



INDIANA
CRIMINAL
JUSTICE
INSTITUTE

TRAFFIC SAFETY DIVISION



FY 2011 ANNUAL REPORT



DECEMBER 28, 2011

Helping create safer Hoosier roadways at every turn.

FISCAL YEAR 2011 ANNUAL REPORT

Traffic Safety Division of the Indiana Criminal Justice Institute

PREPARED FOR:

U.S. DEPARTMENT OF TRANSPORTATION

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

PREPARED BY:

THE INDIANA CRIMINAL JUSTICE INSTITUTE'S

TRAFFIC SAFETY DIVISION



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FISCAL YEAR 2011 HIGHLIGHTS

Indiana continues to see most traffic safety areas trending in the right direction. Although some of the aggressive short term goals previously set in the Highway Safety Plan were not met, the overall long term goal of reducing fatalities in half by 2027 appears to be on track.

- As of December 22, 2011, there were 718 traffic fatalities in Indiana, the second lowest recorded number of fatalities in 68 years
- Since 2001, the number of traffic fatalities has decreased by 21 percent and continues trending in the right direction
- The rate of fatalities per 100,000 population decreased to 11.08 from 11.63 in 2010 and the fatalities per 100,000 has also decreased over 25 percent in the past ten years
- NHTSA funding to law enforcement that was administered by the Traffic Safety division resulted in nearly 8,000 DUI arrests and over 100,000 seat belt and child restraint citations
- As of December 22, 2011 it appears that Indiana will reduce the number of alcohol-related fatalities for the sixth straight year
- Over 200 sobriety checkpoints were conducted in FY 2011, more than a third of the public surveyed either went through one themselves or heard about them
- Observed seat belt usage rate of 93.2 percent, an all time high for Indiana
- The Traffic Safety division and Indiana SADD successfully applied for a \$25,000 grant from the Governor's Highway Safety Association and Allstate to launch the *It Only Takes One* teen safe driving campaign
- The percentage of speed related fatalities dropped over 1.5 percent from the previous year to just under 20 percent of all fatalities
- The Traffic Safety division qualified a second year for \$1,188,437 in NHTSA funding to help expand the eCWS system to law enforcement officers throughout the state to improve the quality of collected information obtained during the traffic stop.
- For the month of October 2011, 90.1 percent of reports were submitted into ARIES within five days of the crash for the first time
- In a survey to grant coordinators, 97.7 percent indicated that they had sufficient face time with their law enforcement liaison

INTRODUCTION

The Traffic Safety Division (TSD) of the Indiana Criminal Justice Institute (ICJI) manages federal funds that are allocated throughout Indiana to support programs designed to fulfill its mission:

.....

“To reduce death, injury, property damage and economic cost associated
with traffic crashes on Indiana’s roadways.”

.....

With the Fiscal Year (FY) 2011 Highway Safety Plan (HSP) the TSD placed our greatest resources toward our greatest problems, the TSD continues to focus on data-driven decision making for developing programs to fulfill our mission.

The ICJI’s TSD consists of a Division Director who coordinates the efforts of the support staff including an Impaired Driving and Motorcycle Safety Program Manager, Traffic Records Coordinator, Traffic Safety Research Associate, Traffic Services Program Manager, Program and Law Enforcement Liaison Coordinator, Traffic Safety Communications Manager and seven Law Enforcement Liaisons (LELs) located regionally across Indiana. The TSD maintains a close working relationship with the Research and Planning division and the Indiana State Budget Agency. The TSD also utilizes the resources and expertise of the Center for Criminal Justice Research within the Indiana University-Purdue University of Indianapolis’ School of Public and Environmental Affairs (Center), the Center for Road Safety (CRS) located at Purdue University, the Governor’s Council on Impaired and Dangerous Driving (Council) and the Traffic Records Coordinating Committee (TRCC).

The TSD promotes traffic safety initiatives on state and local roadways through the creation of a comprehensive HSP. The HSP describes the projects and activities planned to help reach national and state traffic safety goals in areas identified for priority programs. The Annual Report (AR) is an account of the previous fiscal year’s activities and accomplishments in response to the goals set forth in the HSP. The performance plan will explain how we evaluated whether the goals were reached. Each program report section details the goals and achievements, project details, media activities and evaluation (where applicable) for each program area. This is followed by sections on program funding, LEL highlights and finally the fiscal and legislative summaries. It is the goal of the TSD that this document not only illustrate the activities of FY 2011 to those outside ICJI, but also that we utilize this document internally as a tool for reflection and help to stimulate ideas and improvements that can be made in FY 2012 and years to come.

PERFORMANCE PLAN

Consistent review and analysis of relevant traffic safety data identified problem areas and helped determine resource allocation during FY 2011. Priority was given to the areas that would have the greatest possible impact in reducing the number of lives lost, injuries sustained, and costs incurred from traffic crashes on Indiana roadways.

The TSD identified ten data-driven target areas for focus in FY 2011. The FY 2011 HSP included trends and corresponding goals for these priority areas:

- *Total fatalities*
- *Impaired driving*
- *Motorcycle safety*
- *Occupant Protection*
- *Young drivers*
- *Bicycles*
- *Pedestrians*
- *Children*
- *Total serious bodily injuries*
- *Dangerous driving (speed, aggressive driving and disregarding traffic signal)*







The primary sources of data used in problem identification for FY 2011 include the Fatality Analysis Reporting System (FARS), driver and vehicle reports maintained by the Bureau of Motor Vehicles (BMV), and the Indiana State Police (ISP) Automated Reporting Information Exchange System (ARIES). Data from these sources were monitored throughout the year by TSD staff and adjustments in priority areas were made if deemed necessary. Likewise, these data sources informed the TSD of the grantees' impact on traffic safety and indicated progress toward or attainment of the FY 2011 goals.

Members of the TSD continue to work with representatives of the Council on performance measures which are appropriate for the state and the initiatives that work simultaneously with TSD programs. The Council is comprised of representatives from several traffic safety partners including the Center, Indiana Department of Transportation (INDOT), Indiana University Medical Center – Department of Toxicology, Riley Hospital for Children, National Highway Traffic Safety Administration (NHTSA), and local law enforcement agencies. In addition to members of the TSD and the Council, other stakeholders involved in setting performance goals for FY 2011 included members of the TRCC and the state's LELs. With the TSD's continued partnership with the Center, the detail of the performance measures continues to improve. The TSD continues to examine trends over the last five years for determining short term and long term goals for each priority area.

PROGRAM REPORTS

The Traffic Safety Division (TSD) is responsible for implementing programs in key program areas that reduce the number of individuals killed and injured on Indiana roadways. This section is divided into the six key program areas with sub-sections including goals and achievements, project details, and media support. When applicable, an evaluation of the program's public information campaign will be included.

GOALS & ACHIEVEMENTS

2011 GOAL	RESULT	ACHIEVED
Reduce the number of traffic fatalities from 692 in 2009 to 643 in 2011	718 fatalities during 2011	
Reduce the rate of fatalities per 100K population from 10.77 in 2009 to 9.93 in 2011	11.08 fatalities per 100K population in 2011	
Reduce fatalities per 100M VMT from 0.97 in 2009 to 0.91 in 2011	1.09 fatalities per 100M VMT in 2011	
Reduce the number of serious bodily injuries from 3,179 in 2009 to 3,050 in 2011	3,309 serious bodily injuries during 2011	
Reduce the serious bodily injuries per 100K population from 50 in 2009 to 47 in 2011	51.06 serious bodily injuries per 100K population in 2011	
Reduce the serious bodily injury rate per 100M VMT from 4.47 in 2009 to 4.31 in 2011	5.03 serious bodily injuries per 100M VMT in 2011	

As of December 22, 2011, there were 718 traffic fatalities in Indiana.¹ Although this amount exceeds the goal of 643 fatalities, this is the second fewest number of fatalities in the past ten years. Since 2001, the number of traffic fatalities has decreased by nearly 21 percent and continued trending in the right direction (see Graph A).

The rate of fatalities per 100,000 population decreased to 11.08 during 2011.² Even though the 2011 goal was not met, this rate was lower than the previous year's of 11.63.³ Additionally, the rate of fatalities per 100,000 population decreased over 25 percent in the past ten years.

The goal of reducing fatalities to 0.91 per 100M VMT will not be reached.⁴ As of December 22, 2011, there were 1.09 fatalities per 100M VMT, which is a 13.5 percent increase over the 2010 rate of 0.96 fatalities per 100M VMT. The rate of fatalities increased during 2011 even though the estimated number of vehicle miles traveled decreased since 2010.⁵ The number of fatalities per vehicle miles traveled in rural and urban areas is not available at this time. This data will be obtained from the Center in early 2012.

¹ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

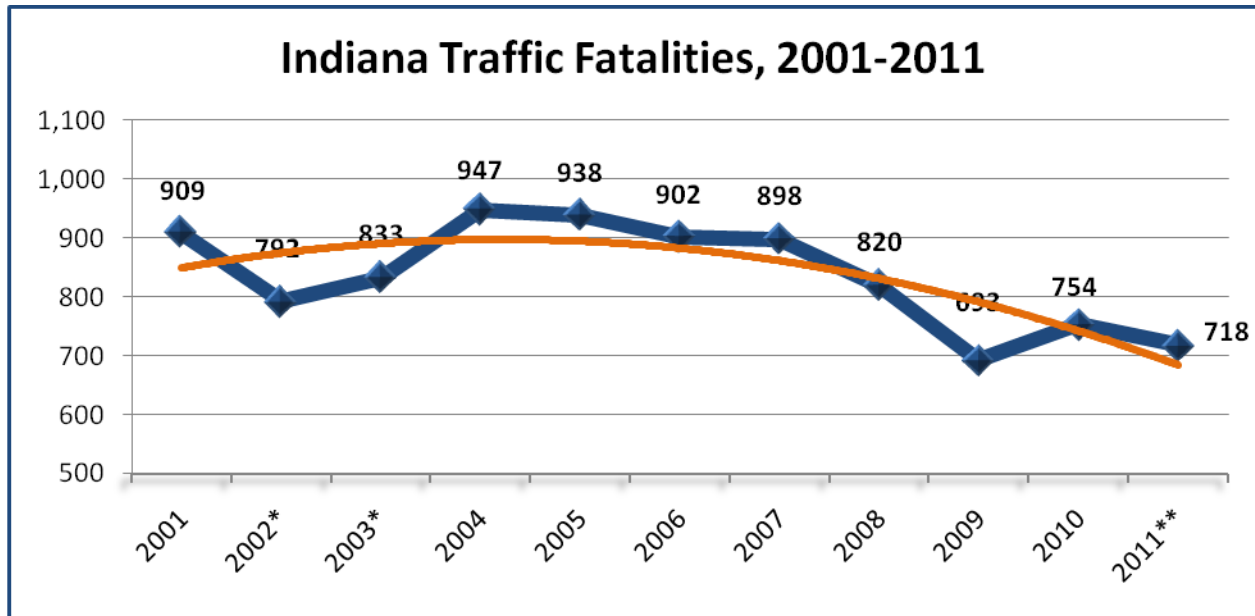
² 2010 Census data was used to calculate 2011 population. Data is available at www.2010.census.gov.

³ Data obtained from the Center for Criminal Justice Research

⁴ Vehicle miles traveled for January through October 2011 provided by INDOT in the State VMT Report

⁵ Vehicle miles traveled for January through December 2010 provided by INDOT in the 2011 January through October State VMT Report

GRAPH A



Source: FARS. Submitted by the Indiana State Police to the National Highway Traffic Safety Administration.

*2002-2003 fatalities are suspected to be drastically underreported due to missing crash reports.

**Source: Indiana State Police Automated Reporting Information Exchange System as of December 22, 2011.

The TSD’s goal to reduce the number of serious bodily injuries to 3,050 in 2011 was not met. As of December 22, 2011, there were 3,309 serious bodily injuries,⁶ a 6.4 percent reduction from the previous year.⁷ The general trend of serious bodily injuries began trending upward, which is the first time in the past five years (see Graph B).

The goal to reduce the number of serious bodily injuries to 47 per 100,000 population was not met. As of December 22, 2011, there were 51.06 injuries per 100,000 population. Although the goal was not reached, the 2011 rate of serious bodily injuries is nearly 15.5 percent less than the rate in 2006, which was 60.43.⁸

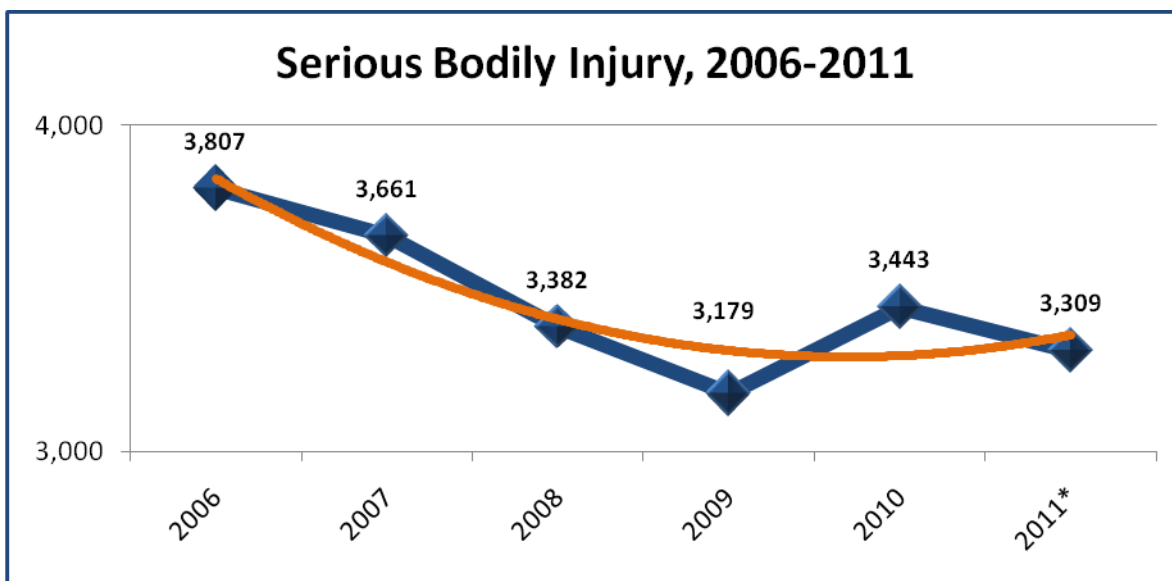
The goal to reduce serious bodily injuries per 100M VMT was not achieved. Based on the number of VMT between January and October 2011, the rate of serious bodily injuries per 100M VMT increased to 5.03. This is a 14.8 percent increase over the 2010 rate of 4.38 serious bodily injuries per 100M VMT.

⁶ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

⁷ 2010 Indiana Crash Facts compiled by the Center for Criminal Justice Research

⁸ 2006 data obtained from the Center for Criminal Justice Research

GRAPH B



Source: Indiana State Police Automated Reporting Information Exchange System
 *2011 data includes January to December 22, 2011 serious bodily injuries.

To reduce traffic fatalities, injuries, and crashes, the TSD supported multiple yearlong, special overtime traffic enforcement patrols by administering NHTSA funds to state and local law enforcement agencies. During the patrols, law enforcement officers issued citations or arrested those who disobeyed traffic laws. The chart below represents the number of citations and arrests made during TSD funded patrols.⁹

Citations & Arrests During Grant Funded Enforcement Activities, FY 2011					
Citations	Seat Belt Patrols	Sobriety Checkpoints	Impaired Driving Patrols	Other Patrols	Total 2011
Seat Belt	68,707	94	7,435	22,832	99,068
Child Restraint	1,706	27	530	1,014	3,277
Misdemeanor DUI	201	226	6,196	216	6,839
Felony DUI	54	19	966	29	1,068
Suspended License	3,609	271	4,579	3,184	11,643
Speed	8,713	36	16,919	60,911	86,579
Motorcycle Permit/ License Violation	189	17	262	168	636
Criminal Misdemeanor	1,048	212	3,542	955	5,757
Criminal Felony	319	57	1,032	275	1,683
All Others	11,138	677	20,509	13,403	45,727
Grand Total	95,684	1,636	61,970	102,987	262,277

⁹ Data was obtained from the Operation Pull Over Report Activities Application located at <https://secure.in.gov/icji-opo/system/main.aspx>.

IMPAIRED DRIVING

Reducing impaired driving continued being one of the TSD's primary focuses. Although Indiana has historically had a lower percentage of overall fatalities as a result of impaired driving than that of the national level, during 2011, the TSD continued implementing enforcement efforts and public information campaigns to reduce impaired driving crashes, injuries, and fatalities.

GOALS & ACHIEVEMENTS

2011 GOAL	RESULT	ACHIEVED
Reduce the number of alcohol-related fatalities from 168 in 2009 to 165 in 2011	90 alcohol-related fatalities as of December 22, 2011	✓
Reduce the percent of fatalities in collisions with BAC of 0.08 or higher from 14.7% in 2009 to 14.4% in 2011	8.5% of fatalities with a BAC of 0.08 or higher as of December 22, 2011	✓
Reduce the rate of fatalities with BAC of 0.08 or higher per 100M VMT from 0.143 in 2009 to 0.141 in 2011	0.09 fatalities with a BAC of 0.08 or higher per 100M VMT as of December 22, 2011	✓
Reduce the number of fatalities involving a motorcycle operator with BAC of 0.08 or higher from 15 in 2009 to 13 in 2011	30 fatalities with BAC of 0.08 or higher as of December 30, 2011	✗

As of December 22, 2011, there were 90 alcohol-related fatalities;¹⁰ therefore, appearing that the FY 2011 goal of 165 alcohol-related fatalities will be met.¹¹ This figure is preliminary and will most likely increase as BAC samples continue to be tested and supplemented on crash reports.

There were 61 fatal collisions with a BAC of 0.08 or higher as of December 22, 2011.¹² Based on the number of fatal collisions, the goals to reduce the number of fatalities in collisions with BAC of 0.08 or higher and the rate of fatalities with BAC of 0.08 or higher per 100M VMT will be met.¹³ Whether the goals are met will be determined early 2012 when the total number of alcohol-related fatalities is known.

As of December 30, 2011, there were 30 fatalities involving a motorcycle operator with a BAC of 0.08 or higher.¹⁴ Therefore, the TSD did not reach the goal of 13 or fewer alcohol-impaired motorcycle fatalities. There are six pending operator BAC tests; therefore, the number of fatalities may increase.

¹⁰ Indiana State Police Automated Reporting Information Exchange System. Data is accurate as of December 22, 2011.

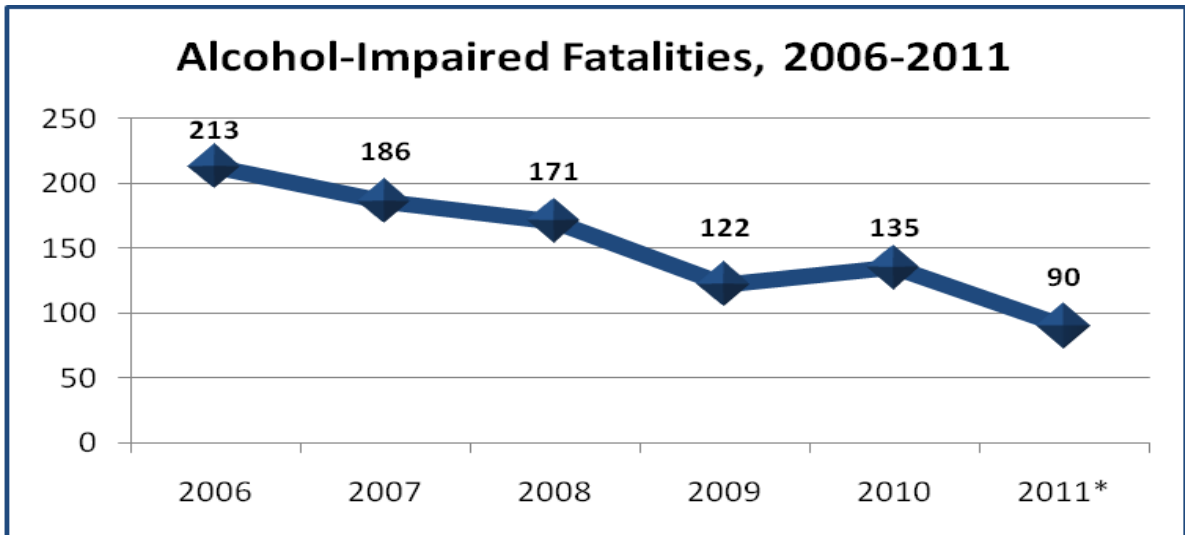
¹¹ Alcohol-impaired is defined by the Center for Criminal Justice Research as a driver has a BAC test result at or above 0.08 g/dL.

¹² Indiana State Police Automated Reporting Information Exchange System. Data accurate as of December 22, 2011.

¹³ Vehicle miles traveled for January through October 2011 provided by INDOT in the State VMT Report

¹⁴ Indiana State Police Automated Reporting Information Exchange System. Data is accurate as of December 22, 2011.

GRAPH C



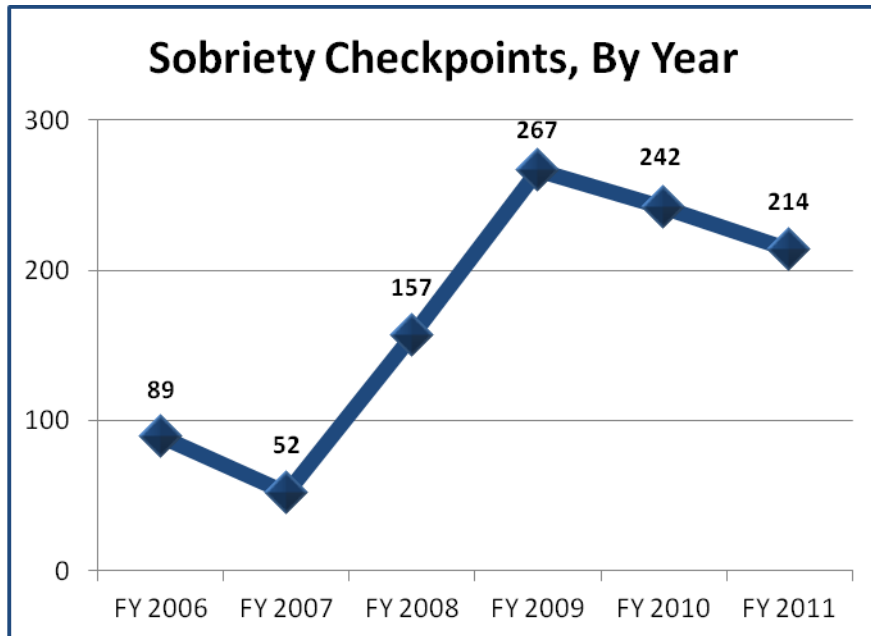
Source: Indiana State Police Automated Reporting Information Exchange System

* Data derived from the Indiana State Police Automated Reporting Information Exchange System and is accurate as of December 22, 2011.

PROJECT DETAILS

In FY 2011, participating ISP and local law enforcement agencies in the DUI Task Force programs conducted 214 sobriety checkpoints throughout the state. During the past five fiscal years, over 900 sobriety checkpoints (932) have been conducted (see Graph D).

GRAPH D



DUI TASK FORCE

In FY 2011, 143 local law enforcement agencies in 33 counties comprised the DUI Task Force. These agencies, strategically located in areas of the state with the highest representations of alcohol-related crashes, were provided overtime funding for officers to detect and arrest impaired drivers. DUI Task Force agencies used high visibility enforcement approaches such as sobriety checkpoints. To guarantee DUI enforcement was executed in all 92 counties, the ISP worked in conjunction with local law enforcement agencies in each county. Ten counties received additional assistance from the ISP due to their high number of impaired driving crashes and the absence of a local DUI task force.

In FY 2011, the DUI Task Force program issued 4,693 misdemeanor DUI citations and 691 felony DUI citations. DUI Task Force details also produced 2,691 criminal misdemeanor arrests, 727 criminal felony arrests, 3,208 suspended drivers, and 28,704 other traffic citations issued.



Sobriety checkpoint conducted by the Kosciusko County TSP, April 2011

Looking Beyond the Ticket

Some highlights written by the officers working DUI Task Forces include:

- *During a DUI Task Force patrol in February 2011, Lawrence County Sheriff's Department's K-9 Officer Andrew Phillips came in contact with a few other officers. The officers were involved in a vehicle pursuit that resulted in several drug arrests. After stopping the vehicle, the driver was taken into custody and charged with Possession of Methamphetamines within 1000 feet of a school, Possession of Marijuana with intent to deal, Possession of a Controlled Substance, Criminal Recklessness, Resisting Law Enforcement, and Possession of Controlled Substance – Schedule II.*
- *While conducting a DUI Task Force patrol in March, Noblesville Police Officer Dennis Coffey made a significant arrest that included the following charges: two counts of Serious Violent Felon in Possession of a Firearm (Class B Offenses), one count of Dealing in Marijuana (Class D Felony Offense), one count of Possession of a Controlled Substance – Schedule III (Class D Felony offense), and Operating While Intoxicated.*
- *During a DUI Task Force patrol on January 7, 2011, IMPD Officer Robert Ferguson arrested a subject for an OVWI. On his statistical sheet, Officer Ferguson noted that this was the subject's third OVWI arrest in five years. The previous OVWIs resulted in convictions. Additionally, three possession of marijuana arrests were made; one of the offenders had a pending warrant in Colorado.*

INDIANA STATE EXCISE POLICE-UNDERAGE DRINKING PROGRAMS

The Indiana State Excise Police (Excise Police), the law enforcement division of the Indiana Alcohol & Tobacco Commission, has full police powers to enforce alcohol and tobacco laws. During FY 2011, the Excise Police received funding from the TSD to conduct two enforcement initiatives, Stop Underage Drinking and Sales (SUDS) and Cops in Shops (CIS), which focused on reducing the availability of alcoholic beverages to persons who cannot legally possess, consume, transport, or purchase alcohol.

SUDS provided Excise officers the opportunity to work overtime initiatives to enforce alcoholic beverage laws at events that have historically produced a crowd that is known to illegally consume or possess alcoholic beverages. In FY 2011, the Excise Police conducted 230 SUDS details in 33 counties at events such as Indiana University's Little 500, Purdue University's Grand Prix, the Indianapolis 500, and concerts at Verizon Wireless Music Center.

These details provided 4,420 additional hours of manpower, which resulted in 2,170 contacts on 2,641 charges.



Alcohol seized during a SUDS detail in Terre Haute.

CIS allowed Excise officers, in cooperation with owners of alcohol sales shops, to pose as both customers and employees in stores across Indiana. These officers intercepted persons under the legal age who were inside of a package store or attempting to purchase alcoholic beverages. Additionally, persons observed purchasing alcoholic beverages for minors in or around these locations were also arrested. In FY 2011, CIS conducted 57 details in 12 counties. The number of enforcement contacts increased by 54 percent from the previous year, from 64 to 118. As a result of these contacts, there were 137 charges. On 58 occasions, Excise Police prevented the sale of an alcoholic beverage to a juvenile or a minor by a package store.

FATAL ALCOHOL CRASH TEAMS

The Fatal Alcohol Crash Team (FACT) program was designed to aid in the successful adjudication of impaired drivers who have caused serious bodily injury or death. In FY 2011, the state's FACTs were called out to 103 suspected alcohol related crashes, a continued decrease from 142 crashes in FY 2010 and 152 crashes in FY 2009. In addition to responding to call outs for alcohol related serious bodily injury and fatality crashes, the FACTs in Allen, Elkhart, Hamilton, Kosciusko, Marion, Saint Joseph, and Tippecanoe counties also utilized grant funds to help increase the screening of all serious bodily injury and fatal crashes for blood alcohol levels.

The most recent NHTSA Management Review recommended that the "TSD should conduct a formal evaluation of the benefits of the FACT program to the impaired driving programs of the counties where these teams are implemented to document their effectiveness as impaired driving countermeasures." The Traffic Safety and Research and Planning divisions of the ICJI made strides in developing a research plan and collecting

information for a preliminary evaluation of the Fatal Alcohol Crash Teams (FACT) in 2011. Unfortunately, the Research Associate associated with the TSD was transferred outside the area and all work ceased immediately. A new Research Associate was recently hired. Plans are to continue collecting, analyzing, and compiling a brief preliminary report on the FACT grantees prior to FY 2013.

CRASH INVESTIGATION AND DUI TRAINING PROGRAM

The TSD provided trainings to further develop the FACT and DUI Task Forces' investigation skills. Class topics included at-scene investigation, applied physics, occupant kinematics, advanced commercial vehicle reconstruction, vehicle dynamics, sobriety checkpoint supervisor courses, and other impaired driving related topics. During FY 2011, 1,280 hours of training were provided to 32 officers regarding motorcycle crash investigations and 990 hours of training were provided to 55 officers at a FACT Team Symposium. From FY 2008 through FY 2011, the TSD provided 30,768 hours of training to 775 officers in 104 police departments.

CHEMICAL TESTING PROGRAMS

In a continuing effort to increase the number of drivers tested for drugs and alcohol after being involved in a motor vehicle crash, the TSD partnered closely with the Indiana Coroners Association and local law enforcement agencies to train them about the importance of testing.

Indiana has made chemical testing a priority of all of our traffic safety programs. Chemical testing is a covered topic at all trainings conducted by the ICJI and is discussed at periodic grantee meetings. Indiana's chemical testing rate increased steadily from lower than 60 percent in 2005 to over 70 percent in 2010. The chemical testing rate for 2011 will be available in early 2012.

This increase, in part, can be attributed to a grant awarded to the TSD from Mothers Against Drunk Driving (MADD) to help increase BAC testing and reporting. From this grant, the TSD announced and awarded subgrantees with an equipment grant based on the increase of chemical testing in fatality crashes in the previous year. Additionally, with this award, the TSD was able to award several law enforcement agencies with a monetary equipment grant for achieving a 100 percent chemical testing rate for 2011 at its annual Operation Pullover (OPO) banquet.

STANDARDIZED FIELD SOBRIETY TESTING & DRUG RECOGNITION EXPERT PROGRAMS

The Standardized Field Sobriety Testing (SFST) program continued training officers about the best methods for identifying alcohol impaired drivers. Over 350 officers (364) were trained in SFST and 326 were recertified. In addition, two training courses, one held in Terre Haute and the other in Indianapolis, were held for officers becoming Drug Recognition Experts (DREs), allowing for 31 officers to be successfully trained as certified DREs. As of December 2011, there are 184 certified DREs representing 93 agencies in 43 Indiana counties. Twenty-three officers are currently completing their DRE certification training.

TRAFFIC SAFETY RESOURCE PROSECUTOR

The Traffic Safety Resource Prosecutor (TSRP) provided comprehensive training to prosecutors and law enforcement officers about the most effective methods of investigating and prosecuting impaired drivers or other traffic-related offenders. During FY 2011, the TSRP conducted or co-sponsored four statewide conferences that taught the following courses: Prosecuting the Impaired Driver, OWI Legal and Ethical Update, OWI Trial Advocacy School, and Cops in Court. Two hundred prosecutors and law enforcement professionals attended the trainings, averaging 50 attendees per training.

In addition to administering the trainings, the TSRP responded to 200 telephone calls and 2,127 e-mail inquiries from prosecutors and law enforcement agencies in Indiana. These inquiries regarded a range of topics including interpretation of Indiana statutes and case law, legislative and legal updates on pertinent legislation, admissibility of evidence, advice on how to handle issues in trials, and requests for other trial support assistance.

MEDIA AND COMMUNICATIONS

Safe Family Travel/Blitz 65: November 2010

MEDIA FOCUS: OVER THE LIMIT. UNDER ARREST.

Using NHTSA produced creatives during Blitz 65, the TSD sustained impaired driving messaging through paid and earned media opportunities. With a total investment of nearly \$145,000.00, media campaigns reached each Indiana Demographic area (DMA), specifically targeting the area’s most problematic issue. Additionally, earned media initiatives for the campaign generated 120 broadcast mentions.

CAMPAIGN: SAFE FAMILY TRAVEL. OVER THE LIMIT. UNDER ARREST						
FORMAT: RADIO/ TELEVISION						
POST DATES: 11/15 - 11/29/2010						
PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
1,174	\$ 97,941.00	1,383	\$94,586.00	1,894,259	335	\$793.00

CAMPAIGN: SAFE FAMILY TRAVEL.						
FORMAT: OUTDOOR						
POST DATES: NOVEMBER 2010						
	PURCHASED		ACTUAL			
County	# of Boards	Investment	# of Boards	Investment	Added Value	Added Value Total
Marion	11	\$6,597.00	13	\$6,597.00	2	\$600.00
Lake	6	\$1,765.00	7	\$1,1765.00	1	\$294.00
Allen	8	\$4,254.00	9	\$4,254.00	1	\$531.75
St. Joseph	8	\$4,254.00	9	\$4,254.00	1	\$531.75
Tippecanoe	5	\$2,659.00	6	\$2,659.00	1	\$531.80
Campaign Totals:	38	\$19,529.00	44	\$19,529.00	6	\$2,489.30

Social Norming Messaging: Christmas, New Year's and Super Bowl 2011:

During the winter holiday season and Super Bowl, earned media activities educated the public about the effects of impaired driving. To relay the message, the TSD relied on strategic placement of news stories. Media correspondence during that six week period generated more than 200 broadcast mentions.

Impaired Driving – St. Patrick's Day/Blitz 66: March 2011

Paid media efforts, including an investment of just over \$155,000.00 for radio, television, and outdoor campaigns, and new media effectively reached target audiences during the blitz. A new media partnership with Star Media helped the division boost the overall number of online audience impressions through a coordinated effort with Yahoo and the Indianapolis Star. As a result of this partnership, impaired driving messages produced more than 3 million measurable engagement opportunities with Hoosier audiences.



The TSD used the “Don’t Be Jim” materials originally produced by the Kansas Department of Transportation. This creative provided new content that was easily expanded to on air and online formats. This newly packaged impaired driving message gave the TSD the opportunity to engage Hoosier audiences with an exciting interactive component.

In an effort to broaden communication efforts outside of the Indianapolis DMA, the TSD joined the Elkhart County Sheriff’s Department and Terre Haute Police Department to kickoff Blitz 66. Local media attended

these events and used footage in their traditional and online broadcasts. General media correspondence was also used to promote and support enforcement activity.

Earned media efforts for Blitz 66 in the Indianapolis DMA included a radio segment in WZPL’s Smiley in the Morning program. The TSD staff accompanied ICJI’s then Executive Director T. Neil Moore and Joe Turner from the Indiana Law Enforcement Academy demonstrating how law enforcement conducts Standardized Field Sobriety Tests. Host Davey Smiley and his crew were tested on air after consuming varying amounts of alcohol. The segment was so popular, it ran again on the following Saturday.

**CAMPAIGN: OVER THE LIMIT. UNDER ARREST.
FORMAT: RADIO/ TELEVISION**

POST DATES: 3/3 - 3/17/11

PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
3,361	\$150,352.00	3,340	\$147,594.00	3,689,238	N/A	N/A

**CAMPAIGN: OVER THE LIMIT. UNDER ARREST.
FORMAT: OUTDOOR**

POST DATES: MARCH 2011

	PURCHASED		ACTUAL			
County	# of Boards	Investment	# of Boards	Investment	Added Value	Added Value Total
Allen	7	\$4,254.00	9	\$4,254.00	2	\$1,215.43
Elkhart	8	\$3,722.00	8	\$3,722.00	0	\$0.00
Lake	11	\$2,588.00	12	\$2,588.00	1	\$235.27
LaPorte	4	\$1,059.00	5	\$1,059.00	1	\$264.75
Marion	22	\$14,496.00	26	\$14,496.00	4	\$3,294.55
Campaign Totals:	52	\$26,119.00	60	\$26,119.00	8	\$5,010.00

Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
FOCUS: ALCOHOL & AGGRESSIVE DRIVING	300x250	3/3/11	3/17/11	637,630	149	0.02
	728x90	3/3/11	3/17/11	636,935	187	0.03
	300 x 250	3/3/11	3/18/11	470,119	95	0.02
	300X250	3/3/11	3/17/11	99,822	6	0.01
	728 x 90	3/3/11	3/18/11	470,119	95	0.02
	Sliding Billboard	3/4/11	3/4/11	254,134	0	0.00
	300x250	3/17/11	3/17/11	415,609	108	0.03
	728x90	3/17/11	3/17/11	2,688	2	0.07
	728x90	3/17/11	3/17/11	400,314	166	0.04
CAMPAIGN TOTALS				3,387,370	808	0.027

Drive Sober or Get Pulled Over./Blitz 68 August 2010

MEDIA FOCUS: IMPAIRED DRIVING

Hoosier audiences were introduced to NHTSA's new, *Drive Sober or Get Pulled Over* tagline during Operation Pull Over Blitz 68. To familiarize target audiences and the media about the new slogan, communications efforts focused on the strategic placement of advertising and using specific keywords or search terms. A new partnership with the Indianapolis Indians gave the TSD the perfect platform to kickoff Blitz 68 in a highly visible setting attractive to the target audience.

To supplement NHTSA’s national media buy, the TSD’s strategy was twofold – 1) increasing the number of radio spots; and 2) concentrating on online media – both mediums found more preferable to members of the target audience, and the lack of replication in the broadcast buy was highly cost effective. The Blitz 68 digital media campaign was, by far, the most successful of those conducted during FY 2011. More than 6 million unique impressions were created during the two week flight with nearly 1,500 click throughs recorded.¹⁵ For its outdoor messaging, the TSD utilized a new advertising medium to promote the enforcement. “Frozen Billboards” were created in the five Indiana counties found to have the greatest numbers of impaired driving collision.



An investment in traditional media of nearly \$150,000.00 created more than 3.6 million gross impressions for Indiana’s *Drive Sober or Get Pulled Over* campaign. The TSD also connected with Latino audiences by placing Drive Sober ads in three of the state’s most predominant Spanish language publications.

Purchased		Actual	
# Ads	Investment	# Ads	Investment
3	\$506.76	3	\$270.89

Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
Drive Sober or Get Pulled Over (Blitz68)	728x90	8/13/11	9/5/11	999,733	317	0.03
	300x250	8/13/11	9/5/11	1,002,358	379	0.04
	300X250	8/13/11	9/5/11	100,000	13	0.01
	Sliding Billboard	8/13/11	8/13/11	195,718	139	0.07
	728 x 90	8/13/11	9/12/11	350,005	69	0.02
	300 x 250	8/13/11	9/14/11	602,826	152	0.03
	160 x 600	8/15/11	9/5/11	100,007	61	0.06
CAMPAIGN TOTALS/ AVERAGES				5,788,962	1,332	0.037

¹⁵ A click through is defined as the number of times a visitor clicked on a specific ad.

CAMPAIGN: OVER THE LIMIT. UNDER ARREST.
 FORMAT: RADIO/ TELEVISION

POST DATES: 8/22 - 9/4/10

PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,806	\$85,043.00	2,789	\$84,928.00	1,699,280	N/A	N/A

CAMPAIGN: OVER THE LIMIT. UNDER ARREST.
 FORMAT: OUTDOOR

POST DATES: AUGUST 2010

County	PURCHASED		ACTUAL			
	# of Boards	Investment	# of Boards	Investment	Added Value	Added Value Total
Allen	7	\$5,147.00	13	\$5,147.00	6	\$4,411.71
Lake	11	\$8,088.00	5	\$3,676.36	0	\$0.00
Marion (Wall)	1	\$17,647.00	1	\$17,647.00	0	\$0.00
Porter	4	\$2,941.00	4	\$2,941.00	0	\$0.00
St. Joseph	7	\$5,147.00	4	\$2,941.14	0	\$0.00
Tippecanoe	4	\$2,941.00	4	\$2,941.00	0	\$0.00
Vanderburgh	5	\$3,676.00	4	\$2,940.80	0	\$0.00
Campaign Totals:	39	\$45,587.00	35	\$38,234.31	6	\$4,411.71

Indiana Sports Corp/Big Ten Championship



To further reinforce its impaired driving communications efforts, the TSD partnered with Indiana Sports Corp to reach Big Ten Tournament fans visiting downtown Indianapolis. Members of the TSD staff also got in on the action by providing designated driver wristbands featuring the verbiage “Make the Right Play. Designate a Sober Driver.” to local bars and restaurants. The *Drunk Driving. Over the Limit. Under Arrest.* logo was featured on Big Ten signage throughout the downtown area, as well as inside of Consecro Fieldhouse.

Indianapolis Indians Baseball

Not only did the Indians help kickoff the *Drive Sober or Get Pulled Over* August campaign, they made sure that this traffic safety message was seen by fans all season long. A specially created *Fans Don't Let Fans Drive Drunk* creative was featured on thousands of beverage holders at the ballpark.



EVALUATION

TELEPHONE SURVEYS

Pre and post telephone surveys were conducted regarding the August DUI crackdown to determine how well the media campaigns reached the public. A sample of 1,000 Indiana residents were surveyed about their knowledge of a variety of traffic safety messages, specifically *Buzzed Driving is Drunk Driving*, *Drunk Driving. Over the Limit. Under Arrest.*, and *You Drink. You Drive. You Lose.* The post-survey revealed that 63.1 percent of the respondents saw or heard a message encouraging people to avoid impaired over the past 30 days, which was up from 50.9 percent prior to the campaign. Because sobriety checkpoints were a large focus of this blitz, it was noteworthy that 21.8 percent of respondents saw or heard about sobriety checkpoints prior to the campaign, whereas 30.1 percent of the post-survey respondents saw or heard of the checkpoints.






IMPAIRED DRIVING SURVEY, SLOGAN RECOGNITION 2008-2010						
SLOGAN	2009		2010		2011	
	PRE	POST	PRE	POST	PRE	POST
Buzzed Driving is Drunk Driving	41.6%	42.9%	38.6%	41.6%	40.4%	42.3%
Drunk Driving. Over the Limit -- Under Arrest.	33.9%	44.0%	39.6%	46.9%	40.2%	44.0%
You Drink. You Drive. You Lose.	55.6%	61.5%	57.8%	51.6%	47.2%	54.6%

OCCUPANT PROTECTION

The occupant protection program was designed to increase seat belt usage by educating the public about the proper use of seat belts and child restraint systems coupled with law enforcement efforts to enforce the occupant protection laws in Indiana.

GOALS & ACHIEVEMENTS

2010 GOAL	RESULT	ACHIEVED
Decrease the number of unrestrained passenger vehicle fatalities from 204 in 2009 to 178 in 2011	234 unrestrained passenger fatalities during 2011	
Increase the observed seat belt usage rate for all vehicles from 92.4% during June of 2010 to 94.2% for the same time period in 2011	93.2% overall seat belt usage in June 2011	
Increase the observed seat belt usage rate for pickup truck occupants from 85.2 % in 2009 to 86.0 % in 2011	84.8% seat belt usage in pickup trucks in June 2011	

In 2011, there were 216 unrestrained passenger vehicle fatalities; therefore, the goal was not met.¹⁶ This is the third consecutive year that the number of unrestrained passenger fatalities increased from the prior year. Although there has been a continual increase, there was a 29.8 percent decrease of unrestrained fatalities since 2006.¹⁷

In June, the LELs conducted an observational seat belt usage rate for drivers and passengers of all vehicles. In 2011, seat belt usage rates increased to 93.2 percent from 92.4 percent in 2010. Historically, seat belt usage rates of pickup truck occupants have been lower than cars; therefore, one of the TSD's primary focuses was targeting this class of occupants. The survey results found that pickup truck occupant usage rates increased from the previous year to 84.8 percent; however, the goal was not met.

PROJECT DETAILS

OPERATION PULL OVER AND BIG CITY/ BIG COUNTY

The TSD continued working toward increasing Indiana's seat belt usage rate by funding overtime enforcement during the Operation Pull Over (OPO) and Big City/Big County (BCC) enforcement programs. During FY 2011, eleven new agencies joined OPO and two new partnerships were created. Likewise, eight new agencies joined BCC partnerships and five traffic safety partnerships were formed

¹⁶ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

¹⁷ Data derived from the Center for Criminal Justice Research.

Total, OPO agencies averaged 3.29 contacts per hour and issued 1.89 seat belt/child restraint (SB/CR) citations per hour. BCC agencies averaged 3.53 contacts per hour and issued 2.19 SB/CR citations per hour. Although impaired driving was not a priority for these programs, OPO agencies arrested an impaired driver every 8.64 hours. Together, OPO and BCC officers working enforcement programs issued 295,315 citations and warnings, of which 63.6 percent were citations.

All 14 ISP districts participated in the BCC enforcement program. During FY 2011, the ISP conducted 7,642 patrols in a combined total of 33,724 hours. During these patrols, 61,072 citations were written, of which 16,784 were for seat belt violations and 643 were for child restraint citations.



Blitz 67 Kickoff, Indiana Motor Speedway
Speaking: Don Bickel, Director of the Marion County Traffic Safety Partnership



Kickoff media event for RACCE 3, Allen County Traffic Safety Partnership

REDUCING AUTO CRASHES THROUGH CORRIDOR ENFORCEMENT

Reducing Auto Crashes through Corridor Enforcement (RACCE) was a four hour long high visibility enforcement project that began the *Click It or Ticket* Blitz 67 enforcement. Thirty-one law enforcement officers from seven departments conducted this one time seat belt enforcement effort on Indiana State Road 3. As a result, 305 seat belt and 6 child restraint citations were written. Additionally, one fugitive was arrested.

RURAL DEMONSTRATION PROJECT

The Rural Demonstration Project (RDP) increased seat belt and proper child restraint enforcement in rural areas with high unrestrained fatality and injury rates. During the two week enforcement period, April 29-May 15, 2011, 39 law enforcement agencies increased patrols in areas of 21 counties that had consistently low seat belt usage rates. As a result, 2,622 seat belt and 36 child restraint citations were issued. In addition, 25 DUI arrests were made during the enforcement period.

Looking Beyond the Ticket

Law enforcement agencies reported the following significant events that occurred while working TSD occupant protection enforcement programs.

- *During Blitz 66, the Fulton County Sheriff's Department discovered a mobile meth lab inside of a stolen trailer. The suspects were charged with manufacturing meth, possession of meth, illegal drug lab, and the possession of a stolen vehicle.*
- *During Blitz 67, Officer Jones of the Lake County Police Department pulled over a driver for speeding 38 mph in a 30 mph zone. The driver was identified as a man wanted by the US Marshalls for an armed and dangerous violent sexual predator probation violation. The man also had a warrant in Virginia for failing to register.*
- *During Blitz 66, the Milltown Police Department stopped a driver for a seat belt violation. During the stop, the officer located a 10 year old child unrestrained lying in the hatchback area of the vehicle. The officer identified an odor consistent with marijuana emitting from the vehicle. After taking the violator into custody, the officer also found marijuana in excess of 30 grams hidden in a shifter boot along with a tooter with meth residue. The child stated that he was scared and thanked the officer for stopping his mother's boyfriend. The child was released to a family member.*
- *During the May 2011 BCC seat belt enforcement, Sgt. Paul Dancer was asked to assist Chicago DEA agents in stopping a vehicle. Sgt. Dancer located the vehicle and during the subsequent search, a kilo of heroin was recovered. The driver of the vehicle also had an outstanding warrant in Lake County.*
- *During RDP, the Randolph County TSP made an arrest for possession of marijuana and heroin*
- *During RDP, the Rensselaer Police Department made one arrest on a warrant for theft, two arrests on a warrant for failure to appear, one felony arrest for battery, and one operator who was never licensed.*

MEDIA AND COMMUNICATIONS

During FY 2011, the TSD continued seeking opportunities to effectively communicate traffic safety messages to Hoosier audiences. New and existing partnerships allowed the TSD to create interactive communication strategies, specifically ones that relied heavily on generating year-long momentum for each campaign. As a result, paid and earned media efforts contributed to the success of statewide public awareness campaigns.

Safe Family Travel/Blitz 65: November 2010 – Same as Impaired Driving

MEDIA FOCUS: CLICK IT OR TICKET

Promotional efforts for Blitz 61 began with a statewide media buy featuring NHTSA created spots focusing on seat belt use and sober driving. In the first week of enforcement activity, a statewide news release was issued reinforcing these same messages. Paid media took place in the weeks leading up to the Thanksgiving holiday in anticipation of the increased traffic volume during this time in November.

CAMPAIGN: SAFE FAMILY TRAVEL. CLICK IT OR TICKET						
FORMAT: RADIO/ TELEVISION						
POST DATES: 11/18 - 11/28/2011						
PURCHASED			ACTUAL			
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,573	\$46,609.00	2,280	\$45,817.00	217,936	455	\$3,345

Click It or Ticket/ Blitz 67: May 2011

What better way to reach Hoosiers about seat belt use than at the Indianapolis Motor Speedway (IMS)? IMS people movers were branded with the *Click It or Ticket* and *Buckle Up Trucks* logo during FY 2011, putting important occupant protection messages in front of race fans all season long. The TSD enjoyed a successful relationship with the speedway resulting in their use of traffic safety messaging during each of its marquee races, the Indianapolis 500, the Brickyard 400, and the MotoGP.



Click it or Ticket messages featured on IMS shuttles.

Indiana’s 2011 *Click It or Ticket* enforcement campaign kicked off feet away from the IMS pagoda as TSD staff joined members of the Indianapolis Metropolitan Police Department, the Speedway Police Department, the Indiana State Police and Indiana University Health to announce the start of enforcement activity.

A well-rounded mix of media was used to support Blitz 67. More than 2.3 million impressions were created as a result of a statewide radio flight and online advertising created nearly 2.5 million unique impressions. The outdoor advertising selected utilized a more innovative communications medium, vehicle wraps. *Buckle Up Trucks* print creatives, developed specifically for Indiana, were used to wrap commercial delivery trucks in each of the Indiana DMAs. This advertising opportunity provided a greater amount of exposure for this relatively new message and literally created a moving component to the TSD’s messaging efforts.

**CAMPAIGN: CLICK IT OR TICKET.
FORMAT: RADIO/ TELEVISION**

POST DATES: 5/14 - 5/33/11

PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
3,169	\$105,367.00	3,160	\$104,834.00	2,394,223	N/A	N/A

**CAMPAIGN: CLICK IT OR TICKET.
FORMAT: TRUCK SIDE**

POST DATES: 5/9-6/5/11

County	# of Trucks	Investment	# of Trucks	Investment	Added Value	Added Value Total
Marion	13	\$24,471.00	13	\$24,471.00	0	\$0.00
Vanderburgh	5	\$9,412.00	5	\$9,412.00	0	\$0.00
Monroe	4	\$7,529.00	4	\$7,529.00	0	\$0.00
Delaware	4	\$7,529.00	4	\$7,529.00	0	\$0.00
Tippecanoe	4	\$7,529.00	4	\$7,529.00	0	\$0.00
Campaign Totals:	30	\$56,200.00	30	\$56,200.00	N/A	N/A

**CAMPAIGN: CHILD PASSENGER SAFETY.
FORMAT: RADIO/ TELEVISION**

POST DATES: 9/21-30/11

PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,741	\$97,639.00	2,747	\$168,650.00	97,594	345	\$12,189.00

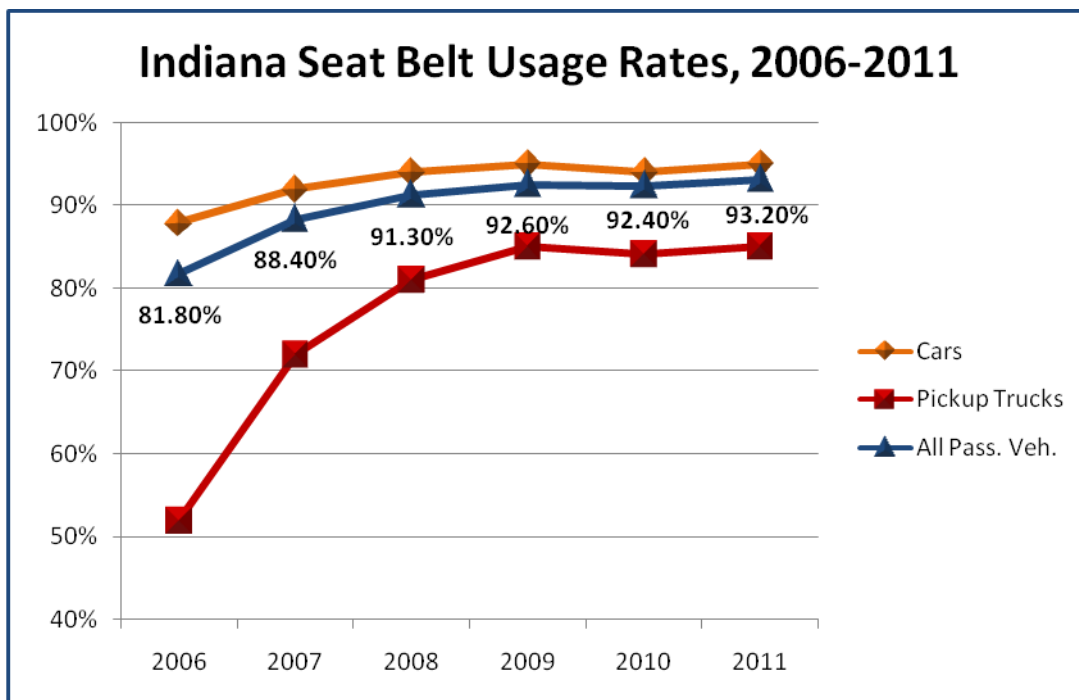
Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
Click It or Ticket (Blitz 67)	300x250	5/18/11	6/3/11	1,020,158	209	0.02
	728x90	5/18/11	6/3/11	1,049,607	359	0.03
	300X250	5/18/11	6/5/11	100,000	3	0.00
	Sliding Billboard	5/18/11	5/18/11	244,888	0	0.00
	468 x 60	5/18/11	6/3/11	10,005	2	0.02
	728 x 90	5/18/11	6/3/11	480,574	40	0.01
	300 x 250	5/18/11	6/3/11	429,392	37	0.01
	160 x 600	5/18/11	6/3/11	40,014	4	0.01
	300 x 50	5/18/11	6/3/11	100,010	11	0.01
	160X600	6/1/11	6/5/11	150,068	14	0.01
	300X250 & 728X90	6/1/11	6/5/11	918,496	79	0.01
	728X90	6/3/11	6/6/11	64,868	15	0.02
CAMPAIGN TOTALS/ AVERAGES				2,438,315	202	0.013

EVALUATION

OBSERVATIONAL SEAT BELT SURVEYS

Each year the TSD conducts a roadside observational survey to calculate the state’s seat belt usage rate. Stationed at 113 randomly selected sites provided by Purdue’s Center for Road Safety (CRS), the LELs tracked whether drivers and passengers wore their seat belts. Results from the survey showed an increase in Indiana’s overall seat belt usage rate, reaching 93.2 percent.¹⁸ Seat belt usage rates increased over the past year for both car and pickup truck occupants (see Graph E).

GRAPH E



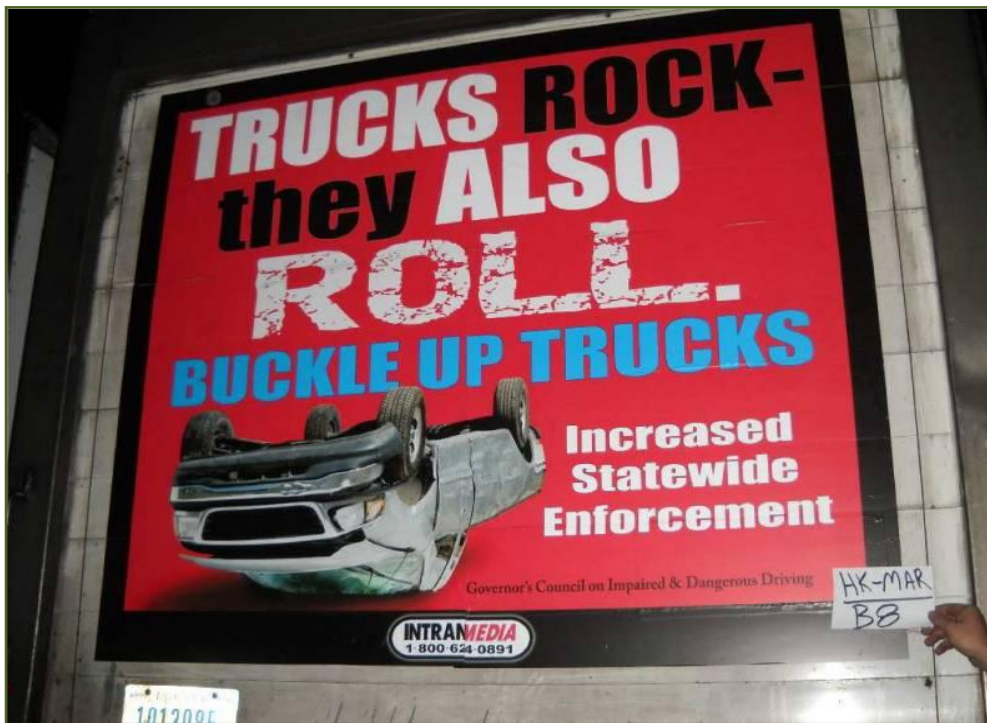
2006 to 2011 data derived from the annual roadside observational surveys conducted during June of each year.

¹⁸ Indiana Safety Belt Observational Survey: June 2011 Survey Results by the Center for Road Safety.

TELEPHONE SURVEYS

A pre and post telephone survey was conducted for the 2011 May *Click It or Ticket* blitz. A sample of 1,000 randomly selected residents was surveyed about their impressions and knowledge of a variety of traffic safety messages. Over half (52.2 percent) of the post survey respondents stated they saw or heard a message encouraging people to wear seat belts to reduce or prevent injury in a traffic crash. This is an increase from the 47.7 percent of pre-survey respondents. Of those who heard the campaign, 74.7 percent of the respondents saw the message on television. Respondents hearing campaigns for *Operation Pull Over* and *Click It or Ticket* increased in post survey results; however, fewer post-survey respondents heard the *Buckle Up Trucks* campaign.

DRIVING HABITS SURVEY, SLOGAN RECOGNITION 2008-2010						
SLOGAN	2009		2010		2011	
	PRE	POST	PRE	POST	PRE	POST
Operation Pull Over	38.2%	44.8%	35.0%	35.9%	22.3%	35.6%
Click It or Ticket	77.4%	84.1%	74.5%	84.1%	68.2%	80.7%
Buckle Up Trucks	8.2%	8.2%	8.5%	8.5%	9.5%	8.5%



Mobile billboards featuring a message specifically targeting truck drivers and passengers were used during this year's Click It or Ticket campaign.

YOUNG DRIVERS

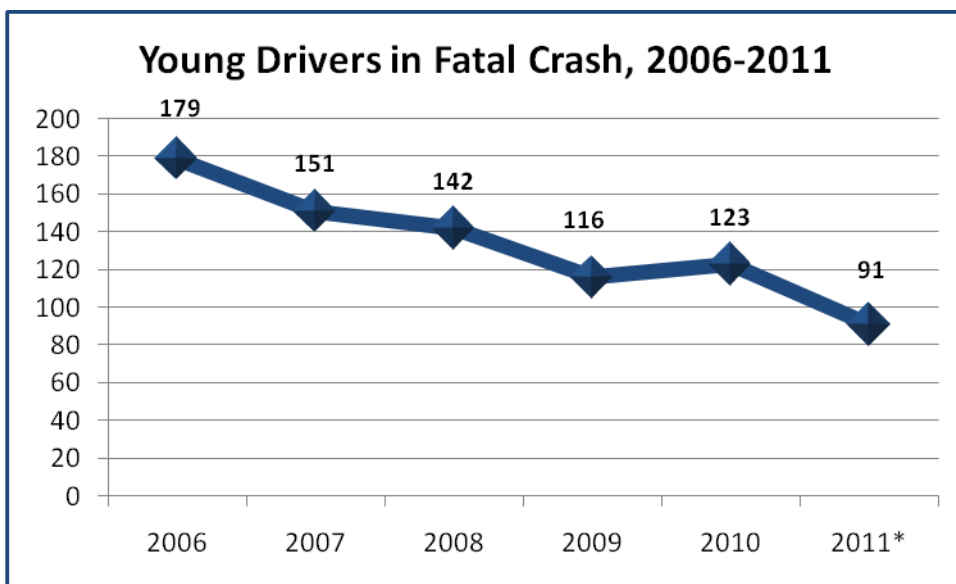
During FY 2011, young driver programming targeted drivers ages 15 to 20 and their parents.

GOALS & ACHIEVEMENTS

2010 GOAL	RESULT	ACHIEVED
Decrease the number of drivers age 15 to 20 involved in fatal crashes from 129 in 2009 to 117 in 2011	91 drivers age 15 to 20 involved in fatal crashes in 2011	✓

During FY 2011, the TSD focused efforts toward reducing young driver fatalities. The goal, to reduce the number of fatal crashes for this age group to 117, was reached. As of December 22, 2011, 103 young drivers were involved in a fatal crash (see Graph F).¹⁹

GRAPH F



Source: Indiana State Police Automated Reporting Information Exchange System.

*2011 data derived from Indiana State Police Automated Reporting Information Exchange System, Accurate as of December 22, 2011.

¹⁹ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

PROJECT DETAIL

INDIANA STUDENTS AGAINST DESTRUCTIVE DECISIONS

The Indiana Student Against Destructive Decisions (SADD) chapter extended the national mission to include focusing on life threatening consequences of destructive decisions including not wearing a seat belt, distracted driving, underage drinking, drug use, smoking, violence, bullying, and suicide. (Footnote SADD's mission) Throughout the state, 285 schools have adopted the peer-to-peer philosophy of empowerment and responsibility to promote a "no use" message.

In the fall of 2010, the Governors Highway Safety Association (GHSA) awarded the TSD and Indiana SADD one of three \$25,000 GHSA/Allstate Foundation Teen Driver Safety Grants. With these funds, the *It Only Takes One* was launched, demonstrating to youths that driver inexperience and distractions contribute to crashes. This campaign emphasized that it takes one text, song, drink, glance, or distraction cause a fatal moment. This campaign consisted of t-shirt and community campaigns. Nearly 4,000 t-shirts were distributed to students throughout Indiana who had entered into a Parent-Driving Contract. The community campaign, held between January and April 2011, consisted of 35 schools competing to win a free convocation at their school with Traffic Safety Advocate Cara Fisher. Rushville High School won the campaign.

Additionally, the SADD Student Leadership Council and students developed a 30-second *It Only Takes One* public service announcement. This PSA aired for a nine week period between April and June 2011 in eighteen of the largest AMC movie theaters throughout the state, reaching an estimated 1,195,206 viewers.



Rushville High School-Winners of *It Only Takes One* community campaign.

The Indiana SADD chapter also held six Meet in the Middle events with 30 participating high schools. In November 2011, SADD held its first Legislative Day at the Statehouse with 11 schools and 80 participants in attendance. SADD also held the second “Tomorrow Starts Tonight” program campaign, which had 12 participating high schools. Indiana SADD also provided educational programming at 61 schools and community events during FY2011.

RULE THE ROAD INDIANA

In FY 2011, the TSD launched a new teen driving initiative, Rule the Road, targeting youth ages 15 through 18 to learn safe driving skills. The events, supported by the TSD, Indiana SADD, and local law enforcement, provided young drivers hands-on driving experience with the assistance of certified emergency vehicle operators.

The TSD collaborated with the Elkhart County Sheriff’s Department to conduct the first event. Thirty-six youth participants and over 20 adult volunteers (including officers, vendors, and TSD staff), and family onlookers came to the event. The teens were provided with a variety of activities throughout the day, including hands-on driving exercises, a distracted driving simulator, seat belt convincer, Fatal Vision course, field sobriety tests, a Distractology quiz, and the Quick Click Seat Belt Challenge. Participants also listened to a youth’s perspective on the fatal crash that took the life of his cousin. According to the results of the pre- and post-tests, students’ knowledge about safe driving increased 35 percent.



Rule the Road Elkhart participants

DRIVING SIMULATOR

In June 2011, the TSD acquired an all-in-one driving simulator with “One Simple Decision”™ software. The driving simulator allowed the TSD to educate and demonstrate to Hoosiers about the dangers of distracted and impaired driving. When using the simulator, participants had the opportunity to “live through” the real-life consequences of distracted or impaired driving without putting any lives at risk. The driving simulator has been used at many community events throughout the state, as well as through schools and youth activities.

MEDIA AND COMMUNICATIONS

The topic of teen driving continued dominating the media. The TSD was active in its efforts to educate partents and teens about Indiana’s Graduated Drivers Licensing (GDL) laws, the dangers of distracted driving, and safe driving behaviors for teens. Through a series of brief, but highly targeted campaigns, the TSD used their media partnerships with Star Media, Indiana University, and Purdue University to reach out to young drivers about these issues. With a rather small portion of the budget dedicated specifically to this initiative, earned media opportunities and community event involvement were key to the TSD’s young driver communications strategy.



CAMPAIGN: DISTRACTED DRIVING. FORMAT: RADIO						
POST DATES: 3/27-4/10/2011						
PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,221	\$86,236.00	2,220	\$86,141.00	1,489,333	N/A	N/A

Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
FOCUS: YOUNG DRIVERS	300x250	3/27/11	4/3/11	1,010,830	218	0.02
	728x90	3/27/11	4/3/11	1,008,709	424	0.04
	300X250	3/27/11	4/3/11	49,801	3	0.01
	728X90	3/27/11	4/3/11	50,002	8	0.02
	300X250	3/27/11	4/3/11	100,050	43	0.04
	300X250	3/27/11	4/3/11	50,027	14	0.03
	300X250	3/27/11	4/3/11	45,719	9	0.02
	Sliding Billboard	3/29/11	3/29/11	271,641	0	0.00
CAMPAIGN TOTALS/ AVERAGES				2,586,779	719	0.022

MOTORCYCLES

The motorcycle program was designed to increase the general motoring public's awareness of motorcycles on the roadway. This program also served to educate riders of training opportunities on how to improve their riding skills, become properly licensed, and the importance of protective gear.

GOALS & ACHIEVEMENTS

2010 GOAL	RESULT	ACHIEVED
Reduce the number of motorcycle fatalities from 111 in 2009 to 109 in 2011	116 motorcycle fatalities during 2011	
Decrease the percent of motorcycle fatalities per 10K motorcycle registrations from 5.6 in 2009 to 5.5 in 2011	5.5 fatalities per 10K motorcycle registrations in 2011	

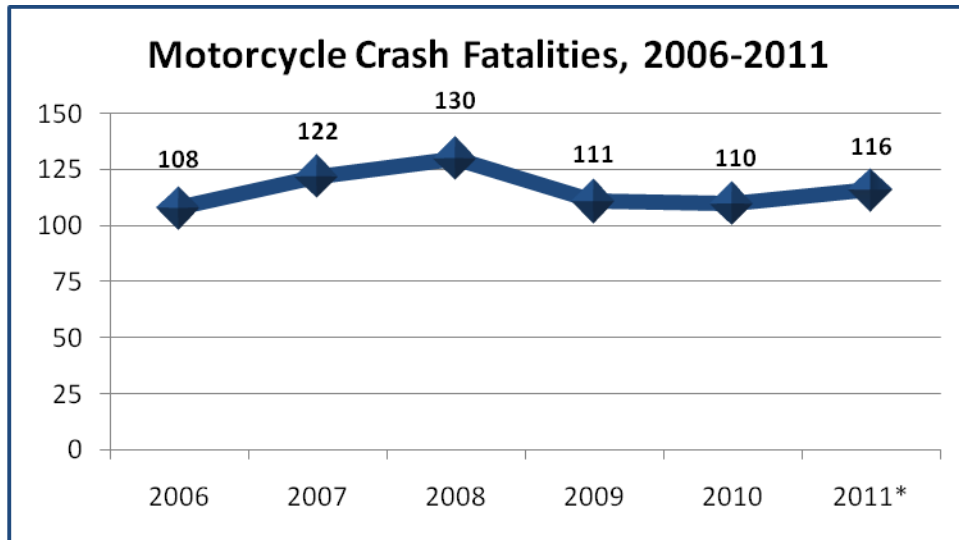
As of December 28, 2011, there have been 116 motorcycle fatalities in Indiana.²⁰ Although is slightly more than the number of motorcycle fatalities in 2010, it was still below the all-time high of 131. Given the current figures, the 2011 goal of 109 or fewer fatalities will not be met. The TSD met its goal of 5.5 percent of motorcycle fatalities per 10K motorcycle registrations.²¹

The number of unhelmeted motorcycle fatalities was a goal suggested by NHTSA for the HSP. Indiana law does not require helmets to be worn by motorcyclists with a motorcycle endorsement, if they are over the age of 18. However, the TSD would like to reduce this figure and increase motorcycle helmet usage across the state, which will contribute to a decrease in total motorcycle fatalities. In 2011, only 14 of the 116 motorcycle or moped operators and passengers involved in fatal collisions were wearing helmets; therefore, 112 operators were unhelmeted.

²⁰ Indiana State Police Automated Recording Information Exchange System as of December 28, 2011.

²¹ 2011 number of motorcycle registrations was unavailable. The number of 2010 motorcycle registrations (209,917) was used. Data was obtained from the Center for Criminal Justice Research

GRAPH G



Source: Indiana State Police Automated Reporting Information Exchange System.

* Data obtained from the Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

PROJECT DETAILS

In FY 2011, the focus of the TSD’s motorcycle program concentrated more on motorcycle riders rather than the general motoring public’s awareness of motorcycles. Specifically, emphasis was placed on increasing the percentage of motorcycle riders who were properly licensed. During FY 2011, law enforcement officers issued 636 citations to riders who did not possess a valid license or endorsement on their license. As of 2011, slightly less than 50 percent of motorcycle riders involved in a crash in 2011 were properly licensed.

Another emphasis of this program was to educate and encourage riders who have not yet been trained to enroll in a motorcycle training course. Informational brochures outlining how to become properly licensed, rider trainings, and proper protective motorcycle gear were distributed at events heavily attended by riders such as the Riley Miracle Ride and the Indiana ABATE Boogie. Informational cards for law enforcement officers and the general public were also produced, detailing how to spot impaired motorcycle riders. Posters featuring Moto GP Rider Nicky Hayden promoted the message to riders to wear protective gear. These posters were distributed at motorcycle events, the 2011 Indianapolis Red Bull GP, and to local law enforcement.



MEDIA AND COMMUNICATIONS

Save a Life, Be Aware (Speed, Protective Gear and Motorist Awareness): June 2011



Nicky Hayden signage posted at the IMS Speedway

Communications efforts for the TSD’s Motorcycle Safety & Awareness program continued flourishing in FY 2011. MotoGP Champion Nicky Hayden continued his relationship with the division, lending his support to the division’s goal to educate both riders and motorcyclists. As in past years, Hayden’s image was highly successful in creating and sustaining brand awareness among members of the target audience.

Media partnerships with the Indianapolis Motor Speedway, ABATE of Indiana, the Riley Miracle Ride and the motorcycle television program *Steel Horse*, each served as conduits to directly reach Hoosier motorcyclists. An outdoor and radio media flight worked to The TSD’s motorist awareness directive. The TSD also pushed its motorist awareness communications through press releases and digital media.

CAMPAIGN: MOTORCYCLE AWARENESS.						
FORMAT: RADIO/ TELEVISION						
POST DATES: 4/10 - 4/17/2011						
Purchased		Actual				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
1,044	\$65,503.00	1,049	\$65,353.00	6,627,385	5	\$313.71

CAMPAIGN: MOTORCYCLE AWARENESS.						
FORMAT: OUTDOOR						
POST DATES: APRIL 2011						
	PURCHASED		ACTUAL			
County	# of Boards	Investment	# of Boards	Investment	Added Value	Added Value Total
Allen	8	\$4,254.00	9	\$4,254.00	1	\$531.75
Lake	6	\$1,765.00	7	\$1,765.00	2	\$294.17
Marion	11	\$7,494.00	13	\$7,494.00	2	\$681.27
Porter	3	\$1,235.00	4	\$1,235.00	1	\$411.67
St. Joseph	8	\$4,254.00	9	\$4,254.00	2	\$531.75
Campaign Totals:	36	\$19,002.00	42	\$19,002.00	8	\$2,450.61

Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
Motorcycle Safety & Awareness	300x250	4/10/11	4/17/11	1,009,661	104	0.01
	728x90	4/10/11	4/17/11	1,008,593	448	0.04
	300X250	4/10/11	4/17/11	100,019	12	0.01
	Sliding Billboard	4/10/11	4/10/11	142,757	0	0.00
	468 x 60	4/10/11	4/17/11	11,582	4	0.03
	728 x 90	4/10/11	4/17/11	197,149	24	0.01
	300 x 250	4/10/11	4/17/11	169,048	52	0.03
	160 x 600	4/10/11	4/17/11	55,021	16	0.03
	300 x 50	4/10/11	4/17/11	53,944	4	0.01
	300X250	4/13/11	4/18/11	57,127	0	0.00
	728X90	4/13/11	4/18/11	250,030	15	0.01
	300X250	4/19/11	4/21/11	196,969	15	0.01
CAMPAIGN TOTALS/ AVERAGES				1,133,627	130	0.016

EVALUATION



A pre and post telephone survey of a sample of 1,000 randomly selected respondents was conducted to gauge the public's knowledge of a variety of traffic safety messaging, including motorcycle promotional media. The post-survey results showed that after the four month campaign, slogan recognition is greater than prior to the campaign.

DRIVING HABITS SURVEY, SLOGAN RECOGNITION 2008-2010						
SLOGAN	2009		2010		2011	
	PRE	POST	PRE	POST	PRE	POST
Save a Life! Be Aware! Motorcycles are Everywhere!	41.4%	51.7%	47.2%	50.0%	48.8%	57.7%
Ride Safe. Ride Sober.	N/A	N/A	35.8%	32.3%	28.1%	32.5%
NONE for the Road	8.2%	6.8%	8.4%	9.0%	7.2%	7.4%

DAINGEROUS DRIVING

The Dangerous Driving program focused on speed, aggressive driving and disregarding an intersection traffic control device and was designed to educate the public of the risks of all deviant driving behavior.

GOALS & ACHIEVEMENTS

2010 GOAL	RESULT	ACHIEVED
Reduce the number of speed-related fatalities from 136 in 2009 to 123 in 2011	142 speed-related fatalities during 2011	
Reduce the percentage of speed-related fatalities from 21.6% in 2009 to 21.1% in 2011	20.02% of fatal crashes were speed-related in 2011	
Reduce the number of collisions caused by a vehicle that disregarded a traffic control device from 3,983 in 2009 to 3,903 in 2011	4,011 crashes caused by a vehicle that disregarded an intersection traffic control device in 2010	TBD
Reduce the number of aggressive driving collisions from 2,890 in 2009 to 2,752 in 2011	4,133 aggressive driving collisions in 2010	TBD

As of December 22, 2011, there were 142 speed-related fatalities; therefore, the goal was not met.²² This is the first time there was an increase in this type of fatality since 2008. However, there were nearly 25 percent fewer speed-related fatalities in 2011 than in 2008. The TSD, however, exceeded its goal of reducing speed-related fatalities to 21.1 percent. As of December 22, 2011, approximately 20 percent of fatalities were the result of speed.

Preliminary data supports that the goal to reduce the number of collisions caused by a vehicle that disregarded a traffic control device to 3,903 will not be met. The TSD relies on data from the Center to determine whether this goal will be met. The data will be released in early 2012.

NHTSA states that aggressive driving applies when the investigating officer determines that a driver was engaged in at least two of the following: unsafe speed, failing to yield right of way, disregarding a traffic signal/sign, improper passing/turning/lane usage, or following too closely.²³ However, Indiana code requires at least three or more of these and similar actions to be considered an aggressive driving violation.²⁴ The TSD does not have capabilities to obtain this data from the Indiana State Police Automated Reporting Information Exchange System; therefore, the data for this goal is obtained from the Center. The Center will report this data in early 2012. Preliminary data shows; however, that this goal will not be met.

²² Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

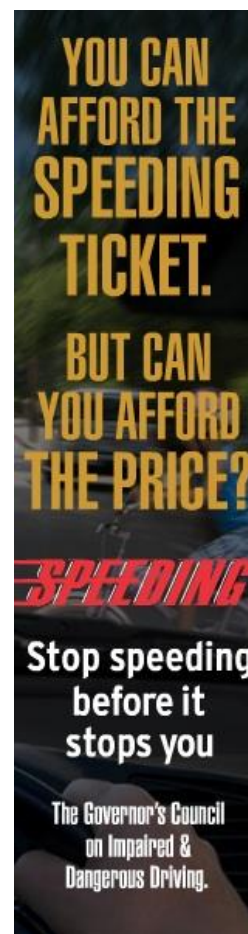
²³ 2010 Indiana Fact Book – Dangerous Driving compiled by the Center for Criminal Justice Research

²⁴ I.C. 9-21-8-55

PROJECT DETAILS

The 30 counties with the highest fatality count were asked to identify data driven common crash causes other than those addressed by impaired or occupant protection programs. From this, the TSD developed the Dangerous Driving Enforcement (DDE) grant. This grant funded overtime pay for officers who conducted zero tolerance patrols in high crash and traffic areas. The purpose of these patrols was to prevent crashes by stopping drivers exhibiting dangerous driving behaviors. Of the 30 surveyed counties, 21 were awarded funding in FY 2011. Patrols were manned by the ISP in the remaining nine counties. DDE funds and the ISP supported 31,760 man hours, which resulted in 33,777 citations and 14,153 written warnings.

One of the largest advantages of the Dangerous Driving program is that it allows local communities to address traffic safety concerns specific to them. Many recipients of the DDE grant utilize the funding for short periods of time when traffic safety needs are heightened. One of these areas is pedestrian safety. Many DDE agencies utilized this money for school zone enforcement as well as during community events when large numbers of the population will be walking, such as during a county fair. Furthermore, in 2010, the TSD partnered with INDOT to develop a *Safe Routes to School* brochure. This brochure has been made available for distribution on the ICJI website and distributed to more than 250 law enforcement agencies throughout the state for use in their communities.



Looking Beyond the Ticket

Some highlights written by the DDE program officers include:

- *During DDE in November 2010, the Evansville/Vanderburgh County TSP stopped a vehicle for speeding 15 mph over the speed limit. The driver had a felony warrant and methamphetamines in the vehicle. Two small children were in the vehicle; CPS was notified and the children were placed into protective custody. The driver was arrested for narcotics possession, neglect of a dependent, and a felony warrant.*
- *During DDE in October 2010, Officer Lenny Reed of the Evansville/Vanderburgh TSP stopped a vehicle, identified as a rental, for following too closely. As a result of the investigation, over nine pounds of marijuana and \$1,150.00 in U.S. currency were seized. The driver and passenger of the vehicle were charged with Dealing Marijuana.*
- *During an Aggressive Driving patrol in April 2011, the Tippecanoe County TSP also held a sobriety checkpoint. Between the involved departments, 232 vehicles were stopped and three DUI arrests were made, one of which was a felony. The TSP also made arrests for driving while suspended, underage drinking, and possession of marijuana.*

MEDIA AND COMMUNICATIONS

Speed: April 2011 MEDIA FOCUS: STOP SPEEDING BEFORE SPEEDING STOPS YOU

While national media focused most heavily on the dangers of distracted driving, speed was found to be the most prevalent cause of dangerous driving collisions in the Hoosier state. Because the two issues are so closely related, the TSD utilized a communications message speaking to parents and teens about the dangers of distracted driving and speed. Media correspondence announcing increased dangerous driving patrols coupled with online media generated a little over a million unique views online as well as media attention. A statewide radio flight was also launched using NHTSA developed *Stop Speed Before Speed Stops You* spots. The buy generated 830,000 gross impressions.

CAMPAIGN: SPEED.						
FORMAT: RADIO/ TELEVISION						
POST DATES: 4/17-5/1/2011						
PURCHASED			ACTUAL			
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,582	\$91,263.00	2,580	\$91,248.00	830,885	N/A	N/A

Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
Speed	300x250	4/17/11	5/1/11	1,003,197	231	0.02
	728x90	4/17/11	5/1/11	1,003,576	326	0.03
	300X250	4/17/11	5/1/11	230,041	13	0.01
	Sliding Billboard	4/17/11	4/17/11	142,480	0	0.00
	468 x 60	4/17/11	5/1/11	22,751	9	0.04
	728 x 90	4/17/11	5/1/11	243,189	34	0.01
	300 x 250	4/17/11	5/1/11	240,619	44	0.02
	160 x 600	4/17/11	5/1/11	56,432	30	0.05
	300 x 50	4/17/11	5/1/11	32,310	15	0.05
	300X250	4/29/11	5/1/11	58,041	5	0.01
728X90	4/29/11	5/1/11	61,466	15	0.02	
CAMPAIGN TOTALS/ AVERAGES				1,087,329	165	0.024

The TSD relied heavily on its media partners to create and sustain audience awareness about the dangers of distracted driving. Because the issue has become so widely discussed, and given that Indiana recently adopted a texting and driving ban, Indiana’s *Put the Brakes on Distracted Driving* tagline was developed to resonate with a wide range of audiences.



Partnerships with Indiana University and Purdue University allowed for the TSD to develop interactive messaging for both in game and online billboards. A two week, paid, radio flight was used to target younger drivers during the month of April.

EVALUATION



TELEPHONE SURVEYS

Pre and post telephone surveys were conducted to gauge driving habits before and after speed messages were delivered through media. A random sample of 1,000 residents was surveyed about their impressions and knowledge of a variety of traffic safety messages, including *Obey the Sign or Pay the Fine* and *Stop Speeding Before Speeding Stops You*.

DRIVING HABITS SURVEY, SPEED SLOGAN RECOGNITION 2008-2010						
SLOGAN	2009		2010		2011	
	PRE	POST	PRE	POST	PRE	POST
Obey the Sign or Pay the Fine	35.0%	37.8%	38.4%	35.7%	24.5%	33.1%
Stop Speeding Before Speeding Stops You.	24.3%	21.2%	19.3%	17.1%	12.0%	15.2%

CHILDREN

GOALS & ACHIEVEMENTS

2011 GOAL	RESULT	ACHIEVED
Reduce the number of fatalities age 15 and younger from 35 in 2009 to 33 in 2011	36 child fatalities during 2011	
Reduce the number of serious bodily injuries for children 15 and younger from 235 in 2009 to 222 in 2011	330 child serious bodily injuries during 2011	

The TSD did not reach the goals of reducing child fatalities or serious bodily injuries.²⁵ The number of fatalities increased from 2010 by 29 percent. The number of serious bodily injuries increased during the past year by 57 percent. The TSD continues its collaboration with law enforcement agencies and Automotive Safety Program (ASP) to reduce child fatalities and serious bodily injuries.

AUTOMOTIVE SAFETY PROGRAM

During FY 2011, the TSD continued to support the ASP at the Indiana University School of Medicine, which sought to reduce injuries and fatalities resulting from motor vehicle crashes in Indiana. The primary focus of the ASP was to educate the public about the proper use of child restraints. The ASP provided statewide public information and education programs to increase the correct use of child restraints. To do this, the ASP oversaw a network of 124 Permanent Fitting Stations, including 25 satellite sites with locations in 63 counties. These sites offered child safety seat inspections and education throughout the year. In addition to the Permanent Fitting Stations, the ASP funded 66 child safety seat clinics throughout the state.

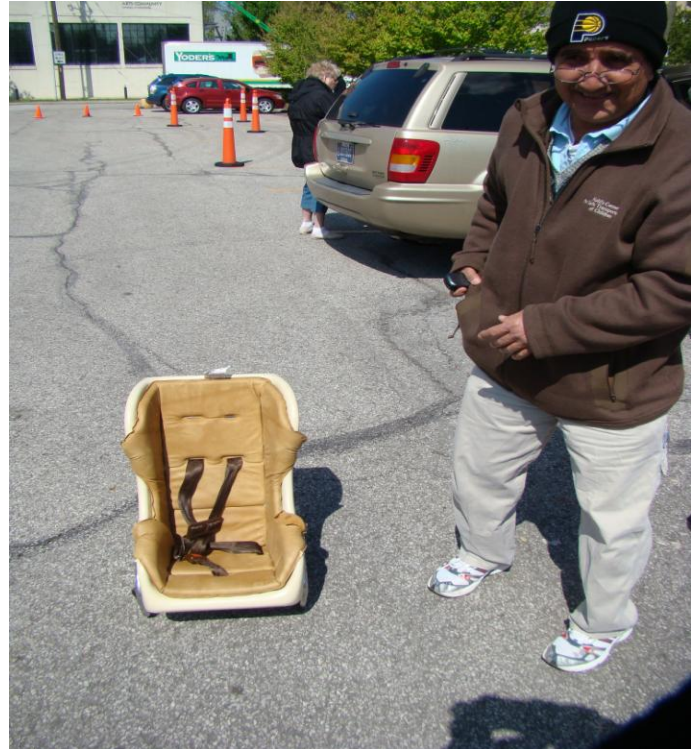
In FY 2011, ASP conducted 21 Child Passenger Safety (CPS) classes throughout the state of Indiana, adding 196 new CPS technicians, 19 of which were law enforcement officers. The addition of these new technicians aided ASP's effort to increase the number of child safety seats provided to the public. Throughout FY 2011, with funding from ASP, 10,933 car seats were inspected in Indiana. Of those inspected, 4,658 were deemed defective or unsafe and were replaced.

The ASP also continued to administer Project L.O.V.E. (Law Officer Voucher and Enforcement). This program was designed specifically for law enforcement to provide families with education on the proper use and installation of child restraints. The ASP provided law enforcement officers with vouchers they could distribute during a traffic stop, at the scene of a crash, or during an OPO event to parents or caregivers who were traveling with children who were not properly restrained in a child safety seat. Parents and caregivers could redeem the vouchers at the Permanent Fitting Station nearest to their home where they were provided with education on the proper use and installation of child safety seats as well as a new seat, if deemed necessary. In FY 2011, officers issued 941 vouchers, of which 275 were redeemed. The voucher was not intended to replace a citation.

²⁵ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

The ASP, in collaboration with the TSD, developed a new “Protecting Precious Cargo: A Guide to Child Passenger Safety” brochure. The brochures are available in English, Spanish and Burmese and have received overwhelmingly positive feedback from families as well as Child Passenger Safety advocates.

The ASP continued outreach to minority populations in an effort to educate immigrant families on child passenger safety, focusing primarily on the increasing Hispanic population. Forty-eight of the Permanent Fitting Stations offered services to Spanish speaking families. Furthermore, the ASP’s Latino Project Manager continued to serve tirelessly by coordinating health fairs, working with hospitals, conducting office appointments, and recruiting bilingual interpreters and Spanish speaking CPS Technicians.



Mauricio Joya poses with a car seat manufactured in 1981. Being deemed unsafe, it was replaced with a new seat that meets safety standards.

MEDIA AND COMMUNICATIONS

Protect Your Precious Cargo. Keep Kids Safe in Cars

The TSD worked with partners, Radio Disney and the Children’s Museum Guild, educating parents and caregivers about the importance of proper child restraints. Through strategically placed messaging and community event support, the TSD was able to directly reach audiences. Radio Disney provided audience engagement opportunities at several events, including the *ICJI Spook-tacular Seat Check* held at the Children’s Museum Haunted House. Media correspondence relating to Child Passenger Safety Week events was released in addition to scheduling a two week radio flight. Many of the TSD’s efforts relating to CPS were community-based during FY 2011. The idea of taking this message directly to target audiences was an important promotional component for program staff; thus, communications efforts were largely used as a support to specific community events.

Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
Child Passenger Safety	Sliding Billboard	9/18/11	9/18/11	142,050	98	0.07
	300x250	9/19/11	9/25/11	983,512	478	0.05
	728x90	9/19/11	9/25/11	801,232	252	0.03
	300x250	9/19/11	9/25/11	196,683	87	0.04
	300X250	9/19/11	9/25/11	100,048	25	0.02
	300X250	9/19/11	9/25/11	48,936	17	0.03
	728X90	9/19/11	9/25/11	50,005	9	0.02
	300X250	9/23/11	9/25/11	47,053	18	0.04
CAMPAIGN TOTALS/ AVERAGES				2,369,519	984	0.039

PEDESTRIANS

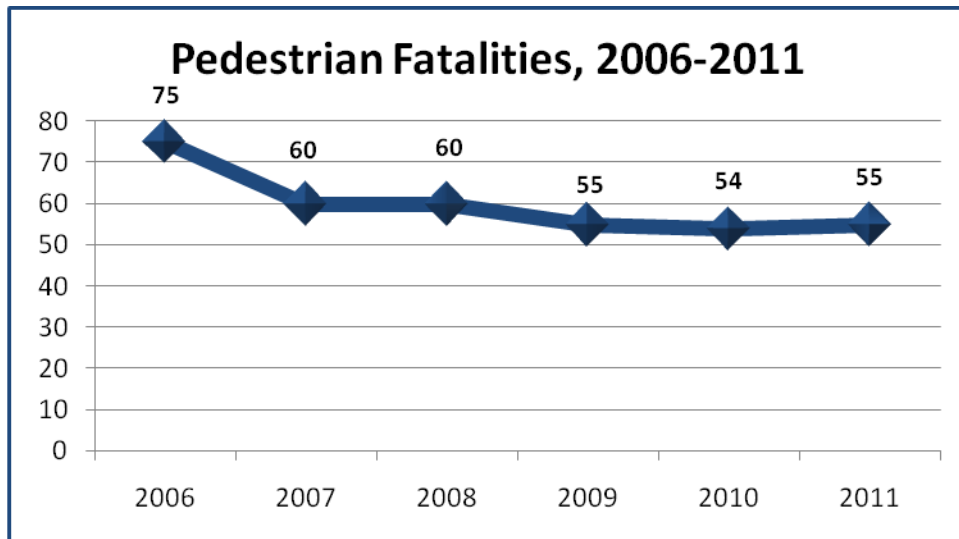
GOALS & ACHIEVEMENTS

2011 GOAL	RESULT	ACHIEVED
Reduce the number of fatalities of pedestrians from 55 in 2009 to 54 in 2011	55 pedestrian fatalities during 2011	X

As of December 22, 2011, there were 55 pedestrian fatalities.²⁶ Therefore, the goal has not been reached.

In 2011, the TSD partnered with the Indiana Department of Transportation to implement the Safe Routes to School program. This program, led by the INDOT, continued distributing educational material regarding walking and bicycle safety tips. The TSD continues to research new ways to reduce pedestrian fatalities.

GRAPH H





²⁶ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

BICYCLES

In 2010, the TSD partnered with the Marion County Traffic Safety Partnership, City of Indianapolis, and the non-profit Bicycle Indiana implementing a pilot program that addressed bicycle crashes in Marion County. Specifically, the partnership increased bicycle safety through educational outreach to adult and children bicyclists and motorists. After successful enforcement, the TSD continued this partnership in the summer of 2011. These efforts were followed by enforcement of traffic safety laws around routes that bicyclists frequented, which resulted in 48 bicyclist uniform traffic tickets.

GOALS & ACHIEVEMENTS

2011 GOAL	RESULT	ACHIEVED
Reduce the number of pedalcyclist fatalities from 7 in 2009 to 6 in 2011	12 pedalcyclist fatalities during 2011	
Reduce the number of serious bodily injuries for pedalcyclists from 64 in 2009 to 63 in 2011	81 pedalcyclist serious bodily injuries during 2011	

The goals to reduce the number of pedalcyclist fatalities and serious bodily injuries were not met in 2011.²⁷ The TSD will continue partnering with these organizations to increase the public’s knowledge regarding the legal rights and responsibilities of motor vehicle drivers and bicyclists who use Indiana roadways.

²⁷ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 22, 2011.

TRAFFIC RECORDS

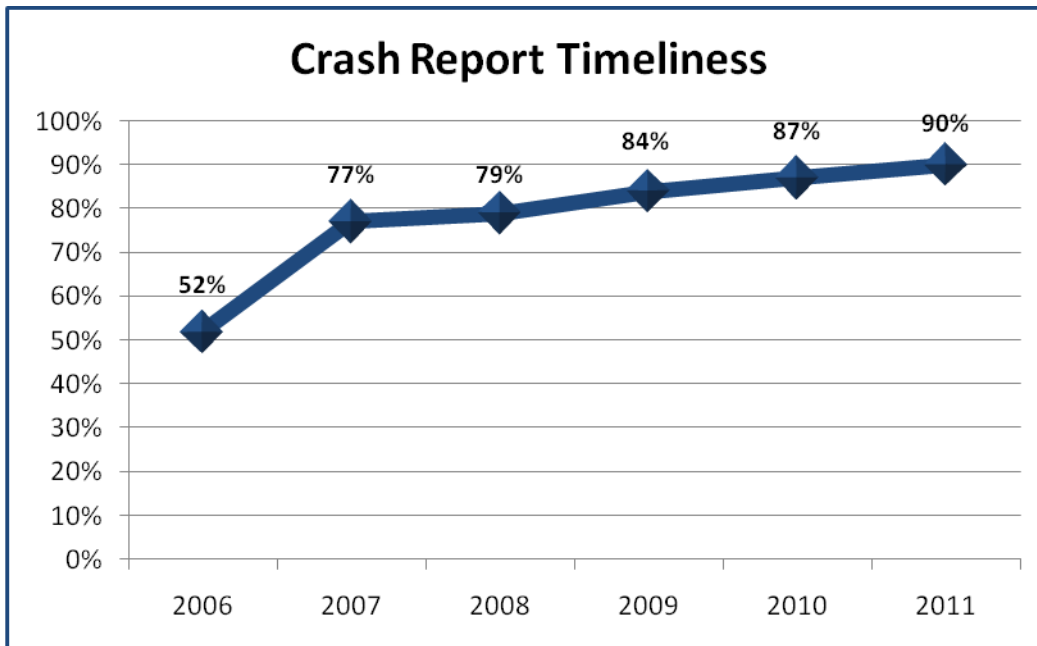
The goal of the Traffic Records program is to create an integrated traffic records system through a collaboration of all local, state and federal entities responsible for motor vehicle safety. The program is designed to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of state data that is needed to identify priorities for national, state and local roadway and traffic safety programs.

GOALS & ACCOMPLISHMENTS

2010 GOAL	RESULT	ACHIEVED
Increase the percent of electronic crash reports submitted within five days of the crash to 90% in FY 2010	89.93% of reports submitted within five days of the crash	X

The TSD depended on the accuracy and timeliness of crash reports submitted into the crash database for program decisions, resource allocation, and requests for statewide and local crash statistics. On December 7, 2011, the TSD reached its goal of increasing the percent of electronic crash reports submitted within in five days of the crash for the previous month; however, for the majority of year, less than 90 percent of electronic crash reports were submitted within five days of the crash.

GRAPH I



PROJECT DETAILS

ELECTRONIC VEHICLE CRASH REPORTING SYSTEM

During 2011, law enforcement agencies continued to enroll into Indiana's electronic vehicle crash program, ARIES. The number of electronic crash report submissions year to date has stabilized to the present level of 99.9 percent as of December 2011. Only eight agencies in the state have not enrolled into the ARIES electronic crash submission program. As of December 2011, 71 paper reports had been submitted throughout the year. For the month October 2011, 90.1 percent of reports were submitted into ARIES within five days of the crash for the first time.

CORONER'S DATA SUBMISSION PROJECT

The coroner's data submission project was originally allocated 408 funds in FY 2006 to increase the timeliness of the submission of motor vehicle fatality report forms to the state's FARS within 48 hours of the fatality. During 2011, 69 of the 92 counties reported into the coroner's database at least once in 2011. Plans are under way to upgrade the coroner's database in 2012 to help further improve the reporting into the database.

EMS DATA REGISTRY PROGRAM

Throughout 2011, EMS providers continued adopting the Firehouse EMS reporting software. The FH.NET NEMESIS import feature allowed outside vendors to conduct testing of file reports for processing. Two vendors, CityScape and AccuMed, passed testing for the submission of reports. To date, 15,300 reports were generated and submitted into the system. This data is now available to review and help create a more robust Crash Outcome and Data Evaluation System (CODES) in Indiana.

TRAUMA REGISTRY PROJECT

The Indiana Trauma Registry (ITR) is the foundation component of the Indiana trauma system, providing the means to monitor the system for efficiency and effectiveness in hopes of improving injury data submitted by hospitals for those involved in a traffic crash. During FY 2011, the number of submitting hospitals increased from 44 to 51. With the increase in trauma centers submitting, the number of trauma patient records available for analysis continues to increase. In FY 2011, the number of patient records increased to 57,800 from 18,197 in FY 2010, which is a 217.63 percent increase.

E - CODING PROJECT

The electronic coding (E-codes) of trauma victim injuries provides information as to the specific location and cause of the injury being treated in a trauma facility. The baseline percentage of hospital discharge records associated with E-codes at the beginning of this project was 58 percent. At the end of the 2010 (latest year available), the percentage of hospital records with E-codes had increased to 65.55 percent. With the increase in submissions, as well as the increase in diagnostic fields, the true picture on how the injury took place, costs associated with the crash, as well as the location of the injury will assist in developing policy.

CRASH OUTCOME DATA EVALUATION SYSTEM

Three areas were studied during the FY 2011 grant period for which reports were developed. The first report dealt with motorcycle crashes. It provided an updated analysis of the societal costs associated with helmeted and non-helmeted motorcycle riders in 2009. The report also broke down length of hospital stays and demographics of the riders. The second report looked at young drivers, 24 and younger, who were involved in crashes from 2003 to 2009. Total crash numbers were also broken down to look at the economic impact young drivers had on Indiana and the average cost of hospital care for their injuries. The final report looked at the number of distracted driving occurrences in Indiana and the economic costs associated with them. The study noted that distracted driving crashes were more frequent around intersections, possibly due to vehicles being distracted by cell phones when at or approaching an intersection. Much of the analysis completed in these three studies will be expanded into FY 2012 to further help in the development of traffic safety policies and programs.

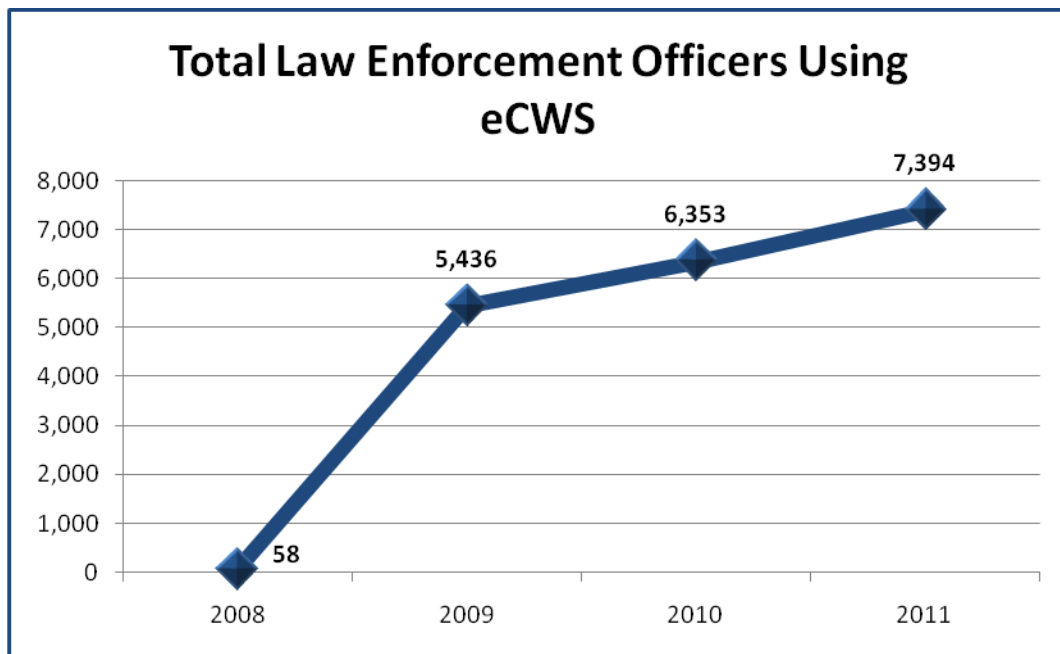
ELECTRONIC CITATION AND WARNING SYSTEM

The Judicial Technology and Automation Committee (JTAC), a division of the Indiana Supreme Court's Division of State Court Administration accepted the role of designing an electronic traffic citation system. The purpose of this project was to provide a statewide end-to-end solution for the electronic transmission of a traffic violation. This program will also bring together systems that will build on a statewide case management system, Odyssey, which will include information sharing between Indiana's court, clerks, Indiana BMV, and law enforcement agencies.

As of October 18, 2011, there were 3,822,288 traffic citations and warning tickets uploaded to the electronic Citation and Warning System (eCWS) central repository. This represents an increase of 1,211,821 citations and warnings from the previous year. Of the uploaded tickets, 277,575 were written to commercial driver license (CDL) holders. Additionally, 474,672 citations were electronically filed to JTAC's Odyssey case management system. Because of the interface between JTAC's eCWS application and the statewide court case management system, traffic infractions can be tracked from the point of delivery to the violator through adjudication.

The new release of eCWS in 2011 was deployed with a point and click mapping component that aides the officers in assigning a latitude and longitude to the citation or warning. This will assist in comparing enforcement measures in specific traffic safety programs. In 2011, 246 law enforcement agencies have been trained on the new version of eCWS with 7,200 users designated to use the system (See Graph J). The TSD qualified a second year for \$1,188,437 in NHTSA funding through the Racial Profiling grant to help expand the eCWS system to law enforcement officers throughout the state to improve the quality of collected information obtained during the traffic stop.

GRAPH J



FISCAL YEAR 2010 EXTRAS

LEL HIGHLIGHTS

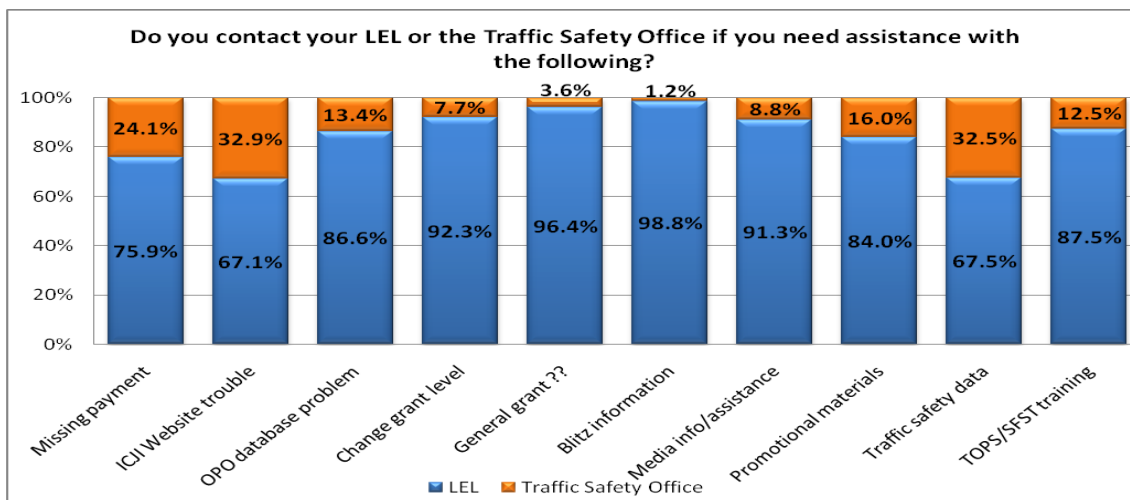
Seven regional LELs, located throughout Indiana, are the liaison between the TSD and local and state law enforcement agencies. Their primary focus was to recruit law enforcement agencies, implement traffic safety programs, monitor, and administrate traffic safety initiatives throughout the state. The LELs were the local agencies' primary contact for state traffic safety programs by assisting subgrantees with retrieving crash reports, BAC results, and coroner's reports. To ensure subgrantee performance and fiscal accountability, during FY 2011, they conducted a combined total of 589 hours of on-site monitoring, 880 hours of meetings, and 122 hours of media outreach. In addition, the LELs recruited two new agencies to participate in TSD funded programs, increasing the total number of participating agencies to 256 throughout 80 counties.

ICJI Traffic Safety Division; Law Enforcement Liaison Program Survey, 2011

In May 2011, with the collaboration of ICJI's Research and Planning Division, the TSD conducted an online survey to determine subgrantee satisfaction with their LEL. Nearly all of the respondents, 97.7 percent, had sufficient face-to-face contact with their LEL, most meeting on a quarterly basis. Eighty-five percent of the respondents stated their LEL was their primary contact for assistance (See Graph J).

According to the respondents, the LELs strongly encouraged agencies to conduct media events. All respondents reported that media materials were received from the LELs prior to the start of each blitz. These materials include pre and post media release templates and talking points. One-third of the respondents had not conducted a media event in the year prior to the survey for reasons such as lack of manpower and lack of nearby media outlets; however, it was stated that the LELs encouraged them to work with bigger agencies to combine media efforts. Overall, it appears that the respondents were satisfied with their interaction with their LELs.

GRAPH K



FEDERAL FUNDS

PROGRAM FUNDING

PROGRAM FUNDING

SECTION 402

Based on traffic safety problems identified by the state, Section 402 program funds are used to support the state's highway safety plan. Section 402 funds act as a resource to support programs that address a wide range of highway safety problems related to human factors that contribute to the reduction of crashes, deaths, and injuries.

In FY 2011, a majority of Section 402 funds supported Indiana's communications efforts for traffic safety messaging, dangerous driving programs, occupant protection and statewide training efforts of law enforcement.

SECTION 406

After the passage of Indiana's primary seat belt bill in 2007, Indiana received \$15.7 million in Section 406 funds. These funds have been reduced over the last few years and in FY 2011 they were utilized to help support research efforts to enhance traffic safety in Indiana.

SECTION 410

Section 410 funds are used to support the development, implementation, or continued enforcement of programs aimed at reducing traffic safety problems from persons driving under the influence of alcohol or controlled substances.

In FY 2011, over half of Section 410 funds supported impaired driving countermeasures such as DUI Taskforce enforcement and the Fatal Alcohol Crash Teams. The remaining funds were used to support additional impaired driving, community traffic service, program management and police traffic service programs.

SECTION 405

The occupant protection incentive grant provides funds to be used for the development, implementation, or continued enforcement of programs aimed at reducing highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles.

In FY 2011, the Section 405 funds were distributed to Indiana's occupant protection programs. Funds supported the Automotive Safety Program, rural demonstration project, seat belt enforcement initiatives as well as occupant protection related media.

SECTION 2010

Section 2010 of SAFETEA-LU provides an incentive grant to encourage the adoption and implementation of effective programs to reduce the number of single and multi-vehicle crashes involving motorcyclists. Section 2010 funds are used for motorcyclist safety training and motorcyclist awareness programs, including improvement of training curricula, delivery of training as well as public awareness and outreach programs.

In FY 2011, section 2010 funds supported motorcycle training in the state as well as public awareness media campaigns regarding motorcycles.

SECTION 408

Section 408 provides funding for the development and implementation of traffic records system improvements. Section 408 funds provide for the improvement of timeliness, accuracy and uniformity of safety data. Funds also support the linking of state data systems, specifically traffic records with other data systems within the state.

In FY 2011, 408 funds were used to support the traffic records e-citation program, with the rest of the funds supporting the trauma registry program, traffic records coordinator, CODES, data payment to the Bureau of Motor Vehicles and support for advancing the EMS Firehouse software program.

SECTION 2011

Legislation was passed in the 2009 Indiana legislative session to clean up the statutory language of the child passenger safety restraint code. These changes were later determined by NHTSA to qualify Indiana for the section 2011 child safety and child booster seat incentive grant. These funds were used to help reduce the number of unrestrained and improperly restrained children injured or killed in motor vehicle crashes.

In FY 2011, Section 2011 funds were used by the Automotive Safety Program to purchase additional child restraint devices for distribution, car seat clinics and to enhance their educational efforts to inform the public on proper child restraint device usage.

SECTION 1906

Section 1906 was established as a new grant program available to encourage states to enact and enforce a law that prohibits the use of racial profiling in highway law enforcement and to maintain and allow public inspection of statistical information for each motor vehicle stop in the State regarding the race and ethnicity of the driver and any passengers.

In FY 2011, the TSD applied for and qualified for a second year as an assurance state for Section 1906 funds. These funds continue to be used to help increase the number of law enforcement agencies in the state who generate citations using the eCWS program. These citations are then submitted into the statewide Odyssey Case Management System, which is administered by the Judicial Technology and Automation Committee. This system has a public access point for the public to utilize to query citation data based on the demographics of the offender.

NON-PROGRAM FUNDING

MADD

In FY 2011, the TSD was again awarded a grant for \$25,000 from the MADD national office to help increase the BAC testing rate of those involved in fatal crashes in Indiana. This grant was utilized as an incentive grant to law enforcement agencies that collected BAC testing results in all of their fatal crashes in 2011. This funding served as an incentive to other agencies to increase their testing so they too could potentially qualify for DUI related enforcement equipment if funding were made available.

FUNDING STRATEGY

In order to determine grantee funding eligibility and award amounts in FY 2011, ICJI continued to use its objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allows for focus to be placed on high fatality counties while still continuing funding on a statewide basis.

To create a maximum funding level for each group, the TSD established the following four county population categories: small (population fewer than 30,000); medium (population between 30,000 and 49,000); large, (population between 50,000 and 99,000); and extra large (population greater than 100,000). In following the first part of the formula, the TSD evaluates each grant proposal to determine its funding eligibility based on the following criteria: submission of an explanation of how the proposal specifically addresses Indiana's traffic fatalities, the previous effectiveness of the program for the agency and the agency's data reporting quality. While some programs concentrate on statewide or regional solutions, special emphasis will be placed on grantees to develop local solutions to local problems.

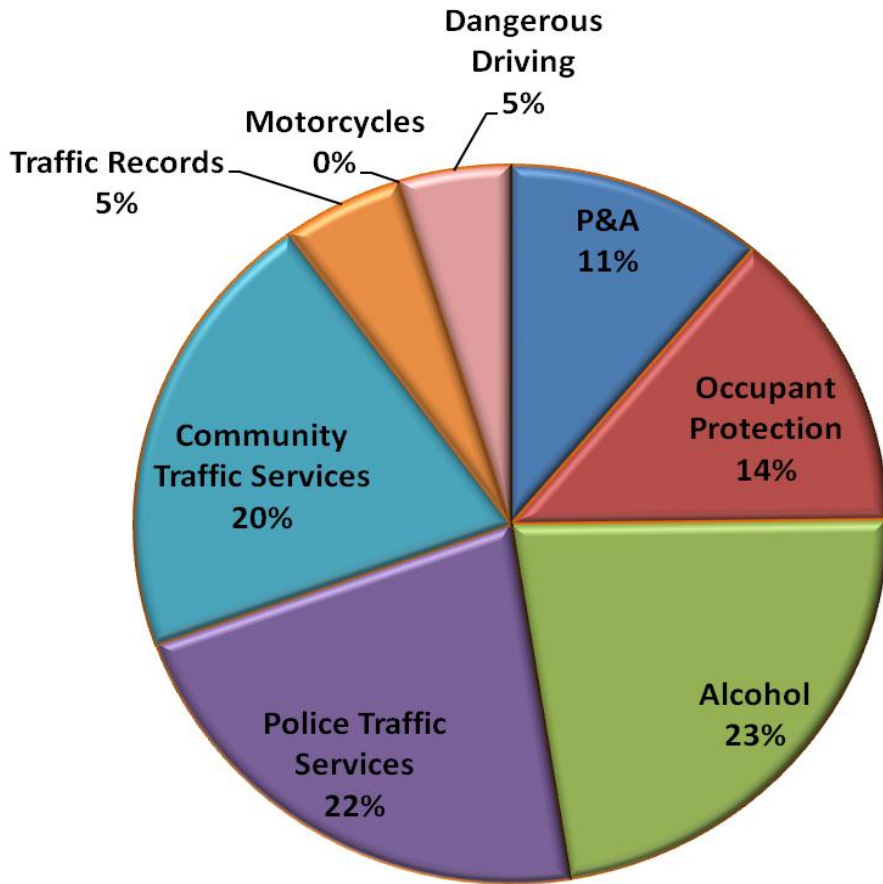
The second part of the formula involves targeting counties with the highest fatality numbers with additional funding beyond the blanket approach. Funding will be made available through de-obligated funds carried over from the previous fiscal year's grantees. Using unrestrained, dangerous driving and alcohol related crashes or fatalities as indicators for increased funding, ICJI will continue to examine trends in order to identify those jurisdictions that account for the majority of the State's traffic fatalities. Those counties will then become eligible for any available funding based on their ability to identify their specific problem through data and to present new and innovative traffic strategies with formalized evaluation of the programs.

FISCAL SUMMARY

TRAFFIC SAFETY BUDGET BREAKDOWN, BY PROGRAM AREA

	402	405A OP	406	408 Traffic Records	410 Alcohol	2011 Boosters	2010 Motorcycle	154 Transfer	Total
P&A	523,333								1,046,666
Occupant Protection	388,821	550,652				350,000			1,289,473
Alcohol	88,500				2,048,279				2,136,779
PTS	2,079,697								2,079,697
CTS	1,387,578	69,159			465,968				1,922,705
Traffic Records	200,000		142,902	128,217				19,598	490,717
Motorcycles									0
Dangerous Driving	453,810								453,810
Total	5,121,739	619,811	142,902	128,217	2,514,247	350,000	0	19,598	9,419,847

Traffic Safety Budget, by Percent



FY 2010 Actual Expenditures as of December 22, 2011

	2011 Budget	406	402	410 Alcohol	2011 Boosters	405A OP	2010 Motorcycle	408 Traffic Records	1906 Racial Profiling	154 HE/AL	Total Fed.Funds	State Hard Match	Total Federal & State
Planning and Administrative (P&A)													
Planning & Administration-Federal	523,333	0	523,333	0	0	0	0	0	0	0	523,333	0	523,333
Planning & Administration-State	523,333	0	0	0	0	0	0	0	0	0	0	523,333	523,333
Sub-total P&A	1,046,666	0	523,333	0	0	0	0	0	0	0	523,333	523,333	1,046,666
Section II: Occupancy Protection													
Program Management	63,000	0	1,431	0	0	0	0	0	0	0	1,431	0	1,431
Automotive Safety Program	850,000	0	0	0	350,000	500,000	0	0	0	0	850,000	0	850,000
Seat Belt Enforcement (OPO)	575,000	0	387,390	0	0	0	0	0	0	0	387,390	0	387,390
Rural Demonstration Project	60,000	0	0	0	0	50,652	0	0	0	0	50,652	0	50,652
Sub-total Occ Protection	1,548,000	0	388,821	0	350,000	550,652	0	0	0	0	1,289,473	0	1,289,473
Section III: Alcohol													
Program Management	73,000	0	0	5,507	0	0	0	0	0	0	5,507	0	5,507
FACT Teams	750,000	0	0	421,068	0	0	0	0	0	0	421,068	0	421,068
Enforcement (DUI Task Force)	1,500,000	0	0	1,213,204	0	0	0	0	0	0	1,213,204	0	1,213,204
SFST/DRE	195,000	0	0	195,000	0	0	0	0	0	0	195,000	0	195,000
Traffic Safety Resource Prosecutor	195,000	0	0	0	0	0	0	0	0	0	0	0	0
Excise Police	125,000	0	0	125,000	0	0	0	0	0	0	125,000	0	125,000
SADD	152,000	0	88,500	88,500	0	0	0	0	0	0	177,000	0	177,000
Sub-total Alcohol	2,990,000	0	88,500	2,048,279	0	0	0	0	0	0	2,136,779	0	2,136,779
Section IV: PTS													
Program Management	63,000	0	585	0	0	0	0	0	0	0	585	0	585
Statewide Training	10,000	0	13,384	0	0	0	0	0	0	0	13,384	0	13,384
OPO Awards Banquet	95,000	0	96,094	0	0	0	0	0	0	0	96,094	0	96,094
BCC Enforcement	2,125,000	0	1,969,634	0	0	0	0	0	0	0	1,969,634	0	1,969,634
Indiana State Police	1,600,000	0	0	0	0	0	0	0	0	0	0	0	0
Sub-total PTA	3,893,000	0	2,079,697	0	0	0	0	0	0	0	2,079,697	0	2,079,697
Section V: Community TS													
LEL Program	540,000	0	540,000	0	0	0	0	0	0	0	540,000	0	540,000
Media / Communications Division	1,650,000	0	795,056	465,968	0	69,159	0	0	0	0	1,330,183	0	1,330,183
Clarian	52,000	0	52,523	0	0	0	0	0	0	0	52,523	0	52,523
Sub-total Community TS	2,242,000	0	1,387,578	465,968	0	69,159	0	0	0	0	1,922,705	0	1,922,705
Section VI: Traffic Records													
Program Management	78,000	0	0	0	0	0	0	4,466	0	0	4,466	0	4,466
Indiana University Center	350,000	142,902	200,000	0	0	0	0	0	0	0	342,902	0	342,902
Purdue University	115,000	0	0	0	0	0	0	114,951	0	0	114,951	0	114,951
Payment to the BMV	10,000	0	0	0	0	0	0	0	0	0	0	0	0
Traffic Records Improvements	525,000	0	0	0	0	0	0	0	0	0	0	0	0
Adobe	0	0	0	0	0	0	0	8,800	0	0	8,800	0	8,800
Racial Profiling Grant	885,460	0	0	0	0	0	0	0	19,598	0	19,598	0	19,598
Sub-total Traffic Records	1,963,460	142,902	200,000	0	0	0	0	128,217	19,598	0	490,717	0	490,717
Section VII: Motorcycles													
LeasePurchase of Facility	10,000	0	0	0	0	0	0	0	0	0	0	0	0
Training Motorcycles	10,000	0	0	0	0	0	0	0	0	0	0	0	0
Media / Public Awareness Campaign	0	0	0	0	0	0	0	0	0	0	0	0	0
Sub-total Motorcycles	20,000	0	0	0	0	0	0	0	0	0	0	0	0
Section VIII: Dangerous Driving													
Dangerous & Impaired Driving	650,000	0	453,810	0	0	0	0	0	0	0	453,810	0	453,810
Sub-total Dangerous Driving	650,000	0	453,810	0	0	0	0	0	0	0	453,810	0	453,810
Total 2011 Budget Expenditures	14,353,126	142,902	5,121,739	2,514,247	350,000	619,811	0	128,217	19,598	0	8,896,514	523,333	9,419,847

LEGISLATIVE SUMMARY

In 2011 there was minimal legislation that directly affected traffic safety in Indiana, but the legislation that did occur was important. There were a few minor enhancements to the traffic code to further improve safety on Indiana roadways. All legislation was effective July 1, 2011 unless otherwise noted.

TEXTING WHILE DRIVING:

I.C. 9-21-8-59 - (a) A person may not use a telecommunications device to:

- (1) type a text message or an electronic mail message;
- (2) transmit a text message or an electronic mail message; or
- (3) read a text message or an electronic mail message;

while operating a moving motor vehicle unless the device is used in conjunction with hands free or voice operated technology, or unless the device is used to call 911 to report a bona fide emergency.

(b) A police officer may not confiscate a telecommunications device for the purpose of determining compliance with this section or confiscate a telecommunications device and retain it as evidence pending trial for a violation of this section.

IC 9-24-11-0.5 IS REPEALED

WORK ZONE SAFETY:

I.C. 9-21-5-11 – Amended statute to say that worksite speed limits must be at least 10 mph below the maximum speed limit, but repealed section which says that a worksite speed limit may not exceed 45 mph.

I.C. 9-21-8-55 – Increases to a Class B infraction acts of aggressive driving listed in I.C. 9-21-8-55 when committed in the “immediate vicinity” of a highway work zone when workers are present.

DRUNK BOATING:

I.C. 14-15-8 – Made Implied Consent law for Boating While Intoxicated the equivalent of I.C. 9-30-6-7, requiring officers to offer a PBT or chemical test to any person if there is probable cause to believe the person that operated the motorboat was in a serious bodily injury or fatal crash and to offer a chemical test if the person refuses, tests positive, or the officer has probable cause to believe they are under the influence of alcohol or a narcotic drug.

I.C. 14-15-8-15 – Amended the old Boating While Intoxicated statute to provide that a refusal to submit to a chemical test will result in suspension of a person’s motor vehicle privileges as well as motor boat privileges.

FORMATION OF THE INDIANA STATE DEPARTMENT OF TOXICOLOGY

IC 10-20.1-1-1 – Created an advisory board to oversee the transition from the Indiana University Department of Toxicology to the Indiana State Department of Toxicology. The Board is set to transition the department, obtain accreditation, and recommend additional legislation. Their report is due September 1st, 2012.

HAND GUN

I.C. 35-47-2-1 – A person or their passenger may carry a firearm in a motor vehicle without a license if it is unloaded, not readily accessible, and secured in a case. Prior to this new statute, a person could only have an unlicensed firearm on their property.

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