



Annual Evaluation Report

Federal Fiscal Year

2014



What will you do today to contribute to a safer Ohio?



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Overview

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), the Ohio Traffic Safety Office (OTSO) administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives, and contracts for traffic safety activities.

This Annual Evaluation Report summarizes activities that occurred between October 1, 2013 and September 30, 2014. Activities listed in this report that can be directly tied to a specific county reached 93.8 percent of Ohio's population (approximately 10.8 million people). Grants with the Ohio State Highway Patrol (OSHP) and our Paid Media contract potentially reach the entire state, for 100 percent reach.

Mission Statement

The Ohio Traffic Safety Office (OTSO) mission is to save lives and reduce injuries on Ohio's roads through leadership and partnering efforts with others interested in traffic safety, utilizing the most innovative and efficient methods possible of managing state and federal resources.

Accomplishments

Ohio reached an historic low number of traffic fatalities in 2013. For the first time since traffic fatalities have been recorded, Ohio has fewer than 1,000 fatalities (990).

Ohio reached an all-time observed seat belt usage rate of 85.0 percent.

FFY 2014 is the second year that all sub-grantees have been aligned into Ohio's eight patrol districts. Each district holds quarterly meetings with all sub-grantees (required in the grant terms and conditions) and any other local agencies that have a vested interest in traffic safety. The OSHP district Captain takes the lead in the meeting. The following are examples of agenda items: current topics are discussed (i.e. current crash trends, mobilizations, upcoming grant deadlines, etc.), opportunities for agencies to work together (i.e. high visibility enforcement overtime for law enforcement, education and earned media for Safe Communities, etc.), presentations (i.e. what is working, what resources are available, etc.) and any other traffic safety topics in the area. The agencies are really beginning to work together to reduce Ohio's traffic-related fatalities. Projects are being coordinated, ideas are being shared within the district and between districts on common routes.

Safe Communities programs reported almost 500 activities that received over 27,000,000 gross impressions using print, radio, television and web. Volunteers also donated over 4,600 hours to the program for a value of \$104,911.62.

As of the last graduating class, Ohio has 102 DREs meeting the goal of 100 DREs.

In FFY 2014, Ohio's Traffic Safety Resource Prosecutor (TRSP) trained 638 students from 240 agencies in Ohio's Cops In Court course and trained 249 students from 114 agencies in the Prosecuting the Drugged Driver course.

Crash Data

Ohio Performance Measures

Core Outcome Measures 2008 - 2012

Description		2008	2009	2010	2011	2012	2014 Goal
C-1	Number of traffic fatalities <i>5-year moving average</i>	1,191 <i>1,258</i>	1,022 <i>1,205</i>	1,080 <i>1,157</i>	1,017 <i>1,113</i>	1,123 <i>1,087</i>	<i>1,078</i>
C-2	Number of serious injuries in traffic crashes <i>5-year moving average</i>	10,113 <i>10,860</i>	9,774 <i>10,427</i>	10,175 <i>10,249</i>	9,665 <i>10,039</i>	9,781 <i>9,901</i>	<i>9,805</i>
C-3a	Fatalities Per 100 Million Vehicle Miles Traveled (Total) <i>5-year moving average</i>	1.10 <i>1.14</i>	.92 <i>1.09</i>	.97 <i>1.05</i>	.91 <i>1.01</i>	1.00 <i>.98</i>	<i>.97</i>
C-3b	Fatalities Per 100 Million Vehicle Miles Traveled (Rural) <i>5-year moving average</i>	2.15 <i>2.19</i>	1.82 <i>2.14</i>	1.97 <i>2.09</i>	1.82 <i>2.00</i>	1.74 <i>1.90</i>	<i>1.94</i>
C-3c	Fatalities Per 100 Million Vehicle Miles Traveled (Urban) <i>5-year moving average</i>	.59 <i>.61</i>	.49 <i>.57</i>	.48 <i>.54</i>	.47 <i>.52</i>	.60 <i>.53</i>	<i>.51</i>
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions <i>5-year moving average</i>	443 <i>529</i>	400 <i>491</i>	404 <i>455</i>	358 <i>426</i>	416 <i>404</i>	<i>399</i>
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a .08 BAC or above <i>5-year moving average</i>	351 <i>383</i>	325 <i>369</i>	335 <i>357</i>	310 <i>342</i>	385 <i>341</i>	<i>336</i>
C-6	Number of speeding-related fatalities <i>5-year moving average</i>	269 <i>250</i>	287 <i>273</i>	321 <i>282</i>	299 <i>291</i>	356 <i>306</i>	<i>284</i>
C-7	Number of motorcyclist fatalities <i>5-year moving average</i>	213 <i>174</i>	166 <i>181</i>	170 <i>179</i>	165 <i>181</i>	162 <i>175</i>	<i>179</i>
C-8	Number of un-helmeted motorcyclist fatalities <i>5-year moving average</i>	146 <i>123</i>	130 <i>130</i>	125 <i>128</i>	120 <i>129</i>	124 <i>129</i>	<i>127</i>
C-9	Number of drivers 20 or younger involved in fatal crashes <i>5-year moving average</i>	191 <i>234</i>	175 <i>214</i>	159 <i>195</i>	160 <i>181</i>	150 <i>167</i>	<i>166</i>
C-10	Number of pedestrian fatalities <i>5-year moving average</i>	99 <i>98</i>	85 <i>97</i>	93 <i>96</i>	104 <i>98</i>	115 <i>99</i>	<i>97</i>

Source: FARS and State Crash Data Files

Core Behavior Measure 2010 - 2014

Description		2010	2011	2012	2013	2014	2014 Goal
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	83.8	84.1	82.0*	84.5	85.0	83.0

Source: Ohio Statewide Observational Seat Belt Survey

*2012 Statewide Seat Belt Survey was conducted using NHTSA's new methodology

Core Activity Measure 2010 - 2014

Description		2010	2011	2012	2013	2014
A-1	Number of seat belt citations	37,163	39,715	41,397	46,135	37,881
A-2	Number of impaired driving arrests	7,185	8,079	8,298	8,140	7,155
A-3	Number of speeding citations issued	126,127	128,464	128,488	150,142	266,995

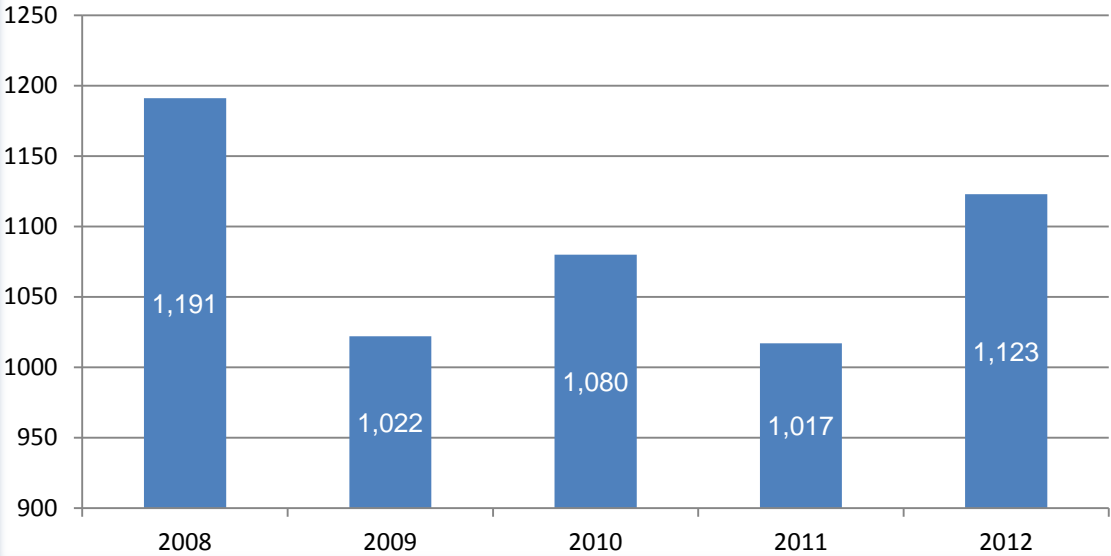
Source: Citations are issued during grant-funded enforcement activities and are reported in the Ohio GRANTS System

Ohio Vehicle Miles of Travel

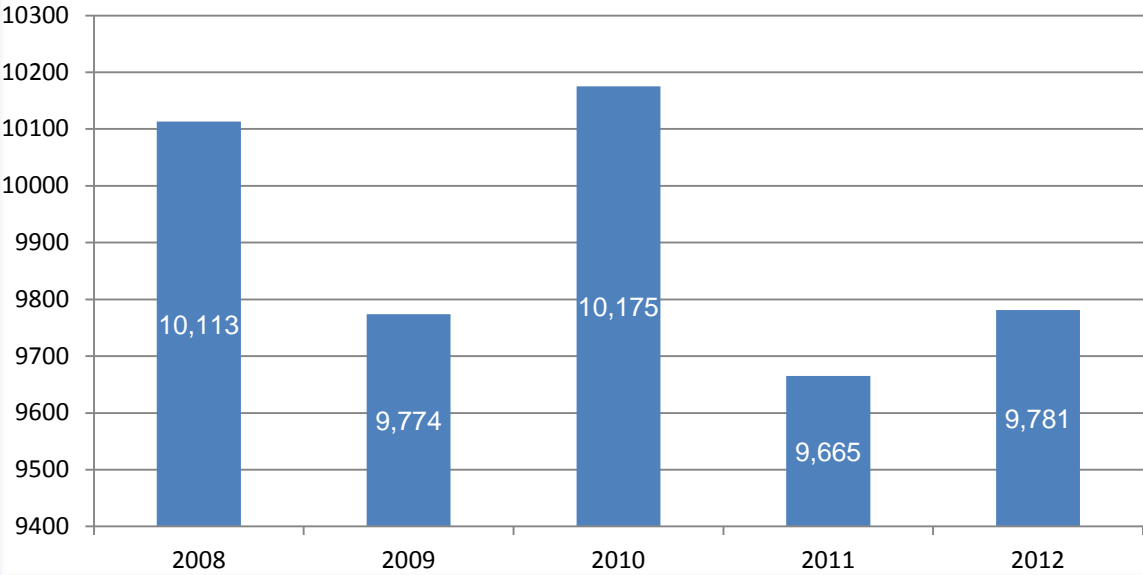
Year	Vehicle Miles of Travel
2009	110,775,675,000
2010	113,503,615,650
2011	112,665,582,950
2012	111,467,908,450
2013	112,737,236,100

Source: Ohio Department of Transportation

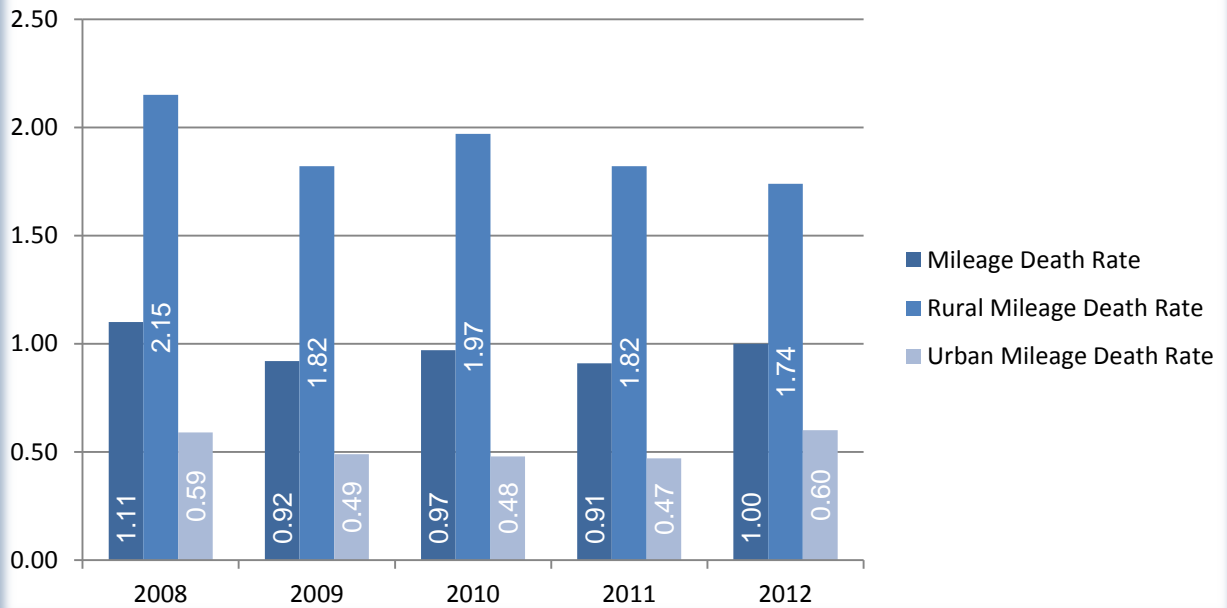
Traffic Fatalities



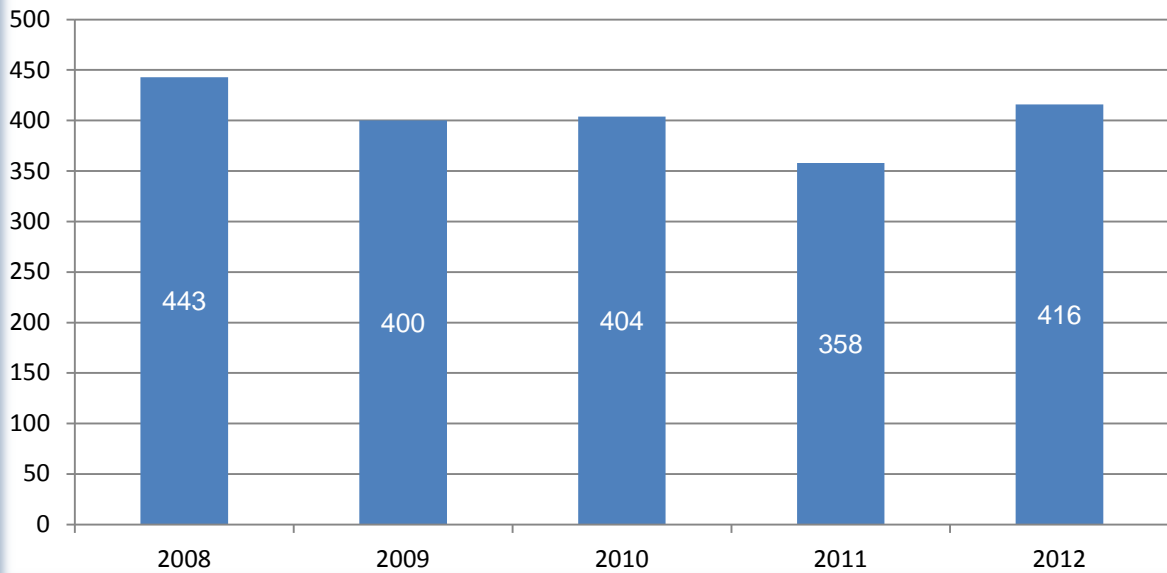
Serious Injuries



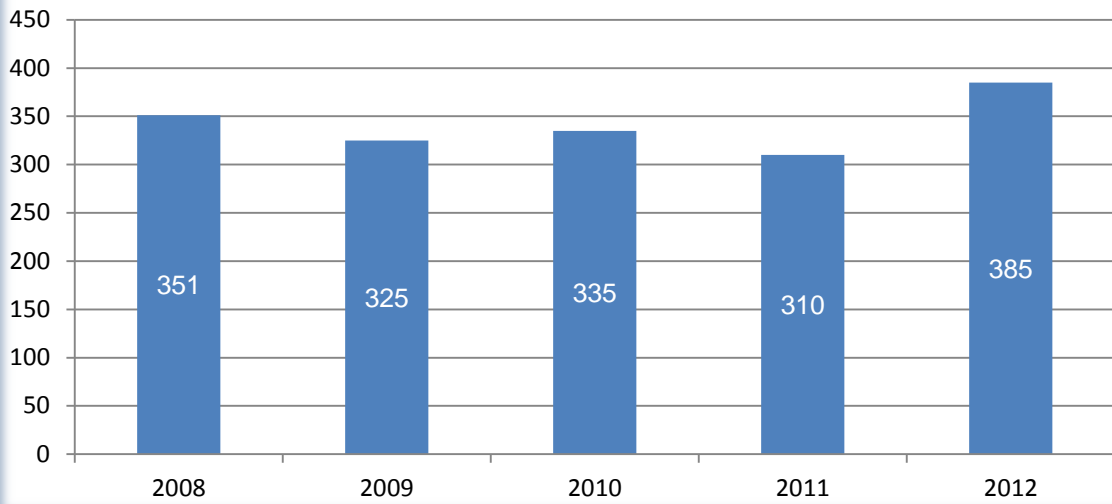
Mileage Death Rates



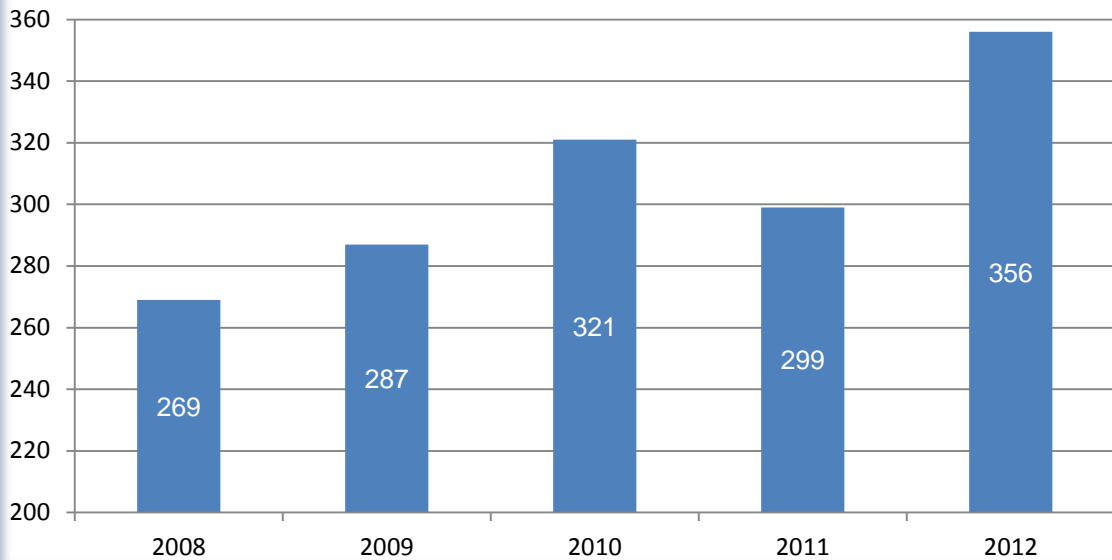
Unrestrained Passenger Fatalities



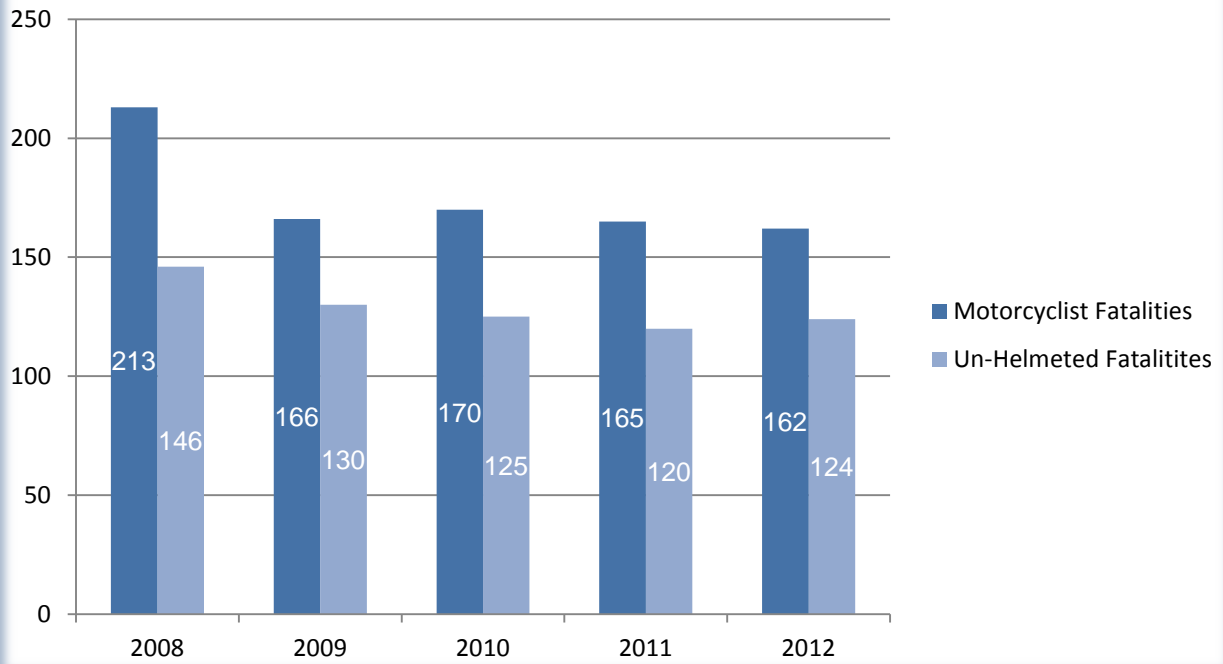
Fatalities Involving a Driver or Motorcycle Operator with a BAC .08 or Higher



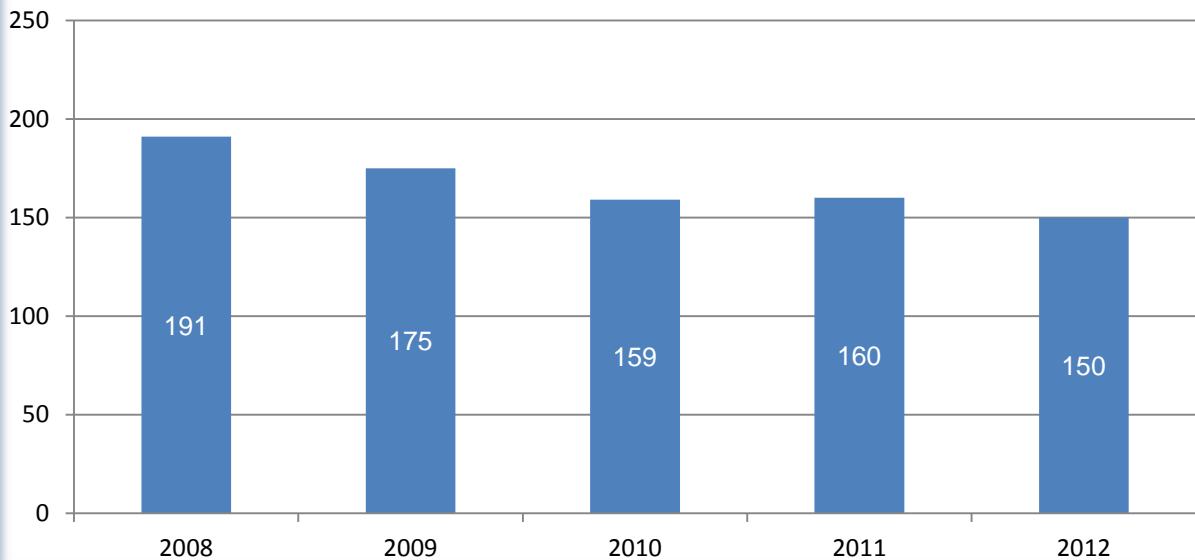
Speed-Related Fatalities



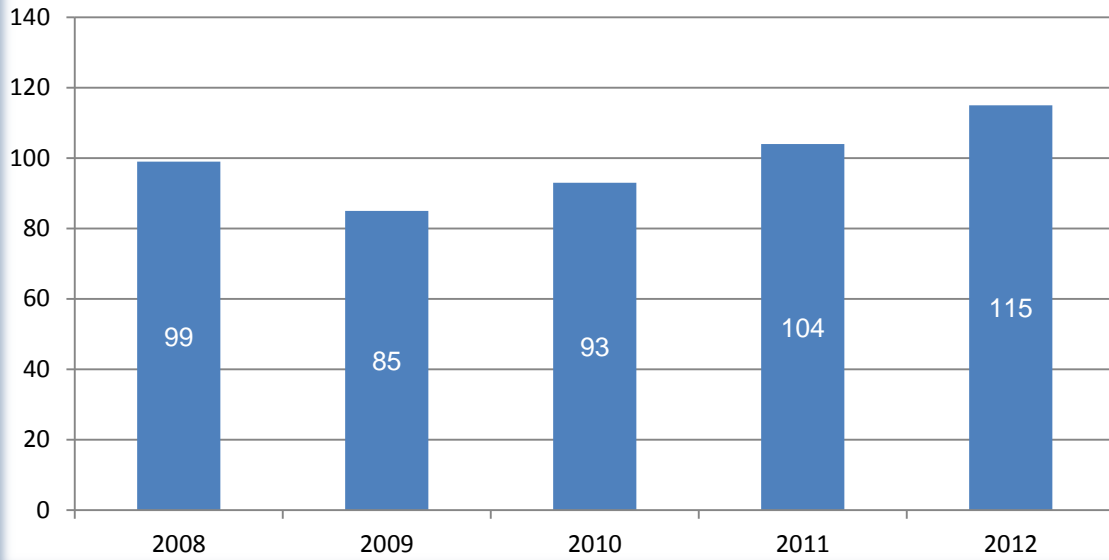
Motorcyclist Fatalities



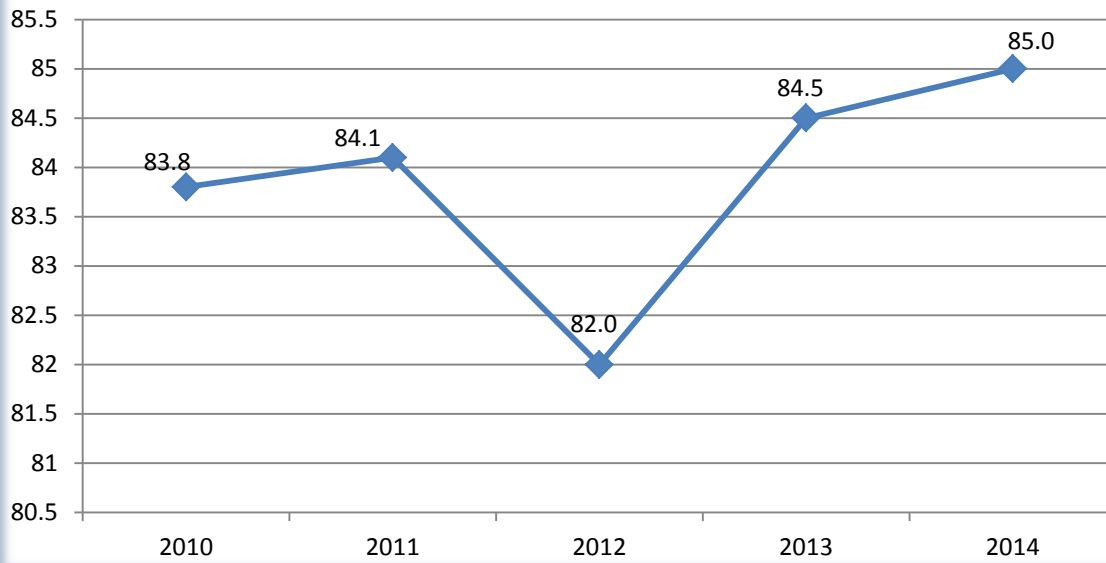
Drivers 20 or Younger Involved in a Fatal Crash

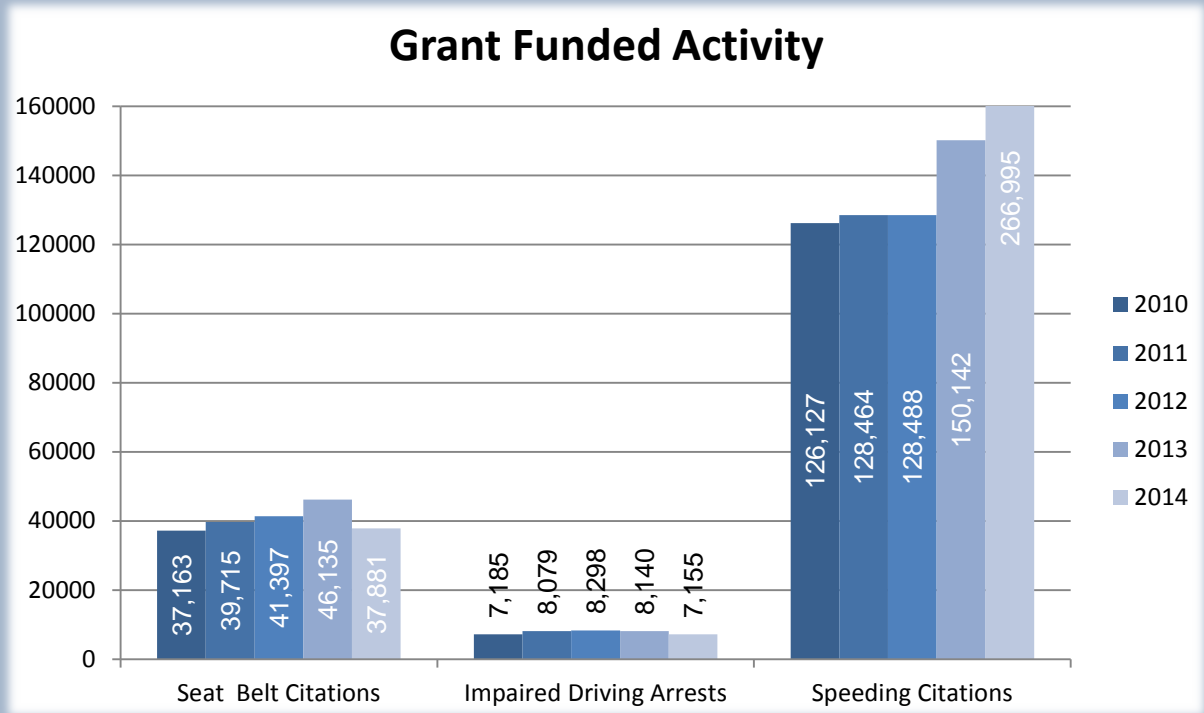


Pedestrian Fatalities



Observed Seat Belt Usage*





*Began using the new NHTSA approved methodology in 2012.

Fatal/Serious Injury Program Area

Overview

- C-1) To decrease traffic fatalities 3.14 percent from the 2007 – 2011 calendar base year average of 1,113 to a 2008 – 2012 year average of 1,078 by December 31, 2013 and to a 2010 – 2014 year average of 1,011 by December 31, 2015.
- C-2) To decrease serious traffic injuries 2.33 percent from the 2007 – 2011 calendar base year average of 10,039 to a 2008 – 2012 year average of 9,805 by December 31, 2013 and to a 2010 – 2014 year average of 9,353 by December 31, 2015.
- C-3a) To decrease the fatalities/VMT rate 3.11 percent from the 2007 – 2011 calendar base year average of 1.00 to a 2008 – 2012 year average of .97 by December 31, 2013 and to a 2010 – 2014 year average of .91 by December 31, 2015.
- C-3b) To decrease the rural fatalities/VMT rate 2.22 percent from the 2007 – 2011 calendar base year average of 1.98 to a 2008 – 2012 year average of 1.94 by December 31, 2013 and to a 2010 – 2014 year average of 1.85 by December 31, 2015.
- C-3c) To decrease the urban fatalities/VMT rate 4.24 percent from the 2007 – 2011 calendar base year average of .53 to a 2008 – 2012 year average of .51 by December 31, 2013 and to a 2010 – 2014 year average of .47 by December 31, 2015.
- C-4) To decrease unrestrained passenger vehicle occupant fatalities (all seat positions) 6.25 percent from the 2007 - 2011 calendar base year average of 426 to a 2008 – 2012 year average of 399 by December 31, 2013 and to a 2010 – 2014 year average of 351 by December 31, 2015.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from the 2007 – 2011 calendar base year average of 38.14 percent of all traffic fatalities to a 2008 – 2012 average of no more than 36.92 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 34.61 percent of all traffic fatalities by December 31, 2015.
- C-5) To decrease alcohol impaired driving fatalities 2.31 percent from the 2007 – 2011 calendar base year average of 344 to a 2008 – 2012 year average of 336 by December 31, 2013 and to a 2010 – 2014 year average of 321 by December 31, 2015.
NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.
- To decrease alcohol related fatal crashes (any impairment level where alcohol was a factor) 2.59 percent from the 2007 – 2011 calendar base year average of 385 to a 2008 – 2012 year average of 375 by December 31, 2013 and to a 2010 – 2014 year average of 356 by December 31, 2015.
- To decrease the number of alcohol related fatal crashes from the 2007 – 2011 calendar base year average of 37.54 percent of all fatal crashes to a 2008 – 2012 average of no more than 37.07 percent of all fatal crashes by December 31, 2013 and to a 2012 – 2014 year average of no more than 36.15 percent by December 31, 2015.
- To increase the number of DRE evaluations ten percent from the 2012 calendar year baseline of 566 to a 2013 calendar year baseline of 622.*

- To increase the number of DREs from 76 to 88 by December 31, 2013 and to 100 by December 31, 2014.
- C-6) To decrease speeding-related fatalities 1.25 percent from the 2007 - 2011 calendar base year average of 288 to a 2010 – 2012 year average of 284 by December 31, 2013 and to a 2010 – 2014 year average of 277 by December 31, 2015.**
- To decrease the number of speeding-related fatalities from the 2007 – 2011 calendar base year average of 26.17 percent of all traffic fatalities to a 2008 – 2012 average of no more than 25.84 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 25.20 percent of all traffic fatalities by December 31, 2015.
- C-7) To decrease motorcyclist fatalities 1.25 percent from the 2007 - 2011 calendar base year average of 181 to a 2008 – 2012 year average of 179 by December 31, 2013 and to a 2010 – 2014 year average of 174 by December 31, 2015.**
- C-8) To decrease un-helmeted motorcyclist fatalities 1.25 percent from the 2007 – 2011 calendar base year average of 129 to a 2008 – 2012 year average of 127 by December 31, 2013 and to a 2010 – 2014 year average of 124 by December 31, 2015.**
- To decrease the number of motorcycle fatalities from the 2007 – 2011 calendar base year average of 16.23 percent of all traffic fatalities to a 2008 – 2012 average of no more than 16.03 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 15.63 percent of all traffic fatalities by December 31, 2015.
- C-9) To decrease drivers age 20 or younger involved in fatal crashes 8.17 percent from the 2007 - 2011 calendar base year average of 181 to a 2008 – 2012 year average of 166 by December 31, 2013 and to a 2010 – 2014 year average of 140 by December 31, 2015.
- To decrease the number of youth (age 20 and under) fatalities from the 2007 – 2011 calendar base year average of 16.36 percent of all traffic fatalities to a 2008 – 2012 average of no more than 15.69 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 14.42 percent of all traffic fatalities by December 31, 2015.
- C-10) To decrease pedestrian fatalities 1.25 percent from the 2007 – 2011 calendar base year average of 98 to a 2008 – 2012 year average of 97 by December 31, 2013 and to a 2010 – 2014 year average of 94 by December 31, 2015.**
- To decrease the number of pedestrian fatalities from the 2007 – 2011 calendar base year average of 8.82 percent of all fatalities to a 2008 – 2012 average of no more than 8.71 percent of all fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 8.49 percent by December 31, 2015.
- To reduce distracted driving fatal crashes 2.88 percent from the 2007 – 2011 calendar base year average of 16 to a 2008 – 2012 average of no more than 15.***
- To reduce distracted driving injury crashes 6.4 percent from the 2007 – 2011 calendar base year average of 1,899 to a 2008 – 2012 average of no more than 1,777.***
- B-1) To increase statewide seat belt compliance 1.27 percent from the 2012 calendar base year usage rate of 82.0 percent to 83.0 percent by December 31, 2013 and to 85.2 percent by December 31, 2015.

*2012 was the first full year of DRE evaluations in Ohio. Once multiple years of data have been collected, Ohio will begin using the same goal setting methods based on trends as described on page 35.

**The trends for speed, motorcycle and un-helmeted were all increases. The trend for pedestrians was so small using that percentage did not show a reduction in fatalities. A standard 1.25 percent reduction was used for each of these goals to ensure the goal was a reduction.

*** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The trend method was used to set the goals, however the goals may need to be re-evaluated as the new data becomes available.

Programming Efforts

Project Number: FI-14-01-01

Project Title: Ohio Strategic Highway Safety Plan (SHSP) Coordinating Committee

Project Description:

Ohio's SHSP identifies the State's most critical traffic safety issues and problems, countermeasures being implemented and partners contributing resources to impact those problems and issues.

Project Results:

In FFY 2014, OTSO participated in the SHSP coordinating committee and chaired the High-Risk Behaviors/Drivers subcommittee. Ohio continued their active role in the SHSP committee. The committee focused on updating the plan and encouraging more active participation in the subcommittees to ensure coordination among all agencies.

Awarded:	N/A	Expended:	N/A	Funding Source:	N/A
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Project Number: FI-14-01-02

Project Title: Officer Training

Funded Agency: Ohio Attorney General's Office – Ohio Peace Officer's Training Academy (OPOTA)

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, lists enforcement as an effective strategy for impaired driving, seat belts, speeding, distracted driving, young drivers, and pedestrians. The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) offered training to law enforcement throughout the state. Training Ohio's officers allows them to conduct effective enforcement programs to remove impaired, speeding and drivers displaying other unsafe driving behaviors from Ohio's roads before fatal crashes occur.

Project Results:

OPOTA continued to train Ohio officers in OVI, speed enforcement and crash investigation. Under grant OPOTA provided law enforcement training to 360 officers in the various courses listed in the following chart.

Grant Funded Training Course	Number of Courses	Number of Students Taught	Number of Agencies
SFST Instructor	1	23	17
Electronic Speed Measuring Device (ESMD) Instructor	5	91	60
ESMD Operator	1	24	19
ESMD Re-certification	1	2	26
Traffic Collision Investigation Level I	3	115	38
Advanced Traffic Collision Investigation Level II	2	90	51
Advanced Roadside Impaired Driving Enforcement (ARIDE)	2	15	2

OPOTA provided training to an additional 101 officers in the various courses listed in the following chart. This training is valued at \$28,600.

In-Kind Training Course	Number of Students Taught
Advanced Roadside Impaired Driving Enforcement (ARIDE)	59
Vehicle Dynamics	42

Awarded: 120,000.00 **Expended:** 120,000.00 **Funding Source:** 402 PT

Project Number: FI-14-01-03

Project Title: Safe Communities

Funded Agencies: See Chart below under Project Results

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, lists Communication and Outreach as an effective strategy for impaired driving, seat belt usage, speed, distracted driving, motorcycle safety, older drivers and pedestrians. According to NHTSA’s website, “the U.S. Department of Transportation has made a commitment to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems.” In FFY 2014, the OTSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. Maximum amounts for each county were set based on the average number of fatal crashes for 2010, 2011 and 2012. New programs had to have a minimum of a 3 year average of 2 fatal crashes to be eligible for funding.

Project Results:

Funded Agencies

Agency	County	Awarded Amount	Expended Amount
Adams County Economic Development Office	Adams*	24,999.05	22,016.49
Anazao Community Partners	Holmes	25,000.00	23,956.69
Anazao Community Partners	Wayne	42,000.00	41,422.08
Ashland County-City Health Department	Ashland*	42,000.00	6,797.39
Atrium Medical Center	Warren*	50,000.00	22,970.09
Bethesda North Hospital	Hamilton	100,000.00	69,581.71
Bowling Green State University	Wood*	49,999.91	31,472.75
Brunswick Division of Police	Medina	42,000.00	18,429.24
Carroll County General Health District	Carroll*	25,000.00	17,891.17
Clark County Combined Health	Clark	50,000.00	41,735.88
Columbus Health Department	Franklin	125,000.00	118,565.44
Delaware General Health District	Delaware*	41,999.62	41,992.21
Educational Service Center of Lake Erie West	Lucas	65,000.00	58,874.56
Erie County Health Department	Erie*	33,590.49	30,541.98
Family & Community Services, Inc.	Portage	41,991.34	38,647.33
Family Recovery Center	Columbiana	42,000.00	40,140.23
Fowler Township Police Department	Trumbull	65,000.00	58,987.60
Fulton County Health Department	Fulton*	31,841.52	24,576.46
Greene County Combined Health District	Greene	42,000.00	36,479.90
Knox County Health Department	Knox	36,500.00	22,928.93
Lake County General Health	Lake	42,000.00	36,005.51
Licking County Health Department	Licking	51,135.26	51,126.26
Lima-Allen County Regional Planning Commission	Allen	35,000.00	27,490.54
Lorain County General Health District	Lorain	65,000.00	52,044.19
Madison County London City Health District	Madison*	32,197.97	20,096.91
Mansfield-Richland County Health Department	Richland	33,469.44	15,151.44
Mental Health and Recovery Services Board	Seneca*	35,000.00	22,067.24
Miami Valley Hospital – Injury Prevention Center	Montgomery*	102,750.90	38,511.65
New Middletown Police Department	Mahoning	65,447.70	60,672.54
Ohio State University Extension Clermont County	Clermont	50,000.00	31,349.87
Perry County EMA	Perry*	25,000.00	24,999.07
Pickaway County Sheriff's Office	Pickaway*	35,000.00	29,356.41
Pike County General Health District	Pike*	36,300.00	17,844.94
Putnam County Educational Service Center	Putnam*	25,000.00	22,340.02
Ross County Health District	Ross	42,000.00	31,215.82
Safety Council of Southwestern Ohio	Butler	62,880.13	48,932.20
Sandusky County Health Department	Sandusky*	35,000.00	13,963.55
Stark County Sheriff's Office	Stark	81,458.28	61,521.02
UHHS Memorial Hospital of Geneva	Ashtabula	42,000.00	23,704.43
Union County Health District	Union	25,000.00	21,012.29
University Hospitals Geauga Medical Center	Gauga*	35,000.00	0.00
University Hospitals of Cleveland	Cuyahoga	136,500.00	129,302.67
University of Cincinnati	Brown	25,000.00	11,628.97

Williams County Combined Health	Williams	25,000.00	24,804.49
Wyandot County Health Department	Wyandot*	24,974.60	19,254.28
Zanesville-Muskingum County Health Department	Muskingum*	42,000.00	17,854.18

*Counties that did not have a Safe Communities program in all years (2010 – 2014). Crash numbers are not included for these counties in the table below.

Safe Community Counties			
Year	Fatal Crashes	Alcohol-Related Fatal Crashes	Seat Belt Usage
2010	514	216	83.8
2011	520	197	84.1
2012	544	240	82.0
2013	444	144	84.5
2014*	369	126	85.0

*2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals.

These coordinated communities played an active role in addressing traffic safety issues. Each program focused on seat belt use, impaired driving and motorcycle safety. Ohio’s Safe Communities network used local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities provided the education/earned media portion of our enforcement campaigns while our law enforcement agencies including the Ohio State Highway Patrol conducted the enforcement portion.

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

Each Safe Community program was required to conduct Fatal Data Review meetings to review each fatal in the county to determine if trends or patterns could be identified. The committees made recommendations to the coalition on how the fatal crash might have been avoided. Overall, Safe Community coordinators reported that 173 countermeasures were recommended last year and 119 have been or are in the process of being implemented.

Safe Community programs reported \$42,506.95 in monetary donations to their programs in addition to donations of advertising, space, food, time, door prizes, etc.

Volunteers donated 4,652.4 hours to the Safe Communities program. Using the national estimated dollar value of volunteer time of \$22.55 per hour, volunteers contributed \$104,911.62.

Coordinators reported 420 activities, including 36 that were “in-kind”. The “in-kind” activities were traffic safety related activities conducted by the coordinators or coalition members that were not charged to the grant. The reported activities reached over 7 million people of all population types (teens, mature drivers, minorities, etc.). These activities received the following gross impressions:

Type of Media	Gross Impressions
Print	8,230,871
Radio	13,315,400
Television	5,004,950
Web	643,825

In FFY 2014, Ohio funded 46 countywide Safe Communities programs which involved more than 1,370 communities. These counties reached 78.81 percent of Ohio's population (approximately 9.1 million people) through earned media and education.

Awarded: 2,186,731.81 Expended: 1,620,258.62 Funding Source: 402 SA

Project Number: FI-14-01-04

Project Title: Roadway Safety Training

Funded Agency: Ohio Department of Transportation (ODOT)

Project Description:

In conjunction with Ohio's SHSP, Ohio worked with ODOT to provide safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). Courses were approved by OTSO prior to scheduling to ensure that topics were highway safety related.

Project Results:

ODOT provided highway safety related training to state, county and local municipal employees to educate them on current roadway safety and traffic practices. The courses were determined based on a training needs assessment and by individual division or district needs.

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Signalized Intersection Guidebook Workshop	1	24	14
Design, Construction and Maintenance of Highway Safety Appurtenances and Features	1	24	9
Transportation Safety Planning	1	24	11
Work Zone Traffic Control for Maintenance Operations	1	6	4
Intersection Safety Workshop	1	27	15
Construction Zone Safety Inspection	1	31	8
Interactive Highway Safety Design Model	1	18	10
Designing and Operating Intersections for Safety	1	21	12
HSM Practitioners Guide for Geometric Design Features	1	19	11
Roadway Safety Design	1	10	4
Designing for Pedestrian Safety	2	43	22
Integrating Geometric Design and Traffic Control for Improved Safety	4	82	28

Awarded: 149,250.00 Expended: 112,300.00 Funding Source: 402 RS

Project Number: FI-14-01-05

Project Title: ODOT 164 HE

Funded Agency: Ohio Department of Transportation (ODOT)

Project Description:

ODOT/ODPS split the 164 penalty funds each year. ODOT received 95 percent to be used for roadway safety improvement and OTSO receives five percent to be used for alcohol programming.

Project Results:

In FFY 2014, ODOT continued to spend the remainder of the FFY 2012 164 HE award on hazard elimination projects.

Awarded: 8,980,672.71 Expended: 5,562,979.48 Funding Source: 164 HE

Evaluation

- C-1) The 2008 – 2012 average number of traffic fatalities is 1,087. Ohio did not meet the goal of 1,078.
- C-2) The 2008 – 2012 average number of serious injuries is 9,901. Ohio did not meet the goal of 9,805.
- C-3a) The 2008 – 2012 average fatalities/VMT rate is .98. Ohio did not meet the goal of .97.
- C-3b) The 2008 – 2012 average rural fatalities/VMT rate is 1.90. Ohio exceeded the goal of 1.94.
- C-3c) The 2008 – 2012 average urban fatalities/VMT rate is .53. Ohio did not meet the goal of .51.
- C-4) The 2008 – 2012 average number of unrestrained passenger vehicle occupant fatalities is 404. Ohio did not meet the goal of 399.
- Unrestrained passenger fatalities averaged 37.20 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of no more than 36.92 percent.
- C-5) The 2008 – 2012 average number of alcohol impaired driving (crashes involving a driver or motorcycle operator with a BAC of .08 or greater) fatalities is 341. Ohio did not meet the goal of 336.
- The 2008 – 2012 average number of alcohol related fatal crashes (any impairment level where alcohol was a factor) was 386. Ohio did not meet the goal of 385.
- Alcohol related fatal crashes averaged 38.64 percent of all fatal crashes between 2008 and 2012. Ohio did not meet the goal of no more 37.07 percent.
- Ohio completed 583 DRE evaluations in 2013. Ohio did not meet the goal of 622.
- Ohio had 87 DREs by December 31, 2013. Ohio did not meet the goal of 88.
- The 2008 – 2012 average number of speed-related fatalities is 306. Ohio did not meet the goal of 284.
- Speed-related fatalities averaged 28.30 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of 25.84 percent.
- C-7) The 2008 – 2012 average number of motorcyclists fatalities is 175. Ohio exceeded the goal of 179.

- C-8) The 2008 – 2012 average number of un-helmeted motorcyclist fatalities is 129. Ohio did not meet the goal of 127.
- Motorcyclist fatalities averaged 16.10 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of 16.03 percent.
- C-9) The 2008 – 2012 average number of drivers age 20 or younger involved in fatal crashes is 167. Ohio did not meet the goal of 166.
- Youth (age 20 and under) fatalities averaged 15.61 percent of all fatalities between 2008 and 2012. Ohio exceeded the goal of no more than 15.69 percent.
- C-10) The 2008 – 2012 average number of pedestrian fatalities is 99. Ohio did not meet the goal of 97.
- Pedestrian fatalities averaged 9.14 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of no more than 8.71 percent.
- The 2008 – 2012 average number of distracted driving fatal crashes is 13. Ohio exceeded the goal of 15.
- The 2008 – 2012 average number of distract driving injury crashes is 1,612. Ohio exceeded the goal of 1,777.
- B-1) Ohio's certified 2013 observed seat belt compliance rate is 84.5 percent. Ohio exceeded the goal of 83.0 percent.

All of these goals are listed under the Fatal/Serious Injury Program Area, however only C-1, C-2, C-3a, C-3b, and C-3c are exclusive to this program area. Out of these goals, Ohio only met C-3b. Fatalities in Ohio increased 10.5% from 2011 to 1,123 in 2012. This caused Ohio to fall short on the above goals. Throughout FFY 2013 and FFY 2014, Ohio increased efforts in order to reduce this trend. Un-finalized figures for 2013 show a significant decrease over 2012 and YTD figures for 2014 show a decrease from 2013. See each program area for specific strategies that were either put in place or are being developed to target areas of concern. Additional goal evaluations will also be addressed in each program area.

Impaired Program Area

Overview

- C-5) To decrease alcohol impaired driving fatalities 2.31 percent from the 2007 – 2011 calendar base year average of 344 to a 2008 – 2012 year average of 336 by December 31, 2013 and to a 2010 – 2014 year average of 321 by December 31, 2015.
NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.
- To decrease alcohol related fatal crashes (any impairment level where alcohol was a factor) 2.59 percent from the 2007 – 2011 calendar base year average of 385 to a 2008 – 2012 year average of 375 by December 31, 2013 and to a 2010 – 2014 year average of 356 by December 31, 2015.
- To decrease the number of alcohol related fatal crashes from the 2007 – 2011 calendar base year average of 37.54 percent of all fatal crashes to a 2008 – 2012 average of no more than 37.07 percent of all fatal crashes by December 31, 2013 and to a 2012 – 2014 year average of no more than 36.15 percent by December 31, 2015.

- To increase the number of DRE evaluations ten percent from the 2012 calendar year baseline of 566 to a 2013 calendar year baseline of 622.*
- To increase the number of DREs from 76 to 88 by December 31, 2013 and to 100 by December 31, 2014.

*2012 was the first full year of DRE evaluations in Ohio. Once multiple years of data have been collected, Ohio will begin using the same goal setting methods based on trends as described on page 35.

Programming Efforts

Project Number: ID-14-02-01

Project Title: Drive Sober or Get Pulled Over Earned Media Plan

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. Mass Media Campaigns are specifically mentioned as an effective countermeasure. Earned media was one of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving.

Project Results:

Ohio used many different networks to ensure earned media was achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc.). The earned media plan spanned the entire federal fiscal year with the heaviest emphasis during the Drive Sober or Get Pulled Over Crackdown. Messaging was consistent with the National Communication Plan and consisted of the following components:

- Campaign toolkit distributed to Ohio’s law enforcement partners, Safe Communities programs, corporate partners and others.
- The toolkit included updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners were released.
- Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio’s Safe Communities programs and law enforcement partners.
- Weekly traffic safety e-mail broadcast.

Earned Media	
Press conferences	53
TV news stories	897
Radio news stories	789
Print news Stories	153

Awarded: N/A **Expended:** N/A **Funding Source:** N/A

Project Number: ID-14-02-02
Project Title: Impaired Driving Materials
Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. Impaired driving materials were one of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day Holiday combined highly visible law enforcement with both local and national media exposure. Paid media during the crackdown highlighted that law enforcement would be strictly enforcing impaired driving laws. Law enforcement agencies across the state were encouraged to participate in the 2014 crackdown scheduled for August 15 – September 1, 2014.

Project Results:

OTSO allocated funds to purchase/print materials to promote the Drive Sober or Get Pulled Over campaign. Materials purchased in FFY 2014 include bumper magnets, coasters, banners, litter bags and napkins. Materials were distributed to Safe Communities, Law Enforcement, and business partners to raise awareness among their community and/or employees of the dangers of impaired driving. The materials provided a visual reminder to the public and provided our partners a great educational opportunity while engaging the public. In FFY 2014, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at reducing impaired driving.

Awarded:	250,000.00	Expended:	77,271.82	Funding Source:	164 AL
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Project Number: ID-14-02-03
Project Title: Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
Funded Agency: Ohio Traffic Safety Office


Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. Mass Media Campaigns are specifically mentioned as an effective countermeasure. Paid media was a big component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day holiday combined highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement were strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state were encouraged to participate in the 2014 crackdown scheduled tentatively for August 15 – September 1, 2014.

The goal of the paid media plan for the 2014 alcohol crackdown was to decrease the number of impaired drivers and alcohol related fatalities. The media objective was to increase awareness of highly visible law enforcement with both local and national media exposure.

Project Results:

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for impaired driving. There were no non-paid PSA airing or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 5,946,884.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	52	63	115	\$ 24,486.25
Radio	2,629	2,628	5,257	\$ 30,409.87
Internet				\$ 37,252.09
Other(Outdoor)				\$ 58,467.11
			Total Media Cost	\$ 150,615.32

Awarded: 600,000.00 Expended: 150,615.32 Funding Source: 410 PM

Project Number: ID-14-02-18

Project Title: Drive Sober or Get Pulled Over Mobilization

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 states that Short-Term, High-Visibility Impaired Driving Enforcement has demonstrated to be effective. Ohio continued to implement and expand the national impaired driving mobilization efforts in FFY 2014. Campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

With approximately 671 law enforcement agencies in the state, OTSO was unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment rewards has been proven to be an effective incentive to participate and generates a large amount of earned media during the national mobilization.

Project Results:

OTSO worked to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. More than 500 agencies participated in the 2014 enforcement mobilization.

Traffic safety related equipment was awarded to agencies who participated in the 2013 national mobilizations. Awards were based on the level of involvement, including high visibility enforcement, media outreach and timely reporting. The DSOGPO evaluation strategy is detailed under evaluation strategies.

With Ohio working toward decreasing the number of impaired driving crashes and deaths on Ohio roads, the OTSO made it a priority for sub-grantees and non-grantees to participate in the 2014 crackdown. All four LELs again gained the support of the statewide OVI Task Forces during *Drive Sober or Get Pulled Over* and unified the participating agencies to conduct OVI checkpoints and saturation patrols. Media events were coordinated and agencies were required to conduct public education processes before and after each checkpoint.

Drive Sober or Get Pulled Over Crackdown Agency Participation			
Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	59	59	59
County Sheriffs	88	66	61
City / Town Police	633	435	396
Other	8	6	4
Totals	788	566	520

Drive Sober or Get Pulled Over Crackdown Activity					
Enforcement Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Number of Checkpoints	61	92	69	71	27
Enforcement Hours	184,258	152,582	141,374	165,081	108,837
OVI Arrests	2,564	2,844	2,974	3,210	1,531
Restraint Citations	9,625	10,665	11,503	12,852	3,067
Child Restraint Citations	480	479	437	606	333
Speed Citations	41,728	43,048	40,338	50,213	156,321
Driving Under Suspension	6,602	6,220	6,988	8,850	7,252
Felony Arrests	906	1,443	1,520	2,406	2,644

Materials and Equipment Awards

Agencies across the state were encouraged to participate in the National CIOT and Drive Sober or Get Pulled Over mobilizations. Law enforcement agencies who participated and submitted activity for both mobilizations qualified for equipment. Over 500 agencies participated in the mobilization. Following is the impaired driving equipment purchased for the incentive.

Equipment Incentives	
Quantity	Item
50	PBTs
75	Body Cameras

Awarded: 60,000.00 Expended: 20,813.83 Funding Source: 410

Project Number: ID-14-02-04

Project Title: Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment.




Mass Media Campaigns are specifically mentioned as an effective countermeasure. Paid media was a big component of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The goal of the paid media plan for the December/January crackdown was to decrease the number of impaired drivers and alcohol related fatalities.

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

Project Results:

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for impaired driving. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 6,227,200.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	143	143	286	\$ 20,732.56
Radio	3,700	3,700	7,400	\$ 68,434.50
Other(Outdoor)				\$ 10,320.30
				Total Media Cost

Awarded: 200,000.00 Expended: 99,487.36 Funding Source: 410 PM

Project Number: ID-14-02-05

Project Title: Sustained Impaired Driving Paid Media Plan

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. Mass Media Campaigns are specifically mentioned as an effective countermeasure. Paid media was a big component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. In FFY 2014, Ohio continued to model the national communications media plan to bridge the media gaps around the national alcohol crackdowns with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

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



Project Results:

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

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for impaired driving. There were no non-paid PSA airing or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 43,371,665.

Medium	Cost
Internet	\$ 57,849.43
TV/Cable	\$ 33,089.17
Radio	\$ 60,857.57
Other (Outdoor)	\$ 375,388.18
Total	\$ 527,184.35

The Fox Sports Ohio (FSO) partnership continued to be a good fit in reaching our male target audience. This partnership has grown to include seat belt use, impaired driving, motorcycles,

distracted driving, and teen driving messages. In addition to television/radio advertising, FSO conducted several on ground events and added social media to increase the reach of our message.

Awarded: 350,000.00 Expended: 527,184.35 Funding Source: 410 PM

Evaluating Effectiveness of Alcohol Impaired Media Messages

During FFY 2014, the Ohio Traffic Safety Office (OTSO) paid media components consisted primarily of television, radio, and outdoor media buys combined with earned media. The following is a summary of information collected by statewide telephone surveys used to evaluate the effectiveness of the FFY 2014 paid media plan for preventing alcohol impaired driving.

The Applied Research Center (ARC), a Center for Policy Research at Miami University, conducted four random-digit dialing statewide telephone surveys of drivers across the eight designated Ohio State Highway Patrol districts. Each survey consisted of a minimum of 1,000 respondents; overall, 4,753 interviews were completed. The surveys were conducted between April and October 2014, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions pertaining to Ohio laws and law enforcement. Also, in accordance with a 2010 National Highway Traffic Safety Administration (NHTSA) initiative, the 2014 survey collected data on distracted driving in Ohio (i.e., cell phone use, texting, etc. while driving) and speeding.

Fifty-three percent of the 2014 survey participants reported that during the 30 days prior to participating in the survey, they had seen or heard messages in Ohio discouraging drinking and driving (representing a four percent increase from 2013).

During each survey, respondents who reported seeing or hearing an alcohol-impaired driving slogan identified the following slogans without prompting:

- *Drunk Driving. Over the Limit: Under Arrest* - 11 percent (baseline survey), five percent (survey-2), three percent (survey-3), and two percent (survey-4)
- *Buzzed Driving is Drunk Driving* - 17 percent (baseline), 10 percent (survey-2), six percent (survey-3), and two percent (survey-4)
- *Drive Sober or Get Pulled Over* - 21 percent (baseline), 11 percent (survey-2), 12 percent (survey-3), and 19 percent (survey-4).

The fourth telephone survey was conducted immediately after the media and enforcement initiatives on alcohol-impaired driving. Consequently, recall of the NHTSA slogans to reduce alcohol-impaired driving from survey-3 to survey-4 increased two percent overall as a result of media and enforcement initiatives, and seven percent for the *Drive Sober or Get Pulled Over* campaign.

Respondents who maintained they had not heard or seen a slogan discouraging drinking and driving during the 30 days prior to the survey, as well as those who claimed to have seen or heard a slogan, were then read a list of slogans. Overall, when prompted with the list of slogans, 58 percent claimed to have heard *Drive Sober or Get Pulled Over*. Additionally, 48 percent indicated

they had heard the slogan *Buzzed Driving is Drunk Driving* and 27 percent said they had heard *Drunk Driving. Over the Limit. Under Arrest.*

Based on the Miami University of Ohio statewide telephone survey results, earned media, paid media education, and enforcement efforts will be re-evaluated to determine proper segmentation and geographic location of campaign components.

Funding: Incl. in Traffic Safety Program Management

Project Number: ID-14-02-06

Project Title: OVI Task Force Program

Funded Agencies: See chart below under Project Results

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. High Visibility Sobriety checkpoints and High Visibility Saturation Patrols are both specifically mentioned as effective Enforcement Deterrence strategies. Ohio’s OVI Task Force program is a countywide initiative to conduct high visibility enforcement, public awareness and education focusing on impaired driving. In order to reach our goal of reducing fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher, Ohio concentrated its OVI Task Force program in the counties that experience the highest number of alcohol-related crashes. The counties that have a yearly average of at least six alcohol related fatal crashes were eligible to apply. Each OVI Task Force was required to conduct a minimum of 16 checkpoints* (2 during the Drive Sober or Get Pulled Over Crackdown), 3 press events (1 during Drive Sober or Get Pulled Over). Saturation patrols are conducted in conjunction with the checkpoints.

*Clark and Medina County did not meet the eligibility requirements for a task force. Both counties were funded through an exit strategy. Medina County was funded at the FFY2013 level (12 checkpoints) and Clark County was funded at 75 percent of FFY 2012 level (9 checkpoints).

Project Results:

Funded Agencies

Agency	County	Awarded	Expended
Blue Ash Police Department	Hamilton	224,624.75	209,248.15
Brunswick Division of Police	Medina	135,694.35	83,163.62
Canfield Police Department	Mahoning	223,502.19	204,336.33
Clark County Combined Health	Clark	122,562.88	77,539.71
Dayton Police Department	Montgomery	224,903.92	185,994.97
Fairfield Police Department	Butler	210,896.35	197,497.62
Franklin County Sheriff’s Office	Franklin	220,763.85	147,651.95
Lucas County Sheriff’s Office	Lucas	224,596.34	167,817.31
Summit County Sheriff’s Office	Summit	217,881.72	173,753.10
University Hospitals of Cleveland	Cuyahoga	225,000.00	215,550.92
University of Akron Research Foundation	Stark	220,437.62	109,691.93
Warren Police Department	Trumbull	133,257.05	90,541.00

A summary of all task force activity is listed below.

Total Checkpoint Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
OVI Checkpoints Conducted	191	199	201	228	262
Vehicles Through Checkpoint	100,548	107,24	102,483	105,136	107,378
Vehicles Checked	78,652	76,606	82,492	93,834	96,957
OVI Arrests Under 21	66	21	15	19	13
OVI Arrests 21 and Over	361	279	327	281	274
Refusals	123	92	87	99	77
Driving Under Suspension	631	574	502	489	536
No Operator License Citations	372	305	255	233	247
Restraint Citations	404	395	378	296	267
Other Citations Issued	1,280	1,092	935	660	736
Vehicles Seized	383	294	305	247	317
Felony Arrests	46	32	61	34	54

Daytime Checkpoint Activity**	FFY 2013	FFY 2014
OVI Checkpoints Conducted	9	10
Vehicles Through Checkpoint	6,262	4,456
Vehicles Checked	4,928	3,519
OVI Arrests Under 21	0	0
OVI Arrests 21 and Over	7	2
Refusals	2	0
Driving Under Suspension	26	8
No Operator License Citations	18	3
Adult Restraint Citations	14	2
Child Restraint Citations	4	0
Other Citations Issued	14	11
Vehicles Seized	3	3
Felony Arrests	0	2

Nighttime Checkpoint Activity**	FFY 2013	FFY 2014
OVI Checkpoints Conducted	219	252
Vehicles Through Checkpoint	98,874	102,922
Vehicles Checked	88,906	93,438
OVI Arrests Under 21	19	13
OVI Arrests 21 and Over	274	274
Refusals	97	77
Driving Under Suspension	463	528
No Operator License Citations	215	244
Adult Restraint Citations	203	198
Child Restraint Citations	75	67
Other Citations Issued	646	725
Vehicles Seized	244	314
Felony Arrests	34	52

Total Saturation Patrol Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Daytime Overtime Hours	*	*	763	989	1,092
Nighttime Overtime Hours	*	*	15,992	17,414	19,422
Total Overtime Hours	16,448	17,712	16,755	18,403	20,514
Number of Traffic Stops	20,310	22,139	23,462	23,619	28,852
OVI Arrests Under 21	116	88	95	93	82
OVI Arrests 21 and Over	713	626	734	537	713
Refusals	*	*	*	170	277
Adult Restraint Citations	1,370	1,458	1,574	1,264	1,382
Child Restraint Citations	82	100	106	118	129
Speed Citations	4,338	3,948	4,259	4,142	4,620
Distracted Driving	*	*	*	68	134
Driving Under Suspension	1,409	1,389	1,459	1,468	1,485
No Operator License	*	*	*	394	576
Felony Arrests	123	122	178	151	253
Other Citations	*	*	*	4,539	4,919

Daytime Saturation Patrol Activity**	FFY 2013	FFY 2014
Daytime Overtime Hours	989	1,092
Number of Traffic Stops	1,331	1,852
OVI Arrests Under 21	1	3
OVI Arrests 21 and Over	8	9
Refusals	0	8
Adult Restraint Citations	125	165
Child Restraint Citations	11	10
Speed Citations	453	531
Distracted Driving	17	1
Driving Under Suspension	79	61
No Operators License	11	22
Felony Arrests	6	7
Other Citations	124	128

Nighttime Saturation Patrol Activity**	FFY 2013	FFY 2014
Nighttime Overtime Hours	17,414	19,422
Number of Traffic Stops	22,288	27,000
OVI Arrests Under 21	92	79
OVI Arrests 21 and Over	529	704
Refusals	170	269
Adult Restraint Citations	1,139	1,217
Child Restraint Citations	107	119
Speed Citations	3,689	4,089
Distracted Driving	51	133
Driving Under Suspension	1,389	1,424
No Operators License	383	554
Felony Arrests	145	246
Other Citations	4,415	4,791

*Data was not collected that FFY.

**Data was not broken out into daytime/nighttime prior to FFY 2013.

Of the 262 checkpoints conducted by the Countywide OVI Task forces, 214 or 81.7 percent were low-manpower (14 officers or less). Forty-four checkpoints were conducted during Drive Sober or Get Pulled Over.

Highlights from the OVI checkpoints included 78 mentions of drug related arrests. The most common drug found was marijuana. Charges ranged from misdemeanors to felonies for possession and trafficking.

OVI Task Forces reached 54.38 percent of Ohio’s population (approximately 6.3 million people) through earned media, education and high visibility enforcement.

Alcohol-Related Fatal Crashes			
Year	Statewide	Task Force Counties*	Percent in Task Force Counties
2010	393	155	39.44%
2011	342	150	43.86%
2012	431	169	39.21%
2013	274	107	38.97%
2014**	215	107	49.76%

*Only counties that were Task Force Counties all five years were included in the chart above. (Butler, Cuyahoga, Franklin, Hamilton, Lucas, Montgomery, Stark, Summit, Trumbull)

**2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals.

Program Total Funding:

Awarded:	1,157,174.66	Expended:	858,695.54	Funding Source:	164 AL
	1,227,245.87		1,004,091.07		410

Project Number: ID-14-02-07

Project Title: Metro Checkpoint Grant

Funded Agency: Columbus Police Department

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. High Visibility Sobriety checkpoints and High Visibility Saturation Patrols are both specifically mentioned as effective Enforcement Deterrence strategies. There were 87 alcohol related fatal crashes and 1,326 alcohol related injury crashes in Franklin County between 2009 and 2011. Of these, 59 fatal (67.82 percent) and 862 injury (65.01 percent) crashes occurred inside Columbus city limits. Until late FFY 2010, checkpoints were not conducted inside the city limits.

Project Results:

In an effort to enhance the Franklin County OVI Task Force’s efforts to reduce alcohol-related fatal crashes, Columbus Police Department (CPD) increased the number of checkpoints inside the city limits. The City of Columbus also accounts for 67.85 percent of Franklin County’s population.

CPD reaches 7.11 percent of Ohio's population (approximately 800,000 people) through earned media, education and high visibility enforcement.

Total Checkpoint Activity	FFY 2011	FFY 2012	FFY 2013	FFY 2014
OVI Checkpoints Conducted	5	8	12	19
Vehicles Through Checkpoint	3,611	6,346	13,143	8,363
Vehicles Checked	1,630	2,204	3,696	5,273
OVI Arrests Under 21	0	1	7	9
OVI Arrests 21 and Over	30	33	31	42
Refusals	8	7	9	13
Driving Under Suspension	51	72	87	47
No Operator License Citations	29	67	73	35
Restraint Citations	12	48	91	77
Other Citations Issued	18	101	97	137
Vehicles Seized	1	1	56	38
Felony Arrests	5	9	1	3

Daytime Checkpoint Activity*	FFY 2013	FFY 2014
OVI Checkpoints Conducted	4	2
Vehicles Through Checkpoint	4,787	1,872
Vehicles Checked	1,119	447
OVI Arrests Under 21	2	0
OVI Arrests 21 and Over	5	2
Refusals	2	2
Driving Under Suspension	26	21
No Operator License Citations	30	10
Adult Restraint Citations	21	8
Child Restraint Citations	22	5
Other Citations Issued	32	13
Vehicles Seized	22	3
Felony Arrests	0	1

Nighttime Checkpoint Activity*	FFY 2013	FFY 2014
OVI Checkpoints Conducted	8	17
Vehicles Through Checkpoint	8,356	6,491
Vehicles Checked	2,577	4,826
OVI Arrests Under 21	5	9
OVI Arrests 21 and Over	26	40
Refusals	7	11
Driving Under Suspension	61	26
No Operator License Citations	43	26
Adult Restraint Citations	37	43
Child Restraint Citations	11	21
Other Citations Issued	65	124
Vehicles Seized	34	35
Felony Arrests	1	2

*Checkpoint data was not broken out into daytime/nighttime prior to FFY 2013.

Fourteen of the 19 checkpoints were low manpower checkpoints (14 officers or less). In addition to conducting checkpoints, CPD also mans a mobile BAC Truck. The BAC truck is available during checkpoints for BAC testing and during other problem ID nights for mobile BAC testing for road officers. CPD has made this truck available to any other agency in the central Ohio area. Columbus added a second truck in FFY 2014. Both vehicles were provided by CPD. CPD used its own "Indigent Alcohol Treatment Fund" to provide the officers working on this grant with advanced training, supplies and equipment.

Columbus	
Year	Alcohol-Related Fatal Crashes
2010	19
2011	19
2012	25
2013	9
2014*	10

*2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals. FFY 2011 was the first year for this grant.

Awarded: 158,730.30 **Expended:** 128,088.60 **Funding Source:** 164 AL

Project Number: ID-14-02-08

Project Title: Statewide Impaired Driving Enforcement

Funded Agency: Ohio State Highway Patrol

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. High Visibility Sobriety checkpoints and High Visibility Saturation Patrols are both specifically mentioned as effective Enforcement Deterrence strategies. There were 1,089 alcohol related fatal crashes and 16,275 alcohol related injury crashes in Ohio between 2009 and 2011.



Project Results:

In FFY 2014, the Ohio State Highway Patrol (OSHP) continued their Impaired Driving Enforcement grant. The OSHP focused on increasing manpower at problem locations throughout the year and used low manpower sobriety checkpoints to be more visible on Ohio roads during blitz periods and mandatory campaigns. They conducted 187 checkpoints and saturation patrols. Thirty-one of these checkpoints were conducted during Drive Sober or Get Pulled Over and 142 of the 187 checkpoints were low-man power checkpoints. OSHP offered training courses through the OSHP Academy to train law enforcement officers throughout the state on issues related to impaired driving.

Total Overtime Enforcement	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Daytime Overtime Hours	*	795	834	1,760
Nighttime Overtime Hours	*	5,166	7,084	17,739
Total Overtime Hours	5,387	5,961	7,918	19,499
Number of Traffic Stops	11,415	16,378	15,015	34,831
OVI Arrests Under 21	70	53	55	100
OVI Arrests 21 and Over	379	420	422	867
Refusals	*	*	91	220
Adult Restraint Citations	1,032	986	1,299	3,458
Child Restraint Citations	41	40	52	105
Speed Citations	2,383	3,029	3,489	10,908
Distracted Driving	*	*	12	15
Driving Under Suspension	289	351	490	1,077
No Operator License Citations	*	*	85	322
Felony Arrests	28	42	64	174
Other Citations Issues	845	888	1,501	3,199

Daytime Overtime Enforcement**	FFY 2013	FFY 2014
Daytime Overtime Hours	834	1,760
Number of Traffic Stops	1,459	3,885
OVI Arrests Under 21	3	0
OVI Arrests 21 and Over	5	11
Refusals	4	3
Adult Restraint Citations	199	536
Child Restraint Citations	9	16
Speed Citations	676	2,349
Distracted Driving	4	1
Driving Under Suspension	28	79
No Operator License Citations	14	11
Felony Arrests	1	7
Other Citations Issued	139	257

Nighttime Overtime Enforcement**	FFY 2013	FFY 2014
Nighttime Overtime Hours	7,084	17,739
Number of Traffic Stops	13,556	30,946
OVI Arrests Under 21	52	100
OVI Arrests 21 and Over	417	856
Refusals	87	217
Adult Restraint Citations	1,100	2,922
Child Restraint Citations	43	89
Speed Citations	2,813	8,559
Distracted Driving	8	14
Driving Under Suspension	462	998
No Operator License Citations	71	311
Felony Arrests	63	167
Other Citations Issued	1,362	2,942

Total Checkpoint Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
OVI Checkpoints Conducted***	43	14	21	28	187
Vehicles Through Checkpoint	27,945	8,890	8,867	10,540	68,835
Vehicles Checked	24,994	6,980	8,308	9,027	66,007
OVI Arrests Under 21	12	3	3	3	18
OVI Arrests 21 and Over	92	46	49	34	241
Refusals	28	15	23	7	56
Driving Under Suspension	147	17	16	19	110
No Operator License Citations	44	5	7	25	43
Restraint Citations	81	2	10	10	77
Other Citations Issued	145	35	57	7	257
Vehicles Seized	22	5	3	1	3
Felony Arrests	16	0	1	2	32

Daytime Checkpoint Activity**	FFY 2013	FFY 2014
OVI Checkpoints Conducted	0	1
Vehicles Through Checkpoint	0	564
Vehicles Checked	0	564
OVI Arrests Under 21	0	0
OVI Arrests 21 and Over	0	1
Refusals	0	0
Driving Under Suspension	0	0
No Operator License Citations	0	0
Adult Restraint Citations	0	0
Child Restraint Citations	0	1
Other Citations Issued	0	0
Vehicles Seized	0	0
Felony Arrests	0	0

Nighttime Checkpoint Activity**	FFY 2013	FFY 2014
OVI Checkpoints Conducted	28	186
Vehicles Through Checkpoint	10,540	68,271
Vehicles Checked	9,027	65,443
OVI Arrests Under 21	3	18
OVI Arrests 21 and Over	34	240
Refusals	7	56
Driving Under Suspension	19	110
No Operator License Citations	25	43
Adult Restraint Citations	8	68
Child Restraint Citations	2	8
Other Citations Issued	7	257
Vehicles Seized	1	3
Felony Arrests	2	32

*Data was not collected that FFY.

**Data was not broken out into daytime/nighttime prior to FFY 2013.

***An additional 18 checkpoints were conducted in FFY 2010, an additional 17 checkpoints were conducted in FFY 2011, an additional 29 checkpoints were conducted in FFY 2012, and an additional 12 checkpoints were conducted in FFY 2013 using state dollars. Additional grant funded checkpoints (105) were conducted on the Statewide OVI Checkpoint grant. Low-manpower checkpoints have become an integrated part of operations to reduce alcohol-related fatalities.

Highlights from the OVI checkpoints included 84 mentions of drug related arrests. The most common drug found was marijuana; however heroin, cocaine, Xanax, Percocet, LSD, Meth, mushrooms as well as drug paraphernalia was found during the OVI checkpoints. Charges ranged from misdemeanors to felonies for possession and trafficking.

Alcohol Related Training

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Standardized Field Sobriety Test (SFST)	4	89	41
SFST Judges & Prosecutors Seminar	1	40	36

Total Awarded:	1,125,112.14	Expended:	1,065,314.36	Funding Source:	405d
Enforcement	1,076,259.54		1,019,860.89		
Training	9,478.68		6,079.55		
Supplies	23,923.92		23,923.92		
Equipment	15,450.00		15,450.00		

Project Number: ID-14-02-17

Project Title: District Impaired Driving Model

Funded Agency: Not funded in FFY 2014

Project Description:

In 2011, Ohio experienced 341 alcohol-related fatal crashes. Although this represents a 37 percent decrease over the past three year (2009 – 2011) it still makes up more than 36 percent of all fatal crashes in Ohio. It is important that we continue to aggressively attack the problem of impaired driving with countermeasures that have been proven to be effective. Based on evidence based research using a problem identification approach, Ohio has implemented several successful countermeasures. One of the countermeasures that have been successful in Ohio is the Countywide OVI Task Force Model. This approach combines high visibility enforcement via checkpoints and saturations patrols that include law enforcement within a county. This approach also includes strong education/media and evaluation components. The District Impaired Driving Model is an expansion of the Countywide OVI Task force concept to include all OSP Districts using the same methods to achieve the goal of reducing alcohol-related fatalities within the district. The model will include:

Project Results:

In FFY 2014, the initial groundwork was completed for this project. Meetings were conducted to discuss what equipment would be needed. Data was evaluated to determine problem identification to be used to identify eligible agencies. Funds for this project will be spent in FFY 2015.

Awarded:	1,600,000	Expended:	0.00	Funding Source:	410
	1,900,000		0.00		405d

Project Number: ID-14-02-09
Project Title: Statewide Alcohol Lab
Funded Agency: Ohio State Highway Patrol

Project Description:

The grant for the OSHP is used to process the increased number of samples that are being sent to the lab for testing from the increased alcohol enforcement in the state. Included is additional equipment that is needed to meet the demands of the increased enforcement. This grant will be measured by the number of tests completed and the improved turn-around time in completing reports.

Project Results:

The OSHP lab provided toxicology services for hundreds of law enforcement agencies throughout Ohio. In FFY 2014 a new alcohol headspace instrument was installed. The instrument is currently being validated by the OSHP lab. In 2014, the OSHP lab has shown a ten percent increase in evidence submissions. Alcohol analyses are being completed in 7 days; drug analyses are being completed in 30 days.

Awarded:	232,892.37	Expended:	181,982.19	Funding Source:	405d
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Project Number: ID-14-02-10
Project Title: Trace Back Program
Funded Agency: Ohio State Highway Patrol

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. Responsible Beverage Service is mentioned as a prevention strategy that shows different effectiveness. The guide states that enforcement of alcohol service laws is key, but often lacking. The Ohio State Highway Patrol, Ohio Investigative Unit will continue to implement a statewide Trace Back program that was initiated in FFY 2013 where Agents will be called out to alcohol-involved fatal and serious injury crashes to interview suspect/witnesses to “trace back” where the alcohol was consumed prior to crash. Agents will open a case to determine if alcohol was served or consumed in violation of the law in an effort to hold establishments accountable for over serving and/or selling to minors. Grant funding will pay for trace back investigations that are completed in an overtime status.

Project Results:

OIU conducted 252 trace back investigations during FFY 2014. These investigations have resulted in enforcement action being taken against the establishment as well as positive media coverage. Federal funding is only used for overtime.

Result	Number
Dismissed – Paid Court Costs	1
Dismissed with Prejudice	1
Guilty	6
Nolle Pros	1
Pending	2
Reprimanded & Released	12
Sealed	3

Awarded: 78,156.00 Expended: 30,608.59 Funding Source: 410

Project Number: ID-14-02-11

Project Title: DUI Courts

Funded Agency: Licking County Municipal Court

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. DUI Courts are mentioned as an effective deterrence strategy for reducing recidivism. Ohio's DUI Court Program provides effective supervision and enhanced treatment services to DUI offenders in an effort to change their drinking and driving behaviors and to reduce the risk they pose to the safety of the community and themselves.

Project Results:

DUI Courts provided cost effective supervision and enhanced coordinated treatment to repeat DUI offenders for the purpose of increasing public safety and returning sober productive individuals to the community.

In FFY 2014, 12 participants entered the program, 19 participants graduated from the program and only 1 participant re-offended. The DUI Courts saved over 3,400 jail days, saving tax payers over \$204,000.

Awarded: 111,097.63 Expended: 82,067.47 Funding Source: 164 AL

Project Number: ID-14-02-16

Project Title: Court Monitoring

Funded Agency: Mothers Against Drunk Driving

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Court Monitoring as a highly effective, low cost countermeasure that can be implemented quickly. Mothers Against Drunk Driving (MADD) will train volunteers in advanced data collection, tracking/disseminating results to increase courtroom visibility and collect the data/results. Data will be compiled by the program coordinator to track strengths, weaknesses and inconsistencies. The program Coordinator will meet with judges, prosecutors and bailiffs to strengthen court relationships. OVI Court cases will be monitored in Franklin, Pickaway, Delaware, Hamilton, Butler, Warren, Montgomery, Cuyahoga, Lorain and Portage Counties.

Project Results:

MADD monitored 1,400 cases in 15 venues in 10 counties during FFY 2014.

Court	Cases Monitored	Guilty	OVI Charges	Reduced Charges
Circleville	60	32	27	5
Franklin County	130	64	42	22
Kettering	18	18	8	10
Portage County-Ravenna	180	113	79	34
Kent	21	8	6	2
Berea Municipal	125	80	64	16
Hamilton County	271	132	104	28
Lebanon Municipal	75	39	22	17
Dayton Municipal	126	64	43	22
Reynoldsburg Mayors Court	45	16	12	4
Cleveland Municipal Court	116	65	37	28
City of Delaware Municipal	22	16	9	7
Grove City Mayors Court	74	11	7	4
City of Hamilton Municipal Court	18	9	7	2
Elyria Municipal	119	70	38	32
Total	1,400	737	505	233

Awarded: 25,277.49 Expended: 22,709.28 Funding Source: 410

Project Number: ID-14-02-12

Project Title: Drug Recognition Expert (DRE) Coordinator Program

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013, states there are four basic strategies to reduce impaired driving: deterrence, prevention, communications and outreach, and alcohol treatment. Enforcement of Drugged Driving is mentioned as an enforcement strategy that is likely to be

effective. The Ohio Drug Evaluation and Classification (DEC) program is entering the fourth year of programming. Ohio currently has 76 certified DREs.

Project Results:

Three DRE training courses were conducted; training an additional 27 DREs in FFY 2014. At the end of FFY 2014, Ohio had 94 fully certified DREs and 13 DRE Instructors. Ohio is on track to meet or exceed the initial goal of 100 DREs by the end of FFY 2014.

Twenty-seven ARIDE courses were conducted with 692 officers trained.

Drug Category Name	Evaluations with completed Toxicology	Confirmed Matches of Completed Toxicology	Rate of Accuracy of Completed Toxicology
Stimulants	113	93	82.30%
Depressants	118	65	55.08%*
Hallucinogens	1	0	0.00%
Dissociative Anesthetic	4	0	0.00%
Narcotic	129	107	82.95%
Inhalant	1	1	100.0%
Cannabis	141	128	90.78%

*Depressant accuracy is low due to equipment at OSHP lab. New AB Sciex liquid chromatograph/mass spectrometer that was purchased on grant listed below is equipped to pick up depressants at lower levels than the current equipment.

Awarded:	180,000.00	Expended:	170,896.40	Funding Source:	405d
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Project Number: ID-14-02-13
Project Title: Statewide DRE Lab
Funded Agency: Ohio State Highway Patrol

Project Description:

The grant for the OSHP is used to process the increased number of samples that are being sent to the lab for testing from the increased DRE evaluations in the state.

Project Results:

The OSHP purchased an AB Sciex liquid chromatograph/mass spectrometer to expand the testing menu for most any compound. The instrument has been purchased and installed. Method development and validation will begin in early FFY 2015. As mentioned in the Statewide Alcohol Lab grant, evidence submissions have increased about ten percent. Alcohol analyses are being completed in 7 days and drug analyses are being completed in 30 days.

Awarded:	514,042.91	Expended:	411,820.21	Funding Source:	410
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Project Number: ID-14-02-14

Project Title: State Funded Impaired Driving Enforcement

Funded Agency: Ohio State Highway Patrol

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists High Visibility Enforcement as a countermeasure that produces different results. The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol-related and motorcycle enforcement activity statewide to impact fatal crashes. The state funds activity that occurs during regular working hours. The portion of these funds that are alcohol-related is used towards match and MOE for the 410 and 405d funds.

Project Results:

Year to date activity for the OSHP shows a 1.7 percent increase in enforcement stops from 2013. Of the 562,975 enforcement stops to date, 22,129 are OVI enforcement (a 1.8 percent increase from 2013).

Budgeted: 50,000,000 **Expended:** 54,158,724.07 **Funding Source:** State

Project Number: ID-14-02-15

Project Title: State Funded Ohio Investigative Unit (OIU)

Funded Agency: Ohio State Highway Patrol

Project Description:

OIU conducts compliance checks of establishments to ensure bars and stores are not selling alcohol to minors. OIU also conducts server training to educate servers on selling to minors and over serving. OIU also offers a couple of educational programs geared towards underage drinking: Sober Truth and Parents Who Host Lose the Most. OIU will also conduct trace-back investigations that occur on regular duty with state funds.

Budgeted: 12,274,300 **Expended:** 4,785,685.02 **Funding Source:** State

Evaluation

- C-5) The 2008 – 2012 average number of alcohol impaired driving fatalities (blood alcohol concentration of .08g/dL or higher) is 341. Ohio did not meet the goal of 336.
- The 2008 – 2012 average number of alcohol-related fatal crashes (any impairment level where alcohol was a factor) is 386. Ohio did not meet the goal of 375.
- Alcohol related fatal crashes averaged 38.64 percent of all fatal crashes between 2008 and 2012. Ohio did not meet the goal of no more than 37.07 percent.
- Ohio conducted 583 DRE evaluations in 2013. Ohio did not meet the goal of 622.

- Ohio had 87 certified DREs as of December 31, 2013 and 94 as of September 30, 2014. Ohio did not meet the goal of 88 by December 31, 2013 but is on target to meet or exceed 100 by December 31, 2014.

Alcohol-Related / Total Fatal Crashes			
Year	Alcohol-Related Fatal Crashes	Total Fatal Crashes	Percent of Total Fatal Crashes
2010	393	984	39.9
2011	342	942	36.3
2012	431	1,024	42.1
2013	274	918	29.8
2014*	215	718	29.9

*2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals.

While Ohio did not meet the Core Outcome Measure or the additional goals set in the FFY 2014 HSP, we were close to all of them. Ohio is working on proposal for a new OVI model to decrease alcohol related crashes. The new model was submitted for approval in a revision to the FFY 2014 HSP, but logistics have taken longer than anticipated to implement. This project has been included in FFY 2015. Ohio will continue to review data and implement impaired driving countermeasures to impact the impaired driving fatal and serious injury crashes.

Occupant Protection Program Area

Overview

- C-4) To decrease unrestrained passenger vehicle occupant fatalities (all seat positions) 6.25 percent from the 2007 - 2011 calendar base year average of 426 to a 2008 – 2012 year average of 399 by December 31, 2013 and to a 2010 – 2014 year average of 351 by December 31, 2015.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from the 2007 – 2011 calendar base year average of 38.14 percent of all traffic fatalities to a 2008 – 2012 average of no more than 36.92 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 34.61 percent of all traffic fatalities by December 31, 2015.
- B-1) To increase statewide seat belt compliance 1.27 percent from the 2012 calendar base year usage rate of 82.0 percent to 83.0 percent by December 31, 2013 and to 85.2 percent by December 31, 2015.

Programming Efforts

Project Number: OP-14-03-01

Project Title: Click It or Ticket (CIOT) Earned Media Plan

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 states that effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. Ohio's earned media plan will span the entire federal fiscal year with the heaviest emphasis during the national CIOT mobilization.

Project Results:

Ohio used many different networks to ensure earned media was achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc.). Messaging was consistent with the National Communications Plan and consisted of the following components:

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

Earned Media	
Press conferences	46
TV news stories	786
Radio news stories	841
Print news Stories	143

Awarded: N/A **Expended:** N/A **Funding Source:** N/A

Project Number: OP-14-03-02

Project Title: Seat Belt Materials

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 states that effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. In FFY 2014, Ohio continued to use the CIOT for sustained seat belt messaging throughout the year. The goal of the sustained effort was to increase statewide usage of seat belts. The objective was to elevate awareness of the seat belt message while coupled with heightened enforcement throughout the state of Ohio during periods other than the CIOT mobilization.

Project Results:

In FFY 2014, Ohio used the Click It or Ticket (CIOT) campaign messages for its sustained seat belt campaign throughout the year. Sustained materials were used in conjunction with high visibility enforcement efforts during time periods outside of the CIOT mobilization to help increase statewide seat belt usage.

Materials purchased in FFY 2014 include bumper magnets, coasters, and napkins. Materials were distributed to Safe Communities, Law Enforcement, and business partners to raise awareness among their community and/or employees of the importance of buckling up. The materials provide a nice visual reminder to the public and provide our partners a great educational opportunity while engaging the public. In FFY 2014, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at increasing seat belt usage.

Awarded:	250,000.00	Expended:	121,924.24	Funding Source:	402 OP
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Project Number: OP-14-03-03

Project Title: Click It or Ticket Paid Media

Funded Agency: Ohio Traffic Safety Office


Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 states that effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. Ohio continued to implement and expand the national seat belt mobilization model in FFY 2014. Campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

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

Project Results:

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airing or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 39,113,232.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	489	500	989	\$ 135,508.06
Radio	3,342	3,369	6,711	\$ 68,182.96
Internet				\$ 94,792.80
Print Ads				\$ 3,697.20
Other (Outdoor)				\$ 198,554.02
			Total Media Cost	\$ 500,735.04

Awarded: 862,500.00 Expended: 500,735.04 Funding Source: 405b

Project Number: OP-14-03-04

Project Title: Click It or Ticket Mobilization

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 states that Short-Term, High-Visibility Belt Law Enforcement has demonstrated to be effective. Ohio continued to implement and expand the national seat belt mobilization efforts in FFY 2014. Campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

With approximately 671 law enforcement agencies in the state, OTSO was unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment rewards has been proven to be an effective incentive to participate and generates a large amount of earned media during the national mobilization.

Project Results:

OTSO worked to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. More than 500 agencies participated in the 2014 enforcement mobilization.

Traffic safety related equipment was awarded to agencies who participate in the 2013 national mobilizations. Awards were based on the level of involvement, including high visibility enforcement, media outreach and timely reporting.

The OTSO made it a priority for grantees and non-grantee partners to participate in the mobilization in 2014.

Click It or Ticket Mobilization Agency Participation			
Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	59	59	59
County Sheriffs	88	66	63
City / Town Police	633	435	441
Other	8	5	4
Totals	788	565	567

Click It or Ticket Mobilization Activity					
Enforcement Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Enforcement Hours	165,508	127,694	132,135	194,952	151,650
OVI Arrests	1,943	2,204	2,018	2,019	2,378
Restraint Citations	13,286	13,812	13,561	15,997	16,995
Child Restraint Citations	459	538	468	530	767
Speed Citations	35,991	37,219	36,977	42,608	47,221
Driving Under Suspension	5,180	5,479	5,861	6,709	7,450
Felony Arrests	816	1,174	1,581	1,458	1,576

Materials and Equipment Awards

Agencies across the state were encouraged to participate in the National CIOT and Drive Sober or Get Pulled Over mobilizations. Law enforcement agencies who participated and submitted activity for both mobilizations qualified for equipment. Over 500 agencies participated in the mobilization. Following is the equipment purchased for the incentive.

Equipment Incentives	
Quantity	Item
40	Lasers
175	Radars
45	Antenna

Awarded: 300,225.00 Expended: 300,200.00 Funding Source: 402 PT

Project Number: OP-14-03-05

Project Title: Sustained Belt Paid Media Plan

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 states that effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs. In FFY 2014, Ohio continued to model the national communications media plan to bridge the media

gaps around the national seat belt mobilization with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

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

Project Results:

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

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

High Risk Populations

Teens

Ohio worked to target rural teen seat belt usage. Huddle High Schools, Inc. distributed high school tickets for regular season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO cosponsored 137 high schools (2 million ticket backs) in southeast Ohio, Columbus and Cleveland markets with a "Buckle-Up in Your Truck" seat belt message during the school year to direct target this audience.

Rural

Ohio worked to target rural seat belt usage. Through Huddle, high school sport tickets are printed with the "Buckle-Up in Your Truck" message in rural areas. Currently, 50 rural school bus shelter locations statewide are also printed with the same message. These bus shelters are located along rural routes. The message is placed on the outside of the shelter for passing traffic to see.

18 – 34 year old Male

This target audience was identified throughout the state of Ohio as a low-usage population. Qualitative research information has generally identified the younger men (16 -24 years) within this demographic as the most "high risk" drivers and passengers. These men are also less likely to use safety belts if they travel in pick-up trucks, consume alcohol, or ride at night and/or are African American and Latino. Ohio worked closely with both the state and national media buyer to target 18 – 34 year old male seat belt usage. Ohio ran seat belt messages during home games throughout the season with the following sports teams in Ohio to target this high risk population:

Cincinnati Reds, Cleveland Indians, Columbus Clippers, Toledo Mudhens, The Ohio State University and the Columbus Crew.

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 44,950,597.

Medium	Cost
TV/Cable	\$ 0.00
Radio	\$ 17,459.01
Internet	\$ 4,122.71
Other	\$ 107,946.94
Total	\$ 129,528.66

Awarded: 287,500.00 Expended: 129,528.66 Funding Source: 402 PM

Evaluating Effectiveness of Seat Belt Usage Media Messages

The Ohio Traffic Safety Office's (OTSO) paid media components pertaining to seat belt use consisted primarily of television and radio buys with earned media television, radio, and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2014 paid media plan for enhancing the statewide use of seat belts.

As reported in the Impaired Driving Program Area, the Miami University Applied Research Center conducted four random-digit dialing statewide telephone surveys of 4,753 drivers across the eight designated Ohio State Highway Patrol districts. These surveys were conducted between April and October 2014, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered an array of topics pertaining to highway safety, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; distracted driving; and opinions and actions related to Ohio laws and law enforcement.

Overall, 64 percent of survey participants reported that during the 30 days prior to completing the survey, they had “definitely” or “probably” seen or heard messages in Ohio encouraging people to wear their seat belts. Approximately 45 percent of those respondents saw or heard the message on television while 17 percent reported being exposed to seat belt messages through the radio. Additionally, 12 percent of respondents reported they were exposed to these messages through both the television and the radio. When respondents were asked to identify other places they had seen or heard messages encouraging seat belt use, 39 percent cited billboards and 31 percent said road signs. Other places respondents reported seeing messages regarding seat belt use included electronic roadway signs (12 percent), banners (eight percent), and signs on buses (three percent).

During FFY 2014, the majority of respondents reported that the number of seat belt messages they had seen or heard in the 30 days prior to the survey had been about the same (81 percent), while 13 percent claimed they had seen or heard more messages than usual.

Approximately 65 percent of respondents reported that they had seen or heard slogans encouraging seat belt use during the 30 days prior to the survey. Those who reported seeing or hearing a slogan identified the following specific slogan names without prompting: During the first (baseline) survey, respondents mentioned *Click It or Ticket* (77 percent) and *What's Holding You Back?* (five percent). During the second survey, which was congruent with the first paid media initiative, respondents mentioned *Click It or Ticket* (84 percent) and *What's Holding You Back?* (one percent). During the third survey, which preceded the second paid media initiative, respondents mentioned *Click It or Ticket* (78 percent) and *What's Holding You Back?* (two percent). Regarding the fourth survey, which followed the second paid media initiative, respondents mentioned *Click It or Ticket* (76 percent) and *What's Holding You Back?* (two percent). As expected, recall of slogans encouraging seat belt use increased from survey-1 to survey-2; specifically, recall of *Click It or Ticket* increased seven percent from survey-1 to survey-2.

Finally, it is also significant that respondents who maintained that they had not heard or seen a slogan encouraging seat belt use during the 30 days prior to the survey as well as those who saw or heard a slogan were then questioned specifically about the *Click It or Ticket* and *What's Holding You Back?* slogans by name. When prompted, 78 percent of those respondents had heard *Click It or Ticket* and 29 percent said they had heard the *What's Holding You Back?* slogan.

Based on results from the Miami University ARC's statewide telephone surveys, earned media, paid media, and education and enforcement efforts will be re-evaluated to establish proper campaign segmentation and geographic location.

Funding: Incl. in Traffic Safety Program Management

Project Number: OP-14-03-06

Project Title: Occupant Protection Coordinator (OPC) Program

Funded Agency: Ohio Department of Health

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 list Communications and Outreach Strategies for Booster Seat Use, Child Restraint Distribution Programs, and Inspection Stations as countermeasures producing different results. In FFY 2014, Ohio Department of Health (ODH) will continue to be the lead agency for the OPC program. ODH contracted with seven OPC Coordinators to provide occupant restraint programming to all 88 Ohio counties. The OPC responsibilities included coordinating a child safety seat distribution program for low-income families, conducting car seat check-up events, coordinating the NHTSA 32-hour Standardized CPS Technician Training course and associated refresher course, disseminating occupant protection education and training for youth, and the National Campaigns for CPS and booster seats.

Project Results:

The OPC program continued to emphasize Ohio's booster seat law. In addition to checking car seat and/or booster seats, technicians use the opportunity to provide seat belt education and tips to the entire family (parents, caregivers and older siblings). ODH oversaw a program to provide special needs child safety seat clinics; provide training on how to safely transport children with

special needs, and provide special needs safety seats to low income families. The OPC Coordinator that oversees the special needs program served as a statewide resource.

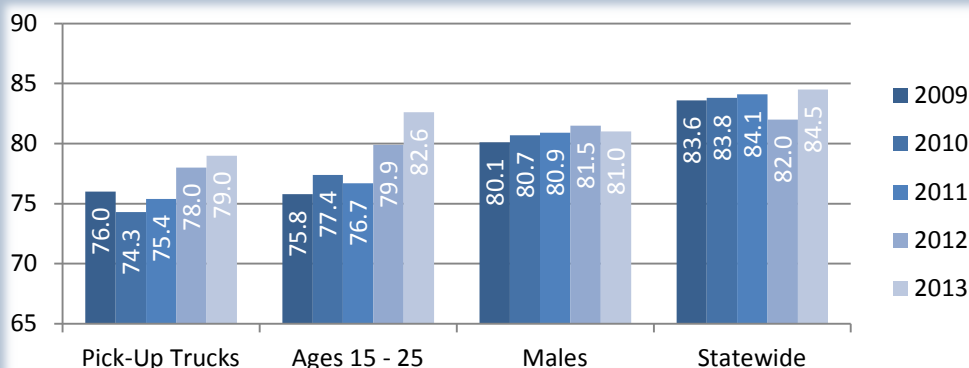
The Ohio Department of Health (ODH) was again the lead agency for the OPC program. ODH contracted with seven regional OPC Coordinators to provide occupant restraint programming to all 88 Ohio counties. This program was responsible for coordinating the child safety seat distribution program for low-income families. Last year this program distributed a total of 4,507 seats. Other activities conducted by the regional OPC coordinators are listed below. During FFY 2014, OPC coordinators and ODH received \$25,604 in donations from local businesses. In addition, staff donated an additional 6,484 hours of their time to the program. This time is valued at \$146,214.20. The seven regional OPC Coordinators not only helped get children properly restrained in child safety seats and/or booster seats, they distributed 11,877 pieces of occupant protection educational materials, 9,375 pieces of booster seat educational materials and 3,416 law enforcement cards. This program not only ensures children are properly restrained, but also stresses the importance of buckling up to the adults and older children.

Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Car Seat Check Events	160	121	137	114	121
Car Seats Checked at Events	2,568	1,191	1,699	1,402	1,542
32-Hour Technician Classes	20	10	14	17	12
New CPS Technicians	199	140	167	174	134
Refresher Courses	25	40	67	63	49
Refresher Course Attendees	316	237	585	317	155

Awarded: 426,299.07 Expended: 422,296.43 Funding Source: 405b

Evaluation

- C-4) The 2008 – 2012 average number of unrestrained passenger vehicle occupant (all seat positions) is 404. Ohio did not meet the goal of 399.
- Unrestrained fatalities averaged 37.20 percent of all fatal crashes between 2008 and 2012. Ohio did not meet the goal of 36.92 percent.
- B-1) The 2013 observed seat belt rate was 84.5 percent. Ohio exceeded the goal of 83.0 percent by December 31, 2013.



While Ohio did not meet either the core performance goal or the additional goal set in the 2014 HSP, we came close on both. Ohio exceeded the behavioral goal. Ohio's seat belt observations were completed using the new NHTSA approved methodology. Ohio will continue to analyze the fatal and serious injury unbelted fatality data to determine programming in an effort to reduce unbelted fatalities and to continue increasing the observed seat belt rate.

Speed Program Area

Overview

- C-1) To decrease traffic fatalities 3.14 percent from the 2007 – 2011 calendar base year average of 1,113 to a 2008 – 2012 year average of 1,078 by December 31, 2013 and to a 2010 – 2014 year average of 1,011 by December 31, 2015.
- C-2) To decrease serious traffic injuries 2.33 percent from the 2007 – 2011 calendar base year average of 10,039 to a 2008 – 2012 year average of 9,805 by December 31, 2013 and to a 2010 – 2014 year average of 9,353 by December 31, 2015.
- C-3a) To decrease the fatalities/VMT rate 3.11 percent from the 2007 – 2011 calendar base year average of 1.00 to a 2008 – 2012 year average of .97 by December 31, 2013 and to a 2010 – 2014 year average of .91 by December 31, 2015.
- C-3b) To decrease the rural fatalities/VMT rate 2.22 percent from the 2007 – 2011 calendar base year average of 1.98 to a 2008 – 2012 year average of 1.94 by December 31, 2013 and to a 2010 – 2014 year average of 1.85 by December 31, 2015.
- C-3c) To decrease the urban fatalities/VMT rate 4.24 percent from the 2007 – 2011 calendar base year average of .53 to a 2008 – 2012 year average of .51 by December 31, 2013 and to a 2010 – 2014 year average of .47 by December 31, 2015.
- C-4) To decrease unrestrained passenger vehicle occupant fatalities (all seat positions) 6.25 percent from the 2007 - 2011 calendar base year average of 426 to a 2008 – 2012 year average of 399 by December 31, 2013 and to a 2010 – 2014 year average of 351 by December 31, 2015.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from the 2007 – 2011 calendar base year average of 38.14 percent of all traffic fatalities to a 2008 – 2012 average of no more than 36.92 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 34.61 percent of all traffic fatalities by December 31, 2015.
- C-5) To decrease alcohol impaired driving fatalities 2.31 percent from the 2007 – 2011 calendar base year average of 344 to a 2008 – 2012 year average of 336 by December 31, 2013 and to a 2010 – 2014 year average of 321 by December 31, 2015.
NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.
- To decrease alcohol related fatal crashes (any impairment level where alcohol was a factor) 2.59 percent from the 2007 – 2011 calendar base year average of 385 to a 2008 – 2012 year average of 375 by December 31, 2013 and to a 2010 – 2014 year average of 356 by December 31, 2015.
- To decrease the number of alcohol related fatal crashes from the 2007 – 2011 calendar base year average of 37.54 percent of all fatal crashes to a 2008 – 2012 average of no more than

37.07 percent of all fatal crashes by December 31, 2013 and to a 2012 – 2014 year average of no more than 36.15 percent by December 31, 2015.

- C-6) To decrease speeding-related fatalities 1.25 percent from the 2007 - 2011 calendar base year average of 288 to a 2010 – 2012 year average of 284 by December 31, 2013 and to a 2010 – 2014 year average of 277 by December 31, 2015.**
- To decrease the number of speeding-related fatalities from the 2007 – 2011 calendar base year average of 26.17 percent of all traffic fatalities to a 2008 – 2012 average of no more than 25.84 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 25.20 percent of all traffic fatalities by December 31, 2015.
- C-7) To decrease motorcyclist fatalities 1.25 percent from the 2007 - 2011 calendar base year average of 181 to a 2008 – 2012 year average of 179 by December 31, 2013 and to a 2010 – 2014 year average of 174 by December 31, 2015.**
- C-8) To decrease un-helmeted motorcyclist fatalities 1.25 percent from the 2007 – 2011 calendar base year average of 129 to a 2008 – 2012 year average of 127 by December 31, 2013 and to a 2010 – 2014 year average of 124 by December 31, 2015.**
- To decrease the number of motorcycle fatalities from the 2007 – 2011 calendar base year average of 16.23 percent of all traffic fatalities to a 2008 – 2012 average of no more than 16.03 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 15.63 percent of all traffic fatalities by December 31, 2015.
- C-9) To decrease drivers age 20 or younger involved in fatal crashes 8.17 percent from the 2007 - 2011 calendar base year average of 181 to a 2008 – 2012 year average of 166 by December 31, 2013 and to a 2010 – 2014 year average of 140 by December 31, 2015.
- To decrease the number of youth (age 20 and under) fatalities from the 2007 – 2011 calendar base year average of 16.36 percent of all traffic fatalities to a 2008 – 2012 average of no more than 15.69 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 14.42 percent of all traffic fatalities by December 31, 2015.
- C-10) To decrease pedestrian fatalities 1.25 percent from the 2007 – 2011 calendar base year average of 98 to a 2008 – 2012 year average of 97 by December 31, 2013 and to a 2010 – 2014 year average of 94 by December 31, 2015.**
- To decrease the number of pedestrian fatalities from the 2007 – 2011 calendar base year average of 8.82 percent of all fatalities to a 2008 – 2012 average of no more than 8.71 percent of all fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 8.49 percent by December 31, 2015.
- To reduce distracted driving fatal crashes 2.88 percent from the 2007 – 2011 calendar base year average of 16 to a 2008 – 2012 average of no more than 15.***
- To reduce distracted driving injury crashes 6.4 percent from the 2007 – 2011 calendar base year average of 1,899 to a 2008 – 2012 average of no more than 1,777.***
- B-1) To increase statewide seat belt compliance 1.27 percent from the 2012 calendar base year usage rate of 82.0 percent to 83.0 percent by December 31, 2013 and to 85.2 percent by December 31, 2015.

*** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The trend method was used to set the goals, however the goals may need to be re-evaluated as the new data becomes available.

Programming Efforts

Project Number: SP-14-04-01

Project Title: High Visibility Enforcement (HVEO) Grants

Funded Agencies: See chart under Project Results

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists High Visibility Enforcement as a countermeasure that produces different results. High Visibility is designed to convince the public that there are consequences to traffic violations. Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2010, 2011 and 2012. Each agency conducted occupant restraint and alcohol-related enforcement activity to impact their fatal crashes. Agencies conducted other high risk traffic safety enforcement (e.g., motorcycle crash reduction, speed-related crash reduction, etc.) based on fatal/serious injury problem identification.

Project Results:

Funded Agencies

63 Sheriff's Office and 35 local jurisdictions

Agency	County	Population	Award Amount	Total Expended
Allen Co. Sheriff's Office	Allen	105,298	52,389.34	48,651.63
Ashland Co. Sheriff's Office	Ashland	50,043	30,502.13	24,877.70
Athens Co. Sheriff's Office	Athens	64,681	30,440.45	22,924.19
Belmont Co. Sheriff's Office	Belmont	69,571	18,315.54	8,555.21
Brown Co. Sheriff's Office	Brown	44,264	26,850.88	11,641.12
Butler Co. Sheriff's Office	Butler	371,272	73,318.07	69,761.42
Fairfield Police Dept.	Butler		44,709.27	38,587.12
Hamilton Police Dept.	Butler		43,963.49	33,887.30
Middletown Police Dept.	Butler		51,240.70	34,152.51
West Chester Police Dept.	Butler		55,495.02	42,251.41
Carroll Co. Sheriff's Office	Carroll	28,275	19,917.89	9,155.06
Clark Co. Sheriff's Office	Clark	136,167	43,464.40	40,609.29
Springfield Police Dept.	Clark		39,286.97	35,380.17
Clermont Co. Sheriff's Office	Clermont	200,218	39,318.83	39,240.72
Miami Twp. Police Dept.	Clermont		50,595.60	46,515.64
Union Twp. Police Dept.	Clermont		45,906.89	43,323.90
Coshocton Co Sheriff's Office	Coshocton	36,760	29,207.23	14,636.04
Crawford Co. Sheriff's Office	Crawford	42,808	27,719.48	26,260.58
Cuyahoga Co. Sheriff's Office	Cuyahoga	1,263,154	69,244.74	66,161.52
Cleveland Police Dept.	Cuyahoga		72,854.73	68,983.41
Euclid Police Dept.	Cuyahoga		50,658.17	46,237.34
Garfield Heights Police Dept	Cuyahoga		48,247.66	42,796.97
Parma Police Dept.	Cuyahoga		48,622.51	46,035.85
Delaware Co. Sheriff's Office	Delaware	184,979	67,759.80	62,966.36
Erie Co. Sheriff's Office	Erie	76,048	37,265.75	26,885.39
Perkins Twp. Police Dept.	Erie		35,336.27	22,655.28

Fayette Co. Sheriff's Office	Fayette	28,800	32,450.93	26,615.80
Franklin Co. Sheriff's Office	Franklin	1,212,263	87,556.56	26,660.31
Columbus Police Dept.	Franklin		102,591.58	90,735.66
Fulton Co. Sheriff's Office	Fulton	42,488	30,703.25	26,660.31
Gallia Co. Sheriff's Office	Gallia	30,794	24,962.97	7,526.94
Geauga Co. Sheriff's Office	Geauga	93,972	45,119.88	40,027.76
Greene Co. Sheriff's Office	Greene	163,204	53,404.05	16,843.46
Hamilton Co. Sheriff's Office	Hamilton	805,520	68,004.43	38,523.46
Cincinnati Police Dept.	Hamilton		96,455.03	79,890.37
Colerain Twp. Police Dept.	Hamilton		24,548.75	16,467.28
Sharonville Police Dept.	Hamilton		46,675.31	23,898.97
Hancock Co. Sheriff's Office	Hancock	75,773	32,562.92	30,637.04
Hardin Co. Sheriff's Office	Hardin	31,641	24,329.31	16,795.92
Harrison Co. Sheriff's Office	Harrison	15,622	21,437.55	19,515.11
Highland Co. Sheriff's Office	Highland	43,299	27,255.45	20,634.76
Holmes Co. Sheriff's Office	Holmes	43,593	29,614.65	26,867.20
Huron Co. Sheriff's Office	Huron	59,201	19,821.18	16,052.62
Norwalk Police Dept.	Huron		36,890.18	30,892.72
Jackson Co. Sheriff's Office	Jackson	32,938	20,798.23	8,373.08
Jefferson Co. Sheriff's Office	Jefferson	67,964	26,200.79	16,540.62
Knox Co. Sheriff's Office	Knox	60,810	32,874.38	23,414.48
Lake Co. Sheriff's Office	Lake	229,854	47,672.95	30,253.34
Mentor Police Dept.	Lake		50,819.04	45,172.88
Willoughby Police Dept.	Lake		37,649.87	35,929.54
Licking Co. Sheriff's Office	Licking	168,375	28,975.02	20,331.65
Logan Co. Sheriff's Office	Logan	45,481	34,350.52	30,602.96
Lorain Co. Sheriff's Office	Lorain	302,827	70,879.37	59,827.49
Elyria Police Dept.	Lorain		45,499.65	35,582.25
Lucas Co. Sheriff's Office	Lucas	436,393	69,462.04	38,219.46
Toledo Police Dept.	Lucas		73,948.11	70,166.96
Mahoning Co. Sheriff's Office	Mahoning	233,869	49,508.30	43,850.40
Boardman Police Dept.	Mahoning		39,717.52	36,818.41
Youngstown Police Dept.	Mahoning		36,153.60	34,679.77
Marion Co. Sheriff's Office	Marion	65,905	36,221.18	35,930.01
Medina Co. Sheriff's Office	Medina	174,915	43,937.68	42,552.29
Meigs Co. Sheriff's Office	Meigs	23,599	25,349.13	5,703.67
Mercer Co. Sheriff's Office	Mercer	40,784	22,733.17	19,778.13
Miami Co. Sheriff's Office	Miami	103,439	56,892.75	53,341.99
Montgomery Co Sheriff's Office	Montgomery	535,846	82,014.26	67,483.14
Dayton Police Dept.	Montgomery		68,380.67	63,121.46
Kettering Police Dept.	Montgomery		29,019.83	8,385.19
Trotwood Police Dept.	Montgomery		27,891.87	23,086.37
Morrow Co. Sheriff's Office	Morrow	35,033	24,534.04	22,634.27
Muskingum Co. Sheriff's Office	Muskingum	85,231	28,853.99	16,594.61
Zanesville Police Dept.	Muskingum		37,455.51	22,220.15
Ottawa Co. Sheriff's Office	Ottawa	41,153	30,514.75	13,413.82
Pickaway Co. Sheriff's Office	Pickaway	56,304	35,123.76	27,576.38
Pike Co. Sheriff's Office	Pike	28,367	24,157.36	12,568.12
Portage Co. Sheriff's Office	Portage	163,862	21,645.42	18,597.81
Putnam Co. Sheriff's Office	Putnam	34,088	30,503.55	26,241.85
Richland Co. Sheriff's Office	Richland	121,773	57,731.45	45,904.51
Ross Co. Sheriff's Office	Ross	77,910	17,638.50	1,624.71

Sandusky Co. Sheriff's Office	Sandusky	60,098	34,283.00	30,406.15
Scioto Co. Sheriff's Office	Scioto	78,153	32,728.79	29,650.93
Seneca Co. Sheriff's Office	Seneca	55,914	28,599.68	25,238.97
Stark Co. Sheriff's Office	Stark	375,432	70,045.25	60,015.69
Canton Police Dept.	Stark		31,988.28	27,683.19
Jackson Twp. Police Dept.	Stark		45,953.46	36,047.97
Summit Co. Sheriff's Office	Summit	541,824	77,718.38	57,844.54
Akron Police Dept.	Summit		61,858.30	52,022.45
Springfield Twp. Police Dept.	Summit		31,544.05	35,380.17
Trumbull Co. Sheriff's Office	Trumbull	206,442	48,520.89	45,623.12
Howland Twp. Police Dept.	Trumbull		20,178.46	7,721.87
Warren Police Dept.	Trumbull		39,128.20	27,026.56
Warren Twp. Police Dept.	Trumbull		34,218.59	29,398.66
Tuscarawas Co. Sheriff's Office	Tuscarawas	92,672	28,643.08	24,142.05
Warren Co. Sheriff's Office	Warren	219,169	85,856.41	62,176.94
Clearcreek Twp. Police Dept.	Warren		37,732.20	33,554.94
Washington Co. Sheriff's Office	Washington	61,310	33,157.53	27,209.69
Wayne Co. Sheriff's Office	Wayne	115,071	34,559.60	23,952.88
Wood Co. Sheriff's Office	Wood	129,264	53,096.31	48,623.11
Wyandot Co. Sheriff's Office	Wyandot	22,447	29,439.12	26,629.74

*Counties that did not have HVEO activities in all years (2009 – 2013). Crash numbers are not included for these counties in the table below.

Highly visible enforcement activities were conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar.

Dates	Blitz/National Campaign
October 25 – November 1, 2013	Halloween
November 22 – December 1, 2013	Thanksgiving
December 13, 2013 – January 2, 2014	Christmas/New Years
January 30 – February 3, 2014	Super Bowl
March 14 – March 18, 2014	St. Patrick's Day
April – May 2014	Prom
May 19 – June 1, 2014	Click It or Ticket
July 2 – July 6, 2014	4 th of July
August 15 – September 1, 2014	Drive Sober or Get Pulled Over
September 2014	Homecoming

2010 – 2014 HVEO Counties				
Year	Fatal Crashes	Alcohol-Related Injury Crashes	Alcohol-Related Fatal Crashes	Injury Crashes
2010	737	4,295	295	61,661
2011	690	4,089	262	61,232
2012	722	4,176	311	59,887
2013	652	3,923	194	57,593
2014*	520	2,950	169	42,214

*2014 only includes preliminary numbers (January 1, 2014 through October 31, 2014). It is only included to show progress toward stated goals.

Total Overtime Enforcement	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Daytime Overtime Hours	*	*	23,277	25,752	31,323
Nighttime Overtime Hours	*	*	30,333	30,008	34,471
Total Overtime Hours	54,482	51,590	53,610	55,760	65,794
Number of Traffic Stops	71,091	69,622	77,832	82,998	98,130
OVI Arrests Under 21	84	119	90	73	112
OVI Arrests 21 and Over	760	674	767	737	685
Refusals	*	*	*	185	171
Adult Restraint Citations	5,227	5,263	5,829	5,874	6,371
Child Restraint Citations	288	269	352	445	464
Speed Citations	26,473	25,285	27,194	27,687	32,585
Distracted Driving	*	*	*	173	320
Driving Under Suspension	3,709	3,526	4,106	3,601	4,199
No Operator License Citations	*	*	*	1,378	1,694
Felony Arrests	317	310	330	391	454
Other Citations Issued	*	*	*	10,828	11,869

Daytime Overtime Enforcement**	FFY 2013	FFY 2014
Daytime Overtime Hours	25,752	31,323
Number of Traffic Stops	40,661	49,803
OVI Arrests Under 21	5	9
OVI Arrests 21 and Over	72	70
Refusals	17	20
Adult Restraint Citations	2,852	3,551
Child Restraint Citations	218	191
Speed Citations	16,035	19,879
Distracted Driving	86	157
Driving Under Suspension	1,322	1,739
No Operator License Citations	533	683
Felony Arrests	127	174
Other Citations Issued	3,909	4,689

Nighttime Overtime Enforcement**	FFY 2013	FFY 2014
Nighttime Overtime Hours	30,008	34,471
Number of Traffic Stops	42,337	48,327
OVI Arrests Under 21	68	103
OVI Arrests 21 and Over	665	615
Refusals	168	151
Adult Restraint Citations	3,022	2,820
Child Restraint Citations	227	273
Speed Citations	11,652	12,706
Distracted Driving	87	163
Driving Under Suspension	2,279	2,460
No Operator License Citations	845	1,011
Felony Arrests	264	280
Other Citations Issued	6,919	7,180

Total Checkpoint Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
OVI Checkpoints Conducted	12	28	17	13	8
Vehicles Through Checkpoint	19,513	12,370	6,246	6,050	3,890
Vehicles Checked	13,929	9,179	6,064	4,105	3,791
OVI Arrests Under 21	13	1	4	0	0
OVI Arrests 21 and Over	32	38	20	7	21
Refusals	*	*	*	4	1
Driving Under Suspension	47	39	28	17	9
No Operator License Citations	17	11	7	9	1
Restraint Citations	14	14	6	7	0
Other Citations Issued	42	16	6	17	28
Vehicles Seized	14	19	5	3	0
Felony Arrests	7	4	1	3	2

Nighttime Checkpoint Activity**	FFY 2013	FFY 2014
OVI Checkpoints Conducted	13	8
Vehicles Through Checkpoint	6,050	3,890
Vehicles Checked	4,105	3,791
OVI Arrests Under 21	0	0
OVI Arrests 21 and Over	7	12
Refusals	4	1
Driving Under Suspension	17	9
No Operator License Citations	9	1
Adult Restraint Citations	5	0
Child Restraint Citations	2	0
Other Citations Issued	17	28
Vehicles Seized	3	0
Felony Arrests	3	2

*Data was not collected that FFY.

**Data was not broken out into daytime/nighttime prior to FFY 2013.

HVEO agencies reached 90.39 percent of Ohio's population (approximately 10.4 million people) through earned media and high visibility enforcement.

Awarded: 4,205,961.83 Expended: 3,322,593.49 Funding Source: 402 PT

Project Number: SP-14-04-02

Project Title: Statewide HVEO and Training

Funded Agency: Ohio State Highway Patrol

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists High Visibility Enforcement as a countermeasure that produces different results.

Project Results:

The Ohio State Highway Patrol conducted speed, occupant restraint, and motorcycle enforcement activity to impact statewide fatal crashes. The OSHP focused on increasing manpower at problem locations throughout the year to be more visible on Ohio roads during blitz periods and mandatory

campaigns. The OSHP offered training courses through the OSHP Academy to train law enforcement officers throughout the state on issues relating to speed and crash investigation.

Total Overtime Enforcement	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Daytime Overtime Hours	*	*	13,237	15,097	12,111
Nighttime Overtime Hours	*	*	6,096	6,258	674
Total Overtime Hours	21,740	19,794	19,333	21,355	12,785
Number of Traffic Stops	45,291	36,618	38,285	40,747	27,619
OVI Arrests Under 21	77	96	44	78	7
OVI Arrests 21 and Over	352	351	459	340	62
Refusals	*	*	*	70	15
Adult Restraint Citations	5,720	5,624	5,896	6,430	4,649
Child Restraint Citations	127	90	129	143	73
Speed Citations	17,597	16,412	16,691	21,581	15,340
Distracted Driving	*	*	*	33	18
Driving Under Suspension	814	796	906	995	483
No Operator License Citations	*	*	*	227	174
Felony Arrests	83	80	65	80	34
Other Citations Issued	3,298	2,831	2,584	3,814	1,934

Daytime Overtime Enforcement**	FFY 2013	FFY 2014
Daytime Overtime Hours	15,097	12,111
Number of Traffic Stops	29,563	25,795
OVI Arrests Under 21	9	6
OVI Arrests 21 and Over	51	52
Refusals	4	14
Adult Restraint Citations	5,289	4,447
Child Restraint Citations	97	70
Speed Citations	18,680	14,303
Distracted Driving	24	17
Driving Under Suspension	593	449
No Operator License Citations	145	167
Felony Arrests	32	30
Other Citations Issued	2,547	1,813

Nighttime Overtime Enforcement**	FFY 2013	FFY 2014
Nighttime Overtime Hours	6,258	674
Number of Traffic Stops	11,184	1,824
OVI Arrests Under 21	69	1
OVI Arrests 21 and Over	289	10
Refusals	66	1
Adult Restraint Citations	1,141	202
Child Restraint Citations	46	3
Speed Citations	2,901	1,037
Distracted Driving	9	1
Driving Under Suspension	402	34
No Operator License Citations	82	7
Felony Arrests	48	4
Other Citations Issued	1,267	121

Crash Related Training

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Electronic Speed Measuring Device (ESMD)	3	76	42
ESMD Instructor	1	21	14
Judges & Prosecutors Seminar (ESMD)	1	12	11
Basic Traffic Crash Investigation	3	84	37
Intermediate Traffic Crash Investigation	2	34	22
Technical Crash Investigation	2	16	22
Motorcycle Crash Investigation	1	13	9
Pedestrian Collision Investigation	1	13	10

Total Awarded:	697,161.33	Expended:	\$ 674,154.63	Funding Source:	402 PT
Enforcement	523,677.87		523,671.69		
Travel	4,128.00		205.14		
Training	40,261.50		16,825.80		
Education	50,000.00		54,358.04		
Equipment	79,093.96		79,093.96		

Project Number: SP-14-04-03

Project Title: Construction Zone Safety Project

Funded Agency: See chart under Project Results

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists High Visibility Enforcement as a countermeasure that produces different results. ODOT and ODPS formalized a partnership to reduce crashes in Ohio's construction zones. The purpose of this program was to have an enforcement presence and education campaign in identified interstate highway construction zones. Grants were awarded to sub-grantees (local police departments, county sheriff's offices and / or the Ohio State Highway Patrol) to conduct traffic enforcement in an effort to reduce construction zone crashes. Between 2009 and 2011, there were 40 fatal crashes and 3,819 injury crashes in construction zones.

Project Results:

Funded Agencies

Agency	County	Award Amount	Expended Amount
Cincinnati Police Department	Hamilton	49,944.36	49,299.70
Dayton Police Department	Montgomery	49,999.99	49,185.67
Ohio State Highway Patrol	Allen, Ashtabula, Clark, Delaware, Greene, Hancock, Lake, Miami, Montgomery, Morrow, Shelby, Summit, Wood	339,908.91	233,590.33

The Ohio Department of Transportation (ODOT) designated federal safety funds to be spent directly on work zone enforcement presence in the 2014 construction season. The ODOT, the ODPS, and the agencies listed above formalized a partnership to reduce crashes in Ohio's work zones. The work zones targeted in FFY 2014 were:

Route	Counties
I-75	Allen, Hancock, Miami, Shelby, Wood
I-90	Ashtabula, Lake
I-271	Summit
I-71	Delaware, Morrow
I-70	Clark, Montgomery
I-675	Greene

Construction Zone Enforcement Results					
Enforcement Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Daytime Enforcement Hours	*	*	5,062	4,746	5,568
Nighttime Enforcement Hours	*	*	760	868	1,041
Total Enforcement Hours	2,437	3,469	5,822	5,614	6,609
Number of Traffic Stops	3,790	5,899	10,678	12,472	10,853
OVI Arrests Under 21	3	2	0	0	5
OVI Arrests 21 and Over	11	29	11	5	8
Refusals	*	*	*	0	7
Adult Restraint Citations	126	354	638	406	546
Child Restraint Citations	30	21	54	22	14
Speed Citations	2,504	3,102	7,493	9,157	7,497
Distracted Driving	*	*	*	9	34
Driving Under Suspension	71	88	641	603	180
No Operators License Citations	*	*	*	154	86
Felony Arrests	133	7	14	8	15
Other Citations	674	582	1,169	1,244	910

Daytime Enforcement Activity**	FFY 2013	FFY 2014
Daytime Enforcement Hours	4,746.21	5,568
Number of Traffic Stops	9,464	9,541
OVI Arrests Under 21	0	3
OVI Arrests 21 and Over	3	5
Refusals	0	3
Adult Restraint Citations	311	502
Child Restraint Citations	19	11
Speed Citations	6,873	6,607
Distracted Driving	9	33
Driving Under Suspension	323	134
No Operators License Citations	0	61
Felony Arrests	0	10
Other Citations	878	788

Nighttime Enforcement Activity**	FFY 2013	FFY 2014
Nighttime Enforcement Hours	868	1,041
Number of Traffic Stops	3,008	1,312
OVI Arrests Under 21	0	2
OVI Arrests 21 and Over	2	3
Refusals	0	4
Adult Restraint Citations	95	44
Child Restraint Citations	3	3
Speed Citations	2,284	890
Distracted Driving	0	1
Driving Under Suspension	280	46
No Operators License Citations	154	25
Felony Arrests	8	5
Other Citations	366	122

*Data was not collected that FFY.

**Data was not broken out into daytime/nighttime prior to FFY 2013.

Awarded: 439,853.26 Expended: 302,075.70 Funding Source: ODOT

Project Number: SP-14-02-04

Project Title: State Funded High Visibility Enforcement

Funded Agency: Ohio State Highway Patrol

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists High Visibility Enforcement as a countermeasure that produces different results. The Ohio State Highway Patrol (OSHP) conducted speed, occupant restraint, alcohol-related and motorcycle enforcement activity statewide to impact fatal crashes. The state funded activity that occurred during regular working hours.

Project Results:

Year to date activity for the OSHP shows a 1.7 percent increase in enforcement stops from 2013. Of the 562,975 enforcement stops to date, 540,846 were non-OVI related.

Budgeted: 160,000,000 Expended: 155,000,000 Funding Source: State

Evaluation

- C-1) The 2008 – 2012 average number of traffic fatalities is 1,087. Ohio did not meet the goal of 1,078.
- C-2) The 2008 – 2012 average number of serious injuries is 9,901. Ohio did not meet the goal of 9,805.
- C-3a) The 2008 – 2012 average fatalities/VMT rate is .98. Ohio did not meet the goal of .97.
- C-3b) The 2008 – 2012 average rural fatalities/VMT rate is 1.90. Ohio exceeded the goal of 1.94.

- C-3c) The 2008 – 2012 average urban fatalities/VMT rate is .53. Ohio did not meet the goal of .51.
- C-4) The 2008 – 2012 average number of unrestrained passenger vehicle occupant fatalities is 404. Ohio did not meet the goal of 399.
- Unrestrained passenger fatalities averaged 37.20 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of no more than 36.92 percent.
- C-5) The 2008 – 2012 average number of alcohol impaired driving (crashes involving a driver or motorcycle operator with a BAC of .08 or greater) fatalities is 341. Ohio did not meet the goal of 336.
- The 2008 – 2012 average number of alcohol related fatal crashes (any impairment level where alcohol was a factor) was 386. Ohio did not meet the goal of 385.
- Alcohol related fatal crashes averaged 38.64 percent of all fatal crashes between 2008 and 2012. Ohio did not meet the goal of no more 37.07 percent.
- The 2008 – 2012 average number of speed-related fatalities is 306. Ohio did not meet the goal of 284.
- Speed-related fatalities averaged 28.30 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of 25.84 percent.
- C-7) The 2008 – 2012 average number of motorcyclists fatalities is 175. Ohio exceeded the goal of 179.
- C-8) The 2008 – 2012 average number of un-helmeted motorcyclist fatalities is 129. Ohio did not meet the goal of 127.
- Motorcyclist fatalities averaged 16.10 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of 16.03 percent.
- C-9) The 2008 – 2012 average number of drivers age 20 or younger involved in fatal crashes is 167. Ohio did not meet the goal of 166.
- Youth (age 20 and under) fatalities averaged 15.61 percent of all fatalities between 2008 and 2012. Ohio exceeded the goal of no more than 15.69 percent.
- C-10) The 2008 – 2012 average number of pedestrian fatalities is 99. Ohio did not meet the goal of 97.
- Pedestrian fatalities averaged 9.14 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of no more than 8.71 percent.
- The 2008 – 2012 average number of distracted driving fatal crashes is 13. Ohio exceeded the goal of 15.
- The 2008 – 2012 average number of distract driving injury crashes is 1,612. Ohio exceeded the goal of 1,777.
- B-1) Ohio's certified 2013 observed seat belt compliance rate is 84.5 percent. Ohio exceeded the goal of 83.0 percent.

Ohio did not meet either the speed Core Measure or the additional speed goal set in the 2014 HSP. Ohio implemented speed measuring devices (trailers) statewide in FFY 2014 to address speed. Data is starting to be collected to be used for speed problem identification at the local level. Ohio will continue to review data and implement speed countermeasures to impact the speed related fatal and serious injury crashes.

Motorcycle Safety Program Area

Overview

- C-7) To decrease motorcyclist fatalities 1.25 percent from the 2007 - 2011 calendar base year average of 181 to a 2008 – 2012 year average of 179 by December 31, 2013 and to a 2010 – 2014 year average of 174 by December 31, 2015.**
- C-8) To decrease un-helmeted motorcyclist fatalities 1.25 percent from the 2007 – 2011 calendar base year average of 129 to a 2008 – 2012 year average of 127 by December 31, 2013 and to a 2010 – 2014 year average of 124 by December 31, 2015.**
- To decrease the number of motorcycle fatalities from the 2007 – 2011 calendar base year average of 16.23 percent of all traffic fatalities to a 2008 – 2012 average of no more than 16.03 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 15.63 percent of all traffic fatalities by December 31, 2015.

Programming Efforts

Project Number: MC-14-05-01

Project Title: Motorcycle Safety Earned Media Plan

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence.

Project Results:

Ohio used many different networks to ensure earned media is achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc.) Ohio's earned media plan spanned the entire motorcycle riding season. Ohio's messaging contained messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. The earned media plan consisted of the following components:

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

Awarded: N/A **Expended:** N/A **Funding Source:** N/A

Project Number: MC-14-05-02
Project Title: Motorcycle Awareness (Share the Road)
Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence.

Project Results:

Ohio’s messaging contained messages to both the motorcyclist about riding “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. In FFY 2014, Section 2010 Funding was used to purchase motorcycle awareness materials (e.g., banners, magnets, yard signs, etc.) aimed to increase motorists’ awareness of motorcyclists.

Awarded:	281,525.03	Expended:	38,541.24	Funding Source:	2010
	319,799.36		0.00		405f

Project Number: MC-14-05-03
Project Title: Motorcyclist Safety Materials
Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence.

Project Results:

Ohio’s messaging contained messages to both the motorcyclist about riding “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. In addition to the materials focusing on motorist awareness that will be purchased with Section 2010 funds, OTSO committed 402 funds to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with materials (e.g., banners, signs, posters, etc.) to motorcyclist safety messages (Ride SMART – Sober, Motorcycle Endorsed, Alert, Right gear, Trained).

Awarded:	50,000.00	Expended:	9,054.00	Funding Source:	402 MC
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Project Number: MC-14-05-04
Project Title: Motorcycle Safety Paid Media
Funded Agency: Ohio Traffic Safety Office


Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence. Ohio’s messaging contained messages to both the motorcyclist about riding “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. Messaging was sustained throughout the riding season.

Project Results:

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

The OTSO’s paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for motorcycle safety. There were no non-paid PSA airing or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 43,700,406.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	185	184	369	\$ 103,728.30
Radio	7,157	7,608	14,765	\$ 50,868.54
Print				\$ 4,313.40
Internet				\$ 49,811.76
Other(Outdoor)				\$ 118,279.50
			Total Media Cost	\$ 327,001.50

Awarded: 500,000.00 Expended: 327,001.50 Funding Source: 402 PM

Project Number: FI-14-01-03

Project Title: Safe Communities

Funded Agencies: See Fatal/Serious Injury Program Area for full list of Safe Communities

Project Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. *The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013* lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence. Each Safe Communities program conducted activity in their grant for the motorcycle riding season. Each Safe Communities developed partnerships and held events at the grassroots level to reach motorcyclists in their communities. Safe Communities provided the education/earned media portion of the motorcycle campaign while our law enforcement agencies including the OSHP conducted motorcycle enforcement.

Project Results:

See Fatal/Serious Injury Program Area for full description and funding information. Since FFY 2008, each Safe Communities program has been required to conduct motorcycle safety activities. Some examples of education/earned media that were provided last year are participation in local bike nights, safety awareness rides, safety fairs, kickoff events for the riding season and distributing materials. Safe Communities also spoke to the motoring public at community events (fairs, safety events, etc.) about the importance of sharing the road with motorcyclists. They distributed safety materials branded with the “Look Out for Motorcycles” message.

Type of Media	Gross Impressions
Print	1,562,750
Radio	975,000
Television	2,390,000
Web	247,648

Funding: Included in Fatal/Injury Program Area

Project Number: MC-14-05-06

Project Title: Motorcycle Ohio Program

Funded Agency: Office of Criminal Justice Services – Motorcycle Ohio

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Motorcycle Rider Training as a strategy that has limited or no high-quality evaluation evidence. NHTSA’s Motorcycle Safety Program Plan states that motorcycle rider training provides opportunities for novice riders to learn basic skills and returning riders can refresh and refine their skills. This plan recommends that States conduct frequent training. This training is also a component in the Section 405f funding. The state-mandated Motorcycle Ohio (MO) program provides motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO develops and distributes public information and education materials, makes presentations regarding motorcycle safety issues and works to improve the driver licensing system for motorcyclists. MO is funded from \$6.00 of each motorcycle registration. Course tuition of \$50.00 also helps support program costs. Separate courses are available for

experienced riders and motorcyclists interested in becoming a motorcycle instructor; tuition is charged for all three of these courses.

A 16-hour basic riding course is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. The basic course is offered at 22 fixed and four mobile training sites across the state. Successful completion of the basic course waives the state on-cycle skill test.

Project Results:

The state-mandated Motorcycle Ohio (MO) program, a section under the Office of Criminal Justice Services, provided motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO developed and distributed public information and education materials to the public. MO provided sub-grantees and instructors with funding and program materials to make presentations regarding motorcycle safety. MO continued to work to improve the drivers licensing system for motorcyclists.

The program's 16-hour Basic Riding Course (BRC) is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. Successful completion of the basic course waives the state on-cycle skill test; an incentive that has driven the increase in course enrollment since 2000.

In 2014, MO trained 10,883 students at 22 training sites across the state. Private providers trained an additional 1,345 students.

MO conducted an annual instructor workshop and all 275 instructors participated. Mid-season another workshop was offered to update all instructors on the new student workbook and improved classroom techniques. MO conducted two Instructor Preparation Courses. Eighteen candidates successfully completed the course.

Awarded:	3,280,563.00	Expended:	2,453,767.66	Funding Source:	State
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Project Number: SP-14-04-01

Project Title: High Visibility Enforcement Overtime (HVEO) Grants

Funded Agencies: See Speed Program Area for full list of funded agencies

Project Description:

See Speed Program Area for full description. *The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013* lists High Visibility Enforcement as a countermeasure that produces different results. High Visibility is designed to convince the public that there are consequences to traffic violations. In addition to occupant protection and alcohol related enforcement, jurisdictions including the OSHP whose problem identification indicates a motorcycle fatal/serious injury crash problem are encouraged to conduct motorcycle enforcement.

Project Results:

See Speed Program Areas for full description and funding information. High Visibility Enforcement Overtime grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2010, 2011 and 2012. All

agencies were required to conduct highly visible enforcement activities during the following strategic periods:

Halloween	Christmas/New Years	St. Patrick's Day	Click It or Ticket	Drive Sober
Thanksgiving	Super Bowl	Prom Season	4 th of July	Homecoming

All funded agencies were required to focus on three goals: reduce the number of traffic-related fatalities; increase seat belt usage; and decrease the number of alcohol-related fatalities. In addition to these goals, jurisdictions including OSHP whose problem identification indicates a motorcycle problem were encouraged to conduct motorcycle enforcement. Enforcement efforts were conducted on locations and times where high visibility enforcement would achieve success in these goals.

Funding: Included in Speed Program Area

- Project Number:** TSPM-14-10-06
- Project Title:** Motorcycle Campaign Evaluation (University Evaluation)
- Funded Agency:** Miami University
- Project Description:**

As required in the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation. See Evaluation under Traffic Safety Program Management for evaluation description.

Evaluation

- C-7) The 2008 – 2012 average number of motorcyclist fatalities is 175. Ohio exceeded the goal of 179.
- C-8) The 2008 – 2012 average number of un-helmeted motorcyclist fatalities is 129. Ohio did not meet the goal of 127.
- Motorcyclist fatalities averaged 16.10 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of 16.03 percent.

Motorcycle Crashes		
Year	Motorcycle Crashes	Motorcycle Fatal Crashes
2010	4,435	168
2011	3,965	167
2012	4,511	163
2013	3,768	132
2014*	3,121	124

*2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals.

Ohio exceeded one of the Core Performance Measures and came close on the other and the additional goal listed in the FFY 2014 HSP. Ohio continues to analyze the data to determine what

programming will best address the motorcycle issues. Ohio will continue to make motorcycle safety a priority and will continue to allocate funding based on problem identification.

Youthful Driver Program Area

Overview

- C-9) To decrease drivers age 20 or younger involved in fatal crashes 8.17 percent from the 2007 - 2011 calendar base year average of 181 to a 2008 – 2012 year average of 166 by December 31, 2013 and to a 2010 – 2014 year average of 140 by December 31, 2015.
- To decrease the number of youth (age 20 and under) fatalities from the 2007 – 2011 calendar base year average of 16.36 percent of all traffic fatalities to a 2008 – 2012 average of no more than 15.69 percent of all traffic fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 14.42 percent of all traffic fatalities by December 31, 2015.
- To reduce distracted driving fatal crashes 2.88 percent from the 2007 – 2011 calendar base year average of 16 to a 2008 – 2012 average of no more than 15.***
- To reduce distracted driving injury crashes 6.4 percent from the 2007 – 2011 calendar base year average of 1,899 to a 2008 – 2012 average of no more than 1,777.***

*** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The trend method was used to set the goals, however the goals may need to be re-evaluated as the new data becomes available.

Programming Efforts

Project Number: YD-14-06-01

Project Title: Statewide Youth Program

Funded Agency: Impact Teen Drivers

Project Description:

Ohio offered statewide peer-to-peer youth programming through a grant with Impact Teen Drivers. Impact teen drivers facilitated peer-to-peer education by bringing leaders from student organizations, student governments and other organizations together in a statewide youth summit. Student leaders were trained to engage their peers in promoting a safe driving culture and were given tools to help maintain high-profile distracted driving awareness programs/activities throughout the school year.

Project Results:

Impact facilitated the evidence-based program “What Do You Consider Lethal?” program 75 times to approximately 9,000 students in high schools throughout the state. Impact Teen Drivers used a combination of school assemblies, classroom presentations, parent-teen workshops, and lead-the-leaders workshops to convey the message to teens. Impact Teen Drivers conducted six Train-the-Trainer workshops reaching 130 stakeholders, participated in 57 community outreach events and disseminated education kits. These peer-to-peer efforts were designed to: increase seat belt use;

reduce speeding; reduce impaired driving; reduce distracted driving; reduce underage drinking; and reduce other risky behaviors that contribute to injuries and fatalities.

Awarded: 186,322.00 Expended: 185,911.74 Funding Source: 402 TSP

Project Number: FI-14-01-03

Project Title: Safe Communities

Funded Agencies: See Fatal/Serious Injury Program Area for full list of Safe Communities

Project Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe communities program had activity in their grant for Prom and Homecoming in addition to activities throughout the year. Safe Communities conducted programming in schools that is evidence based.

Project Results:

Safe Communities coordinators reported 145 events during FFY 2014 that focused on youth. Some examples include mock car crashes, prom/homecoming events, teen mentoring programs, Impact Teen Driver, seat belt challenges, etc. Youth messages reached approximately 700,000 people.

Type of Media	Gross Impressions
Print	955,674
Radio	421,400
Television	385,650
Web	146,044

Funding: Included in Fatal/Injury Program Area

Project Number: SP-14-04-01

Project Title: High Visibility Enforcement Overtime (HVEO)

Funded Agencies: See Speed Program Area for full list of funded agencies

Project Description:

See Speed Program Area for full description of HVEO. Each HVEO grant must have overtime enforcement for Prom and Homecoming. *The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013* lists High Visibility Enforcement as a countermeasure that produces different results. High Visibility is designed to convince the public that there are consequences to traffic violations. The goal of this program is to publicize the fact that enforcement will be conducted around Prom and Homecoming events and then follow through with the enforcement to reduce the risky behaviors that could lead to teen traffic fatalities and serious injuries.

Project Results:

Each HVEO grant was required to work prom and homecoming. In FFY 2014, Ohio collected activity reports by month, not by blitz. In FFY 2015, Ohio will be able to report statistics for the prom and homecoming periods.

Funding: Included in Speed Program Area

Evaluation

- C-9) The 2008 – 2012 average number of drivers age 20 or younger involved in fatal crashes is 167. Ohio did not meet the goal of 166.
- Youth (age 20 and under) fatalities averaged 15.61 percent of all fatalities between 2008 and 2012. Ohio exceeded the goal of 15.69 percent.
- The 2008 – 2012 average number of distracted driving fatal crashes is 13. Ohio exceeded the goal of 15.
- The 2008 – 2012 average number of distract driving injury crashes is 1,612. Ohio exceeded the goal of 1,777.

Youth Crashes		
Year	Youth Crashes	Youth Fatal Crashes
2010	63,109	156
2011	67,445	167
2012	63,371	155
2013	61,407	128
2014*	46,584	111

*2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals.

Ohio did not meet the Core Performance Measure (we were over by one), but it exceeded the additional goals set in the 2014 HSP. Ohio will continue to monitor and analyze youth data to ensure youth fatalities continue to decrease.

Pedestrian Safety Program Area

Overview

- C-10) To decrease pedestrian fatalities 1.25 percent from the 2007 – 2011 calendar base year average of 98 to a 2008 – 2012 year average of 97 by December 31, 2013 and to a 2010 – 2014 year average of 94 by December 31, 2015.**
- To decrease the number of pedestrian fatalities from the 2007 – 2011 calendar base year average of 8.82 percent of all fatalities to a 2008 – 2012 average of no more than 8.71 percent of all fatalities by December 31, 2013 and to a 2010 – 2014 average of no more than 8.49 percent by December 31, 2015.

Programming Efforts

Project Number: FI-14-01-03

Project Title: Safe Communities

Funded Agencies: See Fatal/Serious Injury Program Area for full list of Safe Communities

Project Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Franklin County and Hamilton County conducted pedestrian activities in their grants to address their pedestrian issues. Franklin County had 26 pedestrian fatalities in 2011, 13 in 2010 and 12 in 2009. Hamilton County had 5 pedestrian fatalities in 2011, 5 in 2010 and 7 in 2009. These fatalities are 24.11 percent of the statewide fatalities in those years.

Project Results:



See Fatal/Serious Injury Program Area for full description and funding information. One Safe Communities program elected to focus efforts on pedestrian safety (based on local problem identification). The Franklin County Safe Communities program (Columbus Health Department) conducted three Columbus Area Pedestrian Safety (CAPS) meetings. The committee worked with a local school district and law enforcement to address safety concerns due to the loss of their busing program. The committee continues to work with The Ohio State University.

Funding: Incl. in Fatal/Serious Injury Program Area

Project Number: PD-14-05-01

Project Title: SHSP Pedestrian Programs

Project Description:

Through the SHSP, ODOT works with local governments to identify areas with a disproportionate number of pedestrian crashes and to make recommendations and investments that improve safety for pedestrians.

Project Results:

ODOT continued to fund Safe Routes to assist communities in developing and implementing projects and programs that encourage and enable children in grades K-8 to walk or bike to school safely.

Awarded: N/A **Expended:** N/A **Funding Source:** N/A

Evaluation

- C-10) The 2008 – 2012 average number of pedestrian fatalities is 99. Ohio did not meet the goal of 97.

- Pedestrian fatalities averaged 9.14 percent of all fatalities between 2008 and 2012. Ohio did not meet the goal of 8.71 percent.

Pedestrian Fatalities	
Year	Fatalities
2010	93
2011	104
2012	115
2013	88
2014*	58

*2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals.

Ohio did not meet either goal set in the FFY 2014 HSP. Ohio will continue to monitor and analyze pedestrian fatality data to support local programming.

Distracted Driving Program Area

Overview

- To reduce distracted driving fatal crashes 2.88 percent from the 2007 – 2011 calendar base year average of 16 to a 2008 – 2012 average of no more than 15.***
- To reduce distracted driving injury crashes 6.4 percent from the 2007 – 2011 calendar base year average of 1,899 to a 2008 – 2012 average of no more than 1,777.***

*** In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The trend method was used to set the goals, however the goals may need to be re-evaluated as the new data becomes available.

Programming Efforts

Project Number: DD-14-08-01

Project Title: Distracted Driving Earned Media Plan

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence.

Project Results:

Ohio’s earned media plan spanned the entire year. Ohio used many different networks to ensure earned media was achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc. The earned media plan consisted of the following components:

- Campaign toolkit developed for distribution to Ohio’s law enforcement partners, Safe Communities programs, corporate partners and others that have a vested interest in traffic safety.

- The toolkit will include updated sample new releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) web site as the mini-planners are released.
- Coordinated media kick off events by both the Ohio Department of Public Safety (ODPS) and Ohio's Safe Communities programs.
- Weekly traffic safety e-mail broadcast.

Awarded: N/A **Expended:** N/A **Funding Source:** N/A

Project Number: DD-14-08-02

Project Title: Distracted Driving Materials

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence. This money was spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with materials (e.g. banners, signs, posters, etc.) to promote the distracted driving message.

Project Results:

OTSO allocated funds to purchase/print materials to promote the distracted driving message. In FFY 2014, Stay Alive, Don't Txt & Drive posters, Stay Alive Don't Txt & Drive bumper magnets, and Stay Alive Don't Txt & Drive banners were printed with these funds. Materials were distributed to Safe Communities, Law Enforcement, and business partners to raise awareness among their community and/or employees of the dangers of texting and driving. The posters, magnets and banners give a visual reminder to the public while the cards explain Ohio's texting/cell phone laws which provides our partners a great educational opportunity while engaging the public. In FFY 2014, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at reducing distracted driving fatal/serious injury crashes.



Awarded: 250,000.00 **Expended:** 86,168.67 **Funding Source:** 402 DD

Project Number: DD-14-08-03

Project Title: Sustained Distracted Driving Paid Media

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013 lists Communications and Outreach as a strategy that has limited or no high-quality evaluation evidence. A limited amount of paid media was used to at the end of calendar year 2013's approved media buy. Paid media for distracted driving was not continued in calendar year 2014.

Project Results:

The OTSO paid media component consisted internet buys combined with earned media. The following is a summary of information from the paid media plan for distracted driving. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in the buy exceeded 20,000.

Medium	Cost
Internet	\$ 0.00
TV/Cable	\$ 4,713.93
Radio	\$ 0.00
Print Ads	\$ 0.00
Total	\$ 4,713.93

Awarded: 4,713.93 Expended: 4,713.93 Funding Source: 402 PM

Project Number: SP-14-04-01

Project Title: High Visibility Enforcement Overtime (HVEO) Grant

Funded Agencies: See Speed Program Area for full list of funded agencies

Project Description:

See Speed Program Area for full description. *The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013* lists High Visibility Enforcement as a countermeasure that produces different results. High Visibility is designed to convince the public that there are consequences to traffic violations. In addition to occupant protection, speed and alcohol related enforcement, jurisdictions including the OSHP whose problem identification indicates a distracted crash problem were encouraged to conduct motorcycle enforcement.

Project Results:

See Speed Program Areas for full description and funding information. High Visibility Enforcement Overtime grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2010, 2011 and 2012. Highly visible enforcement activities were conducted at strategic times throughout the year consistent with the NHTSA Communication Calendar. All HVEO sub-grantees were encouraged to participate in multiple Distracted Driving blitzes throughout the year. One was during National Distracted Driving Month in April. The second blitz was the last week of July through the first week of August. These

HVE activities followed the model to include publicizing the activity, earned media, and enforcement. Educational and promotional materials were sustained throughout the year educating motorists on Ohio's texting law.

Distracted Driving Enforcement Blitz	
Enforcement Activity	FFY 2014
Total Enforcement Hours	4,228
Number of Traffic Stops	6,531
OVI Arrests Under 21	6
OVI Arrests 21 and Over	39
Refusals	13
Adult Restraint Citations	429
Child Restraint Citations	41
Speed Citations	2,339
Distracted Driving	23
Driving Under Suspension	270
No Operators License Citations	82
Felony Arrests	33
Other Citations	754

Funding: Included in Speed Program Area

Project Number: SP-14-04-02

Project Title: Statewide HVEO and Training

Funded Agency: Ohio State Highway Patrol

Project Description:

See Speed Program Area for full description. *The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013* lists High Visibility Enforcement as a countermeasure that produces different results. The Ohio State Highway Patrol (OSHP) conducted speed, occupant restraint, alcohol-related and motorcycle enforcement activity statewide to impact fatal crashes.

Project Results:

Highly visible enforcement activities were conducted at strategic times consistent with the NHTSA Communications calendar. In addition to alcohol, speed and seat belts, OSHP took lead on enforcing distracted driving violations. OSHP conducted multiple Distracted Driving blitzes throughout the year. One was during National Distracted Driving Month in April. The second blitz was the last week of July through the first week of August. These HVE activities followed the model to include publicizing the activity, earned media, and enforcement. Educational and promotional materials will be sustained throughout the year educating motorists on Ohio's texting law.

Distracted Driving Enforcement Blitz	
Enforcement Activity	FFY 2014
Total Enforcement Hours	665
Number of Traffic Stops	1,195
OVI Arrests Under 21	0
OVI Arrests 21 and Over	4
Refusals	0
Adult Restraint Citations	191
Child Restraint Citations	1
Speed Citations	679
Distracted Driving	7
Carless, Reckless	764
Driving Under Suspension	19
No Operators License Citations	4
Felony Arrests	1
Other Citations	93

Funding: Incl. in Speed Program Area

Project Number: FI-14-01-03

Project Title: Safe Communities

Funded Agencies: See Fatal/Serious Injury Program Area for full list of Safe Communities

Project Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Our Safe Community partners support the Distracted Driving blitzes by providing outreach, earned media and education on the dangers of distracted driving and the legal consequences. One blitz was during National Distracted Driving Month in April. The second blitz was the last week of July through the first week of August. Educational and promotional materials were sustained throughout the year educating motorists on Ohio's texting law.

Project Results:

Safe Communities conducted 94 events focusing on distracted driving. These events reached approximately 2.5 million people in FFY 2014. Events reached all audiences, however many events were conducted at high schools or intended to reach high school students.

Type of Media	Gross Impressions
Print	607,448
Radio	1,301,600
Television	2,314,650
Web	66,086

Funding: Incl. in Fatal/Serious Injury Program Area

Project Number: TSPM-14-10-06

Project Title: Distracted Driving Campaign Evaluation (University Evaluation)

Funded Agency: Miami University of Ohio

Project Description:

As required in the national model, campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation. See Evaluation under Traffic Safety Program Management for evaluation description.

Evaluating Effectiveness of Distracted Driving Media Messages

As previously mentioned, during 2014, the Miami University Applied Research Center conducted four statewide random-digit dialing telephone surveys of 4,753 drivers. Survey results were stratified by the eight designated Ohio State Highway Patrol districts. For comparative purposes, the 2014 survey replicated questions about drivers' distraction, speeding and overall driving safety practices that were used during the 2009 through 2013 surveys. However, it is important to remember that the 2009 through 2012 survey results were stratified by five specified Ohio regions. The following information summarizes the 2014 survey results regarding survey issues.

Respondents were asked if they recalled hearing or seeing the slogan "Stay Alive! Don't Text and Drive." On the baseline survey, approximately 81 percent of those surveyed indicated they had definitely or probably heard or seen the slogan. On the final survey, it increased to over 87 percent who reported they had definitely or probably heard or seen the slogan – an increase of six percent.

Nearly 92 percent of respondents acknowledged seeing other drivers talk on a cell phone without the use of a hands-free device daily or almost every day. In addition, 58 percent of respondents reported seeing other drivers text messaging daily or almost every day.

When respondents were asked about their own behavior, 36 percent of respondents said they personally used a cell phone to make a call while driving always, most of the time, or some of the time. In addition, four percent of respondents indicated they use a cell phone to send or receive a text message while driving always, most of the time, or some of the time.

Nearly 42 percent of respondents agreed that they can determine when it is safe or unsafe to use a cell phone to make a call while driving; however, 79 percent said that it is dangerous to make a call while driving and 67 percent indicated they would feel uncomfortable as a passenger with the driver talking on a cell phone. Furthermore, 55 percent agreed that using a hands-free device makes calling safer while driving.

Approximately five percent of those surveyed agreed they can determine when it is safe or unsafe to text while driving; conversely, 99 percent reported it is dangerous to text while driving and 98 percent indicated they would feel uncomfortable as a passenger with the driver texting on a cell phone.

Fifty-one percent of respondents agreed that Ohio has a law banning cell phone use while behind the wheel. Less than one percent of respondents reported to have received a ticket or warning in Ohio for cell phone use while driving; however, approximately 30 percent of respondents think the chances of getting a ticket for using a cell phone while driving are somewhat or very likely.

Evaluation

- The 2008 – 2012 average number of distracted driving fatal crashes is 13. Ohio exceeded the goal of 15.
- The 2008 – 2012 average number of distract driving injury crashes is 1,612. Ohio exceeded the goal of 1,777.

Distracted Driving Crashes		
Year	Fatal Crashes	Injury Crashes
2010	22	2,446
2011	0	0
2012	4	857
2013	53	5,907
2014*	42	4,737

*2014 only includes preliminary numbers January 1, 2014 through October 31, 2014. It is only included to show progress toward stated goals.

Traffic Records Program Area

Overview

- Ohio has 75 out of 88 counties that are LBRS (Location Based Response System) compliant with an additional 6 counties that are in the process. Ohio's goal is to have 78 counties compliant by December 31, 2014 and 81 counties compliant by December 31, 2015.
- Currently 36 percent of Ohio's crash reports are submitted electronically. Ohio's goal is to increase this to 38 percent by December 31, 2014 and 40 percent by December 31, 2015.
- Currently Ohio does not have a statewide citation tracking system. Ohio's goal is to have a pilot project up and running by December 31, 2014.

Programming Efforts

Project Number: TR-14-09-01

Project Title: Traffic Records Coordinating Committee (TRCC)

Project Description:

As required in 23 U.S.C. 405(c), Ohio continued the TRCC committee. The TRCC is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversee implementations of the Traffic Records Strategic Plan.

Project Results:

OTSO participated in the TRCC working group which met at least bi-monthly. In FFY 2014, the TRCC focused on implementing the priority projects that were identified in the 2009 Traffic Records Assessment.

Awarded: N/A **Expended:** N/A **Funding Source:** N/A

Project Number: TR-14-09-02

Project Title: Location Based Response System (LBRS)

Funded Agency: Summit County Department of Community and Economic Development

Project Description:

As an identified project to improve the accuracy of crash reports, in a joint partnership with the Ohio Department of Transportation (ODOT), Ohio continued the LBRS project. The purpose of this project is to provide a multi-jurisdictional statewide asset containing accurate street centerline information, valid address ranges for every road throughout the state, along with other critical roadway inventory items that will improve traffic crash location information and highway safety analysis, as well as enable quick response of emergency responders. This project is identified as a priority in the TRCC’s strategic plan.

Project Results:

The Location Based Response System (LBRS) project has been listed as a priority in the Traffic Records Strategic Plan since 2006. Once the project is complete, Ohio will have a multi-jurisdictional statewide database containing accurate street centerline information, valid address ranges for every road throughout the state, along with other critical roadway inventory items that will improve traffic crash location information and highway safety analysis, as well as enable quick response of emergency responders. Counties that have been completed are available online at: <http://ogrip.oit.ohio.gov/ProjectsInitiatives/LBRS.aspx>

County Status	
77	Completed
0	Reviewing Data
3	Developing
1	Reviewing Memorandums of Agreement
6	Requested Information
1	No Interest Expressed

Awarded: 800,000.00 **Expended:** 534,709.23 **Funding Source:** 408

Project Number: TR-14-09-03

Project Title: TRCC Projects Grant

Funded Agency: Ohio State Highway Patrol

Project Description:

The Ohio State Highway Patrol chairs the TRCC committee. In an effort to streamline the project management process, the OSHP has been awarded a grant to oversee the TRCC grant projects. All project suggestions will continue to be submitted to the TRCC Committee. The committee will decide as a whole on whether or not to submit the project(s) to NHTSA for funding approval. Projects that will be completed by internal ODPS agencies will be overseen by the patrol through this grant. Projects that will be completed by external agencies through a grant process will continue to be awarded as sub-grants to the individual agencies. This should help liquidate the

408/405c funds in a more efficient manner. The projects being funded under the OSHP grant include:

Crash Data Export

Description:

Agencies with existing electronic records management systems still have to submit hard copy crash reports to ODPS. In order for those agencies to submit electronically, their existing software needs to be modified to be compatible with ODPS' software. After the modifications, these agencies will be able to submit crash reports electronically which will increase the accuracy and reduce processing time.

Results:

Currently 46% of crashes are reported electronically and 345 (including the patrol) agencies are reporting electronically. Even though funds were not spent on software modifications, additional agencies are now reporting through other means. It is anticipated once the Crash Pad is available, these numbers will increase again.

Awarded:	263,223.00	Expended:	0.00
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Crash Pad

Description:

This project is to create a centralized electronic traffic crash submission currently being utilized as the Law Enforcement Officer Toolkit (LEOT) and integrate the Ohio Law Enforcement Gateway (OLEG) for more up-to-date data collection from all Ohio Law Enforcement Agencies. This project allows for another method of electronic submission to increase the accuracy and timeliness of crash reports.

Results:

This project is anticipated to be implemented by Spring 2015.

Awarded:	300,000.00	Expended:	0.00
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EMS Trauma Registry / Incident Reporting System

Description:

The project will be based on data definition and programming specification provided by the National Trauma Data Standards (NTDS). The goal was to create a system that meets the data collection needs of the state of Ohio and is capable of providing improved analysis of the state trauma systems and trauma care, as well as allowing for comparison of data with other state and national data.

The purpose of this project is to improve the accuracy of the data in the EMS Incident Reporting System to meet the standards set forth by National EMS Information System (NEMSIS). In order to be able to collect information that not only meets the standards but also allows for business

rules and edit checks to be done automatically by the software will help ensure the completeness and consistency of the data.

Results:

The EMS Trauma Registry and Incident Report System project is nearing completion. This project is expected to be completed by December 2014. The registry is currently receiving data.

Awarded:	315,000.00	Expended:	115,000.00
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EMS Rehabilitation Registry

Description:

The project will upgrade the Rehabilitation Registry to the same standards and the Trauma Registry.

Results:

Data is being formatted for the registry.

Awarded:	200,000.00	Expended:	0.00
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Citation Tracking System

Description:

This project will be based on documents from federal and state sources and interviews with key personnel from representative agencies and stakeholders within the State. Ohio's goal for FFY 2014 will be to implement a pilot project with one urban and one rural agency. By the end of the FFY 2014, Ohio will have a baseline of number of citations captured to base future goals for this project. Funds will be spent on software development and equipment.

Results:

The Statewide Citation Tracking System is being tested in two counties. Ohio anticipates opening up the pilot in the Spring of 2015 for additional agencies.

Awarded:	3,942,219	Expended:	713,569.79
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Awarded:	5,270,442.65	Expended:	828,567.79	Funding Source:	408
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Project Number: TR-14-09-04

Project Title: Crash Mapping Project

Funded Agency: Ohio Department of Transportation

Project Description:

This project will develop an application for in-vehicle crash location collection as well as a web-based map solution. This application will target in-vehicle (police cruiser) deployment to better facilitate more accurate and timely crash location data entry and capture. It will also include the ability to provide analytical and mapping capabilities both in-vehicle and downstream via a complimentary web application. Crash information will be processed and distributed to ODPS and ODOT for reporting, statistical analysis and mitigation strategy development. There will be less data clean-up efforts required and a higher level of confidence in the data that is coming directly from the reporting law enforcement officer filling out the crash reports. This will better facilitate more efficient means to provide real-time crash location mapping and analysis and eliminate the post processing that has historically occurred to prepare the data for use. The improved crash data will be used to develop safety mitigation strategies and implement roadside improvements in a more efficient manner.

Project Results:

Funds were set aside for the development of an application for in-vehicle crash location collection as well as a web-based map solution. This project did not get started in FFY 2014 as anticipated. It will begin in FFY 2015.

Awarded:	293,126.00	Expended:	0.00	Funding Source:	408
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Project Number: TR-14-09-05

Project Title: Road Intersection Inventory Project

Funded Agency: Ohio Department of Transportation

Project Description:

This project will populate a set of ODOT specified intersection attributes on an intersection feature that will be part of the Road Inventory Management System. The data will be used problem identification and to enhance the crash logging process by being able to tie crashes to intersection for analysis.

Project Results:

This project did not get started in FFY 2014 as anticipated. It will begin in FFY 2015.

Awarded:	72,593.00	Expended:	0.00	Funding Source:	408
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Evaluation

- Ohio has 77 out of 88 counties that are LBRS (Location Based Response System) compliant with an additional 10 counties in process. Ohio did not meet the goal of 78 counties.
- Currently 46 percent of Ohio's crash reports are submitted electronically. Ohio exceeded the goal of 38 percent.

- Currently Ohio's pilot citation tracking project began in July, 2014 exceeding the goal of December, 2014.

The LBRS project has been completed in 77 of Ohio's 88 counties and an additional ten counties are either developing, reviewing a Memorandum of Agreement or have requested information about the project. This leaves one more county. The Crash Data Export project is taking longer than expected, but is progressing as Ohio adds more agencies that are submitting crash reports electronically. The other projects will continue into FFY 2015 as mentioned in the individual descriptions. As these projects continue and as new projects are added, Ohio continues to improve the timeliness and accuracy of traffic records. This improves the problem identification used to determine funding and programming.

Traffic Safety Program Management Program Area

Overview

- Ohio will process sub-grantee reimbursement claims in an average of 6 days. Currently, the average is 6.4 days.
- Ohio will award at least 45 percent of awarded grant funds to local benefit. Currently 51 percent is awarded to local benefit.
- Ohio will liquidate 75 percent of its funds in FFY 2014. In FFY 2012, Ohio liquidated 41.16 percent.****
- Ohio will increase mobilization reporting to 85 percent from 62 percent in FFY 2012.
- Ohio has a new TSRP. The FFY 2014 goal is for the TSRP to attend regional and national training and to provide statewide training for prosecutors and law enforcement.

**** Liquidation rate does not include 164-HE funds.

Programming Efforts

Project Number: TSPM-14-10-01

Project Title: Traffic Safety Grant Program Management

Funded Agency: Ohio Traffic Safety Office

Project Description:

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities.

Project Results:

The OTSO administered the Section 402 State and Community grants, related NHTSA awards and initiatives, and contracts for traffic safety activities. In addition to direct office expenditures, OTSO incurred the cost for staff salaries, benefits, office expenses such as travel, equipment, supplies and other indirect costs necessary to carry out the functions of the office. OCJS's Grants Fiscal Monitoring and Compliance Section monitored the traffic safety grants.

Awarded:	900,000.00	Expended:	642,448.03	Funding Source:	402 PA
	315,000.00		298,480.66		402 CP
	900,000.00		642,448.03		State Soft Match

Project Number: TSPM-14-10-02

Project Title: Web-Based Grants Management System

Funded Agency: Ohio Traffic Safety Office

Project Description:

The Web-based grants management system called GRANTS (Grant Records and Application Network for Traffic Safety) was launched in 2005 to receive grant proposals for FFY 2006. The online system makes the entire grant management process more efficient and accessible. This system eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims and grant revisions through the online system. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. In FFY 2014, the grant management system begins the ninth year of use. The funding allocated to this project is for maintenance service, training and system enhancements.



Project Results:

The OTSO continued to use the web-based grants management system called GRANTS (Grant Records and Application Network for Traffic Safety). Using a web-based grants management system has enhanced grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims, and grant revision through the GRANTS system. Funds were used for annual maintenance and for upgrades to enhance the system.

Awarded:	109,500.00	Expended:	63,150.00	Funding Source:	402 PA
	109,500.00		63,150.00		State Soft Match

Project Number: TSPM-14-10-03

Project Title: Regional Strategy

Project Description:

The programmatic staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into eight patrol districts and a planner is assigned to manage most agreements within each district.

Project Results:

Ohio has found that the regional approach encourages staff to build relationships with a broader array of traffic safety advocates in a geographic area of the State and allows for more consistency for sub-grantees by reducing the number of staff assigned to a sub-grantee agency, broadens staff’s knowledge of all grant program areas.

Quarterly meetings, chaired by the OSHP District Captain, were a requirement for each FFY 2014 sub-grantee. Other agencies were encouraged to attend as well. These quarterly meetings were designed to have all sub-grantees coordinating activities and resources within each district.

Awarded: N/A **Expended:** N/A **Funding Source:** N/A

Project Number: TSPM-14-10-04

Project Title: Traffic Safety Resource Prosecutor Program (TSRP)

Funded Agency: Ohio Department of Public Safety

Project Description:

Ohio currently has one TSRP. A TSRP’s role was designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The TSRP worked with the Law Enforcement Liaisons (LELs) and was a valuable resource to the office and to all of our partners. Throughout *The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Seventh Edition, 2013* laws are mentioned as effective strategies for almost every program area. The TSRP was a vital resource for local communities in traffic safety laws.

Project Results:

Ohio’s TSRP acted as a liaison between prosecutors, judiciary, law enforcement, community groups and other stakeholders. She worked closely with the Law Enforcement Liaisons on educating and assisting OVI Task Forces and Chief of Police organizations in coordinating responses to traffic issues unique to Ohio and their local jurisdictions.

She provided hands-on assistance to prosecutors in litigation surrounding OVI cases, the breath, blood and urine testing program, and the DRE program. She was able to assist in securing expert testimony and information to allow for proper cross examination of defense experts during motion hearings and trials.

The TSRP conducted training to enhance the consistent identification, arrest, prosecution and sentencing of traffic safety violations; presented trainings for law enforcement, SFST instructors, judges and prosecutors.

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Cops In Court	20	638	240
Prosecuting the Drugged Driver	10	249	114

Awarded: 225,000.00 **Expended:** 97,339.33 **Funding Source:** 402 CP

Project Number: TSPM-14-10-05

Project Title: Law Enforcement Liaisons

Funded Agencies: See Chart below under Project Results

Project Description:

The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of OTSO's relationship with Ohio's law enforcement agencies. The LEL Program consists of a state LEL Coordinator and five field LELs who are placed geographically throughout Ohio.

Project Results:

Agency	OSHP Districts	Awarded	Expended
Blue Ash Police Department	Wilmington, Piqua	95,386.00	85,598.93
Hilliard Police Department	All	95,386.00	73,245.10
Sharon Twp. Police Department	Columbus, Jackson	12,505.80	11,159.70
Shawnee Twp. Police Department	Findlay, Bucyrus	95,386.00	76,095.24
Summit County Sheriff's Office	Cleveland, Cambridge	95,386.00	75,723.65
Upper Arlington Police Department	Columbus, Jackson	95,386.00	57,827.25

In FFY 2014, the Ohio Traffic Safety Office (OTSO) increased the total number of Law Enforcement Liaisons (LEL) to five. The fifth LEL was hired to assist the other LELs by making contacts with partnering agencies to inspect federally funded equipment. This LEL also assisted agencies in the absence of the other LELs. The LELs worked with law enforcement agencies across the state to encourage participation in both the *Click It or Ticket* and the *Drive Sober or Get Pulled Over* national mobilizations. Two of the LELs facilitated large media events in Southern Ohio which involved Indiana, Kentucky, West Virginia and Ohio law enforcement. In addition to working closely with law enforcement, the LELs worked with the Safe Community programs throughout the state on projects including motorcycle safety, occupant protection, and teen driving. The LELs assisted with the Drug Recognition Expert (DRE) program recruiting applicants and arranging Advanced Roadside Impaired Driving Enforcement (ARIDE) classes, attended National Lifesavers, and one LEL attended the national DRE Conference. The LELs were instrumental in recruiting law enforcement personal, judges and prosecutors for the Cops in Court and Prosecuting the Drugged Driver courses.

Awarded:	394,049.80	Expended:	306,404.77	Funding Source:	402 PT
	95,386.00		73,245.10		402 PA

Project Number: TSPM-14-10-06

Project Title: University Evaluation

Funded Agency: Miami University of Ohio

Project Description:

Miami University of Ohio (MU) assisted by evaluating the effectiveness of several campaigns and programs such as the seat belt mobilization, the alcohol crackdowns, and motorcycle safety initiatives.

Project Results:

Statewide Observation Survey of Seat Belt Use FFY2014

During 2011, the National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for conducting state observational surveys of seat belt use. The ARC's Director and staff submitted a proposal adhering to those guidelines, which was approved; consequently, the methodology used in the observational surveys of seat belt use in 2012, 2013, and 2014 reflects NHTSA's updated requirements.

The policy-related goal of this annual research is to determine the percentage of Ohio drivers and/or passengers who wear seat belts while traveling in a motor vehicle. The observation survey was conducted by retired Ohio State Highway Patrol officers during April/May and June of FFY14. For this project, the ARC reviewed, monitored, and, when necessary, updated observation site information for sites that were newly selected between 2012 and 2014; collected data from observers; completed data entry and statistical analysis; and reported the findings of the annual statewide observation survey data to the OTSO and NHTSA. Data were collected in the 57 of Ohio's counties that comprise 85% of highway fatalities. Ohio's April/May seat belt use rate for 2014 was 83.6 percent with a standard error of .01 (16,610 drivers and 3,171 front-seat passengers); in June, the rate increased to 85 percent with a standard error of .01 (17,714 drivers and 3,516 front-seat passengers), which is a record for Ohio. While only a slight increase over the June 2013 rate of 84.5 percent, the latest results mark the first time since data were collected that Ohio has achieved the goal of 85 percent seat belt use among drivers and front-seat passengers.

County Seat Belt Survey FFY2014

Prior to FFY 2013, OTSO required county sub-grantees to conduct seat belt observations to determine a county seat belt rate. Beginning in FFY 2013, OTSO removed this requirement from sub-grantees and requested the surveys, as well as the analysis, to be conducted by the ARC. In 2014, the ARC used the same new sites (sampling additional sites as necessary in counties not already covered in the statewide survey) and new methodology as in the statewide survey to collect data for the county surveys, including the use of trained retired Ohio State Highway Patrolmen to conduct vehicle observations. The ARC also completed data entry, analyzed the data, and completed reports for sub-grantees on the findings. In April and May, 22,689 drivers and front-seat passengers were observed for the county surveys; in June, 24,483 drivers and front-seat passengers were observed. The seat belt use rate for the baseline observations in May 2014 was 83 percent, and the rate for the June 2014 follow-up observations increased to 84 percent. The improved methodology will continue to provide more consistent and accurate data collection, so subsequent years' results can be directly compared to results from 2013 and 2014.

A Geographical and Temporal Analysis of Fatal Crashes in Ohio

In consultation with ODPS personnel, the Geographical and Temporal Analysis of Fatal Crashes in Ohio has been restricted to developing and geo-mapping new sites as mandated by the new NHTSA seat belt observation protocol.

Report Collaboration

The ARC worked collaboratively with the OTSO to prepare specific reports for NHTSA as needed.

Awarded: 465,000.00 Expended: 451,542.47 Funding Source: 402 CP

Evaluation

- Ohio processed sub-grantee reimbursement claims in an average of 9 days. Ohio did not meet the goal of 6 days.
- Ohio awarded 54.1 percent of grant funds to local benefit. Ohio exceeded the goal of 45 percent.
- Ohio liquidated 40.19 percent of its funds in FFY 2014. Ohio did not meet the goal of 75 percent.
- Ohio had 72 percent of agencies report for the mobilization. Ohio did not the goal of 85 percent.
- Ohio's TSRP attended two courses and provided 30 trainings for prosecutors and law enforcement meeting the goal.

The OTSO administered the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs; planned for the coordinated highway safety activities listed in this document; and used strategic resources effectively to reduce traffic related fatalities and injuries. Even though Ohio did not meet the goal of 6 day for claim reviews, 9 days was an improvement over the FFY 2013 average of 14 days. During FFY 2014, OTSO filled the last remaining open planner position and hired a new grant coordinator. The times should improve in FFY 2015. Ohio did not meet the liquidation, goal but showed an improvement in Sections 402, 408, 164 AL, 408, 410, 405b, and 405d. Ohio will continue to work to improve liquidation on all funds in FFY 2015. Ohio did not meet the mobilization goal. Ohio continues to encourage law enforcement to not only participate but to report.

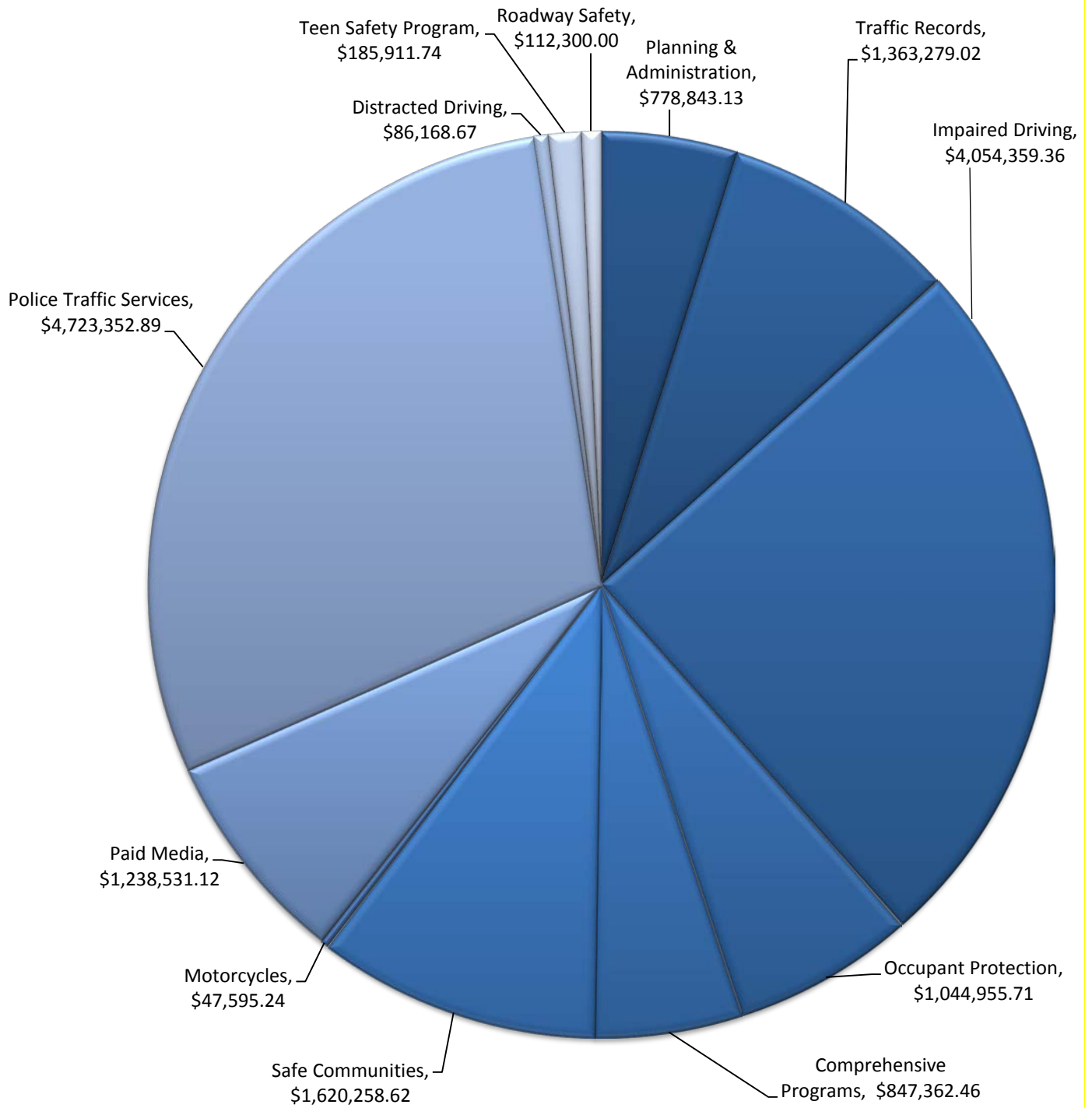
FFY 2014 Financial Summary Table

Federal Fund	Code	Program Descriptions	Federal Obligated	Expended	% Spent	Local Benefit	% Local
402	PA	Administration	2,417,211.92	778,843.13	32.2	0.00	0
402	MC	Motorcycle Safety	50,000.00	9,054.00	18.1	9,054.00	100.0
402	OP	Occupant Protection	250,000.00	121,924.24	48.8	121,924.24	100.0
402	PT	Police Traffic Services	4,761,129.60	4,723,352.89	99.2	3,443,393.49	72.9
402	CP	Comprehensive Programs	1,005,000.00	847,362.46	84.3	0.00	0
402	RS	Roadway Safety	150,000.00	112,300.00	74.9	112,300.00	100.0
402	SA	Safe Communities	2,000,000.00	1,620,258.62	81.0	1,620,258.62	100.0
402	PM	Paid Advertising	897,500.00	461,244.09	51.4	0.00	0
	DD	Distracted Driving	250,000.00	86,168.67	34.5	86,168.67	100.0
	TSP	Teen Safety Program	187,000.00	185,911.74	99.4	185,911.74	100.0
402 Total			11,967,841.52	8,946,419.84	74.8	5,579,010.76	65.7
408 Total	K9	Data Program	2,390,185.47	1,363,279.02	57.0	534,709.23	39.2
410	K8	Impaired Driving	3,411,388.20	1,490,042.98	43.7	1,047,614.18	70.3
410	K8PM	Paid Advertising	1,150,000.00	777,287.03	67.6	0.00	0
410 Total		Section 410 Impaired Driving	4,561,388.20	2,267,330.01	49.7	1,047,614.18	46.2
2010 Total	K6	Motorcycle Safety	281,525.05	38,541.24	13.7	38,541.24	100.0
164	164AL	Section 164 Alcohol Programs	3,549,362.36	1,146,123.43	32.3	1,146,123.43	100.0
164	164HE	Section 164 Hazard Elimination	8,980,672.71	5,562,979.48	61.9	0.00	0
164 Total			12,530,035.07	6,709,102.91	53.5	1,146,123.43	17.1
405b Total	M2	405 OP Low	4,253,548.82	923,031.47	21.7	361,295.60	39.1
405c Total	M3	Data Program	3,680,257.18	0.00	0	0.00	0
405d Total	M6	Impaired Driving Low	10,172,836.87	1,418,192.95	13.9	0.00	0
405f Total	M9	Motorcycle Programs	319,799.36	0.00	0	0.00	0
Total GTS			50,157,417.54	21,665,897.44	43.2	8,707,294.44	54.1

Note:

Total GTS Percent Local figured on Total Local Benefit / Total Expended (excluding 164HE)

FFY 2014 Financial Summary Chart



Total Enforcement Activity

Activity	FFY 2010	FFY 2011	FFY 2012	FFY 2013	FFY 2014
Overtime Enforcement Hours	444,873	378,594	374,989	469,084	385,688
Number of Traffic Stops	360,341	412,986	421,887	475,378	200,285
OVI Arrests Under 21	900	955	322	348	346
OVI Arrests 21 and Over	6,474	6,912	7,987	7,797	6,813
Refusals**	157	173	161	686	837
Adult Restraint Citations	31,683	39,095	40,503	44,471	36,854
Child Restraint Citations	1,466	1,557	1,586	2,059	1,920
Speed Violations	128,631	121,636	135,981	159,299	274,572
Distracted Driving	*	*	*	419	528
Driving Under Suspension	18,610	17,765	21,036	23,406	22,828
No Operator License Citations**	433	420	378	2,645	3,179
Felony Arrests	2,447	3,223	3,818	4,614	5,241
Other Citations Issued**	50,304	75,157	50,861	83,077	23,989
OVI Checkpoints Conducted	266	429	421	457	503
Vehicles through Checkpoint	148,006	182,246	168,114	186,537	188,466
Vehicles Checked	117,575	139,430	139,236	158,730	172,028
Vehicles Seized	419	334	345	318	358

Activity includes Construction Zone Activity.

*Data not collected prior to FFY2013.

** Data not collected on all reporting forms prior to FFY2013.