

AFTER 2007

• HIGHWAY SAFETY PROGRAM ANNUAL EVALUATION REPORT •



Illinois Department
of Transportation
Division of Traffic Safety

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Division of Traffic Safety Programs

The Division of Traffic Safety offers a number of traffic safety programs and services which focus attention on specific areas of concern. Information on the programs listed below can be acquired by calling the telephone numbers listed or (217) 524-4875 (TTY) Ameritech relay number. You may also request the information by writing to the Illinois Department of Transportation, Division of Traffic Safety, 3215 Executive Park Drive, P.O. Box 19245, Springfield, IL 62794-9245, or by calling (217) 782-4972.

Crash Information (217) 782-2575

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

Survey Information (217) 785-1181

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

Commercial Vehicle Safety (217) 785-1181

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

Websites

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

Mission

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

FY 2007 Highlights

- Safety belt usage rate rose to 90.1 percent.
- Established a statewide Traffic Records Coordinating Executive Committee and a multi-agency Illinois Traffic Records Coordinating Committee.
- A total of 15,429 motorcyclists were trained in Calendar Year 2007 through IDOT's Cycle Rider Safety Program.
- DTS conducted eight Public Hearings across the state on highway safety planning.
- In FY 2007 DTS dedicated \$3.3 million in federal funds for paid media in support of the Click It or Ticket and You Drink & Drive. You Lose mobilizations and campaign.
- Conducted a statewide Child Passenger Safety Conference.
- Continued to implement the "11 state" federal alcohol model for problem identification.
- Developed a Speed Enforcement Project for local law enforcement agencies.
- Conducted a Standard Field Sobriety Testing (SFST) Assessment.
- Developed a Motorcycle Strategic Plan.
- Hosted the National Lifesavers Conference in Chicago.
- Conducted a statewide Impaired Driving Summit.
- Fatality information updated daily at www.dot.il.gov.

Introduction

The Illinois Department of Transportation's (IDOT) Division of Traffic Safety (DTS) leads the state of Illinois' efforts to reduce the senseless deaths and injuries that occur each year on Illinois roads. The *FY 2007 Annual Evaluation Report* provides an overview of the state's utilization of federal highway safety funds for the period of October 1, 2006 through September 30, 2007 and evaluations of the various programs supported by these resources.

Last year was the safest in Illinois since 1924, with 1,254 traffic fatalities. Safety belt usage is at an all-time high rising to 90.1 percent in 2007 compared to 87.8 percent in 2006. The past four years rank in the top ten of the safest in Illinois history.

The increased usage rate is attributed to the passage of the Primary Safety Belt Law that was signed into law by Governor Rod R. Blagojevich in July 2003, promoting stricter enforcement, and an increased level of awareness that safety belts really do save lives. Since the passage of the primary safety belt law, an estimated 113 lives have been saved and nearly 3,480 injuries have been prevented in the state of Illinois because more people chose to obey the law and buckle up.

Needless deaths and injuries on Illinois roads are a problem confronting every person traveling in Illinois. It is a problem that is taken very seriously by the department. Fortunately, the state of Illinois has partners, safety advocates, law enforcement, medical community and organizations that work tirelessly to make Illinois a safer place. With us working together, our projects and programs are saving lives.

Illinois Quick Facts

Illinois Safety Belt Usage Rates for 2007

- Overall Safety Belt Usage Rate is 90.1 percent.
- Usage Rate for Passenger Cars (excluding pickups) is 89.1 percent.
- Usage Rate for Pickup Trucks is 79.3 percent.
- General Information on Usage Rates
 - By Region:
 - City of Chicago 86.8 percent
 - Cook County 88.2 percent
 - Collar Counties 92.3 percent
 - Downstate 89.4 percent
 - By Road Type:
 - Residential 88.7 percent
 - U.S./IL Highways 90.5 percent
 - Interstates 93.3 percent

Illinois Child Safety Seat Usage Rates for 2007

- Overall Child Safety Seat Usage Rate is 87.2 percent.

Illinois Motorcycle Helmet Usage Rates for 2007

- Overall Motorcycle Helmet Usage Rate is 35.5 percent.

General

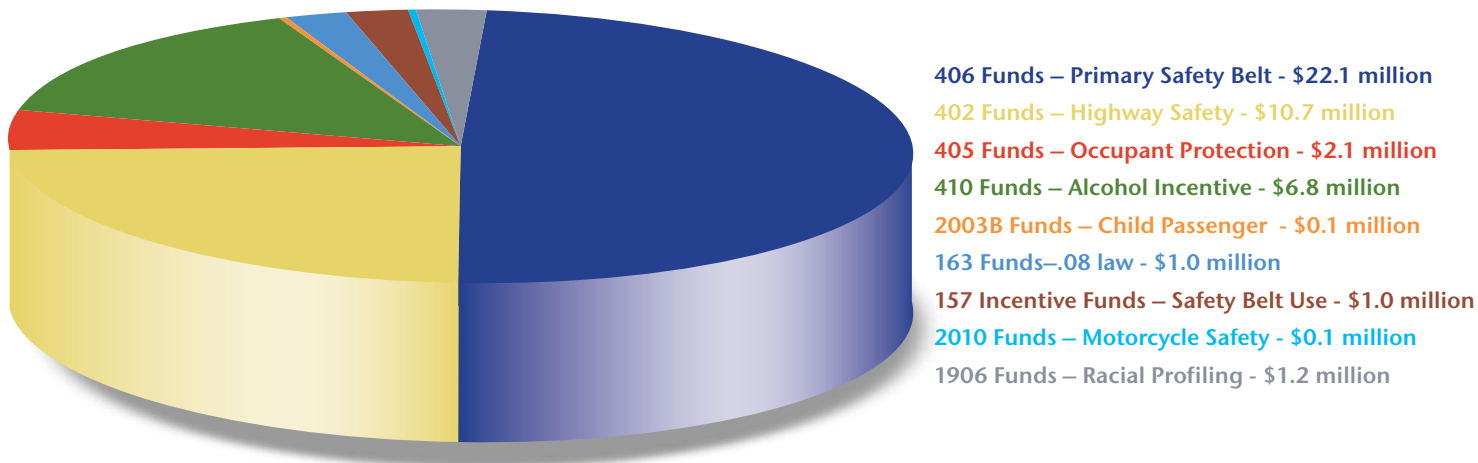
- 1,254 persons died in crashes in Illinois in 2006.
- Travel decreased by 1.0 percent compared to the previous year.
- The mileage death rate increased by 7.1 percent from 2005 to 2006.

Illinois Fatality Rates

- 1,254 persons were killed in 1,136 fatal crashes in 2006
- There was an average of 1.1 deaths per fatal crash.
- The 2006 fatality rate for Illinois was 1.18 (per one hundred million vehicle miles).
- 467 persons were killed in alcohol-related crashes.
- Vehicle Miles Traveled (VMT) decreased from 107.9 billion in 2005 to 106.8 billion in 2006.
- Licensed Drivers increased from 8.57 million in 2005 to 8.62 million in 2006.

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

FY2007 Allocated Funds



**FY 2007 ALLOCATED FUNDS PER FUNDING SOURCE
TOTAL - \$45,572,412 MILLION**

Program Goals and Accomplishments

Division of Traffic Safety Program Goals

Each year, as the process of developing the Highway Safety Plan (HSP) begins, the Division of Traffic Safety (DTS) re-evaluates its performance goals for highway safety in Illinois. In the past, the HSP would put forth numerous goals that too often expressed desired outcomes for which little or no highway safety resources would be devoted.

The FY 2007 goals continue to be centered around the two biggest traffic safety points of interest in Illinois, the nation and around the world-safety belts and impaired driving.

The HSP Committee continued to utilize the Balanced Scorecard strategic planning process that has successfully been implemented by IDOT. The Balanced Scorecard begins with a “Goal” and then establishes “Targets” that need to be accomplished in order to accomplish the Goal and then establishes “Initiatives” that will accomplish the Targets. Strict measurements are also established for each goal. For DTS purposes, a highway safety project is a strategy that will help accomplish our Targets. In FY 2008, DTS will develop new goals and targets for their highway safety programs.

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

Overall Goals

The Problem

- 1,254 persons were killed in 1,136 fatal crashes in 2006.
- Travel decreased by 1.0 percent compared to the previous year.
- There was an average of 1.1 deaths per fatal crash.
- Table 1, Illinois Fatal Crash Data for 2003-2006.
- Table 2, Fatal Crashes by Day of Week, 2006.
- Table 3, Fatal Crashes by Time of Day, 2006.
- Table 4, Fatalities by Person Type, Age and Gender, 2006.

Table 1

Illinois Fatal Crash Data for 2003-2006

	2003	2004	2005	2006
Fatal Crashes	1,308	1,224	1,233	1,136
Fatalities	1,454	1,356	1,363	1,254
Fatalities per 100 Million VMT	1.37	1.24	1.26	1.18
Alcohol-Related* Fatal Crashes	436	413	389	414
Alcohol-Related* Fatalities	503	475	444	467
Vehicle Miles Traveled (billions)	106.5	108.9	107.9	106.8
Licensed Drivers (millions)	8.52	8.56	8.57	8.62

* Crashes in which at least one driver tested, either surviving or deceased, had a positive BAC (Blood Alcohol Concentration) of 0.01 or greater.

Table 2
Fatal Crashes by Day of Week

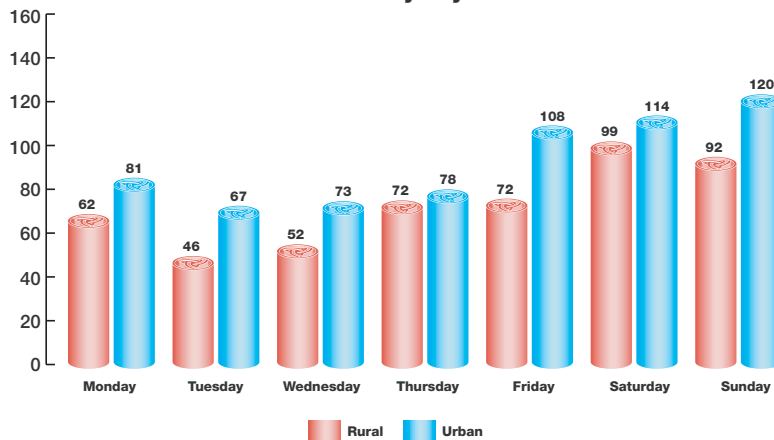


Table 3
Fatal Crashes by Time of Day

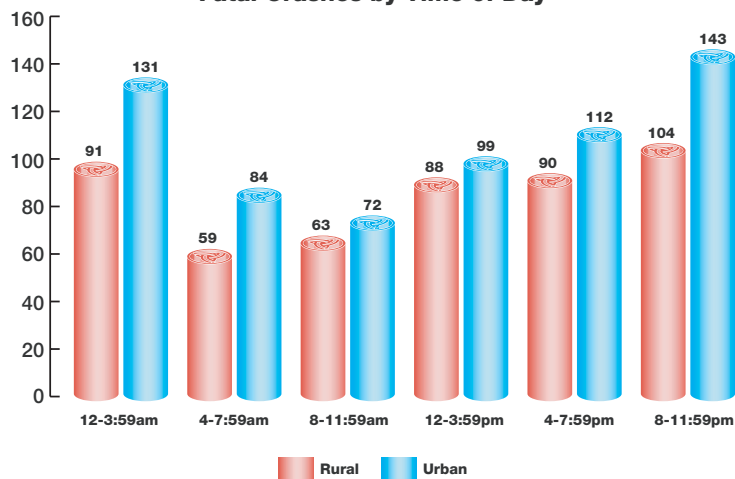


Table 4

Fatalities by Person Type, Age and Gender (2006)

AGE	DRIVERS				PASSENGERS				TOTAL OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	0	0	0	0.0	6	6	12	4.2	6	6	12	1.1
5-9	0	0	0	0.0	0	6	6	2.1	0	6	6	0.6
10-14	0	0	0	0.0	5	10	15	5.3	5	10	15	1.4
15-19	68	28	96	12.0	37	29	66	23.2	105	57	162	14.9
20-24	87	21	108	13.5	24	18	42	14.7	111	39	150	13.8
25-34	116	37	153	19.1	16	14	30	10.5	132	51	183	16.8
35-44	99	37	136	17.0	13	20	33	11.6	112	57	169	15.5
45-54	99	34	133	16.6	12	14	26	9.1	111	48	159	14.6
55-64	71	14	85	10.6	5	9	14	4.9	76	23	99	9.1
65-74	31	9	40	5.0	3	8	11	3.9	34	17	51	4.7
75 or Older	37	14	51	6.4	10	20	30	10.5	47	34	81	7.5
TOTAL	608	194	802	100.0	131	154	285	100.0	739	348	1087	100.0

AGE	PEDESTRIANS				PEDALCYCLISTS				TOTAL NON-OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	2	5	7	5.1	0	0	0	0.0	2	5	7	4.3
5-9	6	0	6	4.4	3	0	3	12.5	9	0	9	5.6
10-14	2	0	2	1.5	1	1	2	8.3	3	1	4	2.5
15-19	3	2	5	3.6	1	0	1	4.2	4	2	6	3.7
20-24	3	5	8	5.8	0	0	0	0.0	3	5	8	5.0
25-34	13	1	14	10.2	3	0	3	12.5	16	1	17	10.6
35-44	13	6	19	13.9	4	0	4	16.7	17	6	23	14.3
45-54	18	6	24	17.5	5	1	6	25.0	23	7	30	18.6
55-64	8	9	17	12.4	2	0	2	8.3	10	9	19	11.8
65-74	11	4	15	10.9	0	0	0	0.0	11	4	15	9.3
75 or Older	9	11	20	14.6	3	0	3	12.5	12	11	23	14.3
TOTAL	88	49	137	100.0	22	2	24	100.0	110	51	161	100.0

Note: Three additional people were killed in motor vehicle crashes in Illinois in 2006. Those three people were occupants of non-motor vehicles.

Goals

- To reduce the statewide fatality rate (per 100 million VMT) from 2003 level of 1.37 to 1.0 by January 1, 2008.

Target: Achieve incremental decreases in annual fatality rate

Goal	Target Year				
	2003	2004	2005	2006	2007
Proposed Fatality Rate Per 100 Million	1.37	1.25	1.12	1.06	1.00
Actual Rate	1.37	1.24	1.26	1.17	N/A

- To reduce the statewide severe injury rate (per 100 million VMT) from the 2003 level of 17.7 to 16.4 by January 1, 2008.

Target: Achieve incremental decreases in annual severe injury rate.

Goal	Target Year				
	2003	2004	2005	2006	2007
Proposed Fatality Rate Per 100 Million	17.7	17.3	17.0	16.7	16.4
Actual Rate	17.26	17.13	16.98	16.70	N/A

- To reduce the statewide percentage of fatal crashes (to total fatal and injury crashes) from the 2003 level of 1.39 percent to 1.28 percent by January 1, 2008.

Target: Achieve incremental decreases in annual percentage of fatal crashes.

Goal	Target Year				
	2003	2004	2005	2006	2007
Proposed Fatality Rate Per 100 Million	1.39	1.36	1.34	1.31	1.28
Actual Rate	1.45	1.43	1.53*	1.48	N/A

* Since 2004, the actual number of fatal crashes decreased, but the percentage of fatal crashes increased due to a significant decrease in total injury crashes (as a component of denominator).

- To reduce the statewide percentage of severe injury crashes (to total fatal and injury crashes) from the 2003 level of 15.75 percent to 14.53 percent by January 1, 2008.

Target: Achieve incremental decreases in annual percentage of severe injury crashes.

Goal	Target Year				
	2003	2004	2005	2006	2007
Proposed Fatality Rate Per 100 Million	15.75	15.44	15.13	14.82	14.53
Actual Rate	15.35	16.42	17.11	17.89	N/A

Strategies

- Accomplish DTS Alcohol goals (numbers 1-3) and Occupant Protection goals (numbers 1 and 2).
- Engage in further analysis and problem identification of motorcycle crash data.

Occupant Protection

The Problem

- The 2006 fatality rate decreased from 1.26 in 2005 to 1.18 in 2006. Illinois is still below the national average of 1.48 per 100 million VMT.
- Illinois 2006 traffic fatalities totaled 1,254.
- The 2007 statewide safety belt usage rate rose from 87.8 percent to 90.1 percent (Table 1).
- Table 1, Front Seat Occupant Restraint Usage Rate.
- Table 2, Comparison of Safety Belt Usage Rates in Illinois, Great Lakes Region and United States.
- Table 3, Occupant Restraint Usage for Persons Killed.

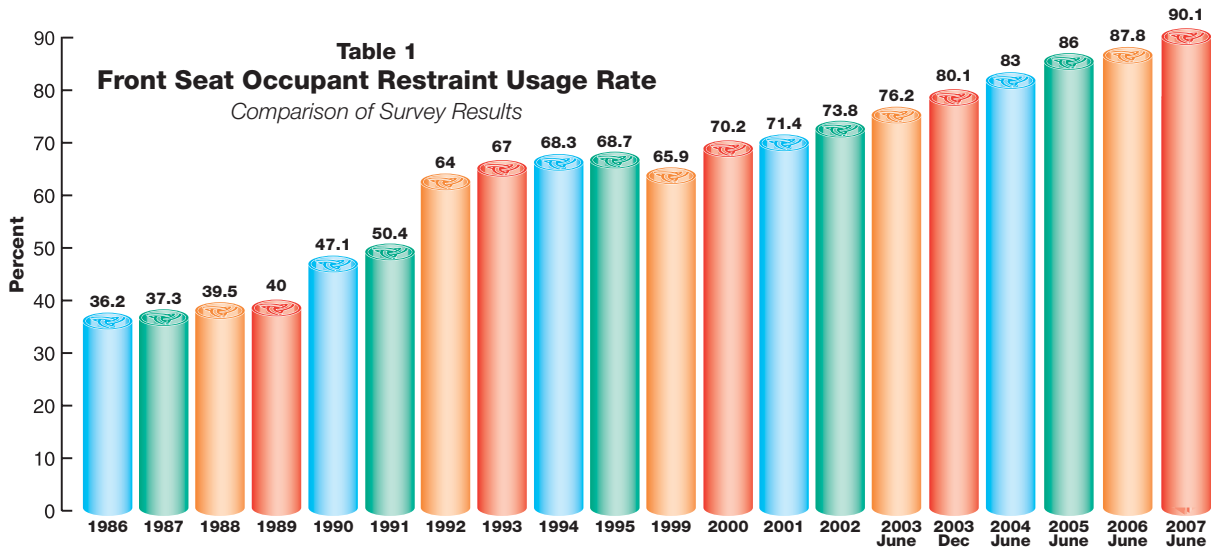


Table 2 shows Illinois' position compared to other states in NHTSA's Great Lakes Region and the nation in achieving positive results in safety belt usage.

Table 2

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

	ILLINOIS		GREAT LAKES REGION		NATIONAL	
	No.	%	No.	%	No.	%
2007 Safety Belt Usage Rate	NA	90.1	NA	86.1	NA	82.0

*Great Lakes Region includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin

Table 3

Occupant Restraint Usage for Persons Killed

TYPE OF RESTRAINT	DRIVER	PASSENGER	TOTAL
None Used/Not Applicable	347	116	463
Shoulder Belt	1	0	1
Lap Belt	0	3	3
Lap and Shoulder Belt	276	107	383
Child Safety Seat	0	7	7
Restraint Used – Type Unknown	0	0	0
Safety Belt Used Improperly	2	2	4
Child Safety Seat Used Improperly	0	1	1
Unknown	42	34	76
TOTAL	668	270	938

TYPE OF RESTRAINT	AGE GROUPS					
	0-3	4-5	6-9	10-14	15-20	>20
None Used/Not Applicable	1	0	1	7	100	354
Shoulder Belt	0	0	0	0	0	1
Lap Belt	0	0	0	0	0	3
Lap and Shoulder Belt	0	0	4	6	60	313
Child Safety Seat	6	1	0	0	0	0
Restraint Used-Type Unknown	0	0	0	0	0	0
Safety Belt Used Improperly	0	1	0	0	0	3
Child Safety Seat Used Improperly	1	0	0	0	0	0
Unknown	2	0	0	1	16	57
TOTAL	10	2	5	14	176	731

Occupant Protection Goals

- Increase occupant restraint usage by 7.9 percentage points from 80.1 percent in 2003 to 88.0 percent by January 1, 2008.

Target: Achieve incremental increases in annual statewide safety belt survey rates.

Goal	Target Year				
	2003	2004	2005	2006	2007
Safety Belt Usage Rate	80.1	82.2	86.0	88.0	90.0
Actual Rate	76.2	83.0	86.0	88.0	90.1

- Increase the correct statewide child safety seat usage rate by 15 percentage points from 60 percent in 2003 to 75 percent by January 1, 2008.

Target 1: Achieve incremental increases in annual statewide Child Safety Seat survey usage rates.

Goal	Target Year				
	2003	2004	2005	2006	2007
Child Safety Seat Usage Rate (Correct Use)	60	64	68	72	75
Actual Rate	60	64	60.1	53.9	N/A

Note: The definition for incorrect use was altered in 2006 to reflect a more comprehensive list of incorrect Uses of child safety seats.

- Increase the percent awareness of the safety belt slogan Click It or Ticket by 10 percentage points from 80 percent in 2003 to 90 percent by January 1, 2008.

Target: Achieve incremental increases in the awareness of the safety belt slogan "Click It or Ticket".

Goal	Target Year				
	2003	2004	2005	2006	2007
Percent Awareness of Safety Belt Slogan	80	83	91	93	95
Actual Rate	85	90	91.1	91.2	93.8

- Reduce the combined percent unbelted occupant fatalities by 15 percentage points from 76 percent in 2003 to 61 percent by January 1, 2008.

Target: Achieve incremental decreases in unbelted occupant fatalities.

Goal	Target Year				
	2003	2004	2005	2006	2007
Percent Unbelted Occupant Fatalities	76	72	68	64	61
Actual Rate	76	57.09	55.86	N/A	N/A

- Reduce the combined percent unbelted occupant "A" injuries by 12 percentage points from 32.7 percent in 2003 to 20.7 percent by January 1, 2008.

Target: Achieve incremental decreases in unbelted occupant "A" injuries.

Goal	Target Year				
	2003	2004	2005	2006	2007
Percent Unbelted Occupant "A" Injuries	32.7	29	26	23	20.7
Actual Rate	32.70	29.74	30.11	N/A	N/A

Strategies

- Identify crash-related “A” injuries and fatalities in counties comprising 85 percent of the statewide population.
- Secure commitment from law enforcement agencies serving counties in which 60 percent or greater of crash related “A” injuries and fatalities occurred.
- Deliver enforcement and education of occupant protection message to the part-time user (16-34 years old, male and female, predominately male).
- Deliver enforcement and education of child passenger safety protection message to drivers who transport children.

Project Summaries

Section 402

Click It or Ticket Program (SOS) #07-02-01

\$75,000

This task provided funds for the Illinois Office of the Secretary of State (SOS) to develop a public information and education (PI&E) campaign for the Click It or Ticket (CIOT) mobilizations in Illinois. SOS developed and produced 5,000 Click It or Ticket pens and pencils to distribute at community events, fairs, festivals and SOS presentations. SOS also produced a CIOT movie trailer that ran from April 27, 2007 to May 25, 2007 on 172 screens in 32 cities.

Integrated Mini-Grant Enforcement Program (IMAGE) #07-02-02

\$2,009,970

This task provided funds for 61 local police agencies to conduct overtime enforcement with hire-back officers during selected integrated enforcement periods. There were five enforcement campaign periods, certified officers working overtime to concentrate on enforcement for all traffic laws and special emphasis on occupant restraint, impaired driving and speed violations. Preliminary figures for the FY 2007 IMAge projects total 32,602.3 patrol hours; a total of 62,354 vehicles were stopped during these campaigns with a vehicle contact of one for every 31.4 minutes; there were 11,211 speeding citations issued during the five enforcement periods; there were 5,199 safety belt citations; a total of 470 child safety seat citations; and 504 alcohol-related citations were issued during the enforcement campaigns. The 61 IMAge projects generated 2,960 public information and education events, these events ranged from media releases, media events, displays and presentations during the enforcement periods. This is another phase of IDOT’s earned media efforts during FY 2007.

The FY 2007 IMAge projects were:

Arlington Heights Police Department	Jacksonville Police Department	Oswego Police Department
Barrington/Inverness Police	Joliet Police Department	Palatine Police Department
Belvidere Police Department	Lebanon Police Department	Palos Heights Police Department
Berwyn Police Department	Madison County Sheriff’s Department	Park Ridge Police Department
Blue Island Police Department	Madison Police Department	Pekin Police Department
Bradley Police Department	Markham Police Department	Peoria County Sheriff’s Department
Burnham Police Department	Matteson Police Department	Peoria Police Department
Cahokia Police Department	Maywood Police Department	Quincy Police Department
Calumet City Police Department	McHenry County Sheriff’s Department	Riverside Police Department
Carol Stream Police Department	Mendota Police Department	Schaumburg Police Department
Centralia Police Department	Melrose Park Police Department	Stephenson County Sheriff’s Department
Collinsville Police Department	Metamora Police Department	Streator Police Department
Columbia Police Department	Midlothian Police Department	WIU Police Department
East Moline Police Department	Millstadt Police Department	Wheaton Police Department
East Peoria Police Department	Monmouth Police Department	Willowbrook Police Department
Elk Grove Village Police Department	Morgan County Sheriff’s Department	Wilmette Police Department
Fairmount Police Department	New Athens Police Department	Winnebago County Sheriff’s Department
Flossmoor Police Department	Oak Brook Police Department	Winnetka Police Department
Glen Carbon Police Department	Oak Lawn Police Department	Wood Ridge Police Department
Hickory Hills Police Department	O’Fallon Police Department	
Homewood Police Department	Orland Park Police Department	

Survive the Drive (Secretary of State) #07-02-03**\$20,000**

This task provided funds for the Office of the Secretary of State (SOS) to develop a traffic safety information program focusing on defensive driving techniques for the larger: “responsible driver” population. In FY 2007 SOS developed 60,000 pamphlets, 60,000 visor cards, 120,000 bookmarks outlining safety tips for distribution at county fairs and driver license facilities.

Occupant Protection Resource Centers (OPRC) #07-02-04, #07-17-08 and #07-19-03 \$599,137

This task provided funds for Occupant Protection Resource Centers statewide.

In FY 2007 the OPRC’s were:

Winnebago County Health Department also known as the Northwest Illinois Occupant Protection Resource Center (NIO-PRC) concentrated on safety belt use, teenage safety belt use, child occupant protection, mobilizations and increasing belt use among minority and rural populations. In FY 2007, the NIO-PRC trained 112 new Child Passenger Safety (CPS) technicians; conducted five traffic safety outreach presentation at local high schools; coordinated two 32-hour National Standardized CPS training in the region and assisted the DTS LELs in a statewide media event on February 6, 2007 in the Quad Cities.

Southeastern Illinois Regional Occupant Protection Resource Center (SIROPRC) purpose was to increase the number of rural males, teens and children properly restrained in vehicles while traveling. In FY 2007, SIROPRC conducted a special needs training on October 23-24, 2006 training nine CPS technicians; conducted nine CPS events checking over 70 seats and conducted eight traffic safety outreach presentations to grade and high schools.

Southwestern Regional Occupant Protection Resource Center (SROPRC) held 15 car seat checks checking over 250 seats; conducted five presentations to Driver Education classes; held a Standardized CPS course in Fairview Heights training 20 new technicians and coordinated the CIOT messages during the SIU-Carbondale men’s basketball games.

Rush-Copley Medical Center conducted a NHTSA Standardized CPS Course on January 17-20, 2007 training 20 people; preliminary figures show Rush-Copley held 2 CPS checks and checked over 120 seats; coordinated efforts for DTS at the Chicago Auto Show where they staffed the CPS display; developed monthly media alerts for the region and participated in the WGN-TV Back to School Kids Fair on August 3, 2007.

Children’s Hospital of Illinois promoted safe travel for all children with the goal of increasing proper safety usage for children with special needs throughout Illinois. Children’s Hospital conducted a CPS Conference on special needs transportation in Illinois on November 16, 2007; continued to fund a Special Needs Resource Line; in March 2007, loaned 34 special needs seats throughout the state; conducted a school bus CPS training for 27 Head Start staff and five CPS technicians and assisted DTS with the media events during the mobilizations.

Child Care Resource and Referral Network assisted DTS in coordinating multiple events for the Teen Initiatives in the central Illinois region; conducted CPS renewal courses in Quincy and Vermillion County; assisted DTS with Drive for Life Initiative and conducted numerous CPS presentations for community groups, schools and parent groups.

Centro San Bonifacio conducted four focus groups on safety belt use; conducted a Spanish CPS course in the city of Chicago, assisted DTS with the November and May CIOT media events; conducted over ten CPS educational presentations and distributed educational materials, in English and Spanish, for CPS Week in February 2007.

Mobilization Enforcement (Local) #07-02-05**\$522,857**

This task provided funds for local police departments to conduct enhanced enforcement details during the national CIOT mobilization. The CIOT mobilization May 21–June 3, 2007 resulted in 46,752 citations being issued, a total of 192 local law enforcement agencies participated resulting in 1,749 Safety Belt Enforcement Zones (SBEZ’s) and 604 saturation patrols. An evaluation of DTS’s mobilization activities begins on page 35.

National Lifesavers Conference (DTS) #07-02-06**\$45,000**

This task provided funds for Illinois to host the 25th Anniversary National Lifesavers Conference which was held on March 25-27, 2007 at the Hilton Chicago.

Law Enforcement Liaison (LEL) Program #07-02-08 & #07-03-04 **\$942,220**

This task provided funds to implement and maintain the Law Enforcement Liaison (LEL) program in Illinois. In FY 2007, the LEL team added two positions a program manager to support short term-mini grants and to assist in the processing of claims, and a statewide Alcohol Program Coordinator. The program staff now consists of one LEL Coordinator, seven LELs one clerical and the two new positions. The primary responsibility of a LEL continues to be as managers of law enforcement highway safety projects. The LELs also accomplished the following in FY 2007: managed 107 year-long, local law enforcement agency highway safety projects, managed nine year-long state agency highway safety enforcement projects, developed and implemented a new, highly successful May 2007 CIOT Mobilization Incentive Program to increase safety belt compliance in Illinois, assisted with eight public hearings held throughout Illinois for highway safety planning purposes, attended the Great Lakes Region LEL conference in Madison, Wisconsin and the National Lifesavers Conference in Chicago in March 2007, planned, organized and assisted in executing major media events throughout the year during highway safety mobilization campaigns, planned and organized the statewide DUI Summit in Springfield in October 10-12, 2007, worked with local law enforcement agencies to identify and recruit Saved By the Safety Belt Awardees.

Injury Prevention (Local) #07-02-09 **\$1,057,020**

This task provided funds for 15 agencies to conduct injury prevention activities such as increasing awareness of safety belt usage, child passenger safety and impaired driving laws in their communities. State funds were used to fund these projects.

The FY 2007 Injury Prevention Projects were:

- Alliance Against Intoxicated Motorists (AAIM)
- American Red Cross/Peoria
- Center for New Technology
- Central DuPage Hospital
- Chicago Police Department
- Children’s Hospital of Illinois
- Children’s Memorial Hospital
- FACES 4

- Gibson City High School
- Normal Community West High School
- Chicago Board of Education
- SIU School of Medicine
- UIS Legal Studies
- Williamson County Sheriff’s Department
- Moorshire Group

Occupant Protection Coordinator (DTS) #07-02-10 **\$100,000**

This task provided funds for the DTS to hire a consultant to coordinate and implement all of DTS’s occupant protection and CPS programs statewide. Jahari Piersol continues to be DTS’s Occupant Protection Coordinator.

Traffic Law Enforcement Projects (TLEP) #07-02-11 **\$1,323,088**

This task provided funds for 10 local law enforcement agencies to conduct enforcement of specific traffic laws at selected high crash locations and to conduct a public information/education campaign. The TLEP projects fall within IDOT’s 23 county breakdown. Preliminary figures for the FY 2007 TLEP projects resulted in a total of 18,339 citations; 81 written warnings; 6,722 occupant restraint violations; 4,742 speeding violations; 20,821 vehicles stopped and 12,534 hours of patrol.

The FY 2007 TLEP projects were:

- DeKalb Police Department
- Hoffman Estate’s Police Department
- Lincolnwood Police Department
- Oak Brook Police Department
- Peoria Police Department

- Skokie Police Department
- Springfield Police Department
- Stephenson County Sheriff’s Department
- Wheeling Police Department
- Winnebago County Sheriff’s Department

Rural Initiatives (Local) #07-02-12 **\$25,000**

This task provided funds for communities located in rural areas to implement comprehensive traffic safety programs. The Division of Traffic Safety (DTS) conducted a Rural Demonstration Project during the Memorial Day CIOT campaign. An evaluation of DTS’s Rural Demonstration project is on page 35.

PI&E Materials (DTS) #07-02-14 **\$200,000**

This task provided funds for DTS to produce and develop CIOT materials to distribute at DTS sponsored events. In FY 2007, DTS produced 20,000 child safety seat growth charts in English and Spanish, 100,000 bumper stickers, 153,600 CIOT pencils and 14,700 CIOT wall calendars.

PI&E Materials (DTS) #07-03-03**\$200,000**

This task provided funds for DTS to produce and develop You Drink & Drive. You Lose (YD&D.YL) materials to distribute at DTS sponsored events. In FY 2007, DTS produced 75,000 YD&D.YL pencils, 40,000 YD&D.YL key chains and 150,000 Kiss It Goodbye pencils.

Speed Traffic Accident Reduction (STAR) (SOS) #07-04-01**\$145,000**

This task provided funds for the Illinois Office of the Secretary of State, Department of Police (SOS Police) to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding and occupant restraint. During FY 2007, the Office of Secretary of State Police issued 2,327 total citations, 1,577 speeding citations and 461 safety belt citations. SOS Police concentrated their enforcement in IDOT's 23- county breakdown.

Special Traffic Enforcement Project (sSTEP) #07-04-02**\$1,006,400**

This task provided funds for the Illinois State Police (ISP) to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding, occupant restraint and impaired driving laws. ISP conducted increased patrols during both Click It or Ticket mobilizations in FY 2007. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2007, ISP worked 13,785 enforcement hours and issued a total of 23,287 citations and 5,196 written warnings. There was one enforcement contact every 29 minutes. Officers issued 11,510 speeding citations and warnings, 7,697 occupant restraint citations or one citation every one hour and 47 minutes. ISP issued 1,577 media releases, conducted 65 radio interviews, 64 television interviews and 177 interviews for print during FY 2007.

Section 157 Incentive**Public Hearings (DTS) #07-17-01****\$7,000**

This task provided funds for DTS to conduct public hearings across the state on highway safety planning. DTS conducted eight public hearings in Carterville, Collinsville, Chicago, Hoffman Estates, Rockford, Peoria and Springfield where over 200 people representing local police departments, emergency medical services, community leaders and legislators attended.

Mobilization Luncheons (DTS) #07-17-02**\$15,000**

This task provided funds for the DTS to conduct two awards banquets on July 24, 2007 in Rosemont and July 26, 2007 in Springfield. These banquets were held to honor those law enforcement agencies that participated in the mobilizations and reported their results to IDOT. Both banquets had over 100 attendees. During the banquet, equipment was distributed at a random drawing.

Mobilization Equipment (DTS) #07-17-03**\$75,000**

This task provided funds for DTS to purchase equipment for law enforcement departments who participated in the May 2006 Click It or Ticket mobilization. A total of ten radars and three Lidar radar units were awarded to local law enforcement agencies.

CIOT Safety Belt Survey (DTS) #07-17-04**\$5,000**

This task provided funds for DTS employees to conduct safety belt surveys throughout the state of Illinois in June 2007. The funds were used to pay for hotel and per diem for DTS staff conducting the safety belt surveys.

Phone Surveys (Local) #07-17-05**\$82,590**

This task provides funds to conduct three telephone surveys before and after the Click It or Ticket campaign by the Survey Research Office at the University of Illinois. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as "Downstate." Random samples of telephone numbers were purchased for each of the four stratified regions and each telephone number was called a maximum of six times, at different times of the week and day. The telephone surveys were conducted in order to evaluate the impact of the statewide and rural Click It or Ticket campaigns on safety belt slogans. The results can be found on page 39.

Occupant Protection Enforcement Zones (OPEZ) (Local) #07-17-07**\$41,300**

This task provided funds for Burnham, Orland Park, Palatine and Thornton police departments to conduct an occupant protection enforcement zone (OPEZ). OPEZ's are highly-visible enforcement of occupant restraint laws during the national and state mobilizations. The OPEZ's resulted in 842 safety belt and nine child safety seat citations being issued. A total of 385 patrol hours were worked by the four OPEZ agencies.

Section 163 Innovative

Keep Kids in Safe Seats (SOS) #07-99-08

\$76,000

This task provided funds for the Illinois Office of the Secretary of State's Driver Services Department to maintain five existing child safety seat installation locations statewide and to expand the program to an additional site in southern Illinois. SOS installed 900 child safety seats at their Driver Facility sites in FY 2007.

Section 405(a)

Illinois Traffic Safety Awards (Local) #07-19-01

\$138,381

This task provided funds for Hoffman Estates Police Department to administer the "Saved by the Belt" program. The Hoffman Estates Police Department hosted four educational seminars for law enforcement agencies to promote the Traffic Safety Challenge. A total of 115 persons attended the seminars. All of the applications reviewed by the judging team in Springfield on May 4-6, 2007 and were then forwarded to Washington, D.C. to the International Association of Chiefs of Police for consideration in the National Chiefs Challenge. After the national judging was completed, 15 National Awards were presented to Illinois agencies.

Speed Enforcement Project (Local) #07-19-02

\$1,929,017

This task provided funds for 48 police departments to conduct a Speed Enforcement Program (SEP) to reduce the incidence of speed-related motor vehicle crashes and the resulting injuries and fatalities through highly-visible increased enforcement of speed-related laws. The SEP's resulted in 2,669 speeding citations, 43,226 reckless driving citations, 44 safety belt citations being issued and 3,885 total vehicles being stopped. State funds were used to fund the 48 SEP projects.

Mobilization Enforcement (Local) #07-19-06

\$600,000

This task provided funds for local police departments to conduct enhanced enforcement details during the national Click It or Ticket mobilization. The Click It or Ticket mobilization conducted May 21-June 3, 2007 resulted in 46,752 citations being issued, a total of 192 local law enforcement agencies participated resulting in 1,749 Safety Belt Enforcement Zones (SBEZ's) and 604 saturation patrols. An evaluation of DTS's mobilization activities begins on page 35.

Section 2003b

Child Passenger Safety (Local) #07-20-01 and #07-19-05

\$506,690

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

The FY 2007 Child Passenger Safety projects were:

Centro San Bonifacio – Preliminary figures show Centro San Bonifacio (CSB) conducted 54 safety belt and safety seat presentations reaching a total of 806 participants. CSB inspected 171 seats and replaced 107. CSB distributed 812 child safety seats throughout the community. CSB has partnerships with Health Promoters from Little Village, Police Neighborhood Resource Center and Centro Juan Diego.

Children's Memorial Hospital – Preliminary figures show over 500 child passenger safety seats were distributed to low-income families during FY 2007. Children's Memorial conducted a 32-hour CPS class on February 28-March 3, 2007. Children's Memorial also worked with three social service organizations, including local Head Starts, Chicago Commons and Casa Central on CPS education and distribution.

Katie Cares Foundation – This project increased the public's knowledge of child safety seat issues by raising the awareness of the proper installation of child seats and enhanced the knowledge of individuals in child safety. Katie Cares Foundation helped coordinate five CPS trainings in the city of Chicago.

La Rabida Children's Hospital – This project focuses on providing child safety seat education and installation at bi-monthly clinics with a focus on children with special health care needs and disabilities. In FY 2007, La Rabida Children's Hospital conducted 24 car seat clinics. On March 23-24, 2007, La Rabida hosted a two-day CPS Special Needs class.

Stroger Hospital – This project distributed 1,130 infant, 915 convertible and 308 booster child safety seats during FY 2007. The Stroger Hospital program operates 40 hours a week on Monday, Tuesday, Thursday, Friday and Saturdays in the maternity wards and Pediatric Emergency Room. Stroger Hospital has a bilingual instructor and bilingual videos on proper seat usage.

Child Passenger Safety Survey (DTS) #07-20-03

\$6,000

This task provided funds for the DTS to conduct a child passenger safety survey in Illinois during FY 2007. The task provided funds for travel and per diem costs for DTS staff to conduct the survey. The CPS usage rate is 87.2 percent in FY 2007.

Child Passenger Safety Conference (DTS) #07-20-04

\$7,000

This task provided funds for the DTS to conduct a statewide child passenger safety conference which was held on September 12-13, 2007 in Bloomington. The conference was attended by over 300 certified CPS technicians and instructors from across the state.

Impaired Driving

The Problem

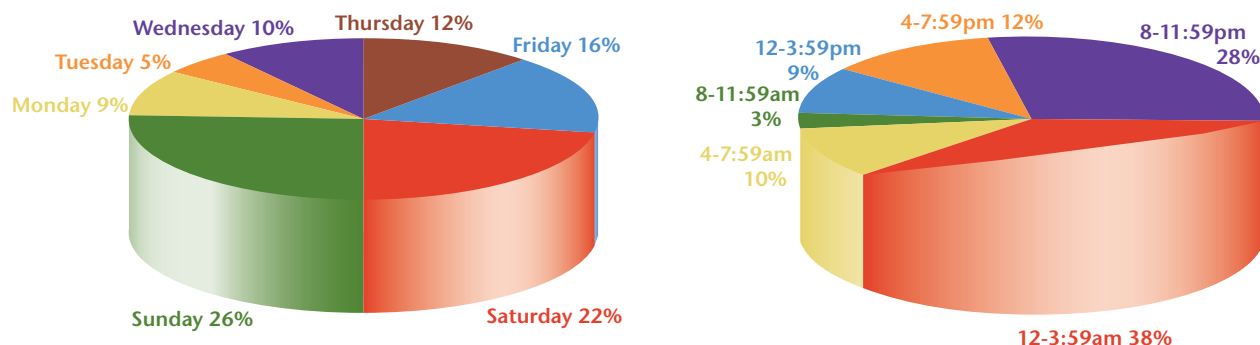
NHTSA Data

- Impaired driving statistics, from NHTSA, for 2006 indicate that 47 percent of all Illinois motor vehicle crash fatalities involved alcohol.
- Alcohol-related crash fatalities decreased from 595 in 2005 to 594 in 2006.

IDOT Data

- In 2006, 44.08 percent of all fatally injured individuals who were tested had a positive Blood Alcohol Concentration (BAC).
- Total alcohol-related crashes increased from 389 in 2005 to 414 in 2006.

**Alcohol-Related* Fatal Crashes
by Time of Day and Day of Week 2006**



Fatal alcohol-related crashes are fatal crashes in which at least one driver (surviving or deceased) had a BAC of 0.01 or greater. These pie charts show when fatal alcohol-related crashes occurred during 2006.

Goals

- By January 1, 2008, achieve alcohol-related crash fatality rate of 0.53 deaths per 100 million VMT from the Illinois 2003 rate of .61 VMT.

Target: Achieve incremental decreases in annual alcohol-related fatality rate.

Goal	Target Year				
	2003	2004	2005	2006	2007
Alcohol-related Fatality Rate	0.61	0.59	0.57	0.55	0.53
Actual Rate	0.60	0.56	0.54	0.56	N/A

**Numbers based on NHTSA's imputed numbers.*

- Increase the percent awareness of the alcohol-related traffic safety slogan, You Drink & Drive. You Lose by 30 percent-

age points from 55 percent in 2003 to 85 percent by January 1, 2008.

Target: Achieve incremental increases in the awareness of the alcohol-related slogan You Drink & Drive. You Lose.

	2003	2004	2005	2006	2007
Awareness of YD&D. YL.	55	65	75	80	85
Actual Rate	62	78	77	76.3	N/A

Strategies

- Secure commitment from law enforcement agencies serving counties in which 60 percent or more of the alcohol-related crash fatalities occurred.
- Secure commitments from law enforcement agencies serving counties in which 85 percent of statewide population is located.
- Maximize participation of traffic safety partners.
- Focus the efforts of the Governor’s Alcohol Abuse Task Force on impaired driving and underage drinking.
- Deliver enforcement and education of alcohol-related message to at-risk populations (16-34 year olds = 80 percent white men).
- Hire consultant to develop paid/earned annual media plan.

Profile of an Illinois Drunk Driver

The average DUI offender is:

- male (82 percent of those arrested are men)
- 34 years old (61 percent of those arrested are under 35)
- arrested between 11 p.m. and 4 a.m. on a weekend
- caught driving with a BAC level of 0.16 percent

Source: Office of the Illinois Secretary of State 2007 DUI Fact

Project Summaries

Section 402

Driving Under the Influence Enforcement (DUIE) #07-03-02

\$691,700

This task provided funds for the Illinois State Police to reduce the incidence of driving under the influence (DUI) of alcohol and other drugs, enforce the occupant restraint laws of Illinois and, in general, make the public cognizant of driving safely on Illinois roadways. ISP issued 1,133 occupant restraint citations and made 330 DUI, 15 zero tolerance and 893 drug/alcohol-related arrests during FY 2007. ISP conducted a total of 286 roadside safety checks during FY 2007.

Section 410

Traffic Safety Resource Prosecutor (DTS) #07-13-01

\$100,000

This task provided funds for DTS to continue the statewide traffic safety resource prosecutor (TSRP). Elizabeth Earleywine continues to lead DTS’s program to improve the quality of justice in traffic safety adjudications by increasing awareness of highway safety issues through the compilation, creation and dissemination of legal and technical information and by providing training and reference services for the benefit of the State’s prosecutors and their traffic safety partners. The TSRP determined the status of the SFST program in Illinois and improving communication among partners in the criminal justice system.

Operation Straight ID (OPSID) #07-13-02

\$97,800

This task provided funds for the Office of the Secretary of State’s, Department of Police (SOS Police) to conduct educational presentations to inform law enforcement officers, employees, communities and businesses of the penalties for using fake ID’s and how to detect fraudulent driver license and State identification cards. In FY 2007, SOS Police taught 169 Operation Straight ID (OPSID) classes. There were 43 Cops in Shops details conducted with 652 citations issued.

Anti-Drunk Driving Enforcement Project (ADDEP) #07-13-05

\$200,000

This task provided funds for the Office of the Secretary of State's, Department of Police to conduct hire-back patrols on Friday and Saturday evenings from 10:00 p.m. to 4:00 a.m. in IDOT's 23-county breakdown. In FY 2007, SOS Police issued a total of 1,686 citations, 170 DUI's, 165 alcohol-related citations and 471 safety belt citations.

Specialized Alcohol Training (ILETSB) #07-13-06 \$150,000

This task provided funds for the Illinois Law Enforcement Training and Standards Board (ILETSB) to conduct statewide DUI law enforcement training for law enforcement officers. In FY 2007, the ILETSB conducted 62 training courses training 1,322 local law enforcement officers.

Mini-Alcohol Program (MAP) (Local) #07-13-08 \$526,608

This task provided funds for 24 local law enforcement agencies to conduct increased enforcement. The Mini-Alcohol Program (MAP) is to reduce the incidence of alcohol-related motor vehicle crashes, and the resulting injuries and fatalities, through highly-visible increased enforcement of impaired driving laws. Each participating agency is required to participate in eight enforcement campaigns over the project year. All of the MAP projects were concentrated in IDOT's 23 county breakdown. Preliminary figures for the FY 2007 MAP projects are: 24 local law enforcement agencies conducted a total of 6,712.9 hours of patrol; an average of 839.1 hours per campaign resulting in 7,165 vehicles stopped during these campaigns. There were 7,641 speeding citations issued during the campaigns for a total of 797 DUI citations issued of which 912 were alcohol-related. The 24 MAP projects generated 26,138 PI&E opportunities ranging from media releases, media events, displays and presentations during the enforcement periods. This is another phase of IDOT's earned media efforts during FY 2007.

The FY 2007 MAP projects were:

- | | |
|--|--|
| Addison Police Department | Glendale Heights Police Department |
| Alton Police Department | Granite City Police Department |
| Barrington/Inverness Police Department | Joliet Police Department |
| Carbondale Police Department | Lake Zurich Police Department |
| Carpentersville Police Department | Niles Police Department |
| Colona Police Department | Northbrook Police Department |
| Cook County Sheriff's Department | Palos Heights Police Department |
| Creve Coeur Police Department | Rolling Meadows Police Department |
| Downers Grove Police Department | SIU Carbondale Police Department |
| East Hazel Crest Police Department | St. Charles Police Department |
| Edwardsville Police Department | Villa Park Police Department |
| Fairview Heights Police Department | Williamson County Sheriff's Department |

Alcohol Program Coordinator (DTS) #07-13-10 \$17,828

This task provided funds for DTS to hire an Impaired Driving Coordinator to oversee impaired driving programs in Illinois. Martha Belluschi is currently DTS's Alcohol Programs/Impaired Driving Coordinator.

Governor's Alcohol Abuse Task Force #07-13-11 \$7,000

This task provided funds for DTS to conduct the Governor's Alcohol Abuse Task Force (GAATF) meetings throughout the state. The mission of the GAATF is to combat alcohol abuse by creating citizen awareness of the prevention and treatment resources available throughout the state and encouraging citizen and local organization involvement with effective programs. No activity occurred under this task.

Judicial Training (AOIC) #07-13-13 \$55,400

This task provided funds for the Administrative Office of the Illinois Courts (AOIC) to conduct an annual seminar for judges on issues related to cases charging driving under the influence of alcohol (DUI). On May 17-18, 2007, the AOIC presented a two-day Judicial Training session titled *Practical Approaches to Substance Abuse Issues: DUI Offenders in State Courts* in Springfield, Illinois. A total of 38 judges were trained. The topics covered were: Field Sobriety Testing, Sentencing Evaluations Scenarios, Evidentiary Issues, High-Risk Offenders, Case Law and Statutory Update and Petitions to Revoke and Violations.

Tracking Alcohol in Illinois (TrAIL) (ILCC) #07-13-14 \$75,172

This task provided funds for the Illinois Liquor Control Commission (ILCC) to conduct a Tracking Alcohol in Illinois (TrAIL) program. This project assisted ILCC in conducting investigations when underage alcohol consumption is suspected in an incident that results in serious consequences. In FY 2007, the ILCC conducted 28 TrAIL investigations relating to alcohol-prevention. Liquor establishment employees were suspected of selling or serving minors in only three of these 28 cases.

Alcohol Countermeasures Enforcement (ACE) (ISP) #07-13-17 \$1,340,200

This task provided funds for the Illinois State Police (ISP) to conduct additional enforcement efforts to deter adult and youth involvement in alcohol-related crashes. Driving under the influence and other alcohol-related laws are enforced using both overt and covert enforcement techniques. In FY 2007, ISP surveyed a total of 3,114 establishments and 491 (15.7 percent) sold alcohol to a minor. The compliance rate has increased from 71 percent in FY 2002 to 84 percent in FY 2007.

DUI/0.08 BAC Awareness (SOS) #07-13-18 \$60,000

This task provided funds for the Office of the Secretary of State to develop an extensive public awareness program to promote the 0.08 BAC law and DUI sanctions in Illinois. In FY 2007, SOS used federal funds under this project for 841 DUI presentations reaching 43,946 attendees.

Section 163

Roadside Safety Checkpoints (Local) #07-99-11 \$263,410

This task provided funds for the Chicago Police Department to conduct a roadside safety checkpoint (RSC) project. During FY 2007, the Chicago Police Department conducted 38 RSC's. The RSC's resulted in 339 driving under the influence arrests, 115 open liquor violations, 610 insurance violations, 96 safety belt violations, 194 suspended drivers license violations, 67 revoked drivers license violations, 110 carry or produce license violations, 438 no driver's license violations, 45 unsafe vehicle violations, 346 other traffic violations and issued a total of citations.

Motorcycle/Pedestrian/Pedal Cycle Safety

The Problem

Of the 159 motorcycle operators involved in fatal crashes in 2005, we know that at least 57 had been drinking. These 57 operators represent 44.2 percent of those who were tested. By comparison, of all vehicle drivers tested in 2005 following involvement in a fatal crash, 41 percent had been drinking. Other significant factors include:

- Nearly 21 percent of the motorcycle operators killed in 2005 were not licensed to operate a motorcycle.
- Motorcycle riders accounted for almost 12 percent of all persons killed on Illinois roadways in 2005.
- In 2005, 34 percent of motorcyclists killed were age 45 or older.
- In 2005, 81.9 percent of those operators who died were not wearing a helmet.
- Males age 21-34 and 35-64 have the highest percentage of motorcycle A-injuries and fatalities since they typically ride motorcycles more frequently than females and coupled with the fact that Illinois does not have a helmet law. Both males and females tend to have a low percent helmet use since there is no helmet law in Illinois.
- In 2005, there were 170 pedestrian (64 in the city of Chicago) fatalities.
- In 2005, 22 pedal cyclists (seven in the city of Chicago) fatalities.

Motorcycle Goal

- To reduce the statewide percentage of motorcycle fatalities from 9.8 percent in 2003 to 7.0 percent by January 2008.

	2003	2004	2005	2006	2007
Proposed Percent	9.8	9.7	8.5	7.5	7.0
Motorcycle Fatalities Actual Rate	9.8	11.6	11.6	10.5	N/A

Pedal cycle Goal

- To reduce the statewide percentage of pedal cycle fatalities from 1.2 percent in 2003 to 0.8 percent by January 2008.

	2003	2004	2005	2006	2007
Proposed Percent	1.2	1.2	1.0	0.9	0.8
Pedal cycle Fatalities Actual Rate	1.17	1.85	1.62	1.95	N/A

Pedestrian Goal

- To reduce the statewide percentage of pedestrian fatalities from 13.1 percent in 2003 to 10 percent by January 2008.

	2003	2004	2005	2006	2007
Proposed Percent	13.1	13.3	13.0	12.0	11.0
Pedestrian Fatalities Actual Rate	14.8	13.3	14.3	11.4	N/A

Section 402

Bicycle Safety (Local) #07-12-02

\$491,224

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

Chicago Department of Transportation's Bicycle Ambassadors program conducted 328 events, educated 36,400 people and helmet fit 1,400; trained over 700 taxi drivers about the sharing the road with bicyclists; partnered with media outlets to educate the public about bicyclists 12 times and conducted 133 Chicago Park District Day camps reaching 17,100 youth.

League of Illinois Bicyclists project conducted five pilot training sessions training over 40 officers at Northbrook Police Department, Collinsville Police Department, Carbondale Police Department, Gurnee Police Department and Urbana Police Department; distributed Bike Bulletins to nearly 1,000 police chiefs and county sheriff's and created a link to safety enforcement on League of Illinois Bicyclists' website geared to law enforcement.

Chicagoland Bicycle Federation created the GIS data maps for the drive with care zone which were done with the geo-coded IDOT 2005 data; kicked-off the Safe Team model on March 1, 2007 with over 90 people attending including local community leaders, police and political leaders; met with Chicago Police Department on special speed enforcement efforts in the Drive with Care zones in the city; developed Polish and Spanish outreach materials and established a goal of 30,000 pledges for the Drive with Care zone by the end of 2008.

Chicagoland Bicycle Federation bicycle safety project attended the city of Chicago's Annual Holiday Sports Fest. At this event, a total of 65 children, 47 youth and 60 adults were reached by the Bicycle Federation; attended the annual conference of the Illinois Association of Park Districts; conducted one Traffic-Cycling class in Chicago; completed training of five instructor trainings and worked with six government agencies to deliver bicycle education classes.

Section 2010

Motorcycle Strategic Plan (DTS) #07-22-01

\$16,000

This task provided funds for DTS to hire a firm to develop a motorcycle strategic plan. Science Applications International Corporation (SAIC) was hired to develop the strategic plan. SAIC worked with DTS in July 2007 and produced a final strategic report in August 2007.

Public Awareness (DTS) #07-22-02

\$104,539

This task provided funds for DTS to develop and produce motorcycle public information and education materials. In FY 2007 developed and produced 109 Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from May through September 2007. DTS purchased the following Don't Drink and Ride materials: 3,067 bandanas, 19,000 label pins, 25, 0000 key fobs and 5,100 patches. DTS also purchased over 12,000 radio spots on the Illinois Radio Network during the May 2007 motorcycle awareness month. The radio public service announcement focused on the Share the Road message for motorcyclist's awareness on Illinois roadways.

Cycle Rider Safety Training Program (CRSTP) (DTS) #07-22-03 and #07-07-01 \$236,215

This task provided funds for DTS to purchase 78 Yamaha XT 225 motorcycles for DTS's Cycle Rider Safety Training Program for additional training courses through the four regional training centers throughout the state. Illinois State University and Southern Illinois University at Carbondale each received 14 motorcycles, Northern Illinois University received 27 and the University of Illinois at Champaign received 23 motorcycles for their training courses.

Section 406

Motorcycle/Pedestrian/Pedal Cycle Coordinator (DTS) #07-16-08 \$250,000

This task provided funds for DTS to hire a Motorcycle/Pedestrian/Pedal Cycle (MCPPC) coordinator to oversee and provide guidance to DTS's MCPPC programs statewide. Edwards and Kelcey was hired in June 2006 as DTS's MCPPC coordinator, however DTS did not renew the contract and it ended on May 15, 2007.

Motorcycle/Pedestrian/Pedal Cycle Programs (DTS) #07-16-10 \$100,000

This task provided funds for DTS to provide funding for Motorcycle/Pedestrian/Pedal Cycle (MCPPC) programs throughout the state. No activity occurred in this task during FY 2007.

Traffic Records Tasks

The Problem

- Timely and accurate crash data.
- Complete and accurate crash reporting from law enforcement.

Goals

- Provide better data that is absolutely essential to reducing the human and economic cost of motor vehicle crashes.
- Improve agency-specific data systems through identifying an information gathering process that includes interviews, technical group sessions, and systems analysis. Improvements may include internal agency process enhancements, electronic transmission of data (intra-agency and/or inter-agency) and an increased ability to analyze data and produce reports. System improvements will be accomplished based on the availability of resources.

Section 402

Data Analysis (IDPH) #07-02-13 \$90,000

This task provided funds for the Illinois Department of Public Health to conduct a data analysis project. In August 2000 the data reporting system was made available for public access, since then, there was a greater than 80 percent increase in the number of visits from 14,893 to 26,971. This project also provided assistance to DTS's CODES staff as requested, since the team has previous experience in the area of data linkage of IDOT crash records with medical records. This project continues to update and provide a series of Quick Fact Reports utilizing Illinois traffic crash information.

Temporary Personnel Services (DTS) #07-05-04 \$60,000

This task provided funds for the DTS to hire temporary personnel to conduct data entry of the backlog of police reports in our Safety Data Bureau. The temporary employees worked in the Statistics Unit where they typed in general crash information (i.e. county of occurrence, date, reporting agency, names of driver, pedestrian, pedal cycles and injury type) as well as the statistical information from each police report (i.e. time of day, blood alcohol concentration, collision type, vehicle type, personal driver, pedestrian, pedal cycle information, the events for each crash and passenger information). This information is then used to create a case file for each crash report.

Section 1906

Racial Profiling Study (Local) #07-23-01

\$111,120

This task provided funds for Northwestern University to develop a Racial Profiling Data Collection and Analysis study. IDOT received data from 974 law enforcement agencies who reported 2,515,518 traffic stops for the year 2006. There were 36 agencies that either did not make any stops or failed to provide their data to IDOT.

Section 163

Imaging Enhancement (SOS) #07-99-07

\$79,500

This task provided funds for the Office of the Secretary of State's, Driver Services Department to hire three contractual service employees for data entry of backlog of old crash reports and certification of cases for suspension action. Preliminary figures for FY 2007 show that the number of crash reports entered to SOS's driving record database was 8,729, while the number of crash certificates processed for potential license sanctioning was 700.

Section 406

On April 28, 2006, United States Secretary of Transportation Norman Mineta informed Governor Rod Blagojevich that Illinois qualified for a one-time grant under the Section 406 program. Illinois qualified for this grant by having enacted, in July 2003, a primary enforcement safety belt use law for all passenger motor vehicles. This grant program provides \$29,727,619 of which at least \$1 million of the funds must be identified for behavioral highway safety activities.

In order to allocate the grant funds properly among the eligible behavioral highway safety programs administered by NHTSA and the federal-aid highway safety programs administered by the Federal Highway Administration (FHWA), Illinois was required to identify in writing how it wished to split these grant funds between NHTSA and FHWA safety programs. On May 24, 2006, then Illinois Secretary of Transportation Tim Martin sent a letter to Don McNamara, Regional Administrator for the NHTSA Great Lakes Region, outlining IDOT's intent to split the Section 406 funds by 75 percent (\$22,295,715) for traffic safety projects and 25 percent (\$7,431,904) for roadway safety projects.

Based on state appropriation levels for FY 2007, Illinois was eligible to use \$14,707,200 of the Section 406 funds.

The following are the Section 406 tasks for FY 2007:

Section 406 Tasks

Police Traffic Training (ILETSB) #07-16-01

\$101,000

This task provided funds for the Illinois Law Enforcement Training and Standards Board (ILETSB) to conduct police traffic training courses for local law enforcement officers. In FY 2007, the ILETSB conducted 17 training courses training 219 local law enforcement officers.

Breath Analysis Instruments Training (ISP) #07-16-02

\$97,900

This task provided funds for the ISP to purchase breath-testing instruments to train local law enforcement officers as breath analysis operators. In FY 2007, ISP conducted 35 Breath Analysis Operator classes which resulted in 730 new Breath Analysis Operators. During this time, 2,165 Breath Analysis Operators were also re-certified. Approximately 740 evidential breath testing instruments were maintained and certified within the 63 day statutory time period.

Speed Patrols Enforcing and Educating Drivers (SPEED) (ISP) #07-16-03

\$595,000

This task provided funds for the Illinois State Police to conduct concentrated enforcement patrols to reduce speed-related fatalities and crashes. Patrols were focused on enforcing speeding violations. Occupant restraint and other traffic violations which are contributing causes of crashes, such as following too closely and improper lane usage, were enforced. In FY 2007, ISP conducted 8,252 hours of speed enforcement details, ISP issued 11,410 speeding citations, 860 speeding warnings and issued a total of 13,857 citations. ISP issued 30 media releases announcing the SPEED details along with providing the public with enforcement statistics.

What's Your Hurry (SOS) #07-16-04

\$73,000

This task provided funds for the Office of the Secretary of State to develop public awareness materials to alert Illinois motorists to the dangers of speeding and other dangerous driving actions. SOS developed a “What’s Your Hurry?” public service announcement which was debuted at the Illinois State fair and viewed by an estimated 40,000 viewers. A program-related poster was also developed and distributed to all SOS Driver Service facilities for display.

Motorcycle Patrol Unit (ISP) #07-16-05 \$338,900

This task provided funds to the Illinois State Police to establish a centralized Motorcycle Patrol Unit. These high-visibility patrols, coupled with an aggressive enforcement protocol targets the “Fatal Five” violations. In FY 2007, the motorcycle patrol unit issued 32,977 citations, 25,462 speed citations, 24 DUI citations and 3,013 safety belt citations. ISP conducted five media events in Springfield, Collinsville, Chicago, Marion and Rockford to announce the motorcycle patrol unit program.

Paid Media #07-16-07 (DTS) \$5,000,000

This task provided funds for paid media in support of Illinois’ impaired driving and Click It or Ticket campaigns. An evaluation of DTS’s paid media begins on page 47.

Community Outreach Coordinator (DTS) #07-16-09 \$200,000

This task provided funds for DTS to hire a community outreach coordinator to reach the African American and Hispanic communities in the city of Chicago. DTS hired Resolute Consulting as their community outreach coordinator.

Community Outreach Programs (DTS) #07-16-11 \$200,000

This task provided funds for DTS to provide funding in support of community outreach activities for the African American and Hispanic communities in the city of Chicago. No activity occurred in this task during FY 2007.

MCR Training #07-16-12 (Local) \$564,051

This task provided funds to conduct and implement the Mobile Data Crash Reporting (MCR) program to law enforcement agencies throughout the state. The MCR project, through the University of Illinois at Springfield, provides for electronically capturing and submitting crash report data. IDOT has many internal uses for crash data and provides statistics to outside entities.

Occupant Restraint Enforcement Project (OREP) #07-16-13 \$1,327,800

This task provided funds for the Illinois State Police (ISP) to conduct two four-hour patrols twice a month, consisting of four officers each, in ten selected ISP districts. Patrols were limited to Illinois state routes and U.S. Routes. The ten ISP districts were located in IDOT’s 23 county breakdown (Cook, DuPage, Kane, Will, Rock Island, Peoria, Sangamon, Madison, St. Clair, Williamson, Winnebago, Kankakee). In FY 2007, a total of 33,591 citations and 7,955 written warnings issued. The safety belt compliance rate increased from 80 percent to 86 percent at the locations where the details were conducted. All ISP Districts conducted approximately 2,576 hours of Safety Belt Enforcement Zones during the Memorial Day Click It or Ticket mobilization held May 21–June 3, 2007.

Incentive Equipment (Local) #07-16-14 \$140,000

This task provided funds for local, county and state law enforcement agencies to be awarded equipment based on their participation in the May 2007 Click It or Ticket campaign. A total of 2 in-car video cameras, 5 laser speed detection units, 1 Portable Breath Tester, 1 Intoxilizer and 36 safety vests were purchased through local law enforcement agencies.

Mobilization Enforcement (Local) #07-16-15 \$791,651

This task provided funds for local police departments to conduct enhanced enforcement details during the Labor Day You Drink & Drive. You Lose National mobilization. The National Labor Day mobilization conducted August 20–September 3, 2007 resulted in 27,395 citations, 702 DUI citations were issued. An evaluation of DTS’s mobilization activities begins on page 41.

Local Alcohol Program (LAP) (Local) #07-16-16 \$2,099,049

This task provided funds for 11 local law enforcement agencies to conduct the local alcohol project (LAP) in IDOT’s 23 county breakdown. LAP’s require local law enforcement agencies to conduct comprehensive DUI countermeasure activities. Preliminary figures for the FY 2007 LAP projects are: issued 20,397 citations, 736 written warnings, 1,832 occupant restraint violations, 2,667 alcohol-related citations, 1,907 DUI’s and conducted 13,656.75 hours of patrol.

The FY 2007 LAP projects were:

Algonquin Police Department
Buffalo Grove Police Department
Chicago Heights Police Department
Chicago Police Department
Elgin Police Department
Sangamon County Regional Office of Education

Sangamon County Sheriff's Office
Skokie Police Department
St. Clair County Sheriff's Department
Waukegan Police Department
Will County Sheriff's Department

Local Highway Safety Programs

1. **Child Safety Seat Loan Program** is designed to reduce the death and injury rate of infants and young children by providing safety seats to local agencies for distribution to parents, grandparents and/or guardians.
2. **Injury Prevention Programs** implement educational injury prevention programs in communities to promote behaviors that reduce motor vehicle collisions, death and injury.
3. **Integrated Mini-Grant Enforcement Program (IMaGE)** is designed to obtain motorist compliance with occupant protection, impaired driving and speed laws through law enforcement agencies conducting increased enforcement and education activities during specific time periods.
4. **Law Enforcement Liaison Program (LEL)** is to maintain contact with local law enforcement agencies statewide and encourage their enforcement of laws and promotion of the occupant protection and impaired driving issues while incorporating other traffic safety issues within their agencies.
5. **Local Alcohol Program (LAP)** encompasses all of the interrelated countermeasures required to produce a significant impact on a local community's DUI problem, including task force formation, enforcement, public information and education, prosecution and adjudication.
6. **Mobile Crash Reporting System (MCR)** is to encourage additional law enforcement agencies to adopt the MCR system and thus increase public safety.
7. **Mini-Alcohol Program (MAP)** is to reduce the incidence of alcohol-related motor vehicle crashes, and the resulting injuries and fatalities, through highly-visible increased enforcement of impaired driving laws, with a focus on state and national mobilizations.
8. **Occupant Protection Resource Centers** provide training, on-going safety seat checks, and assist parents in safety seat decision making. These centers also assist IDOT in the belt and alcohol mobilizations and the implementation of the primary safety belt law.
9. **Occupant Protection Enforcement Zone Program (OPEZ)** is to reduce the incidence of motor vehicle crashes, and the resulting injuries and fatalities, through increased highly-visible enforcement of occupant restraint laws during the national and state mobilizations.
10. **Speed Enforcement Program (SEP)** is to reduce the incidence of speed-related motor vehicle crashes and the resulting injuries and fatalities, through highly-visible increased enforcement of speed-related laws.
11. **Roadside Safety Checkpoints (RSC)** is to provide local law enforcement departments the opportunity to staff roadside safety checks under the direction of the Illinois State Police.
12. **Traffic Law Enforcement Program (TLEP)** is designed to address traffic safety problems which might be effectively resolved by education and increased traffic enforcement. A two-phase project approach is utilized for the establishment of a TLEP. Phase I provides for the selection of personnel, their training and the upgrade of the local traffic records system to include an accident location file. Phase II is the actual enforcement of the identified high-crash areas and the contributing traffic violations.

Refer to page 23 for the appropriate acronyms for local projects.

Adams

1 IMaGE Project
1 SEP

Boone

2 IMaGE Projects

Champaign

1 SEP

Christian

1 MCR Project

Clinton

1 SEP

Coles

1 Law Enforcement
Liaison Program
1 LAP Project

Cook

23 IMaGE Projects
14 MCR Projects
7 CMV Projects
6 MAP's
5 CPS Projects
5 LAP's
4 Bicycle Safety Projects
3 Injury Prevention Projects
1 OPRC Project

DeKalb

1 TLEP

DuPage

9 MCR Projects
6 SEP's
5 IMaGE Projects
4 MAP Projects
3 Injury Prevention Projects
2 CMV Projects
1 Bicycle Safety Project
1 OPRC Project
1 TLEP

Ford

1 Injury Prevention Project

Fulton

1 SEP

Grundy

1 MCR

Hamilton

1 MCR

Henry

1 MAP

Jackson

2 MAP Projects
1 LAP Project
1 OP Resource
Center Project

Kane

2 MCR Projects
2 SEP

1 LAP Project

1 MAP Project

1 CMV Project

Kankakee

1 IMaGE Project

Kendall

1 CMV Project

1 IMaGE Project

Lake

2 MCR Projects
1 MAP Project
1 LAP Project
1 SEP Project

LaSalle

2 IMaGE Projects
1 SEP

Madison

4 IMaGE Projects
4 SEP's
3 MAP Projects
1 CMV Project
1 MCR Project

Marion

1 IMaGE Project

McDonough

1 IMaGE Project

McHenry

1 IMaGE Project

1 MCR Project

McLean

1 OP Resource
Center Project
1 Injury Prevention Project

Monroe

1 IMaGE Project

Morgan

2 IMaGE Projects

Peoria

3 IMaGE Projects
2 OPRC projects
2 SEP's

1 Injury Prevention Project

1 TLEP Project

Pike

1 MCR Project

Randolph

1 SEP

Rock Island

3 SEP's
1 IMaGE Project

1 MCR Project

Sangamon

5 LAP Projects

1 TLEP Project

1 MCR Project

1 Evaluation Project

1 Injury Prevention Project

1 SEP

St. Clair

6 IMaGE Projects
4 SEP's

2 MCR Projects

1 MAP Project

1 DUI Liaison Project

1 LAP Project

Stephenson

1 IMaGE Project

Tazewell

1 MAP Project

3 IMaGE Projects

Warren

1 IMaGE Project

1 MCR Project

1 SEP

White

1 OP Resource
Center Project

Will

3 CMV Projects

3 MCR Projects

2 SEP's

1 LAP Project

1 RSC Project

Williamson

1 MAP Project

1 Comprehensive Traffic
Safety Program

1 SEP

Winnebago

1 TLEP Project

1 SEP

1 IMaGE Project

3 MCR Projects

1 OPRC

Woodford

1 IMaGE Project

State Agency Projects - Statewide Emphasis

Illinois Department of Public Health

- Data Analysis Program

Illinois State Police

- DUI Enforcement
- Alcohol Countermeasures
Enforcement
- Special Traffic Enforcement
Program (sSTEP)
- Occupant Restraint
Enforcement Project
- Breath Analysis
Instruments
- Motorcycle Patrol Unit
- Speed Patrols Enforcing
and Educating Drivers
(SPEED)

Illinois Law Enforcement Training and Standards Board

- Police Traffic Training
- Specialized Alcohol Police
Traffic Training

Office of the Secretary of State

- DUI Enforcement –
ADDEP
- Speed Traffic Accident
Reduction (STAR)
- Imaging Enhancement
- 0.08 BAC Awareness
- Operation Straight ID
- Keep Kids in Safe Seats
- Click It or Ticket
- What's Your Hurry?
- Survive the Drive

Administrative Office of the Illinois Courts

- Judicial Training

Illinois Liquor Control Commission

- Tracking Alcohol in Illinois

Other Program Areas

Community Outreach

IDOT recognizes the importance of reaching all of Illinois with educational and enforcement activities it supports in striving to achieve its goal of reducing fatalities and injuries on our state's roadways. To this end, DTS hired Resolute Consulting Group as its community outreach coordinator. Resolute Consulting's goal is to deliver the impaired driving message to those populations that DTS has had difficulty reaching through paid media, public information and education campaigns and enforcement. In FY 2007, Resolute Consulting conducted two media events for the You Drink & Drive. You Lose Mobilizations and conducted four focus groups on marketing messages (traffic laws, practices and customs) and programs necessary to promote safe road use and behavior in the Latino and African American populations.

Motorcycle Safety

In 2007, a total of 15,429 motorcyclists received training through the Department's Cycle Rider Safety Training Program. The Basic Rider Course (BRC), which is for students with no or limited experience, accounted for 14,799 students. The Experienced Rider Course (ERC) is for riders with at least one year and 1,000 miles of riding experience or riders who have successfully completed the MRC and have six months riding experience and 500 miles on a motorcycle. A total of 630 riders received training through the ERC. The 2007 figures bring the total number of riders trained through the CRSTP to approximately 251,385.

Both courses are offered free of charge to Illinois residents. The program is funded by Illinois motorcyclists through a portion of their license endorsement and license plate fees. During fiscal year 2006, a total of \$3,926,981 was deposited into the Cycle Rider Safety Training Fund.

Governor Rod R. Blagojevich proclaimed May as Motorcycle Awareness Month. Approximately 50 motorcyclists joined IDOT/DTS and the Illinois State Police at a May 1, 2007 media event held at the Illinois State Fairgrounds.

Racial Profiling

On July 1, 2006, the results from the second year of Illinois' racial profiling study were released. The report was first submitted to the Governor and General Assembly. Then, with a media release from the governor, the results were released to the public via IDOT's website.

IDOT received data from 974 law enforcement agencies who reported 2,515,518 traffic stops for the year 2006. There were 36 agencies that either did not make any stops or failed to provide their data to IDOT. DTS will continue to contract with Northwestern University Center for Public Safety to analyze the data collected by IDOT for the Illinois Traffic Stop Study.

The report compared the number of minorities stopped by an agency compared to the benchmark Estimated Minority Driving Population provided for the particular agency. Also, the reason for the stop, outcome of stop, and whether a consent search was conducted were analyzed for Caucasian vs. Minority drivers. Once the report was completed, each agency was given the opportunity to provide a comment with their analysis before the report was given to the Governor and General Assembly. The Racial Profiling Study has been continued until July 2010.

Assessments

Impaired Driving Re-Assessment

Illinois conducted an Impaired Driving Re-Assessment in September 2003 and efforts are underway to incorporate resulting recommendations into DTS program efforts. The current status of the 28 Priority Recommendations:

1-A: State Program Planning

The Evaluation Unit sets all the goals of the Highway Safety Plan. This assignment was completed in April 2004 and is on-going. The unit is involved in several activities including identification, highway safety goals and objectives, project and program evaluation, survey activities and traffic safety data improvement projects.

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

A Governor's Alcohol Abuse Task Force (GAATF) has been created which will significantly heighten the State's awareness of alcohol abuse and DUI problems and coordinate programs to reduce impaired driving efforts on the part of state agencies, local organizations and citizens. The first GAATF meeting was May 12, 2005 and the final official meeting was June 13, 2006. Recommendations to the Governor were issued in the fall of 2006. One of the recommendations will be to continue the meetings and efforts of the GAATF so that it can serve as a resource for statewide educational/awareness community programs, presentations and materials for parents, faculty and students, and as a resource for intervention and treatment programs for law enforcement and emergency services personnel.

In addition, DTS is preparing a plan for a DUI Task Force. This plan will be presented to the Illinois Secretary of Transportation in January 2008.

For the second year in a row, the DTS has just completed a series of public hearings around the state. There was a targeted outreach to DUI advocacy organizations and concerned citizens. Their input will be reported and reviewed in the next few months.

1-D: Data and Records

The Illinois Traffic Records Coordinating Committee has been working on other issues and has not yet addressed this very long-term project. At a meeting of the committee, IDOT will recommend this as a future high priority.

Crash data is now more easily accessible to professionals and researchers than ever before. IDOT is continually working to improve data reporting, distribution and accessibility. IDOT is sharing crash and other traffic safety-related databases with data users.

IDOT is continually revising reports and materials to consistently use the FARS definition to report alcohol-related crash fatalities.

Under the Crash Outcome Data Evaluation System grant IDOT will be working to determine alcohol involvement in injury crashes, in part by developing a system for the Department of Public Health to automatically send data to IDOT. This information is key also in improving Illinois' numbers in regards to testing and reporting the BAC level of all drivers involved in fatal crashes. Indicators for injury crashes include percent, rate or ratio rather than raw numbers.

2-A: Public Information and Education for Prevention

In addition to the usual DUI focused agencies and organizations of a typical DUI Task Force, the GAATF has a membership specifically including participation by the Department of Human Services (DHS) and their substance abuse prevention programs. A priority goal of the AATF is to include impaired driving and other traffic safety materials in the PI&E campaigns of all organizations dealing with substance abuse prevention and injury prevention, in addition to the traffic safety organizations and agencies. DTS is also working closely with MADD Illinois on increasing MADD's visibility throughout Illinois. This will unfold during 2008, particularly in regards to Illinois' new ignition interlock law that will require first-time offenders to drive vehicles with ignition interlocks installed.

2-B: School Programs & Community Youth Programs

The GAATF has the Prevention 2000 Plan as a cornerstone of its focus. AATF membership includes several DHS participants and a facilitator, who were involved in researching and formulating the Prevention 2000 Plan, to guide implementation of the plan. Specific recommendations of the GAATF include mandating a certain number of hours of alcohol education in schools and encouraging community groups to use materials developed by GAATF members.

In the fall of 2007, Illinois began a comprehensive teen driving safety program called Operation Teen Safe Driving, of which underage drinking and driving is a part.

2-C: Alcohol Availability and Responsible Alcohol Service

The Illinois Liquor Control Commission is a member of the GAATF and IDOT has specifically recommended that the commission also be named to the Tina Ball Memorial DUI Task Force (Tina Ball DUI TF). This recommended requirement of employer-funded server training and having at least one trained employee on duty will be discussed at the Tina Ball DUI TF meetings and legislative efforts will be supported by the GAATF. However, IDOT is aware that some believe this is best handled at a local rather than state level.

In 2004, Representative Paul Froehlich sponsored a bill for keg registration but it did not progress in the Illinois legislature. Keg registration information was submitted to IDOT legislative affairs and will be a legislative recommendation of the GAATF.

3-A: Laws to Deter Impaired Driving

The omnibus DUI legislation went into effect January 1, 2005. Under an IDOT grant, additional work has been done to review simplification of the sentencing options in coordination with the omnibus DUI laws.

Legislation passed in 2007 and going into effect on January 1, 2009 will remove courts' jurisdiction to issue judicial driving permits to first-time offenders during periods of summary suspensions, replacing it with a requirement that the suspended offender drive only vehicles equipped with ignition interlock devices during the period of suspension.

The following recommendations are being considered by the Criminal Justice System Review Advisory Committee:

- Abolish statutory court supervision for first-time DUI offenders pleading guilty.
- Remove courts' jurisdiction to issue judicial driving permits during periods of summary suspension.
- Grant exclusive jurisdiction to SOS for administratively imposing and adjudicating summary suspensions for DUI offenders.
- Decriminalize minor traffic offenses and enact legislation providing for disposition of such offenses through non-judicial personnel.
- This Advisory Committee is scheduled to meet in July and August of 2006.

This Advisory Committee met in July and August 2006 and recommended that more research be done on these issues and that a small working group be brought together to address these issues. A potential DUI Task Force could address these legislative issues.

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

IDOT continues support for PI&E efforts to reduce impaired driving and underage drinking. In addition, the GAATF will greatly expand this PI&E support from all involved agencies and community partners.

Additional efforts are underway in FY 2008 to improve and better coordinate DTS grantees' earned media efforts with the statewide alcohol program. The impending ignition interlock law will be utilized heavily in this regard.

The billboard program has been discontinued.

3-C: Enforcement

IDOT/DTS continues to address recommendations in this section with its Traffic Safety Resource Prosecutor who interacts with Illinois DUI law enforcement, prosecutors and judges.

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

Research into these issues is ongoing.

3-D: Prosecution

IDOT/DTS created a position of Traffic Safety Resource Prosecutor in May 2006, and that individual communicates with Illinois' prosecution and is continuing to work on issues in this section. The Criminal Justice System Review Committee disagreed with the both the mandating of prosecutor training and prohibiting reducing DUI offenses involving BAC over 0.16 to Reckless Driving.

Research and work on this section is ongoing.

3-E: Adjudication

The issue of repealing Circuit Courts authority to adjudicate summary suspensions in DUI cases was considered by the Criminal Justice System Review Committee and it determined that more research needs to be done on this issue. This issue will move to the forefront as the new ignition interlock law changes the landscape of summary suspensions in Illinois beginning in 2009.

The next three dot point issues in the recommendations are identical to those in 3-A above.

4-A: Deterrence

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

5-A: Diagnosis and Screening

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

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

As such, the DUI Risk Reduction Project was initiated through the Administrative Office of the Illinois Courts and IDOT/DTS. This group determined that the Alcohol Substance Use and Driving Survey (ASUDS) met the largest portion of Illinois' needs. Work is continuing to allow ASUDS (Revised for Illinois) to be an approved instrument in Illinois.

5-B: Treatment and Rehabilitation

IDOT/DTS knows there are many positive aspects of DUI courts and will continue to look into the viability of implementing them in select jurisdictions in Illinois. DTS is looking at a way to implement, in FY 2009, a select number of pilot sites that will allow a better way to evaluate how and where DUI courts can best be utilized in Illinois.

Traffic Records Assessment

On May 1-5, 2006, Illinois conducted a traffic records assessment. The purpose was to determine whether the Illinois traffic records system is capable of supporting management's needs to identify the state's safety problems, to manage countermeasures applied to reduce or eliminate those problems and to evaluate those programs for their effectiveness. The assessment identified 21 major recommendations in eight sections.

The scope of this assessment covered all the components of a traffic records system. The main components of traffic records were:

- Crash Records System
- Citation Records System
- Driver Records System
- Roadway Information System
- Healthcare Data Systems
- Traffic Records Coordinating Committee (TRCC)
- Strategic Planning

The main recommendations of the assessment team included the following:

Crash Data

1. Implement the CIS revision to support electronic transfer and image creation from reports created using MCR.

Status: This has been implemented. All the MCR reports are electronically entered into the Crash Information System (CIS).

2. Plan long-term for CIS to accept crash report data from other (non-MCR) field data collection software used by law enforcement agencies. *Status:* Since this recommendation is required to inventory the availability of other electronic data collection systems at the local police departments, DTS has identified the other electronic data systems some local agencies are using to collect and process their data. DTS contractors have been working with the local agencies to receive their data electronically through XML.
3. Invest in automation for Chicago Police Department (CPD) to reduce the number of paper crash reports processed manually at IDOT. *Status:* DTS staff and IT contractors have been discussing this issue with Chicago Police Department. Several meetings have been held to date.
4. Develop a set of standard quality control matrix for reporting crash data quality on a routine, repeatable basis periodically throughout the year. *Status:* DTS has implemented the quality metrics on a monthly basis for the 2007 crash data.

Citation Data

1. Promote and assist local courts without computerized case management systems and/or electronic conviction filing, in obtaining computerized management systems and in electronically filing convictions with the Office of Secretary of State (SOS). *Status:* No activity to date. SOS is in charge of the citation database.
2. Establish a statewide citation tracking system. *Status:* No activity to date. For the first time, the Section 408 grant program, DTS will provide funding for the Illinois State Police to develop a citation tracking proposal that will identify all the appropriate data holders in the State.

Driver and Vehicle Data

1. Begin recording owner names and addresses for persons with the identical requirements. *Status:* No activity to date. SOS is responsible for this recommendation.
2. Record the driver histories from previous states of record on non-commercial drivers. *Status:* No activity to date. SOS is responsible for this recommendation.
3. Coordinate the overlapping requirements of the crash file processing with those of the SOS. *Status:* This recommendation has been accomplished.

Roadway Data

1. Accelerate the development and use of the Geographic Information System (GIS) as the IDOT enterprise system for all road and road-related information systems. *Status:* The Bureau of Information Processing at IDOT has developed an interactive database system entitled "Safety Data Mart". The Safety Data Mart will include GIS as a main mapping tool.
2. Accelerate the deployment and use of Global Positioning System (GPS) devices for the capture of location data by latitude/longitude coordinates for road and crash data. *Status:* Since 2005, IDOT started using GPS for capturing some of the location data through latitude/longitude coordinates for road and crash data.
3. Allow all legitimate users of IDOT data direct access to the GIS or provide them with the information in a medium and format for their manipulation and analysis. *Status:* The Bureau of Information Processing at IDOT has developed the Safety Data Mart that is available to IDOT employees. The public version of the system will be available in 2008.

Health Care Data

1. Use one data format for the EMS run form. *Status:* This has been accomplished. Starting in 2006, all the EMS facilities are using one form. Per NHTSA's request, IDPH is working to upgrade the EMS data collection form in order to be in compliance with the National EMS Information System (NEMSIS) requirements. In addition, IDPH has been awarded a grant to improve the EMS data collection process.
2. Move forward with a total electronic data submission process for EMS run reports. *Status:* IDPH is working toward this recommendation based on their Section 408 project agreement.
3. Refine the CODES Board of Directors to include only the data owners. This will encourage discussion of data quality issues and data linking processes. *Status:* Completed. The Board of Directors of ITRCC is also in charge of this function.
4. Establish a CODES Advisory Group (data users) that can provide direction and vision for the use of the linked CODES data. *Status:* Completed. The first meeting was on September 25, 2006 at the DTS building.
5. Promote the availability and accessibility of the healthcare data, e.g., a State of Healthcare in Illinois Legislative Report. *Status:* DTS has been able to link the 2002 crash data to the hospital discharge data. Results of the linked data have been presented and published. DTS is in the process of linking the 2003 crash data to 2003 hospital discharge data. DTS's intent is for the CODES Advisory Group to promote the accessibility of the data. In addition, IDOT provided funding for IDPH to develop a web-based data query and interactive system to promote accessibility of the health care data.

Traffic Records Coordinating Committee (TRCC)

1. Identify an “executive group” from the leadership of participating agencies within the TRCC. *Status:* Completed.

Motorcycle Safety Program Assessment

On October 24-28, 2005, the Illinois Department of Transportation, in cooperation with the National Highway Traffic Safety Administration, hosted a team of four program experts who conducted Illinois’ first Motorcycle Safety Program Assessment. The four experts conducted a thorough review of the state’s motorcycle safety efforts, identified strengths and provided recommendations to enhance the program. Listed below are the 13 recommendations to enhance Illinois’ program:

1. Increase the annual Cycle Rider Safety Training Program (CRSTP) appropriation to at least \$3.5 million by July 1, 2006. *Status:* The CRSTP appropriation for FY 2007 (July 1, 2006-June 30, 2007) was \$3,528,000.
2. Convene a technical working committee comprised of key stakeholders to develop a strategic motorcycle safety plan for Illinois. *Status:* DTS contracted with Science Applications International Corporation (SAIC) to develop a Motorcycle Strategic Plan. SAIC met with representatives from DTS, training universities and rider groups on developing a strategic plan. The final strategic plan was presented to DTS in August 2007. DTS submitted a copy of the strategic plan to NHTSA in October 2007.
3. Use federal funds wherever possible to address other motorcycle safety issues (impaired driving, aggressive driving, conspicuity, motorist awareness, etc.). *Status:* In FY 2007 DTS used Section 2010 Motorcyclist Safety funds to develop a public information and education campaign. DTS developed and distributed Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from May through September 2007. DTS also developed and purchased the following Don’t Drink and Ride materials: bandanas, lapel pins, key fobs and patches.
4. Create a task force of representatives from the insurance industry, law enforcement, medical professionals, motorcycle dealers, motorcycle organizations, safety advocates and other interested entities to explore ways to increase the use of helmets and protective clothing. *Status:* DTS created a Motorcycle Safety Advisory Council holding their first meeting in March 2007 in Normal, Illinois. Many groups were represented on the council including, rider groups, trainers, advocacy groups, enforcement officials and state agency representatives. DTS plans on conducting another meeting in early 2008.
5. Continue to seek support for passage of a helmet law for all motorcycle operators and passengers. *Status:* DTS plans to introduce helmet legislation in the spring of 2009. The 2008 legislative session is limited to budget/revenue and emergency matters.
6. Enact legislation to establish a provisional licensing system for motorcycles. *Status:* DTS plans to work with the Office of the Secretary of State and the Motorcycle Safety Advisory Council during 2008.
7. Enact legislation to reduce the period for which an instruction permit is valid to six months for motorcycle or motor driven cycle applicants and limit the number of renewals. *Status:* DTS plans to work with the Office of the Secretary of State and the Motorcycle Advisory Council during 2008.
8. Establish a protocol and timeline to conduct comprehensive annual program evaluations. *Status:* DTS’s Evaluation Unit may conduct annual program evaluations.
9. Establish a five-year plan for program development that includes milestones to meet forecasted training demand. *Status:* DTS plans to develop a five-year program to offer training to 15,000 students each year in Illinois.
10. Design and implement a comprehensive impaired riding PI&E campaign. *Status:* In FY 2007 DTS used Section 2010 Motorcyclist Safety funds to develop a public information and education campaign. DTS developed and distributed Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from May through September 2007. DTS also developed and purchased the following Don’t Drink and Ride materials: bandanas, lapel pins, key fobs and patches.
11. Develop and implement a comprehensive and coordinated statewide plan to address both conspicuity and motorist awareness. *Status:* DTS plans to develop a plan but limited funding is a problem with implementation. Although wearing bright colors, correct lane positioning, etc. is currently being discussed in the CRSTP classes.
12. Develop a coordinated statewide plan for motorcycle safety and PI&E efforts. *Status:* DTS plans to develop a plan but limited funding is a problem with implementation. DTS participated at the Tourist Trophy Race in Peoria and the Springfield Mile Race by handing out promotional items.
13. Encourage the use of full protective equipment by motorcyclists through PI&E campaigns. *Status:* There is a module in the CRSTP training classes which addresses the correct use of protective gear. The students are required to wear the correct protective gear in class and use three quarter or full face helmet.

Standard Field Sobriety Testing (SFST) Assessment

On February 6-9, 2007 NHTSA conducted an assessment of Illinois' Standard Field Sobriety Testing (SFST) program. Listed below are the Administrative Priority Recommendations identified by the Assessment Team based on information presented during the assessment:

1. Establish a full-time State SFST Coordinator to manage and maintain the Illinois SFST program. *Status:* No activity to date.
2. Establish a multi-disciplinary group to serve in an advisory capacity to the State. *Status:* No activity to date.
3. Develop specific plans to address the issue that some police officers who have previously completed SFST training were not trained to administer Horizontal Gaze Nystagmus (HGN) test. This test is a critical part of the NHTSA/IACP SFST test battery and should be employed in the field on a regular, standardized basis. *Status:* Prior to 2005, there was no requirement for DUI training to cover any set material during academy training. Often, the Academies would truncate the 24 hour course and not present instruction on HGN. In 2005, the Illinois Training and Standards Board (ILETSB) required the academies to present the entire 24 hour SFST curriculum. Over the course of this year, DTS developed a strategy to make sure that as many officers as possible are up-to-date on how to conduct DUI investigations. A one-day SFST refresher based on the NHTSA 24 hour DWI Detection and Standardized Field Sobriety Tests has been developed and distributed to the mobile training units and other instructors. IDOT/DTS is requiring that all officers participating in federally-funded DUI enforcement activities to have completed the 24 hour course since January 2005. If they were trained prior to that date, they must attend this refresher course. The refresher will include instruction in all three standardized tests. They will be required to show that the participating officers are in compliance before conducting any DUI enforcement activities in FY 2009. The refresher training will start being offered in January 2008. To accommodate the expected demand for the 24 hour course and the refresher, SFST "train the trainer" course is being planned for January 2008.
4. Ensure all SFST instructional materials in Illinois follows the NHTSA/IACP SFST curriculum. Any potential modification should be presented to the NHTSA Great Lakes Regional Office for review before any action is taken. *Status:* The one-day refresher is being submitted to NHTSA for their consideration. Unfortunately, NHTSA no longer provides for updated refresher training. Due to the size of Illinois and the number of officers needing to undergo training, it would be unmanageable to require the full 24 hour course. Additionally, ILETSB handed out the 2006 24 hour DWI and Standardized Field Sobriety Testing Program to all mobile training units and all Academies. They were required to sign for it to ensure distribution. They also have been instructed to discard all prior versions of the training program and use only the 2006 version until further updates are published.
5. Recommend that IDOT work with the ILETSB to create a mechanism to provide SFST updates to instructors and practitioners with assurances that this has been accomplished. The update should be conducted every other year or when a revision of the SFST curriculum is released, whichever is sooner. This update should include an active, individual proficiency demonstration in the presence of an instructor. *Status:* DTS has provided the 2006 version of the 24 hour DWI Detection and SFST Training Program to the ILETSB and the information has been sent to the 16 mobile training units for distribution to the Directors and SFST instructors.

DTS Special Events

IDOT/DTS Public Hearings

DTS held eight Public Hearings across the state on highway safety planning. The purpose of these meetings was to receive input from local agencies and the public at large on traffic safety issues. Some information gathered at these meetings was included in the Fiscal Year 2007 Highway Safety Plan which determines where federal highway safety dollars will be spent in Illinois and will become part of the Comprehensive Highway Safety Plan. These meetings were very successful as DTS heard from local police agencies, grassroot organizations concerned with highway safety, families of victims who were killed on Illinois roadways, ABATE, MADD, AAIM and community leaders. Approximately 250 people attended these hearings statewide.

Division of Traffic Safety Summer Outreach Program

In an effort to better inform the public on the messages of Click It or Ticket and the You Drink & Drive. You Lose DTS has started a summer outreach program. This program consisted of DTS outreach coordinators setting up displays and giveaways at the Illinois State Fair, DuQuoin State Fair, Route 66 Festival, Hot Rod Power Tour and Hot Rod Nationals, minor and major league ballparks throughout Illinois.

The goals of this outreach program are to educate and inform the public on our safety programs as well as to answer any questions that they might have. In addition to educating the public, DTS will use these opportunities to make contact with grassroots organizations that are interested in Illinois Department of Transportation safety issues.

National Lifesavers Conference, March 25-27, 2007

On March 25-27, 2007, DTS hosted the 25th Anniversary of the Lifesavers Conference at the Hilton Chicago. Lifesavers is the premier national highway safety meeting in the United States dedicated to reducing the tragic toll of deaths and injuries on our nation's roadways. Starting in the early 1980s, the Lifesavers conference has steadily grown, drawing a record-setting 2,562 participants in 2007.

Illinois and DuQuoin State Fairs

Celebrate and Educate was the theme of IDOT/DTS's exhibit at the 2007 Illinois and DuQuoin State fairs. IDOT/DTS participated in the fair with a renewed and innovative approach. Each day of the fair's 10-day run was dedicated to a specific IDOT/DTS program. The celebrated programs were: School Bus Safety Day, Motorcycle Safety Day, Occupant Protection Day, Bicycle Safety Day, Impaired Driving Safety Day, Teen Driving Safety Day, Crash Data/MCR Day, Speed/Distracted Driving Day and Motor Carrier Safety days.

Partnership with NASCAR

Since NASCAR is America's fastest-growing sport, IDOT/DTS utilized its popularity to promote the "buckle-up" message to NASCAR fans. On July 14-15, 2007, the Chicago Land Speedway hosted the USG DUROCK 300 and USG SHEETROCK 400. The races attracted more than 100,000 racing fans. IDOT/DTS partnered with the Blu Moon Strategic Marketing Firm and the Richard Petty Driving Experience Team to creatively promote the "buckle up" message. Wireless Bluetooth technology, along with state-of-the-art printing system, provided fans with free digitally-created photographs. NASCAR fans were invited to sign a pledge card to always buckle up and to make sure passengers in their vehicle are properly restrained at all times. After signing the pledge, their photograph was taken beside Richard Petty's racecar. Among the participants signing the pledges were NASCAR President Michael Heaton, NASCAR Office Depot Driver Carl Edwards and Roush Racing Senior Vice President of Marketing Torrey Galida.

Impaired Driving Safety Summit

Law enforcement officials, judges, traffic safety advocates and substance abuse prevention experts convened October 10-12, 2007 at IDOT headquarters in Springfield and explored successful strategies aimed at getting impaired drivers off Illinois' roads and saving lives. Illinois was the first state in the nation to hold a statewide impaired driving summit in the wake of a national Summit in March 2006 hosted by NHTSA and Mothers Against Drunk Driving (MADD). Leaders of the National Summit had urged states to follow suit and hold similar summits at the statewide level.

Child Passenger Safety Conference

IDOT/DTS and the Illinois Child Passenger Safety Board sponsored the 2nd Annual Illinois Child Passenger Safety (CPS) conference. It was held September 12-13, 2007 at the Interstate Center in Bloomington. The conference was well attended by over 300 certified CPS technicians and instructors from across the state. The conference is one tool to support the recertification of nationally certified CPS technicians. To retain national certification, technicians must attain Continuing Education Units during their two-year certification cycle.

Windshield Washing Project

As part of the Windshield Washing Project, during the weekends in May 2007, approximately 30 motorcycle organizations washed over 3,000 windshields at rest areas throughout Illinois. Share the Road brochures were also distributed to remind motorists that the number of motorcycles in the traffic environment increases during the summer months. The program's goal is to increase motorist's awareness of motorcycles and reduce the number of motorists/motorcycle-related crashes.

Evaluation of Fiscal Year 2007 Mobilizations

Introduction

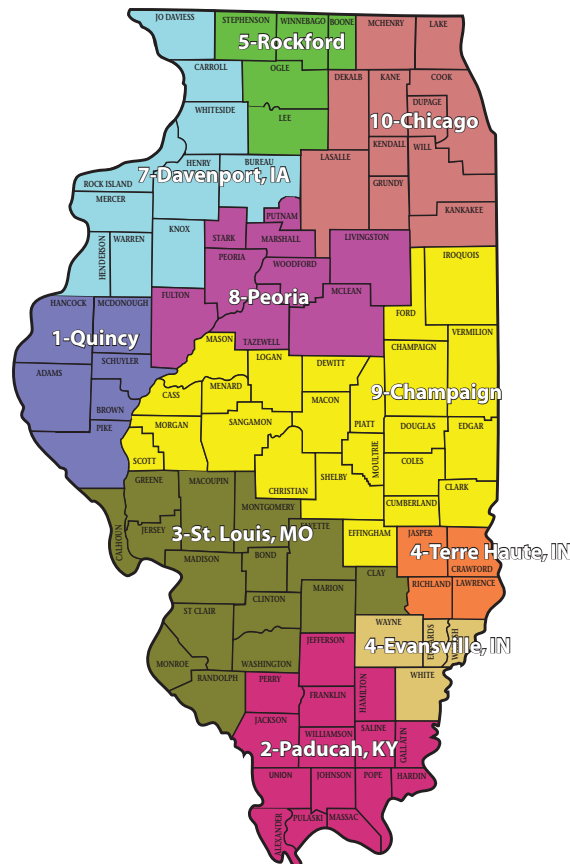
Click It or Ticket (CIOT) and You Drink & Drive. You Lose. (YD&D.YL.) are highly-visibility, massive enforcement efforts designed to detect violators of Illinois traffic laws with special emphasis on occupant protection and alcohol. An intense public information and education campaign runs concurrently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

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

During the 2007 FFY, we conducted two major CIOT mobilizations and one major YD&D.YL. (alcohol) mobilization. The first CIOT mobilization was conducted in November/December 2006 with a special focus on rural areas and two minority communities (African American and Hispanic) in the city of Chicago. The second CIOT mobilization was conducted in May/June 2007. This mobilization consisted of two major campaigns, namely rural and statewide. The YD&D.YL. mobilization was conducted in August/September 2007 with a special focus on impaired driving.

2006 Thanksgiving Campaign: November 6 – December 10, 2006

The Division of Traffic Safety conducted a CIOT campaign from November 6 to December 10, 2006. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among African American and Hispanic populations in the city of Chicago, as well as belt use among Illinois' rural population. Safety belt enforcement was paired with the CIOT message in targeted media markets in an effort to encourage these groups to buckle up. Figure 1 depicts the five rural media markets.



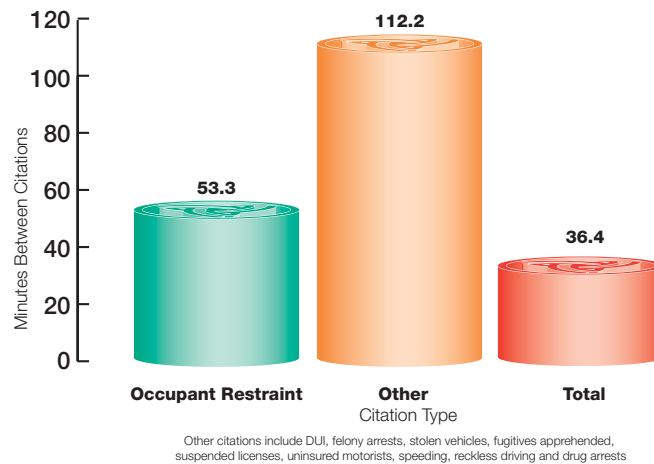
¹ Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce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

² The complete 2006 Thanksgiving CIOT report is available at <http://www.dot.il.gov/trafficsafety/tsevaluation.html>

Enforcement

A total of 21,786 patrol hours were logged by 183 local departments and eight Illinois State Police (ISP) districts and 35,927 citations were issued during the Thanksgiving campaign. One citation was written every 36.4 minutes of enforcement. Of the citations issued during enforcement, 24,276 (67.6 percent) were safety belt and child safety seat violations. One occupant restraint citation was issued every 53.3 minutes of enforcement. Figure 2 depicts the total minutes of Thanksgiving CIOT patrol per citation by citation type.

Figure 2
Total Minutes of Patrol Per Citation Type
During 2006 Thanksgiving Campaign in Illinois
(Total Patrol Hours=21,786 and Total Citations=35,927)



Minority Population

Focusing on safety belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 1500 hours of enforcement issuing 2,133 citations, 1,689 (79.2 percent) of which were safety belt citations. Chicago police wrote an average of one safety belt citation every 32.7 minutes in the targeted communities.

Rural Population

Thirty five (35) rural police agencies conducted a total of 1,945 patrol hours and issued 2,407 citations, an average of one citation every 48.5 minutes during rural enforcement. Most of the citations issued (73.4 percent) were safety belt violations, accounting for 1,429 of the tickets written. One safety belt citation was issued every 81.7 minutes.

Evaluation

Observational pre-and post-safety belt surveys in Hispanic Communities indicated the safety belt usage rate increased from 69.5 percent during the pre-mobilization to 79.8 percent during the post-mobilization. In African-American Communities, the safety belt usage rate increased by eight percentage points from 61.0 to 69.0 percent.

Observational survey results indicated that safety belt usage in pickup trucks and passenger cars observed in rural areas increased from 80.6 percent during the pre-mobilization to 85.4 percent during the post-mobilization.

Telephone surveys indicated that rural and minority residents were aware of special efforts by the police to ticket for safety belt violators during the Thanksgiving CIOT. The percent of minorities who indicated that they had “seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations” increased from 27 percent in November to nearly 43 percent in December.

May 2007 Click It or Ticket Campaign: April 30 - June 3, 2007

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May, 2007 with special emphasis on increasing safety belt usage among Illinois’ rural population. The Illinois Rural Demonstration Project (RDP), a CIOT campaign specifically designed to promote safety belt use in rural communities, was conducted from May 1–14, 2007.

¹The complete 2007 CIOT report is available at <http://www.dot.il.gov/trafficsafety/tsevaluation.html>

Rural Illinois was again the focus of the statewide CIOT, which took place from May 21 – June 3. (See Figure 1 for a map of the rural media markets.) The Illinois State Police participated in both campaigns. CIOT activities began April 23 and concluded June 18, 2007. A timeline of CIOT activities appears in Table 1.

Table 1
Timeline of CIOT Activities

April 23 – April 29, 2007	Observational safety belt surveys were conducted for the rural CIOT; baseline data on several safety belt-related issues (e.g., public education and enforcement) were collected in targeted rural areas via telephone and drivers' facilities surveys.
April 30 – May 13, 2007	Highly publicized strict enforcement of the safety belt laws continued as well as earned media; Pre-CIOT safety belt observations and telephone surveys were conducted for the statewide campaign.
May 14 – May 20, 2007	Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
May 21 – June 3, 2007	Statewide CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
June 5 – June 18, 2007	Post-statewide CIOT observational surveys were conducted; telephone and motorist public opinion surveys were conducted.

During the May mobilization campaigns, Illinois spent a total of \$1,008,306 on paid media. A total of 13,404 television and 9,125 radio advertisements ran during the campaigns to promote CIOT.

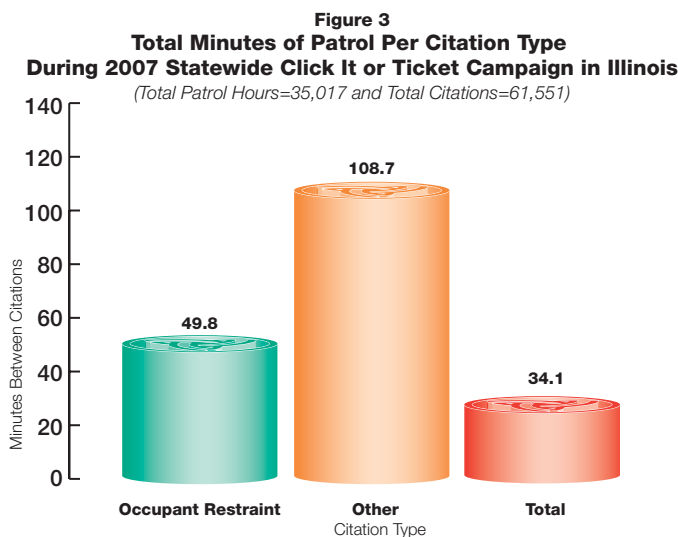
Four nighttime media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of nighttime safety belt enforcement. A week following these media events, Chicago held an additional media event.

Fifty-one press conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 937 stories related to CIOT ran across the state. Throughout the campaign, 187 radio stories were aired; 569 print news stories ran; and 181 television news stories aired.

Enforcement

During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 35,017 enforcement hours and wrote 61,551 citations, 42,222 (68.6 percent) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 49.8 minutes throughout the May campaigns. Overall, one citation was written every 34.1 minutes of statewide and rural enforcement (see Figure 3). An additional 25,748 safety belt and child safety seat citations were written by incentive and earned enforcement agencies. Adding these citations to 61,551 citations resulted in 87,299 citations.

One citation was written by the ISP every 36.6 minutes of enforcement, while the local agencies wrote one citation for every 33.4 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 10,924 (73.8 percent) were safety belt violations and child safety seat violations. For the local agencies, of the citations issued during enforcement, 31,298 (66.9 percent) were safety belt and child safety seat violations.



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

Cost Effectiveness of Enforcement Activities

The agencies included in the CIOT cost/effectiveness analysis conducted a total of 27,556 patrol hours and issued 49,096 citations during CIOT statewide and rural enforcements at a total cost of \$1,265,196. On average, citations were written every 33.7 minutes during enforcement at a cost of \$25.77 per citation, or \$45.91 per patrol hour.

Seventy-five (75) mini-grantees issued one citation every 33.9 minutes. The cost per citation for these agencies was \$19.84 and cost per patrol hour was \$35.16. Fifty-eight regular grantees issued one citation every 34.8 minutes. The cost per citation for these agencies was \$27.84 and cost per patrol hour was \$48.00. Twenty-three grantees with multiple grants issued one citation every 28.7 minutes of patrol. The cost per citation for these agencies was \$23.61 and the cost per patrol hour was \$49.43. The Illinois State Police issued one citation every 36.6 minutes. The cost per citation for the ISP was \$30.51 and cost per patrol hour was \$50.00.

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

Statewide Observational Survey

The statewide safety belt survey was conducted at 258 sites during June 2007. Of the total of 135,722 front seat occupants observed in passenger cars and pickup trucks, over 90 percent were wearing safety belts. The Collar Counties had the highest usage rate at 92.3 percent followed by the Downstate Counties at 89.4 percent. Cook County, excluding the city of Chicago, had a usage rate of 88.2 percent, while the city of Chicago had the lowest usage rate at 86.8 percent.

Based on Road Type, interstate highway travelers had the highest usage rate at 93.3 percent followed by U.S./Illinois Highway travelers at 90.5 percent. Motorists traveling on residential streets had the lowest usage rate at 88.7 percent.

Of the total of 120,838 observations of drivers and passengers in cars (excluding pickup trucks), 91.2 percent were wearing seat belts. The safety belt usage rate for drivers was slightly higher than that for passengers (91.5 percent versus 89.5 percent).

A total of 14,884 pickup truck occupants were observed. Drivers had a slightly higher seat belt usage rate than passengers (82.3 percent versus 80.7 percent).

Overall safety belt usage rate among drivers and front seat passengers increased by 1.2 percentage points from the pre-mobilization survey to the post mobilization survey. The downstate Counties had the highest increase in belt use of 6.9 percentage points. The Collar Counties had an increase in belt use of 1.3 percentage points. On the other hand, the city of Chicago and Cook County had decreases of 0.2 percentage point and 1 percent point respectively.

Safety belt use among front seat passenger car occupants increased 1.2 percentage points from 90.0 percent during the pre-mobilization to 91.2 percent during the post mobilization. The safety belt usage rate for pickup truck occupants increased by 4.6 percentage points from 77.4 percent during the pre-mobilization to 82.0 percent during the post mobilization.

There were 6,699 vehicles observed during the rural pre-mobilization survey, of which, 4,956 were passenger cars and 1,743 were pickup trucks. During the rural post mobilization, there were 7,492 total vehicles observed, of which, 5,658 were passenger cars and 1,834 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 82.3 percent during the pre-mobilization to 89.5 percent during the post-mobilization.

Based on media market, during the pre-mobilization survey, the Peoria media market had the highest usage rate, while the Champaign, Rockford and St. Louis media markets had similar usage rates. During the post-mobilization survey, the St. Louis media market had the highest usage rate followed by the Peoria, Champaign, and Rockford media markets. The safety

belt usage rate increased by more than 13 percentage points for the St. Louis media markets. Safety belt use in the Champaign, Peoria, and Rockford media markets increased by more than 2.0 percentage points.

On residential roads, there was an increase from 83.7 percent during the pre-mobilization to 89.4 percent during the post mobilization. On US/IL Highways, the safety belt usage rate increased from 81.5 percent during the pre-mobilization to 89.5 percent during the post-mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 84.5 percent during the pre-mobilization to 91.4 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 76.1 percent during the pre-mobilization to 83.6 percent during the post-mobilization resulting in a 7.5 percentage point increase.

For pickup trucks, the Peoria media market had the highest usage rate during the pre-mobilization survey. The Champaign, Rockford, and St. Louis media markets all had safety belt usage rates around 74 percent. During the post-mobilization survey, the St. Louis media market had a safety belt usage rate of more than 89 percent. The Peoria media market had a safety belt usage rate of 83.3 percent, while the Champaign and Rockford media markets had usage rates of 78.2 percent and 76.8 percent respectively.

During the pre campaign survey, there were 13,056 observations during the day and 7,417 observations during the night. After the statewide campaign (media and enforcement) a total of 13,991 occupants were observed during the day and 7,820 occupants were observed during night.

Overall, during the pre-and post-campaign, the nighttime usage rate was lower than the daytime usage rate (83.5 versus 87.4 during pre campaign and 89.7 versus 92.0 percent during post-campaign), significant differences of 3.9 and 2.3 percentage points respectively. As expected the post-campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.

The safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre-and post-CIOT campaign. This pattern of low usage rate was observed for both drivers and passengers.

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

Driver Facility Survey

A total of 2,506 questionnaires were completed during the pre-mobilization enforcement and 2,244 questionnaires were completed during the post-mobilization enforcement. The demographics characteristics of the pre-and post-mobilizations were similar.

The percentage of those who had seen or heard a safety belt message increased from 62.3 percent during the pre-mobilization survey to 76.8 percent during the post-mobilization survey.

The percentage of those who had seen or heard about a checkpoint where police were looking for safety belt use increased from 35.3 percent during the pre-mobilization survey to 54.9 percent during the post-mobilization survey.

The percentage of those who had gone through a safety checkpoint increased from 13.0 percent during the pre-mobilization survey to 20.0 percent during the post-mobilization survey.

Awareness of the “Click It or Ticket” slogan increased 3.2 percentage points from 85.8 percent during the pre-mobilization survey to 89.0 percent during the post-mobilization survey.

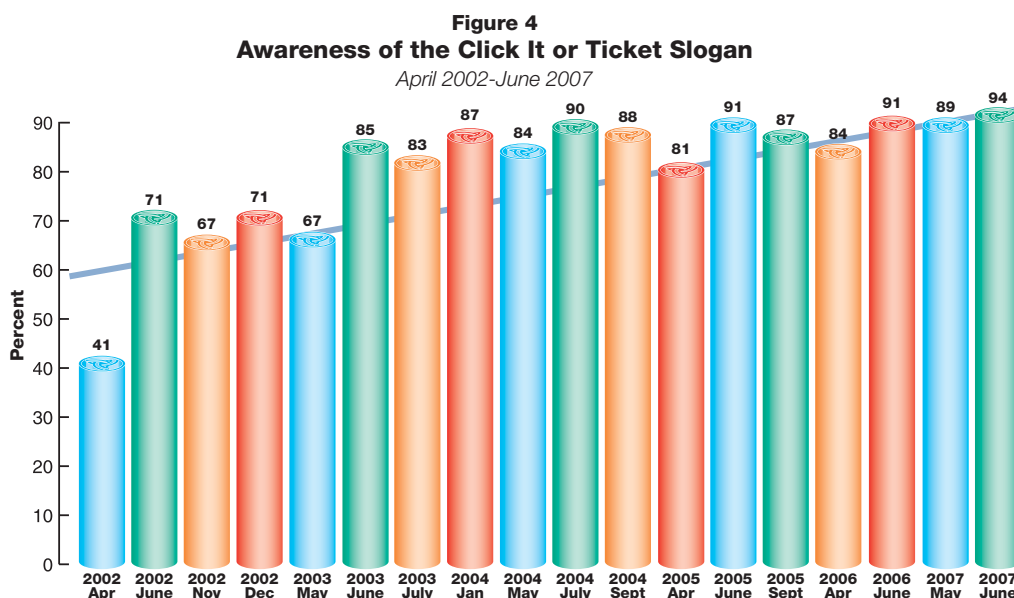
Statewide Telephone Survey

The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their seat belts” showed an increase from 64 percent in the May pre-test survey to 78 percent at the time of the June post-test survey.

Those who had seen or heard messages encouraging people to wear safety belts were asked whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.” The percent of these respondents choosing “more than usual” increased from 11 percent in May to 28 percent in June.

Of those June respondents who had seen or heard messages encouraging safety belt use, most respondents indicated exposure through billboards/road signs (75 percent) and television (70 percent). Newspapers accounted for 25 percent of exposure, followed by friends/relatives (25 percent).

The Click It or Ticket slogan had an awareness level of 89.2 percent in May, which rose over four percentage points (4.5 percent) to 93.7 percent in June (see Figure 4). Regional awareness of the slogan differed from 90 percent in the north and central parts of the state, to 92 percent in the southern part of the state, to 95 percent in the Chicago area.



Awareness of special police efforts to ticket for safety belt violations. The percent of respondents who indicated that, “in the past thirty days,” they had “seen or heard of any special effort by police to ticket drivers in [their] community for safety belt violations” increased from 18 percent in May to about 47 percent in June.

Individuals aware of special safety belt enforcement report hearing about it via television (51 percent) and radio and newspapers (34 percent and 30 percent, respectively). One third of those surveyed (33 percent) learned of the special enforcement from friends/family.

Agree/disagree: Police in your community are writing more safety belt tickets now than they were a few months ago. Respondents across Illinois who “strongly agree” with this statement rose from 19 percent in May to 31 percent in June. About 29 percent of downstate residents and 25 percent of Chicago area residents “strongly agreed” that police are writing more safety belt tickets, showing somewhat of a regional difference in perception.

Hypothetical question: Suppose you didn’t wear your safety belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a safety belt during this time? The percent of respondents who answered “very likely” to this question increased statewide from May to June from 41 percent to 44 percent, while those who believed getting a ticket was “somewhat likely” rose from 67 percent in May to 72 percent in June.

2007 Labor Day You Drink & Drive. You Lose. Campaign August 1 - September 26, 2007

Earned Media

IDOT/DTS held seven press conferences throughout the state from August 8 to August 30, 2007. The press conference on August 8th was held at a south-side church in Chicago focusing on minority populations. The conference on August 14th was held in Springfield and included the Illinois State Police, the Secretary of State Jesse White, and other law enforcement agencies. The conference on August 28th was held in Chicago in conjunction with the Illinois State Police, Mothers Against Drunk Driving (MADD) and local law enforcement agencies. On August 30, the press conferences were held in Collinsville, Springfield, Rock Island, and Chicago and featured a strong enforcement message of if you drink and drive, you will be caught. Table 2 lists the media markets participating in the YD&D.YL. press conferences, as well as the articles and stories generated from the publicity.

Table 2

MEDIA MARKETS PARTICIPATING IN YD&D.YL. PRESS CONFERENCES	
Media Market	Articles/Stories Generated
Chicago	40
Davenport/Rock Island	11
Metro East	26
Springfield/Champaign	16
Total	93

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 103 print stories, 34 radio stories, and 10 press conferences were generated as a result of the CIOT enforcement efforts.

In an effort to help reduce alcohol-related crashes and fatalities on roadways, the Illinois Department of Transportation's Division of Traffic Safety created a Public Service Announcement (PSA) titled "Stephanie." In the Public Service Announcement, it explains how Stephanie Emery, a pregnant mother, was involved in a head-on crash caused by a female impaired driver. The crash killed Stephanie's unborn child and left her suffering from severe injuries. The PSA is one in a series called "True Stories" that runs throughout the state.

Approximately 200 radio stations across the state agreed to run this 30 second PSA in the spring of 2007 to combat alcohol-related crashes and fatalities on Illinois roadways. Each month, DTS is planning on rolling out a new "True Stories" PSA.

Finally, Director Mike Stout participated in a series of radio interviews that played on about 20 stations statewide reminding motorists not to drive impaired.

Paid Media

Alcohol enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to not drink and drive. YD&D.YL. paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. The main focus of the basic YD&D.YL. in Illinois aired in 23 specified counties where about 85 percent of population resides and 70 percent of motor vehicle crashes occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African American, Hispanic and rural male demographic.

IDOT/DTS spent \$779,800 on broadcast television, cable and radio to promote the National YD&D.YL. campaign August 13-26, 2007. Table 3 lists the cost of paid media by media market for the YD&D.YL. campaign.

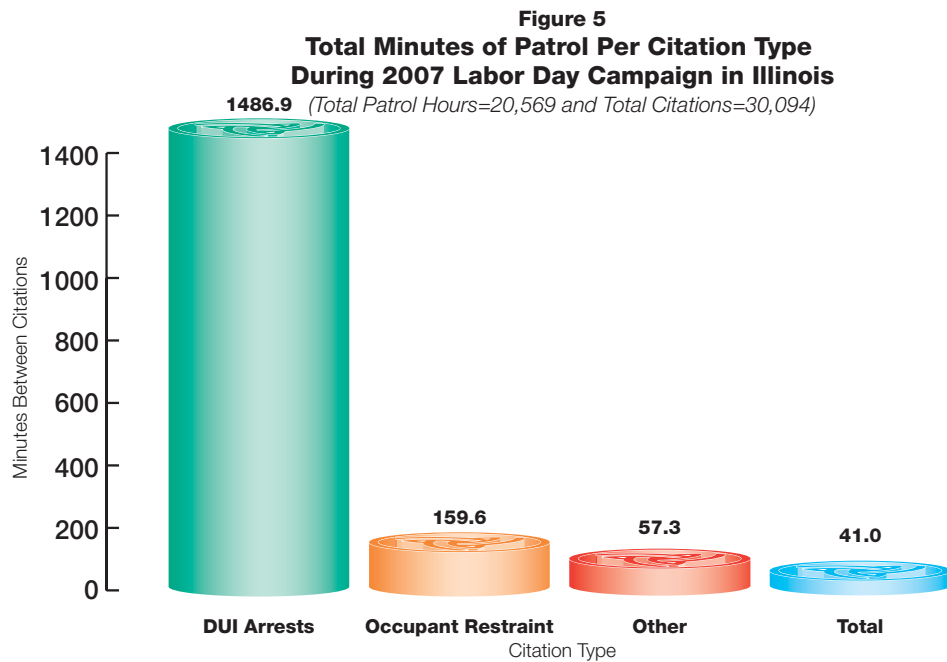
¹A full report on the Labor Day mobilization is forthcoming.

Table 3
Labor Day You Drink & Drive. You Lose. Campaign
Cost of Paid Media by Media Market

Media Market	Dollars Spent – TV	Dollars Spent – Radio	Total Dollars Spent
Chicago	\$293,931.00	\$291,366.00	\$585,297.00
Davenport	\$15,768.90	\$16,151.40	\$31,920.30
Peoria	\$13,209.61	\$16,173.00	\$29,382.61
Springfield	\$15,761.70	\$16,681.77	\$32,443.47
Rockford	\$18,634.50	\$14,397.30	\$33,031.80
Metro East	\$33,161.70	\$34,563.60	\$67,725.30
Total	\$390,467.41	\$389,333.07	\$779,800.48

Enforcement

The YD&D.YL. Labor Day campaign lasted two weeks. During this period, zero tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred forty-one (141) local law enforcement agencies and all Illinois State Police (ISP) Districts participated in the 2007 Labor Day alcohol mobilization. A total of 408 roadside safety checks and 613 saturation patrols were conducted during the August 17 to September 3, 2007 enforcement period. Local law enforcement and ISP logged a total of 20,569 patrol hours and issued 30,094 citations during the campaign. One citation was written every 41.0 minutes of enforcement. Local law enforcement and ISP issued a combined total of 830 DUI citations, an average of one DUI citation written every 1,488 minutes of the enforcement period. A total of 7,732 citations were issued for safety belt and child passenger safety seat violations, an average of one occupant restraint violation for every 162 minutes. Figure 5 depicts the total minutes of Labor Day YD&D.YL. patrol per citation by citation type.

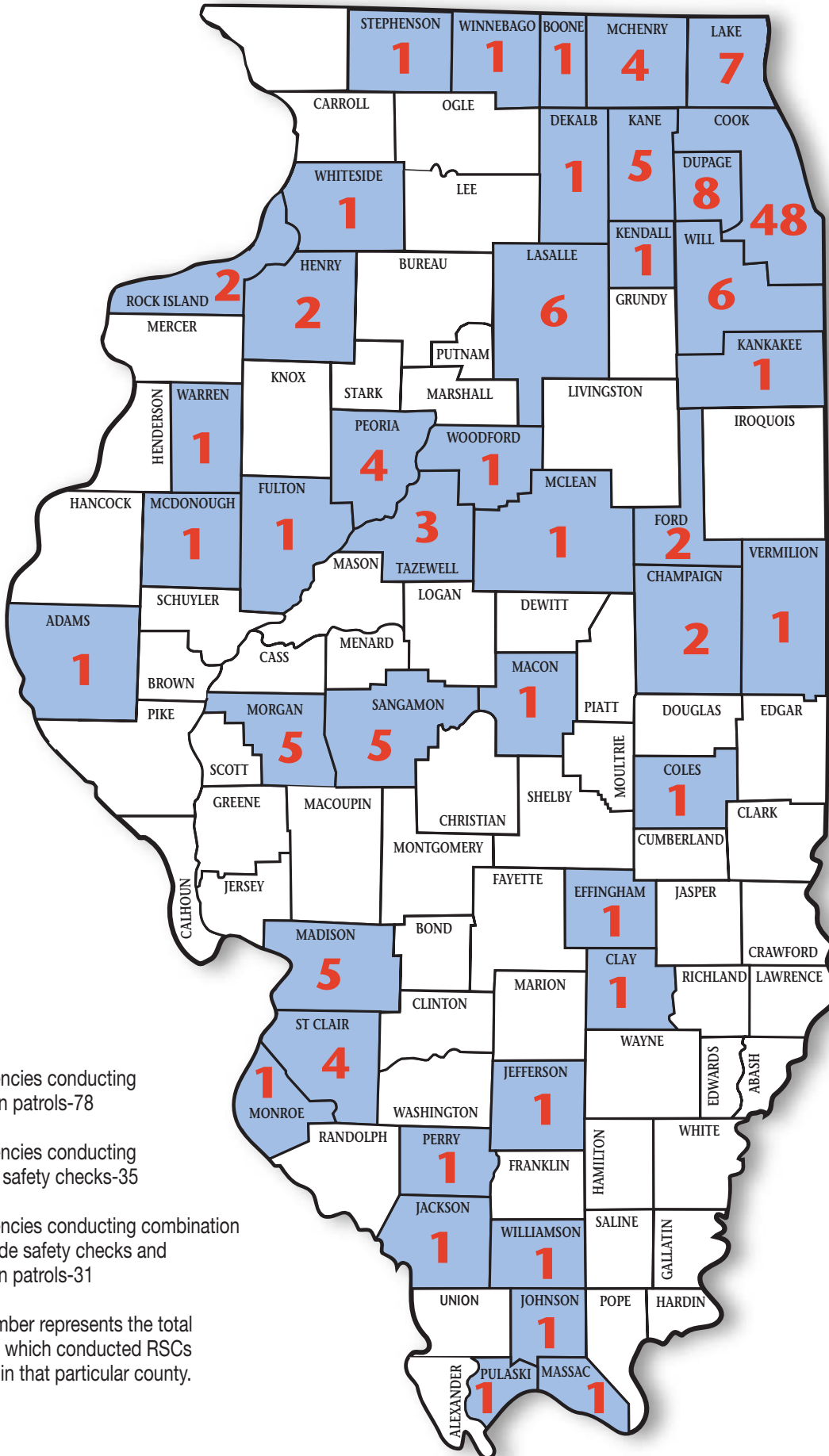


Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

Local Police Agencies

Local police agencies worked 15,715 hours on Labor Day alcohol enforcement, conducting 193 roadside safety checks and 613 saturation patrols. Figure 6 features a map identifying the number and locations of roadside safety checks and saturation patrols by county. A total of 27,395 citations were written by local law enforcement agencies, or one citation was written every 34.4 minutes of enforcement. Seven hundred and two (702) DUI citations were issued, or one DUI citation was written every 1,343 minutes of enforcement. In addition, 7,302 occupant restraint violations were cited for failure to wear a safety belt or failure to properly restrain a child in a safety seat, an average of one occupant protection citation every 129.1 minutes of enforcement. Total estimated enforcement cost was \$729,479.

Total Agencies Which Conducted Roadside Checks and/or Saturation Patrols During the 2007 You Drink & Drive. You Lose. Campaign



Total agencies conducting saturation patrols-78

Total agencies conducting roadside safety checks-35

Total agencies conducting combination of roadside safety checks and saturation patrols-31

Each number represents the total agencies which conducted RSCs and SPs in that particular county.

Evaluation

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

Telephone Survey Results Messages about Alcohol-Impaired Driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “in the past (thirty) days,” they had “read, seen or heard anything about alcohol impaired driving in Illinois,” increased slightly from 71 percent in June to nearly three-quarters (74.5 percent) in September. In May, it stood at 60 percent.

By recent drinking activity. In both the June and September surveys, recent drinkers were more apt than non-drinkers to report awareness of these messages. For both groups, there are small increases in awareness from June to September (66 percent to 70 percent for non-drinkers; 75 percent to 78 percent for drinkers).

Sources of messages. Of those who had seen or heard such messages, by far the greatest exposure source in both September and June is found for television (about 79 percent in both surveys).

In September, television was followed by radio (50 percent), then billboards/bus signs (46 percent) and newspapers (45 percent), followed by posters/bumper stickers (40 percent). Friends/relatives (26 percent) followed and then came brochures/pamphlets (15 percent). In June, television was followed by newspapers (52 percent) and billboards/bus signs (52 percent), then posters/bumper stickers (46 percent) and radio (44 percent). As above, friends/relatives (32 percent) followed and then came brochures/pamphlets (19 percent).

Awareness of Selected Traffic Safety Slogans

The question. Respondents were asked about their awareness of 17 selected traffic safety “slogans,” asked in a random order. Ten are related to drinking and driving, with nine explicitly related.

The September results and recent trends. The following Table 4 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the most recent slogan which is in non-italic bold, “You Drink & Drive. You Lose.” This table shows that the “You Drink & Drive. You Lose.” slogan ranks third in awareness level, at 81 percent. The only two slogans above this in awareness are “Click It or Ticket” (at 90 percent) and “Friends don’t let friends drive drunk” (at 83 percent). And, the “You Drink & Drive. You Lose.” slogan is far ahead of the slogan which ranks fourth in awareness.

Table 4
Slogans Awareness Levels in September 2007

Order Slogan	Sept level
1 Click It or Ticket	90.3%
2 Friends don't let friends drive drunk	82.6%
3 You Drink & Drive. You Lose.	81.2%
4 Drive smart. Drive sober.	57.4%
5 Police in Illinois arrest drunk drivers	52.6%
6 Buckle Up America	44.4%
7 Drive hammered, get nailed.	38.7%
8 Stay alive in I-55	34.2%
9 Cell phones save lives. Pull over and report a drunken driver	33.6%
10 Drunk driving. Over the limit. Under arrest	27.1%
11 Wanna drink and drive, police in Illinois will show you the bars	20.0%
12 Drink and drive? Police in Illinois have your number	19.4%
13 Children in back	18.6%
14 Smart motorists always respect trucks	1.8%
15 Step away from your vehicle	14.3%
16 Checkpoint Strikeforce	8.5%
17 Operation A-B-C	5.3%

Further analyses for the “You Drink & Drive. You Lose” major campaign slogan. We focused on the major slogan in the recent 2007 Labor Day holiday initiative, “You drink & drive. You lose.,” for further analyses regarding trends and subgroups.

May to June to September trends. Statewide, reported awareness of the major DUI campaign slogan, “You drink & drive. You lose.,” increased from just over three-quarters (76 percent) in the May survey to just over 80 percent in the June and September surveys (82 percent and 81 percent, respectively). In percentage point terms, it experienced the second-largest increase in recognition from May to June (behind that of “Cell phones save lives ...”, which experienced this increase at a much lower recognition level of 31 percent to 37 percent).

In all three surveys, “You Drink & Drive. You Lose.” was the third-most recognized slogan. In all three surveys, its recognition was about 10 percentage points behind the most-recognized “Click It or Ticker” slogan. In the May survey, it was about 8 percentage points behind the second-most recognized slogan, “Friends Don’t Let Friends Drive Drunk,” but it had drawn within 2 percentage points of this slogan in both the June and September surveys.

The 2002 through 2007 trends. Because there were media/enforcement campaigns going back to calendar year 2002 for which we have awareness information for numerous selected traffic safety slogans and for both safety belt-related and DUI-related campaigns, it is worth presenting the full cross-sectional trend results. These are presented in Table 5, according to level of awareness in the September 2007 survey. The most recent DUI-related slogan is in *italic bold*.

Table 5: Awareness of Selected Traffic Safety Slogans, April 2002 through September 2007

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	May '03	Jun '03	July '03	Jan '04	May '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	May '07	Jun '07	Sept '07
Click It or Ticker	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%	90%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%
<i>You drink and drive. You lose</i>	<i>na</i>	<i>na</i>	<i>na</i>	<i>na</i>	<i>na</i>	<i>55%</i>	<i>62%</i>	<i>78%</i>	<i>68%</i>	<i>73%</i>	<i>78%</i>	<i>70%</i>	<i>65%</i>	<i>77%</i>	<i>74%</i>	<i>70%</i>	<i>76%</i>	<i>76%</i>	<i>82%</i>	<i>81%</i>
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%	53%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	48%	47%	44%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%	37%	32%	38%	37%	39%	41%	38%	41%	39%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	31%	37%	34%
Stay Alive on I-55	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	31%	34%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	23%	26%	20%
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	29%	24%	27%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	20%	20%	19%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	17%	19%
Step away from your vehicle	na	na	na	na	na	na	16%	na	13%	14%	16%	14%	13%	16%	17%	12%	14%	12%	12%	14%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	8%	7%	12%	10%	6%	9%	10%	12%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%	4%	5%	3%	5%	5%	3%	3%	6%	5%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%	12%	8%	10%	10%	10%	7%	8%	5%	8%

*Prior to the June 2003 Post-test survey, this was one slogan.

Mobilization Projects by County

Adams

Quincy Police Dept.

Bond

Greenville Police Dept.

Carroll

Milledgeville Police Dept.

Champaign

Champaign Police Dept.

Christian

Christian County Sheriffs Dept.

Kincaid Police Dept.

Taylorville Police Dept.

Clay

Flora Police Dept.

Coles

Mattoon Police Dept.

Cook

Arlington Heights Police Dept.

Broadview Police Dept.

Calumet City Police Dept.

Chicago Heights Police Dept.

Chicago Police Dept.

Cook County Sheriff's Office

Countryside Police Dept.

East Hazel Crest Police Dept.

Elk Grove Village Police Dept.

Evanston Police Dept.

Forest Park Police Dept.

Franklin Park Police Dept.

Glenwood Police Dept.

Hanover Park Police Dept.

Harwood Heights Police Dept.

Kenilworth Police Dept.

Lincolnwood Police Dept.

Markham Police Dept.

Melrose Police Dept.

Morton Grove Police Dept.

Niles Police Dept.

Northfield Police Dept.

Oak Forest Police Dept.

Orland Park Police Dept.

Palatine Police Dept.

Palos Heights Police Dept.

Park Forest Police Dept.

Richton Park Police Dept.

River Forest Police Dept.

River Grove Police Dept.

Rolling Meadows Police Dept.

Schaumburg Police Dept.

Skokie Police Dept.

Stickney Police Dept.

Streamwood Police Dept.

Tinley Park Police Dept.

Western Springs Police Dept.

Cumberland

Greenup Police Dept.

DeKalb

DeKalb Police Dept.

Hinckley Police Dept.

DeWitt

Clinton County Sheriff's Office

DuPage

Addison Police Dept.

Bensenville Police Dept.

Carol Stream Police Dept.

Elmhurst Police Dept.

Hinsdale Police Dept.

Lisle Police Dept.

Lombard Police Dept.

Roselle Police Dept.

Villa Park Police Dept.

Effingham

Effingham County

Sheriff's Office

Ford

Ford County Sheriff's Office

Paxton Police Dept.

Fulton

Canton Police Dept.

Farmington Police Dept.

Johnson

Vienna Police Dept.

Kane

Carpentersville Police Dept.

Elgin Police Dept.

North Aurora Police Dept.

St. Charles Police Dept.

West Dundee Police Dept.

Kankakee

Bradley Police Dept.

Kankakee Police Dept.

Lake

Bannockburn Police Dept.

Barrington Hills Police Dept.

Gurnee Police Dept.

Hawthorne Woods Police Dept.

Park City Police Dept.

Round Lake Police Dept.

South Barrington Police Dept.

Vernon Hills Police Dept.

Wauconda Police Dept.

Waukegan Police Dept.

Winthrop Harbor Police Dept.

LaSalle

Marseilles Police Dept.

Mendota Police Dept.

Ottawa Police Dept.

Seneca Police Dept.

Tonica Police Dept.

Lee

Amboy Police Dept.

Macon

Decatur Police Dept.

Maroa Police Dept.

Warrensburg Police Dept.

Macoupin

Gillespie Police Dept.

Madison

Alton Police Dept.

Highland Police Dept.

Massac

Metropolis Police Dept.

McDonough

Blandinsville Police Dept.

McHenry

Cary Police Dept.

Woodstock Police Dept.

McLean

Bloomington Police Dept.

McLean County

Sheriff's Office

Montgomery

Litchfield Police Dept.

Morgan

Meredosia Police Dept.

South Jacksonville Police Dept.

Woodson Police Dept.

Ogle

Ogle County Sheriff's Dept.

Peoria

Bartonville Police Dept.

Peoria Heights Police Dept.

Pike

Pike County Sheriff's Dept.

Pulaski

Pulaski County Sheriff's Dept.

Putnam

Putnam County

Sheriff's Office

Randolph

Tilden Police Dept.

Richland

Richland County

Sheriff's Office

Rock Island

East Moline Police Dept.

Milan Police Dept.

Rock Island Police Dept.

Saline

Galatia Police Dept.

Raleigh Police Dept.

Sangamon

Grandview Police Dept.

Illioiopolis Police Dept.

Jerome Police Dept.

Leland Grove Police Dept.

Pleasant Plains Police Dept.

Sangamon County

Sheriff's Office

St. Clair

Cahokia Police Dept.

Stephenson

Cedarville Police Dept.

Freeport Police Dept.

Tazewell

Creve Coeur Police Dept.

Morton Police Dept.

Washington Police Dept.

Vermillion

Danville Police Dept.

Warren

Monmouth Police Dept.

Whiteside

Sterling Police Dept.

Will

Joliet Police Dept.

New Lenox Police Dept.

Plainfield Police Dept.

Paid Media Summary

In FY 2007, DTS continued with the use of paid media with a total of three, two-week periods (Click It or Ticket in May 2007 and Thanksgiving 2006 and You Drink & Drive. You Lose. August/September 2007). DTS incorporated supplemental campaigns around holidays that traditionally are considered drinking holidays such as Christmas/New Years 2006, Super Bowl 2007, St. Patrick's Day 2007 and Independence Day 2007. DTS expended over \$3.3 million in federal funds for paid media during FY 2007. DTS continued a relationship with the media buying firm of The Reilly Group for the following campaigns: Thanksgiving 2006, Christmas/New Years 2006, Super Bowl 2007, St. Patrick's Day 2007, Memorial Day 2007, Independence Day 2007 and Labor Day 2007.

In selecting media for its paid media efforts, DTS had the media buying firm focus on the demographic of male drivers between 18 and 34 years of age. Emphasis was placed on reaching the lowest occupant restraint use rate populations for the Click It or Ticket campaign and the highest at-risk populations for the You Drink & Drive. You Lose. campaign, which are males between 18 and 34 years of age. The media buying firm The Reilly Group was required to place emphasis on reaching the male African-American and Hispanic populations in the Chicago Metropolitan area and the rural pickup truck driving males in the downstate markets of Illinois.

Through extensive evaluation, DTS has shown its paid media efforts to be quite successful at delivering a specific message to a particular portion of the Illinois driving population (i.e., the 18-34 year old, predominantly male audience). DTS considers paid media a vital and necessary part of the Illinois Highway Safety Plan and is planning its continued use in FY 2008.

Earned Media Summary

During FY 2007, DTS encouraged all of its highway safety projects to engage in earned media activities throughout the project year. Earned media activities include: media events, letters to the editor of local newspapers, and media releases. DTS believes this is another method to delivering a specific message to the public. Some examples of earned media activities can be found in addendum 1 on page 64.

Following are details about FY 2007 statewide media purchases.

CLICK IT OR TICKET

Thanksgiving, 2006 Media Buy • November 15-26, 2006

Market Medium	Media	Spots	Budget	Added Value
Chicago TV	WCIU-TV	57	\$24,457.20	Football billboard, 15 PSAs Print ads (Sun Times)/Promo announcements/ Presence on WCIU website
	WFLD-TV	72	\$40,230.00	
	CSNC-TV	12	\$12,750.00	
	WPWR-TV	93	\$19,057.50	
	WGBO-TV	38	\$16,542.00	2 free spots, Community Calendar Sponsorship week of 11/20/, 12:30 spots aired in sponsorship
	Comcast Spotlight	182	\$12,188.36	647 free spots
	Comcast Sports	115	\$9,180.00	53 free spots
	WWME-TV	32	\$9,000.00	6 free spots/Interview w/state trooper during CPS Football Championship
	WGN-TV	39	\$18,900.00	3 free spots
	Chicago Radio	WLEY-FM	79	\$12,888.00
WOJO-FM		30	\$12,600.00	
WKQX-FM		103	\$12,465.00	48 free spots
WGCI-FM		39	\$20,461.50	24 free spots

	WPWX-FM	96	\$13,995.00	30 free spots
	WBBM-FM	110	\$21,195.00	Interview with Mike Stout
	WBBM-AM	8	\$12,071.00	
	WVON-AM	10	\$1,800.00	
	WCKG-FM	10	\$ 4,050.00	5 free spots
	WCKG-FM (Hispanic)	5	\$1,509.30	2 free spots
	WGN-AM	30	\$12,015.00	10 minute, 23 second interview with Tim Martin
	Next-FM	100	\$8,100.00	
	WKSC-FM	28	\$9,405.00	3 free spots
	WSCR-AM	51	\$6,975.00	
Downstate TV	WEEK-TV	7	\$5,490.00	
	WAOE-TV	18	\$1,530.00	
	Insight-Peoria	676	\$1,534.50	186 free spots
	WRSP-TV	123	\$6,000.15	
	Insight-Spfd	2122	\$9,666.02	1704 free spots/ passed out IDOT CD cases & basketballs at 4 Bob Ridings promos
	Cass Cable	804	\$4,860.00	138 free spots
	OnMedia	153	\$7,335.00	70 free spots
	Charter Comm.	203	\$13,534.04	60 free spots
	Insight-Rockfrd	101	\$9,925.20	36 free spots
Downstate Radio	WPIA-FM	420	\$3,654.00	280 free spots/ 30,;15 mentions/ 90 free PSAs
	WYVR-FM	100	\$2,610.00	10 live, 10 mentions/week
	WXLP-FM	120	\$2,430.00	60 free spots
	KSHE-FM	64	\$7,788.60	5 free spots
	WZOK-FM	100	\$2,556.00	40 free spots
	WXXQ-FM	140	\$4,896.00	40 free spots
	WQLZ-FM	100	\$2,610.00	10 promotional mentions
	KUUL-FM	11	\$216.00	3 free spots
	KPNT-FM	88	\$8,302.50	27 free spots
	WIXY-FM	78	\$3,825.00	
Totals		6,767	\$410,597.87	3,508 free spots

Total audience reached: 13,593,651

YOU DRINK & DRIVE. YOU LOSE.

Christmas/New Year's, 2006 Media Buy

Market Medium	Media	Spots	Budget	Added Value
Chicago TV	WWME-TV	39	\$1,620.00	15 free spots
	WGBO-TV	26	\$9,765.00	14 free spots/Interview w/Trooper
	WXFT-TV	30	\$7,182.00	12 free spots
	WGN-TV	52	\$18,090.00	18 free spots
	WBBM-TV	39	\$12,150.00	24 free spots
	WMAQ-TV	24	\$8,550.00	16 free spots
	WSNS-TV	8	\$3,420.00	1 free spot
	WCIU-TV	85	\$19,620.00	25 free spots
	WFLD-TV	88	\$49,905.00	51 free spots
	WPWR-TV	77	\$6,570.00	
	Comcast	1017	\$15,300.00	829 free spots
Chicago Radio	WLS-TV	67	\$58,500.00	63 free spots
	WVIV-FM	40	\$5,175.00	6 free spots
	WKQX-FM	129	\$15,930.00	44 free spots
	WGCI-FM	102	\$18,333.00	10 free spots/Interview w/Mike Stout

	WBBM-AM	6	\$12,071.70	
	WGN-AM	27	\$8,707.50	
	Next-FM	62	\$6,480.00	30 free spots/4 interviews w/Mike Stout
	WKSC-FM	168	\$15,444.00	108 free spots
	WVON-AM	5	\$900.00	
	WCKG-FM	10	\$4,050.00	
	WLEY-FM	148	\$18,558.00	68 PSAs ran
	WOJO-FM	125	\$15,165.00	
	WPWX-FM	138	\$19,755.00	50 free spots
	WBBM-FM	100	\$17,820.00	
	WMVP-AM	106	\$8,640.00	40 PSAs ran
	WJMK-FM	63	\$6,840.00	15 free spots
	IRN	1500	\$3,505.50	1000 free spots
Downstate TV	WEEK-TV	10	\$243.00	
	WQRF-TV	31	\$3,631.50	
	WAOE-TV	30	\$324.00	
	Insight-Peoria	1059	\$10,339.20	805 free spots
	WRSP-TV	82	\$4,941.00	6 free spots
	Insight-Spfd	1812	\$6,592.50	1,601 free spots
	Cass Cable	2172	\$3,888.00	1,932 free spots
	On Media	836	\$18,670.50	181 free spots
	Charter	826	\$26,675.98	1345 free spots
	Insight-Rkfd	111	\$2,776.50	
	Insight- Sterling	117	\$1,245.60	
	Insight- Freeprt	113	\$1,029.60	
Downstate Radio	KSHE-FM	137	\$9,990.00	55 free spots
	WQLZ-FM	46	\$1,337.40	
	WIXY-FM	57	\$1,674.00	1 free spot
	WZNX-FM	66	\$842.40	6 free spots/Interview w/Mike Stout
	WXLP-FM	100	\$1,872.00	48 free spots
	KCQQ-FM	54	\$1,710.00	16 free spots
	WPIA-FM	110	\$4,230.00	20 free spots
	WXXQ-FM	128	\$2,322.00	72 free spots
	WZOK-FM	104	\$2,700.00	40 free spots
	KPNT-FM	58	\$3,915.00	
Totals		12,340	\$498,996.88	8,567 free spots
Total audience reached: 16,843,188				

YOU DRINK & DRIVE. YOU LOSE.

Super Bowl, 2007 Media Buy

Market Medium	Media	Spots	Budget	Added Value
Chicago Radio	WPWX-FM	67	\$7,492.50	22 free spots/Mike Stout interview
	NEXT-FM	37	\$4,563.00	15 free spots/Mike Stout interview
	WBBM-AM	3	\$6,035.85	
	WJMK-FM	48	\$3,735.00	12 free spots
	WGN-AM	16	\$6,750.00	
	WCKG-FM	6	\$1,620.00	2 free spots
	WKSC-FM	53	\$8,721.00	
	WGCI-FM	39	\$9,409.50	8 free spots
	WBBM-FM	54	\$9,855.00	10 free spots/ Mike Stout interview
	WMVP-AM	84	\$6,480.00	33 free spots
	WKQX-FM	66	\$6,975.00	22 free spots
	WSCR-AM	40	\$5,490.00	
	WVIV-FM	87	\$5,400.00	57 free spots/Sergeant Gutierrez interview
Champaign Radio	WZNX-FM	38	\$621.00	10 free spots/Mike Stout interview
Downstate Radio	IRN-FM	1500	\$3,149.10	1,300 free spots; 50spots aired on 30 stations:
	KCQQ-FM	429	\$918.00	15 free spots
	WQLZ-FM	19	\$625.00	
	WIXY-FM	19	\$778.50	
	WXLPM-FM	45	\$978.30	20 free spots/Mike Stout interview
	Peoria Radio	WWCT-FM	429	\$2,700.00
St. Louis Radio	WESL-FM	16	\$585.00	
	WARH-FM	68	\$1,845.00	
	KPNT-FM	63	\$2,277.00	40 free spots
	KSHE-FM	30	\$1,494.00	19 free spots
	WLEY-FM	30	\$6,026.50	
Total		3,286	\$104,524.25	1,744 free spots

Total audience reached: 5,077,441

YOU DRINK & DRIVE. YOU LOSE.

St. Patrick's Day, 2007 Media Buy

Market Medium	Media	Spots	Budget	Added Value
Chicago Radio	WLEY-FM	49	\$6,705.00	
	WVIV-FM	93	\$6,930.00	
	WKQX-FM	64	\$7,470.00	21 free spots
	WGCI-FM	49	\$9,396.00	14 free spots/Interview w/Mike Stout
	WPWX-FM	63	\$8,010.00	22 free spots
	WBBM-AM	10	\$4,522.50	
	WBBM-FM	93	\$11,970.00	40 free PSAs/Interview w/Mike Stout
	WVON-FM	7	\$832.50	Interview w/Mike Stout
	WKSC-FM	43	\$7,933.50	
	WJMK-FM	40	\$3,510.00	12 free spots
	Next Media	145	\$2,907.00	75 free spots/Interview w/Mike Stout and Gene Brenning
	WGN-AM	10	\$3,285.00	
	WCKG-AM	6	\$2,700.00	
	WSCR-AM	33	\$4,320.00	
	WLUP-FM	43	\$3,321.00	13 free spots

Springfield Radio	WQLZ-FM	12	\$457.20	
	WIXY-FM	16	\$639.00	
	WZNX-FM	44	\$792.00	10 free spots/Interview w/Gene Brenning
Davenport Radio	KCQQ-FM	39	\$918.00	10 free spots
	KBOB-FM	45	\$978.30	20 free spots
Peoria Radio	WPIA-FM	208	\$1,575.00	123 free spots/Interview w/Mike Stout
	WGLO-FM	35	\$840.00	34 free spots
	WFYR-FM	10	\$0	10 free spots
	WIXO-FM	58	\$337.50	50 free spots
Rockford Radio	WZOK-FM	59	\$1,224.00	25 free spots/Interview w/Gene Brenning
	WXXQ-FM	61	\$1,224.00	25 free spots/Interview w/Gene Brenning
St. Louis Radio	KPNT-FM	64	\$2,088.00	40 free spots
	KSHE-FM	19	\$1,494.00	13 free spots
	WESL-FM	21	\$810.00	Interview/w Gene Brenning
	WARH-FM	75	\$1,822.50	58 free spots
Downstate Radio	IRN	1800	\$3,778.92	1,560 free spots
Total		3,314	\$102,790.92	2,176 free spots

Total audience reached: 4,837,355

CLICK IT OR TICKET

Memorial Day, 2007 Media Buy

Market	Medium	Media	Spots	Budget	Added Value
Chicago TV		WCIU-TV	117	\$49,229.10	7 free spots
		WFLD-TV	162	\$91,912.50	85 free spots
		WPWR-TV	87	\$11,070.00	58 free spots
		WBBM-TV	37	\$10,440.00	1 free spot
		WGBO-TV	37	\$50,751.00	2 free spots
		WLS-TV	34	\$16,830.00	9 free spots
		WMAQ-TV	25	\$29,880.00	1 free spot
		WWME-TV	65	\$5,850.00	5 free spots: 53 PSAs aired
		WSNS-TV	66	\$19,260.00	2 free spots
		Comcast	232	\$74,484.00	2 free spots
		Comcast (Hispanic)	168	\$4,104.00	
		WGN-TV	45	\$47,880.00	
	Chicago Radio		WKQX-FM	121	\$10,912.50
		WBBM-FM	120	\$23,490.00	Interview w/Mike Stout
		WMVP-AM	125	\$15,120.00	25 extra spots
		WGN-AM	38	\$56,790.00	Interview w/Mike Stout
		WLUP-FM	158	\$17,622.00	
		WLEY-FM	190	\$36,500.50	49 free spots; Interview w/Wanda Vaquez
		WPPN-FM	90	\$20,295.00	24 free spots
		WOJO-FM	96	\$36,540.00	24 free spots
		WGCI-FM	97	\$19,764.00	29 free spots/Interview w/Mike Stout
		WPWX-FM	173	\$25,065.00	45 free spots
		WBBM-AM	117	\$10,800.00	50 PSAs aired
		WVON-AM	78	\$8,640.00	6 free spots/Interview w/Mike Stout
		WKSC-FM	188	\$34,380.00	2 interviews w/Sgt. Gutierrez
		WJMK-FM	99	\$12,870.00	10 free spots
		Next Media	762	\$14,643.00	660 free spots; Interview with Mike Stout
	WCKG-AM (Bulls)	11	\$4,320.00	3 free spots	

	WSCR-AM	69	\$28,984.50	4 free spots
	WVAZ-FM	109	\$17,730.00	22 PSAs aired
	WDRV-FM	68	\$9,963.00	20 free spots
Springfield TV	WRSP-TV	157	\$6,822.00	103 free spots
	Insight	2450	\$5,179.52	2,050 free spots
	Cass Cable	468	\$5,756.40	
Springfield Radio	WLCE-FM	162	\$2,916.00	50 free spots
	WQLZ-FM	162	\$2,916.00	50 free spots
	WZNX-FM	182	\$3,052.80	50 free spots; Interview w/Mike Stout
	WDBR-FM	186	\$2,538.00	50 free spots
	WYMG-FM	138	\$1,522.00	50 free spots
	WXAJ-FM	182	\$1,296.00	50 free spots
	WFMB-FM	146	\$3,153.60	50 free spots; Interview w/Mike Stout
Quad Cities TV	KLJB-TV	110	\$12,838.50	6 free spots
	KGCW-TV	44	\$1,080.00	4 free spots
	WQAD-TV	21	\$2,502.00	
	On Media	669	\$7,360.20	298 free spots
Quad Cities Radio	WFXN-FM	133	\$720.00	33 free spots
	WLLR-FM	104	\$5,616.00	30 free spots
	KCQQ-FM	124	\$3,906.00	30 free spots
	WXLP-FM	160	\$9,068.40	50 free spots
Downstate Radio	IRN	1800	\$8,640.00	1,584 free spots
Peoria TV	Insight	4585	\$11,797.84	3,089 free spots
	WEEK-TV	14	\$270.00	
	WYZZ-TV	150	\$8,223.30	80 free spots
Peoria Radio	WPIA-FM	296	\$2,700.00	146 free spots; Interview w/Mike Stout
	WXMP-FM	296	\$2,700.00	176 free spots
	WWCT-FM	296	\$2,565.00	176 free spots
	WGLO-FM	104	\$2,655.00	
	WIXO-FM	122	\$3,150.00	Ran PSAs over Memorial Day Weekend
	WZPW-FM	130	\$3,294.00	
	WBNQ-FM	40	\$1,328.40	Interview w/Mike Stout
St. Louis TV	Charter	780	\$30,274.20	227 free spots
	St. Louis Radio	KATZ-FM	114	\$7,182.00
	KSLZ-FM	262	\$8,415.00	70 free spots
	KPNT-FM	120	\$10,350.00	
	KSHE-FM	53	\$9,315.00	
Rockford TV	WTVO-TV	7	\$1,215.00	
	Insight Media	704	\$14,707.80	476 free spots
	WREX-TV	5	\$297.00	
	WQRF-TV	59	\$8,046.00	
Rockford Radio	WKGL-FM	198	\$3,312.00	
	WROK-AM	100	\$1,350.00	50 free spots/2 Interviews w/Mike Stout
	WXXQ-FM	190	\$6,048.00	2 interviews with Mike Stout
	WTJK-FM	194	\$882.00	
	WZOK-FM	188	\$5,346.00	80 free spots
Champaign Radio	WPGU-FM	204	\$1,827.00	50 free spots
Carbondale Radio	On Media	2,073	\$3,836.97	1,573 free spots
Total		22,466	\$1,054,091.03	11,973 free spots

Total audience reached: 33,769,808

YOU DRINK & DRIVE. YOU LOSE.

Independence Day, 2007 Media Buy

Market	Medium	Media	Spots	Budget	Added Value
Chicago TV		WWME-TV	20	\$2,250.00	
		WGBO-TV	8	\$20,880.00	
		WCIU-TV	75	\$21,645.00	5 free spots
		WFLD-TV	113	\$32,287.50	81 free spots
		WPWR-TV	121	\$12,690.00	78 free spots
		WSNS-TV	56	\$12,735.00	13 free spots
		COMCAST	53	\$16,362.00	
		WGN-TV	6	\$5,220.00	
		WMAQ-TV	11	\$6,210.00	1 free spot
	Chicago Radio		WKQX-FM	71	\$8,797.50
		WGCI-FM	41	\$15,579.00	
		WBBM-AM	34	\$5,400.00	10 free spots
		WBBM-FM	64	\$13,770.00	6 free spots
		WKSC-FM	46	\$9,405.00	
		WJMK-FM	37	\$5,580.00	10 free spots
		WGN-AM	7	\$7,416.00	
		WSCR-AM	16	\$8,653.50	1 free spot
		WLUP-FM	59	\$5,796.00	5 free spots
		WLEY-FM	72	\$10,368.00	45 free spots
		WPPN-FM	39	\$9,675.00	
		WOJO-FM	28	\$10,417.50	
		WPWX-FM	48	\$10,102.50	5 free spots
		WVON-FM	12	\$1,890.00	
		NEXT Media	118	\$6,975.00	53 free spots; Interview w/Mike Stout
		WMVP-AM	25	\$3,172.50	
Peoria TV			INSIGHT	313	\$2,995.21
		WYZZ-TV	36	\$2,187.00	
Peoria Radio		WXMP-FM	241	\$1,926.00	143 free spots; Interview w/Mike Stout
		WGLO-FM	50	\$1,669.50	18 free spots
		WIXO-FM	58	\$1,759.50	18 free spots
		WZPW-FM	50	\$1,350.00	18 free spots
Springfield TV		INSIGHT	1576	\$2,641.49	1299 free spots
		WRSP-TV	17	\$1,296.00	
		WICS-TV	8	\$1,012.50	
Springfield Radio		CASS CABLE	521	\$792.00	475 free spots
		WLCE-FM	64	\$1,144.80	18 free spots
		WQLZ-FM	70	\$1,341.90	18 free spots; Interview w/Mike Stout
		WZNX-FM	60	\$1,161.00	6 free spots; Interview w/Mike Stout
		WDBR-FM	70	\$874.80	18 free spots
		WYMG-FM	66	\$758.70	18 free spots
		WXAJ-FM	69	\$510.30	
Champaign Radio		WFMB-FM	59	\$1,246.50	Interview w/Mike Stout
		WPGU-FM	77	\$702.90	18 free spots
Quad Cities		KBOB-FM	57	\$3,041.10	20 free spots; Interview w/Mike Stout
		WFXN-FM	62	\$338.40	15 free spots
		WLLR-FM	30	\$1,831.50	
		KCQQ-FM	52	\$1,485.00	13 free spots
St. Louis TV		CHARTER	148	\$7,843.50	50 free spots

St. Louis Radio	KPNT-FM	120	\$4,117.50	60 free spots
	KSHE-FM	23	\$3,807.00	
	KATZ-FM	40	\$2,542.50	
	KSLZ-FM	36	\$2,133.00	
Rockford TV	WTVO-TV	6	\$1,080.00	42 free spots
	INSIGHT	67	\$2,430.00	
	WQRF-TV	52	\$3,271.50	
Rockford Radio	WKGL-FM	70	\$1,044.00	24 free spots
	WROK-AM	60	\$1,134.00	18 free spots
	WXXQ-FM	44	\$778.50	24 free spots
	WZOK-FM	53	\$1,804.50	18 free spots
	WTJK-AM	59	\$277.20	15 free spots
Downstate Radio	IRN	2400	\$5,760.00	2,112 free spots
Totals		7,964	\$333,366.30	4,943 free spots

Total audience reached: 1,165,553

YOU DRINK & DRIVE. YOU LOSE.

Labor Day, 2007 Media Buy • August 17- September 3, 2007

Market Medium	Media	Spots	Budget	Added Value	
Chicago Radio	WPPN-FM	73	\$18,697.50	4 free spots	
	WOJO-FM	61	\$24,592.50	12 free spots; 2 Interviews w/Wanda Vasquez	
	WXQX-FM	103	\$17,460.00		
	WPWX-FM	110	\$22,747.50	5 free spots; 3 interviews w/Mike Stout	
	WBBM-FM	131	\$28,035.00	12 free spots; Interview w/Mike Stout	
	WBBM-AM	66	\$10,800.00	Interview w/Mike Stout	
	WVON-FM	18	\$2,835.00		
	WMVP-AM	52	\$5,940.00	6 free spots	
	WLUP-FM	119	\$11,290.50	13 free spots	
	WVAZ-FM	61	\$10,143.00	15 free spots	
	WLEY-FM	134	\$25,245.00	32 free spots; Interview w/Wanda Vasquez	
	WGCI-FM	103	\$33,534.00	15 free spots	
	WKSC-FM	108	\$19,440.00	Interview w/Sgt. Gutierrez	
	WJMK-FM	97	\$10,417.50	19 free spots	
	NEXT-FM	688	\$12,906.00	108 free spots; 2 interviews w/Mike Stout	
	WMVP-AM	16	\$1,867.50		
	WGN-AM	12	\$18,216.00		
	WSCR-AM	28	\$16,254.00	3 free spots	
	Chicago TV	WFLD-TV	61	\$58,455.00	
		WPWR-TV	56	\$9,900.00	19 free spots
WGBO-TV		42	\$24,660		
WBBM-TV		22	\$15,480.00	1 free spots; 1 spot Credited	
WWME-TV		108	\$11,205.00	30 free spots	
WCIU-TV		161	\$46,035.00	14 free spots	
WSNS-TV		76	\$20,295.00		
COMCAST		215	\$66,928.50		
COMCAST ETHNIC		80	\$2,407.50		
WGN-TV		39	\$24,165.00		
	WMAQ-TV	13	\$14,400.00		

Peoria Radio	WIHN-FM	175	\$3,078.00	349 free spots
	WGLO-FM	88	\$3,150.00	24 free spots
	WIXO-FM	81	\$2,565.00	20 free spots
	WPIA-FM	516	\$3,438.00	292 free spots
	WZPW-FM	104	\$3,942.00	24 free spots
Peoria TV	INSIGHT	285	\$5,397.61	96 free spots
	WYZZ-TV	68	\$4,914.00	
	WEEK-TV	22	\$2,898.00	
Springfield Radio	WLCE-FM	133	\$2,704.50	23 free spots
	WQLZ-FM	132	\$2,598.30	28 free spots; 2 interviews w Mike Stout
	WDBR-FM	161	\$2,099.70	31 free spots
	WXAJ-FM	187	\$1,593.00	18 free spots; Interview w/Mike Stout
	WFMB-FM	119	\$2,989.80	21 free spots
	WIXY-FM	30	\$476.82	
	WZNX-FM	211	\$2,463.75	52 free spots; Interview w/Mike Stout
	WPGU-FM	171	\$1,755.90	21 free spots
Springfield TV	Cass Cable	449	\$1,296.00	329 free spots
	INSIGHT	2103	\$3,109.50	181 free spots
	WRSP-TV	73	\$7,423.20	
	WICS-TV	36	\$3,933.00	
Quad Cities Radio	KBOB-FM	100	\$5,811.35	24 free spots; 2 interviews w/Mike Stout
	WFXN-AM	126	\$691.20	48 free spots
	WXLP-FM	136	\$7,434.00	40 free spots
	KCQQ-FM	86	\$2,133.00	21 free spots; 2 interviews w/Mike Stout
Quad Cities TV	On Media	773	\$15,768.90	300 free spots
St. Louis Radio	KPNT-FM	166	\$9,180.00	16 free spots
	KSHE-FM	62	\$9,477.00	9 free spots; Interview w/Wanda Vasquez
	KATZ-FM	142	\$9,013.50	2 interviews w/Mike Stout
	KSLZ-FM	115	\$6,893.10	Interview w/Mike Stout
St. Louis TV	Cable	730	\$33,161.70	101 free spots
Rockford Radio	WKGL-FM	157	\$2,700.00	32 free spots
	WROK-AM	56	\$648.00	32 free spots
	WZOK-FM	125	\$4,378.50	28 free spots
	WTJK-AM	173	\$793.80	29 free spots
	WXXQ-FM	160	\$5,877.00	20 free spots; Interview w/Mike Stout
Rockford TV	INSIGHT	201	\$13,207.50	
	WREX-TV	17	\$1,332.00	
	WTVO-TV	36	\$2,232.00	
	WQRF-TV	51	\$1,863.00	
Downstate Radio	IRN	15,000	\$9,000.00	14,700 free spots
Outdoor	Clear Channel	120	\$10,588.33	
Internet	Facebook	2,490,000	\$5,209.46	
TOTALS		2,516,529	\$803,571.42	17,226 free spots
Total audience reached: 7,003,446				

Future Plans

Occupant Protection

1. Continue with the Occupant Protection Coordinator to implement IDOT's programs.
2. Continue with the Child Passenger Safety Coordinating Committee.
3. Implement the seven Occupant Protection Resource Centers throughout Illinois.
4. Apply for Section 2011 Booster Safety Seat funding in June 2008.

Impaired Driving

1. Continue with the Alcohol Program Coordinator to implement IDOT's programs.
2. Continue to support current programs including law enforcement mobilizations and strategies to deter impaired driving, trainings for court system personnel, trainings for alcohol beverage sellers and outreach programs for youth and communities.
3. Develop a plan for a DUI Task Force.
4. Develop a comprehensive teen driving safety program.
5. Implementation of the ignition interlock law.

Traffic Records

1. Continue with the Illinois Traffic Records Coordinating Committee.
2. Continue with the implementation of the Mobile Capture and Reporting System.
3. Implement recommendations of Illinois' Traffic Records Assessment.
4. Continue to implement the Crash Outcomes Data Reporting System (CODES) project.

Motorcycle Safety

1. Continue to implement the recommendations from the Motorcycle Assessment conducted in October 2005.
2. Implement a Motorcycle Safety and Awareness Grant.
3. Re-apply for Section 2010 Motorcyclist Safety funds through SAFETEA-LU.
4. Develop a public information and education campaign focusing on impaired riders.

Outreach Activities

1. Establish rural initiatives highway safety programs in rural communities within high crash areas.
2. Continue to fund a Community Outreach Coordinator to implement DTS programs and messages in these communities.
3. Concentrate highway safety-related efforts in the ten African American and Hispanic communities.

Highway Safety Plan

1. Solicit and receive input from traffic safety partners on the HSP development process.
2. Work with Division of Highways on the Comprehensive Highway Safety Plan.
3. Implement the new federal highway bill, Safe Accountable, Flexible, Efficient Transportation Equity Act—a Legacy of Users (SAFETEA-LU).

2007 Legislation

2007 Legislation Signed into Law

- HB508** The bill increases penalties for reckless driving with bodily harm to a child or a school crossing guard performing official duties. *Rep. Nekritz, Sen. Garrett, P.A.95-0467, Effective 6/1/08*
- HB518** The bill amends the Illinois Vehicle Code to provide that the Secretary of State, without fee, may allow the parent or guardian of a person under the age of 18 years, to view the person's driving record online. *Rep. D'Amico, Sen. Cullerton, P.A.95-0201, Effective 1/1/08*
- HB624** "The Methamphetamine Control and Community Protection Act," created by the 94th General Assembly, became effective September 11, 2005. With enactment of this new Act, a cross-reference and clarification of DUI laws was required to ensure that "meth", under this newly created Act, is included in the compounds prohibited for use while driving, and subject to the provisions of the "driving under the influence" laws of Illinois. The bill, HB624, makes that clarification. This bill also adds, "offenses committed on a military installation", in the list of "similar offenses" that count on a person's driving record as a DUI. (Current law includes violations of a local ordinance similar to IL DUI laws and convictions in another state.) The bill clarifies the substances for which CDL (Commercial Driver's License) holders may receive a DUI, by including reference to the compounds found in the "Use of Intoxicating Compounds Act" and the "Methamphetamine Control and Community Protection Act." *Rep. Flider, Sen. Munoz, P.A.95-0355, Effective 1/1/08*
- HB1080** The bill amends the Illinois Vehicle Code and the Juvenile Court Act of 1987 to provide that a minor, adjudicated under the Juvenile Court Act based on an offense determined to have been committed in furtherance of gang activity, shall be denied his/her driving privileges. It also provides that, if the minor already holds a driver's license, the court may direct the Secretary of State to issue the minor a judicial driving permit. *Rep. Fortner, Sen. Sandoval, P.A.95-0337, Effective 6/1/08*
- HB1238** The bill amends the Illinois Vehicle Code to provide that a strobe lamp on a school bus may be lighted at any time the bus is being used as a school bus and is bearing one or more pupils (rather than only when the bus is stopped or moving very slowly under those circumstances). *Rep. Watson, Sen. Demuzio, P.A.95-0319, Effective 8/21/07*
- HB1475** The bill amends the Illinois Vehicle Code to change the penalty for a vehicle owner, who fails to provide the name of the driver of his/her vehicle, who illegally passed a stopped school bus. The bill changes the penalty to a 3-month suspension of the vehicle registration. Current law specifies the same penalty for not divulging the name as it does if the owner were the driver (3-month driver's license suspension and a \$150 fine for the 1st offense, and a 1-year suspension and a \$500 fine for a subsequent conviction if it is within 5 years of the 1st conviction). *Rep. Brauer, Sen. Bomke, P.A.95-0105, Effective 1/1/08*
- HB1641** The bill amends the Criminal Code of 1961 to:
- Provide that the penalty for reckless homicide in which the defendant was operating a vehicle while failing or refusing to comply with any lawful order or direction of any authorized police officer or traffic control aide engaged in traffic control is a Class 2 felony.
 - Provide that the assault of a person, employed by a municipality, whose duties include traffic control, is an aggravated assault classified as a Class A misdemeanor if a firearm is not used, and a Class 4 felony if a firearm is used.
 - Add foster parents, disabled persons, and others to those defined as crime victims; and allow crime victims to have a "victim-witness" specialist present in court.
- Rep. Hernandez, Sen. Munoz, P.A.95-0591, Effective 9/10/07*
- HB1864** The bill amends the Illinois Vehicle Code to change the reference, regarding cost reimbursement by a DUI offender, whose violation resulted in any form of emergency response, from the Unified Code of Corrections (730 ILCS 5/) to Section 11-501 of the Illinois Vehicle Act. *Rep. Ramey, Sen. Hultgren, P.A.95-0149, Effective 8/14/07*
- HB1900** The bill creates the Roadside Memorial Act. It will:
- Provide that the Department of Transportation shall, upon application, erect and maintain roadside markers to identify locations at which a person was killed in an accident that involved a drunk driver.
 - Establish requirements for the application, for placement of the markers, and for the markers themselves.
 - Require that a fee in an amount, determined by the supporting jurisdiction, may be charged to the qualified relative who makes the request for the marker. The fee shall not exceed the costs associated with the fabrication, installation, and maintenance of the DUI memorial marker.
- Rep. Mendoza, Sen. Dillard, P.A.95-0398, Effective 1/1/08*

**U.S. Department of Transportation National Highway Traffic Safety Administration
Federal Reimbursement Voucher**

State: Illinois

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2007-FINAL

Report Date: 12/27/2007

Reimbursement Info: Total: \$.00

Claim Period: 10/01/2006 - 09/30/2007

For Approval

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2007-01-01-00	DTS Plan & Admin	\$388,292.97	\$0.00	\$776,585.99	\$388,292.97	\$388,292.97	\$0.00
	Total		\$388,292.97	\$0.00	\$776,585.99	\$388,292.97	\$388,292.97	\$0.00
Alcohol								
	AL-2007-03-01-00	DTS Mgmt & Eval	\$184,862.07	\$0.00	\$184,862.07	\$184,862.07	\$184,862.07	\$0.00
	AL-2007-03-02-00	ISP DUIE	\$969,552.88	\$0.00	\$969,552.88	\$969,552.88	\$969,552.88	\$0.00
	AL-2007-03-03-00	DTS Impaired Driving PI/E	\$22,002.60	\$0.00	\$22,002.60	\$22,002.60	\$22,002.60	\$0.00
	AL-2007-03-04-00	Law Enforcement Liaison (Local)	\$400,807.12	\$400,807.12	\$400,807.12	\$400,807.12	\$400,807.12	\$0.00
	Alcohol Total		\$1,577,224.67	\$400,807.12	\$1,577,224.67	\$1,577,224.67	\$1,577,224.67	\$0.00
Emergency Medical Services								
	EM-2007-06-01-00	DTS Mgmt & Eval	\$3,489.67	\$0.00	\$3,489.67	\$3,489.67	\$3,489.67	\$0.00
	Emergency Medical Services Total		\$3,489.67	\$0.00	\$3,489.67	\$3,489.67	\$3,489.67	\$0.00
Motorcycle Safety								
	MC-2007-07-01-00	CRISP Program	\$161,215.00	\$161,215.00	\$161,215.00	\$161,215.00	\$161,215.00	\$0.00
	Motorcycle Safety Total		\$161,215.00	\$161,215.00	\$161,215.00	\$161,215.00	\$161,215.00	\$0.00
Occupant Protection								
	OP-2007-02-01-00	SOS Click It or Ticket	\$72,221.18	\$0.00	\$72,221.18	\$72,221.18	\$72,221.18	\$0.00
	OP-2007-02-02-00	LOCAL IMAGE	\$1,708,174.98	\$1,708,174.98	\$1,708,174.98	\$1,708,174.98	\$1,708,174.98	\$0.00
	OP-2007-02-03-00	SOS Survive the Drive	\$11,277.60	\$0.00	\$11,277.60	\$11,277.60	\$11,277.60	\$0.00
	OP-2007-02-05-00	LOCAL Mobilization Enforce	\$229,483.97	\$229,483.97	\$229,483.97	\$229,483.97	\$229,483.97	\$0.00
	OP-2007-02-06-00	DTS Lifesavers Conference	\$30,742.23	\$0.00	\$30,742.23	\$30,742.23	\$30,742.23	\$0.00
	OP-2007-02-07-00	DTS Mgmt & Eval	\$271,878.06	\$0.00	\$271,878.06	\$271,878.06	\$271,878.06	\$0.00

Federal Reimbursement Voucher

U.S. Department of Transportation National Highway Traffic Safety Administration
Federal Reimbursement Voucher

State: Illinois

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Reimbursement Info: Total: \$.00

2007-FINAL

Report Date: 12/27/2007

For Approval

Claim Period: 10/01/2006 - 09/30/2007

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	OP-2007-02-08-00	LOCAL Law Enforce Liaisons	\$395,513.18	\$395,513.18	\$395,513.18	\$395,513.18	\$395,513.18	\$0.00
	OP-2007-02-09-00	LOCAL Injury Prevention	\$0.00	\$0.00	\$1,490,477.00	\$0.00	\$0.00	\$0.00
	OP-2007-02-10-00	DTS Occup Protect Coordinator	\$122,285.35	\$0.00	\$122,285.35	\$122,285.35	\$122,285.35	\$0.00
	OP-2007-02-11-00	LOCAL TLEP	\$1,087,462.83	\$1,087,462.83	\$1,087,462.83	\$1,087,462.83	\$1,087,462.83	\$0.00
	OP-2007-02-14-00		\$134,933.16	\$0.00	\$134,933.16	\$134,933.16	\$134,933.16	\$0.00
	Occupant Protection Total		\$4,063,972.54	\$3,420,634.96	\$5,554,449.54	\$4,063,972.54	\$4,063,972.54	\$0.00
	Pedestrian/Bicycle Safety							
	PS-2007-12-02-00	LOCAL Bike Safety	\$486,443.11	\$486,443.11	\$486,443.11	\$486,443.11	\$486,443.11	\$0.00
	Pedestrian/Bicycle Safety Total		\$486,443.11	\$486,443.11	\$486,443.11	\$486,443.11	\$486,443.11	\$0.00
	Police Traffic Services							
	PT-2007-04-01-00	STAR (SOS)	\$104,313.84	\$0.00	\$104,313.84	\$104,313.84	\$104,313.84	\$0.00
	PT-2007-04-02-00	STEP (ISP)	\$983,530.75	\$0.00	\$983,530.75	\$983,530.75	\$983,530.75	\$0.00
	PT-2007-04-03-00	STATE MATCH	\$0.00	\$0.00	\$3,403,300.00	\$0.00	\$0.00	\$0.00
	PT-2007-04-06-00	DTS Mgmt & Eval	\$50,974.11	\$0.00	\$50,974.11	\$50,974.11	\$50,974.11	\$0.00
	Police Traffic Services Total		\$1,138,818.70	\$0.00	\$4,542,118.70	\$1,138,818.70	\$1,138,818.70	\$0.00
	Traffic Records							
	TR-2007-05-04-00	DTS Temporary Clerical Services	\$69,299.56	\$0.00	\$69,299.56	\$69,299.56	\$69,299.56	\$0.00
	TR-2007-05-05-00	DTS Mgmt & Eval	\$27,964.86	\$0.00	\$27,964.86	\$27,964.86	\$27,964.86	\$0.00
	TR-2007-05-06-00	IBM Consultants for MCR, CIS and AIS	\$198,090.94	\$0.00	\$198,090.94	\$198,090.94	\$198,090.94	\$0.00
	Traffic Records Total		\$295,355.36	\$0.00	\$295,355.36	\$295,355.36	\$295,355.36	\$0.00
	Child Restraint							
	CR-2007-02-04-00	LOCAL Resourcr Ctrs	\$95,638.63	\$95,638.63	\$95,638.63	\$95,638.63	\$95,638.63	\$0.00
	Child Restraint Total		\$95,638.63	\$95,638.63	\$95,638.63	\$95,638.63	\$95,638.63	\$0.00
	Traffic Records							
	TS-2007-02-13-00	DPH Data Linkage	\$89,817.20	\$0.00	\$89,817.20	\$89,817.20	\$89,817.20	\$0.00

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Traffic Records Total			\$89,817.20	\$0.00	\$89,817.20	\$89,817.20	\$89,817.20	\$0.00
NHTSA 402 Total			\$8,300,267.85	\$4,564,738.82	\$13,582,337.87	\$8,300,267.85	\$8,300,267.85	\$0.00
405 Occupant Protection								
	J2-2007-19-04-00		\$0.00	\$0.00	\$372,000.00	\$0.00	\$0.00	\$0.00
	J2-2007-19-05-00	CPS (Local)	\$123,871.84	\$123,871.84	\$123,871.84	\$123,871.84	\$123,871.84	\$0.00
405 Occupant Protection Total			\$123,871.84	\$123,871.84	\$495,871.84	\$123,871.84	\$123,871.84	\$0.00
405 OP SAFETEA-LU								
	K2-2007-19-01-00	LOCAL Traffic Safety Awards	\$94,311.20	\$94,311.20	\$94,311.20	\$94,311.20	\$94,311.20	\$0.00
	K2-2007-19-02-00	LOCAL Speed Enforcement Projects	\$0.00	\$0.00	\$1,925,027.00	\$0.00	\$0.00	\$0.00
	K2-2007-19-03-00	OP Resource Center (Local)	\$110,336.82	\$110,336.82	\$110,336.82	\$110,336.82	\$110,336.82	\$0.00
	K2-2007-19-04-00	STATE MATCH	\$0.00	\$0.00	\$1,039,000.00	\$0.00	\$0.00	\$0.00
	K2-2007-19-05-00	CPS (Local)	\$191,983.26	\$191,983.26	\$191,983.26	\$191,983.26	\$191,983.26	\$0.00
	K2-2007-19-06-00	Mobilization Enforcement (Local)	\$460,989.43	\$460,989.43	\$460,989.43	\$460,989.43	\$460,989.43	\$0.00
405 Occupant Protection Total			\$857,620.71	\$857,620.71	\$3,821,647.71	\$857,620.71	\$857,620.71	\$0.00
405 OP SAFETEA-LU Total			\$857,620.71	\$857,620.71	\$3,821,647.71	\$857,620.71	\$857,620.71	\$0.00
NHTSA 406								
	K4PM-2007-16-07-00	DTS Paid Media	\$3,446,344.19	\$0.00	\$3,446,344.19	\$3,446,344.19	\$3,446,344.19	\$0.00
406 Safety Belts Paid Media Total			\$3,446,344.19	\$0.00	\$3,446,344.19	\$3,446,344.19	\$3,446,344.19	\$0.00
406 Alcohol								
	K4AL-2007-16-02-00	ISP Breath Alcohol Instruments	\$46,997.00	\$0.00	\$46,997.00	\$46,997.00	\$46,997.00	\$0.00
	K4AL-2007-16-15-00	Mobilization Enforcement (Local)	\$519,906.97	\$519,906.97	\$519,906.97	\$519,906.97	\$519,906.97	\$0.00
	K4AL-2007-16-16-00	Local Alcohol Project	\$1,580,874.12	\$1,580,874.12	\$1,580,874.12	\$1,580,874.12	\$1,580,874.12	\$0.00
406 Alcohol Total			\$2,147,778.09	\$2,100,781.09	\$2,147,778.09	\$2,147,778.09	\$2,147,778.09	\$0.00
406 Motorcycle Safety								
	K4MC-2007-16-05-00	ISP Motorcycle Patrol Unit	\$122,203.56	\$0.00	\$122,203.56	\$122,203.56	\$122,203.56	\$0.00

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406 Motorcycle Safety	Total		\$122,203.56	\$0.00	\$122,203.56	\$122,203.56	\$122,203.56	\$0.00
406 Occupant Protection								
	K4OP-2007-16-04-00	SOS What's Your Hurry	\$29,762.77	\$0.00	\$29,762.77	\$29,762.77	\$29,762.77	\$0.00
	K4OP-2007-16-09-00	DTS Comm. Outreach Coordinator	\$230,449.70	\$0.00	\$230,449.70	\$230,449.70	\$230,449.70	\$0.00
	K4OP-2007-16-11-00	LOCAL Comm. Outreach Projects	\$2,356.20	\$2,356.20	\$2,356.20	\$2,356.20	\$2,356.20	\$0.00
	K4OP-2007-16-13-00	OREP (ISP)	\$1,099,826.51	\$0.00	\$1,099,826.51	\$1,099,826.51	\$1,099,826.51	\$0.00
	Total		\$1,362,395.18	\$2,356.20	\$1,362,395.18	\$1,362,395.18	\$1,362,395.18	\$0.00
406 Occupant Protection								
406 Pedestrian/Bicycle Safety								
	K4PS-2007-16-08-00	DTS MCPPC Coordinator	\$147,983.50	\$0.00	\$147,983.50	\$147,983.50	\$147,983.50	\$0.00
	K4PS-2007-16-10-00	LOCAL MCPPC Projects	\$145.80	\$145.80	\$145.80	\$145.80	\$145.80	\$0.00
	Total		\$148,129.30	\$145.80	\$148,129.30	\$148,129.30	\$148,129.30	\$0.00
406 Police Traffic Services								
	K4PT-2007-16-01-00	ILETSB Police Training	\$63,511.00	\$0.00	\$63,511.00	\$63,511.00	\$63,511.00	\$0.00
	K4PT-2007-16-14-00	Incentive Equipment (Local)	\$131,535.47	\$131,535.47	\$131,535.47	\$131,535.47	\$131,535.47	\$0.00
	Total		\$195,046.47	\$131,535.47	\$195,046.47	\$195,046.47	\$195,046.47	\$0.00
406 Traffic Records								
	K4TR-2007-16-12-00	LOCAL Motor Crash Reporting (MCR)	\$367,123.18	\$367,123.18	\$367,123.18	\$367,123.18	\$367,123.18	\$0.00
	K4TR-2007-16-17-00	IBM Consultants for MCR, CIS and AIS	\$152,015.57	\$0.00	\$152,015.57	\$152,015.57	\$152,015.57	\$0.00
	Total		\$519,138.75	\$367,123.18	\$519,138.75	\$519,138.75	\$519,138.75	\$0.00
406 Speed Enforcement								
	K4SE-2007-16-03-00	ISP SPEED Project	\$396,260.76	\$0.00	\$396,260.76	\$396,260.76	\$396,260.76	\$0.00
	Total		\$396,260.76	\$0.00	\$396,260.76	\$396,260.76	\$396,260.76	\$0.00
NHTSA 406 Total			\$8,337,296.30	\$2,601,941.74	\$8,337,296.30	\$8,337,296.30	\$8,337,296.30	\$0.00
New 410 Alcohol								
	J8-2007-13-17-00	ACE (ISP)	\$133,123.42	\$0.00	\$133,123.42	\$133,123.42	\$133,123.42	\$0.00

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	J8-2007-13-19-00	State Match	\$0.00	\$0.00	\$399,371.00	\$0.00	\$0.00	\$0.00
	New 410 Alcohol Total		\$133,123.42	\$0.00	\$532,494.42	\$133,123.42	\$133,123.42	\$0.00
	410 Alcohol SAFETEA-LU							
	K8-2007-13-01-00	DTS Traf Safety Resource Prosecutor	\$117,399.97	\$0.00	\$117,399.97	\$117,399.97	\$117,399.97	\$0.00
	K8-2007-13-02-00	SOS Oper Straight ID	\$32,991.82	\$0.00	\$32,991.82	\$32,991.82	\$32,991.82	\$0.00
	K8-2007-13-05-00	ADDEP (SOS)	\$142,653.17	\$0.00	\$142,653.17	\$142,653.17	\$142,653.17	\$0.00
	K8-2007-13-06-00	ILETSB Spec Alcohol Trng	\$115,757.79	\$0.00	\$115,757.79	\$115,757.79	\$115,757.79	\$0.00
	K8-2007-13-08-00	LOCAL Mini-Alcohol Projects	\$345,146.37	\$345,146.37	\$345,146.37	\$345,146.37	\$345,146.37	\$0.00
	K8-2007-13-09-00	STATE MATCH	\$0.00	\$0.00	\$2,323,000.00	\$0.00	\$0.00	\$0.00
	K8-2007-13-10-00	DTS Alcohol Coordinator	\$21,581.47	\$0.00	\$21,581.47	\$21,581.47	\$21,581.47	\$0.00
	K8-2007-13-11-00	DTS Gov's Alcohol Task Force	\$7,000.00	\$0.00	\$7,000.00	\$7,000.00	\$7,000.00	\$0.00
	K8-2007-13-13-00	AOIC Judicial Training	\$18,313.71	\$0.00	\$18,313.71	\$18,313.71	\$18,313.71	\$0.00
	K8-2007-13-14-00	ILCC TRaIL	\$23,860.55	\$0.00	\$23,860.55	\$23,860.55	\$23,860.55	\$0.00
	K8-2007-13-17-00	ISP ACE Project	\$922,694.09	\$0.00	\$922,694.09	\$922,694.09	\$922,694.09	\$0.00
	K8-2007-13-18-00	SOS Awareness .08 BAC	\$9,849.39	\$0.00	\$9,849.39	\$9,849.39	\$9,849.39	\$0.00
	K8-2007-13-20-00	SADD	\$19,588.94	\$19,588.94	\$19,588.94	\$19,588.94	\$19,588.94	\$0.00
	410 Alcohol SAFETEA-LU Total		\$1,776,837.27	\$364,735.31	\$4,099,837.27	\$1,776,837.27	\$1,776,837.27	\$0.00
	2003B Child Pass. Protect							
	J3-2007-20-01-00	LOCAL Child Passenger Projects	\$142,262.26	\$142,262.26	\$142,262.26	\$142,262.26	\$142,262.26	\$0.00
	J3-2007-20-02-00	STATE MATCH	\$0.00	\$0.00	\$45,000.00	\$0.00	\$0.00	\$0.00
	2003B Child Pass. Protect Total		\$142,262.26	\$142,262.26	\$187,262.26	\$142,262.26	\$142,262.26	\$0.00
	2010 Motorcycle Safety							
	K6-2007-22-01-00	DTS Strategic Plan	\$13,533.40	\$0.00	\$13,533.40	\$13,533.40	\$13,533.40	\$0.00
	K6-2007-22-02-00	DTS -- Public Awareness	\$110,368.45	\$0.00	\$110,368.45	\$110,368.45	\$110,368.45	\$0.00

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	K6-2007-22-03-00	CRTSP Program (Local)	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$75,000.00	\$0.00
	2010 Motorcycle Safety Incentive Total		\$198,901.85	\$75,000.00	\$198,901.85	\$198,901.85	\$198,901.85	\$0.00
	2010 Motorcycle Safety Total		\$198,901.85	\$75,000.00	\$198,901.85	\$198,901.85	\$198,901.85	\$0.00
	157 Incentive Funds							
	1570P-2007-17-01-00	DTS Public Information Hearings	\$6,520.36	\$0.00	\$6,520.36	\$6,520.36	\$6,520.36	\$0.00
	1570P-2007-17-02-00	DTS Mobilization Luncheons	\$12,927.76	\$0.00	\$12,927.76	\$12,927.76	\$12,927.76	\$0.00
	1570P-2007-17-03-00	DTS Mobilization Equipment	\$74,390.00	\$0.00	\$74,390.00	\$74,390.00	\$74,390.00	\$0.00
	1570P-2007-17-04-00	DTS Seat Belt Surveys (CIOT)	\$1,987.72	\$0.00	\$1,987.72	\$1,987.72	\$1,987.72	\$0.00
	1570P-2007-17-05-00	LOCAL Phone Surveys	\$82,571.54	\$82,571.54	\$82,571.54	\$82,571.54	\$82,571.54	\$0.00
	1570P-2007-17-06-00	STATE MATCH	\$0.00	\$0.00	\$256,000.00	\$0.00	\$0.00	\$0.00
	1570P-2007-17-07-00	LOCAL OPEZ	\$32,271.66	\$32,271.66	\$32,271.66	\$32,271.66	\$32,271.66	\$0.00
	157 Occupant Protection Total		\$210,669.04	\$114,843.20	\$466,669.04	\$210,669.04	\$210,669.04	\$0.00
	157 Child Restraint							
	157CR-2007-17-08-00	LOCAL Resource Centers	\$369,129.51	\$369,129.51	\$369,129.51	\$369,129.51	\$369,129.51	\$0.00
	157 Child Restraint Total		\$369,129.51	\$369,129.51	\$369,129.51	\$369,129.51	\$369,129.51	\$0.00
	157 Incentive Funds Total		\$579,798.55	\$483,972.71	\$835,798.55	\$579,798.55	\$579,798.55	\$0.00
	1906 Prohibit Racial Profiling							
	K10-2007-23-01-00	LOCAL Racial Profiling	\$111,163.00	\$111,163.00	\$111,163.00	\$111,163.00	\$111,163.00	\$0.00
	K10-2007-23-02-00	State Match	\$0.00	\$0.00	\$200,000.00	\$0.00	\$0.00	\$0.00
	1906 Prohibit Racial Profiling Total		\$111,163.00	\$111,163.00	\$311,163.00	\$111,163.00	\$111,163.00	\$0.00
	NHTSA Total		\$20,561,143.05	\$9,325,306.39	\$32,402,611.07	\$20,561,143.05	\$20,561,143.05	\$0.00
	Total		\$20,561,143.05	\$9,325,306.39	\$32,402,611.07	\$20,561,143.05	\$20,561,143.05	\$0.00

I CERTIFY, that in accordance with the laws of the state and under the terms of the approved program(s) area that actual costs claimed have been incurred and have not previously been presented for payment.
 State Official:

(APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT OR OTHER APPROPRIATE REVIEW)

Addendum 1

Earned Media Activities

Police step up drunk driving campaign

Accidents down dramatically

By KEVIN DARR
STAFF WRITER

COLUMBIA
Hoping to continue a statewide trend, the Columbia Police

Department hopes to bring down drunk driving accidents.

They are busy preparing for the December holiday "You Drink and Drive, You Lose" traffic safety campaign. The patrols started Dec. 18 and will continue until Jan. 1, emphasizing speeding, moving violations, seat belt usage and alcohol related offenses.

"For the year 2006, the

Columbia Police Department has not investigated a fatal traffic crash within the city limits," Deputy Chief of Police Jerry Paul said. "Citywide, 25 less traffic crashes have occurred than this time last year."

Paul continued to state alcohol "has been a factor in only eight accidents so far this year compared to thirteen last year."

The Illinois Department of Transportation, which pays overtime for officers on the added patrols, sponsors the campaign. IDOT has reported a staggering number this year. As of Nov. 29, the state of Illinois reported 101 fewer fatal crashes than the same time last year. The state hasn't seen this much of a reduction in fatal accidents

since 1924.

These numbers make Paul see how much of an influence the police can have on these statistics.

"We are pleased to see a decrease in crashes and our goal continues to be the reduction of traffic crashes within the city, making the roadways safer for everyone traveling in Illinois," Paul said.

CITIZEN

South End

Week of August 15, 2007 Vol. 40 No. 27

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Audit Bureau Member

IDOT, Clergy Want to Save Black Lives During Labor Day Weekend

Unique faith-based outreach to promote traffic safety and reduce traffic fatalities in the Black community

By LaRita Leach

Five little words can save lives: "You Drink and Drive, You Lose."

And the Illinois Department of Transportation and local religious leaders have directed to lead the message: "You Drink and Drive, You Lose."

"Alcohol is such an accepted behavior in today's lifestyle... that people forget it has consequences," said Michael Stout, IDOT's traffic safety division director.

Last Labor Day, he noted, there were 17 alcohol-related fatalities and four were fatal.

"As a driver, there is not one person a day are killed on Illinois roads and 13 percent are killed by impaired drivers," Stout said.

"Impaired driving is one of America's most committed and deadliest crimes."

To drive that point home within the Black community, IDOT and the Illinois State Police partnered with Black clergy members Wednesday to launch the Labor Day "You Drink and Drive, You Lose" impaired driving campaign. The announcement was made during a news conference at Metropolitan Apostolic Church.

The campaign's early effort is to get drivers to think about traffic safety and dangers of drunk driving weeks before the holiday rolls around.

Recent statistics show that 30 percent of traffic crashes in Cook County involving Blacks were alcohol related. The crashes are the number two killer of Black motorists between ages 18 and 24 just behind violence.

"We have tried numerous efforts, and we still haven't been able to bring that number down," Stout said, adding that a grassroots effort might prove different. "We think it is important to ... get with the churches and other organizations and ask them to help us."

Rev. Leon Finney, pastor of Metropolitan Apostolic Church's pastor, agreed the plans to work with IDOT to hold traffic safety meetings within congregations.

"I encourage other churches to join in our goal to make motorists safer for our loved ones," Finney said.

As part of the initiative, IDOT will develop culturally sensitive print presentations to address seat belt safety, alcohol consumption and speeding. The initiative will partner with churches to hold back-to-school events with messages aimed at reducing teen driver and driving.

State Police Commander Pat Negro wants Illinois motorists to think about the cost of impaired driving. Drivers



Rev. Leon Finney, pastor of Metropolitan Apostolic Church, was flanked by children from his church's summer program to show the potential loss that when individuals drive drunk. IDOT, the Illinois State Police and several Black pastors joined forces to launch a new initiative within the Black community to reduce alcohol-related accidents and fatalities during the Labor Day weekend.

can face a year in jail, license suspension, increased insurance and reckless homicide charges if arrested in a fatal alcohol-related accident, Negro explained.

"A lot of times people underestimate their level of impairment," he said. "They don't realize what kind of effect it has on their driving." Single things people can do to make the roads safe include not drinking intoxicated, designate a driver, take public transit, don't speed and wear a seatbelt. Negro said, noting that the state's overall compliance rate is 90 percent.

For the Illinois State Police's part, they will set up 424 safety check-

points statewide with 144 in Chicago and have photo radar on the I-55 Pylon.

"We are going to do as many things we possibly can to arrest aggressive drivers and make the road safer," Negro said.

AM White's Cynthia (20) didn't need statistics to understand the impact of drunk driving. As a former police officer, he worked traffic accident scenes and one accident sticks out. A prom night accident killed a young man, and his date was seriously injured. Their car jumped the median and struck a fault post on 749 and Street Island.

Seeing the couple wearing "a very beautiful dress and a nice mood... felt a lasting impression," Cynthia recalled. "They were going out to enjoy themselves and that enjoyment turned into engaging in one that was a life and missed another person."

He implored would-be Labor Day travelers to show self-restraint from drugs, alcohol and marijuana.

"Understand that they impact you. Understand it is your responsibility to not take someone's life," he said.

Several ministers signed a pledge card inviting to lead efforts within their own congregations to increase traffic safety awareness. Rev. Walter Johnson, pastor of Western A.M.E. Church, near Cabrera Green, will devote several Sunday sermons to the subject.

"I'd show it a couple of times already because I just stopped for speeding so I know how it felt," Johnson said, adding he will talk about seatbelt use, drunk driving and speeding. "It is important that we as clergy lift those things up as the church."

Especially young youth to hear that message, Johnson noted youths' lives are not only being cut short by gun violence, but also by traffic fatalities.

"Young people get behind the wheel and they are drinking and driving, speeding or don't have seatbelts on," Johnson said, adding that traffic safety goes beyond not drinking drunk.

City police hone in on seat belts

Grant allows for mega enforcement



Larry Thomason, Police spokesman says officers will use two methods to check motorists

Staff Report

DANVILLE — City police will hit the streets in force for the next two weeks to make sure motorists are buckled up.

A grant issued to Danville's Department of Public Safety by the Illinois Department of Transportation will allow the city to increase its enforcement of state seat belt laws today through Dec. 2.

Police spokesman Larry Thomason said officers will use two methods of checking on motorists.

In one situation, officers will be set up at intersections to watch passing motorists to make sure their seat belts are fastened. Officers will call ahead any violations to another

officer who will pull over the driver.

Thomason said the police also will use zones to run drivers through quickly to check if they are wearing seat belts.

Violators will be pulled aside and ticketed.

A seat belt ticket in Illinois costs \$55.

Under the law, a driver and any front seat passenger in a vehicle must be buckled up, as well as riders in the back seat younger than 16.

Children younger than 8 must be in a child safety seat.

Thomason said officers have seen an increase locally in the use of child safety seats.

Under the grant program, the state transportation department will reimburse the city for its expenses.

Matteson officer awarded medal for DUI arrest record

Matteson Police Officer Robert Wilson was honored last month for arresting 50 drivers since 2001 on charges of driving under the influence.

The award was presented by former Police Chief Robert Park at the Dec. 18 Matteson Village Board meeting.

Park, who now works as the law enforcement liaison for the Illinois Department of Transportation Division of Traffic Safety, stressed the importance of such enforcement measures in making streets safer.

He also mentioned that traffic fatalities in Illinois last year were at the lowest level since 1924.

Traffic fatalities have been greatly reduced since the primary enforcement law went into effect in July of 2003, he said.

Wilson received a pin and



Former Police Chief Robert Park (left) presents Officer Robert Wilson (center) with a pin and award plaque for his continued excellence in arresting impaired drivers. Deputy Chief George Pfothshauer (right) looks on.

an award plaque from the Illinois Department of Transportation for his continued excellence in arresting

impaired drivers. He and Officer German Salasamona were similarly honored in a ceremony last year.

New Year's week safety checkpoint was 'success'

Niles police, along with officers from the Illinois State Police made 20 arrests while conducting a roadside safety checkpoint on Milwaukee Avenue during a four hour period between Dec. 29 and 30.

A total of 12 officers stopped 327 vehicles during the operation which took place between 10:30 p.m. and 2:30 a.m. at Milwaukee and Touhy Avenues. For the first two hours, officers directed every fifth vehicle heading northbound on Milwaukee into the checkpoint which was located in the vacant lot on the southeast corner of the intersection. From 12:30 to 2:30 p.m., police stopped every third vehicle.

Of the 20 arrests made, two were drivers found to be under the influence, six

were individuals in possession of marijuana, and 12 were driving on suspended or revoked licenses or were unlicensed drivers. In addition, eight seat belt violations were written and 24 tickets were given, mainly for equipment violations.

The Niles Police Department has called the checkpoint a success, and reports that most of the vehicles stopped were found to be in compliance with state and local laws.

The funding for this roadside safety checkpoint was provided through a grant from the Illinois Department of Transportation. More safety checks are expected to take place in Niles throughout the year.

Sheriff Receives IMaGE Grants

The Stephenson County Sheriff's Office has received Integrated Mini-Grant Enforcement Program funding through the Illinois Department of Transportation, Division of Traffic Safety. The purpose of the Integrated Mini-Grant Enforcement (IMaGE) Program is to reduce the incidence of motor vehicle crashes, and the resulting injuries and fatalities, through increased highly visible enforcement of occupant restraint, impaired driving and speed laws during the upcoming Holiday season.

This will be the second of 5 enforcement periods funded through the Integrated Mini-Grant Enforcement Program. The second campaign period begins December 18, 2006 and continues through January 1, 2007. During this period, deputies will focus on impaired driving.

The Stephenson County

Sheriff's Office and the Illinois Department of Transportation, Division of Traffic Safety encourages responsible driving during this holiday season. During the celebration of this holiday season don't risk lives, don't drink and drive.

The Stephenson County Sheriff's Office has announced the results of the first campaign period of the Integrated Mini-Grant Enforcement Program funded through the Illinois Department of Transportation, Division of Traffic Safety. The purpose of the integrated mini-grant enforcement (IMaGE) program is to reduce the incidence of motor vehicle crashes, and the resulting injuries and fatalities, through increased highly visible enforcement of occupant restraint, impaired driving and speed laws.

The first campaign period covered November 20, 2006 through December 3,

2006. During that time period deputies focused on occupant restraint violations.

Deputies worked 118 total patrol hours in which 166 vehicles were stopped resulting in 1 driving under the influence arrest, 134 safety belt citations, 4 child restraint citations, 4 felony arrests, 6 driving while suspended or revoked arrests, 3 uninsured motorist citations, 3 drug arrests, and 11 other citations.

Cahokia Police Department gets IMaGE grant

The Cahokia PD was recently awarded with an Integrated Mini-Grant Enforcement, or IMaGE, plan worth more than \$26,000 as part of an Illinois Department of Transportation Highway Safety Project.

The monies will primarily go toward paying the overtime expenses of patrol officers to combat traffic issues during specified times of the year such as Thanksgiving, Christmas, New Years, Memorial and Labor days and the Fourth of July.

The grant guidelines determine which avenue will be implemented; saturation of officers or an enforcement zone.

The initial campaign began Monday, Nov. 20 and will continue through Sunday, Dec. 3. Cahokia officers will be working overtime, paid by IDOT, for their rigorous emphasis of safety belt laws in seat-belt enforcement zones.

The zones will be located at various checkpoints throughout Cahokia and will be visible by traffic signs and cones. Vehicles passing through the enforcement zones will be checked for safety restraints, as will children and other passengers.

If an occupant is in violation, he or she will be motioned to the side where he or she will be issued a ticket. Additionally, offi-

cers will be stopping vehicles that are in violation of registration or equipment ordinances.

The enforcement zones are to be viewed as beneficial in that they heighten the awareness of the importance of using safety restraints while in a motor vehicle.

Cahokia's officers' ultimate goal is to increase the usage of seatbelts and child restraints so that the number of occupants killed or injured in decreased dramatically. Last year, IDOT posted on its website an 86 percent usage rate among drivers, and this year's goal is 100 percent.

Increased traffic patrols to begin Monday

BY MIKE JONES
CITY NEWS EDITOR

CENTRALIA — On Monday, the Centralia Police Department begins the first enforcement period of the 2006-2007 Integrated Mini-Grant Enforcement, or IMaGE, program, according to Lt. Greg Dodson of the police department.

IMaGE provides funding to local law enforcement agencies to cover the expense of increased police patrols, with the specific goal of gaining voluntary compliance with Illinois traffic codes.

This latest period of stepped-up police patrols will begin Nov. 20 and continue through Dec. 3.

The Centralia Police Department will be setting up safety belt enforcement zones, looking for drivers in violation of occupant and child restraint laws.

This will be the sixth year the Centralia Police Department has participated in this program, which is sponsored by the Illinois Department of Transportation, which provides funding to cover overtime hours worked by police officers.

There were five major approved enforcement periods in Centralia earlier this year, coinciding with major holiday weekends.

During the 2006 IMaGE grant period, officers worked 511 overtime hours, and of the 656 arrests, 95 were for speeding, 377 were for failure to wear a seat belt, 18 were for child restraint violations and eight were alcohol-related.

The Illinois Department of Transportation has set a goal of 90 percent compliance for seat belt use in Illinois, according to Lt. Brian Atchison of the Centralia Police Department. In Centralia, during the past year, the compliance rate was 87 percent, up from 77 percent the previous year, he said.

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Traffic Patrols:

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Dodson said Monday, "Motor vehicle crashes are the leading cause of death for Americans between the ages of 5 through 24." He said the estimated cost per death in 2003 was \$1,120,000, and the cost per nonfatal disabling injury was \$55,500.

He said, "It has been shown that visible enforcement programs focusing on these violations offer the greatest potential for changing these behaviors."

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State of Illinois
Rod R. Blagojevich, Governor

Illinois Department of Transportation
Milton R. Sees, Secretary

