



# FFY 2017 ANNUAL EVALUATION REPORT

# 2017

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## Overview

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Housed under the Ohio Department of Public Safety (ODPS) with oversight from the Ohio State Highway Patrol (OSHP), the Ohio Traffic Safety Office (OTSO) administers the Section 402 State and Community grants, Section 405 National Priority Safety Program 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, 2016 and September 30, 2017. Activities listed in this report that can be directly tied to a specific county reached 92.06 percent of Ohio's population (approximately 10.6 million people). Grants with the OSHP and our Paid Media contract potentially reach the entire state, for 100 percent reach.

## Mission Statement

The Ohio Traffic Safety Office 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

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The Drug Recognition Expert (DRE) tablet has continued to evolve and shape the future of how Ohio DRE's receive information and complete their evaluations. The Ohio DRE software review function has proven to be an effective way to establish peer reviewed reporting and maintain consistency. Since January 1st 2017 Ohio DRE's have been required to complete all evaluations utilizing the DRE software. In 2017 the DRE software saw the enhancement of the narrative section with the ability to attach a file, updated sync features between the website and software, required review process, and the management console. Currently Ohio is the only state that is utilizing the management console function of the DRE software to provide valuable insight into impaired driving enforcement. Ohio currently has 206 certified DREs.

Safe Communities programs reported over 1,100 events/activities that received over 40,000,000 gross impressions using print, radio, television, web, Facebook, Twitter and Instagram. Volunteers also donated over 6,000 hours to the program for a value of \$151,985.44.

Ohio partnered with AAA to hold a second Drugged Driving Summit in FFY2017. Nearly 200 people including law enforcement, judges, prosecutors, traffic safety educators, toxicologists and other stakeholders attended the summit in Columbus. Stakeholders had an opportunity to talk about the real life problems they face from the roadside to the courtroom – where the problems/needs are and share best practices to address issues.

In FFY2017, Ohio upgraded the current web-based grants management system (GRANTS) to GRANTS Plus. The upgraded functionality will allow for more complete and efficient review of grant related activity and reimbursement requests.

In collaboration with the Ohio Department of Transportation and the State Highway Safety Plan (SHSP), a distracted driving speaker was brought to Ohio in April, 2017. Dr. Paul Atchley presented "The Science of Distracted Driving" in Bowling Green (NW Ohio), Medina (NE Ohio) and Cincinnati (SW Ohio). Sub-recipients and other traffic safety stakeholders were encouraged to attend.

# Crash Data

## Ohio Performance Measures

CORE OUTCOME MEASURES			2012	2013	2014	2015	2016
C-1	Traffic Fatalities (FARS)	Annual	1,122	990	1,008	1,110	1,133
		5-Year Moving Average	1,086	1,046	1,043	1,049	1,072
Reduce traffic fatalities by 2.00 percent from 1,043 (2010 – 2014 average) to 1,023 by 2017.							
C-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	9,781	9,231	8,785	9,079	9,207
		5-Year Moving Average	9,902	9,727	9,529	9,307	9,216
Reduce serious traffic injuries by 2.00 percent from 9,529 (2010 – 2014 average) to 9,339 by 2017.							
C-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.99	0.88	0.89	0.98	0.95
		5-Year Moving Average	0.98	0.93	0.93	0.93	0.94
Reduce the fatalities/VMT rate by 2.00 percent from 0.93 (2010 – 2014 average) to 0.92 by 2017.							
C-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.75	1.54	1.49	1.46	1.78
		5-Year Moving Average	1.90	1.78	1.72	1.62	1.60
Reduce the rural fatalities/VMT rate by 6.68 percent from 1.72 (2010 – 2014 average) to 1.60 by 2017.							
C-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.63	0.59	0.64	0.76	0.61
		5-Year Moving Average	0.53	0.53	0.56	0.62	0.63
Reduce the urban fatalities/VMT rate by 1.25 percent from 0.56 (2010 – 2014 average) to 0.55 by 2017.							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	416	352	374	385	355
		5-Year Moving Average	404	386	381	377	376
Reduce unrestrained passenger vehicle occupants fatalities (all seat positions) by 1.01 percent from 381 (2010 – 2014 average) to 378 by 2017.							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	389	266	302	309	324
		5-Year Moving Average	342	325	320	315	318
Reduce alcohol impaired driving fatalities by 1.25 percent from 320 (2010 – 2014 average) to 319 by 2017.							
C-6	Speeding-Related Fatalities (FARS)	Annual	354	273	274	207	257
		5-Year Moving Average	306	307	304	281	273
Reduce speeding-related fatalities by 2.74 percent from 304 (2010 – 2014 average) to 296 by 2017.							
C-7	Motorcyclist Fatalities (FARS)	Annual	162	132	136	168	199
		5-Year Moving Average	175	159	153	153	159
Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.							

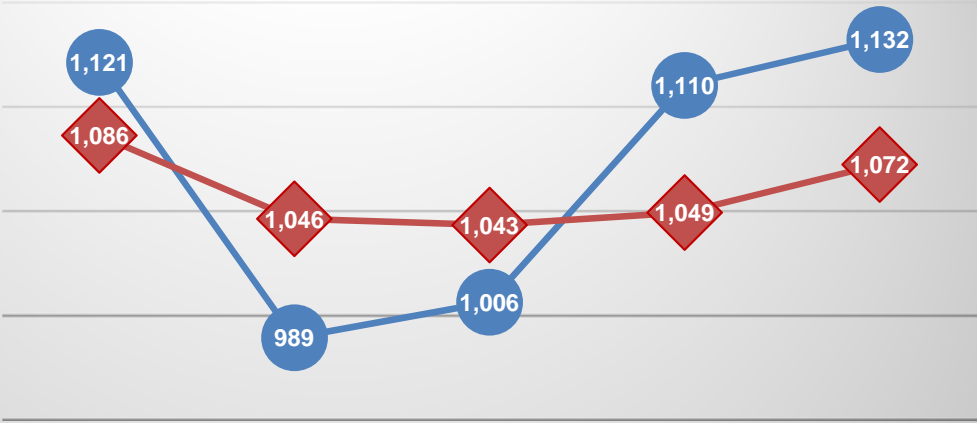
CORE OUTCOME MEASURES			2012	2013	2014	2015	2016
C-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	124	87	91	112	145
		5-Year Moving Average	129	117	109	107	112
	Reduce un-helmeted motorcyclist fatalities by 6.48 percent from 109 (2010 – 2014 average) to 102 by 2017.						
C-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	150	123	138	153	156
		5-Year Moving Average	167	153	146	145	144
	Reduce drivers age 20 and younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.						
C-10	Pedestrian Fatalities (FARS)	Annual	113	85	87	116	134
		5-Year Moving Average	99	96	96	101	107
	Reduce pedestrian fatalities by 0.78 percent from 96 (2010 – 2014 average) to 95 by 2017.						
C-11	Bicyclist Fatalities (FARS)	Annual	18	19	11	25	18
		5-Year Moving Average	16	17	15	18	18
	Reduce bicyclist fatalities by 1.25 percent from 15 (2010 – 2014 average) to 14 by 2017.						

CORE BEHAVIOR MEASURES			2013	2014	2015	2016	2017
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)		84.5	85.0	83.9	83.8	82.8
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.3 percentage points from 83.9 percent in 2015 to 84.2 percent in 2017.						

CORE ACTIVITY MEASURES			2013	2014	2015	2016	2017
A-1	Number of seat belt citations (Ohio GRANTS)		46,135	37,881	43,663	54,430	56,950
A-2	Number of impaired driving arrests (Ohio GRANTS)		8,140	7,155	8,315	9,342	7,908
A-3	Number of speeding citations issued (Ohio GRANTS)		150,142	266,995	154,880	153,633	142,486

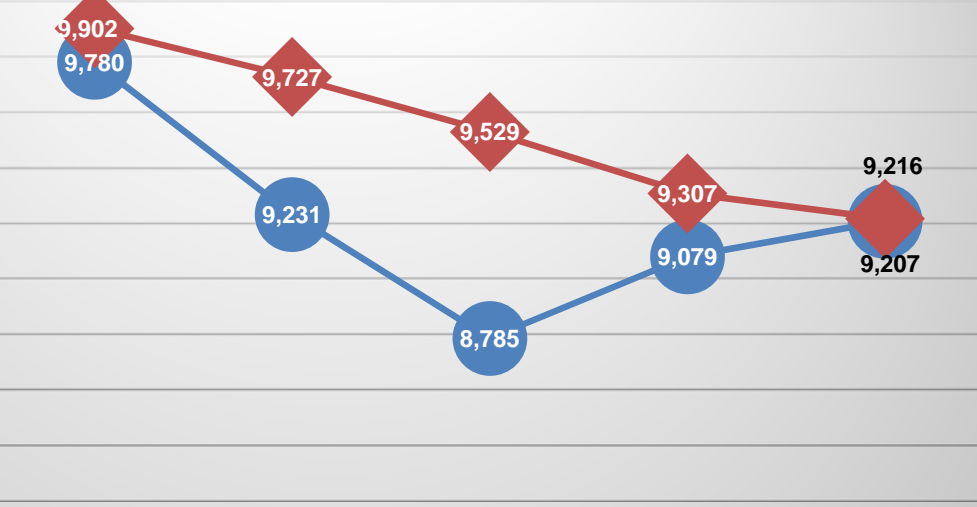
OHIO VEHICLE MILES OF TRAVEL	
2012	111,467,908,450 (Ohio Department of Transportation)
2013	112,737,236,100 (Ohio Department of Transportation)
2014	112,751,463,800 (Ohio Department of Transportation)
2015	117,828,869,300 (Ohio Department of Transportation)
2016	118,505,816,550 (Ohio Department of Transportation)

### Traffic Fatalities



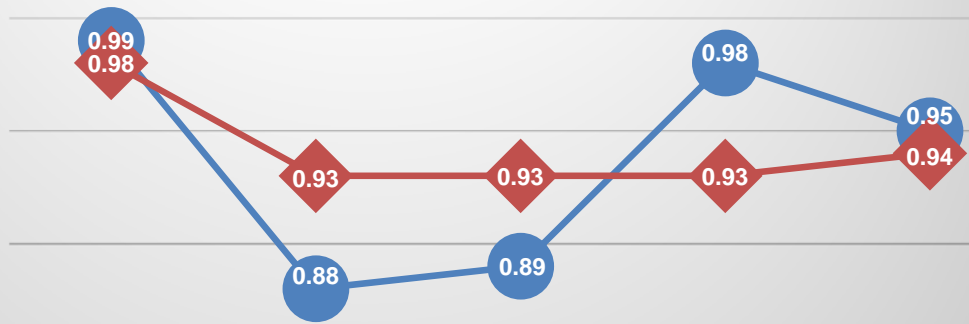
	2012	2013	2014	2015	2016
Yearly Fatality Count	1121	989	1006	1110	1132
5 Year Moving Average	1086	1046	1043	1049	1072

### Serious Injuries



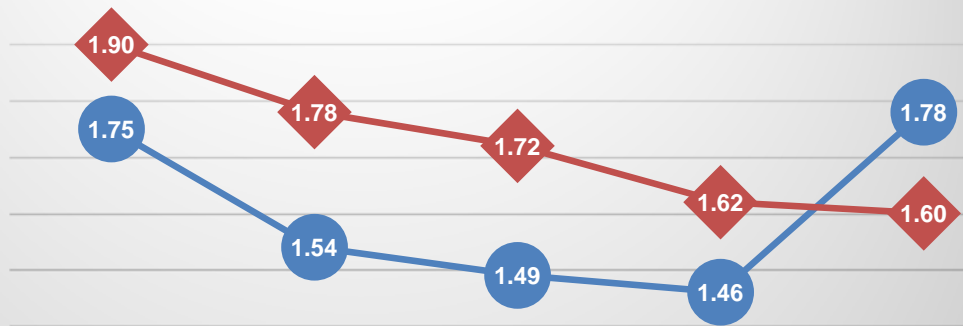
	2012	2013	2014	2015	2016
Yearly Fatality Count	9780	9231	8785	9079	9207
5 Year Moving Average	9902	9727	9529	9307	9216

## Fatalities/VMT



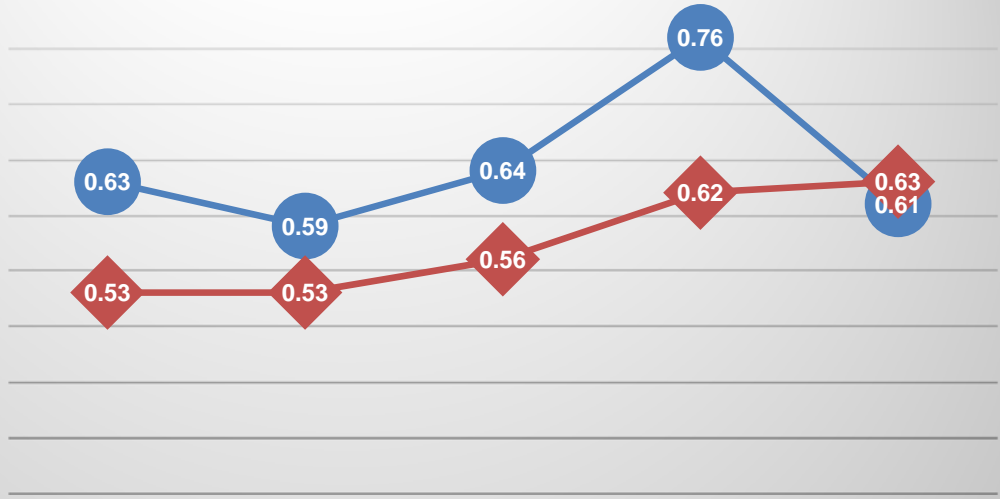
	2012	2013	2014	2015	2016
Yearly Fatality Count	0.99	0.88	0.89	0.98	0.95
5 Year Moving Average	0.98	0.93	0.93	0.93	0.94

## Rural Fatalities/VMT



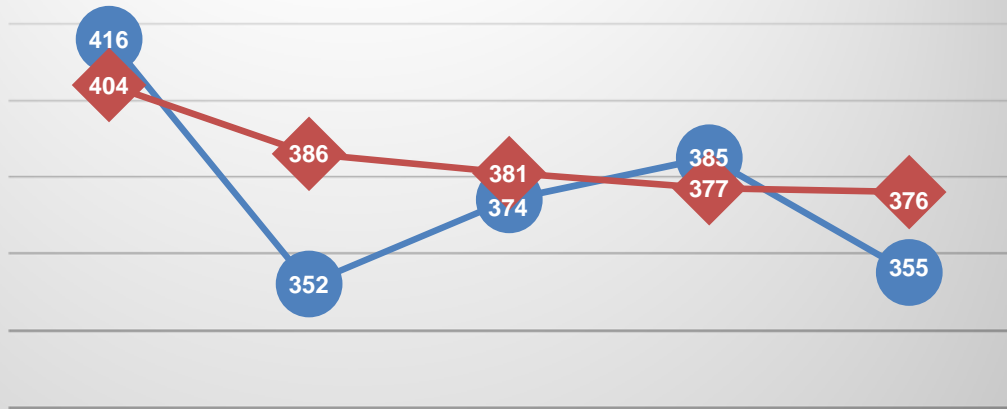
	2012	2013	2014	2015	2016
Yearly Fatality Count	1.75	1.54	1.49	1.46	1.78
5 Year Moving Average	1.90	1.78	1.72	1.62	1.60

## Urban Fatalities/VMT



	2012	2013	2014	2015	2016
Yearly Fatality Count	0.63	0.59	0.64	0.76	0.61
5 Year Moving Average	0.53	0.53	0.56	0.62	0.63

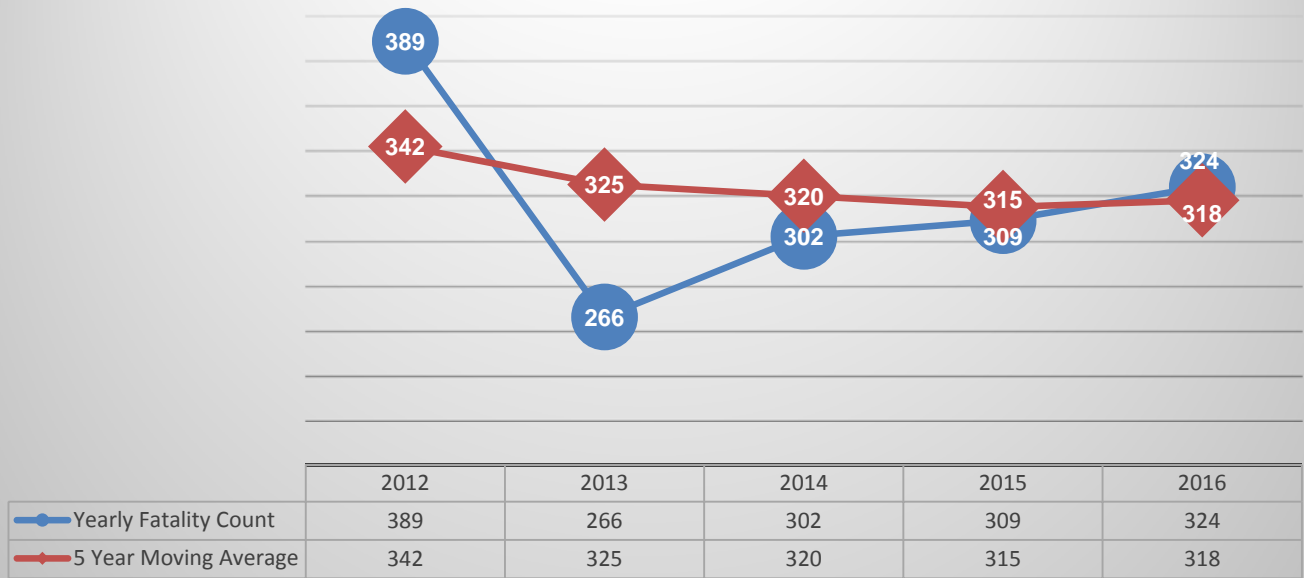
## Unrestrained Passenger Fatalities



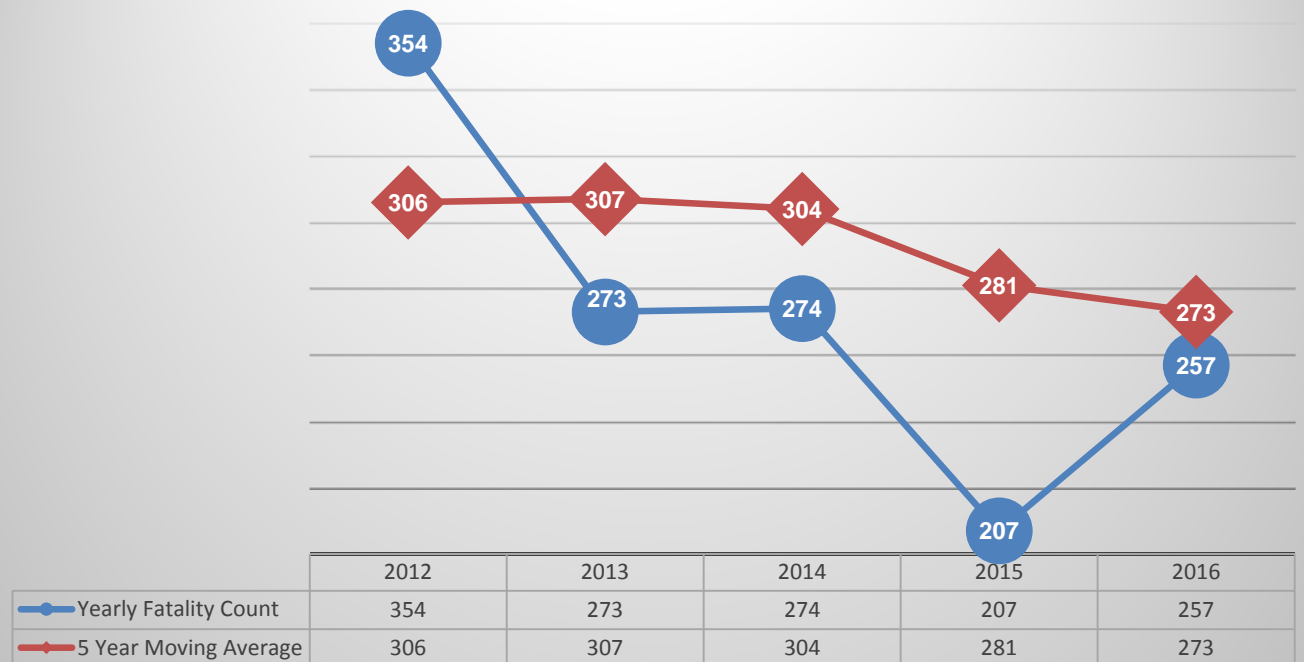
	2012	2013	2014	2015	2016
Yearly Fatality Count	416	352	374	385	355
5 year Moving Average	404	386	381	377	376



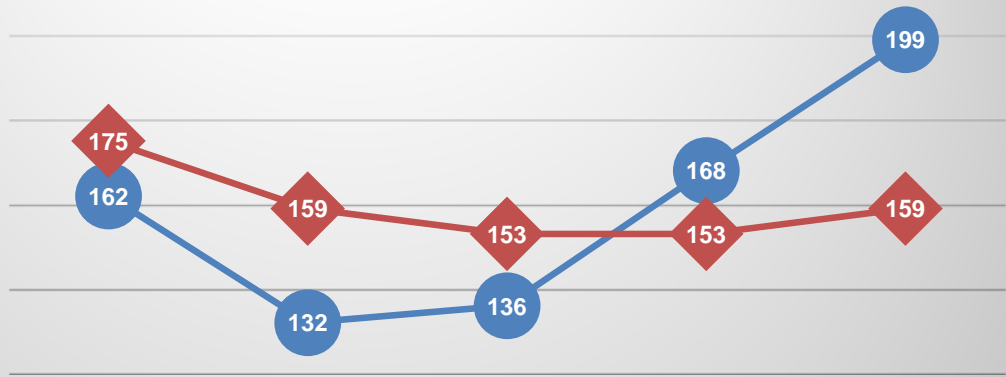
## Fatalities Involving a Driver or Motorcycle Operator with a BAC .08 or Higher



## Speed-Related Fatalities

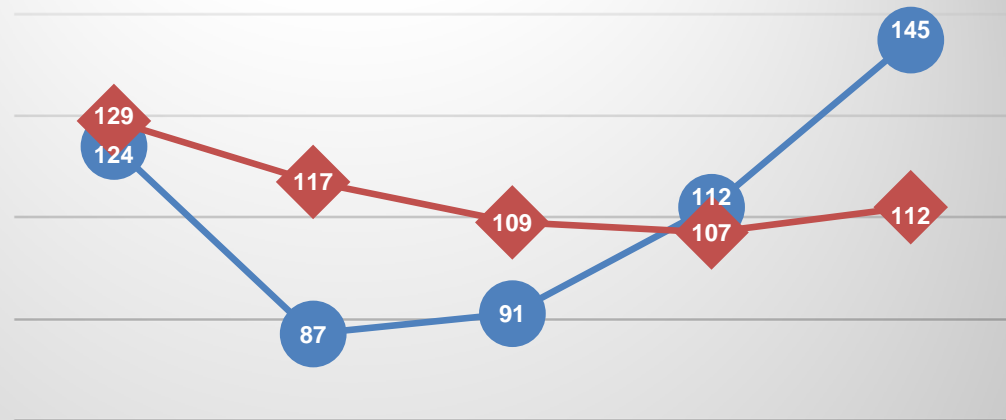


## Motorcycle Fatalities



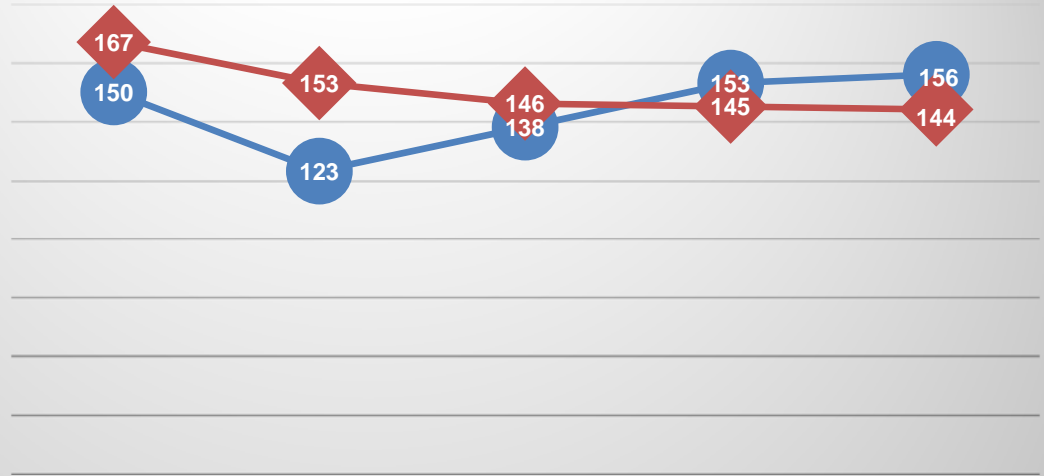
	2012	2013	2014	2015	2016
Yearly Fatality Count	162	132	136	168	199
5 Year Moving Average	175	159	153	153	159

## Un-helmeted Motorcycle Fatalities



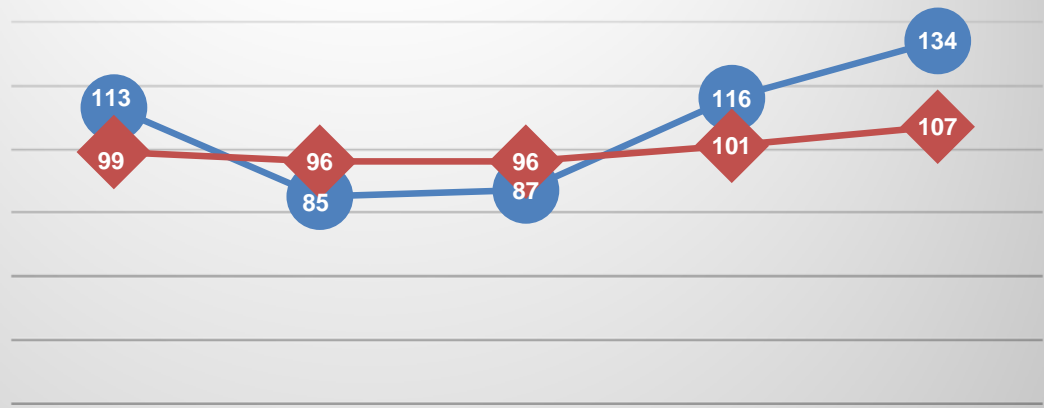
	2012	2013	2014	2015	2016
Yearly Fatality Count	124	87	91	112	145
5 Year Moving Average	129	117	109	107	112

## Drivers Age 20 or Younger Involved in a Fatal Crash



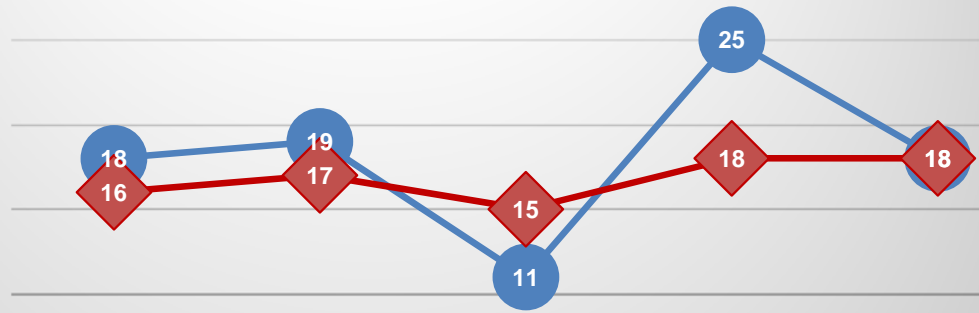
	2012	2013	2014	2015	2016
Yearly Fatality Count	150	123	138	153	156
5 Year Moving Average	167	153	146	145	144

## Pedestrian Fatalities



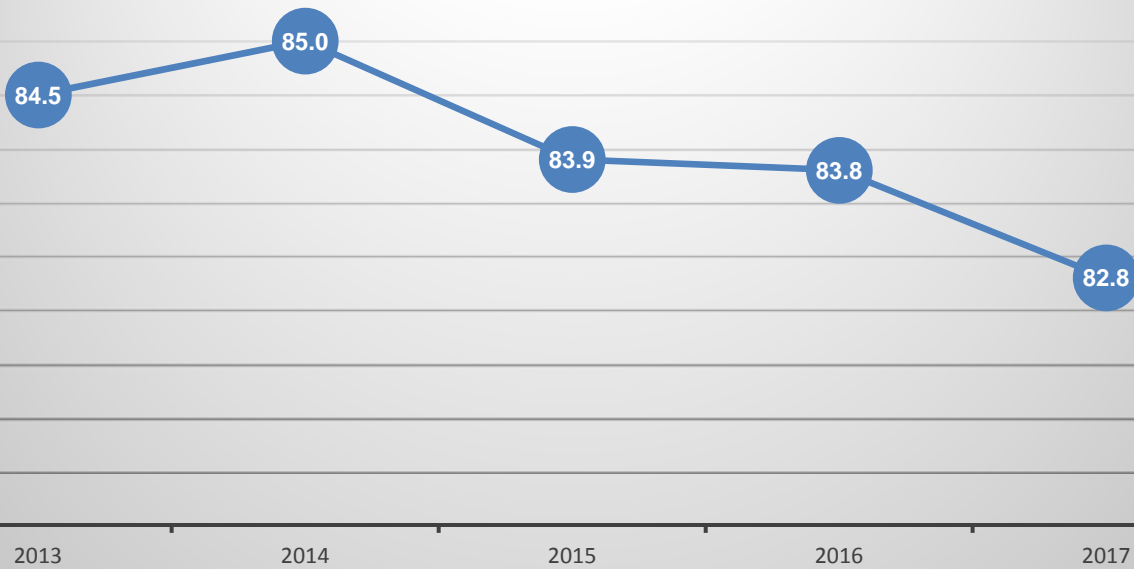
	2012	2013	2014	2015	2016
Yearly Fatality Count	113	85	87	116	134
5 Year Moving Average	99	96	96	101	107

## Bicyclist Fatalities



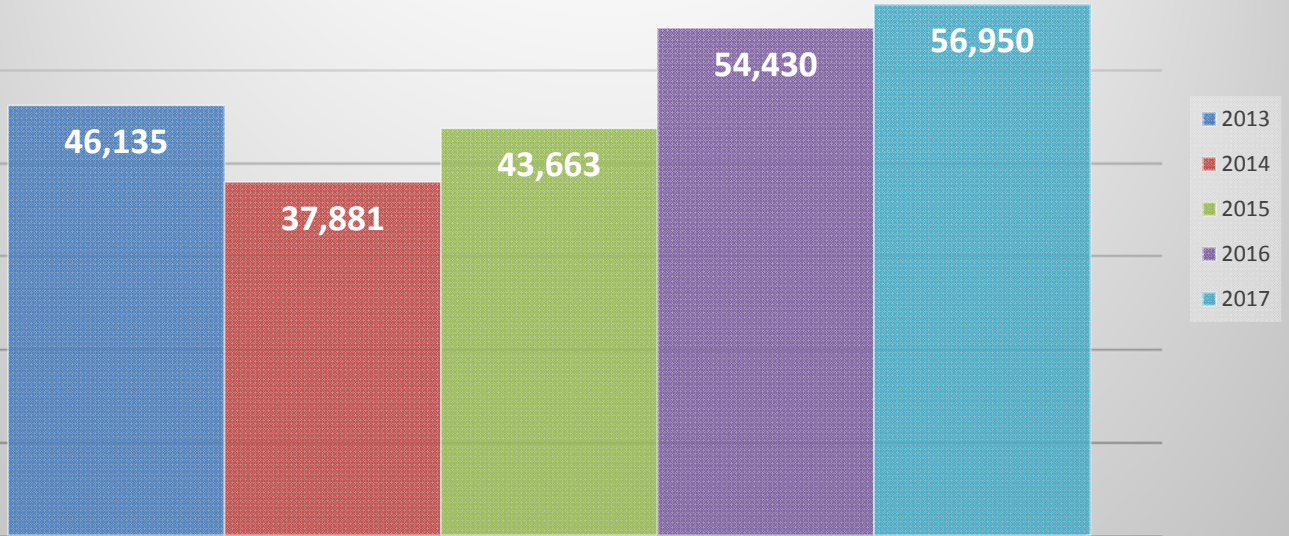
	2012	2013	2014	2015	2016
Yearly Fatality Count	18	19	11	25	18
5 Year Moving Average	16	17	15	18	18

## Observed Seat Belt Usage\*

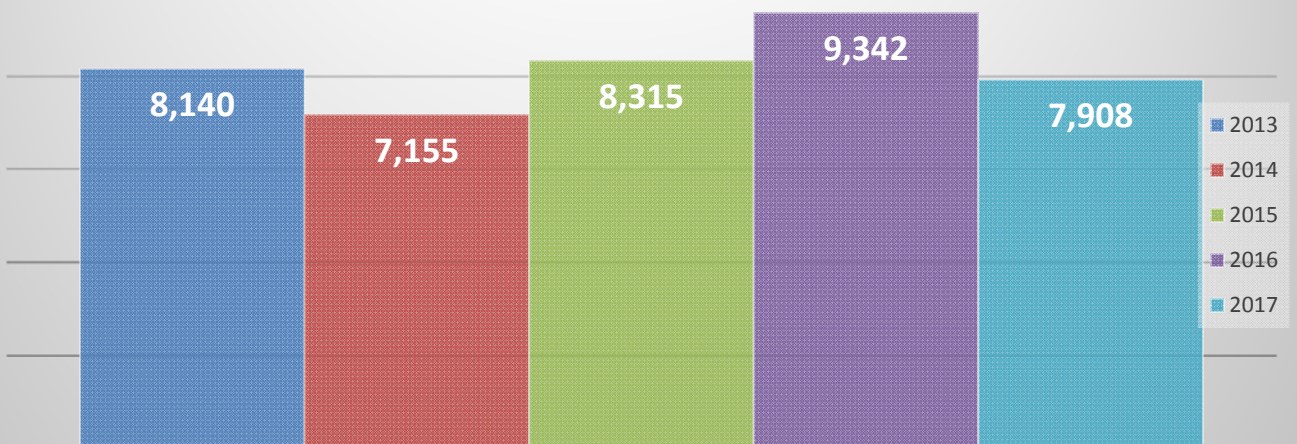


\*Began using the new NHTSA approved methodology in 2012.

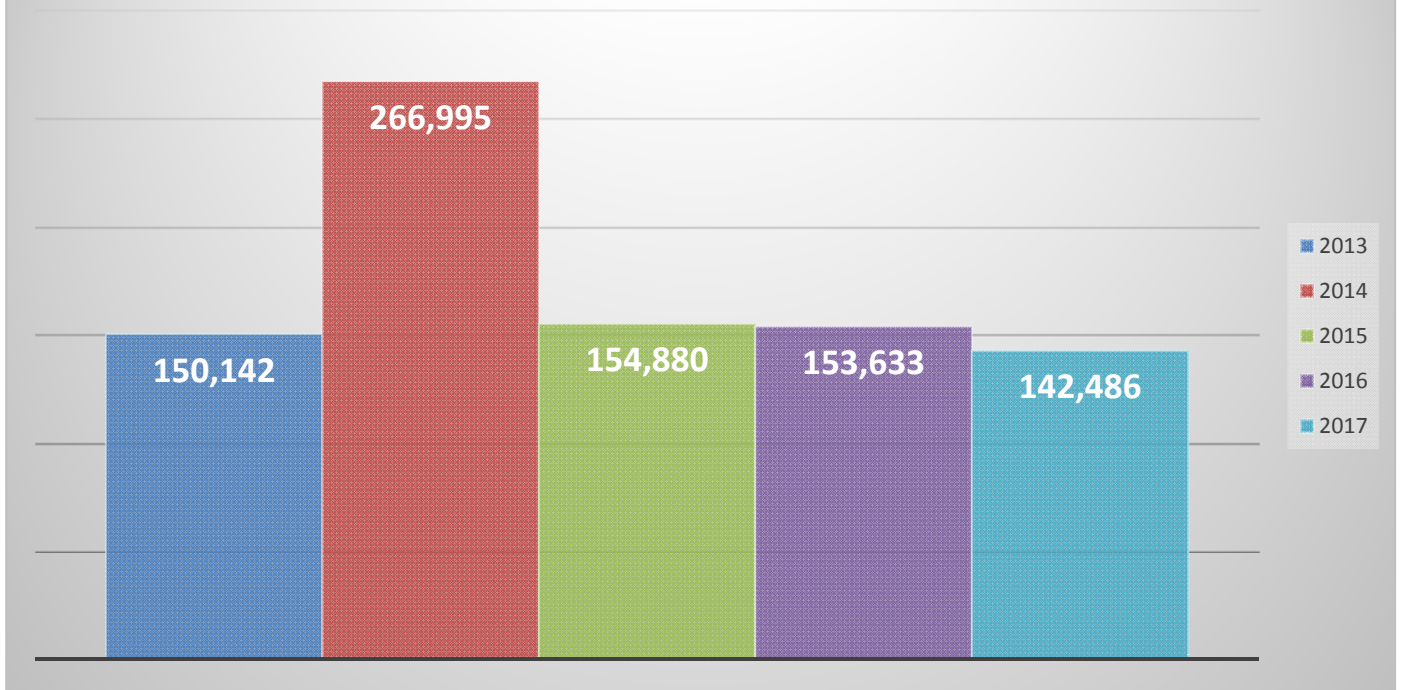
## Grant Funded Seat Belt Citations



## Grant Funded Impaired Driving Arrests



## Grant Funded Speed Citations



## Fatal/Serious Injury Program Area

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### Overview

- C-1) Reduce total fatalities by 2.00 percent from 1,043 (2010 – 2014 average) to 1,023 by 2017.\*
- C-2) Reduce serious traffic injuries by 2.00 percent from 9,529 (2010 – 2014 average) to 9,339 by 2017.\*
- C-3a) Reduce fatalities/VMT rate by 2.00 percent from 0.94 (2010 – 2014 average) to 0.92 by 2017.\*
- C-3b) Reduce rural fatalities/VMT rate by 6.68 percent from 1.71 (2010 – 2014 average) to 1.60 by 2017.
- C-3c) Reduce urban fatalities/VMT rate by 1.25 percent from 0.56 (2010 – 2014 average) to 0.55 by 2017.\*\*\*
- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 1.01 percent from 381 (2010 – 2014 average) to 378 by 2017.
- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 1.25 percent from 323 (2010 – 2014 average) to 319 by 2017.\*\*\*
- C-6) Reduce speeding-related fatalities by 2.74 percent from 304 (2010 – 2014 average) to 296 by 2017.
- C-7) Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.
- C-8) Reduce un-helmeted motorcyclist fatalities by 6.48 percent from 109 (2010 – 2014 average) to 102 by 2017.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.
- C-10) Reduce pedestrian fatalities by 0.78 percent from 96 (2010 – 2014 average) to 95 by 2017.
- C-11) Reduce bicycle fatalities by 1.25 percent from 15 (2010 – 2014 average) to 14 by 2017.\*\*\*
- Reduce distracted driving fatal crashes 1.25 percent from 26 (2010 – 2014 average) to 25 by 2017.\*\*\*\*
- Reduce distracted driving injury crashes 1.25 percent from 3,064 (2010 – 2014 average) to 3,026 by 2017.\*\*\*\*
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.3 percentage points from 83.9 percent in 2015 to 84.2 percent in 2017.

\*Traffic fatality, serious injury and fatality rate goals were set in cooperation with the SHSP and HSIP. Two percent is the reduction used in the SHSP.

\*\*The trends for urban fatality rate, alcohol impaired and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

\*\*\* 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 standard 1.25 percent was used to ensure the goal was a reduction by 2017, however the goals may need to be re-evaluated as the new data becomes available.

## Programming Efforts

**Project Number:** SA-2017-00-00-00

**Project Title:** Safe Communities

**Funded Agencies:** See Chart below under Project Results

### Project Description:

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." For FFY2017, 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 2013, 2014 and 2015. New programs had to have a minimum of a 3 year average of 5.66 fatal crashes to be eligible for funding.

### Project Results:

#### Funded Agencies

Agency	County	Population	Awarded Amount	Expended Amount
Adams County Economic Development Office	Adams*	28,550	24,994.13	19,282.45
Adena Health Systems	Ross	78,064	18,640.48	7,877.76
Anazao Community Partners	Holmes	42,366	25,000.00	20,506.22
Anazao Community Partners	Wayne	114,520	42,000.00	40,210.48
Atrium Medical Center	Warren	212,693	42,000.00	34,915.16
Bethesda North Hospital	Hamilton	802,374	90,000.00	70,468.47
Bowling Green State University	Wood	125,488	50,000.00	46,880.52
Carroll County General Health District	Carroll*	28,836	25,000.00	17,799.57
Clark County Combined Health	Clark	138,333	49,588.62	36,358.96
Columbus Health Department	Franklin	1,163,414	125,000.00	115,912.62
Defiance Co. General Health District	Defiance*	39,037	35,000.00	21,818.00
Delaware General Health District	Delaware*	174,214	42,000.00	41,999.81
Educational Service Center of Lake Erie West	Lucas	441,815	85,000.00	65,995.63
Erie County Health Department	Erie*	77,079	34,999.87	33,152.19
Family Recovery Center	Columbiana	107,841	42,000.00	39,951.24
Fowler Township Police Department	Trumbull	210,312	50,000.00	48,184.67
Fulton County Health Department	Fulton	42,698	37,205.87	25,261.31
Greene County Combined Health District	Greene	161,573	25,000.00	25,000.00
Knox County Health Department	Knox	60,921	25,000.00	22,236.85
Lake County General Health	Lake	230,041	42,000.00	34,222.29
Licking County Health Department	Licking	166,492	50,000.00	49,912.17
Lima-Allen County Regional Planning Comm.	Allen	106,331	35,000.00	32,837.35
Lorain County General Health District	Lorain	301,356	50,000.00	46,071.22
Madison County London City Health District	Madison	43,435	25,208.78	17,543.83
Medina County Health Department	Medina	172,332	35,000.00	33,492.68
Mental Health and Recovery Services Board	Seneca*	56,745	35,000.00	23,986.32



Miami County Health District	Miami*	102,506	35,000.00	18,340.04
Miami Valley Hospital–Injury Prevention Ctr	Montgomery*	535,153	125,000.00	117,944.20
Morrow County Health Department	Morrow*	34,827	35,000.00	2,025.59
National Safety Council Ohio Chapter	Mahoning	238,823	64,784.07	53,771.81
Perry County EMA	Perry*	36,058	25,000.00	18,551.18
Pickaway County Sheriff’s Office	Pickaway	55,698	32,738.54	17,026.87
Pike County General Health District	Pike	28,709	35,000.00	20,670.21
Portage County General Health District	Portage	161,419	42,000.00	41,998.52
Richland County Regional Planning Comm	Richland	124,475	41,807.68	22,200.56
Safety Council of Southwestern Ohio	Butler	368,130	65,000.00	49,260.20
Sandusky County Health Department	Sandusky*	60,944	35,000.00	26,640.98
Stark County Sheriff’s Office	Stark	375,586	80,800.44	68,062.91
Summit County Sheriff’s Office	Summit*	541,781	65,000.00	36,912.39
Tuscarawas County Health Department	Tuscarawas*	92,582	26,638.78	21,492.89
UHHS Memorial Hospital of Geneva	Ashtabula	101,497	48,247.66	30,281.74
Union County Health District	Union	52,300	35,000.00	31,336.28
University Hospitals of Cleveland	Cuyahoga	1,280,122	124,997.78	123,025.52
Williams County Combined Health	Williams	37,642	35,000.00	32,310.05
Wyandot County Health Department	Wyandot*	22,615	25,000.00	16,817.90
Zanesville-Muskingum County Health Dept.	Muskingum*	86,074	35,000.00	11,955.16

\*Counties that did not have a Safe Communities program in all years (2013 – 2017). 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
2013	487	155	84.5
2014	522	158	85.0
2015	591	177	83.9
2016	602	182	83.8
2017*	505	131	82.8

\*2017 only includes preliminary numbers January 1, 2017 through October 31, 2017. 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 crash 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 169 countermeasures were recommended last year and 172 have been or are in the process of being implemented.

Safe Community programs reported \$60,743 in monetary donations to their programs in addition to donations of advertising, space, food, time, door prizes, etc.

Volunteers donated 6,296 hours to the Safe Communities program. Using the national estimated dollar value of volunteer time of \$24.14 per hour, volunteers contributed \$151,985.44.

Coordinators reported 1,120 events, including 86 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 events reached over two million people in person. These events received the following gross impressions:

Type of Media	Gross Impressions
Print	12,416,906
Radio	7,934,024
Television	12,511,484
Web	6,080,503
Facebook	7,093,799
Twitter	170,737
Instagram	108,279

In addition to gross impressions received from events, the charts below show additional media/social messaging achieved throughout the year by Safe Communities.

Media/Press Releases/Social Media	
Press Releases Issued	676
Press Releases Published	577
Additional Media Stories Received	60,580
Number of Facebook Posts	7,515
Number of Facebook Likes	503,069
Number of Facebook Followers	4,166,954
Number of Instagram Posts	1,662
Number of Tweets	4,934

Gross Impressions	
Print	18,497,956
Radio	16,389,511
Television	18,084,931
Web	7,692,513
Facebook	11,175,381
Instagram	93,543
Twitter	940,543
Other	29,218,401

The table below lists the number of items distributed by message. Examples of materials distributed include posters, flyers, magnets, bags, table tents, factsheets, signs, table posters, napkins, coasters, bookmarks, yard signs, pamphlets, bracelets, keychains, kickstand plates, literature, etc.

This is not an inclusive list. Not all items distributed were paid for with grant funds; many were donations from the communities.

Message	Number Distributed
Click It or Ticket	381,003
Drive Sober or Get Pulled Over	629,876
Don't TXT & Drive	130,777
Watch Out for Motorcycles	148,575
Other Traffic Safety Related Messaging (Ride Sober, Buckle Up in Your Truck, Distracted Driving, Buzed Driving, pedestrian, etc.)	250,949

In FFY2017, Ohio funded 45 countywide Safe Communities programs which involved more than 1,200 communities. These counties reached 81.73 percent of Ohio's population (approximately 9.4 million people) through earned media and education.

**Awarded: 2,152,652.66 Expended: 1,732,502.77 Funding Source: 402 SA**

**Project Number:** RS-2017-00-00-00

**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
Modern Roundabouts	3	72	32
Guardrail Installation Training	6	132	34
Road Safety Audits	5	101	61
Combatting Roadway Departures	3	73	38

**Awarded: 155,700.00 Expended: 125,670.00 Funding Source: 402 RS**

## Evaluation

- C-1) Ohio had 1,132 traffic fatalities in 2016. The goal was to reduce traffic fatalities to 1,023 by 2017. Ohio did not meet this goal.
- C-2) Ohio had 9,207 serious traffic injuries in 2016. The goal was to reduce serious injuries to 9,339 by 2017. Ohio exceeded this goal.
- C-3a) Ohio's fatalities/VMT rate for 2016 was 0.95. The goal was to reduce it to 0.92 by 2017. Ohio did not meet this goal.
- C-3b) Ohio's rural fatalities/VMT rate for 2016 was 1.78. The goal was to reduce it to 1.60 by 2017. Ohio did not meet this goal.
- C-3c) Ohio's urban fatalities/VMT rate for 2016 was 0.61. The goal was to reduce it to 0.55 by 2017. Ohio did not meet this goal.
- C-4) Ohio had 355 unrestrained passenger vehicle occupant fatalities (all seat positions) in 2016. The goal was to reduce unrestrained fatalities to 378 by 2017. Ohio exceeded this goal.
- C-5) Ohio had 324 impaired driving fatalities (.08 and above) in 2016. The goal was to reduce impaired driving fatalities (.08 and above) to 319 by 2017. Ohio did not meet this goal.
- C-6) Ohio had 257 speeding-related fatalities in 2016. The goal was to reduce speeding-related fatalities to 296 by 2017. Ohio exceeded this goal.
- C-7) Ohio had 199 motorcycle fatalities in 2016. The goal was to reduce motorcycle fatalities to 146 by 2017. Ohio did not meet this goal.
- C-8) Ohio had 145 un-helmeted fatalities in 2016. The goal was to reduce un-helmeted motorcycle fatalities to 102 by 2017. Ohio did not meet this goal.
- C-9) Ohio had 156 drivers aged 20 or younger involved in fatal crashes in 2016. The goal was to reduce this number to 142 by 2017. Ohio did not meet this goal.
- C-10) Ohio had 134 pedestrian fatalities in 2016. The goal was to reduce pedestrian fatalities to 95 by 2017. Ohio did not meet this goal.
- C-11) Ohio had 18 bicycle fatalities in 2016. The goal was to reduce bicycle fatalities to 14 by 2017. Ohio did not meet this goal.
- Ohio had 12 distracted driving fatal crashes in 2016. The goal was to reduce this to 25 by 2017. Ohio met this goal.
- Ohio had 4,028 distracted driving injury crashes in 2016. The goal was to reduce this to 3,026 by 2017. Ohio did not meet this goal.
- B-1) Ohio's certified 2017 observed seat belt compliance rate is 82.8 percent. The goal was to reach 84.2 percent by 2017. Ohio did not meet this goal.

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 met C-2. 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

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## Overview

- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 1.25 percent from 323 (2010 – 2014 average) to 319 by 2017.\*\*\*
- Increase the number of DRE evaluations 7.10 percent from 664 (2012 – 2015 average) to 711 by 2017.
- Increase the number of DREs from 165 (2015 baseline) to 225 by 2017.

\*\*\*The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

## Programming Efforts

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**Project Number:** NF-2017-00-00-00

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

### Project Description:

Earned media is one of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. Ohio uses many different networks to ensure earned media is achieved statewide (e.g. law enforcement, Safe Communities, corporate partners, etc.). The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the Drive Sober or Get Pulled Over Crackdown.

### Project Results:

Earned media was one of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. Ohio used many different networks to ensure earned media was achieved statewide (e.g. law enforcement, Safe Communities, corporate partners, 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 will be consistent with the NHTSA National Communications Plan and will consist 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 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	
TV news stories	72
Radio news stories	57,652

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

**Project Number:** 164AL-2017-00-00-00

**Project Title:** Impaired Driving Earned Media/Educational Materials

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Impaired driving earned media/educational materials are 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 combines highly visible enforcement with both local and national media exposure. Paid media during the crackdown will highlight that law enforcement will be strictly enforcing impaired driving laws. All law enforcement agencies across the state will be encouraged and funded agencies are required to participate in the 2017 crackdown scheduled for August 18 – September 3, 2017.

**Project Results:**

In FFY2017, Ohio used the Drive Sober or Get Pulled Over (DSOGPO) campaign messages for its sustained impaired driving campaign throughout the year. Sustained materials were used in conjunction with high visibility enforcement efforts during time periods outside of the DSOGPO mobilization to help decrease statewide impaired driving fatalities.

OTSO allocated funds to purchase/print materials to promote the Drive Sober or Get Pulled Over campaign. Materials purchased in FFY2017 include highly visible magnetic car signs, banners, litter bags, and table cloths with messaging for on ground events. 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. Uniform collateral pieces were 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:** **Funding Source:** 164 AL

**Project Number:** M6OT-2017-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**


Paid media is an important 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 combines highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be encouraged to participate in the 2017 crackdown scheduled for August 18 – September 3, 2017.

The goal of the paid media plan for the 2017 alcohol crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible 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 FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 28,105,371.

Medium	Paid Spots	Bonus Spots	Total Spots	Cost
TV/Cable	68	72	140	\$ 48,806.64
Radio	3,046	3,054	6,098	\$ 56,761.82
Internet				\$ 66,830.21
Out of Home/Other	54,452	54,452	108,904	\$ 283,930.90
			<b>Total Media Cost</b>	<b>\$ 456,329.57</b>

**Awarded: 400,000.00 Expended: 456,329.57 Funding Source: 405d**

**Project Number:** NF-2017-00-00-00  
**Project Title:** Drive Sober or Get Pulled Over Mobilization  
**Funded Agency:** Ohio Traffic Safety Office  
**Project Description:**

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY2017. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

Ohio's Law Enforcement Liaisons (LELs) will continue to seek commitments from agencies to participate in the national mobilizations and increase participation in the mobilizations to more than 570 agencies and encourage agencies to report their results.

**Project Results:**

OTSO worked to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. Nearly 400 agencies participated and reported in the 2017 enforcement mobilization. With Ohio working toward decreasing the number of impaired driving crashes and deaths on Ohio roads, the OTSO made it a priority for sub-recipients and non-recipients to participate in the 2017 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.

Ohio participated in one Tri-State Kickoff (Ohio, Kentucky and West Virginia) event.

<i>Drive Sober or Get Pulled Over Crackdown Agency Participation</i>			
Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	59	59	59
County Sheriffs	88	76	67
City / Town Police	633	474	252
Other	23	20	11
<b>Totals</b>	<b>803</b>	<b>629</b>	<b>389</b>

<i>Drive Sober or Get Pulled Over Crackdown Activity</i>					
Enforcement Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Number of Checkpoints	71	27	33	52	61
Enforcement Hours	165,081	108,837	159,533	172,985.5	241,393.75
OVI Arrests	3,210	1,531	2,988	2,957	2,038
Adult Restraint Citations	12,852	3,067	11,561	9,655	12,218
Child Restraint Citations	606	333	516	542	458
Speed Citations	50,213	156,321	49,274	44,609	41,488
Driving Under Suspension	8,850	7,252	7,497	7,107	7,944
Felony Arrests	2,406	2,644	2,029	1,837	1,987

**Awarded: 0 Expended: 0 Funding Source: 0**

**Project Number:** M6OT-2017-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Paid media is 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 is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is 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 FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 34,050,771.



Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
<b>TV/Cable</b>	106	106	212	<b>\$ 20,684.55</b>
<b>Radio</b>	2,318	2,318	4,635	<b>\$ 13,805.73</b>
<b>Internet</b>				<b>\$ 48,063.97</b>
<b>Out of Home/Other</b>	57,186	56,794	113,980	<b>\$ 108,361.14</b>
			<b>Total Media Cost</b>	<b>\$ 190,915.39</b>

**Awarded: 200,000.00 Expended: 190,915.39 Funding Source: 405d**

**Project Number:** M6OT-2017-00-00-00

**Project Title:** Sustained Impaired Driving Paid Media Plan

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**


Paid media is an important component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. In FFY2017, Ohio will continue to model the NHTSA National Communications 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 will be to sustain impaired driving 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 secondary messages like *Fans Don’t Let Fans Drive Drunk* and *Buzzed Driving is Drunk Driving* provides an opportunity to extend the core safety messages. In FFY2017, Ohio will incorporate drugged driving messaging to support the DRE program and the Drugged Driving Pilot project. Embracing social-norming messages allows 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 FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 20,290,356.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
<b>TV/Cable</b>	124	124	248	<b>\$ 140,064.82</b>
<b>Radio</b>	4,131	3,845	7,890	<b>\$ 65,405.34</b>
<b>Internet</b>				<b>\$ 65,230.33</b>
<b>Out of Home/Other</b>	58,183	56,029	114,212	<b>\$ 175,391.71</b>
			<b>Total Media Cost</b>	<b>\$ 446,092.20</b>

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: 500,000.00 Expended: 446,092.20 Funding Source: 405d**

## Evaluating Effectiveness of Alcohol Impaired Media Messages

During FFY2017, 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 FFY2017 paid media plan for preventing alcohol impaired driving.

The Applied Research Center (ARC) for Policy Research at Miami University conducted four random-digit dialing statewide telephone surveys of drivers across the nine designated Ohio State Highway Patrol districts. It is important to note that the 2009 through 2012 survey results were stratified by five specified Ohio regions; the 2013 and 2014 survey results were stratified by eight specified Ohio regions; and the 2015 through 2017 survey results were stratified by nine specified Ohio regions. Each survey consisted of approximately 1,000 respondents; overall, 3,975 interviews were completed. The surveys were conducted between April and October 2017 to identify changes in public opinion resulting from Ohio's media campaigns and law enforcement initiatives. The questionnaires 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 2017 survey collected data on distracted driving (i.e., cell phone use, texting, etc. while driving) and speeding in Ohio.

Thirty-five percent of the 2017 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 an 11 percent decrease from 2016).

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* – less than one percent (baseline survey), less than one percent (survey-2), seven percent (survey-3), and six percent (survey-4)
- *Buzzed Driving is Drunk Driving* - 10 percent (baseline), 12 percent (survey-2), 12 percent (survey-3), and 13 percent (survey-4)
- *Drive Sober or Get Pulled Over* - 13 percent (baseline), 20 percent (survey-2), 14 percent (survey-3), and 29 percent (survey-4).

The fourth telephone survey was conducted immediately after the media and enforcement initiatives on alcohol-impaired driving. Overall, recall of the NHTSA slogans to reduce alcohol-impaired driving from survey-3 to survey-4 decreased one percent overall as a result of media and enforcement initiatives. In contrast, a 15 percent increase was observed 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, 59 percent claimed to have heard *Drive Sober or Get Pulled Over*. Additionally, 52 percent indicated they had heard the slogan *Buzzed Driving is Drunk Driving* and 28 percent said they had heard *Drunk Driving. Over the Limit. Under Arrest*.

Based on the 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:** M6OT-2017-00-00-00

**Project Title:** OVI Task Force Program

**Funded Agencies:** See chart below under Project Results

**Project Description:**

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.

\*Mahoning and Trumbull Counties did not meet the eligibility requirements for a task force. Both counties were funded through an exit strategy. Mahoning County was funded at 75% of the 2015 level (12 checkpoints) and Trumbull County was funded at the FFY2016 level (16 checkpoints).

**Project Results:**

**Funded Agencies**

Agency	County	Population	Awarded	Expended
Oxford Division of Police	Butler	368,130	224,917.16	210,140.69
University Hospitals of Cleveland	Cuyahoga	1,280,122	225,000.00	208,719.35
Franklin County Sheriff's Office	Franklin	1,163,414	224,574.05	184,648.29
Blue Ash Police Department	Hamilton	802,374	225,000.00	200,066.80
North Ridgeville Police Department	Lorain	301,356	224,841.72	186,308.50
Lucas County Sheriff's Office	Lucas	441,815	215,850.88	172,280.76
Canfield Police Department	Mahoning	238,823	168,712.28	156,565.57
Dayton Police Department	Montgomery	535,153	224,623.90	150,691.23
Stark County Sheriff's Office	Stark	375,586	224,894.94	197,494.88
Summit County Sheriff's Office	Summit	541,781	225,000.00	187,572.84
Warren Police Department	Trumbull	210,312	159,623.45	99,440.83

A summary of all task force activity is listed below.

Total Checkpoint Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
OVI Checkpoints Conducted	228	262	242	224	238
Vehicles Through Checkpoint	105,136	107,378	88,981	100,046	96,233
Vehicles Checked	93,834	96,957	79,345	90,605	86,730
OVI Arrests Under 21	19	13	16	17	11
OVI Arrests 21 and Over	281	274	192	231	202
Refusals	99	77	64	77	58
Driving Under Suspension	489	536	425	570	548
No Operator License Citations	233	247	209	257	231
Restraint Citations	296	267	225	320	204
Other Citations Issued	660	736	556	941	598
Vehicles Seized	247	317	251	277	211
Felony Arrests	34	54	30	63	46

Total Saturation Patrol Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Daytime Overtime Hours	989	1,092	421	99	24
Nighttime Overtime Hours	17,414	19,422	18,943	20,023	21,026
Total Overtime Hours	18,403	20,514	19,364	20,122	21,050
Number of Traffic Stops	23,619	28,852	28,670	29,411	31,967
OVI Arrests Under 21	93	82	77	125	60
OVI Arrests 21 and Over	537	713	564	949	611
Refusals	170	277	228	170	215
Adult Restraint Citations	1,264	1,382	1,249	1,083	1,065
Child Restraint Citations	118	129	97	106	119
Speed Citations	4,142	4,620	4,706	5,184	5,519
Distracted Driving	68	134	181	217	203
Driving Under Suspension	1,468	1,485	1,555	1,847	1,890
No Operator License	394	576	608	625	704
Felony Arrests	151	253	196	214	286
Other Citations	4,539	4,919	4,578	5,642	6,013

Daytime Saturation Patrol Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Daytime Overtime Hours	989	1,092	421	99	24
Number of Traffic Stops	1,331	1,852	619	209	27
OVI Arrests Under 21	1	3	2	0	0
OVI Arrests 21 and Over	8	9	2	0	0
Refusals	0	8	2	0	0
Adult Restraint Citations	125	165	46	40	11
Child Restraint Citations	11	10	0	0	0
Speed Citations	453	531	176	26	4
Distracted Driving	17	1	11	19	0
Driving Under Suspension	79	61	37	25	2
No Operators License	11	22	6	12	1
Felony Arrests	6	7	1	1	0
Other Citations	124	128	73	67	2

Nighttime Saturation Patrol Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Nighttime Overtime Hours	17,414	19,422	18,943	20,023	21,026
Number of Traffic Stops	22,288	27,000	28,051	29,411	31,940
OVI Arrests Under 21	92	79	75	125	60
OVI Arrests 21 and Over	529	704	562	949	611
Refusals	170	269	226	170	215
Adult Restraint Citations	1,139	1,217	1,203	1,043	1,054
Child Restraint Citations	107	119	97	106	119
Speed Citations	3,689	4,089	4,530	5,158	5,515
Distracted Driving	51	133	170	198	203
Driving Under Suspension	1,389	1,424	1,518	1,822	1,888
No Operators License	383	554	602	613	703
Felony Arrests	145	246	195	213	286
Other Citations	4,415	4,791	4,505	5,575	6,011

Of the 238 checkpoints conducted by the Countywide OVI Task forces, 218 or 91.6 percent were low-manpower (14 officers or less). Thirty-four checkpoints were conducted during Drive Sober or Get Pulled Over.

OVI Task Forces reached 54.25 percent of Ohio's population (approximately 6.2 million people) through earned media, education and high visibility enforcement.

Alcohol-Related Fatal Crashes			
Year	Statewide	Task Force Counties*	Percent in Task Force Counties
2013	274	109	39.78%
2014	271	128	47.23%
2015	316	125	39.56%
2016	313	138	44.09%
2017**	232	85	36.64%

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

\*\*2017 only includes preliminary numbers January 1, 2017 through October 31, 2017. It is only included to show progress toward stated goals.

**Awarded: 2,343,038.38 Expended: 1,954,078.97 Funding Source: 405d**

**Project Number:** M6OT-2017-00-00-00

**Project Title:** Impaired Driving Enforcement Program

**Funded Agency:** See chart below under Project Results

**Project Description:**

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 2013, 2014 and 2015. Each agency conducted impaired driving enforcement activity to impact their fatal crashes.

## Project Results:

### Funded Agencies

60 Sheriff Offices and 30 local jurisdictions

Agency	County	Population	Award Amount	Total Expended
Adams County Sheriff's Office	Adams*	28,550	14,618.19	11,128.64
Allen Co. Sheriff's Office	Allen	106,331	29,746.76	24,075.45
Lima Police Department	Allen		23,710.78	22,104.72
Ashland Co. Sheriff's Office	Ashland	53,139	18,458.82	3,608.87
Athens Co. Sheriff's Office	Athens	64,757	16,195.87	16,168.74
Auglaize Co. Sheriff's Office	Auglaize*	45,949	21,604.88	14,611.40
Brown Co. Sheriff's Office	Brown*	44,846	15,549.51	11,949.98
Butler Co. Sheriff's Office	Butler	368,130	50,589.40	46,026.16
Hamilton Police Dept.	Butler		25,023.37	21,490.81
Middletown Police Dept.	Butler		29,631.68	16,427.88
West Chester Police Dept.	Butler		31,805.23	27,943.09
Clark Co. Sheriff's Office	Clark	138,333	29,043.23	24,594.60
Springfield Police Dept.	Clark		22,343.00	6,555.98
Clermont Co. Sheriff's Office	Clermont	197,363	29,349.49	20,966.43
Pierce Township Police Dept.	Clermont		25,234.46	22,154.71
Union Twp. Police Dept.	Clermont		31,374.39	26,056.57
Columbiana Co. Sheriff's Office	Columbiana*	107,841	13,808.34	1,570.74
Crawford Co. Sheriff's Office	Crawford	43,784	11,299.50	10,393.16
Cuyahoga Co. Sheriff's Office	Cuyahoga	1,280,122	44,719.78	43,190.44
Cleveland Police Dept.	Cuyahoga		39,908.50	15,400.37
Delaware Co. Sheriff's Office	Delaware	174,214	41,033.76	17,515.25
Erie Co. Sheriff's Office	Erie	77,079	21,326.70	15,794.79
Perkins Twp. Police Dept.	Erie		22,896.05	8,399.37
Franklin Co. Sheriff's Office	Franklin	1,163,414	58,710.60	50,611.84
Blendon Township Police Dept.	Franklin		25,593.12	12,713.13
Columbus Police Dept.	Franklin		60,348.60	35,233.33
Fulton Co. Sheriff's Office	Fulton	42,698	19,584.71	16,616.00
Geauga Co. Sheriff's Office	Geauga	93,389	27,152.41	26,685.91
Greene Co. Sheriff's Office	Greene*	161,573	38,054.92	11,131.39
Guernsey Co. Sheriff's Office	Guernsey*	40,087	10,364.45	3,628.72
Hamilton Co. Sheriff's Office	Hamilton	802,374	42,535.24	32,681.28
Cincinnati Police Dept.	Hamilton		54,205.81	47,290.63
Colerain Twp. Police Dept.	Hamilton		17,815.67	15,619.57
Hancock Co. Sheriff's Office	Hancock	74,782	19,988.61	18,961.76
Hardin Co. Sheriff's Office	Hardin	32,058	15,254.34	9,588.86
Harrison Co. Sheriff's Office	Harrison	15,864	16,008.30	15,222.17
Henry Co. Sheriff's Office	Henry*	28,215	11,678.65	3,789.82
Highland Co. Sheriff's Office	Highland	43,589	14,359.37	1,007.97
Holmes Co. Sheriff's Office	Holmes	42,366	16,565.99	15,179.86
Jefferson Co. Sheriff's Office	Jefferson	69,709	15,573.24	15,155.23
Knox Co. Sheriff's Office	Knox*	60,921	9,481.37	0.00
Lake Co. Sheriff's Office	Lake	230,041	25,285.56	11,305.60
Madison Township Police Dept.	Lake		13,226.63	13,176.40
Painesville Police Dept.	Lake		32,554.14	19,268.95
Licking Co. Sheriff's Office	Licking	166,492	33,209.72	2,795.11

Newark Police Department	Licking		9,598.86	7,632.18
Logan Co. Sheriff's Office	Logan	45,858	21,115.92	18,142.30
Lorain Co. Sheriff's Office	Lorain	301,356	44,534.24	39,688.35
North Ridgeville Police Dept.	Lorain		30,084.97	28,906.22
Lucas Co. Sheriff's Office	Lucas	441,815	41,878.20	29,939.20
Oregon Police Division	Lucas		33,678.90	12,180.87
Sylvania Twp. Police Dept.	Lucas		17,972.72	14,368.25
Toledo Police Dept.	Lucas		48,956.00	35,766.12
Mahoning Co. Sheriff's Office	Mahoning	238,823	34,095.60	31,732.67
Youngstown Police Dept.	Mahoning		21,502.85	19,270.64
Marion Co. Sheriff's Office	Marion	66,501	25,083.41	18,551.57
Medina Co. Sheriff's Office	Medina	172,332	44,656.92	32,557.11
Mercer Co. Sheriff's Office	Mercer	40,814	17,654.96	15,798.78
Miami Co. Sheriff's Office	Miami	102,506	35,002.04	31,412.03
Montgomery Co Sheriff's Office	Montgomery	535,153	50,712.94	25,964.48
Dayton Police Dept.	Montgomery		40,623.60	35,944.14
Moraine Police Division	Montgomery		24,949.67	861.31
Trotwood Police Dept.	Montgomery		23,868.03	828.43
Morrow Co. Sheriff's Office	Morrow	34,827	14,576.10	13,991.71
Muskingum Co. Sheriff's Office	Muskingum	86,074	18,139.20	8,463.21
Ottawa Co. Sheriff's Office	Ottawa	41,428	19,130.13	4,963.97
Perry Co. Sheriff's Office	Perry*	36,058	19,821.27	15,664.31
Pickaway Co. Sheriff's Office	Pickaway	55,698	18,254.24	16,352.38
Pike Co. Sheriff's Office	Pike	28,709	15,732.70	3,939.58
Portage Co. Sheriff's Office	Portage	161,419	13,624.90	11,911.97
Putnam Co. Sheriff's Office	Putnam	34,499	18,308.85	15,010.09
Richland Co. Sheriff's Office	Richland	124,475	38,204.60	24,516.42
Sandusky Co. Sheriff's Office	Sandusky	60,944	21,095.08	19,280.78
Scioto Co. Sheriff's Office	Scioto	79,499	19,369.81	18,753.20
Seneca Co. Sheriff's Office	Seneca	56,745	20,973.37	12,742.57
Stark Co. Sheriff's Office	Stark	375,586	43,368.06	22,881.18
Canton Police Dept.	Stark		26,049.00	16,526.39
Jackson Twp. Police Dept.	Stark		26,842.34	22,129.99
Summit Co. Sheriff's Office	Summit	541,781	48,956.00	15,713.66
Akron Police Dept.	Summit		38,298.15	25,084.34
Cuyahoga Falls Police Dept.	Summit		23,288.98	16,212.76
Trumbull Co. Sheriff's Office	Trumbull	210,312	30,749.35	28,222.22
Warren Police Dept.	Trumbull		24,229.72	10,600.41
Tuscarawas Co. Sheriff's Office	Tuscarawas	92,582	18,308.20	12,484.54
Warren Co. Sheriff's Office	Warren	212,693	41,027.52	40,711.55
Wayne Co. Sheriff's Office	Wayne*	114,520	14,199.71	6,332.68
Williams Co. Sheriff's Office	Williams*	37,642	19,478.42	17,598.82
Wood Co. Sheriff's Office	Wood	125,488	30,415.11	8,981.97
Lake Township Police Dept.	Wood		22,158.41	18,320.13
Wyandot Co. Sheriff's Office	Wyandot	22,615	19,096.56	17,606.87

\*Counties that did not have high visibility activities in all years (2013 – 2017). 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 27 – October 31, 2016	Halloween
November 18 – November 27, 2016	Thanksgiving
December 9, 2016 – January 2, 2017	Christmas/New Years
February 5 – February 6, 2017	Super Bowl
March 17 – March 19, 2017	St. Patrick's Day
April – May 2017	Prom
July 1 – July 5, 2017	4 <sup>th</sup> of July
August 18 – September 3, 2017	Drive Sober or Get Pulled Over
October 2016 and/or September 2017	Homecoming

2013 – 2017 IDEP Counties				
Year	Fatal Crashes	Alcohol-Related Injury Crashes	Alcohol-Related Fatal Crashes	Injury Crashes
2013	692	4,057	203	58,855
2014	699	4,133	214	59,446
2015	783	4,190	242	64,414
2016	801	4,199	235	66,502
2017*	667	3,132	176	49,199

\*2017 only includes preliminary numbers (January 1, 2017 through October 31, 2017). It is only included to show progress toward stated goals.

Total Overtime Enforcement	FFY2015*	FFY2016	FFY2017
Total Overtime Hours	34,055	30,455	31,565
Number of Traffic Stops	47,529	42,667	43,303
OVI Arrests Under 21	118	91	71
OVI Arrests 21 and Over	656	606	492
Refusals	215	207	154
Adult Restraint Citations	1,866	1,449	1,248
Child Restraint Citations	183	154	146
Speed Citations	11,232	11,238	10,516
Distracted Driving	222	143	173
Driving Under Suspension	2,588	2,337	2,371
No Operator License Citations	982	906	795
Felony Arrests	307	263	301
Other Citations Issued	6,459	5,846	5,243

Checkpoint Activity**	FFY2015*	FFY2016	FFY2017
OVI Checkpoints Conducted	2	2	2
Vehicles Through Checkpoint	617	903	756
Vehicles Checked	617	260	756
OVI Arrests Under 21	0	0	0
OVI Arrests 21 and Over	0	1	0
Refusals	0	0	0
Driving Under Suspension	0	6	2
No Operator License Citations	1	0	0
Adult Restraint Citations	0	0	0
Child Restraint Citations	0	0	0
Other Citations Issued	0	1	0
Vehicles Seized	0	0	0
Felony Arrests	0	0	0

\*2015 was the first year HVEO was split into two separate grants, IDEP and STEP. All stats from previous years are reported under the speed category under STEP.

\*\*Both checkpoints were conducted during the night timeframe (6:00 pm to 6:00 am).

IDEP agencies reached 89.08 percent of Ohio's population (approximately 10.3 million people) through earned media and high visibility enforcement.

**Awarded: 2,410,432.02 Expended: 1,667,897.77 Funding Source: 405d**

**Project Number:** M6OT-2017-00-00-00

**Project Title:** Statewide Impaired Driving Enforcement

**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

There were 1,605 alcohol related fatal crashes and 25,572 alcohol related injury crashes in Ohio between 2012 and 2016.

**Project Results:**

In FFY2017, 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 110 checkpoints and saturation patrols. Twenty-seven of these checkpoints were conducted during Drive Sober or Get Pulled Over and 68 of the 110 (61.82 percent) checkpoints were low manpower checkpoints. OSHP offered training courses through the OSHP Academy to train law enforcement officers throughout the state on issues related to impaired driving. All activity in FFY2017 occurred between 6 p.m. and 6 a.m.



Total Overtime Enforcement	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Daytime Overtime Hours	834	1,760	510	0	0
Nighttime Overtime Hours	7,084	17,739	34,217	36,767	26,596
Total Overtime Hours	7,918	19,499	34,727	36,767	26,596
Number of Traffic Stops	15,015	34,831	47,293	64,111	46,797
OVI Arrests Under 21	55	100	129	165	170
OVI Arrests 21 and Over	422	867	1303	1,546	1,466
Refusals	91	220	328	451	417
Adult Restraint Citations	1,299	3,458	5,821	6,328	4,614
Child Restraint Citations	52	105	184	228	215
Speed Citations	3,489	10,908	18,142	18,257	12,907
Distracted Driving	12	15	69	523	532
Driving Under Suspension	490	1,077	1,891	2,276	1,649
No Operator License Citations	85	322	482	680	486
Felony Arrests	64	174	347	404	353
Other Citations Issued	1,501	3,199	5,257	5,446	4,328

Total Checkpoint Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
OVI Checkpoints Conducted***	28	187	101	86	110
Vehicles Through Checkpoint	10,540	68,835	43,053	34,489	52,727
Vehicles Checked	9,027	66,007	40,213	31,529	48,280
OVI Arrests Under 21	3	18	7	11	11
OVI Arrests 21 and Over	34	241	99	100	151
Refusals	7	56	30	25	30
Driving Under Suspension	19	110	47	54	58
No Operator License Citations	25	43	30	26	27
Restraint Citations	10	77	27	40	39
Other Citations Issued	7	257	165	117	213
Vehicles Seized	1	3	3	4	8
Felony Arrests	2	32	17	8	15

\*\*\*An additional 12 checkpoints were conducted in FFY2013 using state dollars. Low-manpower checkpoints have become an integrated part of operations to reduce alcohol related fatalities.

Total Awarded:	2,445,401.85	Expended:	1,525,800.48	Funding Source:	405d
<b>Enforcement</b>	2,434,046.45		1,524,787.98		
<b>Training</b>	10,342.90		0.00		
<b>Supplies</b>	1,012.50		1,012.50		

**Project Number:** M6OT-2017-00-00-00

**Project Title:** Officer Training (Impaired)

**Funded Agency:** Ohio Attorney General's Office – Ohio Peace Officer's Training Academy

**Project Description:**

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 Standardized Field Sobriety Testing (SFST) Instructor and Advanced Roadside Impaired Driving Enforcement (ARIDE). Under grant OPOTA provided law enforcement training to 152 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	2	41	36
Advanced Roadside Impaired Driving Enforcement (ARIDE)	4	111	75

In addition, OPOTA taught an additional 14 students in ARIDE.

<b>Awarded:</b>	<b>40,000.00</b>	<b>Expended:</b>	<b>40,000.00</b>	<b>Funding Source:</b>	<b>405d</b>
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**Project Number:** M6OT-2017-00-00-00  
**Project Title:** Trace Back Program  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

The Ohio State Highway Patrol, Ohio Investigative Unit continued to implement a statewide Trace Back program that was initiated in FFY2013 where Agents are 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 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 paid for trace back investigations that were completed in an overtime status.

**Project Results:**

OIU conducted 159 trace back investigations during FFY2017. 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	FFY2015	FFY2016	FFY2017
Dismissed – Paid Court Costs	0	0	2
Dismissed with Prejudice	0	4	1
Guilty	6	10	18
Guilty of Lesser	*	1	2
Nolle Pros	2	3	3
Pending	4	42	29
Reprimanded & Released	6	0	0
Sealed	0	11	2
Civil Citations	*	20	12
Diversion	*	6	5
Unfounded	*	0	99

\*data not collected in FFY2015

**Project Number:** M6OT-2017-00-00-00  
**Project Title:** Drug Recognition Expert Program  
**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

The Ohio Drug Evaluation and Classification (DEC) program is entering the sixth year of programming. Ohio currently has 206 certified Drug Recognition Experts (DREs). DRE courses and Advanced Roadside Impaired Driving Enforcement (ARIDE) were scheduled for FFY2017.

**Project Results:**

Agency Type	Number of DREs
State Patrol	78
City Police Department	101
County Sheriff's Office	27
<b>Total</b>	<b>206</b>

These 206 DREs are housed in 129 different agencies. Four DRE training courses were conducted; training an additional 43DREs in FFY2017. Ohio also conducted two 8-hour Recertification classes. Ohio currently has 23 DRE Instructors and conducted two instructor courses in FFY2017. Thirty-five ARIDE courses were taught with 739 students.

Drug Category Name	Total Opinions	Evaluations with completed Toxicology	Confirmed Matches of Completed Toxicology	Rate of Accuracy of Completed Toxicology
Stimulants	60	75	38	63.3%
Depressants	67	72	40	59.7%
Hallucinogens	1	3	1	100%
Dissociative	5	4	3	60.0%
Anesthetic				
Narcotic	71	88	56	78.9%
Inhalant	1	0	0	0%
Cannabis	118	146	106	89.8%

Other	
Poly Drug Use	146
Alcohol Rule Outs	5
Medical Impairment	13
No Opinion of Impairment	9
Toxicology Results Pending	189
Toxicology Found No Drugs	26
Toxicology Refused	113

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**Project Number:** M6OT-2017-00-00-00  
**Project Title:** DRE Mentorship Program  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

Drug Recognition Experts (DREs) will ride along with inexperienced officers or officers who would like to enhance their skill in the apprehension of alcohol/drug impaired drivers in Ohio. The DRE will provide hands-on-training to officers to enhance their successful apprehension of impaired drivers. This program will allow for several of Ohio's DREs to invest mentorship hours each month in developing a better trained and more confident officer to remove drug and alcohol impaired drivers and make Ohio's roadways safer. The DRE will be on federal overtime and will report the generated activity. The officer being mentored will be on a scheduled work day to avoid overtime.

**Project Results:**

The Ohio State Highway Patrol utilized minimal hours for DRE Mentorship. Outside agencies were not able to participate in the pilot program due to local rules/regulations.

<b>Awarded:</b>	<b>49,961.84</b>	<b>Expended:</b>	<b>8,426.49</b>	<b>Funding Source:</b>	<b>405d</b>
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**Project Number:** M6OT-2017-00-00-00  
**Project Title:** Drugged Driving Summit  
**Funded Agency:** AAA

**Project Description:**

AAA partnered with the Ohio Traffic Safety Office (OTSO) to hold a second "Drugged Driving" summit in FFY2017 in central Ohio.

**Project Results:**

Nearly 200 people including law enforcement, judges, prosecutors and traffic safety educators attended the summit. The event featured a lineup of subject matter experts discussing issues and challenges surrounding Ohio's drugged driving problem.

<b>Awarded:</b>	<b>10,000.00</b>	<b>Expended:</b>	<b>4,087.41</b>	<b>Funding Source:</b>	<b>405d</b>
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**Project Number:** M6OT-2017-00-00-00  
**Project Title:** OVI Toxicology Program  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

The grant for the OSHP was used to process the increased number of samples that are being sent to the lab from agencies (state and local) for testing from the increased impaired driving enforcement in the state.

**Project Results:**

The OSHP lab provided toxicology services for hundreds of law enforcement agencies throughout Ohio. In FFY2017, 12,074 cases were processed. Some highlights from this grant include: reduction of unassigned cases from 913 to 920; reduction of backlog from 224 to 54; completed over 1,000 cases in one month for the first time.

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<b>Awarded:</b>	<b>91,663.25</b>	<b>Expended:</b>	<b>71,702.27</b>	<b>Funding Source:</b>	<b>405d</b>
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**Project Number:** M6OT-2017-00-00-00  
**Project Title:** Toxicology Program  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

The grant for the OSHP was never executed.

**Project Results:**

Due to Buy America Act issues, equipment for the toxicology program was not pursued in FFY2017.

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<b>Awarded:</b>	<b>0.00</b>	<b>Expended:</b>	<b>0.00</b>	<b>Funding Source:</b>	<b>405d</b>
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**Project Number:** M6OT-2017-00-00-00  
**Project Title:** Court Monitoring  
**Funded Agency:** Mothers Against Drunk Driving

**Project Description:**

Mothers Against Drunk Driving (MADD) trained volunteers in advanced data collection, tracking/disseminating results to increase courtroom visibility and collected the data/results. Data was compiled by the program coordinator to track strengths, weaknesses and inconsistencies. The program Coordinator met with judges, prosecutors and bailiffs to strengthen court relationships.

## Project Results:

MADD monitored 563 cases in 14 counties during FFY2017.

County	Cases Monitored	Cases Closed	Guilty	Amended Charges	Dismissed
Athens County	12	7	6	0	1
Butler County	7	4	4	0	0
Delaware County	15	12	11	0	0
Fairfield County	35	9	9	0	0
Franklin County	111	39	30	2	5
Hamilton County	45	27	23	0	1
Lorain County	37	5	4	0	1
Lucas County	59	20	18	0	2
Montgomery County	32	15	13	0	2
Noble County	11	4	3	0	1
Pickaway County	40	15	14	0	0
Portage County	85	38	35	0	2
Warren County	29	18	14	0	4
Washington County	45	12	11	0	0
<b>Total</b>	<b>563</b>	<b>225</b>	<b>195</b>	<b>2</b>	<b>19</b>

**Awarded: 28,482.71 Expended: 18,022.84 Funding Source: 405d**

## Evaluation

- C-5) Ohio had 324 impaired driving fatalities (.08 and above) in 2017. The goal was to reduce impaired driving fatalities (.08 and above) to 319 by 2017. Ohio did not meet this goal.
- Ohio completed 833 DRE evaluations in 2017. Ohio exceeded the goal of 779.
- Ohio had 206 DREs by the end of 2017. Ohio is on track to meet the 2018 goal of 243.

Alcohol-Related / Total Fatal Crashes			
Year	Alcohol-Related Fatal Crashes	Total Fatal Crashes	Percent of Total Fatal Crashes
2013	274	918	29.8
2014	271	919	29.5
2015	316	1,029	30.7
2016	313	1,054	29.7
2017*	232	868	26.7

\*2017 only includes preliminary numbers January 1, 2017 through October 31, 2017. It is only included to show progress toward stated goals.

Ohio did not meet the Core Measure, exceeded one of the additional and is on track to meet the other additional goal under Impaired Driving. 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

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## Overview

- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, by 1.01 percent from 381 (2010 – 2014 average) to 378 by 2017.
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.3 percentage points from 83.9 percent in 2015 to 84.2 percent in 2017.

## Programming Efforts

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**Project Number:** NF-2017-00-00-00

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

### Project Description:

Ohio's earned media plan spanned the entire federal fiscal year with the heaviest emphasis during the national CIOT mobilization. Ohio continued to use What's Holding You Back? as a secondary message throughout the year.

### 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.). OPTS is a statewide network of employers and safety advocates that Ohio uses to distribute messages and materials to reach the 21 – 40 year old age group. 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 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 were 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	
TV news stories	648
Radio news stories	57,882

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

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**Project Number:** M2X-2017-00-00-00

**Project Title:** Seat Belt Earned Media/Educational Materials

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

In FFY2017, Ohio continued to use the CIOT message 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 paid media and heightened enforcement throughout the state of Ohio during periods in addition to the CIOT mobilization.

**Project Results:**

In FFY2017, 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.

OTSO allocated funds to purchase/print materials to promote the Click It or Ticket campaign. Materials purchased in FFY2017 include highly visible magnetic car signs, banners, litter bags, and table cloths with messaging for on ground events. 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 provided a visual reminder to the public and provided our partners a great educational opportunity while engaging the public. Uniform collateral pieces were used throughout the state to provide earned media to complement the paid media and enforcement efforts aimed at increasing seat belt usage.

<b>Awarded:</b>	<b>250,000.00</b>	<b>Expended:</b>	<b>170,462.50</b>	<b>Funding Source:</b>	<b>405b</b>
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**Project Number:** M2X-2017-00-00-00

**Project Title:** Holiday Click It or Ticket Paid Media


**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Paid media was a big component of Ohio’s communication and outreach strategies to inform the public of the dangers of driving unbelted. The goal of the paid media plan for the November mobilization was to decrease the number of unbelted 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 FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 5,587,528.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	118	114	232	\$ 91,323.66
Radio	2,079	2,079	4,158	\$ 10,038.93
Internet				\$ 43,605.62
Out of Home/Other				\$ 51,904.58
			<b>Total Media Cost</b>	<b>\$ 196,872.79</b>

**Awarded: 200,000.00 Expended: 196,872.79 Funding Source: 405b**

**Project Number:** M2X-2017-00-00-00

**Project Title:** Click It or Ticket Paid Media

**Funded Agency:** Ohio Traffic Safety Office


**Project Description:**

Ohio continued to implement and expand the national seat belt mobilization model in FFY2017. 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 FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 34,001,020.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	326	326	652	\$ 133,089.01
Radio	3,554	3,554	7,108	\$ 71,268.51
Internet				\$ 95,998.82
Out of Home/Other				\$ 188,766.83
			<b>Total Media Cost</b>	<b>\$ 489,123.17</b>

**Awarded: 500,000.00 Expended: 489,123.17 Funding Source: 405b**

**Project Number:** NF-2017-00-00-00  
**Project Title:** Click It or Ticket Mobilization  
**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Ohio continued to implement and expand the national seat belt mobilization efforts in FFY2017. Campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation. Ohio’s Law Enforcement Liaisons (LELs) continued to seek commitments from agencies to participate in the national mobilizations.

**Project Results:**

OTSO worked to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. More than 400 agencies participated and reported in the 2017 enforcement mobilization. With Ohio working toward decreasing the number of unrestrained fatalities, the OTSO made it a priority for sub-recipients and non-recipients to participate in the 2017 mobilization.

Ohio participated in one Tri-State Kickoff (Ohio, Kentucky and West Virginia) event. Ohio also participated in the national B2B project.

<i>Click It or Ticket Mobilization Agency Participation</i>			
Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	59	59	59
County Sheriffs	88	76	67
City / Town Police	633	474	314
Other	23	20	11
<b>Totals</b>	<b>803</b>	<b>629</b>	<b>451</b>

<i>Click It or Ticket Mobilization Activity</i>					
<b>Enforcement Activity</b>	<b>FFY2013</b>	<b>FFY2014</b>	<b>FFY2015</b>	<b>FFY2016</b>	<b>FFY2017</b>
Enforcement Hours	194,952	151,650	160,185	154,712	151,767
OVI Arrests	2,019	2,378	1,907	2,274	2,402
Restraint Citations	15,997	16,995	14,179	13,885	15,112
Child Restraint Citations	530	767	402	552	451
Speed Citations	42,608	47,221	47,055	43,315	38,959
Driving Under Suspension	6,709	7,450	6,320	6,900	7,173
Felony Arrests	1,458	1,576	1,172	2,233	1,764

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

**Project Number:** M2X-2017-00-00-00

**Project Title:** Sustained Belt Paid Media Plan

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

In FFY2017, 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 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.

Media tactics included a combination of radio, television, outdoor advertising, theater ads, print materials and social media 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 over 200 high schools (over three 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, 25 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. 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, Cleveland Cavaliers Columbus Clippers, Toledo Mudhens, The Ohio State University and the Columbus Crew.

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.

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 FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 25,852,008.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	96	97	192	\$ 43,656.22
Radio	46	46	97	\$ 17,022.52
Out of Home/Other				\$ 358,661.03
			<b>Total Media Cost</b>	<b>\$ 419,339.77</b>

**Awarded: 500,000.00 Expended: 419,339.77 Funding Source: 405b**

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## 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. An information summary of data collected via statewide telephone surveys was used to evaluate the effectiveness of the FFY2017 paid media plan for enhancing the statewide use of seat belts.

As reported in the Impaired Driving Program Area, the ARC conducted four random-digit dialing statewide telephone surveys of 3,975 drivers across the nine designated Ohio State Highway Patrol districts. These four surveys, conducted between April and October 2017, provided data 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 41 percent of those respondents saw or heard the message on television while 27 percent reported being exposed to seat belt messages through the radio. Additionally, 14 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, 44 percent cited billboards and 37 percent said road signs. Other places respondents reported seeing messages regarding seat belt use included electronic roadway signs (35 percent), banners (18 percent), and signs on buses (six percent).

During FFY2017, the majority of respondents (81 percent) 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, while 14 percent claimed they had seen or heard more messages than usual. 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* (82 percent) and *What's Holding You Back?* (less than one percent). During the second survey, which was congruent with the first paid media initiative, respondents mentioned *Click It or Ticket* (76 percent) and *What's Holding You Back?* (less than one percent). During the third survey, which preceded the second paid media initiative, respondents mentioned *Click It or Ticket* (83 percent) and *What's Holding You Back?* (one percent). Regarding the fourth survey, which followed the second paid media initiative, respondents mentioned *Click It or Ticket* (84 percent) and *What's Holding You Back?* (less than one 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 six 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, 75 percent of those respondents had heard *Click It or Ticket* and 32 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:** M2X-2017-00-00-00  
**Project Title:** State Seat Belt Tac Squads  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

The OTSO conducted seat belt tac squads with all nine Ohio State Highway Patrol Districts. Each district utilized hours in November 2016 and mid-April through mid-June 2017 for seat belt tac squads between 6 a.m. and 6 p.m. in areas that have high numbers of unbelted fatalities.

**Project Results:**

Daytime Overtime Enforcement	FFY2015	FFY2016	FFY2017
Daytime Overtime Hours	798	16,499	11,180
Number of Traffic Stops	1,755	31,201	22,470
OVI Arrests Under 21	0	15	5
OVI Arrests 21 and Over	4	46	48
Refusals	1	9	14
Adult Restraint Citations	1,287	14,185	10,547
Child Restraint Citations	20	158	131
Speed Citations	174	8,685	5,810
Distracted Driving	1	222	191
Driving Under Suspension	75	903	660
No Operator License Citations	3	285	249
Felony Arrests	4	68	51
Other Citations Issued	68	2,319	2,126

**Awarded:** 702,973.70 **Expended:** 603,920.14 **Funding Source:** 405b

**Project Number:** PT-2017-00-00-00  
**Project Title:** Selective Traffic Enforcement Program  
**Funded Agencies:** See chart under Project Results

**Project Description:**

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 2013, 2014 and 2015. Each agency conducted enforcement activity (i.e., speed, seat belt, aggressive, etc.) to impact their fatal crashes.



## Project Results:

### Funded Agencies

60 Sheriff Offices and 30 local jurisdictions

Agency	County	Population	Award Amount	Total Expended
Adams County Sheriff's Office	Adams*	28,550	11,539.03	9,844.44
Allen Co. Sheriff's Office	Allen	106,331	19,831.17	18,584.93
Lima Police Department	Allen		17,656.76	17,037.21
Ashland Co. Sheriff's Office	Ashland	53,139	12,305.88	4,095.43
Athens Co. Sheriff's Office	Athens	64,757	12,600.25	12,494.27
Auglaize Co. Sheriff's Office	Auglaize*	45,949	16,725.42	11,399.78
Brown Co. Sheriff's Office	Brown*	44,846	12,287.76	7,208.37
Butler Co. Sheriff's Office	Butler	368,130	37,989.26	37,250.47
Hamilton Police Dept.	Butler		16,682.25	14,582.59
Middletown Police Dept.	Butler		21,598.71	12,863.11
West Chester Police Dept.	Butler		23,051.79	16,443.38
Clark Co. Sheriff's Office	Clark	138,333	21,297.37	14,425.22
Springfield Police Dept.	Clark		17,378.20	7,998.14
Clermont Co. Sheriff's Office	Clermont	197,363	19,726.71	14,183.80
Pierce Township Police Dept.	Clermont		16,822.97	16,801.87
Union Twp. Police Dept.	Clermont		22,738.18	20,026.04
Columbiana Co. Sheriff's Office	Columbiana*	107,841	8,497.44	5,593.42
Crawford Co. Sheriff's Office	Crawford	43,784	10,320.54	9,165.82
Cuyahoga Co. Sheriff's Office	Cuyahoga	1,280,122	33,997.64	32,754.83
Cleveland Police Dept.	Cuyahoga		27,757.42	16,483.02
Delaware Co. Sheriff's Office	Delaware	174,214	30,369.59	15,97.07
Erie Co. Sheriff's Office	Erie	77,079	16,029.05	11,391.47
Perkins Twp. Police Dept.	Erie		17,082.77	5,125.62
Franklin Co. Sheriff's Office	Franklin	1,163,414	43,356.15	39,107.60
Blendon Township Police Dept.	Franklin		18,891.33	7,799.68
Columbus Police Dept.	Franklin		44,570.65	27,064.43
Fulton Co. Sheriff's Office	Fulton	42,698	14,873.42	12,116.59
Geauga Co. Sheriff's Office	Geauga	93,389	19,910.30	16,823.77
Greene Co. Sheriff's Office	Greene*	161,573	25,369.94	20,831.52
Guernsey Co. Sheriff's Office	Guernsey*	40,087	6,909.63	4,060.95
Hamilton Co. Sheriff's Office	Hamilton	802,374	28,356.83	21,285.26
Cincinnati Police Dept.	Hamilton		40,608.46	31,891.17
Colerain Twp. Police Dept.	Hamilton		13,527.23	9,529.28
Hancock Co. Sheriff's Office	Hancock	74,782	15,132.34	13,741.63
Hardin Co. Sheriff's Office	Hardin	32,058	11,992.81	7,162.60
Harrison Co. Sheriff's Office	Harrison	15,864	12,502.95	10,516.29
Henry Co. Sheriff's Office	Henry*	28,215	7,755.36	4,281.21
Highland Co. Sheriff's Office	Highland	43,589	11,366.16	8,176.71
Holmes Co. Sheriff's Office	Holmes	42,366	12,853.20	12,823.95
Jefferson Co. Sheriff's Office	Jefferson	69,709	12,542.04	10,707.34
Knox Co. Sheriff's Office	Knox*	60,921	6,320.91	173.65
Lake Co. Sheriff's Office	Lake	230,041	16,857.04	12,568.94
Madison Township Police Dept.	Lake		8,799.76	8,765.89
Painesville Police Dept.	Lake		23,622.01	17,699.61
Licking Co. Sheriff's Office	Licking	166,492	22,087.23	4,083.57

Newark Police Department	Licking		6,218.13	4,164.84
Logan Co. Sheriff's Office	Logan	45,858	15,887.63	11,809.52
Lorain Co. Sheriff's Office	Lorain	301,356	29,689.50	26,407.25
North Ridgeville Police Dept.	Lorain		20,056.65	19,383.30
Lucas Co. Sheriff's Office	Lucas	441,815	27,918.80	20,460.01
Oregon Police Division	Lucas		24,267.33	15,667.80
Sylvania Twp. Police Dept.	Lucas		13,336.58	8,922.59
Toledo Police Dept.	Lucas		28,599.78	25,420.84
Mahoning Co. Sheriff's Office	Mahoning	238,823	25,834.15	24,944.23
Youngstown Police Dept.	Mahoning		14,403.20	13,201.37
Marion Co. Sheriff's Office	Marion	66,501	18,530.08	16,005.78
Medina Co. Sheriff's Office	Medina	172,332	29,771.28	27,122.35
Mercer Co. Sheriff's Office	Mercer	40,814	11,769.98	10,648.33
Miami Co. Sheriff's Office	Miami	102,506	23,334.69	21,350.34
Montgomery Co Sheriff's Office	Montgomery	535,153	38,045.38	19,636.32
Dayton Police Dept.	Montgomery		30,209.64	27,155.26
Moraine Police Division	Montgomery		15,850.94	124.09
Trotwood Police Dept.	Montgomery		17,726.27	2,548.57
Morrow Co. Sheriff's Office	Morrow	34,827	9,717.40	9,693.77
Muskingum Co. Sheriff's Office	Muskingum	86,074	12,047.37	6,502.53
Ottawa Co. Sheriff's Office	Ottawa	41,428	12,753.42	1,843.46
Perry Co. Sheriff's Office	Perry*	36,058	13,166.99	10,595.59
Pickaway Co. Sheriff's Office	Pickaway	55,698	13,978.71	11,458.90
Pike Co. Sheriff's Office	Pike	28,709	12,311.71	2,186.71
Portage Co. Sheriff's Office	Portage	161,419	8,395.63	6,657.60
Putnam Co. Sheriff's Office	Putnam	34,499	13,999.15	10,304.80
Richland Co. Sheriff's Office	Richland	124,475	25,469.73	13,344.72
Sandusky Co. Sheriff's Office	Sandusky	60,944	15,984.14	13,460.11
Scioto Co. Sheriff's Office	Scioto	79,499	14,707.88	13,735.02
Seneca Co. Sheriff's Office	Seneca	56,745	15,800.69	11,839.27
Stark Co. Sheriff's Office	Stark	375,586	33,292.29	20,603.59
Canton Police Dept.	Stark		17,366.00	11,163.23
Jackson Twp. Police Dept.	Stark		19,827.13	12,779.89
Summit Co. Sheriff's Office	Summit	541,781	36,945.48	21,290.81
Akron Police Dept.	Summit		28,630.85	21,501.98
Cuyahoga Falls Police Dept.	Summit		15,525.99	14,166.30
Trumbull Co. Sheriff's Office	Trumbull	210,312	20,499.56	18,430.67
Warren Police Dept.	Trumbull		15,908.40	6,039.07
Tuscarawas Co. Sheriff's Office	Tuscarawas	92,582	14,013.72	12,020.27
Warren Co. Sheriff's Office	Warren	212,693	27,351.68	27,348.81
Wayne Co. Sheriff's Office	Wayne*	114,520	12,480.22	7,711.84
Williams Co. Sheriff's Office	Williams*	37,642	12,985.61	12,976.80
Wood Co. Sheriff's Office	Wood	125,488	23,265.49	21,336.11
Lake Township Police Dept.	Wood		16,611.57	12,399.40
Wyandot Co. Sheriff's Office	Wyandot	22,615	12,731.04	12,300.76

\*Counties that did not have high visibility activities in all years (2013 – 2017). 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
November 18 – November 27, 2016	Thanksgiving
April – May 2017	Prom
May 22 – June 4, 2017	Click It or Ticket
October 2016 and/or September 2017	Homecoming

Year	Fatal Crashes	Injury Crashes
2013	692	58,855
2014	699	59,446
2015	783	64,414
2016	801	66,502
2017*	667	49,199

\*2017 only includes preliminary numbers (January 1, 2017 through October 31, 2017). It is only included to show progress toward stated goals.

Total Overtime Enforcement	FFY2013	FFY2014	FFY2015*	FFY2016	FFY2017
Daytime Overtime Hours	25,752	31,323	15,026	14,418	15,167
Nighttime Overtime Hours	30,008	34,471	10,360	7,927	8,054
Total Overtime Hours	55,760	65,794	25,386	22,345	23,221
Number of Traffic Stops	82,998	98,130	37,962	34,217	34,701
OVI Arrests Under 21	73	112	24	28	12
OVI Arrests 21 and Over	737	685	149	138	86
Refusals	185	171	49	39	25
Adult Restraint Citations	5,874	6,371	2,323	2,058	1,813
Child Restraint Citations	445	464	174	183	130
Speed Citations	27,687	32,585	12,916	12,580	12,078
Distracted Driving	173	320	102	62	46
Driving Under Suspension	3,601	4,199	1,728	1,464	1,528
No Operator License Citations	1,378	1,694	663	593	568
Felony Arrests	391	454	143	134	168
Other Citations Issued	10,828	11,869	3,952	1,968	3,188

Daytime Overtime Enforcement	FFY2013	FFY2014	FFY2015*	FFY2016	FFY2017
Daytime Overtime Hours	25,752	31,323	15,026	14,418	15,167
Number of Traffic Stops	40,661	49,803	23,567	22,735	23,761
OVI Arrests Under 21	5	9	4	3	0
OVI Arrests 21 and Over	72	70	30	34	23
Refusals	17	20	8	11	9
Adult Restraint Citations	2,852	3,551	1,493	1,378	1,244
Child Restraint Citations	218	191	104	112	80
Speed Citations	16,035	19,879	8,617	8,402	8,277
Distracted Driving	86	157	78	33	30
Driving Under Suspension	1,322	1,739	885	803	864
No Operator License Citations	533	683	325	319	291
Felony Arrests	127	174	59	66	85
Other Citations Issued	3,909	4,689	2,032	1,813	1,662

Nighttime Overtime Enforcement	FFY2013	FFY2014	FFY2015*	FFY2016	FFY2017
Nighttime Overtime Hours	30,008	34,471	10,360	7,927	8,054
Number of Traffic Stops	42,337	48,327	14,395	11,482	10,940
OVI Arrests Under 21	68	103	20	25	12
OVI Arrests 21 and Over	665	615	119	104	63
Refusals	168	151	41	28	16
Adult Restraint Citations	3,022	2,820	830	680	569
Child Restraint Citations	227	273	70	71	50
Speed Citations	11,652	12,706	4,299	4,178	3,801
Distracted Driving	87	163	24	29	16
Driving Under Suspension	2,279	2,460	843	661	664
No Operator License Citations	845	1,011	338	274	277
Felony Arrests	264	280	84	68	83
Other Citations Issued	6,919	7,180	1,920	1,556	1,526

\*2015 was the first year HVEO was split into two separate grants, IDEP and STEP. IDEP stats are reported under the Impaired Driving section.

STEP agencies reached 89.08 percent of Ohio's population (approximately 10.2 million people) through earned media and high visibility enforcement.

**Awarded: 1,729,710.74 Expended: 1,271,602.74 Funding Source: 402 PT**

**Project Number:** M2X-2017-00-00-00

**Project Title:** Occupant Protection Coordinator Program

**Funded Agency:** Ohio Department of Health

**Project Description:**

In FFY2017, Ohio Department of Health (ODH) continued to be the lead agency for the Occupant Protection Coordinator (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 Child Passenger Safety (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:**

This program was responsible for coordinating the child safety seat distribution program for low-income families. Last year this program distributed a total of 4,026 seats. Additional activities conducted by the regional OPC coordinators are listed in the table below.

Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Car Seat Check Events	114	121	127	107	92
Car Seats Checked at Events	1,402	1,542	1,506	1,287	1,505
32-Hour Technician Classes	17	12	14	13	16
New CPS Technicians	174	134	143	186	81
Refresher/Continuing Education Courses	63	49	0	24	22
Refresher/Continuing Education Attendees	317	155	0	339	394

**Project Number:** M2X-2017-00-00-00

**Project Title:** University Evaluation

**Funded Agency:** Miami University of Ohio

**Project Description:**

Miami University of Ohio (MU) assisted by conducting both the statewide and county seat belt observation surveys.

**Project Results:**

**Statewide Observation Survey of Seat Belt Use FFY2017**

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 through 2017 uses the 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 troopers during April/May and June of FFY2017. For this project, the ARC reviewed, monitored, and, when necessary, updated observation site information for newly selected sites for 2017; 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 Ohio counties that comprise 86 percent of highway fatalities. During the April/May survey, direct observations were made of 17,240 drivers and 3,418 front-seat passengers throughout the state; Ohio's baseline seat belt use rate for 2017 was 81.8 percent with a standard error of 1.03 and a 95 percent confidence interval between 79.8 percent and 88.8 percent. In June, 18,601 drivers and 4,592 passengers were observed, and the seat belt use rate increased to 82.8 percent, with a standard error of 1.49 and a 95 percent confidence interval from 79.8 percent to 85.7 percent. This represents an increase of approximately one percent.

**County Seat Belt Observation Survey FFY2017**

Prior to FFY2013, OTSO required county sub-grantees to conduct seat belt observations to determine a county seat belt rate. Beginning in FFY2013, OTSO removed this requirement from sub-grantees and requested the surveys, as well as the analysis, to be conducted by the ARC. In 2017, the ARC used the same sites (sampling additional sites as necessary in counties not already covered in the statewide survey) and methodology as in the statewide survey to collect data for the county surveys, including the use of trained retired Ohio State Highway troopers to conduct vehicle observations.

The ARC completed data entry, analyzed the data, and prepared reports for sub-grantees on the findings. In April and May, 24,721 drivers and front-seat passengers were observed for the county

surveys; in June, 26,851 drivers and front-seat passengers were observed. The seat belt use rate for the baseline observations in April/May 2017 was 83.2 percent, and the rate for the June 2017 follow-up observations increased to 87 percent, an increase of four 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 through 2017.

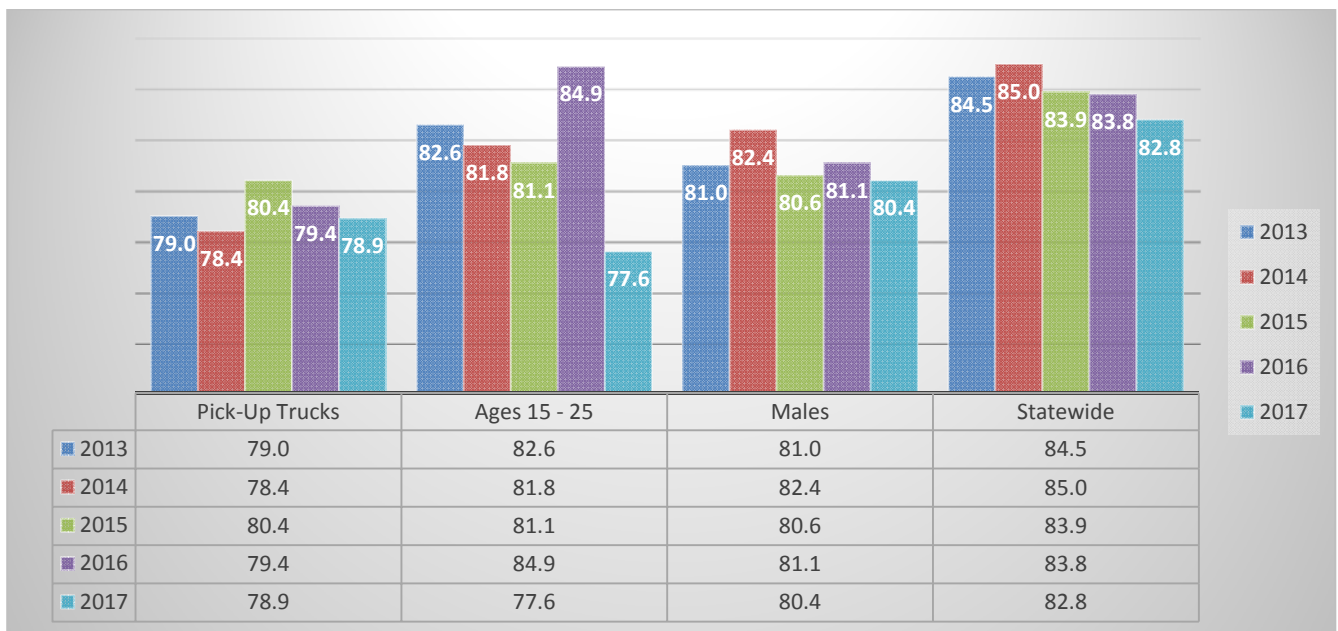
### Report Collaboration

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

**Awarded: 240,000.00 Expended: 207,364.48 Funding Source: 405b**

### Evaluation

- C-4) Ohio had 355 unrestrained passenger vehicle occupant fatalities (all seat positions) in 2016. The goal was to reduce unrestrained fatalities to 378 by 2017. Ohio exceeded this goal.
- B-1) Ohio's certified 2017 observed seat belt compliance rate is 82.8 percent. The goal was to reach 84.2 percent by 2017. Ohio did not meet this goal.



Ohio's seat belt observations were completed using the new NHTSA approved methodology. Ohio exceeded the Core Performance Measure, but did not meet the Core Behavior Measure. Ohio's Statewide observed seat belt usage rate declined again in 2017. In FFY2018, Ohio will continue the Seat Belt Tac Squad pilot program with all OSHP Districts to concentrate enforcement efforts on unbelted fatalities.

# Speed Program Area

## Overview

- C-1) Reduce total fatalities by 2.00 percent from 1,043 (2010 – 2014 average) to 1,023 by 2017.\*
- C-2) Reduce serious traffic injuries 2.00 percent from 9,529 (2010 – 2014 average) to 9,339 by 2017.\*
- C-3a) Reduce fatalities/VMT rate by 2.00 percent from 0.94 (2010 – 2014 average) to 0.92 by 2017.\*
- C-3b) Reduce rural fatalities/VMT rate by 6.68 percent from 1.71 (2010 – 2014 average) to 1.60 by 2017.
- C-3c) Reduce urban fatalities/VMT rate by 1.25 percent from .56 (2010 – 2014 average) to .55 by 2017.\*\*\*
- C-6) Reduce speeding-related fatalities by 2.74 percent from 304 (2010 – 2014 average) to 296 by 2017.
- C-7) Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.

\*Traffic fatality, serious injury and fatality rate goals were set in cooperation with the SHSP and HSIP. Two percent is the reduction used in the SHSP.

\*\*\*The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

## Programming Efforts

**Project Number:** PT-2017-00-00-00

**Project Title:** Statewide STEP and Training

**Funded Agency:** Ohio State Highway Patrol

### Project Description:

The Ohio State Highway Patrol conducted speed, occupant restraint, and motorcycle enforcement activity to impact statewide fatal crashes.

### Project Results:

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	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Daytime Overtime Hours	15,097	12,111	9,026	9,454	13,993
Nighttime Overtime Hours	6,258	674	273	61	55
Total Overtime Hours	21,355	12,785	9,299	9,515	14,048
Number of Traffic Stops	40,747	27,619	19,350	17,951	30,204
OVI Arrests Under 21	78	7	7	11	5

OVI Arrests 21 and Over	340	62	25	31	67
Refusals	70	15	5	11	17
Adult Restraint Citations	6,430	4,649	3,426	3,434	8,244
Child Restraint Citations	143	73	55	70	196
Speed Citations	21,581	15,340	11,381	9,795	15,209
Distracted Driving	33	18	35	143	284
Driving Under Suspension	995	483	357	408	613
No Operator License Citations	227	174	108	133	444
Felony Arrests	80	34	25	29	68
Other Citations Issued	3,814	1,934	1,085	1,161	2,073

Daytime Overtime Enforcement	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Daytime Overtime Hours	15,097	12,111	9,026	9,454	13,993
Number of Traffic Stops	29,563	25,795	18,778	17,881	30,157
OVI Arrests Under 21	9	6	7	11	5
OVI Arrests 21 and Over	51	52	25	31	66
Refusals	4	14	5	11	17
Adult Restraint Citations	5,289	4,447	3,333	3,416	8,240
Child Restraint Citations	97	70	52	70	196
Speed Citations	18,680	14,303	11,070	9,761	15,194
Distracted Driving	24	17	34	143	284
Driving Under Suspension	593	449	345	406	611
No Operator License Citations	145	167	105	132	444
Felony Arrests	32	30	25	29	67
Other Citations Issued	2,547	1,813	1,013	1,161	2,070

Nighttime Overtime Enforcement	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Nighttime Overtime Hours	6,258	674	273	61	55
Number of Traffic Stops	11,184	1,824	572	70	47
OVI Arrests Under 21	69	1	0	0	0
OVI Arrests 21 and Over	289	10	0	0	1
Refusals	66	1	0	0	0
Adult Restraint Citations	1,141	202	93	18	4
Child Restraint Citations	46	3	3	0	0
Speed Citations	2,901	1,037	311	34	15
Distracted Driving	9	1	1	0	0
Driving Under Suspension	402	34	12	2	2
No Operator License Citations	82	7	3	1	0
Felony Arrests	48	4	0	0	1
Other Citations Issued	1,267	121	72	0	3

\*\*2015 was the first year HVEO was split into two separate grants, IDEP and STEP. IDEP stats are reported under the Impaired Driving section



## Crash Related Training

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Electronic Speed Measuring Device (ESMD) Operator	1	24	14
Basic Traffic Crash Investigation	1	28	18
Intermediate Collision Investigation	1	14	10
Technical Crash Investigation	1	16	7
Event Data Recorder Use	1	24	7

<b>Total Awarded:</b>	<b>809,819.06</b>	<b>Expended:</b>	<b>667,221.18</b>	<b>Funding Source:</b>	<b>402 PT</b>
<b>Enforcement</b>	644,392.56		601,568.30		
<b>Travel</b>	3,870.00		3,315.95		
<b>Training</b>	47,556.50		16,794.70		
<b>Education</b>	114,000.00		45,542.23		

**Project Number:** PT-2017-00-00-00

**Project Title:** Officer Training

**Funded Agency:** Ohio Attorney General's Office – Ohio Peace Officer's Training Academy

### Project Description:

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) offered training to law enforcement throughout the state. Training Ohio's officers allowed them to conduct effective enforcement programs to remove 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 speed enforcement and crash investigation. Under grant OPOTA provided law enforcement training to 236 officers in the various courses listed in the following chart. Ninety of these students were taught outside of grant funding.

Grant Funded Training Course	Number of Courses	Number of Students Taught	Number of Agencies
RADAR and LIDAR Instructor	1	15	15
RADAR and LIDAR Operator	2	40	23
Traffic Collision Investigation Level I	3	89	53
Traffic Collision Investigation Level II	2	49	33
Vehicle Dynamics Level III	2	43	33

<b>Awarded:</b>	<b>80,000.00</b>	<b>Expended:</b>	<b>80,000.00</b>	<b>Funding Source:</b>	<b>402PT</b>
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**Project Number:** SF-2017-00-00-00  
**Project Title:** Construction Zone Safety Project  
**Funded Agency:** See chart under Project Results

**Project Description:**

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 2011 and 2015, there were 95 fatal crashes and 6,397 injury crashes in construction zones.

**Project Results:**

**Funded Agencies**

Agency	County	Award Amount	Expended Amount
Cincinnati Police Department	Hamilton	42,477.80	39,166.62
Cleveland Police Department	Cuyahoga	8,454.54	6,984.60
Akron Police Department	Summit	12,737.72	166.66
Ohio State Highway Patrol	Cuyahoga, Hancock, Lucas, Mahoning, Miami, Montgomery, Summit, Trumbull, Wood	185,683.97	118,181.46

The Ohio Department of Transportation (ODOT) designated federal safety funds to be spent directly on work zone enforcement presence in the 2017 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 FFY2017 were:

Route	Counties
I-75	Hancock, Hamilton, Lucas, Miami, Wood
I-475	Lucas
I-271	Cuyahoga, Summit
I-71	Hamilton
I-70	Montgomery
I-76	Mahoning, Summit
I-80	Mahoning, Trumbull
US-6	Cuyahoga

<b>Enforcement Activity</b>	<b>FFY2013</b>	<b>FFY2014</b>	<b>FFY2015</b>	<b>FFY2016</b>	<b>FFY2017</b>
Daytime Enforcement Hours	4,746	5,568	5,325	3,295	2,386
Nighttime Enforcement Hours	868	1,041	1,086	724	309
Total Enforcement Hours	5,614	6,609	6,411	4,019	2,695
Number of Traffic Stops	12,472	10,853	10,724	6,737	4,560
OVI Arrests Under 21	0	5	5	0	0
OVI Arrests 21 and Over	5	8	12	5	5
Refusals	0	7	4	0	0
Adult Restraint Citations	406	546	950	627	380
Child Restraint Citations	22	14	34	19	9
Speed Citations	9,157	7,497	6,833	4,362	3,448
Distracted Driving	9	34	45	68	103
Driving Under Suspension	603	180	307	136	102
No Operators License Citations	154	86	130	80	42
Felony Arrests	8	15	14	10	4
Other Citations	1,244	910	1,216	472	215

<b>Daytime Enforcement Activity</b>	<b>FFY2013</b>	<b>FFY2014</b>	<b>FFY2015</b>	<b>FFY2016</b>	<b>FFY2017</b>
Daytime Enforcement Hours	4,746	5,568	5,325	3,295	2,386
Number of Traffic Stops	9,464	9,541	9,132	5,647	4,094
OVI Arrests Under 21	0	3	4	0	0
OVI Arrests 21 and Over	3	5	8	4	3
Refusals	0	3	2	0	0
Adult Restraint Citations	311	502	919	590	366
Child Restraint Citations	19	11	31	15	8
Speed Citations	6,873	6,607	5,942	3,757	2,998
Distracted Driving	9	33	42	60	103
Driving Under Suspension	323	134	219	101	57
No Operators License Citations	0	61	83	49	26
Felony Arrests	0	10	10	6	3
Other Citations	878	788	1,007	368	175

<b>Nighttime Enforcement Activity</b>	<b>FFY2013</b>	<b>FFY2014</b>	<b>FFY2015</b>	<b>FFY2016</b>	<b>FFY2017</b>
Nighttime Enforcement Hours	868	1,041	1,086	724	309
Number of Traffic Stops	3,008	1,312	1,592	1,090	466
OVI Arrests Under 21	0	2	1	0	0
OVI Arrests 21 and Over	2	3	4	1	2
Refusals	0	4	2	0	0
Adult Restraint Citations	95	44	31	37	14
Child Restraint Citations	3	3	3	4	1
Speed Citations	2,284	890	891	605	450
Distracted Driving	0	1	3	8	0
Driving Under Suspension	280	46	88	35	45
No Operators License Citations	154	25	47	31	16
Felony Arrests	8	5	4	4	1
Other Citations	366	122	209	104	40

**Awarded: 249,354.03 Expended: 164,499.34 Funding Source: ODOT**

## Evaluation

- C-1) Ohio had 1,132 traffic fatalities in 2016. The goal was to reduce traffic fatalities to 1,023 by 2017. Ohio did not meet this goal.
- C-2) Ohio had 9,207 serious traffic injuries in 2016. The goal was to reduce serious injuries to 9,339 by 2017. Ohio exceeded this goal.
- C-3a) Ohio's fatalities/VMT rate for 2016 was 0.95. The goal was to reduce it to 0.92 by 2017. Ohio did not meet this goal.
- C-3b) Ohio's rural fatalities/VMT rate for 2016 was 1.78. The goal was to reduce it to 1.60 by 2017. Ohio did not meet this goal.
- C-3c) Ohio's urban fatalities/VMT rate for 2016 was 0.61. The goal was to reduce it to 0.55 by 2017. Ohio did not meet this goal.
- C-6) Ohio had 257 speeding-related fatalities in 2016. The goal was to reduce speeding-related fatalities to 296 by 2017. Ohio exceeded this goal.
- C-7) Ohio had 199 motorcycle fatalities in 2016. The goal was to reduce motorcycle fatalities to 146 by 2017. Ohio did not meet this goal.
- C-9) Ohio had 156 drivers aged 20 or younger involved in fatal crashes in 2016. The goal was to reduce this number to 142 by 2017. Ohio did not meet this goal.

Ohio exceeded the speed Core Measure goal set in the 2017 HSP. Ohio implemented speed measuring devices (trailers) statewide in FFY2014 and FFY2016 to address speed. Ohio is also funding a speed enforcement pilot project starting in FFY2018.

## Motorcycle Safety Program Area

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### Overview

- C-7) Reduce motorcyclist fatalities by 5.06 percent from 153 (2010 – 2014 average) to 146 by 2017.
- C-8) Reduce un-helmeted motorcyclist fatalities by 6.48 percent from 109 (2010 – 2014 average) to 102 by 2017.

### Programming Efforts

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**Project Number:** NF-2017-00-00-00

**Project Title:** Motorcycle Safety Earned Media Plan

**Project Description:**

Ohio's earned media plan spanned the entire riding season.

## 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 were 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.

<b>Awarded:</b>	<b>N/A</b>	<b>Expended:</b>	<b>N/A</b>	<b>Funding Source:</b>	<b>N/A</b>
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**Project Number:** M9MA-2017-00-00-00

**Project Title:** Motorcycle Awareness (Share the Road)

**Funded Agency:** Ohio Traffic Safety Office

## Project Description:

Look Out for Motorcycle outreach/educational materials are one of Ohio's communication and outreach strategies to inform the public about sharing the road.

## Project Results:

In FFY2017, Section 2010 and Section 405f funding were used to purchase motorcycle awareness outreach/educational materials aimed to increase motorists' awareness of motorcyclists. Materials purchased in FFY2017 include bumper magnets, banners, and table cloths with messaging for on ground events. Materials were distributed to Safe Communities, law enforcement, and business partners to raise awareness among their community and/or employees of the importance of sharing the road. The materials provide a visual reminder to the public and provide our partners an educational opportunity while engaging the public. In FFY2017, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to complement the paid media and enforcement efforts aimed at increasing motorcycle awareness.

<b>Awarded:</b>	<b>180,000.00</b>	<b>Expended:</b>	<b>84,727.50</b>	<b>Funding Source:</b>	<b>405f</b>
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**Project Number:** MC-2017-00-00-00

**Project Title:** Motorcyclist Safety Earned Media/Educational Materials

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Ride “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) earned media/educational materials are one of Ohio’s communication and outreach strategies to inform the riding public about the importance of riding “SMART”.

**Project Results:**

OTSO allocated funds to purchase/print materials to promote “Ride SMART”. Materials purchased in FFY2017 highly visible magnetic car signs, banners, litter bags, and table cloths with messaging for on ground events. Materials were distributed to Safe Communities, law enforcement, and business partners to raise awareness among their community and/or employees of the importance of riding “SMART”. The materials provided a visual reminder to the public and provided our partners a great educational opportunity while engaging the public. Uniform collateral pieces were used throughout the state to provide earned media to complement the paid media and enforcement efforts aimed at increasing seat belt usage.

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<b>Awarded:</b>	<b>50,000.00</b>	<b>Expended:</b>	<b>8,195.00</b>	<b>Funding Source:</b>	<b>402 MC</b>
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**Project Number:** PM-2017-00-00-00

M9MA-2017-00-00-00

**Project Title:** Motorcycle Safety Paid Media

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

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. Ride SMART messaging was funded with 402 PM. Share the Road messaging was funded with 405f.


**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 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.

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 FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 66,835,597. The size of the audience reached with the Share the Road Message exceeded 63,708,470. The size of the audience reached with the Motorcyclist Safety Message exceeded 3,127,127.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
<b>TV/Cable</b>	39	38	77	<b>\$ 27,663.78</b>
<b>Radio</b>	1,625	1,625	3,250	<b>\$ 22,880.90</b>
<b>Print/Out of Home</b>				<b>\$ 16,883.88</b>
<b>Internet</b>				<b>\$ 17,640.03</b>
			<b>Total Media Cost</b>	<b>\$ 85,068.59</b>

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
<b>Out of Home</b>				<b>\$ 88,763.07</b>
			<b>Total Media Cost</b>	<b>\$ 88,763.07</b>

<b>Awarded:</b>	<b>100,000.00</b>	<b>Expended:</b>	<b>85,068.59</b>	<b>Funding Source:</b>	<b>402 PM</b>
	<b>100,000.00</b>		<b>88,763.07</b>		<b>405f</b>

**Project Number:** SC-2017-00-00-00

**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 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. The reported events reached almost 1.2 million people in person. These events received the following gross impressions:

Type of Media	Gross Impressions
Print	4,562,126
Radio	2,802,238
Television	6,869,363
Web	2,171,745
Facebook	2,207,353
Twitter	47,890
Instagram	27,649

**Funding: Included in Fatal/Injury Program Area**

**Project Number:** M9MA-2017-00-00-00

**Project Title:** Motorcycle Ohio Rider Education/Enhancement/Enrichment

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

In FFY2017, Motorcycle Ohio moved away from the Motorcycle Safety Foundation curriculum and improved the rider education program. Funds were utilized to develop and print the new student workbooks, instructor guides, and range cards. Additional funds were used to paint the training ranges.



## Project Results:

Funds were utilized to develop and print the new student workbooks, instructor guides, and range cards. Additional funds were used to paint the training ranges.

<b>Awarded:</b>	<b>50,000.00</b>	<b>Expended:</b>	<b>49,959.65</b>	<b>Funding Source:</b>	<b>405f</b>
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**Project Number:** SF-2017-00-00-00

**Project Title:** Motorcycle Ohio Program

**Funded Agency:** Office of Criminal Justice Services – Motorcycle Ohio

### Project Description:

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 provided 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.

### 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.

In 2017, MO trained 9,601 students at 35 training sites across the state. Private providers trained an additional 1,562 students.

Motorcycle Ohio gained 41 new instructors in 2017.

<b>Awarded:</b>	<b>3,280,563.00</b>	<b>Expended:</b>	<b>2,208,520.00</b>	<b>Funding Source:</b>	<b>State</b>
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**Project Number:** PT-2017-00-00-00

**Project Title:** Selective Traffic Enforcement Program

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

### Project Description:

See Speed Program Area for full description. High Visibility is designed to convince the public that there are consequences to traffic violations.

### Project Results:

See Speed Program Areas for full description and funding information. Selective Traffic Enforcement Program 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 2013, 2014 and 2015. All agencies were required to conduct highly visible enforcement activities during the following strategic periods:

Homecoming	Click It or Ticket
Thanksgiving	Prom Season

All funded agencies were required to focus on these goals: reduce the number of traffic-related fatalities and increase seat belt usage. 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:** M6OT-2017-00-00-00

**Project Title:** Impaired Driving Enforcement Program

**Funded Agency:** See Impaired Driving Program Area for full list of funded agencies

### Project Description:

See Impaired Driving Program Area for full description. High Visibility is designed to convince the public that there are consequences to traffic violations.

### Project Results:

See Impaired Driving Program Area for full description and funding information. Impaired Driving Enforcement Program 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 2013, 2014 and 2015. All agencies were required to conduct highly visible enforcement activities during the following strategic periods:

Halloween	Thanksgiving
Christmas/New Year's	Super Bowl
St. Patrick's Day	Prom Season
4th of July	Drive Sober or Get Pulled Over
Homecoming	

All funded agencies were required to focus on these goals: reduce the number of traffic-related fatalities and decrease the number of alcohol-related fatalities. In addition to these goals, jurisdictions including OSHP whose problem identification indicates a motorcycle/alcohol problem

were encouraged to conduct motorcycle/alcohol enforcement. Enforcement efforts were conducted on locations and times where high visibility enforcement would achieve success in these goals.

**Funding: Included in Impaired Driving Program Area**

**Project Number:** CP-2017-00-00-00

**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.

**Funding: Included in Traffic Safety Management Program Area**

**Evaluation**

- C-7) Ohio had 199 motorcycle fatalities in 2016. The goal was to reduce motorcycle fatalities to 146 by 2017. Ohio did not meet this goal.
- C-8) Ohio had 145 un-helmeted fatalities in 2016. The goal was to reduce un-helmeted motorcycle fatalities to 102 by 2017. Ohio did not meet this goal.

<b>Motorcycle Crashes</b>		
<b>Year</b>	<b>Motorcycle Crashes</b>	<b>Motorcycle Fatal Crashes</b>
2013	3,768	132
2014	3,651	134
2015	3,800	158
2016	4,235	194
2017*	3,343	139

\*2017 only includes preliminary numbers January 1, 2017 through October 31, 2017. It is only included to show progress toward stated goals.

Ohio did not meet either of the Core Performance Measures goals listed in the FFY2017 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

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## Overview

- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 2.86 percent from 146 (2010 – 2014 average) to 142 by 2017.
- Reduce distracted driving fatal crashes 1.25 percent from 26 (2010 – 2014 average) to 25 by 2017.\*\*\*\*
- Reduce distracted driving injury crashes 1.25 percent from 3,064 (2010 – 2014 average) to 3,026 by 2017.\*\*\*\*

\*\*\*\* 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 standard 1.25 percent was used to ensure the goal was a reduction by 2017, however the goals may need to be re-evaluated as the new data becomes available.

## Programming Efforts

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**Project Number:** TSP-2017-00-00-00

**Project Title:** Peer to Peer Youth Programming

**Funded Agency:** Students Against Destructive Decisions

### Project Description:

Students Against Destructive Decisions (SADD) used evidence-based programming to facilitate peer-to-peer education statewide in FFY2017. SADD partnered with RADD with the Drugged Driving pilot in Ohio.

### Project Results:

SADD physically reached out to 109 Ohio communities to educate teens about the risks teens face on the road. Over 400 students and 40 advisors/parents were reached at events throughout the state. These events include Dome Shift, Cleveland Cavaliers events, leadership conferences, presentations and county fairs.

<b>Awarded:</b>	<b>100,000.00</b>	<b>Expended:</b>	<b>87,070.53</b>	<b>Funding Source:</b>	<b>402 TSP</b>
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**Project Number:** SC-2017-00-00-00

**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 309 events during FFY2017 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 400,000 people at the event and the following gross impressions.

Type of Media	Gross Impressions
Print	3,226,380
Radio	653,198
Television	3,843,645
Web	972,156
Facebook	2,082,027
Twitter	29,460
Instagram	7,406

### Funding: Included in Fatal/Injury Program Area

**Project Number:** PT-2017-00-00-00

**Project Title:** Selective Traffic Enforcement Program

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

#### Project Description:

See Speed Program Area for full description of Selective Traffic Enforcement Program (STEP). Each STEP grant must have overtime enforcement for prom and homecoming. 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 STEP grant was required to work prom and homecoming. See Appendix A for Prom Activity.

### Funding: Included in Speed Program Area

**Project Number:** M6OT-2017-00-00-00

**Project Title:** Impaired Driving Enforcement Program

**Funded Agencies:** See Impaired Driving Program Area for full list of funded agencies

#### Project Description:

See Impaired Driving Program Area for full description of Impaired Driving Enforcement Program (IDEP). Each IDEP grant must have overtime enforcement for prom and homecoming. 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 IDEP grant was required to work prom and homecoming. See Appendix A for Prom Activity.

**Funding: Included in Speed Program Area**

**Evaluation**

- C-9) Ohio had 156 drivers aged 20 or younger involved in fatal crashes in 2016. The goal was to reduce this number to 142 by 2017. Ohio did not meet this goal.
- Ohio had 12 distracted driving fatal crashes in 2016. The goal was to reduce this to 25 by 2017. Ohio met this goal.
- Ohio had 4,028 distracted driving injury crashes in 2016. The goal was to reduce this to 3,026 by 2017. Ohio did not meet this goal.

Youth Crashes		
Year	Youth Crashes	Youth Fatal Crashes
2013	61,407	128
2014	60,246	134
2015	60,963	161
2016	62,899	164
2017*	45,693	122

\*2017 only includes preliminary numbers January 1, 2017 through October 31, 2017. It is only included to show progress toward stated goals.

Ohio did not meet the Core Performance Measure for Youth. Ohio had set two additional goals about distracted driving, but we only met one. Ohio will continue to monitor and analyze youth data to ensure youth fatalities continue to decrease.

**Pedestrian Safety Program Area**

**Overview**

- C-10) Reduce pedestrian fatalities by 0.78 percent from 96 (2010 – 2014 average) to 95 by 2017.

**Programming Efforts**

**Project Number:** SA-2017-00-00-00

**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. Butler County, Franklin County and Hamilton County have proposed pedestrian activities in their grants to address their pedestrian issues. These counties had 73 pedestrian fatalities between 2010 and 2014. These fatalities are 25.70 percent of the statewide pedestrian fatalities in those years. Butler, Franklin and Hamilton County Safe Communities will conduct evidence based programs that will specifically address their pedestrian problem identification.

### Project Results:

See Fatal/Serious Injury Program Area for full description and funding information. Safe Communities coordinators reported 96 events during FFY2017 that focused on pedestrians. Some examples community festivals, college safety events, bike rodeos, etc. Pedestrian messages reached over 700,000 people at the events and the following gross impressions.

Type of Media	Gross Impressions
Print	692,642
Radio	15,000
Television	540,000
Web	10,181
Facebook	70,940
Twitter	27,571
Instagram	100

### Funding: Incl. in Fatal/Serious Injury Program Area

**Project Number:** NF-2017-00-00-00

**Project Title:** Strategic Highway Safety Plan 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 projects to assist communities in developing and implementing projects and programs that support safety for all road users.

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

### Evaluation

- C-10) Ohio had 134 pedestrian fatalities in 2016. The goal was to reduce pedestrian fatalities to 95 by 2017. Ohio did not meet this goal.

Pedestrian Fatalities	
Year	Fatalities
2012	113
2013	85
2014	87
2015	116
2016	140
2017*	98

\*2017 only includes preliminary numbers January 1, 2017 through October 31, 2017. It is only included to show progress toward stated goals.

Ohio did not meet the Core Performance Measure goal set in the FFY2017 HSP. Ohio will continue to monitor and analyze pedestrian fatality data to support local programming. ODOT will be gathering and analyzing pedestrian fatality crash data in FFY2018.

## Distracted Driving Program Area

### Overview

- Reduce distracted driving fatal crashes 1.25 percent from 26 (2010 – 2014 average) to 25 by 2017.\*\*\*\*
- Reduce distracted driving injury crashes 1.25 percent from 3,064 (2010 – 2014 average) to 3,026 by 2017.\*\*\*\*

\*\*\*\* 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 standard 1.25 percent was used to ensure the goal was a reduction by 2017, however the goals may need to be re-evaluated as the new data becomes available.

### Programming Efforts

**Project Number:** NF-2017-00-00-00

**Project Title:** Distracted Driving Earned Media Plan

**Project Description:**

Ohio’s earned media plan spanned the entire year.

**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 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:** DD-2017-00-00-00

**Project Title:** Distracted Driving Earned Media/Educational Materials

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

In FFY2017, money was allocated to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with earned media/educational 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. Materials purchased in FFY2017 include, highly visible magnetic car sings, banners, litter bags, and table cloths with messaging for on ground events. 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 materials provided a visual reminder to the public and provided our partners a great educational opportunity while engaging the public. Uniform collateral pieces were used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at reducing distracted driving.

**Awarded:** 250,000.00 **Expended:** 28,942.50 **Funding Source:** 402 DD

**Project Number:** PM-2017-00-00-00

**Project Title:** Sustained Distracted Driving Paid Media

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

A limited amount of paid media was used on distracted driving. An emphasis was being placed on working with media partners who not only reached all the driving population, 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, 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.



## Project Results:

Media tactics included a combination of social and print media that was used to maximize the amount of resources for the sustained distracted driving paid media plan.

- Social media included space on multiple social media sites.
- Outdoor advertising was limited and used only when it reached the segment of the desired target audience.
- Currently, 25 rural school bus shelter locations statewide are printed with the Stay Alive! Don't TXT & drive message. These bus shelters are located along rural routes. The message is placed on the outside of the shelter for passing traffic to see.

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.

The OTSO's paid media components consisted primarily of outdoor 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 airing or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 20,636,834.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
Out of Home				\$ 15,405.00
Internet				\$ 83,526.94
			<b>Total Media Cost</b>	<b>\$ 98,931.94</b>

**Awarded: 100,000.00    Expended: 98,931.94    Funding Source: 402 PM**

## Evaluating Effectiveness of Distracted Driving Media Messages

As previously mentioned, during 2017, the Miami University Applied Research Center conducted four statewide random-digit dialing telephone surveys of 3,975 drivers. Survey results were stratified by the nine designated Ohio State Highway Patrol districts. For comparative purposes, the 2017 survey replicated questions about drivers' distraction, speeding and overall driving safety practices that were used during the 2009 through 2016 surveys. As previously reported, it is important to note that the 2009 through 2012 survey results were stratified by five specified Ohio regions; the 2013 and 2014 survey results were stratified by eight specified Ohio regions; and the 2015, 2016, and 2017 survey results were stratified by nine specified Ohio regions. The following information summarizes the 2017 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 84 percent indicated they had definitely or probably

heard or seen the slogan. On the final survey, it decreased slightly to 82 percent who reported they had definitely or probably heard or seen the slogan.

Nearly 84 percent of respondents acknowledged seeing other drivers talk on a cell phone daily or almost every day. In addition, 63 percent of respondents reported seeing other drivers text messaging daily or almost every day.

When asked about their own driving behavior, 51 percent of respondents said they personally use a cell phone to make or receive a call while driving always, most of the time, or some of the time. In addition, 26 percent of respondents indicated they use a cell phone to send or receive a text message while driving either always, most of the time, or some of the time.

Nearly 46 percent of respondents agreed that they can determine when it is safe to use a cell phone to make a call while driving; however, 74 percent said that it is dangerous to make a call while driving, and 53 percent indicated they would feel uncomfortable as a passenger with the driver talking on a cell phone. Furthermore, 49 percent agreed that using a hands-free device makes calling safe while driving.

Approximately 17 percent of those surveyed agreed they can determine when it is safe to text while driving; conversely, 96 percent reported it is dangerous to text while driving and 85 percent indicated they would feel uncomfortable as a passenger with the driver texting on a cell phone.

Fifty-three percent of respondents said that Ohio definitely or probably has a law banning cell phone use while behind the wheel. Approximately five percent of respondents reported to have received a ticket or warning in Ohio for cell phone use while driving; however, approximately 42 percent of respondents think the chances of getting a ticket for using a cell phone while driving are somewhat or very likely.

## Funding: Included in Traffic Safety Program Management

**Project Number:** PT-2017-00-00-00

**Project Title:** Selective Traffic Enforcement Program

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

### **Project Description:**

See Speed Program Area for full description. High Visibility is designed to convince the public that there are consequences to traffic violations. In addition to speed and seat belts, law enforcement focused on distracted driving. Highly visible enforcement activities were conducted at strategic times throughout the year consistent with the NHTSA Communication Calendar. All STEP sub-recipients were encouraged to participate in multiple Distracted Driving blitzes throughout the year. One during National Distracted Driving Month in April and one the last week of July through the first week of August. These HVE activities followed the model including publicizing the activity, earned media and enforcement.

### Project Results:

See Speed Program Area for full description, funding information and results. Selective Traffic Enforcement Program (STEP) 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 2013, 2014 and 2016. Highly visible enforcement activities were conducted at strategic times throughout the year consistent with the NHTSA Communication Calendar.

**Funding: Included in Speed Program Area**

**Project Number:** PT-2017-00-00-00

**Project Title:** Statewide STEP and Training

**Funded Agency:** Ohio State Highway Patrol

### Project Description:

See Speed Program Area for full description. The Ohio State Highway Patrol (OSHP) conducted speed, occupant restraint, alcohol-related and motorcycle enforcement activity statewide to impact fatal crashes.

### Project Results:

See Speed Program Area for full description, funding information and results.

**Funding: Incl. in Speed Program Area**

**Project Number:** SA-2017-00-00-00

**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 over 700 events addressing distracted driving. These events reached approximately 1.5 million people at the events FFY2017. 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	7,942,599
Radio	4,896,703
Television	6,901,979
Web	3,651,573
Facebook	6,462,955
Twitter	145,588
Instagram	98,839

## Funding: Incl. in Fatal/Serious Injury Program Area

### Evaluation

- Ohio had 12 distracted driving fatal crashes in 2016. The goal was to reduce this to 25 by 2017. Ohio met this goal.
- Ohio had 4,028 distracted driving injury crashes in 2016. The goal was to reduce this to 3,026 by 2017. Ohio did not meet this goal.

Distracted Driving Crashes		
Year	Fatal Crashes	Injury Crashes
2013	53	5,907
2014	45	5,931
2015	15	3,523
2016	12	4,028
2017*	17	2,985

\*2017 only includes preliminary numbers January 1, 2017 through October 31, 2017. It is only included to show progress toward stated goals.

Ohio met the fatal Distracted Driving Goal, but not the injury Distracted Driving goal listed in the FFY2017 HSP. However, due to incomplete/lack of data these goals need to be re-evaluated for FFY2018. Ohio will continue to monitor and analyze distracted driving fatality and serious injury data to determine problem identification.

## Traffic Records Program Area

### Overview

- Currently 69.8 percent of Ohio's crash reports are submitted electronically. Ohio's goal is to increase this to 62 percent by December 31, 2017.
- Revised the TRCC Strategic Plan by December 31, 2016.

## Programming Efforts

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**Project Number:** NF-2017-00-00-00

**Project Title:** Traffic Records Coordinating Committee (TRCC)

**Project Description:**

The TRCC is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversaw implementations of the Traffic Records Strategic Plan.

**Project Results:**

OTSO participated in the TRCC working group which met three times. In FFY2017, the TRCC focused on implementing the priority projects that were identified in the 2015 Traffic Records Assessment.

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<b>Awarded:</b>	N/A	<b>Expended:</b>	N/A	<b>Funding Source:</b>	N/A
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**Project Number:** M3DA-2017-00-00-00

**Project Title:** Crash Mapping

**Funded Agency:** Ohio Department of Transportation

**Project Description:**

This project was approved through the TRCC to develop an application for in-vehicle crash location collection as well as a web-based map solution. The application will target in-vehicle (police cruiser) deployment to better facilitate more accurate and timely crash location data entry and capture.

**Project Results:**

This project did not incur costs.

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<b>Awarded:</b>	0.00	<b>Expended:</b>	0.00	<b>Funding Source:</b>	405c
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**Project Numbers:** K9-2017-00-00-00

M3DA-2017-00-00-00

**Project Title:** TRCC Projects Grant

**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

The Ohio State Highway Patrol (OSHP) chairs the TRCC committee. In an effort to streamline the project management process, the OSHP was awarded a grant to oversee the TRCC grant projects. All project suggestions continued to be submitted to the TRCC Committee. The committee decided whether or not to submit the project(s) to NHTSA for funding approval. Projects that were completed by internal ODPS agencies were overseen by OSHP through this grant. Projects that were

completed by external agencies through a grant process continued to be awarded as sub-grants to the individual agencies. The projects funded under the OSHP grant included:

### Electronic Crash Submissions

#### 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 69.8 percent of crashes are reported electronically. This project will continue in FFY2018.

<b>Awarded:</b>	<b>275,000.00</b>	<b>Expended:</b>	<b>0.00</b>
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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 FFY2017 was to continue the pilot project with electronic submission to courts.

#### Results:

Ohio has 90 courts that are fully capable of receiving electronic citations and 184 local law enforcement agencies have signed up for eCitation. This project will continue in FFY2018.

<b>Awarded:</b>	<b>3,714,400.00</b>	<b>Expended:</b>	<b>91,820.00</b>
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### Citation Tracking – Mobile Printers

#### Description:

This project was an extension of the pilot for the E-Citation project. Printers and mounting brackets were purchased and provided to law enforcement agencies (county and local) that agreed to participate in both the E-Citation and the E-Crash program along with additional guidelines.

#### Results:

This project was expanded in 2016 to include the purchase of printers for any agency (county and local) to encourage agencies to participate in both the E-Citation and the E-Crash program. 2,400 printers were purchased at the end of the grant year. As of September 30, 2017, over 66 percent of the printer has been distributed to 184 different law enforcement agencies. New printers were not purchased in FFY2017. This project will continue in FFY2018.

<b>Awarded:</b>	<b>1,200,000.00</b>	<b>Expended:</b>	<b>0.00</b>
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### Citation Tracking – Scanners

**Description:**

This project allowed for the purchase of a dedicated eCitation scanner for each Ohio State Highway Patrol post. The implementation of the scanners will ensure a more consistent and efficient system for adjudication of citations and the integrity of records kept on each traffic citation.

**Results:**

The scanners have been purchased and deployed into the field for use.

<b>Awarded:</b>	<b>27,000.00</b>	<b>Expended:</b>	<b>26,932.91</b>
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**Drivers' Records Retrieval System**

**Description:**

This project will result in an Ohio Drivers Records Retrieval System that will electronically integrate driver record information with the Ohio Law Enforcement Information System (OLEIS) eCitation process. This will allow Ohio Law Enforcement agencies to electronically attach an Ohio Driving Record extract with a citation upon submission of the citation to courts. This project will also begin the development of the data dictionary for the eCitation System.

**Results:**

There were no charges for this project in FFY2017. Charges are anticipated to begin in FFY2018.

<b>Awarded:</b>	<b>187,000.00</b>	<b>Expended:</b>	<b>69,300.99</b>
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**Crash Reconstruction**

**Description:**

This project equipped the OSHP Crash Reconstruction Unit with the additional equipment and software needed to meet the increased demand for services. These services are available for all fatal and serious crashes in Ohio regardless of the agency (state, county, local) that is handling the crash. Crash reconstruction provides Ohio with valuable information that will improve the timeliness, accuracy, and completeness of crash data.

**Results:**

This project has equipped the Ohio State Highway Patrol with equipment and software that will be used throughout the state regardless of agency (state, county, local) to improve crash data. This purchase was the final piece of the FFY2016 project.

<b>Awarded:</b>	<b>18,060.00</b>	<b>Expended:</b>	<b>18,060.00</b>
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## Travel

### Description:

Travel expenses for attendance at traffic safety data conferences and trainings.

### Results:

TRCC staff attended the Traffic Records Forum in 2017.

<b>Awarded:</b>	<b>8,000.00</b>	<b>Expended:</b>	<b>3,934.97</b>
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<b>Awarded:</b>	<b>365,720.00</b>	<b>Expended:</b>	<b>210,048.87</b>	<b>Funding Source:</b>	<b>408</b>
	<b>5,034,280.00</b>		<b>0.00</b>		<b>405c</b>

## Evaluation

- Ohio had 69.8 percent of Ohio's crash reports submitted electronically. The goal was to have 62% submitting crash reports electronically by December 31, 2017. Ohio met this goal.
- Ohio is currently revising the TRCC Strategic Plan. The goal was to have it revised by December 31, 2017. Ohio has revised the TRCC Strategic Plan and met this goal.

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 FFY2017 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.

## Bicycle Safety Program Area

### Overview

- C-11) Reduce bicycle fatalities by 1.25 percent from 15 (2010 – 2014 average) to 14 by 2017.\*\*\*

\*\*\*The trends for urban fatality rate, alcohol impaired, and bicycle were increases. A standard 1.25 percent per year from 2010 – 2014 average reduction was used for each of these goals to ensure the goal was a reduction by 2017.

### Programming Efforts

**Project Number:** NF-2017-00-00-00

**Project Title:** Strategic Highway Safety Plan Bicycle Programs

### Project Description:

Through the SHSP, ODOT worked with local governments to identify areas with a disproportionate number of bicycle crashes and to make recommendations and investments that improved safety for bicyclists.

## Project Results:

ODOT continued to fund projects to assist communities in developing and implementing projects and programs that support safety for all road users.

<b>Awarded:</b>	N/A	<b>Expended:</b>	N/A	<b>Funding Source:</b>	N/A
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## Evaluation

- C-11) Ohio had 18 bicycle fatalities in 2016. The goal was to reduce bicycle fatalities to 14 by 2017. Ohio did not meet this goal.

Ohio did not meet the Core Performance Measure goal set in the FFY2017 HSP. Ohio will continue to monitor and analyze bicycle fatality data to support local programming.

## Traffic Safety Program Management Program Area

### Overview

- Ohio will process sub-recipient reimbursement claims in an average of 6 days. In FFY2015, the average was 11.7 days.
- Ohio will award at least 45 percent of awarded grant funds to local benefit. Currently 51.6 percent is awarded to local benefit.
- Ohio will liquidate 60 percent of its funds in FFY2017. In FFY2015, Ohio liquidated 38.39 percent. \*\*\*\*
- Ohio will increase mobilization reporting to 85 percent from 64 percent in FFY2015.

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

### Programming Efforts

**Project Number:** PA-2017-00-00-00  
CP-2017-00-00-00

**Project Title:** Traffic Safety Grant Program Management

**Funded Agency:** Ohio Traffic Safety Office

#### Project Description:

Housed under the Ohio Department of Public Safety (ODPS) with oversight from 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.

<b>Awarded:</b>	<b>900,000.00</b>	<b>Expended:</b>	<b>702,325.03</b>	<b>Funding Source:</b>	<b>402 PA</b>
	350,000.00		345,038.39		402 CP
	900,000.00		702,325.03		State Soft Match

**Project Number:** PA-2017-00-00-00

**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 FFY2006. 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 FFY2017, the grant management system began the eleventh year of use. The funding allocated to this project was for maintenance service, training and system enhancements. Ohio will be pursuing an upgrade to the system in FFY2017. 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.

<b>Awarded:</b>	<b>400,000.00</b>	<b>Expended:</b>	<b>247,504.00</b>	<b>Funding Source:</b>	<b>402 PA</b>
	400,000.00		247,504.00		State Soft Match

**Project Number:** NF-2017-00-00-00

**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 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; allows for more consistency for sub-grantees by reducing the number of staff assigned to a sub-grantee agency; and broadens staff's knowledge of all grant program areas.

Quarterly meetings, chaired by the OSHP District Captain, were a requirement for each FFY2017 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:** NF-2017-00-00-00

**Project Title:** Ohio Strategic Highway Safety Plan Coordinating Committee

### Project Description:

Ohio's Strategic Highway Safety Plan (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:

OTSO participated in the SHSP coordinating committee and chaired the High-Risk Behaviors/Drivers subcommittee. Ohio has had an active role in the SHSP Committee since the inception.

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

**Project Number:** CP-2017-00-00-00

**Project Title:** Traffic Safety Resource Prosecutor Program

**Funded Agency:** Stark County Sheriff's Office

### Project Description:

A Traffic Safety Resource Prosecutor's (TSRP) 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 works with the Law Enforcement Liaisons (LELs) and was a valuable resource to the office and to all of our partners.

### Project Results:

Ohio's newest TSRP started in FFY2017.

**Awarded:** 146,080.33 **Expended:** 124,393.61 **Funding Source:** 402 CP

**Project Number:** PT-2017-00-00-00  
PA-2017-00-00-00

**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	87,765.48	74,416.21
Hilliard Police Department	All	85,988.20	80,101.38
Sharon Twp. Police Department	Cambridge, Columbus, Jackson	87,419.00	49,868.65
Shawnee Twp. Police Department	Findlay, Bucyrus	86,609.00	58,835.07
Summit County Sheriff's Office	Cleveland, Warren	89,333.42	59,904.04

In FFY2017, the Ohio Traffic Safety Office (OTSO) continued with five Law Enforcement Liaisons (LEL). 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. 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 and attended National Lifesavers.

<b>Awarded:</b>	<b>351,126.90</b>	<b>Expended:</b>	<b>243,023.97</b>	<b>Funding Source:</b>	<b>402 PT</b>
	85,988.20		80,101.38		402 PA

**Project Number:** CP-2017-00-00-00

**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:

### 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 geocoding new sites as mandated by the 2012 NHTSA seat belt observation protocol.

### Report Collaboration

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

<b>Awarded:</b>	<b>240,000.00</b>	<b>Expended:</b>	<b>163,856.51</b>	<b>Funding Source:</b>	<b>402 CP</b>
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## Evaluation

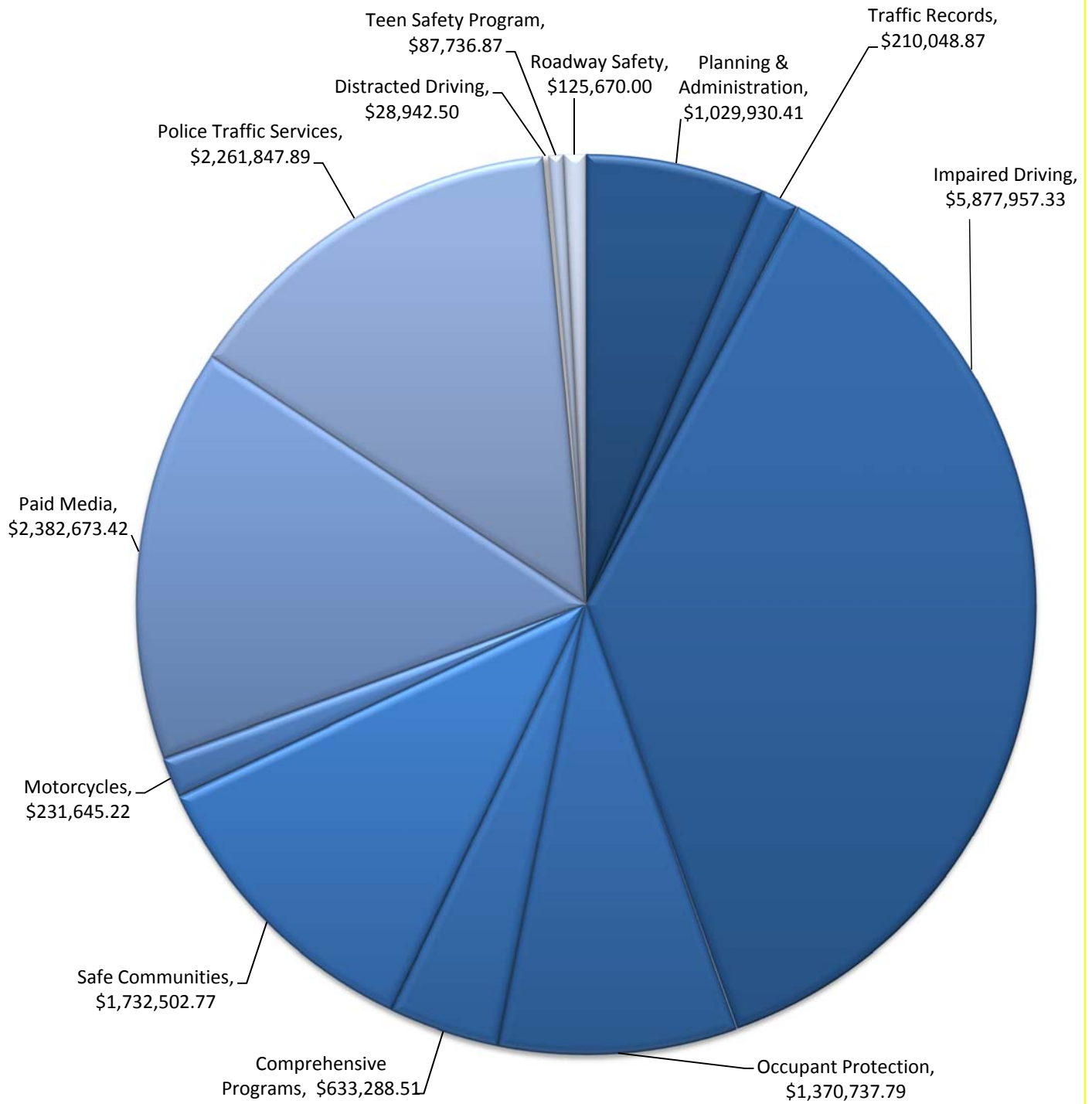
- Ohio processed FFY2017 sub-recipient reimbursement claims in an average of 10 days. The goal was 6 days. Ohio did not meet this goal.
- Ohio spent 46.3 percent of grant funds to local benefit. The goal was 45 percent. Ohio exceeded this goal.
- Ohio liquidated 38.5 percent of its funds in FFY2017. The goal was 60 percent. Ohio did not meet this goal.
- Ohio had 71.7 percent of agencies report mobilization efforts in FFY2017. The goal was 85 percent. Ohio did not meet this 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. Ohio did not meet the 6 day review goal due to staffing issues. Ohio is in the process of hiring staff. Being fully staffed and with the new GRANTS Plus System, Ohio expects to meet or exceed this goal in FFY2018. Ohio exceeded the 45 percent local benefit goal with 46.3 percent of all funds going to local benefit. On the funds with a required 40 percent local benefit (402 and 164AL), Ohio exceeded both the required 40 percent and the goal of 45 percent with 52.8 percent of the Section 402 funds going to local benefit and 100 percent of Section 164AL funds going to local benefit. Ohio did not meet the liquidation, but has showed a significant improvement in Sections 408, 405b, 405d and 405f. Ohio continues to analyze liquidation and anticipates an increase in liquidation in FFY2018. Ohio did not meet the mobilization goal. Ohio continues to encourage law enforcement to not only participate but to report.

# FFY2017 Financial Summary Table

Federal Fund	Code	Program Descriptions	Federal Obligated	Expended	% Spent	Local Benefit	% Local
NHTSA 402	PA	Administration	1,005,800.20	1,005,800.20	100.0	0.00	0
NHTSA 402	MC	Motorcycle Safety	8,195.00	8,195.00	100.0	8,195.00	100
NHTSA 402	PT	Police Traffic Services	2,147,986.52	2,147,986.52	100.0	1,308,691.29	60.9
NHTSA 402	CP	Comprehensive Programs	633,288.51	633,288.51	100.0	0.00	0
NHTSA 402	RS	Roadway Safety	125,670.00	125,670.00	100.0	125,670.00	100
NHTSA 402	SA	Safe Communities	1,643,239.28	1,643,239.28	100.0	1,643,239.28	100
NHTSA 402	PM	Paid Advertising	184,000.53	184,000.53	100.0	0.00	0
NHTSA 402	DD	Distracted Driving	28,942.50	28,942.50	100.0	28,942.50	100
NHTSA 402	TSP	Teen Safety Program	56,378.93	56,378.93	100.0	0.00	0
<b>NHTSA 402 Total</b>			<b>5,833,501.47</b>	<b>5,833,501.47</b>	<b>100.0</b>	<b>3,114,738.07</b>	<b>53.4</b>
<b>408 Total</b>	<b>K9</b>	<b>Data Program</b>	<b>365,720.00</b>	<b>262,561.09</b>	<b>71.8</b>	<b>0.00</b>	<b>0</b>
<b>164 Total</b>	<b>164AL</b>	<b>164 Transfer Funds Total</b>	<b>2,574,197.53</b>	<b>103,944.50</b>	<b>4.0</b>	<b>103,944.50</b>	<b>100</b>
<b>MAP 21 405b Total</b>	<b>M2</b>	<b>405 OP Low</b>	<b>2,653,502.65</b>	<b>2,476,073.52</b>	<b>93.3</b>	<b>559,453.17</b>	<b>22.6</b>
<b>MAP 21 405c Total</b>	<b>M3</b>	<b>Data Program</b>	<b>4,052,696.00</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>MAP 21 405d Total</b>	<b>M6</b>	<b>Impaired Driving Low</b>	<b>9,161,010.36</b>	<b>6,867,349.99</b>	<b>75.0</b>	<b>3,428,890.70</b>	<b>49.9</b>
<b>MAP 21 405f Total</b>	<b>M9</b>	<b>Motorcycle Programs</b>	<b>180,165.04</b>	<b>180,165.04</b>	<b>100.0</b>	<b>63,861.97</b>	<b>35.44</b>
<b>FAST Act 402</b>	<b>PA</b>	<b>Planning and Administration</b>	<b>1,128,326.00</b>	<b>24,130.21</b>	<b>2.1</b>	<b>.00</b>	<b>0</b>
<b>FAST Act 402</b>	<b>MC</b>	<b>Motorcycle Safety</b>	<b>50,000.00</b>	<b>0.00</b>	<b>0.0</b>	<b>.00</b>	<b>0</b>
<b>FAST Act 402</b>	<b>PT</b>	<b>Police Traffic Services</b>	<b>4,658,657.84</b>	<b>113,861.39</b>	<b>2.4</b>	<b>14,181.71</b>	<b>12.5</b>
<b>FAST Act 402</b>	<b>CP</b>	<b>Comprehensive Programs</b>	<b>546,124.03</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act 402</b>	<b>RS</b>	<b>Roadway Safety Total</b>	<b>100,000.00</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act 402</b>	<b>SA</b>	<b>Safe Communities</b>	<b>1,649,786.05</b>	<b>89,263.49</b>	<b>5.4</b>	<b>89,263.49</b>	<b>100</b>
<b>FAST Act 402</b>	<b>PM</b>	<b>Paid Advertising</b>	<b>200,000.00</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act 402</b>	<b>DD</b>	<b>Distracted Driving</b>	<b>246,537.00</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act 402</b>	<b>TSP</b>	<b>Teen Safety Program</b>	<b>100,000.00</b>	<b>31,357.94</b>	<b>31.4</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act NHTSA 402 Total</b>			<b>\$8,679,430.92</b>	<b>258,613.01</b>	<b>3.0</b>	<b>103,445.20</b>	<b>40.0</b>
<b>FAST Act 405b Total</b>	<b>M2</b>	<b>405 OP Low</b>	<b>1,298,625.09</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act 405c Total</b>	<b>M3</b>	<b>Data Program</b>	<b>1,422,534.82</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act 405d Total</b>	<b>M6</b>	<b>Impaired Driving Low</b>	<b>5,091,836.17</b>	<b>0.00</b>	<b>0.0</b>	<b>0.00</b>	<b>0</b>
<b>FAST Act 405f Total</b>	<b>M9</b>	<b>Motorcycle Programs</b>	<b>156,388.87</b>	<b>43,285.18</b>	<b>27.7</b>	<b>20,865.53</b>	<b>48.2</b>
<b>Total GTS</b>			<b>41,469,881.92</b>	<b>15,972,981.58</b>	<b>38.5</b>	<b>7,395,199.14</b>	<b>46.3</b>

# FFY2017 Financial Summary Chart



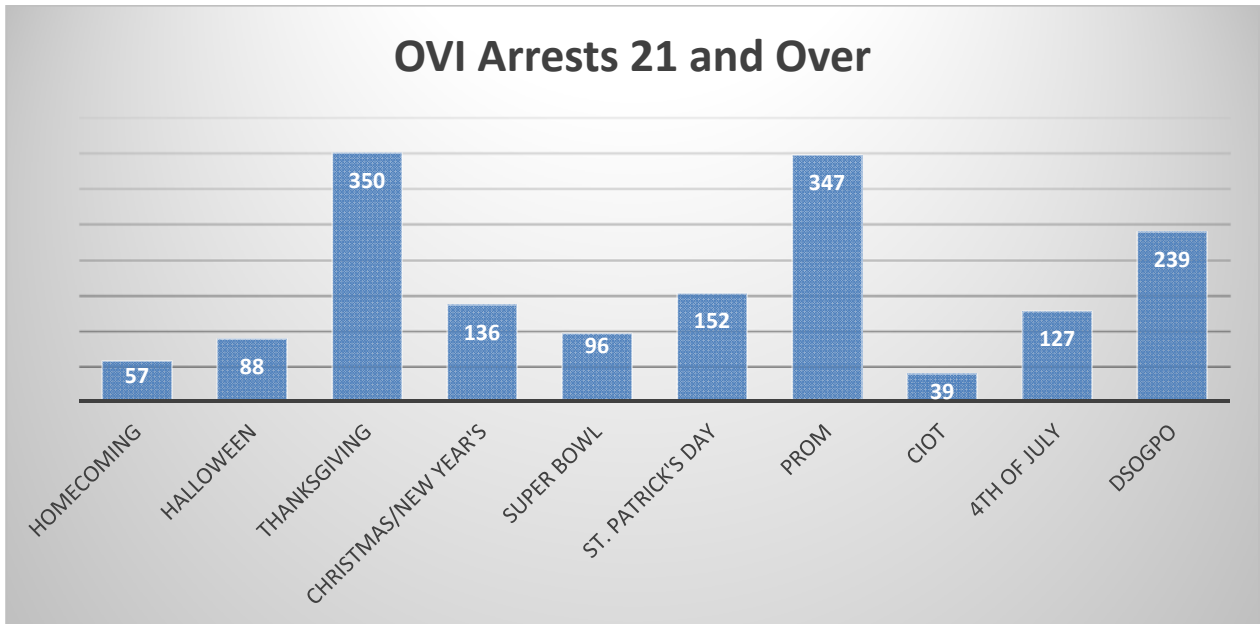
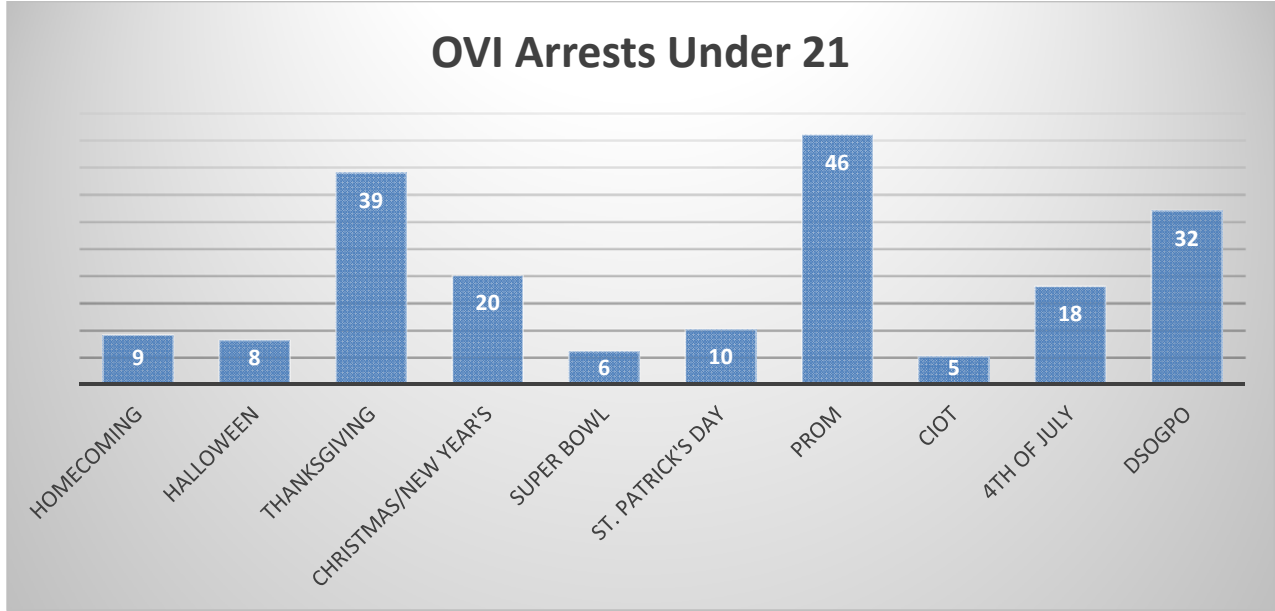


**Total Enforcement Activity**

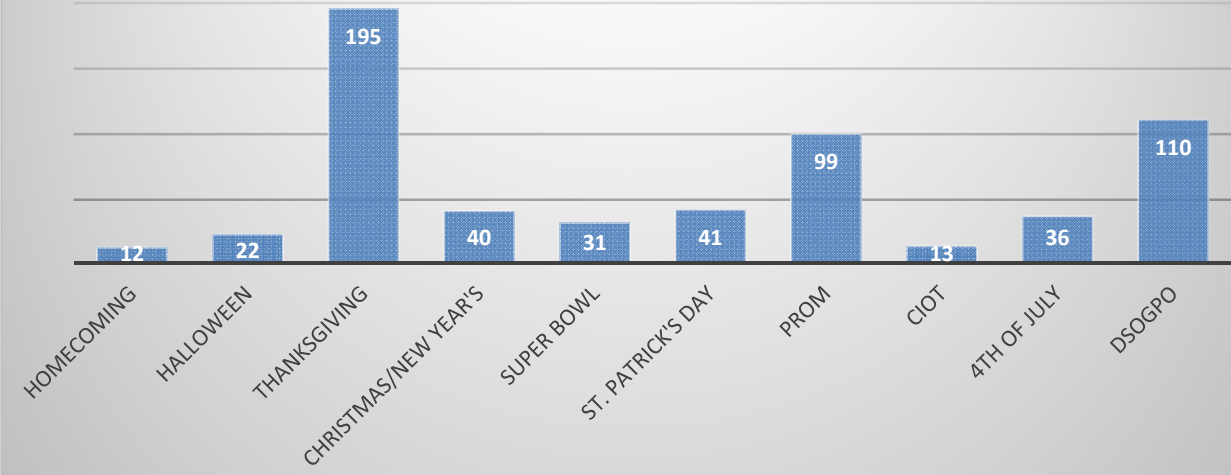
Activity	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017
Overtime Enforcement Hours	469,084	385,688	449,758	467,419	523,516
Number of Traffic Stops	475,378	200,285	466,396	226,295	214,002
OVI Arrests Under 21	348	346	384	463	345
OVI Arrests 21 and Over	7,797	6,813	3,053	8,884	7,568
Refusals	686	837	941	989	930
Adult Restraint Citations	44,471	36,854	42,898	53,064	55,484
Child Restraint Citations	2,059	1,920	1,749	2,012	1,855
Speed Violations	159,299	274,572	161,413	157,995	145,934
Distracted Driving	419	528	655	1,378	1,532
Driving Under Suspension	23,406	22,828	22,837	24,008	24,538
No Operator License Citations	2,645	3,179	3,242	3,585	3,546
Felony Arrests	4,614	5,241	4,286	5,263	5,043
Other Citations Issued	83,077	23,989	65,382	23,913	23,997
OVI Checkpoints Conducted	457	503	400	337	411
Vehicles through Checkpoint	186,537	188,466	140,129	144,050	149,716
Vehicles Checked	158,730	172,028	125,575	129,463	135,766
Vehicles Seized	318	358	314	336	219

Activity includes Construction Zone Activity.

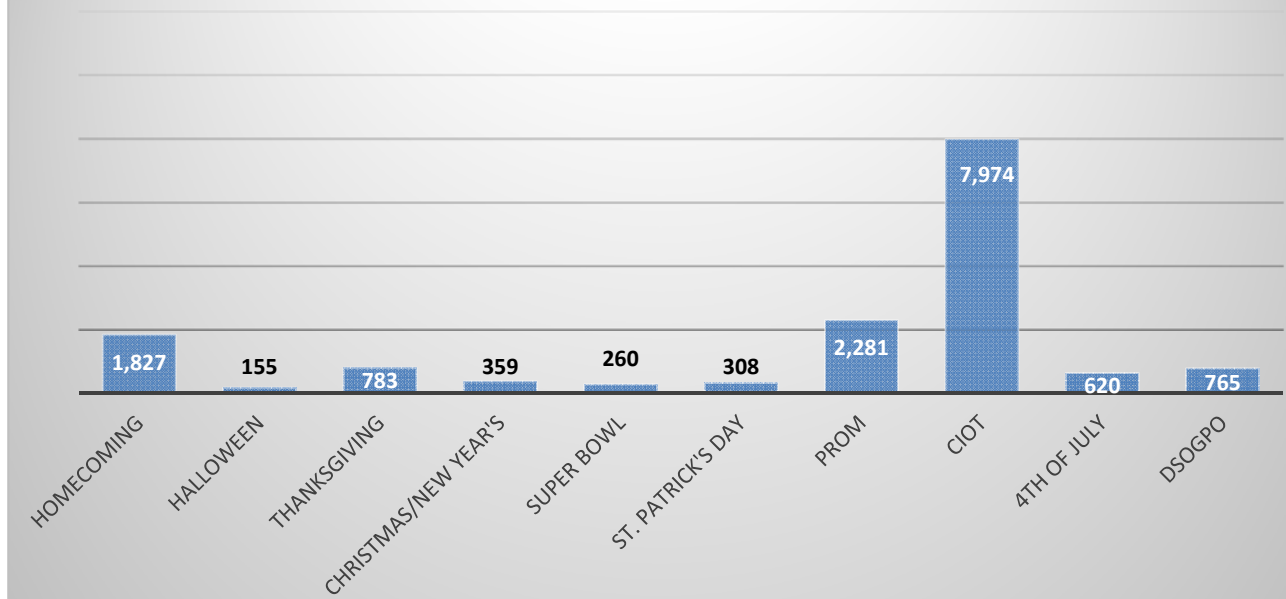
## Grant Funded Enforcement Activity by Blitz/Mobilization



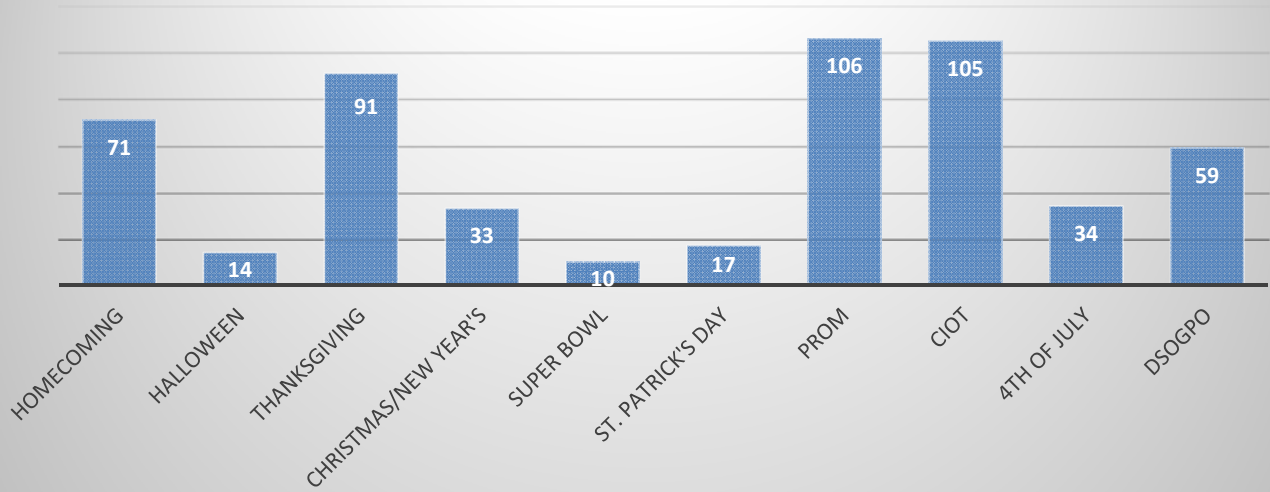
## Refusals



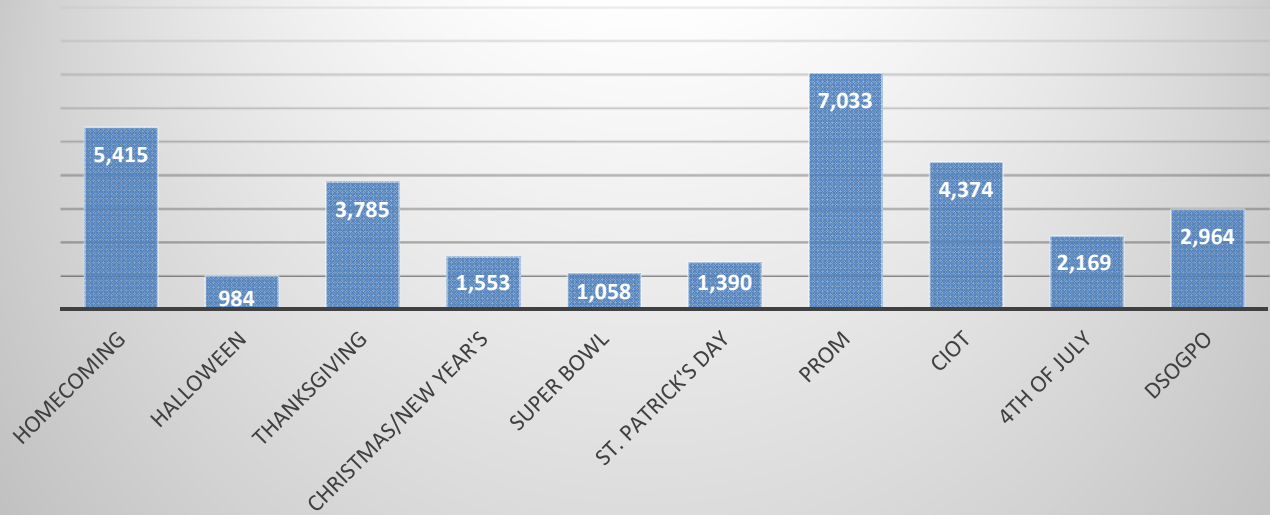
## Adult Restraint Citations



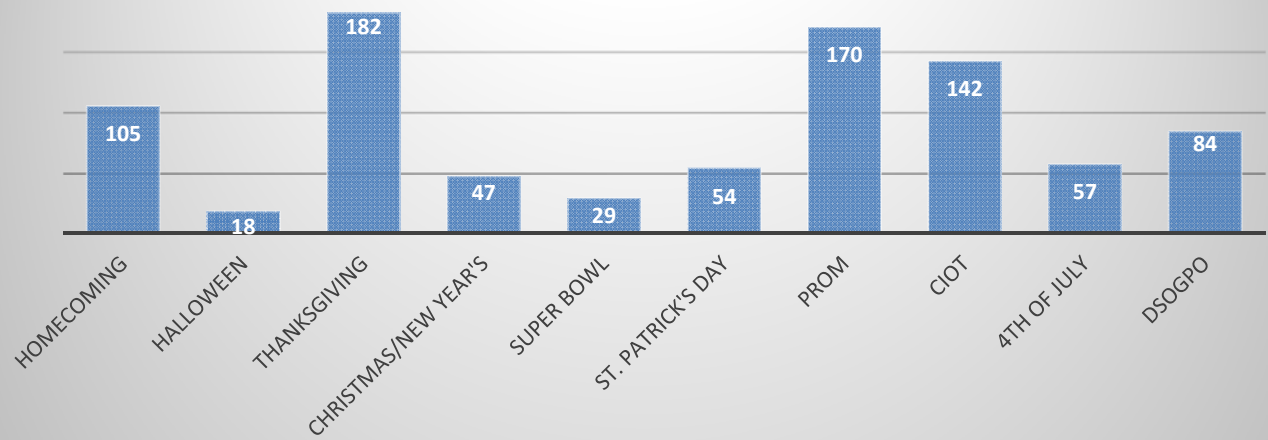
## Child Restraint Citations



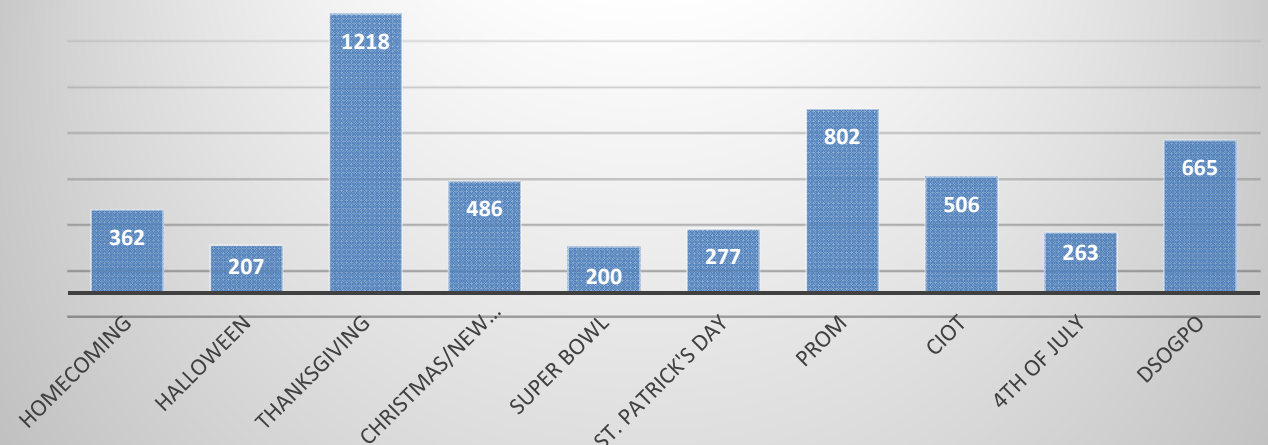
## Speed Citations



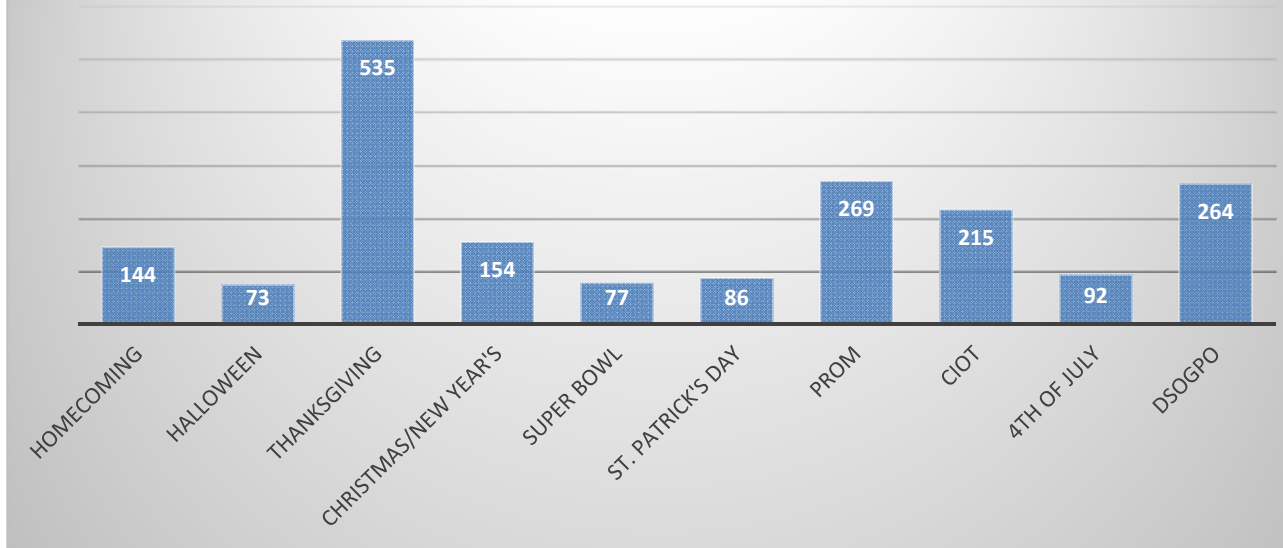
## Distracted Driving



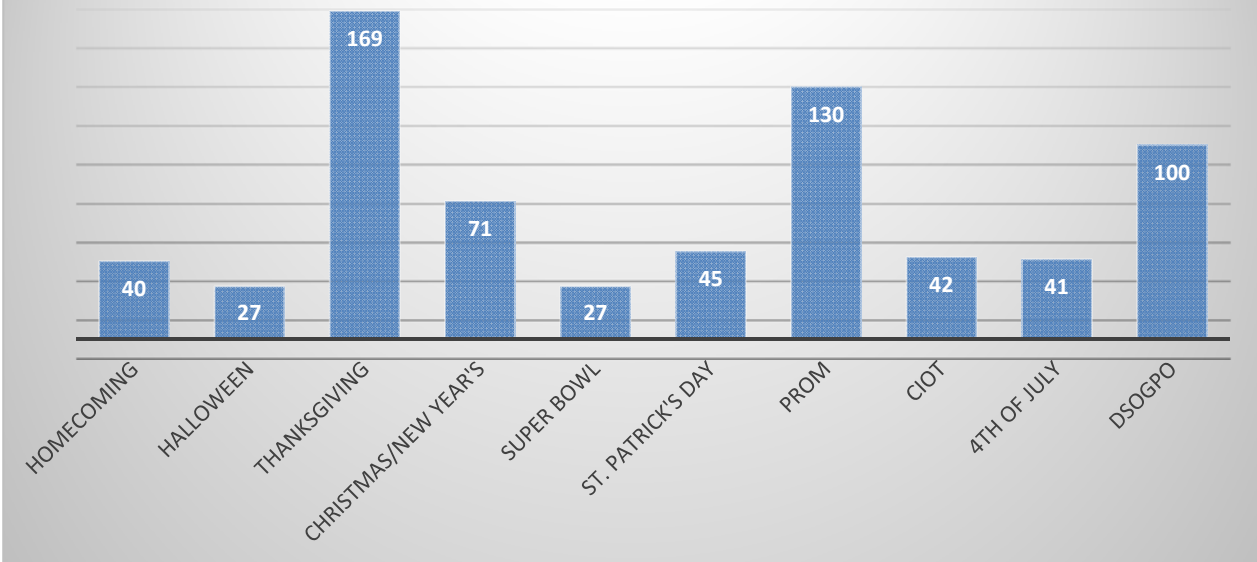
## DUS



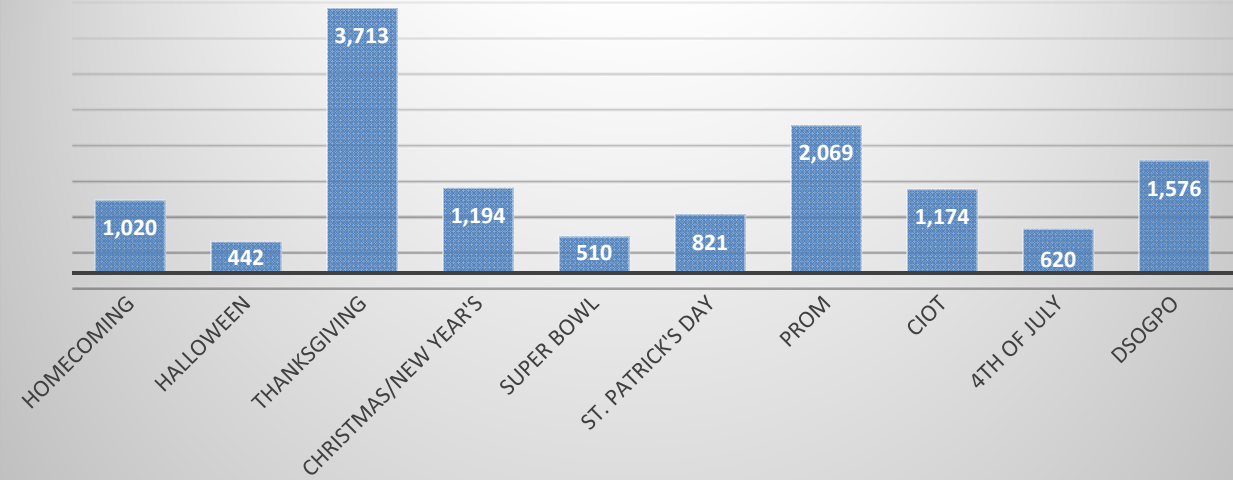
## No Operators License



## Felony Arrests



## Other Citations



## Overtime Enforcement Hours

