	\$3,917,608.94	\$3,917,608.94	\$.00
	Total		\$3,917,608.94	\$1,867,796.92	\$4,897,239.35	\$3,917,608.94	\$3,917,608.94	\$.00

**FY2006
Final Vouch
Match Review**

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2006-07-01-00		\$251,813.11 54%	\$214,592.15		\$.00 0%	\$251,813.11 54%	\$214,592.15 100%
	Planning and Administration Total		\$251,813.11 54%	\$214,592.15		\$.00 0%	\$251,813.11 54%	\$214,592.15 100%
Alcohol								
	AL-2006-02-01-09		\$.00 0%	\$46,674.61		\$46,674.61 100%		
	AL-2006-02-02-03		\$.00 0%	\$65,667.51		\$58,047.28 88%		
	AL-2006-02-03-06		\$.00 0%	\$25,834.85		\$25,834.85 100%		
	AL-2006-02-04-05		\$.00 0%	\$56,852.02		\$56,852.02 100%		
	AL-2006-07-01-00		\$.00 0%	\$61,397.86		\$.00 0%		
	Alcohol Total		\$.00 0%	\$256,426.85		\$187,408.76 73%		
Motorcycle Safety								
	MC-2006-07-01-00		\$.00 0%	\$785.01		\$.00 0%		
	Motorcycle Safety Total		\$.00 0%	\$785.01		\$.00 0%		
Occupant Protection								
	OP-2006-02-02-01		\$.00 0%	\$25,626.87		\$25,626.87 100%		
	OP-2006-02-05-08		\$.00 0%	\$54,711.07		\$.00 0%		
	OP-2006-04-01-00		\$.00 0%	\$1,588.41		\$.00 0%		

FY2006 Final Vouch Match Review								
Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	OP-2006-07-01-00		\$.00 0%	\$111,545.76		\$.00 0%		
	OP-2006-02-04-06		\$.00 0%	\$62,551.81		\$.00 0%		
	OP-2006-02-03-07		\$.00 0%	\$88,000.00		\$.00 0%		
	Occupant Protection Total		\$.00 0%	\$344,023.92		\$25,626.87 7%		
Police Traffic Services								
	PT-2006-02-01-00		\$.00 0%	\$21,006.43		\$19,096.75 91%		
	PT-2006-03-01-03		\$.00 0%	\$25,000.00		\$25,000.00 100%		
	PT-2006-03-02-02		\$.00 0%	\$19,885.69		\$19,885.69 100%		
	PT-2006-03-04-05		\$.00 0%	\$24,998.92		\$24,998.92 100%		
	PT-2006-03-06-02		\$.00 0%	\$14,882.03		\$14,882.03 100%		
	PT-2006-03-10-03		\$.00 0%	\$17,795.37		\$17,795.37 100%		
	PT-2006-03-12-03		\$.00 0%	\$10,842.02		\$10,842.02 100%		
	PT-2006-03-14-03		\$.00 0%	\$43,000.00		\$43,000.00 100%		
	PT-2006-03-16-03		\$.00 0%	\$60,575.29		\$60,575.29 100%		
	PT-2006-03-26-10		\$.00 0%	\$99,179.32		\$99,179.32 100%		
	PT-2006-03-25-06		\$.00 0%	\$110,000.00		\$110,000.00 100%		
	PT-2006-03-24-04		\$.00 0%	\$24,699.26		\$24,699.26 100%		

FY2006 Final Vouch Match Review								
Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	PT-2006-03-23-03		\$0.00 0%	\$14,257.03		\$14,257.03 100%		
	PT-2006-03-22-05		\$0.00 0%	\$42,609.63		\$42,609.63 100%		
	PT-2006-03-21-02		\$0.00 0%	\$14,449.89		\$14,449.89 100%		
	PT-2006-03-20-05		\$0.00 0%	\$6,085.57		\$0.00 0%		
	PT-2006-03-19-03		\$0.00 0%	\$10,000.00		\$10,000.00 100%		
	PT-2006-03-18-01		\$0.00 0%	\$40,000.00		\$40,000.00 100%		
	PT-2006-07-01-00			\$254,209.09				
			\$632,553.30 71%			\$0.00 0%		
	PT-2006-04-02-02		\$0.00 0%	\$165,290.57		\$26,581.93 16%		
	PT-2006-04-01-00		\$0.00 0%	\$18,661.07		\$0.00 0%		
	PT-2006-03-30-03		\$0.00 0%	\$67,498.50		\$0.00 0%		
	PT-2006-03-29-00		\$0.00 0%	\$43,740.22		\$43,740.22 100%		
	PT-2006-03-28-01		\$0.00 0%	\$4,546.53		\$4,546.53 100%		
	PT-2006-03-27-02		\$0.00 0%	\$8,893.50		\$8,893.50 100%		
	PT-2006-03-15-02		\$0.00 0%	\$28,000.00		\$28,000.00 100%		
	PT-2006-03-13-03		\$0.00 0%	\$65,215.66		\$65,215.66 100%		
	PT-2006-03-11-02		\$0.00 0%	\$19,980.37		\$19,980.37 100%		
	PT-2006-03-09-03		\$0.00	\$20,000.00		\$20,000.00		

FY2006 Final Vouch Match Review								
Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
			0%			100%		
	PT-2006-03-05-06		\$.00	\$52,949.17		\$52,949.17		
			0%			100%		
	PT-2006-03-03-03		\$.00	\$20,810.00		\$13,842.41		
			0%			67%		
	Police Traffic Services Total		\$632,553.30	\$1,369,061.13		\$875,020.99		
			32%			64%		
Traffic Records								
	TR-2006-06-01-06		\$.00	\$50,000.00		\$.00		
			0%			0%		
	TR-2006-06-03-03		\$.00	\$44,629.11		\$.00		
			0%			0%		
	TR-2006-07-01-00		\$.00	\$80,932.94		\$.00		
			0%			0%		
	Traffic Records Total		\$.00	\$175,562.05		\$.00		
			0%			0%		
Railroad/Highway Crossings								
	RH-2006-02-01-02			\$10,647.92				
			\$.000%			\$.000%		
	Railroad/Highway Crossings Total		\$.00	\$10,647.92		\$.00		
			0%			0%		
Paid Advertising								
	PM-2006-02-01-06		\$.00	\$949,652.02		\$567,941.60		
			0%			60%		
	PM-2006-04-01-00		\$.00	\$215,805.00		\$.00		
			0%			0%		
	Paid Advertising Total		\$.00	\$1,165,457.02		\$567,941.60		
			0%			49%		
	NHTSA 402 Total	\$3,292,977.00	\$884,366.41	\$2,872,814.71	\$663,741.34	\$1,655,998.22	\$251,813.11	\$214,592.15
			20%			47%	54%	6%
157 Incentive Funds								
	157OP-2006-02-01-05		\$31,250.00	\$84,997.12		\$41,798.70		

FY2006 Final Vouch Match Review								
Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
			27%			49%		
	157OP-2006-02-02-06		\$10,500.00	\$42,000.00		\$0.00		
			20%			0%		
	157OP-2006-05-02-00		\$11,190.00	\$45,551.00		\$0.00		
			20%			0%		
	157 Occupant Protection Total		\$52,940.00	\$172,548.12		\$41,798.70		
			23%			24%		
157 Police Traffic Services								
	157PT-2006-03-01-03		\$0.00	\$170,000.00		\$170,000.00		
			0%			100%		
	157PT-2006-03-02-05		\$8,124.00	\$36,253.71		\$0.00		
			18%			0%		
	157PT-2006-04-01-00		\$34,000.00	\$0.00		\$0.00		
			100%			0%		
	157 Police Traffic Services Total		\$42,124.00	\$206,253.71		\$170,000.00		
			17%			82%		
157 Traffic Records								
	157TR-2006-05-01-00		\$200.00	\$2,251.06		\$0.00		
			8%			0%		
	157 Traffic Records Total		\$200.00	\$2,251.06		\$0.00		
			8%			0%		
	157 Incentive Funds Total		\$95,264.00	\$0.00	\$381,052.89	\$211,798.70		
			20%			56%		
	NHTSA Total			\$2,872,814.71	\$1,044,794.23			
			\$979,630.41			\$1,867,796.92	\$251,813.11	\$214,592.15
			120%			48%	54%	5%
	Total	\$3,292,977.00	\$979,630.41	\$2,872,814.71	\$1,044,794.23	\$1,867,796.92	\$251,813.11	\$214,592.15
			20%			48%	54%	5%

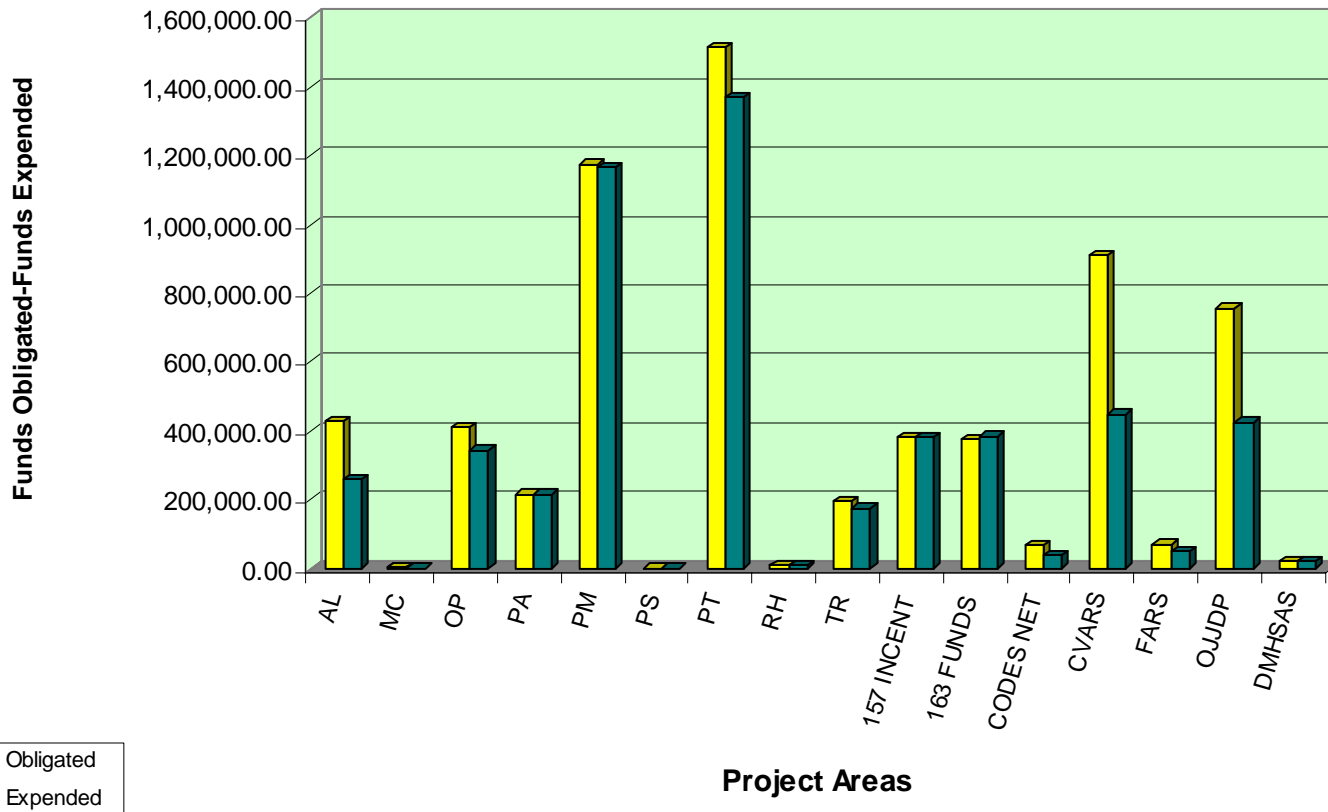
FY 2006 FINANCIAL INFORMATION

Project Area	Approved Obligated	Total Expenditure	Expenditure vs. Obligated	Expenditure vs. Total Budget
AL ⁷	426,337.00	257,336.28	60.36%	3.74%
MC	3,000.00	785.01	26.17%	0.01%
OP	411,833.00	344,023.92	83.53%	5.00%
PA	215,700.00	214,592.15	99.49%	3.12%
PM	1,175,260.36	1,165,457.02	99.17%	16.94%
PS	0.00	0.00	0.00%	0.00%
PT	1,515,796.51	1,369,061.13	90.32%	19.90%
RH	10,648.00	10,647.92	100.00%	0.15%
TR	195,700.00	175,562.05	89.71%	2.55%
402 FUNDS	3,954,274.87	3,537,465.48	89.46%	51.43%
157 INCENTIVE FUNDS	381,052.89	381,052.89	100.00%	5.54%
163 FUNDS ¹	719,944.43	385,046.08	53.48%	5.60%
CODES NETWORK ²	65,480.00	39,238.42	59.92%	0.57%
CVARS ³	911,780.43	448,664.57	49.21%	6.52%
FARS ⁴	69,641.00	49,208.73	70.66%	0.72%
OJJDP ⁵	755,650.29	424,857.81	56.22%	6.18%
DMHSAS ⁶	21,000.00	21,000.00	100.00%	0.31%
TOTAL OF ALL FUNDS	\$6,878,823.91	\$5,286,533.98	76.85%	76.85%

1. 163 Funds were federal dollars reimbursed through the Oklahoma Department of Transportation (multiple years). \$268,738.43 will be carry forward in FY2007 and will not be reflected in the other financial information charts and graphs.
2. CODES Network is a multiple year agreement. The expenditures are actual expenditures during the fiscal year, from October 1, 2004 thru September 30, 2005.
3. CVARS is a multiple year agreement. The beginning balance is actual expenditures ion FY 2006 plus actual remaining balance.
4. FARS is a multiple year Cooperative Agreement; the obligated amount is based on agreement modifications received during the FY 2006. The expenditures are actual expenditures during the fiscal year, from October 1, 2005 thru September 30, 2006.
5. OJJDP represent several grants and multiple year agreements; the obligated amount is actual expenditures in FY2006 plus remaining balance.
6. DMHSAS represent funds provided by the Oklahoma Department of Mental Health and Substance Abuse Services to combat underage drinking.
7. \$909.43 deducted from FY2006 reimbursement request due to overpayment in FY2005 with permission from Mr. Marrero.

NOTE: Charts and graphs represent federal dollars only.

FY2006 FINANCIAL INFORMATION
Expenditure Analysis per Obligated Amount

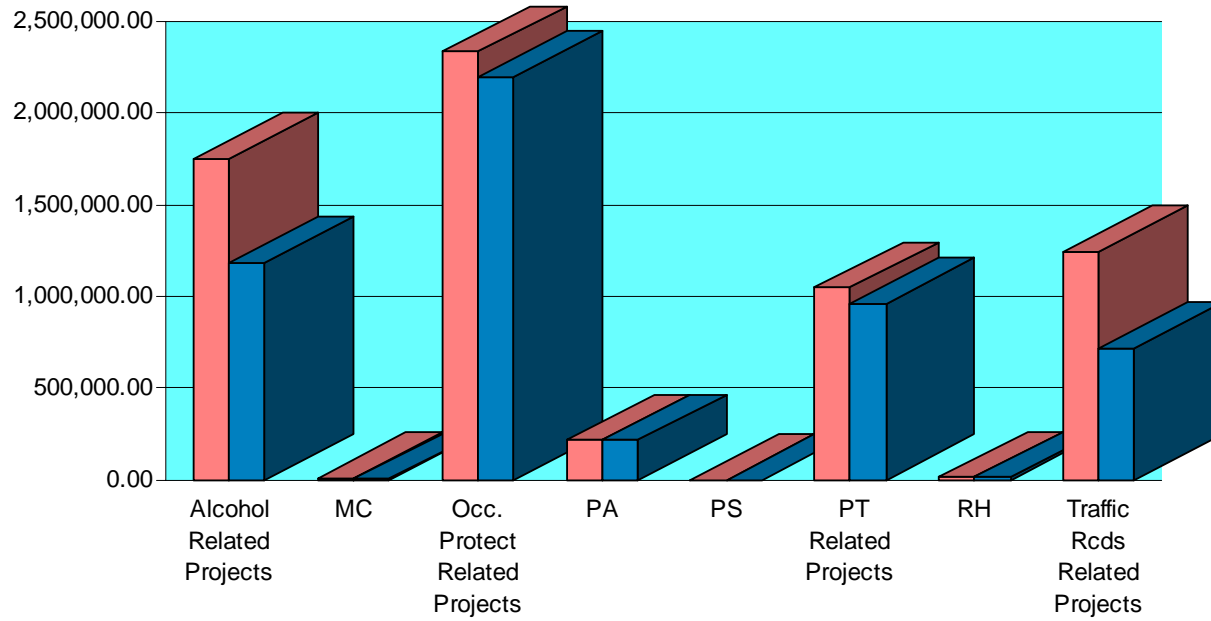


FY2006 FINANCIAL INFORMATION
Obligations and Expenditures by Project Area Group

Project Area	Approved Obligated	Total Expenditure
AL	426,337.00	257,336.28
DMHSAS	21,000.00	21,000.00
OJJDP	755,650.29	424,857.81
PT funds for AL (25%)	378,949.13	342,265.28
163 FUNDS	170,700.00	137,949.06
Alcohol Related Projects	1,752,636.42	1,183,408.43
MC	3,000.00	785.01
OP	411,833.00	344,023.92
PM	1,175,260.36	1,165,457.02
PT funds for OP (30%)	454,738.95	410,718.34
157 INCENTIVE FUNDS	172,548.12	172,548.12
163 FUNDS	123,006.00	106,490.00
Occ. Protect Related Projects	2,337,386.43	2,199,237.40
PA	215,700.00	214,592.15
PS	0.00	0.00
157 INCENTIVE FUNDS	0.00	0.00
Ped Safety Related Projects	0.00	0.00
PT	682,108.43	616,077.51
157 INCENTIVE FUNDS	206,253.71	206,253.71
163 FUNDS	157,500.00	140,607.02
PT Related Projects	1,045,862.14	962,938.24
RH	10,648.00	10,647.92
TR	195,700.00	175,562.05
CODES NETWORK	65,480.00	39,238.42
CVARs	911,780.43	448,664.57
157 INCENTIVE FUNDS	2,251.06	2,251.06
FARS	69,641.00	49,208.73
Traffic Records Related Projects	1,244,852.49	714,924.83
TOTAL OF ALL FUNDS	\$6,610,085.48	\$5,286,533.98

FY2006 FINANCIAL INFORMATION
Obligation and Expenditures by Project Area Group

Funds Obligated-Funds Expended



■ Amount Obligated
 ■ Total Expended

Project Area Group

Section 163 Funds

Section 163 Funds
 Fiscal Year: FY2004
 Oklahoma

		Amount Obligated	Amount Expended	Local Benefit
QN6-06-01-01-00 (PT)	Law Enforcement Training	2,500.00	0.00	
QN6-06-02-02-00 (AL)	OU Conference Planners	4,472.17	4,472.17	
QN6-06-03-01-08 (PT)	Edmond P D	43,081.23	43,080.78	43,080.78
QN6-06-03-02-02 (PT & AL)	Oklahoma City P D	92,993.94	92,993.94	92,993.94
QN6-06-03-04-07 (PT)	Warr Acres PD	4,419.40	4,606.03	4,606.03
QN6-03-03-05-00 (PT)	Mobilization Incentives			
QN6-03-03-05-00 (PT)	Tulsa PD	3,000.00	2,698.00	2,698.00
QN6-03-03-05-00 (PT)	Midwest City PD	3,000.00	2,988.00	2,988.00
QN6-03-03-05-00 (PT)	Guthrie PD	3,000.00	2,998.00	2,998.00
QN6-03-03-05-00 (PT)	Nicoma Park PD	3,000.00	3,000.00	3,000.00
QN6-06-03-06-01 (AL)	OU PD	7,136.22	7,136.22	
QN6-06-04-02-00F (PM)	Redhawks	33,838.98	33,838.98	
TOTAL		200,441.94	197,812.12	152,364.75

Section 163 Funds
Fiscal Year: FY2005
Oklahoma

QN6-06-01-01-00 (PT)	Law Enforcement Training	2,500.00		
QN6-06-02-02-00 (AL)	OU Conference Planners	64,527.83	46,385.70	
QN6-06-03-01-08 (PT)	Edmond PD	21,918.77	15,520.04	15,520.04
QN6-06-03-02-02 (PT & AL)	Oklahoma City PD	32,006.06	32,006.06	32,006.06
QN6-06-03-04-07 (PT)	Warr Acres PD	5,580.60	1,108.17	1,108.17
QN6-03-03-05-00 (PT)	Mobilization Incentives			
QN6-03-03-05-00 (PT)	OSU PD	3,000.00	2,775.00	
QN6-03-03-05-00 (PT)	Catoosa PD	3,000.00	3,000.00	3,000.00
QN6-03-03-05-00 (PT)	Norman PD	3,000.00	2,999.00	2,999.00
QN6-03-03-05-00 (PT)	Wapanucka PD	3,000.00	3,000.00	3,000.00
QN6-03-03-05-00 (PT)	Wayne PD	3,000.00	2,834.00	2,834.00
QN6-06-03-06-01 (AL)	OU PD	19,563.78	4,954.97	
QN6-06-03-07-01 (OP)	OHP	50,000.00	50,000.00	
QN6-06-04-01-00 (OP)	PI&E - IN-House Programs	16,516.00		
QN6-06-04-02-00F (PM)	Redhawks	2,161.02	2,161.02	
QN6-06-04-02-00G (PM)	Tulsa Drillers	10,490.00	10,490.00	
QN6-06-04-02-00H (PM)	Yard Dawgs	10,000.00	10,000.00	
TOTAL		250,264.06	187,233.96	60,467.27

55%

PAID MEDIA



Oklahoma Highway Safety Office

May 2006

Media Campaign Assessment

‘Buckle Up in Your Truck’



‘Click-it or Ticket’



July 5, 2006



“Buckle Up in Your Truck”

May 2006 Media Campaign Assessment

July 5, 2006

EXECUTIVE SUMMARY

Launching in mid-May, the 2006 'Buckle Up in Your Truck' campaign targeted Men 18-34 statewide through four advertising mediums: television, radio, print and outdoor boards.

Your two-week flight aired from May 1st through 14th, generating tremendous impact through a multi-media mix of 5,326 total advertisements reaching audiences statewide.

Advertising Volume

<u>Media</u>	<u>Paid</u>	<u>Non-Paid</u>
TV	1,570	2,013
Radio	1,112	577
Print	4	0
<u>Outdoor</u>	<u>35</u>	<u>15</u>
Total	2,721	2,605

Nearly one-hundred eighty-five thousand dollars drove the 'Buckle Up in Your Truck' message home to men age 18-34.

Budget Allocation

TV:	\$103,959	56%
Radio:	\$ 53,634	29%
Print:	\$ 4,705	3%
<u>Outdoor:</u>	<u>\$ 21,733</u>	<u>12%</u>
Total:	\$184,031	100%

Every budget dollar was stretched through significant added-value negotiated into the buy. Your campaign delivered an average of \$1.59 in media value for every \$1.00 invested.

More importantly, your campaign provided the opportunity to save lives through a comprehensive campaign that efficiently and effectively leveraged the power of multi-media advertising to compel men to 'Buckle Up in Their Trucks'.

Campaign Overview

Parameters:

Budget: \$184,031
Timeline: May 1-14
Area: Statewide emphasizing media impact in the population centers of:
OKC DMA, Tulsa DMA, Lawton DMA, Ada, Ardmore, Broken
Bow, Durant, Guymon McAlester, Ponca City, Miami & Woodward.

Target Audience:

Primary: Men 18-34

Media Calendar:

TV: May 1-14
Radio: May 1-14
Print: May 1-14
Outdoor: May 1-14

Media Allocation:

TV:	\$103,959	56%
Radio:	\$ 53,634	29%
Print:	\$ 4,705	3%
<u>Outdoor:</u>	<u>\$ 21,733</u>	<u>12%</u>
Total:	\$184,031	100%

Campaign ASSESSMENT

Television

Network and cable television advertising provided outstanding efficiencies in targeting Men 18-34.

7 broadcast networks and 9 cable networks carried the 'Buckle Up in Your Truck' message across the state.

Schedules consisted of the most popular programming that provided the greatest value for every media dollar.

Television Networks employed:

ABC	BET
CBS	COMEDY
NBC	DISCOVERY
Fox	ESPN
UPN	FX
WB	HISTORY
KSBI (Independent)	SPIKE TV
	TNT
	USA

Measured Media

	TELEVISION	# of Spots	M18-34 GIMP
Paid	336	1,645,610	
Unpaid	353	406,151	
TOTAL TV	689	2,051,761	

Non-Measured Media

	TELEVISION	# of Spots	M18-34 GIMP
Paid	1,234	N/A	
Unpaid	1,660	N/A	
TOTAL	2,894	N/A	

Radio

Tulsa and Oklahoma City comprised the bulk of the budget allocation with additional support in Ada, Ardmore and Lawton.

11 stations were utilized in OKC, 8 stations in Tulsa, 2 stations in Ada, 2 stations in Ardmore, 1 station in Broken Bow, 1 station in Durant, 2 stations in Guymon, 3 stations in Lawton, 1 station in McAlester, 2 stations in Ponca City, and 1 station in Woodward.

Measured Media

	RADIO	# of Spots	M18-34 GIMP
Paid	752	1,534,200	
Unpaid	156	306,840	
TOTAL RADIO	908	1,841,040	

Non-Measured Media

	RADIO	# of Spots	M 18-34 GIMP
Paid	360	N/A	
Unpaid	421	N/A	
TOTAL	781	N/A	

Outdoor

Much like radio advertising, outdoor billboard advertising enhanced our ability to reach the public at the exact moment when they could take advantage of the message and act on it. Additionally, this medium reaches segments of the population not accessible through other mediums.

Outdoor advertising provided coverage in high traffic areas across the state through 30-Sheet posters and bus shelters.

25 paid posters and 5 non-paid posters provided statewide coverage in both metro and non-metro population centers.

10 paid and 10 non-paid bus shelters provided coverage in the OKC and Tulsa markets.

30-Sheet Posters

	30-Sheet Posters	# of units	Gimp*
Paid	39	6,221,500	
<u>Unpaid</u>	<u>8</u>	<u>1,289,700</u>	
TOTAL	47	7,511,200	

Bus Shelters

	Bus Shelters	# of Units	Gimp*
Paid	10	3,752,200	
<u>Unpaid</u>	<u>10</u>	<u>3,304,000</u>	
TOTAL	20	7,056,200	

*Gimp: Gross Impressions of adults age 18+

Print

Print was targeted specifically to our primary demographic. Ads were strategically placed in the 'Nightclub & Bar' section of the Oklahoma Gazette and Urban Tulsa publications. Each of these weekly social magazines feature popular night spots, clubs, concerts, and other social activities popular among our target audience.

Newspaper

	Newspaper	# of Ads	Gimp*
Paid	4	128,000	
Unpaid	0	0	
TOTAL	4	128,000	

*Gimp: Gross Impressions of adults age 18+



Oklahoma Highway Safety Office

“Click-It or Ticket”

May 2006 Media Campaign Assessment

July 5, 2006

EXECUTIVE SUMMARY

Launching in mid-May, the 2006 'Click-it or Ticket' campaign targeted Men 18-34 statewide through four advertising mediums: television, radio, print and outdoor boards.

Your two-week flight aired from May 15th through June 8th, generating tremendous impact through a multi-media mix of 5,936 total advertisements reaching audiences statewide.

Advertising Volume

<u>Media</u>	<u>Paid</u>	<u>Non-Paid</u>
TV	1,834	1,018
Radio	2,210	775
Print	4	0
<u>Outdoor</u>	<u>74</u>	<u>21</u>
Total	4,122	1,814

Nearly three-hundred thousand dollars drove the 'Click-it or Ticket' message home to your target audience.

Budget Allocation

TV:	\$153,714	49%
Radio:	\$129,549	41%
Print:	\$ 4,705	1%
<u>Outdoor:</u>	<u>\$ 27,877</u>	<u>9%</u>
Total:	\$ 315,845	100%

Every budget dollar was stretched through significant added-value negotiated into the buy. Your campaign delivered an average of \$1.44 in media value for every \$1.00 invested.

More importantly, your campaign provided the opportunity to save lives through a comprehensive campaign that efficiently and effectively leveraged the power of multi-media advertising to compel audiences to 'Click-it or Ticket'.

Campaign Overview

Parameters:

Budget: \$315,845
Timeline: May 15 – June 8
Area: Statewide emphasizing media impact in the population centers of:
OKC DMA, Tulsa DMA, Lawton, Ada, Ardmore, Durant, & Miami.

Target Audience:

Primary: Men 18-34
Secondary: Adults 25-54

Media Calendar:

TV: May 15 – June 8
Radio: May 15 – June 8
Outdoor: May 15 – June 8
Print: May 15 – June 8

Media Allocation:

TV:	\$153,714	49%
Radio:	\$129,549	41%
Print:	\$ 4,705	1%
Outdoor:	\$ 27,877	9%
Total:	\$ 315,845	100%

Campaign ASSESSMENT

Television

Network and cable television advertising provided outstanding efficiencies in targeting Men 18-34.

6 broadcast networks and 12 cable networks carried the Click-it or Ticket message across the state.

Schedules consisted of the most popular programming that provided the greatest value for every media dollar.

Television Networks employed:

ABC	DISCOVERY
CBS	ESPN
NBC	Fox Sports SW
Fox	NICKELODEON
UPN	SCI-FI
WB	SPIKE TV
BET	TLC
CARTOON	TNT
COMEDY	USA

Measured Media

	TELEVISION	# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	452	2,441,909	10,445,074	
Unpaid	46	296,138	883,736	
TOTAL TV	498	2,738,047	11,328,810	

Non-Measured Media

	TELEVISION	# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	1,382	N/A	N/A	
Unpaid	972	N/A	N/A	
TOTAL	2,354	N/A	N/A	

Radio

Tulsa and Oklahoma City comprised the bulk of the budget allocation with additional support in Ada, Ardmore and Lawton.

14 stations were utilized in OKC, 12 stations in Tulsa, 2 stations in Ada, 2 stations in Ardmore, 1 station in Broken Bow, 1 station in Durant, 2 stations in Guymon, 3 stations in Lawton, 1 station in McAlester, 2 stations in Ponca City, and 1 station in Woodward.

Measured Media

RADIO		# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	1,850	2,887,900	9,309,803	
Unpaid	428	480,612	1,717,065	
TOTAL RADIO	2,278	3,368,512	11,026,868	

Non-Measured Media

RADIO		# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	360	N/A	N/A	
Unpaid	347	N/A	N/A	
TOTAL	707	N/A	N/A	

Outdoor

Much like radio advertising, outdoor billboard advertising enhanced our ability to reach the public at the exact moment when they could take advantage of the message and act on it. Additionally, this medium reaches segments of the population not accessible through other mediums.

Outdoor advertising provided coverage in high traffic areas across the state through 30-Sheet posters and bus shelters.

59 paid posters and 41 non-paid posters provided statewide coverage in both metro and non-metro population centers.

10 paid and 10 non-paid bus shelters provided coverage in the OKC and Tulsa markets.

30-Sheet Posters

	30-Sheet Posters	# of units	Gimp*
Paid	64	11,461,400	
<u>Unpaid</u>	<u>11</u>	<u>2,981,700</u>	
TOTAL	75	14,443,100	

Bus Shelters

	Bus Shelters	# of Units	Gimp*
Paid	10	3,752,200	
<u>Unpaid</u>	<u>10</u>	<u>3,304,000</u>	
TOTAL	20	7,056,200	

*Gimp: Gross Impressions of adults age 18+

Print

Print was targeted specifically to our primary demographic. Ads were strategically placed in the 'Nightclub & Bar' section of the Oklahoma Gazette and Urban Tulsa publications. Each of these weekly social magazines feature popular night spots, clubs, concerts, and other social activities popular among our target audience.

Newspaper

	Newspaper	# of Ads	Gimp*
Paid	4		128,000
<u>Unpaid</u>	<u>0</u>		<u>0</u>
TOTAL	4		128,000

*Gimp: Gross Impressions of adults age 18+

Drunk Driving Prevention

Post-Buy Analysis
August 28th-September 17th, 2006

October 2006

OVERVIEW

Your drunk driving prevention campaign saved the lives of Oklahomans most likely to harm themselves and others by preventing the reckless behavior of drinking and driving.

A media mix of network television, cable television, & radio influenced men age 18-34 to think about the consequences and make the responsible choice.

PARAMETERS

Budget:	\$ 180,000
Timeline:	August 28 th – September 17 th
Area:	Statewide
TV Ad Units:	Echoes
Radio Ad Units:	Echoes

TARGET AUDIENCE

Primary:	Men 18-34
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BUDGET ALLOCATION

Metro TV –	\$134,275
Metro Radio –	\$ 26,131
Non-Metro Radio –	<u>\$ 17,595</u>
Total –	\$178,001

CAMPAIGN DELIVERY

	<u>Spots</u>	<u>Gimp</u>
Paid	1,758	5,828,023
Non-Paid	<u>203</u>	<u>413,517</u>
Total –	1,961	6,241,540

Post-Buy Analysis
Overview