September 2019

Highway Safety Plan
FY 2020
Ohio

Highway Safety Plan

NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:

S. 405(b) Occupant Protection: Yes

S. 405(e) Distracted Driving: Yes

S. 405(c) State Traffic Safety Information System Improvements: Yes

S. 405(f) Motorcyclist Safety Grants: Yes

S. 405(d) Impaired Driving Countermeasures: Yes

S. 405(g) State Graduated Driver Licensing Incentive: Yes

S. 405(d) Alcohol-Ignition Interlock Law: Yes

S. 405(h) Nonmotorized Safety: No

S. 405(d) 24-7 Sobriety Programs: Yes

S. 1906 Racial Profiling Data Collection: Yes

Highway safety planning process

Data Sources and Processes

Performance Measure and Target Setting

Historically, Ohio crash data, VMT, population and national / regional National Highway Traffic Safety Administration have been used to establish goals for priority areas including occupant protection, alcohol, speed and motorcycle. OTSO analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. OTSO will work with the University of Akron in FFY2020 to review and update the methodology as needed. OTSO met with the ODOT (SHSP chair, HSIP staff and SHSP Project Manager) to review the fatal, fatality rate and serious injury goals to ensure these performance measures were identical in the HSP and HSIP and feed into the SHSP.

Project Selection Process

The assigned regional Planner performed an initial review of the proposal, including the Risk Assessment questions. The Planner answered a series of questions on each submitted proposal. A review team (Commander, Traffic Safety Administrator, Grants Administrator, Regional Programs Manager, Program Administrator, Administrative Professional, the assigned regional

Planner, and regional Law Enforcement Liaison) reviewed the grant proposals.
The review team determined if each proposal: met the submission requirements, addressed an identified problem, was likely to have an impact, clearly stated proposal activities, contained an adequate evaluation plan and contained a cost effective budget. Each proposal was compared to Countermeasures that Work to ensure the project proposed was evidence-based. County Fact Sheets that provided detailed problem identification information for the county were reviewed to ensure activities proposed were aligned with local problem identification. These fact sheets were developed by ODOT and were provided to the sub-recipient along with the most recent Countermeasures that Work during the proposal process. The team reviewed the Risk Assessment questions. Management determined the proposal's Risk Level (High, Medium, Low) based on the score from the answers. This Risk Level will determine the Monitoring Level if awarded a grant. The Risk Assessment process is defined in OTSO policy.
The Planning and Administration staff compiles a list of all proposals received. The list is submitted to the Traffic Safety Commander with funding recommendations. The Traffic Safety Commander, Traffic Safety Administrator and ODPS Director/Governor's Representative (GR) make the final decision on which proposals are funded.
Ohio focuses the majority of its grant funding toward counties and jurisdictions with the highest number of fatal crashes. Programming in these locations is likely to have the greatest impact on statewide goals. Throughout the year, grants are monitored to verify that funding is being utilized as stipulated in the project's work plan.
Processes Participants
Key Partners
Ohio works closely with many partners throughout the year to assist in identifying problems and infrastructure needs. These partners include but are not limited to: NHTSA, Federal Highway Administration (FHWA), Governor's Highway Safety Association (GHSA), Ohio Department of Transportation (ODOT), Public Utilities Commission of Ohio (PUCO), Buckeye State Sheriff's Association (BSSA), Ohio Association of Chiefs of Police (OACP), Mid-Ohio Regional Planning Commission (MORPC), County Engineers Association of Ohio, Ohio Turnpike Commission, Ohio State Highway Patrol (OSHP), Motorcycle Ohio, American Motorcycle Association (AMA), Emergency Medical Services (EMS), University of Akron, Countywide OVI Task Forces, Safe Communities and sub-recipients.
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. OTSO participates in the SHSP coordinating committee

and chairs the High-Risk Behaviors/Drivers subcommittee. The FAST Act requires the HSP and the SHSP coordinate. Ohio has had an active role in the SHSP committee since the inception and this will continue.

Through the Strategic Highway Safety Plan (SHSP), the ODOT statewide bicycle and pedestrian sub-committee is focused on advancing bicycle and pedestrian transport throughout Ohio. The goals of the program are to ensure the safety and security of non-motorized users on the transportation system within the statewide transportation planning process and advanced bicycle and pedestrian data collection and analyses with Metropolitan Planning Organizations (MPOs) and public transportation operators to support statewide transportation planning and programming priorities and decisions. ODOT lends support to local governments, governmental and non-governmental organizations and private citizens to encourage, educate, plan, and design pedestrian and bicycle facilities. A statewide Active Transportation Committee has been formed. This committee has been reviewing crashes involving bicycles and pedestrians. The committee is finalizing an action plan that will become a part of Ohio's SHSP. ODOT also continues to fund Safe Routes to assist communities in developing and implementing projects and programs that encourage and enable children in grades K-8 to walk or bike to school safely.

Description of Highway Safety Problems

Problem Identification

Problem Identification Process

A variety of resources is used to determine and prioritize the State's traffic safety problems and traffic safety-related infrastructure needs. Federal priorities, past evaluations and recommendations from resources such as the most recent National Highway Traffic Safety Administration (NHTSA) assessments (motorcycle, impaired driving, occupant protection, traffic records and EMS), Countermeasures That Work and results from annual observational seat belt surveys and telephone surveys are reviewed to identify program direction.

Meetings with federal, state and local partners throughout the year also assist in identifying problems and infrastructure needs. Examples of these meetings include but are not limited to the following partners: Ohio's Strategic Highway Safety Plan (SHSP) planning committee and subcommittees, Traffic Records Coordinating Committee (TRCC), Ohio Department of Transportation's (ODOT) Office of Systems Planning and Program Management Section, Ohio Department of Health's (ODH) Alcohol and Drug Testing Section, Ohio Department of Health's Injury Prevention Section, OVI Task Forces, Safe Communities, district traffic safety meetings, motorcycle safety strategic planning committee, Commercial Vehicle Strategic Plan

planning committee, national and regional NHTSA meetings, the Governor's Highway Safety Association (GHSA) annual meeting and the national LifeSavers conference. Strategic plans developed as a result of several of these meetings provide clear direction on prioritizing the state's identified problems and countermeasures that will be considered for funding. Sub-recipients and other stakeholders provide current traffic and demographic trends at the district traffic safety meetings.

The Planning and Administration staff compiled demographic, registration, driver license and crash data. The traffic crash data used for this analysis was from Fatality Analysis Reporting System (FARS) calendar years 2014, 2015, 2016, 2017 and 2018 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2014, 2015, 2016, 2017, and 2018. The Grants Administrator and management staff analyzed and discussed traffic crash data, documents and current trend data to identify and prioritize Ohio's traffic safety problems, and to target fatal crash locations for traffic safety programming. In addition to targeting locations, data is analyzed to determine the additional factors involved in targeting our resources on the problem.

Once the state's problems have been identified, the grant solicitation package is developed. The grant solicitation package identifies the types of grants that will be considered for review (e.g., Selective Traffic Enforcement Program, Impaired Driving Enforcement Program, Drugged Driving Enforcement Program, OSHP High Visibility Enforcement Program, OVI Task Force, Safe Communities, and General). Each year, the solicitation package is available online at http://otso.intelligrants.com. Depending on the type of grant, potential grantees identify required goals, project activities and evaluation measures as part of the application process. Proposal guideline presentations were developed and released electronically for potential sub-recipients to review statewide goals, OTSO's expectations and to serve as a guide to submit the proposal using the online GRANTS Plus System. Sub-recipients are required to review the most recent version of Countermeasures that Work and their county profile (provided by ODOT) prior to submitting the proposal.

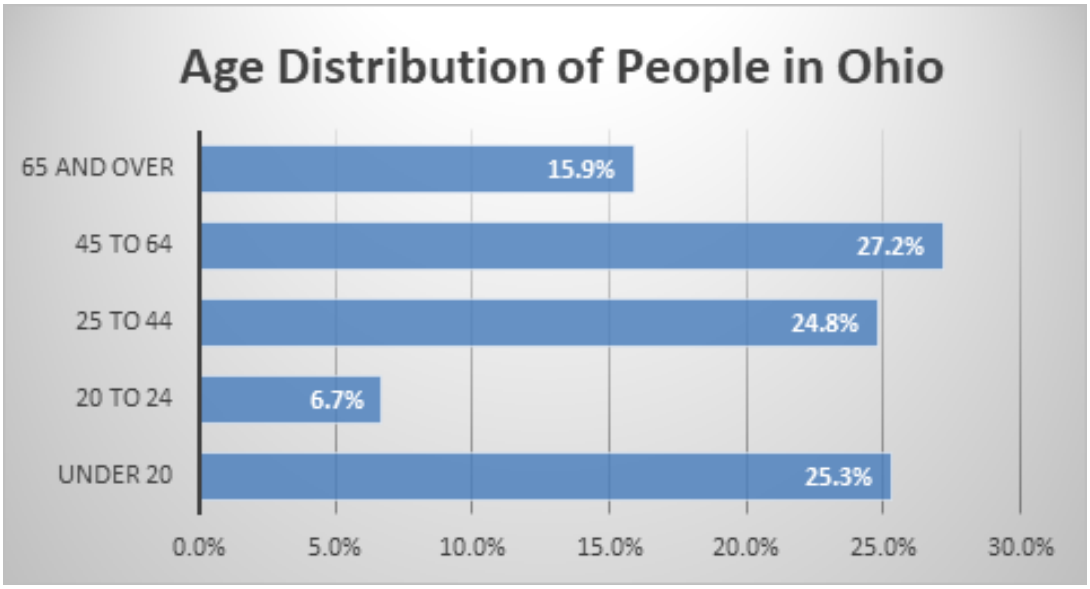
Ohio has prioritized its problem areas as follows: Impaired Driving, Occupant Protection, Speed, Motorcycles, Youth, Pedestrian, Distracted Driving, Traffic Records and Bicycle. This selection was determined based upon problem identification as it relates to the core measures.

Ohio Demographics

The following Ohio-specific information is from the U.S. Census Bureau's American Community Survey, 2017 5 - Year Estimates Survey.

Population			Race		
Male	5,686,081		White	84.3%	
Female	5,923,675		Black/African American	14.0%	
Total	11,609,756		Hispanic or Latino	3.6%	
			Asian	2.5%	
Work Commute			American Indian and Alaska Native	0.1%	
Drove Alone	83.4%		Some other race alone	0.1%	
Carpooled	7.7%				
Walked	2.2%				
Public Transportation (excluding Taxi)	1.6%		Language Spoken at Home		
Other Means	1.1%		English Only	93.1%	
Work at home	3.9%		Other Language	6.9%	
Average Commute	23.4 minutes		Speak English less than “very well”	2.4%	
			Other Language Spoken at Home		
			Spanish	2.2%	
			Other Indo-European Language	2.5%	
			Asian/Pacific Islander Languages	1.2%	
			Other Language	0.9%	
			Speak English less than “very well”*	35.3%	

			*Of population that speaks a language other than English. *Of population that speaks a language other than English.		



In the U.S. Census Bureau's American Community Survey, 2017 5 - Year Estimates Survey, Ohio has a population of 11,609,756. Ohio has 88 counties, 247 cities, 686 villages and 1,308 townships. There are 121,696 miles of public roads in Ohio. About 14.0 percent, or 17,242, miles are state maintained (IR, US and SR) and 85.0 percent, or 104,003 miles, are local maintained. The remaining 451 miles are turnpike, state park roads, etc.

Climate

While Ohio's winters range from cool to cold with moderate year-round precipitation, severe lake effect snowstorms are not uncommon in the area southeast of Lake Erie. Snow is not uncommon throughout the state between November and March (5 out of 12 months - 41.67 percent of the year). However, only 36.03 percent of fatalities and 36.12 percent of serious injuries (2014 - 2018) occurred November - March.

Media

Ohio has 42 commercial TV stations, 290 commercial radio stations, 77 daily newspapers, 150 weekly newspapers and over 14,000 outdoor billboards. There are nine markets in Ohio and five of these markets cover areas in five (Indiana, Kentucky, Michigan, Pennsylvania, West Virginia) neighboring states.

Ohio Data Analysis and Identified Problem Areas

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in

2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The five-year average has increased 3.92 percent since the 2010 - 2014 average.

The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

Pedestrian fatalities increased each year from 2014 to 2017. The number decreased 14.19 percent in 2018. The five-year average has shown an increase in each period as well.

Looking at the statewide pedestrian statistics, pedestrian fatalities are isolated to certain locations (urban areas). Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. Ohio continues to address pedestrian issues through the SHSP.

Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2014 - 2018). The five-year average has fluctuated between 15 and 19 since the 2010 - 2014 average.

Analysis

Ohio's bicycle fatalities have fluctuated between 11 and 25 over the five-year period (2014 – 2018). Since 2014, the number of bicycle fatalities has increased 100 percent. The five-year average has increased 26.67 percent since the 2010 – 2014 average.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Traffic Records

In 2015, Ohio completed a Traffic Records Assessment. The report identified that overall

improvements could be made in the following areas: Crash, Citation/Adjudication and Emergency Medical Services (EMS). Strategic Planning, Data Use and Integration, and TRCC Management were also noted as needing improvement. The TRCC meets at least once a quarter to review progress made in the areas mentioned in the assessment, update members on current projects, and propose new projects that will address the concerns highlighted in the most recent assessment. Ohio will complete a Traffic Records Assessment in FFY2020.

Analysis

Ohio will be working on the following projects this year: Electronic Crash Submissions, eCitation Interfaces, OLEIS (Ohio Law Enforcement Information System) updates, EMSIRS (Emergency Medical Services Incident Reporting System) project and OLEIS training/outreach. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.

Methods for Project Selection

Project Selection Process

The assigned regional Planner performed an initial review of the proposal, including the Risk Assessment questions. The Planner answered a series of questions on each submitted proposal. A review team (Commander, Traffic Safety Administrator, Grants Administrator, Regional Programs Manager, Program Administrator, Administrative Professional, the assigned regional Planner, and regional Law Enforcement Liaison) reviewed the grant proposals.

The review team determined if each proposal: met the submission requirements, addressed an identified problem, was likely to have an impact, clearly stated proposal activities, contained an adequate evaluation plan and contained a cost effective budget. Each proposal was compared to Countermeasures that Work to ensure the project proposed was evidence-based. County Fact Sheets that provided detailed problem identification information for the county were reviewed to ensure activities proposed were aligned with local problem identification. These fact sheets were developed by ODOT and were provided to the sub-recipient along with the most recent Countermeasures that Work during the proposal process. The team reviewed the Risk Assessment questions. Management determined the proposal's Risk Level (High, Medium, Low) based on the score from the answers. This Risk Level will determine the Monitoring Level if awarded a grant. The Risk Assessment process is defined in OTSO policy.

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Ohio focuses the majority of its grant funding toward counties and jurisdictions with the highest number of fatal crashes. Programming in these locations is likely to have the greatest impact on statewide goals. Throughout the year, grants are monitored to verify that funding is being utilized as stipulated in the project's work plan.

List of Information and Data Sources

State FARS Data

State crash report data (includes state, county, city data)

Previous performance of sub-recipient

Risk assessment conducted on each submitted proposal

Local demographic data

Local problem identification

Description of Outcomes

The Ohio Traffic Safety Office (OTSO) met with the Ohio Department of Transportation (ODOT) (SHSP chair, HSIP staff and SHSP Project Manager) to review the fatal, fatality rate and serious injury goals to ensure these performance measures were identical in the HSP and HSIP and feed into the SHSP. These meetings and discussions took place over several months.

M-1) To decrease fatalities by 2.00 percent to 1,077.0 for the 2015 – 2019 5-year average.

M-2) To decrease serious traffic injuries by 2.00 percent to 8,518.4 for the 2015 - 2019 5-year average.

M-3a) To decrease the fatalities/VMT rate by 2.00 percent to 0.921 for the 2015 - 2019 5-year average.

Performance report

Progress towards meeting State performance targets from the previous fiscal year's HSP

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	Met
3	C-3) Fatalities/VMT (FARS, FHWA)	Met
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Met
6	C-6) Number of speeding-related fatalities (FARS)	In Progress

7	C-7) Number of motorcyclist fatalities (FARS)	Met
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Met
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Met
13	TRCC- Increase agencies participating in eCitation	Met
13	Distracted Driving Fatal Crashes	In Progress
13	Distracted Driving Injury Crashes	Met
13	Drugged Driving Fatal Crashes	Not Met
13	Drugged Driving Injury Crashes	Not Met

Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: In Progress

Program-Area-Level Report

M-1: Ohio achieved its lowest fatality total in 2013; however, the numbers increased each year through 2016. The number decreased in 2017 and again in 2018 (preliminary). Currently in 2019, Ohio is showing a two percent reduction year to date from this time last year. If this trend continues throughout 2019, Ohio could meet the 2019 goal of 1,062 fatalities.

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: Met

Program-Area-Level Report

Ohio had 7,627 serious injuries in traffic crashes in 2018 (preliminary). This exceeds the goal of 8,834.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: Met

Program-Area-Level Report

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: In Progress

Program-Area-Level Report

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: Met

Program-Area-Level Report

Ohio's preliminary 2018 Alcohol-Impaired driving fatality number is 217, exceeding the goal of 285.

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: In Progress

Program-Area-Level Report

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: Met

Program-Area-Level Report

Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: Met

Program-Area-Level Report

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: In Progress

Program-Area-Level Report

M-9: The number of drivers aged 20 or younger involved in a fatal crash increased each year 2013 – 2016. Ohio continues to address youthful driver problems through education. The number of drivers ages 20 or younger involved in a fatal crash in 2017 decreased 3.21 percent from the 2016 number. The preliminary 2018 number shows a 15.89 percent decrease from 2017. If this trend continues, Ohio may meet or exceed the FFY2019 HSP goal of 125.

Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: In Progress

Program-Area-Level Report

M-10: The number of pedestrian fatalities has significantly increased since 2014. Ohio is concentrating pedestrian efforts at the local level (when justified by problem identification) and continues to support efforts of agencies through the SHSP to address pedestrian fatalities. Based on preliminary 2018 numbers, Ohio is not likely to meet the FFY2019 HSP goal of 112.

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: In Progress

Program-Area-Level Report

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: Met

Program-Area-Level Report

Performance Measure: TRCC- Increase agencies participating in eCitation

Progress: Met

Program-Area-Level Report

Performance Measure: Distracted Driving Fatal Crashes

Progress: In Progress

Program-Area-Level Report

Distracted driving fatal crashes decreased from an all time reported high of 50 in 2013 to 47 in 2018. Currently in 2019, Ohio is showing a two percent reduction year to date from this time last year. If this trend continues throughout 2019, Ohio could meet the 2019 goal of 41 distracted driving fatal crashes.

Performance Measure: Distracted Driving Injury Crashes

Progress: Met

Program-Area-Level Report

Performance Measure: Drugged Driving Fatal Crashes

Progress: Not Met

Program-Area-Level Report

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Performance Measure: Drugged Driving Injury Crashes

Progress: Not Met

Program-Area-Level Report

Drugged Driving Injury crashes in 2018 was 5,513, way above the 1,997 goal. The previous goal was set with limited data. This goal has been revised in FFY2020 to accurately reflect drugged driving serious injury crashes.

Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
1	C-1) Number of traffic fatalities (FARS)	5 Year	2016	2020	1,077.0

2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2016	2020	8,518.4
3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2016	2020	0.921
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2016	2020	360
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2016	2020	292
6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2016	2020	247
7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2016	2020	158
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2016	2020	108
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2016	2020	141
10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2016	2020	120

11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2016	2020	19
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2016	2020	85.1
13	TRCC-Increase agencies participating in eCitation	Annual	2020	2020	219
14	Distracted Driving Fatal Crashes	5 Year	2016	2020	40
16	Drugged Driving Fatal Crashes	5 Year	2016	2020	363
18	Distracted Driving Serious Injury Crashes	5 Year	2016	2020	393.00
19	Drugged Driving Serious Injury Crash	5 Year	2016	2020	1,199.00

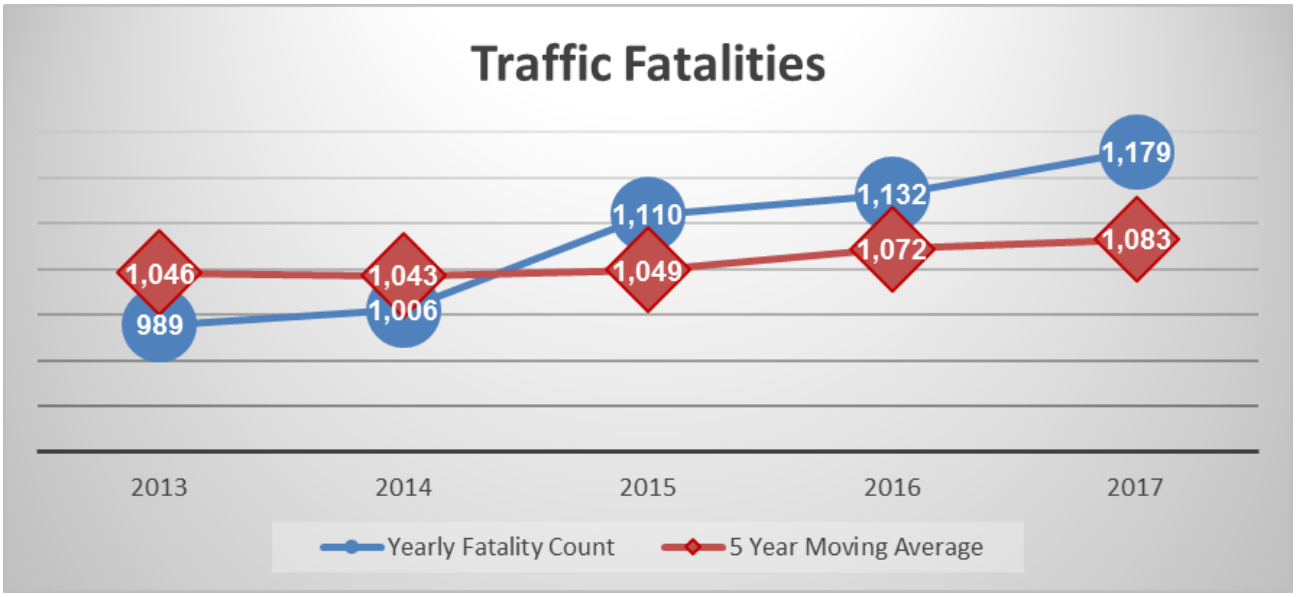
Performance Measure: C-1) Number of traffic fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2020	Numeric	1,077.0	5 Year	2016

Performance Target Justification

The number of traffic fatalities has increased 19.21 percent over the five-year period (2013 - 2017). The five-year average has increased 3.54 percent since the 2009 - 2013 average.


Traffic Fatalities
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1,043
1,049
1,072
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2013
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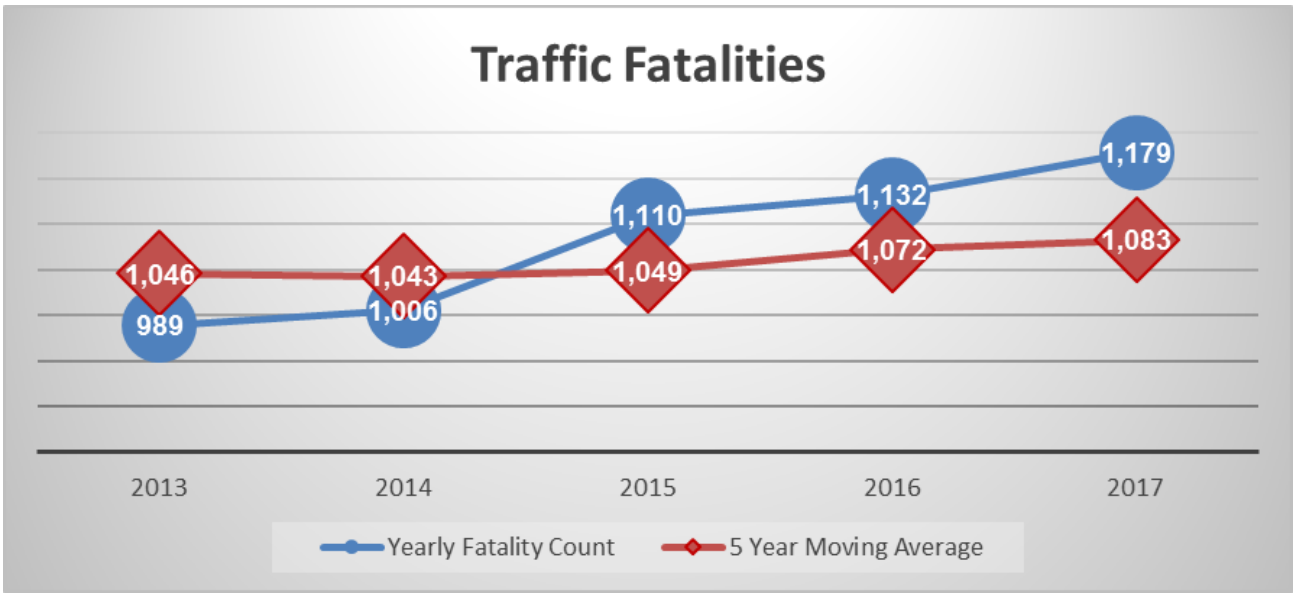
Yearly Fatality Count
5 Year Moving Average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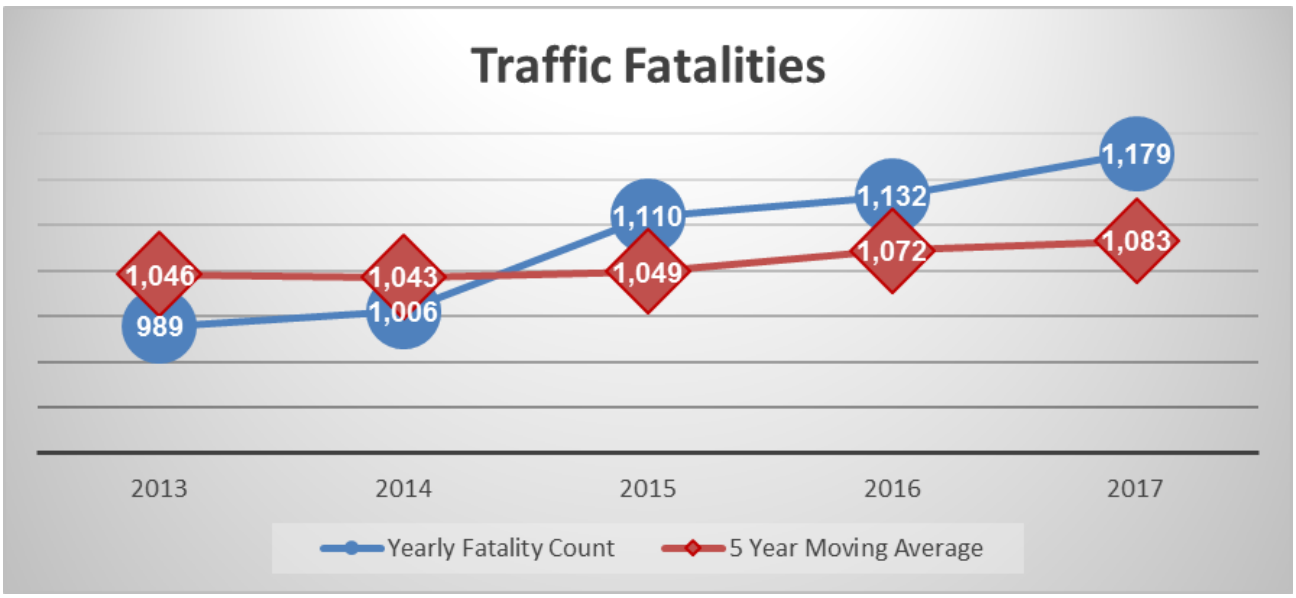
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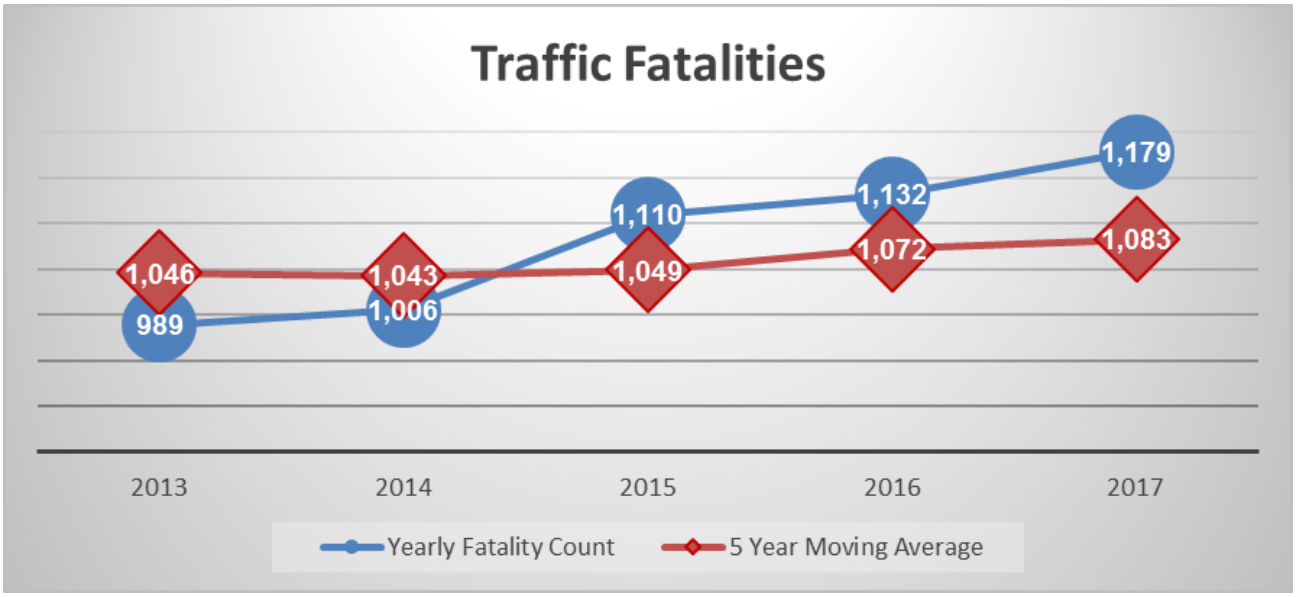
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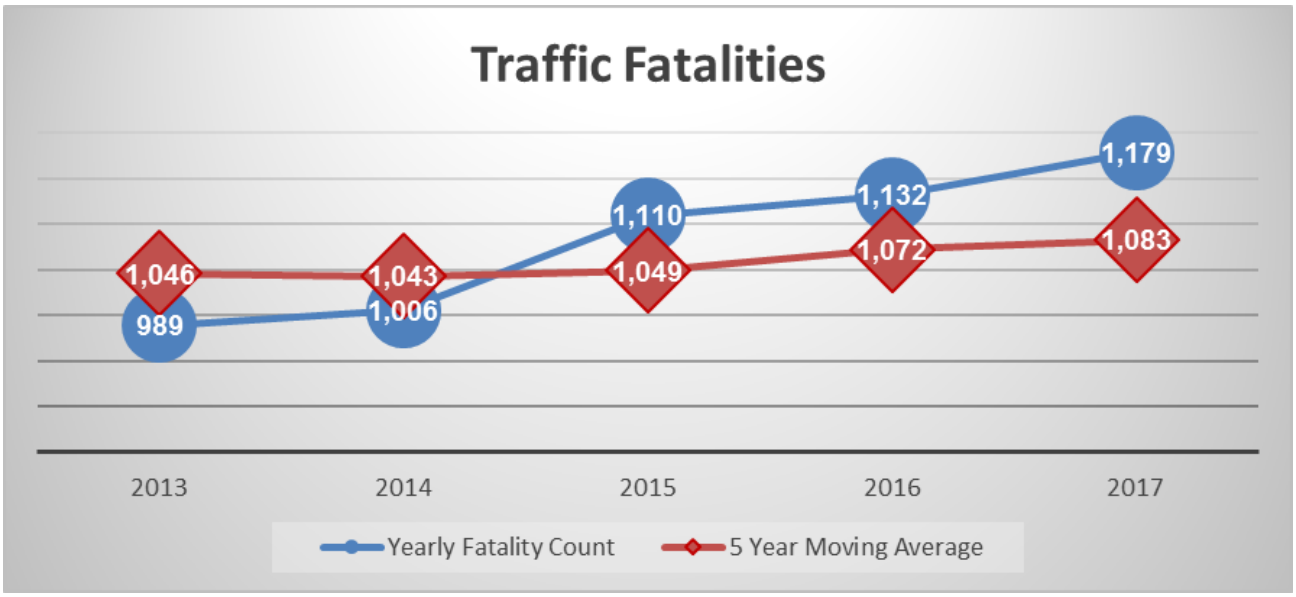
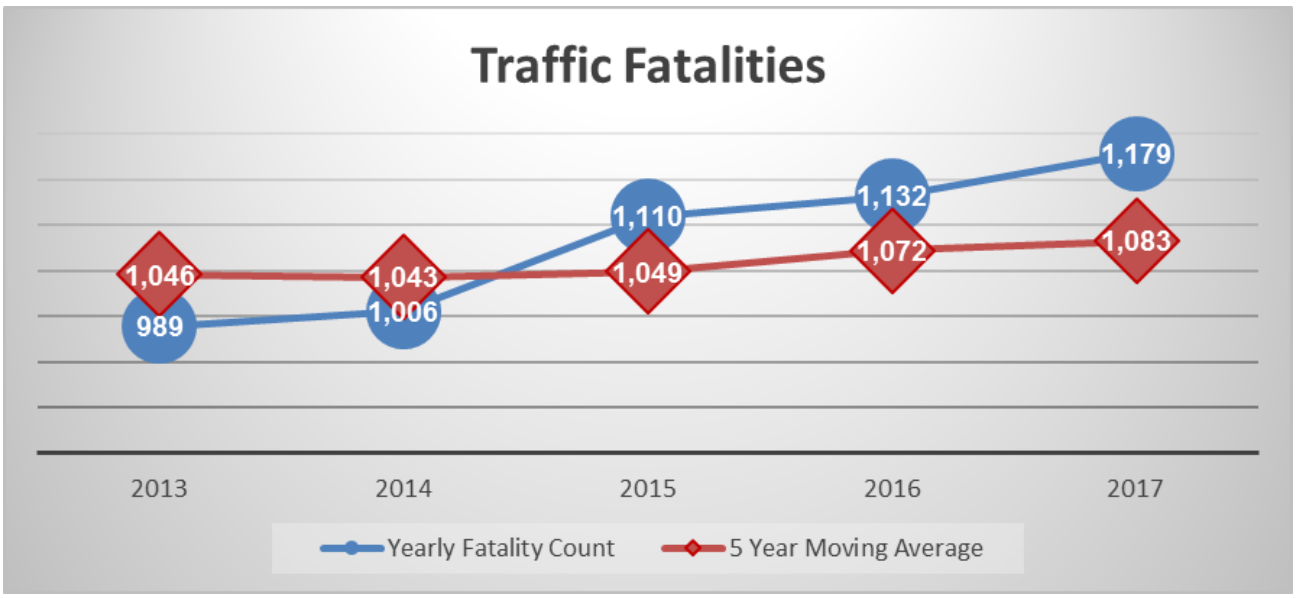
Yearly Fatality Count
5 Year Moving Average


Traffic Fatalities
1,046
1,043
1,049
1,072
1,083
989
1,006
1,110
1,132
1,179
2013
2014
2015
2016
2017
Yearly Fatality Count
5 Year Moving Average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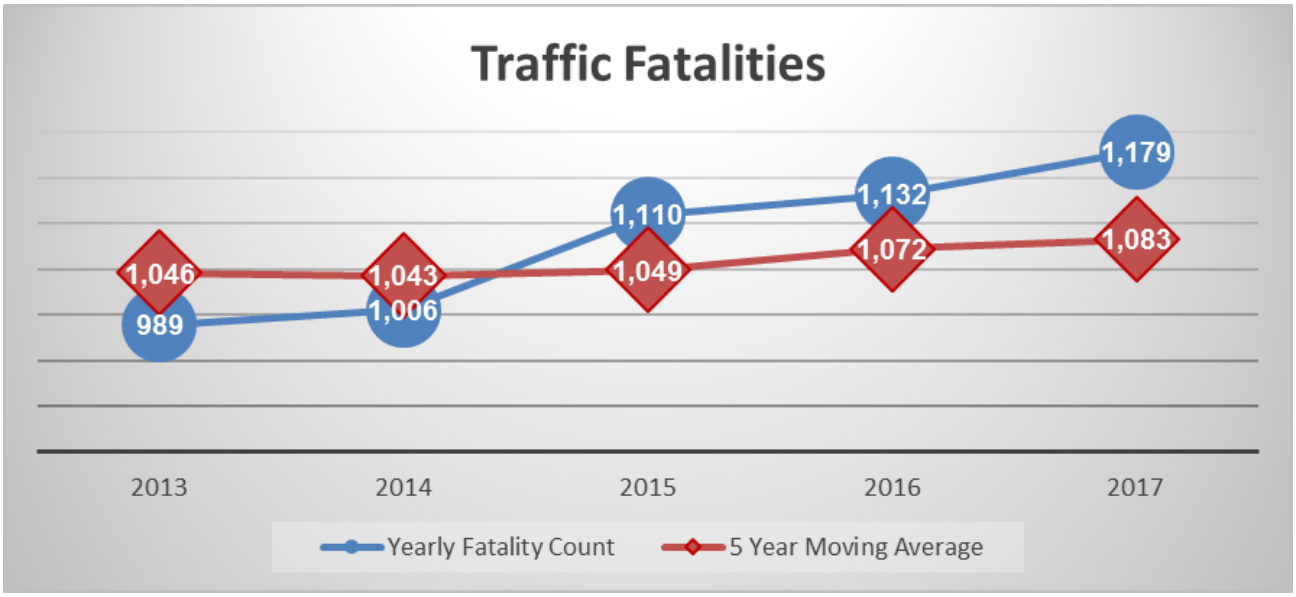
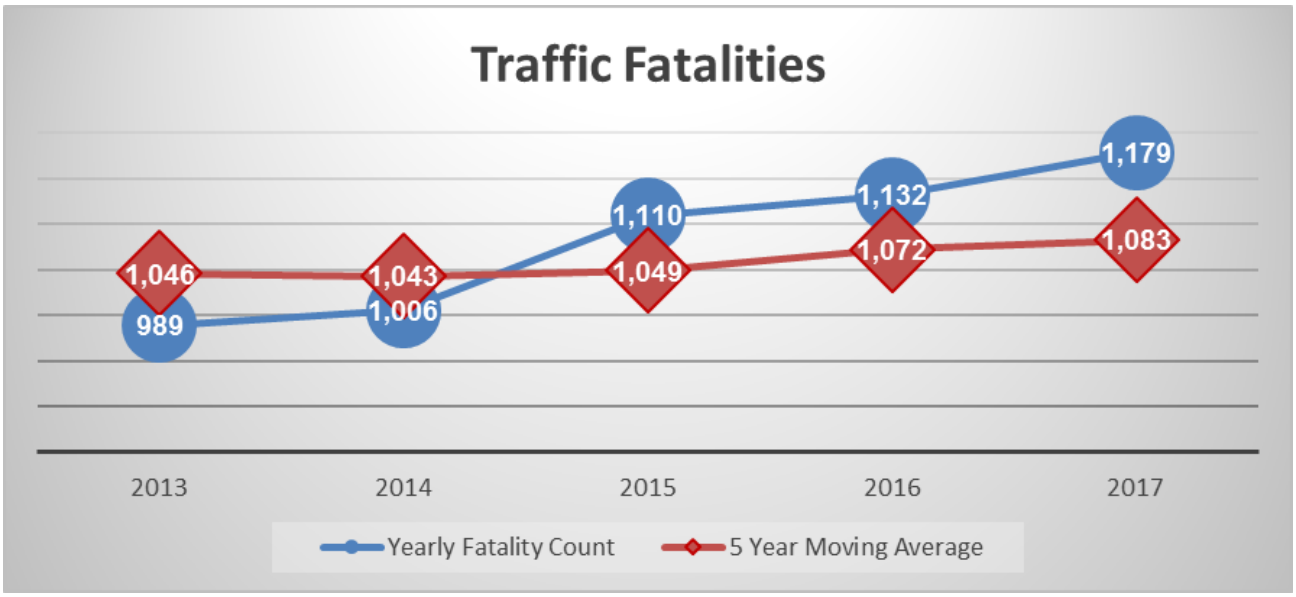
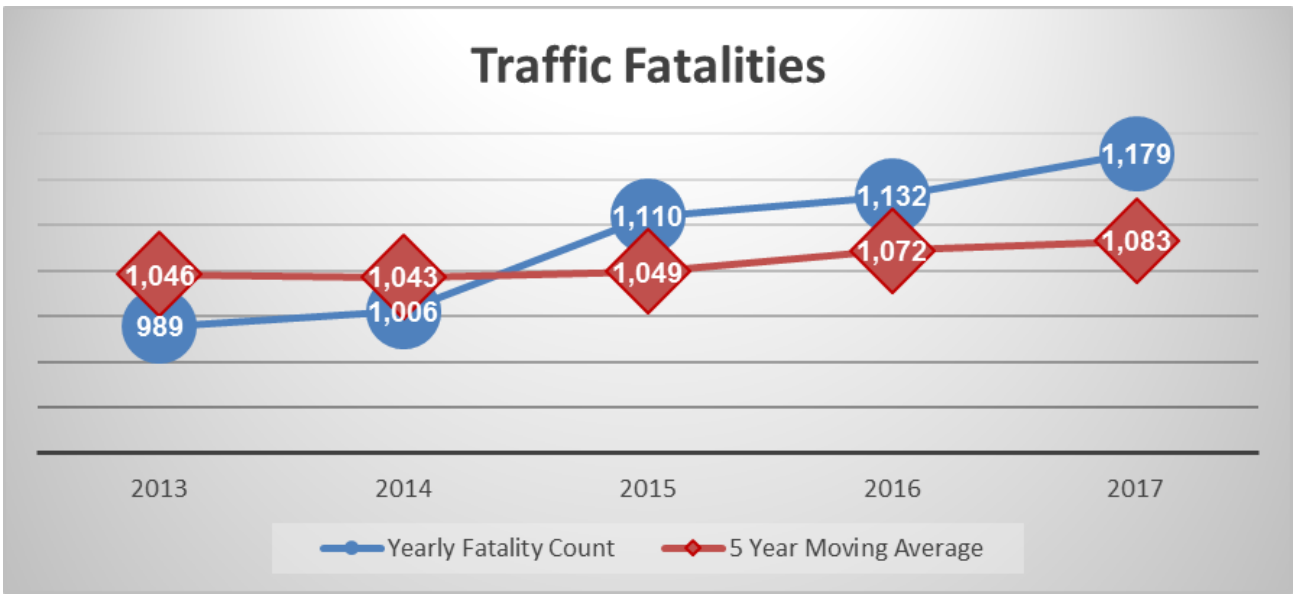
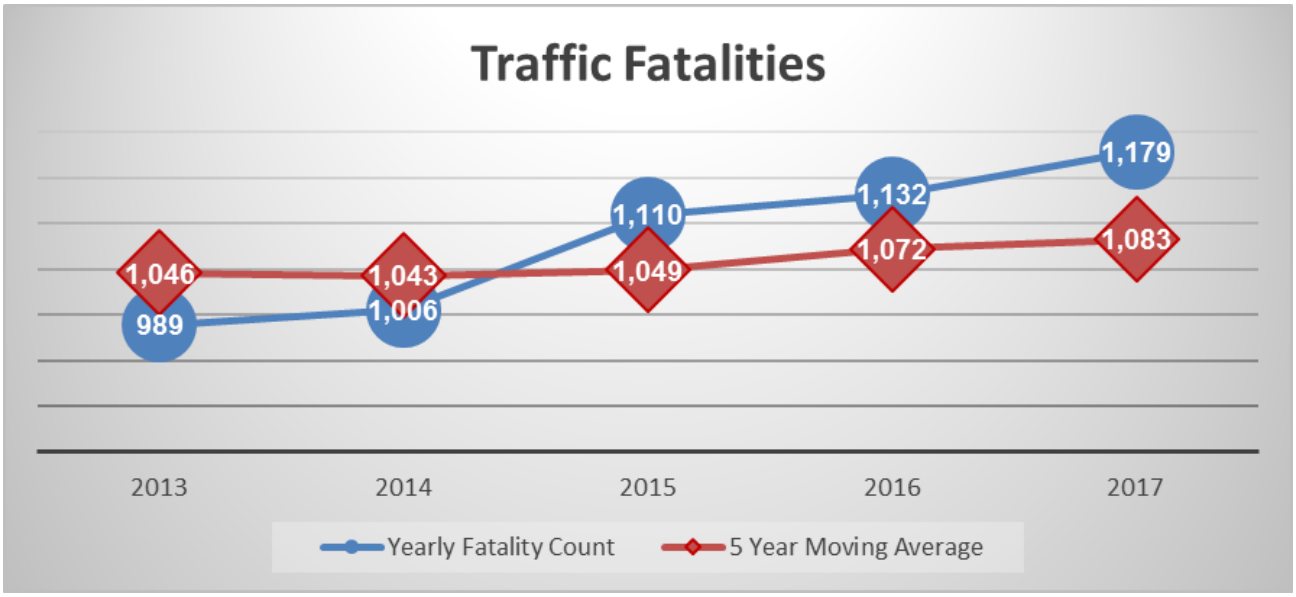






The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts,



Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. OTSO met with ODOT to review traffic fatality trend data over the five-year period. A one percent reduction was agreed upon. C-1) Reduce total fatalities by 1.00 percent per year from the 2013 – 2017 average of 1,083 to 1,062 by 2019.

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

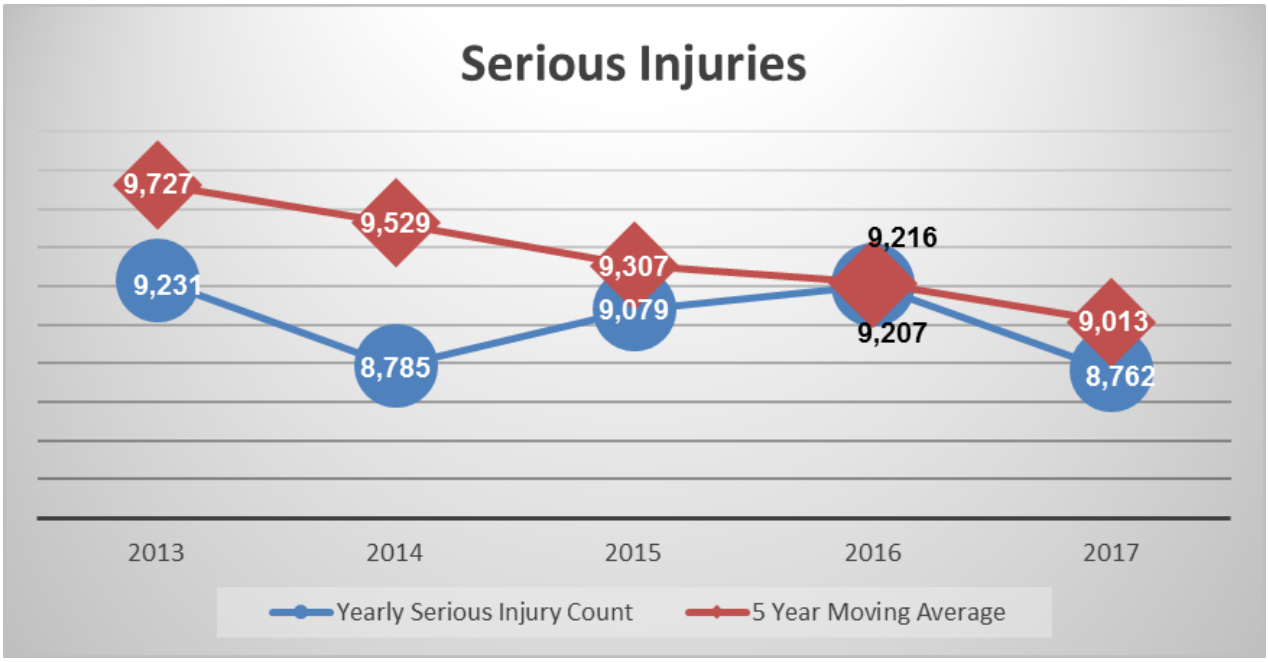
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	8,518.4	5 Year	2016

Performance Target Justification

The number of serious injuries has decreased 5.08 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 7.34 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from



the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. OTSO met with ODOT to review serious injury trend data over the five-year period. A one percent reduction was agreed upon. C-2) Reduce serious traffic injuries by 1.00 percent per year from the 2013 – 2017 average of 9,013 to 8,834 by 2019.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Performance Target details

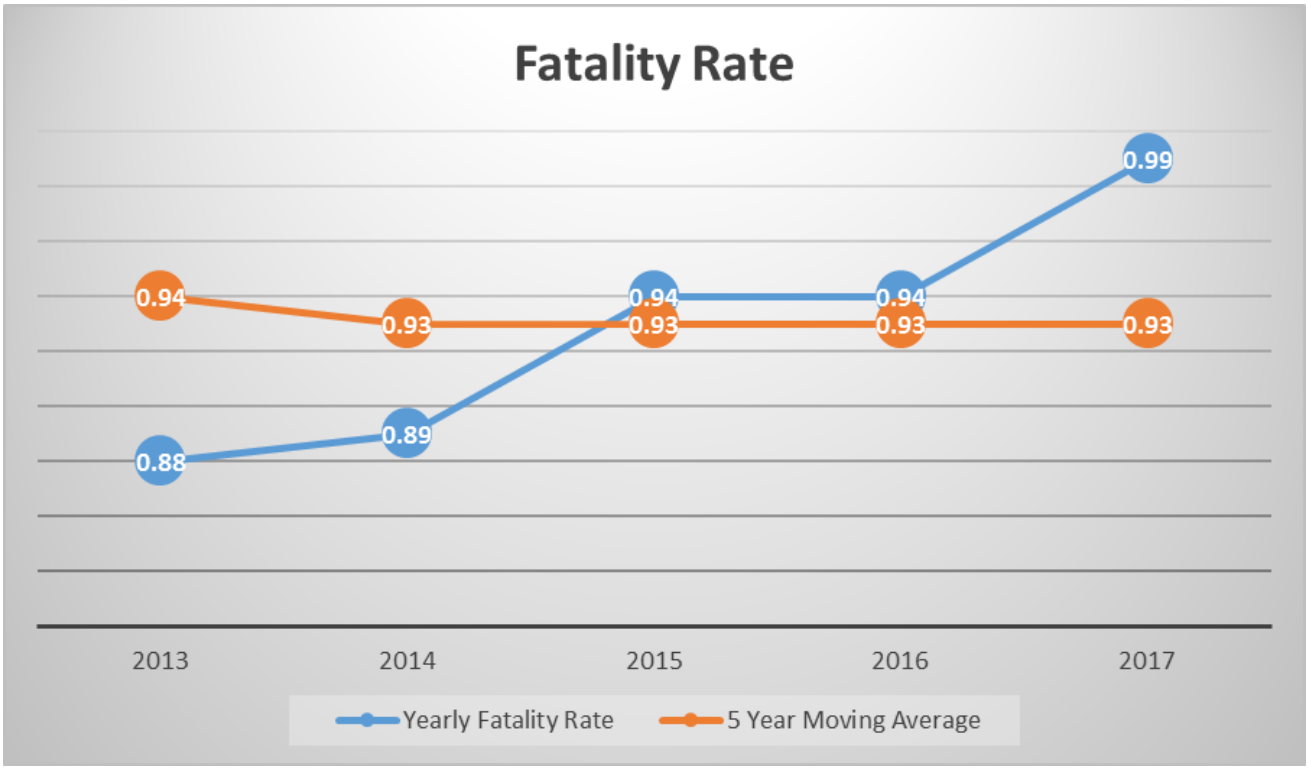
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)-2020	Numeric	0.921	5 Year	2016

Performance Target Justification

The yearly fatality rate has increased 12.5 percent over the five-year period (2013 - 2017). The five-year average has decreased 1.06 percent since the 2009 - 2013 average.

The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. OTSO met with ODOT to review fatality rate trend data over the five-year period. A one percent reduction was agreed upon. C-3a) Reduce fatalities/VMT rate by 1.00 percent per year from the 2013 – 2017 average of 0.93 to 0.91 by 2019.

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant



fatalities, all seat positions (FARS)

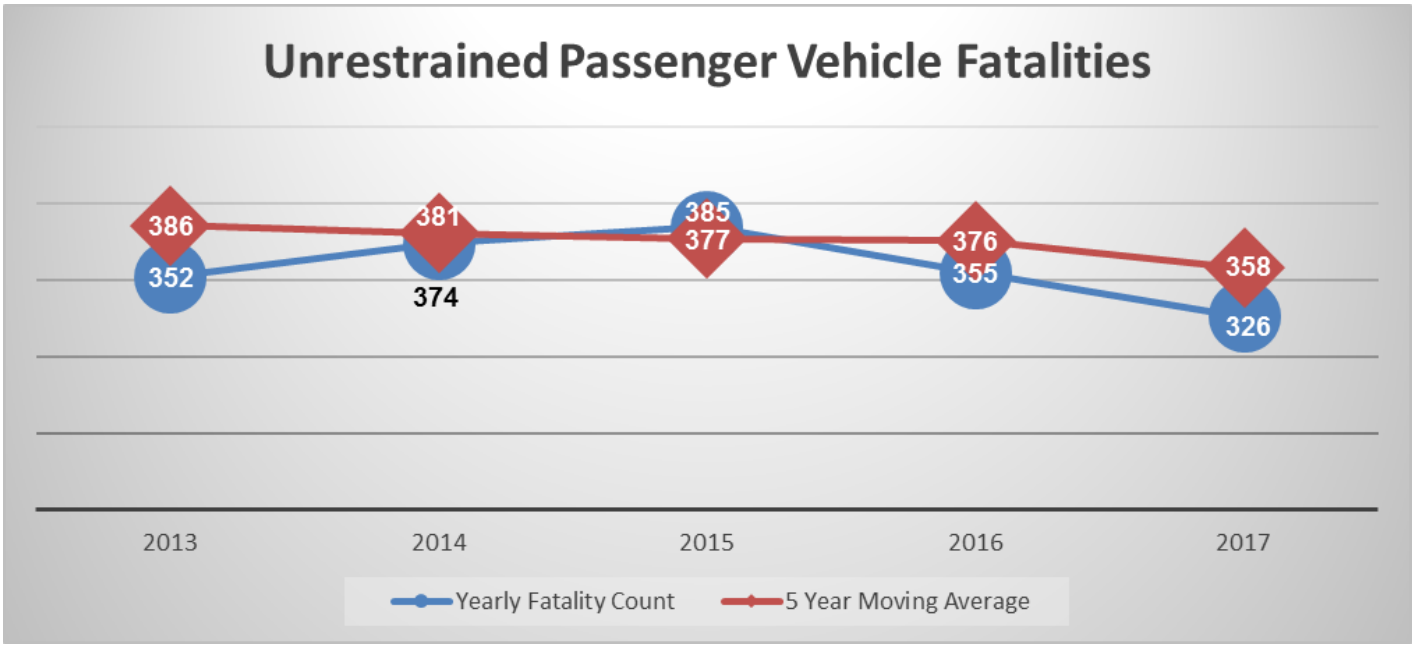
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Numeric	360	5 Year	2016

Performance Target Justification

In 2017, Ohio reached an 82.8 percent observed seat belt use rate; however, this is a slight decrease from 2016. The number of unrestrained fatalities has decreased 7.39 percent over the five-year period (2013- 2017). The five-year average has decreased 7.25 percent since the 2009 - 2013 average.

The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Unrestrained Passenger Vehicle Fatalities is a 2.71 percent reduction. C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 2.71 percent per year from the 2013 – 2017 average of 358 to 339 by 2019.



Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

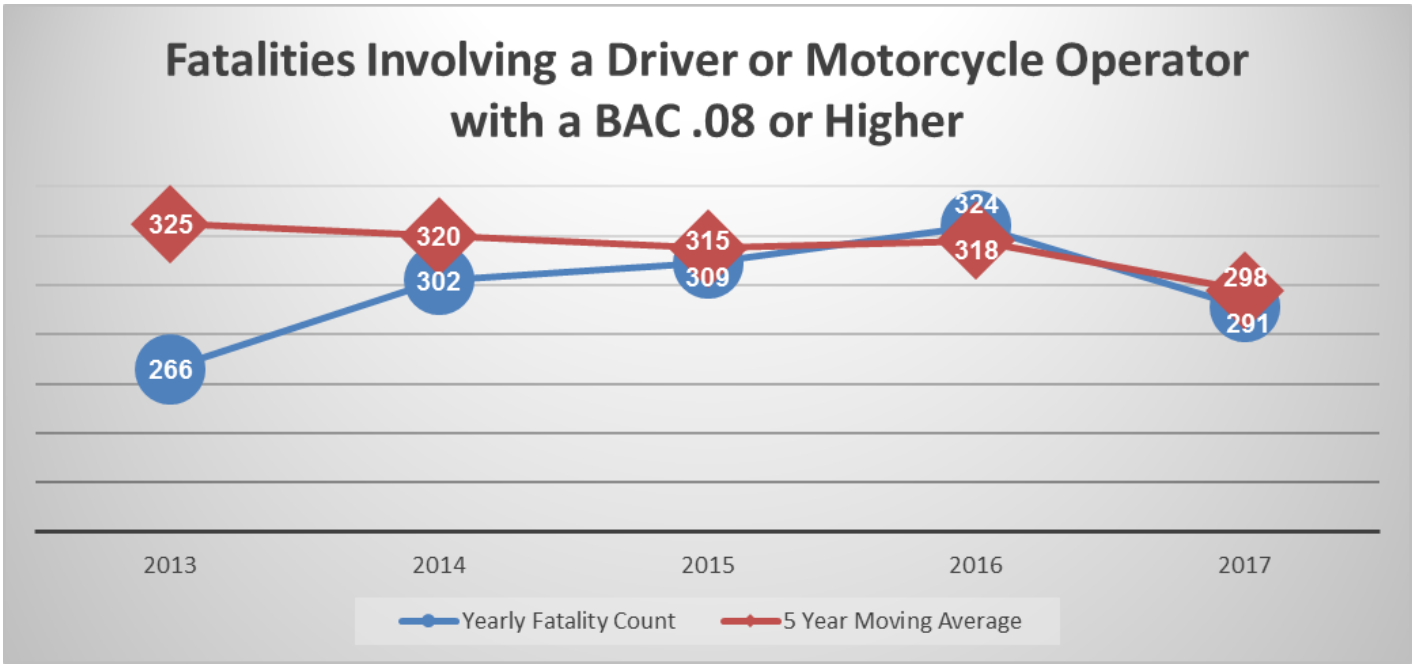
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	292	5 Year	2016

Performance Target Justification

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.

The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Fatalities Involving a Driver or Motorcycle



Operator with a BAC of .08 or Higher is a 2.14 percent reduction. C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 2.14 percent per year from the 2013 – 2017 average of 298 to 285 by 2019.

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2020	Percentage	247	5 Year	2016

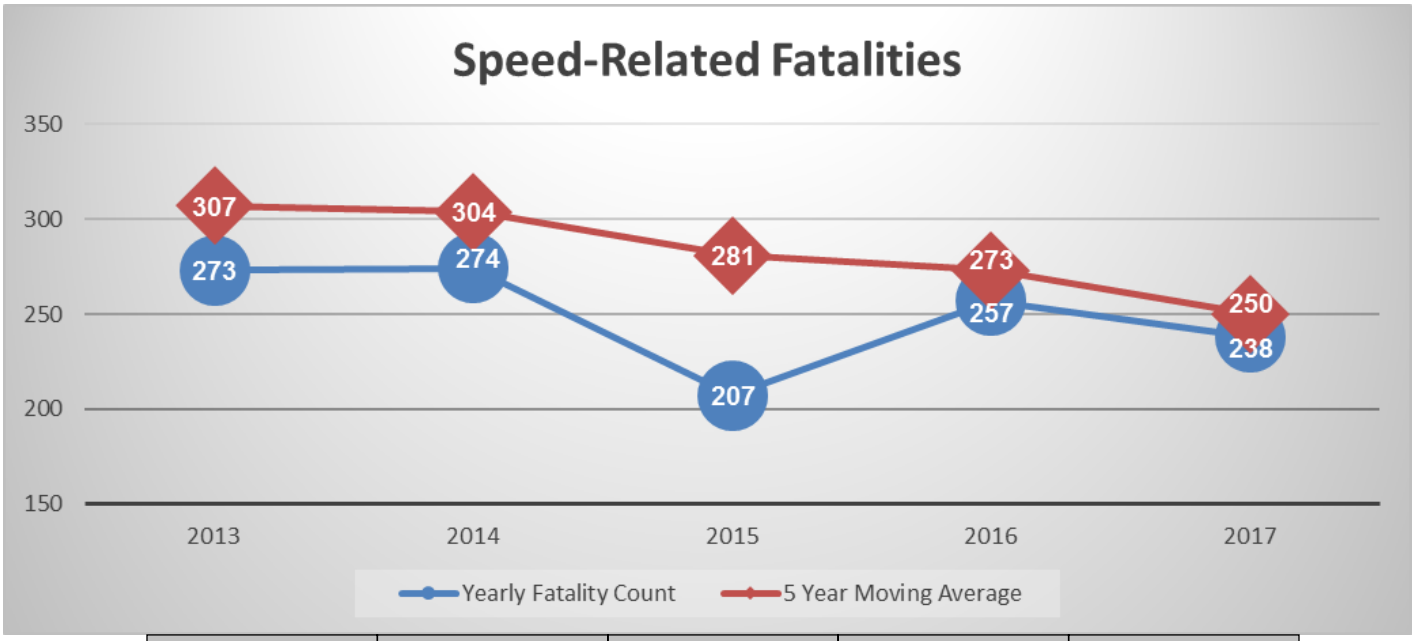
Performance Target Justification

The number of speed related fatalities has decreased 12.82 percent over the five-year period (2013 - 2017). The five-year average has decreased 18.57 percent since the 2009 - 2013 average.

The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Speed-Related Fatalities is a 2.78 percent reduction. C-6) Reduce speeding-related fatalities by 2.78 percent per year from the 2013 – 2017 average of 250 to 236 by 2019.

Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

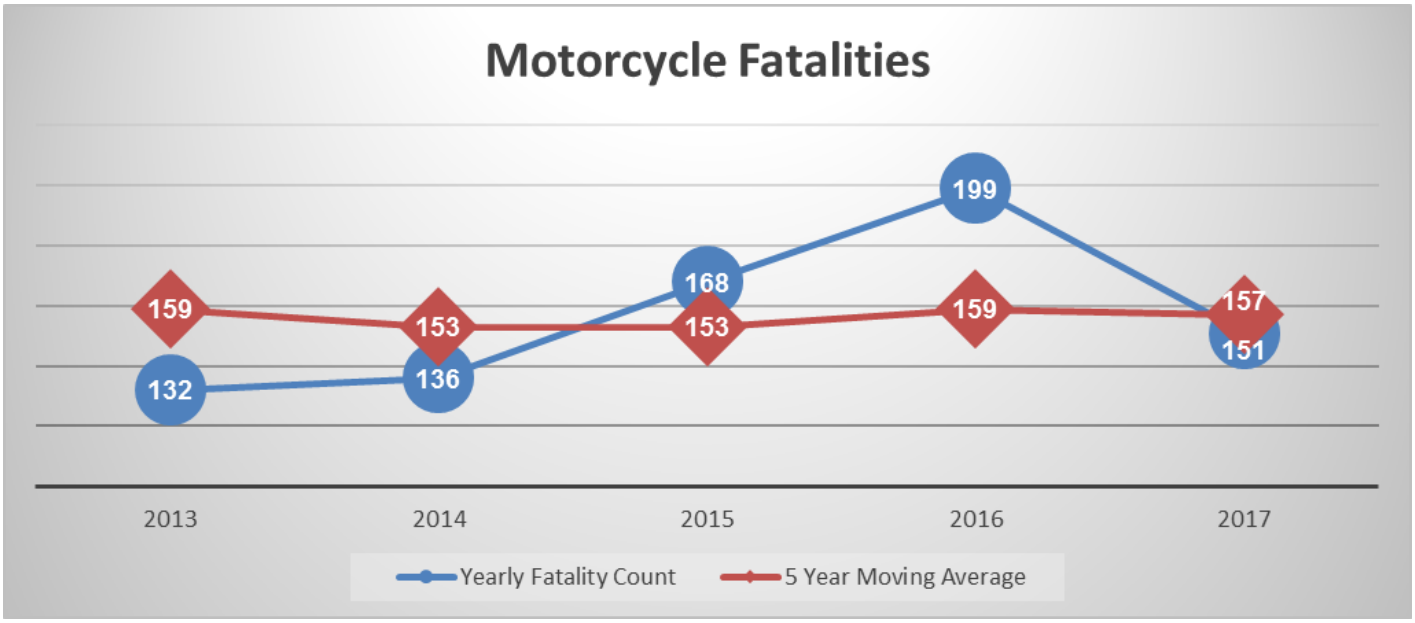
Performance Target details



Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	158	5 Year	2016

Performance Target Justification

The number of motorcycle fatalities has increased 14.39 percent over the five-year period (2013 - 2017). The five-year average has decreased 1.26 percent since the 2009 - 2013 average.



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from

the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Motorcycle Fatalities is a 0.22 percent increase. The trend for motorcyclist fatalities is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goals to ensure the goal was a reduction by 2019. C-7) Reduce motorcyclist fatalities by 1.25 percent per year from the 2013 – 2017 average of 157 to 153 by 2019.

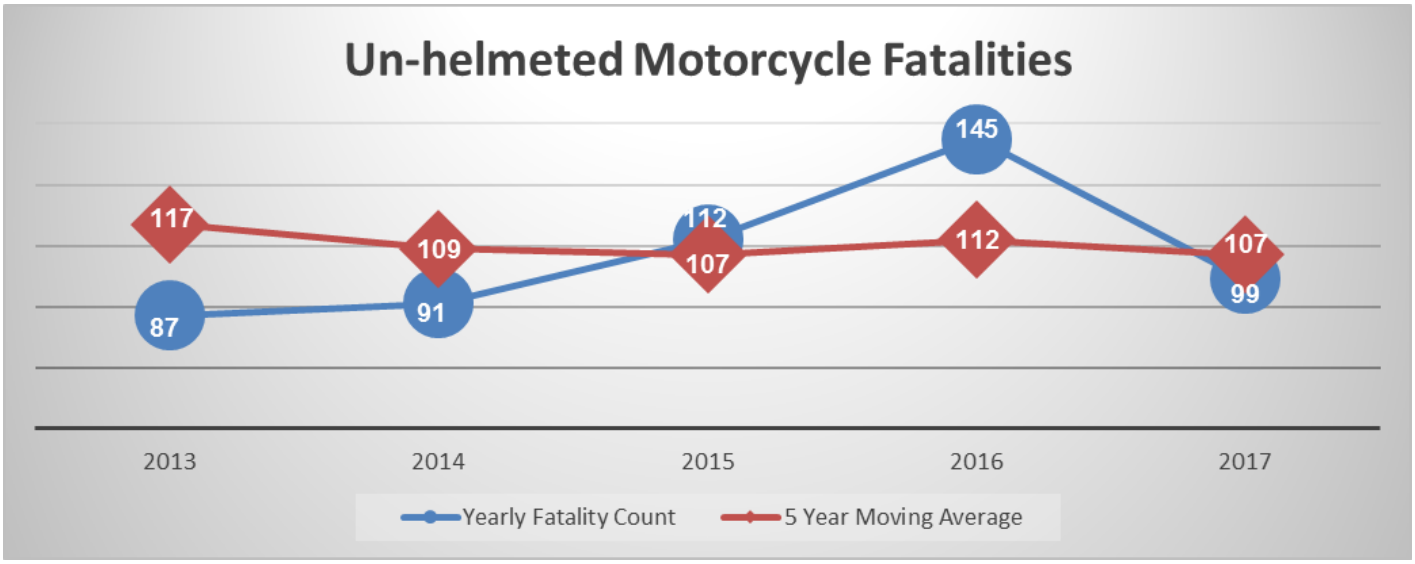
Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	108	5 Year	2016

Performance Target Justification

The number of un-helmeted motorcycle fatalities has increased 13.79 percent over the five-year period (2013 - 2017). The five-year average has decreased 8.55 percent since the 2009 – 2013 average.



The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for Un-helmeted Motorcycle Fatalities is a 1.27 percent reduction. C-8) Reduce un-helmeted motorcyclist fatalities by 1.27 percent per year from the 2013 – 2017 average of 107 to 104 by 2019.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal

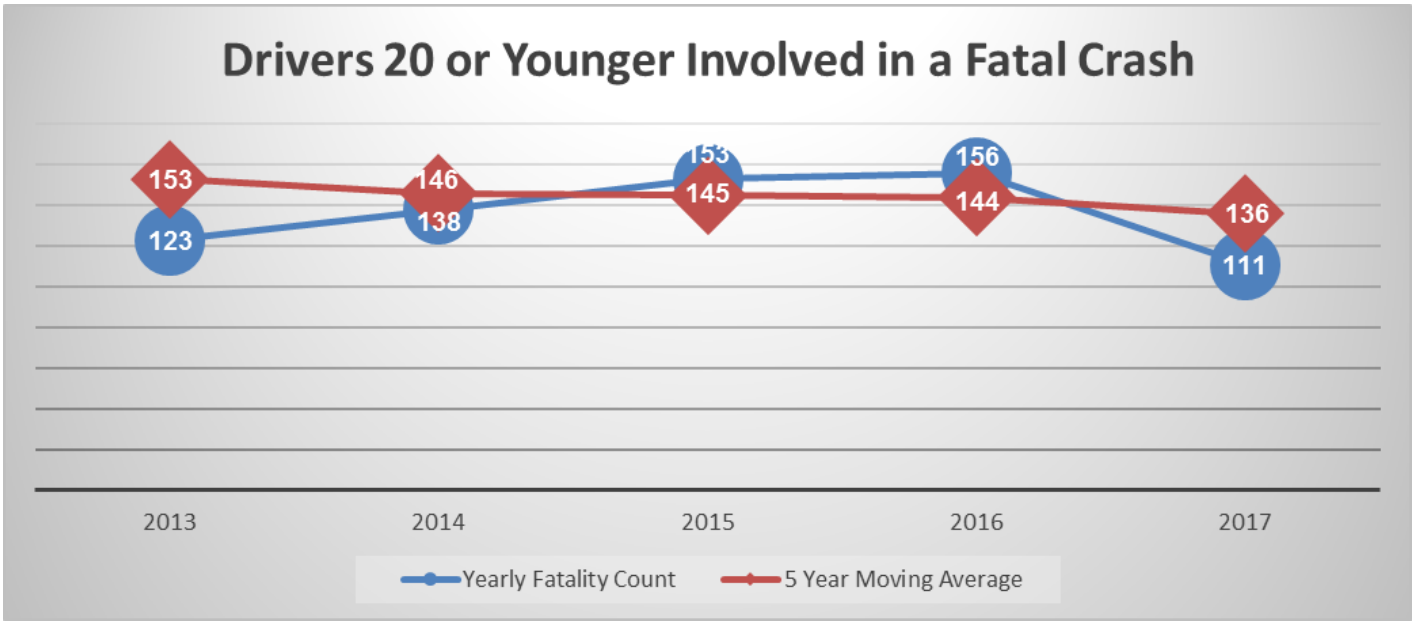
crashes (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	141	5 Year	2016

Performance Target Justification

The number of young drivers (20 or younger) involved in fatal crashes has decreased 9.76 percent over the five-year period (2013 - 2017). The five-year average has decreased 11.11 percent since the 2009 - 2013 average.



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Performance Measure: C-10) Number of pedestrian fatalities (FARS)

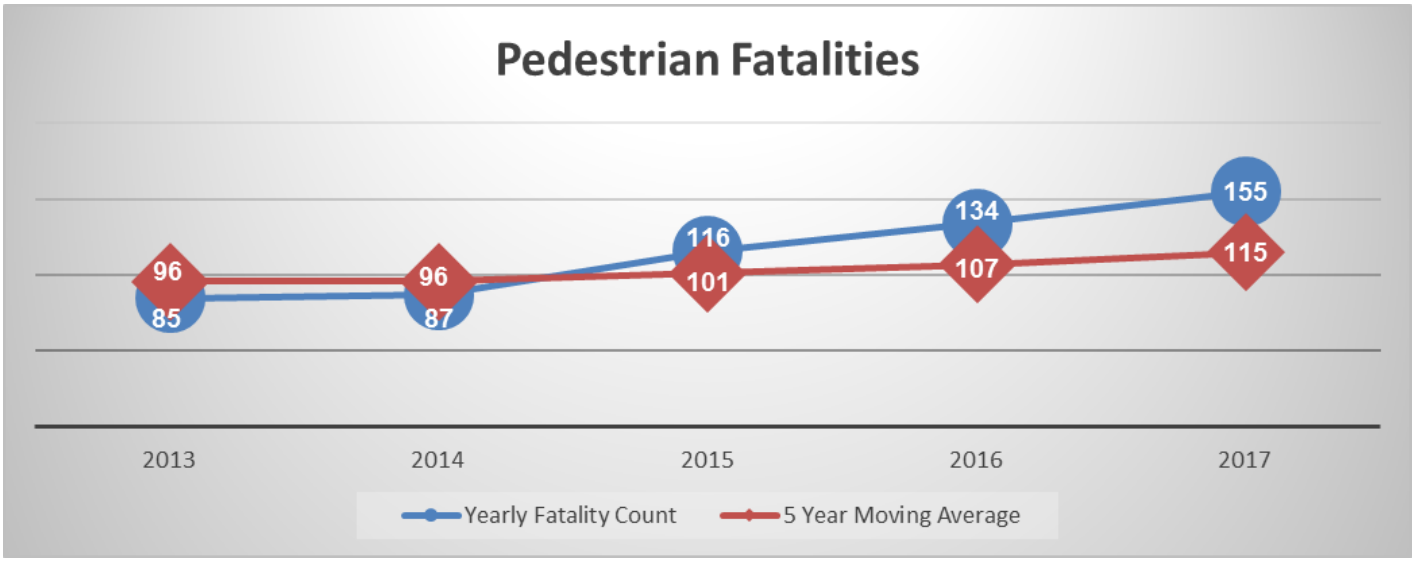
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year

C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	120	5 Year	2016

Performance Target Justification

The number of pedestrian fatalities has increased 82.35 percent over the five-year period (2013 - 2017). The five-year average has increased 19.79 percent since the 2009 – 2013 average.



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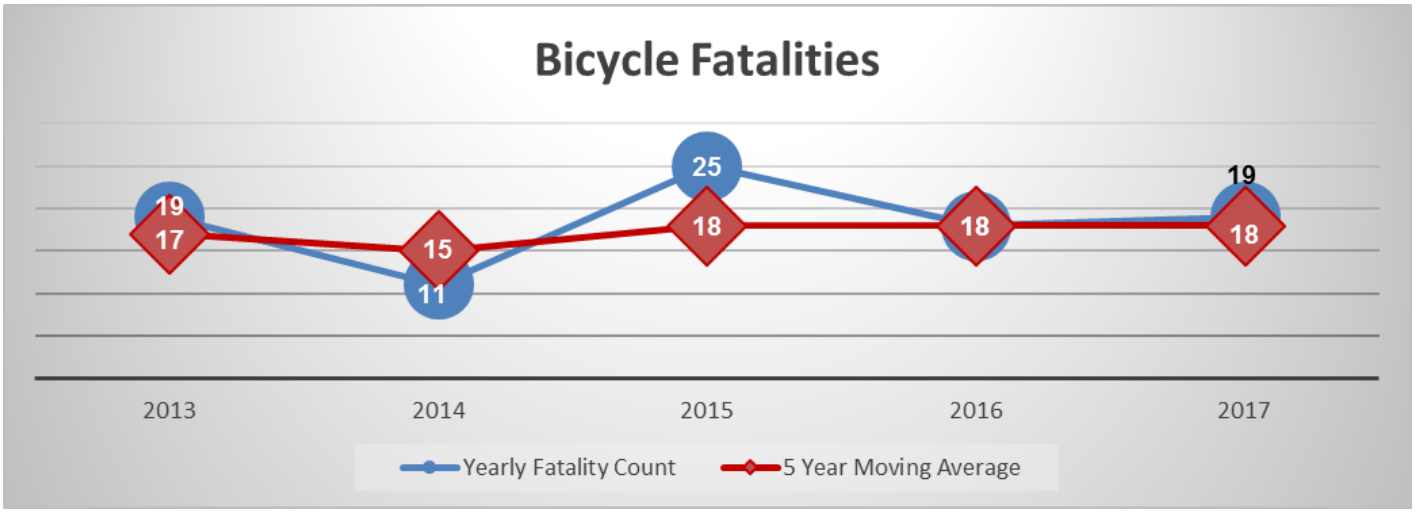
Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	19	5 Year	2016

Performance Target Justification

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2013 - 2017). The five-year average has fluctuated between 15 and 18 since the 2009 - 2013 average.



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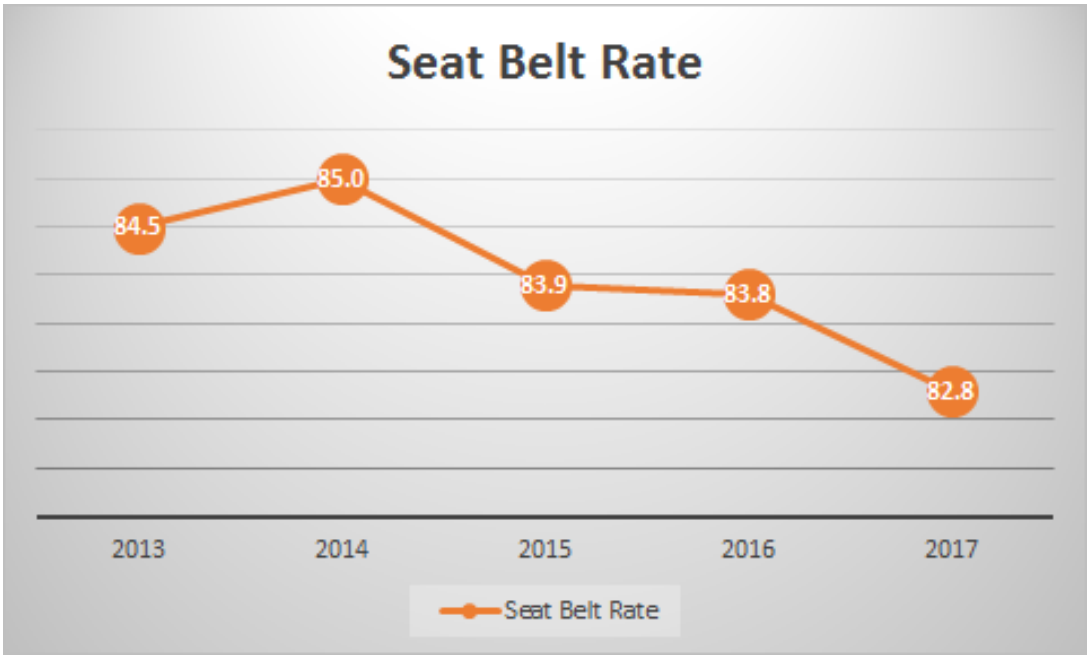
Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Numeric	85.1	5 Year	2016

Performance Target Justification

In 2017, Ohio reached an 82.8 percent observed seat belt use rate; however, this is a slight decrease from 2016. The Ohio Traffic Safety Office (OTSO) analyzes the previous five years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and the Ohio Department of Transportation (ODOT) to set goals for the upcoming fiscal year. The amount of increase / decrease for each goal was established based on past trends. The data from each individual year is averaged into a five-year average. The amount of increase / decrease between each year is averaged. This average is used to calculate the amount of increase/decrease from



the five-year average to the single year goal. Miami University of Ohio reviewed and approved the initial methodology used. The average change between 2013 and 2017 for the Observed Seat Belt Rate is a 0.35 percent increase. B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.35 percent per year from 82.8 percent in 2017 to 83.4 in 2019.

Performance Measure: TRCC- Increase agencies participating in eCitation

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
TRCC- Increase agencies participating in eCitation-2020	Numeric	219	Annual	2020

Primary performance attribute:

Core traffic records data system to be impacted:

Performance Target Justification

In 2015, Ohio completed a Traffic Records Assessment. The report identified that overall improvements could be made in the following areas: Crash, Citation/Adjudication and Emergency Medical Services (EMS). Strategic Planning, Data Use and Integration and TRCC Management were also noted as needing improvement. The TRCC meets at least once a quarter to review progress made in the areas mentioned in the assessment, update members on current projects, and propose new projects that will address the concerns highlighted in the most recent assessment.

Performance Measure: Distracted Driving Fatal Crashes

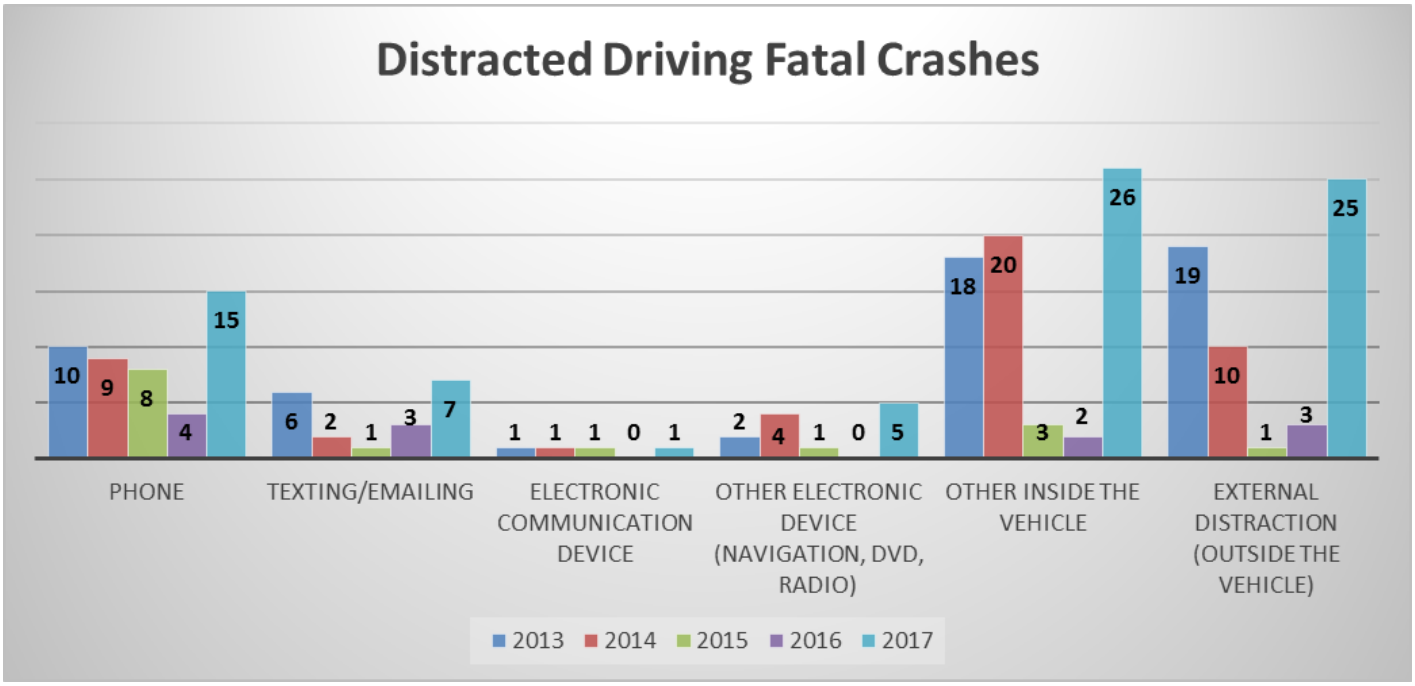
Performance Target details

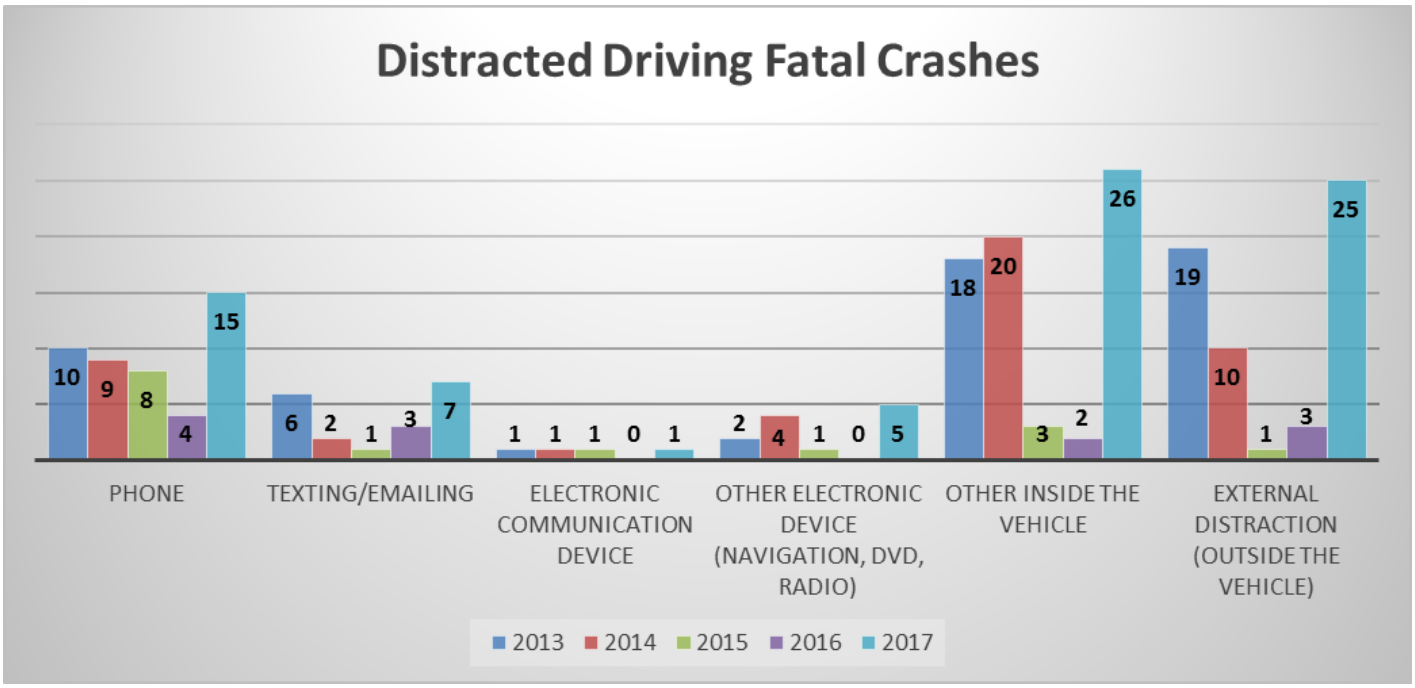
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year

Distracted Driving Fatal Crashes-2020	Numeric	40	5 Year	2016

Performance Target Justification

The 2013 - 2017 five-year average for fatal crashes attributed to distracted driving is 41.6.





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methodology used. The average change between 2013 and 2017 for Distracted Driving Fatal Crashes is a 17.19 percent increase. The trend for Distracted Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019. Reduce distracted driving fatal crashes 1.25 percent per year from the 2013 – 2017 average of 42 to 41 by 2019.

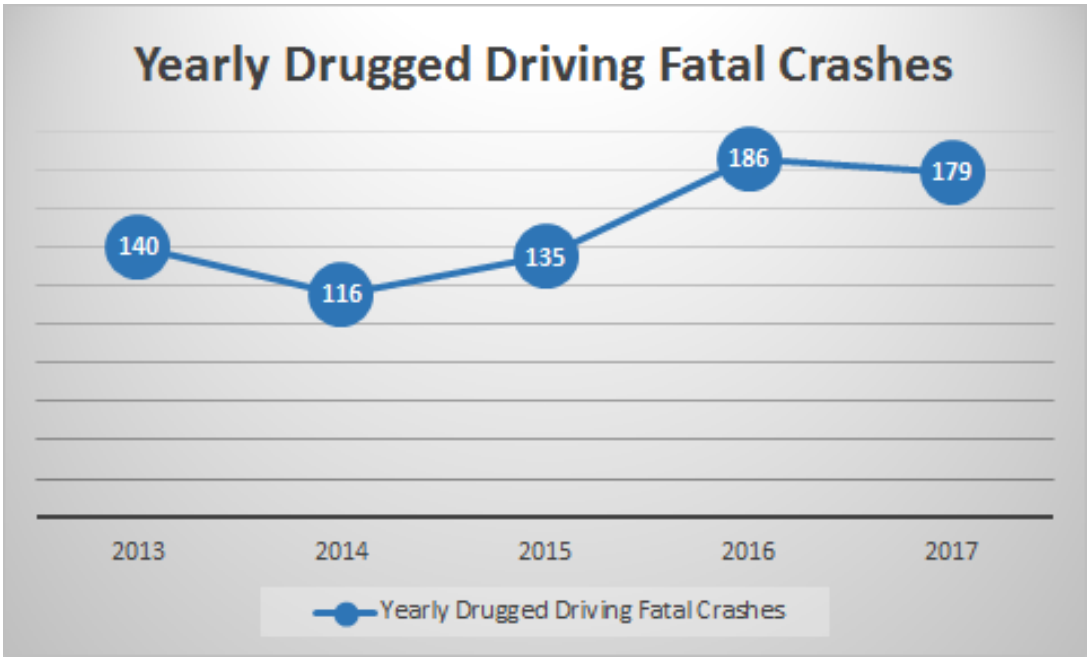
Performance Measure: Drugged Driving Fatal Crashes

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Drugged Driving Fatal Crashes-2020	Numeric	363	5 Year	2016

Performance Target Justification

The 2013 - 2017 five-year average for drugged driving fatal crashes is 151.



The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2013 – 2017 average reduction was used for this goal to ensure the goal was a reduction by 2019. Reduce drugged driving fatal crashes 1.25 percent per year from the 2013 – 2017 average of 151 to 148 by 2019.

Performance Measure: Distracted Driving Serious Injury Crashes

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Distracted Driving Serious Injury Crashes	Numeric	393.00	5 Year	2016

Performance Target Justification

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Performance Measure: Drugged Driving Serious Injury Crash

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Drugged Driving Serious Injury Crash	Numeric	1,199.00	5 Year	2016

Performance Target Justification

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Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: No

A-1) Number of seat belt citations issued during grant-funded enforcement activities*

Seat belt citations: 53383

Fiscal Year A-1: 2018

A-2) Number of impaired driving arrests made during grant-funded enforcement activities*

Impaired driving arrests: 8596

Fiscal Year A-2: 2018

A-3) Number of speeding citations issued during grant-funded enforcement activities*

Speeding citations: 141842

Fiscal Year A-3: 2018

Program areas

Program Area: Communications (Media)

Description of Highway Safety Problems

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach

these segments of Ohio's roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The five-year average has increased 3.92 percent since the 2010 - 2014 average.

The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-

year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	360
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292

2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	247
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	158
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	141
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	85.1
2020	Distracted Driving Fatal Crashes	2020	5 Year	40
2020	Distracted Driving Serious Injury Crashes	2020	5 Year	393.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Mass Media Campaign

Countermeasure Strategy: Mass Media Campaign

Program Area: Communications (Media)

Project Safety Impacts

Paid media is an important component of Ohio's communication and outreach strategies to inform the public of the dangers of: impaired driving, speed, and distracted driving and the importance of: wearing a seat belt, being aware of motorcyclists and riding a motorcycle safely. The goal of the paid media plan is to decrease the number of: impaired drivers and alcohol related fatalities, speed-related fatalities, distract driving fatalities, un-restrained fatalities, and motorcyclist fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

Linkage Between Program Area

In 2020, media will be heavily directed toward the appropriate target audience for each message. Media tactics will include a combination of television, radio, social and print media that will be used to maximize the amount of resources for each media campaign. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost efficiency and greater message reach are available in many of the smaller regions by employing spot radio as part of this plan. The goal of the paid media plan is to decrease the number of: impaired drivers and alcohol related fatalities, speed-related fatalities, distract driving fatalities, un-restrained fatalities, and motorcyclist fatalities. Funds are allocated to each media campaign (listed below under Planned Activities) based on problem identification, with

the majority of the funding allocated to impaired driving and seat belt campaigns. Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

Holiday Drive Sober or Get Pulled Over Paid Media:

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Drive Sober or Get Pulled Over Paid Media:

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Sustained Impaired Driving Paid Media Plan

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Sustained Drugged Driving Paid Media Plan

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Holiday Click It or Ticket Paid Media

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 2. Seat Belts and Child Restraints

3. Communications and Outreach

3.1 Supporting Enforcement

3.2 Strategies for Low-Belt-Use Groups

6. Communications and Outreach

6.1 Strategies for Older Children

Click It or Ticket Paid Media

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices

Ninth Edition, 2017
Chapter 2. Seat Belts and Child Restraints
3. Communications and Outreach
3.1 Supporting Enforcement
3.2 Strategies for Low-Belt-Use Groups
6. Communications and Outreach
6.1 Strategies for Older Children
Sustained Belt Paid Media Plan
Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017
Chapter 2. Seat Belts and Child Restraints
3. Communications and Outreach
3.1 Supporting Enforcement
3.2 Strategies for Low-Belt-Use Groups
6. Communications and Outreach
6.1 Strategies for Older Children
Motorcycle Safety Paid Media:
Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017
Chapter 5. Motorcycle Safety
2. Alcohol Impairment
2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
4. Communications and Outreach
4.1 Communications and Outreach: Conspicuity and Protective Clothing
Motorcycle Awareness Paid Media
Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017
Chapter 5. Motorcycle Safety
4. Communications and Outreach
4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists
Sustained Distracted Driving Paid Media
Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017
Chapter 4. Distracted and Drowsy Driving
2. Communications and Outreach
2.2 Communications and Outreach on Distracted Driving
Speed Paid Media
Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017
Chapter 3. Speeding and Speed Management

4. Communications and Outreach

Communications and Outreach Supporting Enforcement

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-01	Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
M6OT-2020-00-00-02	Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
M6OT-2020-00-00-03	Sustained Impaired Driving Paid Media
M6OT-2020-00-00-04	Sustained Drugged Driving Paid Media Plan
M2X-2020-00-00-01	Holiday Click It or Ticket Paid Media
M2X-2020-00-00-02	Click It or Ticket Paid Media
M2X-2020-00-00-03	Sustained Belt Paid Media
PM-2020-00-00-01	Motorcycle Safety Paid Media
M9MA-2020-00-00-01	Motorcycle Awareness Paid Media
PM-2020-00-00-02	Sustained Distracted Driving Paid Media
PM-2020-00-00-03	Speed Paid Media

Planned Activity: Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

Planned activity number: M6OT-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low (FAST)	405d Impaired Driving Low (FAST)	$200,000.00		

Planned Activity: Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media

Planned activity number: M6OT-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity 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 2020 crackdown.

The goal of the paid media plan for the 2020 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.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2020, media will be heavily directed toward a younger male audience. Once again, the primary media target will be 18 – 34 year old males; however, other demographic audiences might be targeted based on Ohio's current crash data. Media will also be directed toward Ohio's multicultural communities.

Media tactics will include a combination of television, radio, social and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by employing spot radio as a part of this plan.

The final comprehensive paid media plan will be submitted to NHTSA for review.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$300,000.00		

Planned Activity: Sustained Impaired Driving Paid Media

Planned activity number: M6OT-2020-00-00-03

Primary Countermeasure Strategy ID:

Planned Activity 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 FFY2020, 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. Embracing social-norming messages allows us to look for marketing alliances with businesses and organizations already branded and important to our target audiences.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are 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.

Media tactics will include a combination of television, radio, social and print media that will be used to maximize the amount of resources for the sustained alcohol paid media plan.

Ohio runs impaired driving messages during home games throughout the season with the following sports teams in Ohio to target this high-risk population: Cincinnati Bengals, Cincinnati Reds, Cleveland Browns, Cleveland Cavaliers, Cleveland Indians, and The Ohio State University. These partners generally include television, radio, interior and exterior signage. The broadcast coverage for the Major League Baseball teams includes a broad network of stations in the region beyond just the metro market that it primarily serves.

The sustained alcohol paid media plan will complement the NHTSA National Communications Plan and the NHTSA Marketing Calendar, which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive paid media plan will be submitted to NHTSA for review.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$500,000.00		

Planned Activity: Sustained Drugged Driving Paid Media Plan

Planned activity number: M6OT-2020-00-00-04

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$200,000.00		

Planned Activity: Holiday Click It or Ticket Paid Media

Planned activity number: M2X-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP Low	405b OP Low (FAST)	$200,000.00		

Planned Activity: Click It or Ticket Paid Media

Planned activity number: M2X-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity Description

Ohio will continue to implement and expand the national seat belt mobilization model around the Memorial Day holiday in FFY2020. Campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

A higher frequency of messaging directed at low usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. New media partnerships and earned media will help expand the campaign's message into the low usage populations. In FFY2020, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Media will also be directed toward Ohio's multicultural communities. Additionally, social media and a limited amount of targeted outdoor and print media will be used during this effort.

The target audience is defined as anyone who drives or rides in a motor vehicle within the State of Ohio. According to the ODPS 2018 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2020, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

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

The final comprehensive paid media plan will be submitted to NHTSA for review.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	$300,000.00		

Planned Activity: Sustained Belt Paid Media

Planned activity number: M2X-2020-00-00-03

Primary Countermeasure Strategy ID:

Planned Activity Description

In FFY2020, Ohio will continue to model the NHTSA National Communications 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 will be to sustain the message throughout the year and to hit the highest peak during the national mobilization. Throughout the year, using secondary messages like Buckle Up in your Truck - What's Holding You Back? provides an opportunity to extend the core safety messages. Embracing social-norming messages allows the OTSO to look for marketing alliances with businesses and organizations 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 helps to avoid these conflicts and provides OTSO with more opportunities to keep our messages in front of the public and target audiences.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talents, on the ground event and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience. Media tactics will include a combination of radio, television, social media, outdoor advertising, theater ads and print materials to maximize the amount of resources for the sustained belt paid media plan.

High Risk Populations

Teens

Ohio is working to target rural teen seat belt usage. Huddle High Schools, Inc. distributes tickets for regular season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO co-sponsored over 220 high schools (over 2 million ticket backs) in southeast Ohio, Columbus, Cleveland, Cincinnati, Zanesville, Lima, Toledo, Youngstown and Dayton markets with a What's Holding You Back? Buckle-Up in Your Truck seat belt message during the school year to directly target this audience.

Rural

Ohio is working to target rural seat belt usage. Through Huddle, high school sport tickets are printed with the Buckle-Up in Your Truck – What's Holding You Back? 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 has been 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 seat belts if they travel in pick-up trucks, consume alcohol, or ride at night and/or are African American. Ohio works closely with both the state and national media buyer to target 18 – 34 year old male seat belt usage. Ohio runs seat belt messages during

home games throughout the season with the following sports teams in Ohio to target this high-risk population: Cincinnati Bengals, Cincinnati Reds, Cleveland Browns, Cleveland Cavaliers, Cleveland Indians, Columbus Clippers, Toledo Mudhens, and The Ohio State University. These partners generally include television, radio, interior and exterior signage. The broadcast coverage for the Major League Baseball teams includes a broad network of stations in the region beyond just the metro market that it primarily serves.

The sustained belt paid media plan will complement the NHTSA National Communications Plan and the NHTSA Marketing Calendar, which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive media plan will be submitted to NHTSA for review.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	$500,000.00		

Planned Activity: Motorcycle Safety Paid Media

Planned activity number: PM-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$100,000.00		$0.00

Planned Activity: Motorcycle Awareness Paid Media

Planned activity number: M9MA-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Ohio's messaging contains messages to the motoring public about sharing the road with motorcyclists. Ohio's motorcycle paid media plan will complement the NHTSA National Communications Plan for motorcycle safety. Messaging will be sustained throughout the riding season.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are 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 final comprehensive paid media plan will be submitted to NHTSA for review.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	$100,000.00		

Planned Activity: Sustained Distracted Driving Paid Media

Planned activity number: PM-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity Description

A limited amount of paid media will be used on distracted driving. An emphasis is being placed on working with media partners who not only reach all the driving population, but also embrace traffic safety messages and are 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.

Ohio is working to target teen distracted driving. Huddle High Schools, Inc. distributes tickets for regular

season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO cosponsored over 220 high schools (over 2 million ticket backs) in southeast Ohio, Columbus, Cleveland, Cincinnati, Zanesville, Lima, Toledo, Youngstown and Dayton markets with a Don't Txt and Drive message during the school year to directly target this audience.

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

Social media includes space on multiple social media sites.

Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.

The sustained distracted driving paid media plan will complement the NHTSA National Communications Plan and the NHTSA Marketing Calendar, which prioritizes NHTSA special events and messaging opportunities throughout the year.

The final comprehensive paid media plan will be submitted to NHTSA for review.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	$300,000.00		$0.00

Planned Activity: Speed Paid Media

Planned activity number: PM-2020-00-00-03

Primary Countermeasure Strategy ID:

Planned Activity Description

A limited amount of paid media will be used on speed. An emphasis is being placed on working with media partners who not only reach all the driving population, but also embrace traffic safety messages and are willing to go beyond the traditional media buy to provide additional bonus spots.

Paid media will complement ODOT signage and other state enforcement efforts.

Media tactics will include a combination of radio and billboard media (using NHTSA's creative) that will be used to maximize the amount of resources for the speed paid media plan.

The speed paid media plan will complement the NHTSA National Communications Plan. The final comprehensive paid media plan will be submitted to NHTSA for review.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO) has a contract with a media buyer to implement each of the listed mass media campaigns. The sub-recipient for the grant will be OTSO.

Countermeasure strategies

Countermeasure Strategy
Mass Media Campaign

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Paid Advertising (FAST)	$100,000.00		$0.00

Program Area: Community Traffic Safety Program

Description of Highway Safety Problems

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts

toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The five-year average has increased 3.92 percent since the 2010 - 2014 average.

The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

Pedestrian fatalities increased each year from 2014 to 2017. The number decreased 14.19 percent in 2018. The five-year average has shown an increase in each period as well.

Looking at the statewide pedestrian statistics, pedestrian fatalities are isolated to certain locations (urban areas). Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. Ohio continues to address pedestrian issues through the SHSP.

Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2014 - 2018). The five-year average has fluctuated between 15 and 19 since the 2010 - 2014 average.

Analysis

Ohio's bicycle fatalities have fluctuated between 11 and 25 over the five-year period (2014 – 2018). Since 2014, the number of bicycle fatalities has increased 100 percent. The five-year average has increased 26.67 percent since the 2010 – 2014 average.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Based on the available data (2013 - 2017), "Other Inside the Vehicle" and "External Distraction (Outside the Vehicle)" are the highest contributors to both distracted driving fatal crashes and distracted driving injury crashes. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921

2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	360
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	247
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	158
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	108
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	141
2020	C-10) Number of pedestrian fatalities (FARS)	2020	5 Year	120
2020	C-11) Number of bicyclists fatalities (FARS)	2020	5 Year	19
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	85.1
2020	Distracted Driving Fatal Crashes	2020	5 Year	40
2020	Drugged Driving Fatal Crashes	2020	5 Year	363
2020	Distracted Driving Serious Injury Crashes	2020	5 Year	393.00
2020	Drugged Driving Serious Injury Crash	2020	5 Year	1,199.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communications and Outreach

Countermeasure Strategy: Communications and Outreach

Program Area: Community Traffic Safety Program

Project Safety Impacts

For FFY2020, 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 2016, 2017 and 2018. New programs had to have a minimum of a three-year average of 6.20 fatal crashes to be eligible for funding. For FFY2020, Ohio will fund up to 51 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 86.19 percent of Ohio's population. Almost 80 percent of the fatal crashes between 2014 and 2018 occurred in these counties.

Linkage Between Program Area

These coordinated communities will play an active role in addressing traffic safety issues. Each program must include strategies focusing on seat belt use, impaired driving and motorcycle safety. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities provides the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

Rationale

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Chapter 2. Seat Belts and Child Restraints

3. Communications and Outreach

3.1 Supporting Enforcement

3.2 Strategies for Low-Belt-Use Groups

6. Communications and Outreach

6.1 Communications and Outreach Strategies for Older Children

Chapter 3. Speeding and Speed Management

4. Communications and Outreach

Communications and Outreach Supporting Enforcement

Chapter 4. Distracted and Drowsy Driving

2. Communications and Outreach

2.2 Communications and Outreach on Distracted Driving

Chapter 5. Motorcycle Safety

2. Alcohol Impairment
2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
4. Communications and Outreach
4.1 Communications and Outreach: Conspicuity and Protective Clothing
4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists
Chapter 7. Older Drivers
1. Communications and Outreach
1.1 Formal Courses for Older Drivers
General Communications and Education
Chapter 8. Pedestrians
3. Impaired Pedestrians
3.1 Impaired Pedestrians: Communications and Outreach

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
SA-2020-00-00-01	Safe Communities

Planned Activity: Safe Communities

Planned activity number: SA-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

For FFY2020, 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 2016, 2017 and 2018. New programs had to have a minimum of a three-year average of 6.20 fatal crashes to be eligible for funding. For FFY2020, Ohio will fund up to 51 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 86.19 percent of Ohio's population. Almost 80 percent of the fatal crashes between 2014 and 2018 occurred in these counties.

These coordinated communities will play an active role in addressing traffic safety issues. Each program must include strategies focusing on seat belt use, impaired driving and motorcycle safety. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities provides the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

Safe Communities are multi-jurisdictional programs with many different agencies and organizations within the county making up the coalitions. Traffic safety will be 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 have a vested interest in traffic safety.

All Safe Community sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. Items discussed at the meetings include re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related

information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

Intended Subrecipients

County	Three-YearAverage	MaximumAmount	County	Three-YearAverage	Maximum Amount
Franklin	85.33	$125,000.00	Portage	9.33	$ 35,000.00
Cuyahoga	75.00	$125,000.00	Preble	9.00	$ 35,000.00
Hamilton	53.33	$125,000.00	Muskingum	8.67	$ 35,000.00
Montgomery	48.67	$125,000.00	Shelby	8.67	$ 35,000.00
Summit	37.33	$ 85,000.00	Erie	8.33	$ 35,000.00
Lucas	37.00	$ 85,000.00	Fulton	8.33	$ 35,000.00
Stark	32.00	$ 85,000.00	Knox	8.33	$ 35,000.00
Lorain	28.67	$ 65,000.00	Logan	8.00	$ 35,000.00
Butler	27.00	$ 65,000.00	Morrow	8.00	$ 35,000.00
Licking	23.00	$ 65,000.00	Richland	8.00	$ 35,000.00
Mahoning	17.33	$ 50,000.00	Madison	7.67	$ 35,000.00
Ashtabula	16.33	$ 50,000.00	Washington	7.67	$ 35,000.00
Warren	16.00	$ 50,000.00	Guernsey	7.33	$ 35,000.00
Delaware	15.67	$ 50,000.00	Henry	7.33	$ 35,000.00
Clermont	14.67	$ 42,000.00	Ashland	7.00	$ 35,000.00
Ross	14.67	$ 42,000.00	Huron	7.00	$ 35,000.00
Clark	14.33	$ 42,000.00	Jackson	7.00	$ 35,000.00
Wood	13.67	$ 42,000.00	Clinton	6.67	$ 35,000.00
Trumbull	12.33	$ 42,000.00	Coshocton	6.67	$ 35,000.00
Fairfield	12.00	$ 42,000.00	Fayette	6.67	$ 35,000.00
Tuscarawas	12.00	$ 42,000.00	Champaign	6.33	$ 35,000.00
Wayne	12.00	$ 42,000.00	Columbiana	6.33	$ 35,000.00
Miami	11.67	$ 42,000.00	Defiance	6.33	$ 35,000.00
Medina	11.00	$ 42,000.00	Williams	6.33	$ 35,000.00
Lake	10.67	$ 42,000.00	Pike	6.00	$ 25,000.00
Allen	10.67	$ 42,000.00	Seneca	5.67	$ 25,000.00
Geauga	10.67	$ 42,000.00	Union	5.33	$ 25,000.00
Marion	10.67	$ 42,000.00	Adams	4.67	$ 25,000.00
Greene	10.33	$ 35,000.00	Carroll	4.00	$ 25,000.00
Hancock	10.00	$ 35,000.00	Perry	4.00	$ 25,000.00
Pickaway	10.00	$ 35,000.00	Holmes	3.33	$ 25,000.00
Sandusky	10.00	$ 35,000.00	Wyandot	2.33	$ 25,000.00
Scioto	9.67	$ 35,000.00			

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach

Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Safe Communities (FAST)	$2,400,000.00		$2,400,000.00

Program Area: Distracted Driving

Description of Highway Safety Problems

Distracted DrivingThe 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	Distracted Driving Fatal Crashes	2020	5 Year	40
2020	Distracted Driving Serious Injury Crashes	2020	5 Year	393.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
High Visibility Cellphone/Text Messaging Enforcement

Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement

Program Area: Distracted Driving

Project Safety Impacts

There were 199 distracted driving related fatal crashes and 1,991 distracted driving related serious injury crashes in Ohio between 2014 and 2018. In FFY2020, the Ohio State Highway Patrol (OSHP) will work overtime with a focus on distracted driving with the majority of the hours being worked during National Distracted Driving Month (April 2020).

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Linkage Between Program Area

To decrease distracted driving fatal crashes 1.25 percent to 40 for the 2015 – 2019 5-year average.
To decrease distracted driving serious injury crashes 1.25 percent to 393 for the 2015 – 2019 5-year average.

Rationale

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 4. Distracted and Drowsy Driving

1. Laws and Enforcement

1.3 High Visibility Cell Phone and Text Messaging Enforcement

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2020-00-00-01	Distracted Driving Enforceent

Planned Activity: Distracted Driving Enforceent

Planned activity number: PT-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

There were 199 distracted driving related fatal crashes and 1,991 distracted driving related serious injury crashes in Ohio between 2014 and 2018. In FFY2020, the Ohio State Highway Patrol (OSHP) will work overtime with a focus on distracted driving with the majority of the hours being worked during National Distracted Driving Month (April 2020).

Intended Subrecipients

The Ohio State Highway Patrol (OSHP)

Countermeasure strategies

Countermeasure Strategy
High Visibility Cellphone/Text Messaging Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2019	FAST Act NHTSA 402	Distracted Driving (FAST)	$500,000.00		$0.00

Program Area: Driver Education and Behavior

Description of Highway Safety Problems

Fatality/Serious InjuryThe number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The

five-year average has increased 3.92 percent since the 2010 - 2014 average.

The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	360

2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	158
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	108
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	85.1
2020	Distracted Driving Fatal Crashes	2020	5 Year	40
2020	Distracted Driving Serious Injury Crashes	2020	5 Year	393.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communications and Outreach

Countermeasure Strategy: Communications and Outreach

Program Area: Driver Education and Behavior

Project Safety Impacts

Communications and outreach strategies seek to inform the public of:

The dangers of driving while impaired by alcohol

The dangers of not wearing a seat belt

The importance of motorcyclists riding “SMART” (Sober, Motorcycle endorsed, Alert, Right gear and Trained)

The importance of motorcycle awareness (Watch Out for Motorcycles)

The dangers of distracted driving.

As with prevention and intervention, education through various communications and outreach strategies is especially important for youth under 21. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a wide variety of other communication channels such as posters, billboards, web banners, and the like.

A mass media campaign consists of intensive communications and outreach activities that use radio, television,

print, and other mass media, both paid and/or earned.
Materials purchased with campaign messages reinforces the Paid Media Campaign and increases earned media during Ohio’s traffic enforcement periods.
Earned media are based on Ohio's problem identification.

Linkage Between Program Area

Communication and outreach strategies deliver traffic safety messages and programs throughout the year at the local level. Communication and outreach strategies provide the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.
Using communication / outreach strategies along with enforcement will help Ohio reach its goals.
Fatality/Serious Injury
The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.
The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.
Analysis
Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.
Impaired Driving
The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.
Analysis
Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.
Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.
Occupant Protection
In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.
The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The

five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

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Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

Pedestrian fatalities increased each year from 2014 to 2017. The number decreased 14.19 percent in 2018. The five-year average has shown an increase in each period as well.

Looking at the statewide pedestrian statistics, pedestrian fatalities are isolated to certain locations (urban areas). Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. Ohio continues to address pedestrian issues through the SHSP.

Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2014 - 2018). The five-year average has fluctuated between 15 and 19 since the 2010 - 2014 average.

Analysis

Ohio's bicycle fatalities have fluctuated between 11 and 25 over the five-year period (2014 – 2018). Since 2014, the number of bicycle fatalities has increased 100 percent. The five-year average has increased 26.67 percent since the 2010 – 2014 average.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Chapter 2. Seat Belts and Child Restraints

3. Communications and Outreach

3.1 Supporting Enforcement

3.2 Strategies for Low-Belt-Use Groups

6. Communications and Outreach

6.1 Strategies for Older Children

Chapter 4. Distracted and Drowsy Driving

2. Communications and Outreach

2.2 Communications and Outreach on Distracted Driving

Chapter 5. Motorcycle Safety

2. Alcohol Impairment

2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach

4. Communications and Outreach

4.1 Communications and Outreach: Conspicuity and Protective Clothing

4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists

Chapter 7. Older Drivers

1. Communications and Outreach

§ 1.1 Formal Courses for Older Drivers

§ General Communications and Education

Chapter 8. Pedestrians

3. Impaired Pedestrians

§ 3.1 Impaired Pedestrians: Communications and Outreach

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
DD-2020-00-00-01	Distracted Driving Print Advertising/Educational Materials
M2X-2020-00-00-04	Seat Belt Print Advertising/Educational Materials
M6OT-2020-00-00-01	Impaired Driving Print Advertising/Educational Materials
M9MA-2020-00-00-02	Motorcycle Awareness Print Advertising/Educational Materials
MC-2020-00-00-01	Motorcyclist Safety Print Media/Educational Materials

Planned Activity: Distracted Driving Print Advertising/Educational Materials

Planned activity number: DD-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Distracted Driving (FAST)	$250,000.00		$0.00

Planned Activity: Seat Belt Print Advertising/Educational Materials

Planned activity number: M2X-2020-00-00-04

Primary Countermeasure Strategy ID:

Planned Activity Description

In FFY2020, Ohio will continue to use the Click It or Ticket (CIOT) message for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message. This will be coupled with paid media and heightened enforcement throughout the state of Ohio.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	$250,000.00	$0.00	

Planned Activity: Impaired Driving Print Advertising/Educational Materials

Planned activity number: M6OT-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach

Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low (FAST)	405d Impaired Driving Low (FAST)	$250,000.00		

Planned Activity: Motorcycle Awareness Print Advertising/Educational Materials

Planned activity number: M9MA-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity Description

In FFY2020, Section 405f funding will be used to purchase approved print advertising/educational materials aimed to increase motorists' awareness of motorcyclists.

In addition to distributing print advertising/educational materials directly to traffic safety partners, OTSO distributes materials to the Safe Community programs for distribution. Print advertising/educational materials are distributed in a systematic manner to promote the message. Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state will receive the materials, the Ohio Traffic Safety Office is the sub-recipient.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	$50,000.00	$87,500.00	

Planned Activity: Motorcyclist Safety Print Media/Educational Materials

Planned activity number: MC-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state will receive the materials, OTSO is the sub-recipient.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

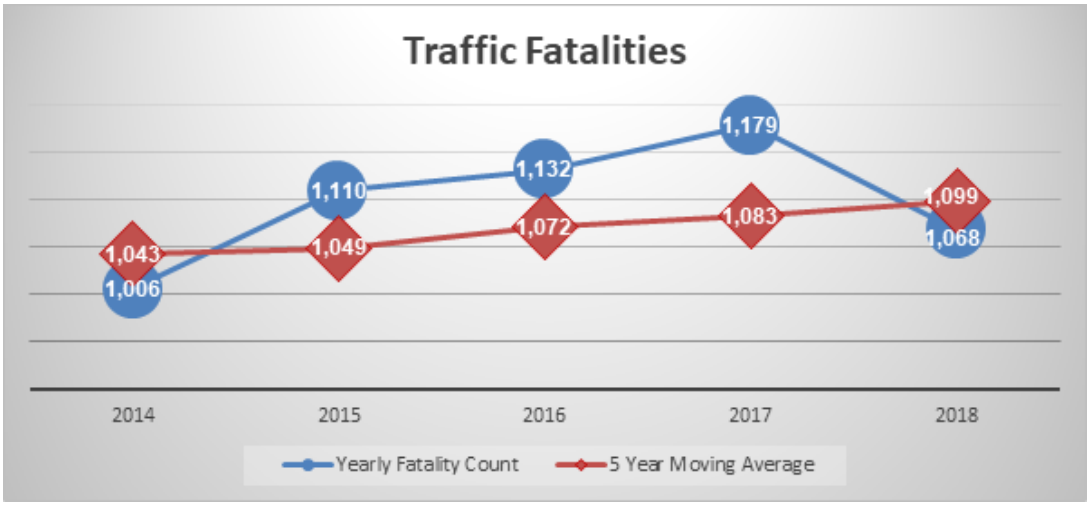
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$50,000.00		$0.00

Program Area: Impaired Driving (Alcohol)

Description of Highway Safety Problems

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

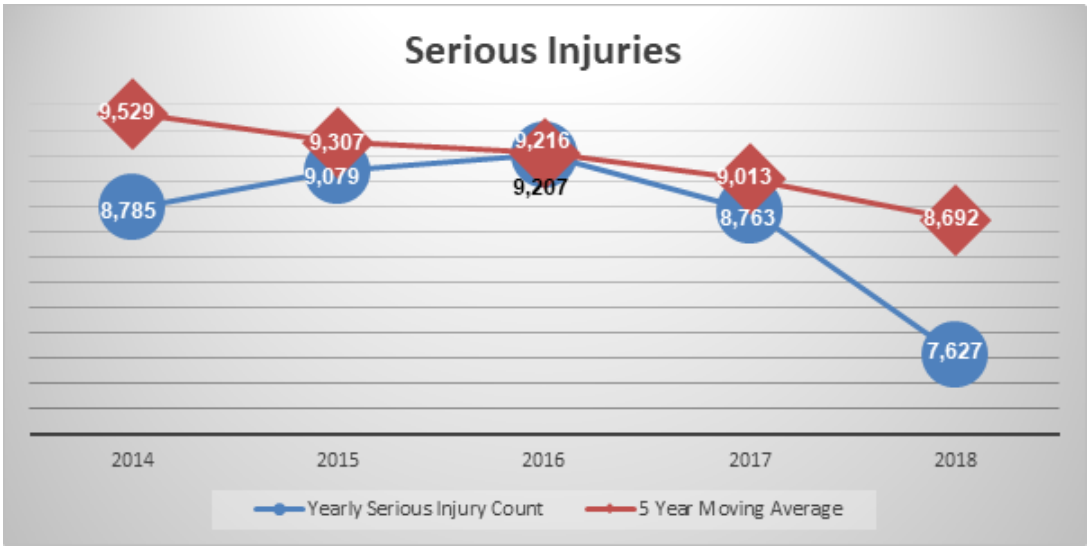


The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

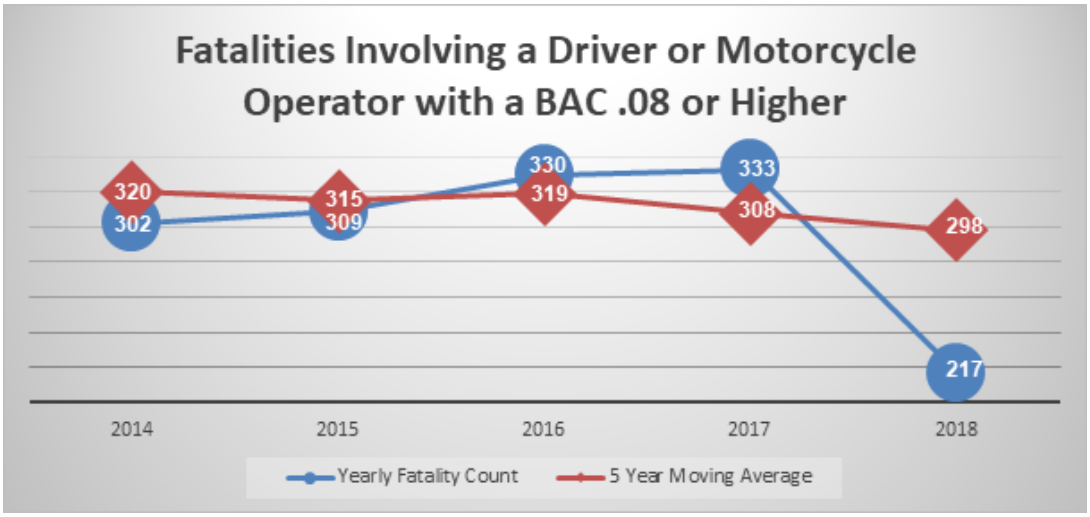
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach



these segments of Ohio's roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.



Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value

2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292

Countermeasure Strategies in Program Area

Countermeasure Strategy
Breath Test Devices
High Visibility Enforcement
Ignition Interlocks
Liquor Law Enforcement

Countermeasure Strategy: Breath Test Devices

Program Area: Impaired Driving (Alcohol)

Project Safety Impacts

Impaired DrivingThe number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

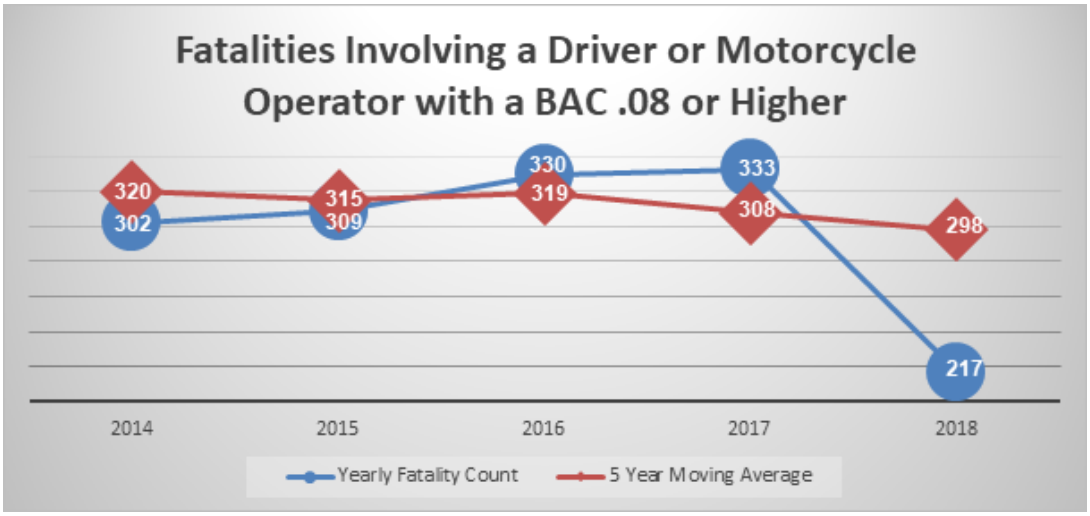
Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Linkage Between Program Area

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.



Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

Training Ohio's law enforcement officers (state, county, local), increases proper enforcement activity to ensure the charges do not get reduced or dismissed in court.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-08	Breath Testing Instrument Training

Planned Activity: Breath Testing Instrument Training

Planned activity number: M6OT-2020-00-00-08

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Department of Health (ODH)

Countermeasure strategies

Countermeasure Strategy
Breath Test Devices
Ignition Interlocks

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$200,000.00		

Countermeasure Strategy: High Visibility Enforcement

Program Area: Impaired Driving (Alcohol)

Project Safety Impacts

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Linkage Between Program Area

Impaired Driving

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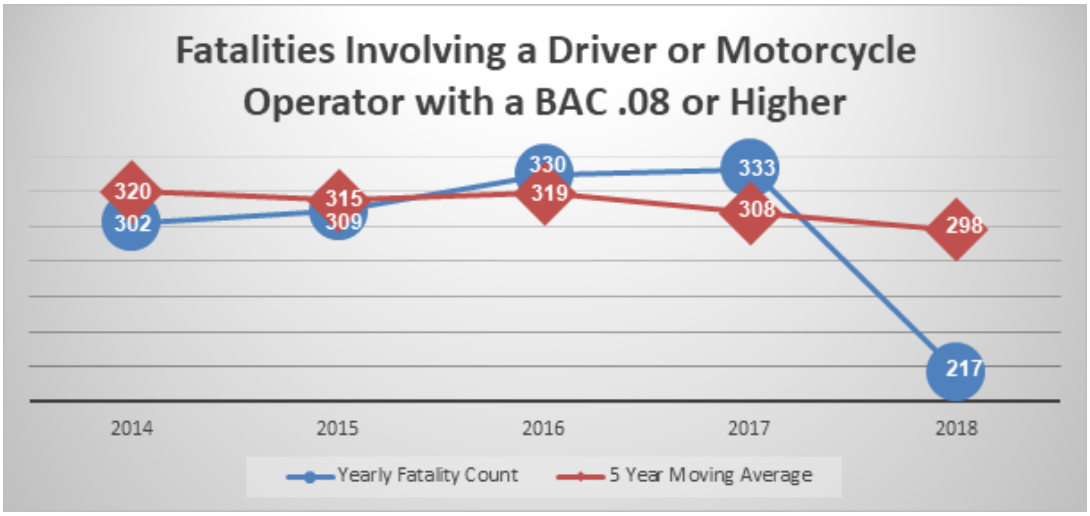

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Rationale

Impaired Driving Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

2. Deterrence: Enforcement

2.1 Publicized Sobriety Checkpoints

2.2 High Visibility Saturation Patrols

2.5 Integrated Enforcement

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
164AL-2020-00-00-01	Impaired Driving Enforcement Program
M6OT-2020-00-00-06	Statewide Impaired Driving Enforcement Program

Planned Activity: Impaired Driving Enforcement Program

Planned activity number: 164AL-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more

fatal crashes over the three-year period of 2016, 2017 and 2018.

Countermeasure strategies

Countermeasure Strategy
High Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	$1,100,000.00		$1,100,000.00
2020	164 Transfer Funds-AL	164 Alcohol	$1,300,000.00		$1,300,000.00

Planned Activity: Statewide Impaired Driving Enforcement Program

Planned activity number: M6OT-2020-00-00-06

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio State Highway Patrol (OSHP)

Countermeasure strategies

Countermeasure Strategy
High Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$2,000,000.00	$2,248,750.00	

Countermeasure Strategy: Ignition Interlocks

Program Area: Impaired Driving (Alcohol)

Project Safety Impacts

Fatality/Serious InjuryThe number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

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Linkage Between Program Area

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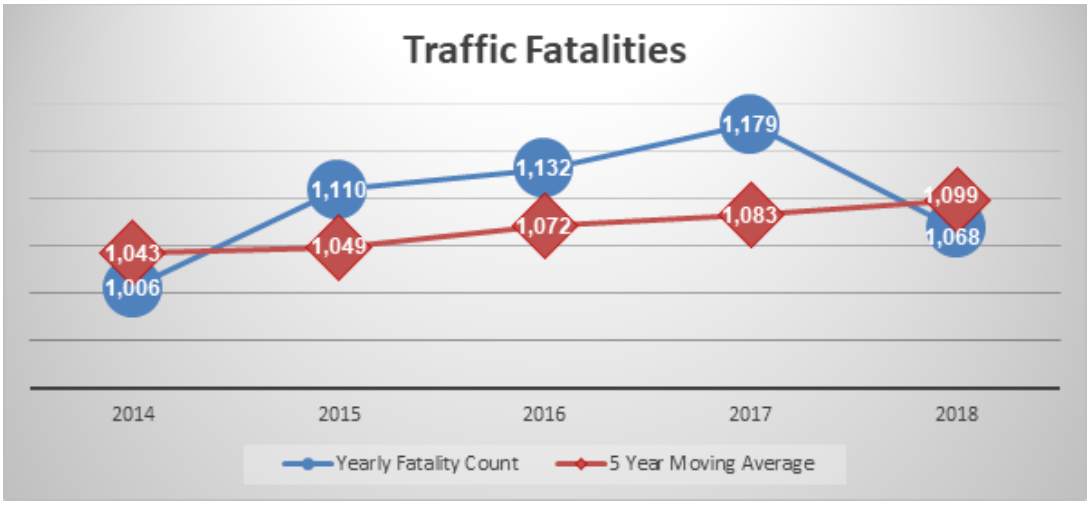

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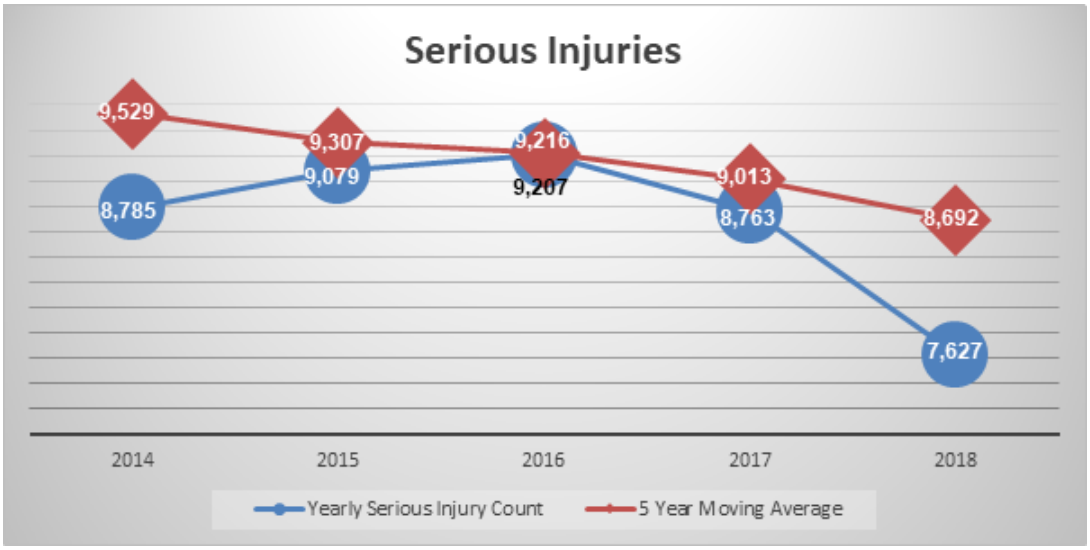

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Impaired Driving

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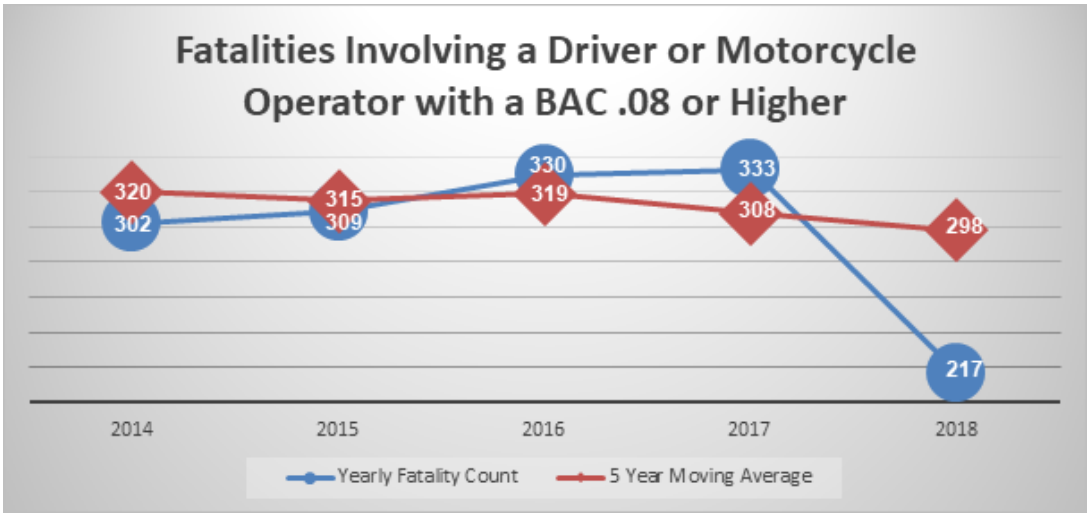

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Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Rationale

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-08	Breath Testing Instrument Training
M6OT-2020-00-00-09	Ignition Interlock Device Program

Planned Activity: Breath Testing Instrument Training

Planned activity number: M6OT-2020-00-00-08

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Department of Health (ODH)

Countermeasure strategies

Countermeasure Strategy
Breath Test Devices
Ignition Interlocks

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$200,000.00		

Planned Activity: Ignition Interlock Device Program

Planned activity number: M6OT-2020-00-00-09

Primary Countermeasure Strategy ID:

Planned Activity Description

Ohio’s passage of an Ignition Interlock law, H.B. 388 will provide the state with an additional tool to deter impaired driving. This law provides for the use of Ignition Interlock Devices for drivers wishing to regain their driving privileges. The OTSO has assumed the oversite and implementation of this new program. In the first year, OTSO will develop the structure and rollout in accordance with the Ohio Administrative Rules. The goals will be to build the framework for a successful program that includes inspection of installers and develop program policy and procedures that comply with the requirements of the law.

Intended Subrecipients

The Ohio Traffic Safety Office

Countermeasure strategies

Countermeasure Strategy
Ignition Interlocks

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Low (FAST)	405d Impaired Driving Low (FAST)	$50,000.00		

Countermeasure Strategy: Liquor Law Enforcement

Program Area: Impaired Driving (Alcohol)

Project Safety Impacts

Impaired DrivingThe number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Linkage Between Program Area

Impaired DrivingThe number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

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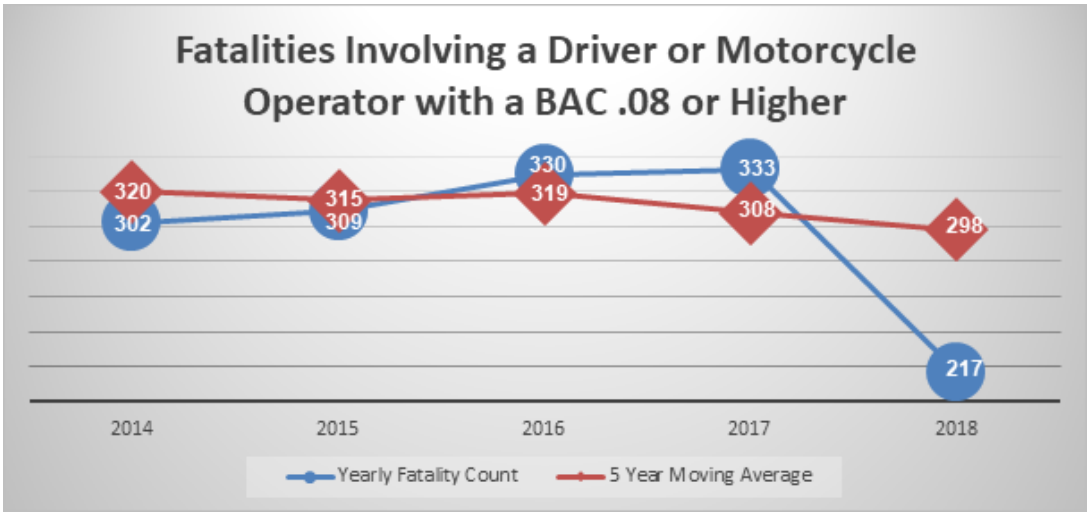
Rationale



Trace Back Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.3 Responsible Beverage Service

6. Underage Drinking and Drinking and Driving

6.5 Other Legal Minimum Drinking Age 21 Law Enforcement

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-07	Trace Back Program

Planned Activity: Trace Back Program

Planned activity number: M6OT-2020-00-00-07

Primary Countermeasure Strategy ID:

Planned Activity Description

The Ohio State Highway Patrol, Ohio Investigative Unit (OIU) will continue to implement a statewide Trace Back Program that was initiated in FFY2013 where OIU Agents will be called out to alcohol involved fatal and serious injury crashes to interview suspect/witnesses to “trace back” where the alcohol was consumed prior to crash. Agents will open a case to determine if alcohol was served or consumed in violation of the law in an effort to hold establishments accountable for over serving and/or selling to minors. Grant funding will pay for trace back investigations that are completed in an overtime status.

Intended Subrecipients

The Ohio State Highway Patrol (OSHP), Investigative Unit.

Countermeasure strategies

Countermeasure Strategy
Liquor Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$45,000.00	$0.00	

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Drugged Driving

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The 2014 - 2018 five-year average for drugged driving serious injury crashes is 1,214.

Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4

2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292
2020	Drugged Driving Fatal Crashes	2020	5 Year	363
2020	Drugged Driving Serious Injury Crash	2020	5 Year	1,199.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Publicized Sobriety Checkpoints

Countermeasure Strategy: Publicized Sobriety Checkpoints

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

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Amount of funding allocated to each countermeasure strategy was based on a combination of problem

identification, funding available and proposals submitted for funding.

Linkage Between Program Area

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 0.08 g/dL or higher, Ohio is concentrating its OVI Task Force program in the counties that experience the highest number of alcohol-related fatal crashes. The counties that have a yearly average of at least six alcohol related fatal crashes were eligible to apply.

Rationale

OVI Task Force Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

2. Deterrence: Enforcement

2.1 Publicized Sobriety Checkpoints

2.2 High Visibility Saturation Patrols

2.5 integrated Enforcement

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-10	OVI Task Force Program

Planned Activity: OVI Task Force Program

Planned activity number: M6OT-2020-00-00-10

Primary Countermeasure Strategy ID:

Planned Activity 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 0.08 g/dL or higher, Ohio is concentrating its OVI Task Force program in the counties that experience the highest number of alcohol-related fatal crashes. The counties that have a yearly average of at least six alcohol related fatal crashes were eligible to apply.

The 11 counties that were eligible and submitted represent 46.30 percent of the alcohol related fatal crashes between 2013 and 2017 and 54.25 percent of Ohio's population. Each OVI Task Force is required to conduct a minimum of 16 checkpoints* (two during the Drive Sober or Get Pulled Over Crackdown) and three press events (one during Drive Sober or Get Pulled Over). Saturation patrols are conducted in conjunction with the checkpoints. OVI Task Forces conduct meetings with participating agencies to coordinate activities within the task force. All OVI Task Force sub-recipients are required to attend District meetings. Items discussed at the

District meetings include: re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

*Trumbull County did not meet the eligibility requirements for a task force. Trumbull County is being funded through an exit strategy. Trumbull County is funded at 50 percent of the FFY2016 level (8 checkpoints).

Intended Subrecipients

To qualify for FFY 2019 OVI Task Force grant funding, an OVI Task Force agency must be in the top alcohol-related fatal crash counties. The top alcohol-related fatal crash counties must have an average of at least 6.0 alcohol-related motor vehicle related fatal crashes during 2015, 2016 and 2017 (total of eighteen or more alcohol-related fatal crashes during these three years).

Countermeasure strategies

Countermeasure Strategy
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$2,500,000.00	$0.00	

Program Area: Impaired Driving (Drug)

Description of Highway Safety Problems

Drugged Driving

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The 2014 - 2018 five-year average for drugged driving serious injury crashes is 1,214.

Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0

2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	Drugged Driving Fatal Crashes	2020	5 Year	363
2020	Drugged Driving Serious Injury Crash	2020	5 Year	1,199.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Drug Recognition Expert (DRE) Training
Enforcement of Drug-Impaired Driving
Laboratory Drug Testing Equipment

Countermeasure Strategy: Drug Recognition Expert (DRE) Training

Program Area: Impaired Driving (Drug)

Project Safety Impacts

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The 2014 - 2018 five-year average for drugged driving injury crashes is 1,214.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

Linkage Between Program Area

Drugged Driving

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The 2014 - 2018 five-year average for drugged driving injury crashes is 1,214.

Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

Drug Recognition Expert Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

7. Drug-Impaired Driving

7.1 Enforcement of Drug-Impaired Driving Laws

7.2 Drug-Drug Impaired Driving Laws

7.3 Education Regarding Medications

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-12	Drug Recognition Expert Program

Planned Activity: Drug Recognition Expert Program

Planned activity number: M6OT-2020-00-00-12

Primary Countermeasure Strategy ID:

Planned Activity Description

Ohio currently has 219 certified DREs. Two Drug Recognition Expert (DRE) classes are planned in FFY2019, meaning Ohio will have as many as 255 certified DREs by the end of FFY2019. Ohio currently has 22 DRE instructors with one DRE Instructor course planned for FFY2019. The OSHP is the statewide DRE Coordinator.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Countermeasure Strategy
Drug Recognition Expert (DRE) Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$550,000.00	$0.00	

Countermeasure Strategy: Enforcement of Drug-Impaired Driving

Program Area: Impaired Driving (Drug)

Project Safety Impacts

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The 2014 - 2018 five-year average for drugged driving injury crashes is 1,214.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018

average reduction was used for this goal to ensure the goal was a reduction by 2020.

Linkage Between Program Area

Drugged Driving

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The 2014 - 2018 five-year average for drugged driving injury crashes is 1,214.

Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

Drugged Driving Enforcement

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

7. Drug-Impaired Driving

7.1 Enforcement of Drug-Impaired Driving Laws

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-13	Statewide Drugged driving Enforcement Program
M6OT-2020-00-00-14	Drugged Driving Enforcement Program

Planned Activity: Statewide Drugged driving Enforcement Program

Planned activity number: M6OT-2020-00-00-13

Primary Countermeasure Strategy ID:

Planned Activity Description

There were 1,841 drugged driving fatal crashes and 6,068 drugged driving serious injury crashes in Ohio between 2014 and 2018. In FFY2020, the Ohio State Highway Patrol (OSHP) will focus enforcement efforts on drugged drivers.

Intended Subrecipients

The Ohio State Highway Patrol (OSHP)

Countermeasure strategies

Countermeasure Strategy
Enforcement of Drug-Impaired Driving

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$1,000,000.00	$0.00	

Planned Activity: Drugged Driving Enforcement Program

Planned activity number: M6OT-2020-00-00-14

Primary Countermeasure Strategy ID:

Planned Activity Description

There were 1,841 drugged driving fatal crashes and 6,068 drugged driving serious injury crashes in Ohio between 2014 and 2018. In FFY2019, OTSO developed a pilot grant to work with local agencies (city, county). This pilot project will continue in FFY2020. OTSO will grant with the agencies to focus enforcement efforts on drugged drivers. Each agency is also required to work IDEP/STEP hours in their jurisdiction.

Intended Subrecipients

Local county/city law enforcement agencies that meet eligibility criteria.

Countermeasure strategies

Countermeasure Strategy
Enforcement of Drug-Impaired Driving

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$500,000.00	$0.00	

Countermeasure Strategy: Laboratory Drug Testing Equipment

Program Area: Impaired Driving (Drug)

Project Safety Impacts

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The 2014 - 2018 five-year average for drugged driving injury crashes is 1,214.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

Linkage Between Program Area

Drugged Driving

The 2014 - 2018 five-year average for drugged driving fatal crashes is 368.

The 2014 - 2018 five-year average for drugged driving injury crashes is 1,214.

Analysis

The trend for Drugged Driving Fatal Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

The trend for Drugged Driving Injury Crashes is an increase, a standard 1.25 percent from the 2014 – 2018 average reduction was used for this goal to ensure the goal was a reduction by 2020.

Rationale

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

7. Drug-Impaired Driving

7.1 Enforcement of Drug-Impaired Driving Laws

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-00-15	Oral Fluid Testing

Planned Activity: Oral Fluid Testing

Planned activity number: M6OT-2020-00-00-15

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

Bowling Green State University

Countermeasure strategies

Countermeasure Strategy
Laboratory Drug Testing Equipment

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	FAST Act 405d Impaired Driving Low (FAST)	405d Impaired Driving Low (FAST)			

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Fatality/Serious Injury

The number of traffic fatalities has increased 19.21 percent over the five-year period (2013 - 2017). The five-

year average has increased 3.54 percent since the 2009 - 2013 average.
The number of serious injuries has decreased 5.08 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 7.34 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.
Analysis
Fatalities increased 4.15 percent from 2016 to 1,179 in 2017. Ohio continues to base funding decisions on a three-year trend, however current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths.
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.
Ohio's is showing a decrease of 5.08 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.
Impaired Driving
The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has increased 9.40 percent over the five-year period (2013 - 2017). The five-year moving average has decreased 8.31 percent since the 2009 - 2013 average. The five-year moving average has continued to decline each year.
Analysis
Even though Ohio has made long term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving.
Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.
Speed
The number of speed related fatalities has decreased 12.82 percent over the five-year period (2013 - 2017). The five-year average has decreased 18.57 percent since the 2009 - 2013 average.
Analysis
Speed-related fatal crashes decreased 12.82 percent from 2013 to 2017. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) based on problem identification.
Motorcycle Safety
The number of motorcycle fatalities has increased 14.39 percent over the five-year period (2013 - 2017). The five-year average has decreased 1.26 percent since the 2009 - 2013 average.
The number of un-helmeted motorcycle fatalities has increased 13.79 percent over the five-year period (2013 - 2017). The five-year average has decreased 8.55 percent since the 2009 – 2013 average.
Analysis
The number of motorcycle fatalities has increased 14.39 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.79 percent over the last five years.
Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	247
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	158
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	108

Countermeasure Strategies in Program Area

Countermeasure Strategy
Motorcycle Rider Training

Countermeasure Strategy: Motorcycle Rider Training

Program Area: Motorcycle Safety

Project Safety Impacts

Speed

The number of speed related fatalities has decreased 12.82 percent over the five-year period (2013 - 2017). The five-year average has decreased 18.57 percent since the 2009 - 2013 average.

Analysis

Speed-related fatal crashes decreased 12.82 percent from 2013 to 2017. Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 14.39 percent over the five-year period (2013 - 2017). The five-year average has decreased 1.26 percent since the 2009 - 2013 average.
The number of un-helmeted motorcycle fatalities has increased 13.79 percent over the five-year period (2013 - 2017). The five-year average has decreased 8.55 percent since the 2009 – 2013 average.
Analysis
The number of motorcycle fatalities has increased 14.39 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.79 percent over the last five years.
Ohio will continue to use the model (earned media (education/outreach), paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Linkage Between Program Area

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Rationale

Motorcycle Ohio Rider Education/Enhancement/Enrichment
Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015
Chapter 5. Motorcycle Safety
3. Motorcycle Rider Licensing and Training
3.1 Motorcycle Rider Licensing
3.2 Motorcycle Rider Training

Planned activities in countermeasure strategy

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

Fatality/Serious Injury
The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.
The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.
Analysis
Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.
Occupant Protection
In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in

2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	360
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	85.1

Countermeasure Strategies in Program Area

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Project Safety Impacts

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-

year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Linkage Between Program Area

[null in 2019]

Rationale

Seat Belt Tac Squads/Selective Traffic Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2017

Chapter 2. Seat Belts and Child Restraints

2. Seat Belt Law Enforcement

2.1 Short-term, High Visibility Seat Belt Law Enforcement

5. Child Restraint/Booster Seat Law Enforcement

5.1 Short-term, High Visibility Child Restraint/Booster Law Enforcement

Statewide Speed Enforcement/Selective Traffic Enforcement Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2017

Chapter 3. Speeding and Speed Management

2. Enforcement

2.2 High Visibility Enforcement

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name

M2X-2020-00-00-05	Statewide Seat Belt Tac Squads

Planned Activity: Statewide Seat Belt Tac Squads

Planned activity number: M2X-2020-00-00-05

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio State Highway Patrol (OSHP)

Countermeasure strategies

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	$900,000.00	$671,250.00	

Program Area: Occupant Protection (Child Passenger Safety)

Description of Highway Safety Problems

Fatality/Serious InjuryThe number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio’s observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will

continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	360

Countermeasure Strategies in Program Area

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Countermeasure Strategy: Child Restraint System Inspection Station(s)

Program Area: Occupant Protection (Child Passenger Safety)

Project Safety Impacts

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Linkage Between Program Area

[null in 2019]

Rationale

OPC Coordinator Program

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M2X-2020-00-00-06	Occupant Protection Coordinator Program

Planned Activity: Occupant Protection Coordinator Program

Planned activity number: M2X-2020-00-00-06

Primary Countermeasure Strategy ID:

Chapter 2. Seat Belts and Child Restraints

6. Communications and Outreach

6.1 Communications and Outreach Strategies for Older Children

6.2 Communications and Outreach Strategies for Child Restraint and Booster Seat Use

7. Other Strategies

7.2 Inspection Stations

Planned Activity Description

In FFY2019, Ohio Department of Health (ODH) will continue to be the lead agency for the Occupant Protection Coordinator (OPC) program. ODH plans to sub-grant with up to eight OPC Coordinators to provide occupant restraint programming to all 88 Ohio counties. OPC responsibilities include 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.

Each OPC Coordinator is responsible for conducting car seat check-up events (minimum of 3 per region for a total of 24) and overseeing each established fitting station within the region. Ohio currently has 131 established fitting stations. The estimated number of technicians needed to ensure coverage of inspections station is 379.

Ohio currently has 1,044 certified technicians. Ohio's training program includes 37 instructors, a minimum of 15 certification courses (projected 225 participants), 13 refresher courses (projected 130 participants). Following this program Ohio is able to maintain sufficient coverage at fitting stations and events. Ohio's technician retention rate is 65.2 percent which is above the national average of 58.4 percent. Ohio has 69 fitting stations in rural areas (an at-risk population), 58 in urban areas (some of these are also at-risk populations that include predominantly minority populations and low income areas), 72 in low income areas, 25 in predominantly minority populated areas.

In FFY2019, ODH will be implementing a social marketing campaign to increase awareness of Ohio's booster seat law. Ohio has a low number of unbelted fatalities up to age nine. Ohio law requires children to be in either a car seat or booster seat until the age of eight. In addition to checking car seat and / or booster seats, technicians use the opportunity to provide seat belt education and tips to the entire family (parents, caregivers and older siblings). The ODH has an approved Indirect Cost Rate of 29.55 percent on direct labor and fringe. The Indirect Cost Rate amount is $13,316.91.

Intended Subrecipients

Ohio Department of Health (ODH)

Countermeasure strategies

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	$535,000.00	$0.00	

Program Area: Planning & Administration

Description of Highway Safety Problems

Planning and administration projects were selected based upon the needs of the office to address problem identification and meet goals.

Associated Performance Measures

Planned Activities

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
PA-2020-00-00-03	Equipment Inspection/Inventory Program	
CP-2020-00-00-01	Traffic Safety Grant Program Management (CP)	

PA-2020-00-00-01	Traffic Safety Grant Program Management (P&A)	
CP-2020-00-00-02	Traffic Safety Resource Prosecutor Program	
CP-2020-00-00-04	Training / Educational Materials	
CP-2020-00-00-03	University Evaluation	
PA-2020-00-00-02	Web-Based Grants Management System	

Planned Activity: Equipment Inspection/Inventory Program

Planned activity number: PA-2020-00-00-03

Primary Countermeasure Strategy ID:

Planned Activity Description

The goal of the Equipment Inspection/Inventory Program is to keep the OTSO's federally funded equipment inventory compliant with all state and federal inspection requirements. The Equipment Inspection/Inventory Program consists of two contracted employees. The primary role of the contractor is to:

Maintain federally funded equipment database to include physically inspecting equipment;

Disseminate federally funded equipment that is returned by law enforcement agencies;

Oversee the disposition of equipment that is no longer of value.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$140,000.00	$140,000.00	$0.00

Planned Activity: Traffic Safety Grant Program Management (CP)

Planned activity number: CP-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities. Expenses incurred include direct office expenditures, staff salaries, benefits, staff travel, equipment, supplies and other costs necessary to carry out the functions of the Traffic Safety Section. Certified time and attendance records reflect actual hours worked.

402 PA	402 CP
Traffic Safety Administrator	Planner
Grants Administrator	Planner
Regional Programs Manager	Planner
Special Projects Coordinator	
Program Administrator	
Grants Coordinator 2	
Fiscal Professional	
Administrative Professional 3	

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	NHTSA 402	Community Traffic Safety Project	$350,000.00	$0.00	$0.00

Planned Activity: Traffic Safety Grant Program Management (P&A)

Planned activity number: PA-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities. Expenses incurred include direct office expenditures, staff salaries, benefits, staff travel, equipment, supplies and other costs necessary to carry out the functions of the Traffic Safety Section. Certified time and attendance records reflect actual hours worked.

402 PA	402 CP
Traffic Safety Administrator	Planner
Grants Administrator	Planner
Regional Programs Manager	Planner
Special Projects Coordinator	
Program Administrator	
Grants Coordinator 2	
Fiscal Professional	
Administrative Professional 3	

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$950,000.00	$950,000.00	$0.00

Planned Activity: Traffic Safety Resource Prosecutor Program

Planned activity number: CP-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity Description

The Traffic Safety Resource Prosecutor (TSRP) role is designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The two TSRPs work closely with the Law Enforcement Liaisons (LELs) and are a valuable resource to the office and to all of our partners. The TSRPs are a vital resource for local communities in traffic safety laws. The TSRPs will be conducting classes for law enforcement and prosecutors in FFY2020 on various traffic safety related issues.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$300,000.00	$0.00	$0.00

Planned Activity: Training / Educational Materials

Planned activity number: CP-2020-00-00-04

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$15,000.00	$0.00	$0.00

Planned Activity: University Evaluation

Planned activity number: CP-2020-00-00-03

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$250,000.00	$0.00	$0.00

Planned Activity: Web-Based Grants Management System

Planned activity number: PA-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$200,000.00	$200,000.00	$0.00

Program Area: Police Traffic Services

Description of Highway Safety Problems

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-

year average has increased 5.37 percent since the 2010 – 2014 average.
The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.
Analysis
Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.
Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.
Impaired Driving
The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.
Analysis
Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.
Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.
Occupant Protection
In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.
The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.
Analysis
Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.
Speed
The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.
Analysis
Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.
Motorcycle Safety
The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The

five-year average has increased 3.92 percent since the 2010 - 2014 average.

The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

Pedestrian fatalities increased each year from 2014 to 2017. The number decreased 14.19 percent in 2018. The five-year average has shown an increase in each period as well.

Looking at the statewide pedestrian statistics, pedestrian fatalities are isolated to certain locations (urban areas). Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. Ohio continues to address pedestrian issues through the SHSP.

Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2014 - 2018). The five-year average has fluctuated between 15 and 19 since the 2010 - 2014 average.

Analysis

Ohio’s bicycle fatalities have fluctuated between 11 and 25 over the five-year period (2014 – 2018). Since 2014, the number of bicycle fatalities has increased 100 percent. The five-year average has increased 26.67 percent since the 2010 – 2014 average.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	360
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	247
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	158
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	108
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	141

2020	C-10) Number of pedestrian fatalities (FARS)	2020	5 Year	120
2020	C-11) Number of bicyclists fatalities (FARS)	2020	5 Year	19
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	85.1
2020	Distracted Driving Fatal Crashes	2020	5 Year	40
2020	Distracted Driving Serious Injury Crashes	2020	5 Year	393.00

Countermeasure Strategies in Program Area

Countermeasure Strategy
Communications and Outreach
Highway Safety Office Program Management
Officer Training
Short-term, High Visibility Law Enforcement

Countermeasure Strategy: Communications and Outreach

Program Area: Police Traffic Services

Project Safety Impacts

Communications and outreach strategies seek to inform the public of:

The dangers of driving while impaired by alcohol

The dangers of not wearing a seat belt

The importance of motorcyclists riding “SMART” (Sober, Motorcycle endorsed, Alert, Right gear and Trained)

The importance of motorcycle awareness (Watch Out for Motorcycles)

The dangers of distracted driving.

As with prevention and intervention, education through various communications and outreach strategies is especially important for youth under 21. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a wide variety of other communication channels such as posters, billboards, web banners, and the like.

A mass media campaign consists of intensive communications and outreach activities that use radio, television, print, and other mass media, both paid and/or earned.

Materials purchased with campaign messages reinforces the Paid Media Campaign and increases earned media during Ohio’s traffic enforcement periods.

Earned media are based on Ohio's problem identification.

Linkage Between Program Area

Communication and outreach strategies deliver traffic safety messages and programs throughout the year at the local level. Communication and outreach strategies provide the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

Using communication / outreach strategies along with enforcement will help Ohio reach its goals.

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

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Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

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The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

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Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

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Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
DD-2020-00-00-01	Distracted Driving Print Advertising/Educational Materials
M2X-2020-00-00-04	Seat Belt Print Advertising/Educational Materials
M6OT-2020-00-00-01	Impaired Driving Print Advertising/Educational Materials
M9MA-2020-00-00-02	Motorcycle Awareness Print Advertising/Educational Materials
MC-2020-00-00-01	Motorcyclist Safety Print Media/Educational Materials
PT-2020-00-00-07	Training/Public Education
SA-2020-00-00-01	Safe Communities

Planned Activity: Distracted Driving Print Advertising/Educational Materials

Planned activity number: DD-2020-00-00-01

Primary Countermeasure Strategy ID:

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Chapter 2. Seat Belts and Child Restraints

3. Communications and Outreach
3.1 Communications and Outreach Supporting Enforcement
3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
6. Communications and Outreach
6.1 Communications and Outreach Strategies for Older Children
Chapter 3. Speeding and Speed Management
4. Communications and Outreach
Communications and Outreach Supporting Enforcement
Chapter 4. Distracted and Drowsy Driving
2. Communications and Outreach
2.2 Communications and Outreach on Distracted Driving
Chapter 5. Motorcycle Safety
2. Alcohol Impairment
2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
4. Communications and Outreach
4.1 Communications and Outreach: Conspicuity and Protective Clothing
4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists
Chapter 7. Older Drivers
1. Communications and Outreach
1.1 Formal Courses for Older Drivers
General Communications and Education
Chapter 8. Pedestrians
3. Impaired Pedestrians
3.1 Impaired Pedestrians: Communications and Outreach

Planned Activity Description

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Distracted Driving (FAST)	$250,000.00		$0.00

Planned Activity: Seat Belt Print Advertising/Educational Materials

Planned activity number: M2X-2020-00-00-04

Primary Countermeasure Strategy ID:

Planned Activity Description

In FFY2020, Ohio will continue to use the Click It or Ticket (CIOT) message for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message. This will be coupled with paid media and heightened enforcement throughout the state of Ohio.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	$250,000.00	$0.00	

Planned Activity: Impaired Driving Print Advertising/Educational Materials

Planned activity number: M6OT-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO)

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach

Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low (FAST)	405d Impaired Driving Low (FAST)	$250,000.00		

Planned Activity: Motorcycle Awareness Print Advertising/Educational Materials

Planned activity number: M9MA-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity Description

In FFY2020, Section 405f funding will be used to purchase approved print advertising/educational materials aimed to increase motorists' awareness of motorcyclists.

In addition to distributing print advertising/educational materials directly to traffic safety partners, OTSO distributes materials to the Safe Community programs for distribution. Print advertising/educational materials are distributed in a systematic manner to promote the message. Print advertising/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state will receive the materials, the Ohio Traffic Safety Office is the sub-recipient.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	$50,000.00	$87,500.00	

Planned Activity: Motorcyclist Safety Print Media/Educational Materials

Planned activity number: MC-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

Law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) throughout the state will receive the materials, OTSO is the sub-recipient.

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$50,000.00		$0.00

Planned Activity: Training/Public Education

Planned activity number: PT-2020-00-00-07

Primary Countermeasure Strategy ID:

Planned Activity Description

The Ohio State Highway Patrol will use education funds to attend public events (fairs, festivals, high schools, etc.) to speak to the public regarding impaired driving, seat belts, distracted driving, drugged driving, speeding and other traffic safety related safety topics. In addition, funds may be used to educate troopers on traffic safety related topics through trainings and / or conferences.

Intended Subrecipients

The Ohio State Highway (OSHP)

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	$275,000.00	$0.00	$0.00

Planned Activity: Safe Communities

Planned activity number: SA-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

For FFY2020, 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 2016, 2017 and 2018. New programs had to have a minimum of a three-year average of 6.20 fatal crashes to be eligible for funding. For FFY2020, Ohio will fund up to 51 countywide Safe Communities programs which will involve more than 1,300 communities. These counties reach 86.19 percent of Ohio's population. Almost 80 percent of the fatal crashes between 2014 and 2018 occurred in these counties.

These coordinated communities will play an active role in addressing traffic safety issues. Each program must include strategies focusing on seat belt use, impaired driving and motorcycle safety. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities provides the education/earned media portion of our enforcement campaigns while our law enforcement agencies, including the Ohio State Highway Patrol, conduct the enforcement portion.

Safe Communities are multi-jurisdictional programs with many different agencies and organizations within the county making up the coalitions. Traffic safety will be 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 have a vested interest in traffic safety.

All Safe Community sub-recipients are required to attend scheduled OTSO/Sub-recipient meetings. Items discussed at the meetings include re-caps of previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and data shared at these meetings to ensure all activities are highly visible and are based on problem identification.

Intended Subrecipients

County	Three-YearAverage	MaximumAmount	County	Three-YearAverage	Maximum Amount
Franklin	85.33	$125,000.00	Portage	9.33	$ 35,000.00
Cuyahoga	75.00	$125,000.00	Preble	9.00	$ 35,000.00
Hamilton	53.33	$125,000.00	Muskingum	8.67	$ 35,000.00
Montgomery	48.67	$125,000.00	Shelby	8.67	$ 35,000.00
Summit	37.33	$ 85,000.00	Erie	8.33	$ 35,000.00
Lucas	37.00	$ 85,000.00	Fulton	8.33	$ 35,000.00
Stark	32.00	$ 85,000.00	Knox	8.33	$ 35,000.00
Lorain	28.67	$ 65,000.00	Logan	8.00	$ 35,000.00
Butler	27.00	$ 65,000.00	Morrow	8.00	$ 35,000.00
Licking	23.00	$ 65,000.00	Richland	8.00	$ 35,000.00
Mahoning	17.33	$ 50,000.00	Madison	7.67	$ 35,000.00
Ashtabula	16.33	$ 50,000.00	Washington	7.67	$ 35,000.00
Warren	16.00	$ 50,000.00	Guernsey	7.33	$ 35,000.00
Delaware	15.67	$ 50,000.00	Henry	7.33	$ 35,000.00
Clermont	14.67	$ 42,000.00	Ashland	7.00	$ 35,000.00
Ross	14.67	$ 42,000.00	Huron	7.00	$ 35,000.00

Clark	14.33	$ 42,000.00	Jackson	7.00	$ 35,000.00
Wood	13.67	$ 42,000.00	Clinton	6.67	$ 35,000.00
Trumbull	12.33	$ 42,000.00	Coshocton	6.67	$ 35,000.00
Fairfield	12.00	$ 42,000.00	Fayette	6.67	$ 35,000.00
Tuscarawas	12.00	$ 42,000.00	Champaign	6.33	$ 35,000.00
Wayne	12.00	$ 42,000.00	Columbiana	6.33	$ 35,000.00
Miami	11.67	$ 42,000.00	Defiance	6.33	$ 35,000.00
Medina	11.00	$ 42,000.00	Williams	6.33	$ 35,000.00
Lake	10.67	$ 42,000.00	Pike	6.00	$ 25,000.00
Allen	10.67	$ 42,000.00	Seneca	5.67	$ 25,000.00
Geauga	10.67	$ 42,000.00	Union	5.33	$ 25,000.00
Marion	10.67	$ 42,000.00	Adams	4.67	$ 25,000.00
Greene	10.33	$ 35,000.00	Carroll	4.00	$ 25,000.00
Hancock	10.00	$ 35,000.00	Perry	4.00	$ 25,000.00
Pickaway	10.00	$ 35,000.00	Holmes	3.33	$ 25,000.00
Sandusky	10.00	$ 35,000.00	Wyandot	2.33	$ 25,000.00
Scioto	9.67	$ 35,000.00			

Countermeasure strategies

Countermeasure Strategy
Communications and Outreach
Communications and Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Safe Communities (FAST)	$2,400,000.00		$2,400,000.00

Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Police Traffic Services

Project Safety Impacts

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures

are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The five-year average has increased 3.92 percent since the 2010 - 2014 average.

The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and

evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

Pedestrian fatalities increased each year from 2014 to 2017. The number decreased 14.19 percent in 2018. The five-year average has shown an increase in each period as well.

Looking at the statewide pedestrian statistics, pedestrian fatalities are isolated to certain locations (urban areas). Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. Ohio continues to address pedestrian issues through the SHSP.

Bicycle Safety

The number of bicycle fatalities has fluctuated between 11 and 25 over the five-year period (2014 - 2018). The five-year average has fluctuated between 15 and 19 since the 2010 - 2014 average.

Analysis

Ohio’s bicycle fatalities have fluctuated between 11 and 25 over the five-year period (2014 – 2018). Since 2014, the number of bicycle fatalities has increased 100 percent. The five-year average has increased 26.67 percent since the 2010 – 2014 average.

Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted based on problem identification and continue to work on bicycle issues through the SHSP.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Linkage Between Program Area

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The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

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The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

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Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

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Speed

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Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The five-year average has increased 3.92 percent since the 2010 - 2014 average.

The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the five-year period (2014 - 2018). The five-year average has increased 0.92 percent since the 2010 – 2014 average.

Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to focus its efforts to reduce motorcyclist fatalities, increase helmet use, and increase driver awareness of motorcyclists on the roadway.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

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Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

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Looking at the statistics statewide, the bicycle problem appears to be mainly among adults, in urban areas. However, since bicycle fatalities are only 2.06 percent of all fatalities, Ohio will fund local projects if warranted

based on problem identification and continue to work on bicycle issues through the SHSP.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

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 four field LELs who are placed geographically throughout Ohio. The LELs' primary roles are to:

Seek commitments from agencies to participate in the national mobilizations;

Increase participation in the mobilizations to more than 470 agencies in 2019;

Increase percentage of agencies reporting in the mobilizations to 75 percent in 2019. Currently approximately 72 percent of participating agencies are reporting;

Visit law enforcement agencies to encourage the agencies to issue citations for distracted driving, seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists;

Educate agencies on the need for their officers to wear seat belts at all times; LELs promote the Below 100 Training to law enforcement agencies across the state;

Educate law enforcement on laws and regulations pertaining to motorcycles;

Disseminate information and materials on NHTSA programs and projects;

Disseminate information and address any traffic safety related issues that arise around the state;

Encourage accurate and timely submission of crash reports; LELs promote the new online crash reporting system to agencies that do not currently report electronically;

Assist with training for law enforcement agencies and other traffic safety funded agencies; encouraging and arranging GIS Crash Analysis Tool System (GCATS) training to help in Problem Site Identification;

Assist with the physical inspection and documentation of federally funded equipment;

Help promote the E-Citation Program;

DRE Recruitment and ARIDE training.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2020-00-00-02	Law Enforcement Liaison Program

Planned Activity: Law Enforcement Liaison Program

Planned activity number: PT-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity 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 four field LELs who are placed geographically throughout Ohio. The LELs' primary roles are to:

· Seek commitments from agencies to participate in the national mobilizations;

· Increase participation in the mobilizations to more than 470 agencies in 2020;

· Increase percentage of agencies reporting in the mobilizations to 75 percent in 2020. Currently, approximately 72 percent of participating agencies are reporting;

· Visit law enforcement agencies to encourage the agencies to issue citations for distracted driving, seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists;

· Educate agencies on the need for their officers to wear seat belts at all times; LELs promote the Below 100 Training to law enforcement agencies across the state;

· Educate law enforcement on laws and regulations pertaining to motorcycles;

· Disseminate information and materials on NHTSA programs and projects;

· Disseminate information and address any traffic safety related issues that arise around the state;

· Encourage accurate and timely submission of crash reports; LELs promote the new online crash reporting system to agencies that do not currently report electronically;

· Assist with training for law enforcement agencies and other traffic safety funded agencies; encouraging and arranging GIS Crash Analysis Tool System (GCATS) training to help in Problem Site Identification;

· Assist with the physical inspection and documentation of federally funded equipment;

· Help promote the E-Citation Program;

· DRE Recruitment and Advanced Roadside Impaired Driving Enforcement (ARIDE training.

Intended Subrecipients

The Ohio Traffic Safety Office (OTSO).

Countermeasure strategies

Countermeasure Strategy
Highway Safety Office Program Management

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	$360,000.00	$0.00	$0.00

Countermeasure Strategy: Officer Training

Program Area: Police Traffic Services

Project Safety Impacts

Training Ohio's law enforcement officers (state, county, local), increases proper enforcement activity to ensure the charges do not get reduced or dismissed in court.

Linkage Between Program Area

[null in 2019]

Rationale

Training Ohio's law enforcement officers (state, county, local), increases proper enforcement activity to ensure the charges do not get reduced or dismissed in court.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M6OT-2020-00-11	Officer Training (Impaired)
PT-2020-00-00-04	Officer Training

Planned Activity: Officer Training (Impaired)

Planned activity number: M6OT-2020-00-11

Primary Countermeasure Strategy ID:

Planned Activity Description

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Standardized Field Sobriety Testing (SFST) Instructor and Advanced Roadside Impaired Driving Enforcement (ARIDE) courses. Training Ohio's officers will allow them to conduct effective enforcement programs to remove impaired drivers from Ohio's roads before fatal crashes occur.

Intended Subrecipients

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA)

Countermeasure strategies

Countermeasure Strategy
Officer Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem ID (FAST)	$200,000.00	$0.00	

Planned Activity: Officer Training

Planned activity number: PT-2020-00-00-04

Primary Countermeasure Strategy ID:

Planned Activity Description

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) will offer Crash Investigation Techniques for the Patrol Officer, Traffic Collision Investigation Level 1, Advanced Collision Investigation Level II, Vehicle Dynamics, Electronic Speed Measuring Device (ESMD) and ESMD Instructor. Training Ohio's officers will allow them to conduct effective enforcement programs to remove speeding and drivers displaying other unsafe driving behaviors from Ohio's roads before fatal crashes occur.

Intended Subrecipients

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA)

Countermeasure strategies

Countermeasure Strategy
Officer Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	FAST Act NHTSA 402	Police Traffic Services (FAST)			

Countermeasure Strategy: Short-term, High Visibility Law Enforcement

Program Area: Police Traffic Services

Project Safety Impacts

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio's roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

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Speed

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Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Motorcycle Safety

The number of motorcycle fatalities has increased 5.15 percent over the five-year period (2014 - 2018). The five-year average has increased 3.92 percent since the 2010 - 2014 average.

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Analysis

The number of motorcycle fatalities has increased 5.15 percent over the last five years. The number of un-helmeted motorcycle fatalities has increased 13.18 percent over the last five years.

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Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Pedestrian Safety

The number of pedestrian fatalities has increased 52.87 percent over the five-year period (2014 - 2018). The five-year average has increased 27.08 percent since the 2010 – 2014 average.

Analysis

Pedestrian fatalities increased each year from 2014 to 2017. The number decreased 14.19 percent in 2018. The five-year average has shown an increase in each period as well.

Looking at the statewide pedestrian statistics, pedestrian fatalities are isolated to certain locations (urban areas). Ohio will fund local projects that have pedestrian fatality problems based on local problem identification. Ohio continues to address pedestrian issues through the SHSP.

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Linkage Between Program Area

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Rationale

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving
5. Prevention, Intervention, Communications and Outreach
5.2 Mass Media Campaigns
Chapter 2. Seat Belts and Child Restraints
3. Communications and Outreach
3.1 Communications and Outreach Supporting Enforcement
3.2 Communications and Outreach Strategies for Low-Belt-Use Groups
6. Communications and Outreach
6.1 Communications and Outreach Strategies for Older Children
Chapter 3. Speeding and Speed Management
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Communications and Outreach Supporting Enforcement
Chapter 4. Distracted and Drowsy Driving
2. Communications and Outreach
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Chapter 5. Motorcycle Safety
2. Alcohol Impairment
2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach
4. Communications and Outreach
4.1 Communications and Outreach: Conspicuity and Protective Clothing
4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists
Chapter 7. Older Drivers
1. Communications and Outreach
1.1 Formal Courses for Older Drivers
General Communications and Education
Chapter 8. Pedestrians
3. Impaired Pedestrians
3.1 Impaired Pedestrians: Communications and Outreach

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2020-00-00-03	Selective Traffic Enforcement Program

Planned Activity: Selective Traffic Enforcement Program

Planned activity number: PT-2020-00-00-03

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

Law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2016, 2017 and 2018.

Countermeasure strategies

Countermeasure Strategy
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	$1,800,000.00	$0.00	$1,800,000.00

Program Area: Roadway Safety/Traffic Engineering

Description of Highway Safety Problems

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-10) Number of pedestrian fatalities (FARS)	2020	5 Year	120

2020	C-11) Number of bicyclists fatalities (FARS)	2020	5 Year	19

Countermeasure Strategies in Program Area

Countermeasure Strategy
Training

Countermeasure Strategy: Training

Program Area: Roadway Safety/Traffic Engineering

Project Safety Impacts

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

Linkage Between Program Area

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

Amount of funding allocated to each countermeasure strategy was based on a combination of problem identification, funding available and proposals submitted for funding.

Rationale

In conjunction with Ohio's SHSP, Ohio works with the Ohio Department of Transportation (ODOT) to provide additional safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). These courses are designed specifically to reduce traffic fatalities and are approved by OTSO prior to scheduling to ensure that topics are highway safety related.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
RS-2020-00-00-01	Roadway Safety Training

Planned Activity: Roadway Safety Training

Planned activity number: RS-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio Department of Transportation (ODOT)

Countermeasure strategies

Countermeasure Strategy

Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Roadway Safety (FAST)	$165,000.00	$0.00	$165,000.00

Program Area: Speed Management

Description of Highway Safety Problems

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4

2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	247

Countermeasure Strategies in Program Area

Countermeasure Strategy
Sustained Enforcement

Countermeasure Strategy: Sustained Enforcement

Program Area: Speed Management

Project Safety Impacts

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Linkage Between Program Area

[null in 2019]

Rationale

Statewide Speed Enforcement

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 3. Speeding and Speed Management

2. Enforcement

2.2 High Visibility Enforcement

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-2020-00-00-06	Statewide Speed Enforcement

Planned Activity: Statewide Speed Enforcement

Planned activity number: PT-2020-00-00-06

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

The Ohio State Highway Patrol (OSHP)

Countermeasure strategies

Countermeasure Strategy
Sustained Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	$600,000.00	$2,282,750.00	$0.00

Program Area: Teen Traffic Safety Program

Description of Highway Safety Problems

Fatality/Serious Injury

The number of traffic fatalities has increased 6.16 percent over the five-year period (2014 - 2018). The five-year average has increased 5.37 percent since the 2010 – 2014 average.

The number of serious injuries has decreased 13.18 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 8.78 percent since the 2010 - 2014 average. The five-year moving average has continued to decline each year.

Analysis

Fatalities decreased 9.41 percent from 1,179 in 2017 to 1,068 in 2018. Ohio continues to base funding decisions on a three-year trend; however, current trends are monitored to ensure all possible countermeasures are being pursued to enable Ohio to continue towards the National goal of Toward Zero Deaths. Ohio is showing a decrease of 13.18 percent in serious injuries over the last five years. Ohio will continue to monitor data on serious injuries to ensure this trend continues.

Ohio will use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach these segments of Ohio’s roadways.

Impaired Driving

The number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher has decreased 28.15 percent over the five-year period (2014 - 2018). The five-year moving average has decreased 9.69 percent since the 2010 - 2014 average.

Analysis

Even though Ohio has made long-term progress in reducing the number of fatalities involving a driver or motorcycle operator with a Blood Alcohol Content (BAC) of .08 or higher, Ohio continues to focus efforts toward impaired driving. The data for 2018 has not yet been analyzed/approved by NHTSA and will likely increase.

Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to reach identified target audiences.

Occupant Protection

In 2018, Ohio reached an 84.9 percent observed seat belt use rate – a 2.54 percent increase from 82.8 percent in 2017.

The number of unrestrained fatalities has decreased 7.22 percent over the five-year period (2014 - 2018). The five-year average has decreased 3.67 percent since the 2010 - 2014 average.

Analysis

Ohio's observed seat belt usage rate increased from 82.8 percent in 2017 to 84.9 percent in 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) to increase the observed seat belt usage rate among identified target audiences.

Speed

The number of speed related fatalities has increased 5.84 percent over the five-year period (2014 - 2018). The five-year average has decreased 16.78 percent since the 2010 - 2014 average.

Analysis

Speed-related fatal crashes increased 5.84 percent from 2014 to 2018. Ohio will continue to use the model (earned media [education/outreach], paid media, enforcement and evaluation) based on problem identification.

Youthful Driver

The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming.

Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	1,077.0
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,518.4
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	0.921
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	360
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	292
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	247
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	141
2020	Distracted Driving Fatal Crashes	2020	5 Year	40
2020	Distracted Driving Serious Injury Crashes	2020	5 Year	393.00

Countermeasure Strategies in Program Area

Countermeasure Strategy

Peer to Peer Teen Outreach
Youthful Driver Behavior Survey

Countermeasure Strategy: Peer to Peer Teen Outreach

Program Area: Teen Traffic Safety Program

Project Safety Impacts

Fatality/Serious Injury

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The number of young drivers (20 or younger) involved in fatal crashes has decreased 7.97 percent over the five-year period (2014 - 2018). The five-year average has decreased 0.68 percent since the 2010 - 2014 average.

Analysis

Ohio has reduced the number of drivers aged 20 or younger involved in fatal crashes over the last five years. The five-year average is between 145 and 146 over the last five averages.

Ohio will continue to focus efforts towards this age group with an emphasis on speed, impaired driving and distracted driving. Ohio will continue to work with new partners to focus on reducing the number of youthful drivers involved in fatal crashes.

Distracted Driving

The 2014 - 2018 five-year average for fatal crashes attributed to distracted driving is 40 and 1,986 is the average for the same time period for serious injury crashes.

Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Linkage Between Program Area

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Rationale

Peer to Peer Youth Programming

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

5.4 Alternative Transportation

5.5 Designated Drivers

Chapter 2. Seat Belts and Child Restraints

3. Communications and Outreach

3.1 Communications and Outreach Supporting Enforcement

3.2 Communications and Outreach Strategies for Low-Belt-Use Groups

6. Communications and Outreach

6.1 Communications and Outreach Strategies for Older Children

Chapter 3. Speeding and Speed Management

4. Communications and Outreach

4.1 Communications and Outreach Supporting Enforcement

Chapter 4. Distracted and Drowsy Driving

2. Communications and Outreach

2.2 Communications and Outreach on Distracted Driving

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TSP-2020-00-00-01	Peer to Peer Youth Programming
TSP-2020-00-00-02	College Campus Impaired Driving Program
TSP-2020-00-00-04	High School Teen Safe Driving Program

Planned Activity: Peer to Peer Youth Programming

Planned activity number: TSP-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

Intended Subrecipients

Students Against Destructive Decisions (SADD)

Countermeasure strategies

Countermeasure Strategy
Peer to Peer Teen Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	$100,000.00	$0.00	$0.00

Planned Activity: College Campus Impaired Driving Program

Planned activity number: TSP-2020-00-00-02

Primary Countermeasure Strategy ID:

Planned Activity Description

The Ohio State University will partner with Recording Artists against Drunk Driving (RADD) and the Higher Education Center for Alcohol and Drug (HECAOD). This pilot project will be implemented at three campuses (Cleveland, Cincinnati, and Columbus) to reduce impaired driving among 18-24 year olds. The project will consist of materials and training for campus professionals to implement evidence-based prevention strategies

through active social media campaigns and event presence. The Ohio State University has an approved Indirect Cost Rate of 56.0 percent. The Indirect Cost Rate amount is $44,845.00.

Intended Subrecipients

The Ohio State University

Countermeasure strategies

Countermeasure Strategy
Peer to Peer Teen Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Youth Alcohol (FAST)	$286,000.00	$0.00	$0.00

Planned Activity: High School Teen Safe Driving Program

Planned activity number: TSP-2020-00-00-04

Primary Countermeasure Strategy ID:

Planned Activity Description

Family Career and Community Leaders of America (FCCLA) will facilitate statewide peer-to-peer campaigns in high schools. The program will kick off with Ford Driving Skills for Life bringing an advanced teen safe driving clinic to Columbus in June 2019. Development of toolkits focusing on seatbelts, distracted, and impaired driving will begin.

Intended Subrecipients

Family

Countermeasure strategies

Countermeasure Strategy
Peer to Peer Teen Outreach

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	$100,000.00	$0.00	$0.00

Countermeasure Strategy: Youthful Driver Behavior Survey

Program Area: Teen Traffic Safety Program

Project Safety Impacts

Linkage Between Program Area

Fatality/Serious Injury

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Analysis

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Distracted Driving

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Analysis

Ohio has continued to improve the collection of distracted driving related data and evaluate programming. Ohio continues to spend a small portion of the budget on distracted driving including earned media, outreach/education, paid media, and enforcement within the Selective Traffic Enforcement Program (STEP) grants and the statewide distracted driving grant. In FFY2019, Ohio began placing an emphasis on youthful driver, including distracted driving. These efforts will continue in FFY2020.

Rationale

Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Ninth Edition, 2017

Chapter 1. Alcohol and Drug Impaired Driving

5. Prevention, Intervention, Communications and Outreach

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Chapter 3. Speeding and Speed Management

4. Communications and Outreach

4.1 Communications and Outreach Supporting Enforcement

Chapter 4. Distracted and Drowsy Driving

2. Communications and Outreach

2.2 Communications and Outreach on Distracted Driving

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TSP-2020-00-00-03	Young Driver Behavior Survey

Planned Activity: Young Driver Behavior Survey

Planned activity number: TSP-2020-00-00-03

Primary Countermeasure Strategy ID:

Planned Activity Description

The Ohio State University will conduct surveys and research to better understand how this age group (16 – 24) receives information and their perceptions/beliefs on driving behaviors and messages. Information from the survey will be utilized to develop future traffic safety campaigns.

Intended Subrecipients

The Ohio State University

Countermeasure strategies

Countermeasure Strategy
Youthful Driver Behavior Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program (FAST)	$200,000.00	$0.00	$0.00

Program Area: Traffic Records

Description of Highway Safety Problems

Traffic Records

In 2015, Ohio completed a Traffic Records Assessment. The report identified that overall improvements could be made in the following areas: Crash, Citation/Adjudication and Emergency Medical Services (EMS). Strategic Planning, Data Use and Integration, and TRCC Management were also noted as needing improvement. The TRCC meets at least once a quarter to review progress made in the areas mentioned in the assessment, update members on current projects, and propose new projects that will address the concerns highlighted in the most recent assessment. Ohio will complete a Traffic Records Assessment in FFY2020.

Analysis

Ohio will be working on the following projects this year: Electronic Crash Submissions, eCitation Interfaces, OLEIS (Ohio Law Enforcement Information System) updates, EMSIRS (Emergency Medical Services Incident Reporting System) project and OLEIS training/outreach. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	TRCC- Increase agencies participating in eCitation	2020	Annual	219

Countermeasure Strategies in Program Area

Countermeasure Strategy
Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

Countermeasure Strategy: Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

Program Area: Traffic Records

Project Safety Impacts

Traffic Records

Traffic Records

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Linkage Between Program Area

Traffic Records

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Reporting System) project and OLEIS training/outreach. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.
All TRCC projects are funding with dedicated Traffic Record Improvement funds (405c)

Rationale

Traffic Records
In 2015, Ohio completed a Traffic Records Assessment. The report identified that overall improvements could be made in the following areas: Crash, Citation/Adjudication and Emergency Medical Services (EMS). Strategic Planning, Data Use and Integration, and TRCC Management were also noted as needing improvement. The TRCC meets at least once a quarter to review progress made in the areas mentioned in the assessment, update members on current projects, and propose new projects that will address the concerns highlighted in the most recent assessment. Ohio will complete a Traffic Records Assessment in FFY2020.
Analysis
Ohio will be working on the following projects this year: Electronic Crash Submissions, eCitation Interfaces, OLEIS (Ohio Law Enforcement Information System) updates, EMSIRS (Emergency Medical Services Incident Reporting System) project and OLEIS training/outreach. These projects will improve the accuracy and the timeliness of crash reporting and timeliness of data processing electronic citations.
All TRCC projects are funding with dedicated Traffic Record Improvement funds (405c).

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
M3DA-2020-00-00-01	Traffic Records Coordinating Committee Projects
TR-2020-00-00-01	Traffic Records Assessment

Planned Activity: Traffic Records Coordinating Committee Projects

Planned activity number: M3DA-2020-00-00-01
Primary Countermeasure Strategy ID:

Planned Activity Description

The Ohio State Highway Patrol chairs the TRCC committee. In an effort to streamline the project management process, the OSHP has been awarded a grant to oversee the TRCC grant projects. All project suggestions will continue to be submitted to the TRCC Committee. The committee will decide as a whole on whether or not to submit the project(s) to NHTSA for funding approval. Projects that will be completed by internal ODPS agencies will be overseen by OSHP through this grant. This should help liquidate the Section 405c funds in a more efficient manner. The projects being funded under the OSHP grant include:
Travel - $20,000
Travel costs associated with traffic records management training and conferences.
OLEIS Programming Improvements - $1,000,000
Enter into contract with consultants to make enhancements to OLEIS. Projects include adding Optical Character Recognition to OTIS and then OLEIS. This will reduce the number of data entry errors into the system and speed the completion of crash reports.
EMS EMSIRS Project - $250,000

EMS proposes bringing EMSIRS and all related data back to ODPS ownership and control. Once data collection and analysis has been restored to the ODPS, Division of EMS will be able to initiate the linkage of data to the Ohio Trauma Registry and other state data systems.

OLEIS Training Consultant - $45,000

Increase the number of agencies utilizing OLEIS for both eCitation and electronic crash reporting by offering training, technical support, supporting software and materials.

OLEIS/OTIS Interface Projects - $250,000

Work with third party case management vendors (courts) to complete interfaces between OLEIS/OTIS. Provide additional support to the courts in order to accept eCitations.

Court Technology Grant – eCitation - $1,000,000

Assist local courts in upgrading case management systems to facilitate e-filing of traffic citations.

Citation Tracking - $2,835,000

Ohio's goal for FFY2020 will be to continue this project with additional law enforcement agencies and electronic submission to courts. Currently Ohio has 130 courts receiving E-Citations electronically.

Intended Subrecipients

The Ohio State Highway Patrol (OSHP)

Countermeasure strategies

Countermeasure Strategy
Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	405c Data Program (FAST)	$1,422,534.82	$355,633.71	
2018	FAST Act 405c Data Program	405c Data Program (FAST)	$1,447,481.69	$361,870.43	
2019	FAST Act 405c Data Program	405c Data Program (FAST)	$1,509,308.21	$377,327.06	
2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	$1,020,675.28	$255,168.82	

Planned Activity: Traffic Records Assessment

Planned activity number: TR-2020-00-00-01

Primary Countermeasure Strategy ID:

Planned Activity Description

OTSO will schedule a Traffic Records Assessment to meet the funding requirements of FAST Act 405c.

Ohio's last Traffic Records Assessment was conducted in 2015. Ohio plans to use this assessment to improve Traffic Records Programming.

Intended Subrecipients

The Ohio Traffic Safey Office (OTSO)

Countermeasure strategies

Countermeasure Strategy
Improves Accessibility, Accuracy, Completeness, Integration, Timeliness, and Uniformity

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Traffic Records (FAST)	$50,000.00	$0.00	$0.00

Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
M2X-2020-00-00-02	Click It or Ticket Paid Media
PT-2020-00-00-01	Distracted Driving Enforceent
DD-2020-00-00-01	Distracted Driving Print Advertising/Educational Materials
M6OT-2020-00-00-02	Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
M2X-2020-00-00-01	Holiday Click It or Ticket Paid Media
M6OT-2020-00-00-01	Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
164AL-2020-00-00-01	Impaired Driving Enforcement Program
M6OT-2020-00-00-01	Impaired Driving Print Advertising/Educational Materials
MC-2020-00-00-01	Motorcyclist Safety Print Media/Educational Materials
M6OT-2020-00-00-10	OVI Task Force Program
M2X-2020-00-00-04	Seat Belt Print Advertising/Educational Materials
PT-2020-00-00-03	Selective Traffic Enforcement Program
PM-2020-00-00-03	Speed Paid Media
M6OT-2020-00-00-06	Statewide Impaired Driving Enforcement Program
M2X-2020-00-00-05	Statewide Seat Belt Tac Squads
PT-2020-00-00-06	Statewide Speed Enforcement
M2X-2020-00-00-03	Sustained Belt Paid Media

PM-2020-00-00-02	Sustained Distracted Driving Paid Media
M6OT-2020-00-00-04	Sustained Drugged Driving Paid Media Plan
M6OT-2020-00-00-03	Sustained Impaired Driving Paid Media

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Crash Analysis

Ohio conducted an in-depth analysis of traffic crash data to identify and prioritize the state's traffic safety problems and to target fatal crash locations for programming. This analysis was used to develop Ohio's Evidence-Based Traffic Enforcement Plan. Once the problems and locations were determined, The Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices Eighth Edition, 2015 was reviewed to determine the most effective evidence-based programming to address Ohio's problems.

Analysis of crash data in areas of highest risk:

For FFY2019, an in-depth analysis of traffic crash data was conducted to not only identify and prioritize the state's traffic safety problems, but to target fatal crash locations for traffic safety programming. The traffic crash data used for this analysis was from Fatality Analysis Reporting System (FARS) calendar years 2013, 2014, 2015, 2016 and 2017 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2013, 2014, 2015, 2016 and 2017.

Deployment of Resources

Deployment of resources based upon that analysis:

Safe Communities

Maximum amounts for each county were set based on the average number of fatal crashes for 2015, 2016 and 2017. New programs had to have a minimum of a three-year average of 6.27 fatal crashes to be eligible for funding.

Based on a county's three-year fatal crash average, a grant proposal must specify strategies in specific safety program areas for FFY2019.

Programs with a three-year fatal crash average between 0.00 and 10.49 may conduct strategies focusing on a maximum of three specific traffic safety areas.

Programs with a three-year fatal crash average between 10.50 and 20.98 may conduct strategies focusing on a maximum of four specific traffic safety areas.

Programs with a three-year fatal crash average of 20.99 and higher may conduct strategies focusing on a maximum of five specific traffic safety areas.

These three specific traffic safety program areas must be addressed:

Impaired Driving/Alcohol-related fatal crashes

Seat Belt Usage/"Click It or Ticket" initiatives

Motorcycle Awareness

If additional program area(s) are submitted in the proposal for consideration, the program area(s) must be justified by local fatal crash problem identification.

OVI Task Force

To qualify for FFY2019 OVI Task Force grant funding, an OVI Task Force agency must be in the top

alcohol-related fatal crash counties. The top alcohol-related fatal crash counties must have an average of at least 6.0 alcohol-related motor vehicle related fatal crashes during 2015, 2016 and 2017 (total of eighteen or more alcohol-related fatal crashes during these three years).

When an existing OVI Task Force no longer meets the above requirements, they will be eligible for one more year at the existing funding level. The following year will be at 75 percent of that funding level and the following year at 50 percent.

Each task force must:

Enlist a diverse task force membership

Conduct, at a minimum, sixteen sobriety checkpoints in areas and time prioritized by the problem ID process - two are required during Drive Sober or Get Pulled Over (DSOGPO)

Alcohol-related overtime enforcement activity must be conducted in the areas and time periods of alcohol-related problems identified through a site selection process.

A minimum of three press conference events (one during DSOGPO)

Impaired Driving Enforcement Program (IDEP)/ Selective Traffic Enforcement Program (STEP)

Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2015, 2016 and 2017.

Each agency must conduct impaired driving enforcement activity to impact their fatal crashes.

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

In addition to the required Blitzes and National Campaign listed below, overtime enforcement based on local fatal/serious injury crash problem identification is eligible for funding.

General Grants

General traffic safety grant proposals must demonstrate cost effectiveness, measurable results, and the potential to positively impact the traffic-related goals both at the state and local levels.

National Mobilizations

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY2019. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

OTSO will work to increase the level of law enforcement participation, partner reporting levels and expand its partnership network during both the Click It or Ticket and the Drive Sober or Get Pulled Over national mobilizations.

Paid Media

Paid media is a big component of Ohio’s communication and outreach strategies to:

Inform the public of the dangers of impaired driving

Encourage the public to buckle up

Encourage motorcyclists to ride “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained)

Encourage motorists to share the road: “Watch Out for Motorcycles”

Effectiveness Monitoring

Continuous follow-up and Adjustment of the enforcement plan:
During the grant year, all sub-recipients are required to attend District meetings. At each meeting, sub-recipients re-cap previous blitzes/national campaigns, upcoming blitzes/national campaigns, current crash trends, enforcement activities, educational activities and other timely traffic related information specific to the district. Sub-recipients coordinate activities and plan locations based on local data and current data shared at these meetings to ensure all activities are highly visible and are based on problem identification. Strategies are adjusted as needed throughout the year based on current data.
In addition to coordination within each district, activity has been coordinated between districts as well. OSHP staff has been encouraged to reach into other districts to coordinate enforcement activity on routes that cross multiple districts.
Task Force sub-recipients plan the checkpoints and saturations patrols, IDEP and STEP sub-recipients plan their overtime enforcement for either impaired driving enforcement or speed/belts/aggressive, the OSHP plans their checkpoint, saturation, or speed/belt/aggressive overtime and Safe Communities can coordinate the educational/outreach or “softer side” approach. All of this planning is based on current trends that are happening in the district.

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Communications and Outreach
Communications and Outreach
Communications and Outreach
High Visibility Enforcement
Highway Safety Office Program Management
Mass Media Campaign
Publicized Sobriety Checkpoints
Short-term, High Visibility Seat Belt Law Enforcement

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name
M2X-2020-00-00-04	Seat Belt Print Advertising/Educational Materials
MC-2020-00-00-01	Motorcyclist Safety Print Media/Educational Materials
DD-2020-00-00-01	Distracted Driving Print Advertising/Educational Materials
164AL-2020-00-00-01	Impaired Driving Enforcement Program
M6OT-2020-00-00-06	Statewide Impaired Driving Enforcement Program
M6OT-2020-00-00-10	OVI Task Force Program

M2X-2020-00-00-05	Statewide Seat Belt Tac Squads
PT-2020-00-00-03	Selective Traffic Enforcement Program
PT-2020-00-00-06	Statewide Speed Enforcement
M6OT-2020-00-00-01	Holiday Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
M6OT-2020-00-00-02	Drive Sober or Get Pulled Over Alcohol Crackdown Paid Media
M6OT-2020-00-00-03	Sustained Impaired Driving Paid Media
M2X-2020-00-00-01	Holiday Click It or Ticket Paid Media
M2X-2020-00-00-02	Click It or Ticket Paid Media
M2X-2020-00-00-03	Sustained Belt Paid Media
PM-2020-00-00-02	Sustained Distracted Driving Paid Media
PM-2020-00-00-03	Speed Paid Media
PT-2020-00-00-01	Distracted Driving Enforceent

405(b) Occupant protection grant

Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

Program Area Name
Communications (Media)
Occupant Protection (Adult and Child Passenger Safety)
Occupant Protection (Child Passenger Safety)

Participation in Click-it-or-Ticket (CIOT) national mobilization

Agencies planning to participate in CIOT:

Agency
Aberdeen Police Department
Ada Police Department
Adams County Sheriff's Office
Addyston Police Department
Adena Health System Police Department
Adena Police Department
Akron Police Department
Albany Police Department
Allen County Sheriff's Office
Alliance Police Department
Amberley Village Police Department
Carlisle Police Department
Carroll County Sheriff's Office
Carroll Police Department
Carroll Twp. Police Department

Carrollton Police Department
Case Western Reserve University Police Department
Castalia Police Department
Catawba Island Twp. Police Department
Catawba Police Department
Cedarville Police Department
Celina Police Department
Center Township Police Department
Centerville Police Department - Montgomery
Central State University Police Department
Chagrin Falls Police Department
Champaign County Sheriff's Office
Champion Twp. Police Department
Chardon Police Department
Chesapeake Police Department
Chester Twp. Police Department
Cheviot Police Department
Chillicothe Police Department
Cincinnati Police Department
Cincinnati State College Campus Police Department
Circleville Police Department
Clark County Park District
Clark County Sheriff's Office
Clay Center Police Department
Clay Twp. Police Department - Brookville
Clay Twp. Police Department - Genoa
Clayton Police Department
Clearcreek Twp. Police Department
Clearfork Reservoir Police Department
Clermont County Sheriff's Office
Cleveland Clinic Police Department
Cleveland Heights Police Department
Cleveland Metroparks Ranger Department
Cleveland Police Department
Cleveland State University Police Department
Cleves Police Department
Clinton County Sheriffs Office
Clinton Twp. Police Department
Clyde Police Department
Coal Grove Police Department
Coalton Police Department
Coitsville Twp. Police Department
Coldwater Police Department
Colerain Twp. Police Department
Columbiana County Sheriff's Office

Columbiana Police Department
Columbus Airport Authority
Columbus and Franklin County Metro Parks
Columbus Developmental Center
Columbus Grove Police Department
Columbus Police Department
Columbus State Community College Police Department
Commercial Point Police Department
Conneaut Police Department
Continental Police Department
Convoy Police Department
Coolville Police Department
Copley Police Department
Corning Police Department
Cortland Police Department
Coshocton County Sheriff's Office
Covington Police Department
Craig Beach Police Department
Crawford County Sheriff's Office
Crestline Police Department
Creston Police Department
Cridersville Police Department
Crooksville Police Department
Cross Creek Township Police Department
Cuyahoga Community College Police Department
Cuyahoga County Sheriff's Office
Cuyahoga Falls Police Department
Cuyahoga Heights Police Department
Cuyahoga Metropolitan Housing Authority Police Department
Dalton Police Department
Danbury Twp. Police Department
Danville Police Department
Darke County Sheriff's Office
Dayton International Airport Police Department
Dayton Police Department
Deer Park Police Department
Defiance County Sheriff's Office
Defiance Police Department
Degraff Police Department
Delaware County Sheriff's Office
Delaware Police Department
Delhi Twp. Police Department
Dellroy Police Department
Delphos Police Department
Delta Police Department

Denison University Police Department
Dennison Police Department
Deshler Police Department
Dillonvale Police Department
Donnelsville Police Department
Dover Police Department
Doylestown Police Department
Dresden Police Department
Dublin Police Department
East Canton Police Department
Fairlawn Police Department
Fairport Harbor Police Department
Fairview Park Police Department
Fayette County Sheriff's Office
Fayette Police Department
Fayetteville Police Department
Felicity Police Department
Findlay Police Department
Five Rivers MetroParks
Flushing Police Department
Forest Park Police Department
Forest Police Department
Fort Jennings Police Department
Fort Loramie Police Department
Fort Recovery Police Department
Fostoria Police Department
Gahanna Police Department
Galion Police Department
Gallia County Sheriff's Office
Gallipolis Developmental Center
Gallipolis Police Department
Garfield Heights Police Dept.
Garrettsville Police Department
Gates Mills Village Police Department
Geauga County Park District Rangers
Geauga County Sheriff's Office
Genesis Healthcare Police Department
Geneva Police Department
Geneva-on-the-Lake Police Department
Genoa Police Department
Genoa Twp. Police Department
Georgetown Police Department
Grandview Heights Police Department
Grandview Medical Center Police Department
Granville Police Department

Gratis Police Department
Great Parks of Hamilton County
Greater Cleveland Regional Transit Authority
Green Springs Police Department
Green Twp. Police Department
Grover Hill Police Department
Guernsey County Sheriff's Office
Hamden Police Department
Hamersville Police Department
Hamilton County Sheriff's Office
Hamilton Police Department
Hamilton Twp. Police Department
Hancock County Sheriff's Office
Hartford Village Police Department
Hartville Police Department
Harveysburg Police Department
Haskins Police Department
Hayesville Police Department
Heath Police Department
Hebron Police Department
Henry County Sheriff's Office
Amelia Police Department
American Twp. Police Department
Amesville Police Department
Amherst Police Department
Amsterdam Police Department
Andover Police Department
Anna Police Department
Ansonia Police Department
Antwerp Police Department
Apple Creek Police Department
Arcanum Police Department
Archbold Police Department
Arlington Heights Police Department
Ashland County Sheriff's Office
Ashland Police Department
Ashley Police Department
Ashtabula County Sheriff's Office
Ashtabula Police Department
Ashville Police Department
Athens County Sheriff's Office
Athens Police Department
Attica Police Department
Auglaize County Sheriff's Office
Aurora Police Department

Austintown Police Department
Avon Lake Police Department
Avon Police Department
Bainbridge Twp. Police Department
Ballville Township Park Ranger
Baltimore Police Department
Barberton Police Department
Barnesville Police Department
Batavia Police Department
Bath Twp. Police Department
Bay View Police Department
Bay Village Police Department
Beverly Police Department
Bexley Police Department
Blakeslee Police Department
Blanchester Police Department
Blendon Twp. Police Department
Bloomdale Police Department
Bloomingdale Police Department
Bloomville Police Department
Bellbrook Police Department
Bellefontaine Police Department
Bellevue Police Department (OH)
Bellville Police Department
Belmont County Sheriff's Office
Belmont Police Department
Belmore Police Department
Belpre Police Department
Blue Ash Police Department
Bluffton Police Department
Boardman Police Department
Bolivar Police Department
Boston Heights Police Department
Botkins Police Department
Bowersville Police Department
Bowling Green Police Division
Brimfield Twp. Police Department
Broadview Heights Police Department
Brook Park Police Department
Brookfield Twp. Police Department
Brooklyn Heights Village Police Department
Brooklyn Police Department
Brookville Police Department
Brown County Sheriff's Office
Bowling Green State University Police Department

Braceville Twp. Police Department
Bradner Police Department
Bratenahl Police Department
Brecksville Police Department
Brewster Police Department
Brice Police Department
Bridgeport Police Department
Brunswick Hills Police Department
Brunswick Police Department
Bryan Police Department
Buchtel Police Department
Buckeye Lake Police Department
Buckland Police Department
Bucyrus Police Department
Burton Police Department
Butler County Metro Parks
Butler County Sheriff's Office
Butler Police Department
Butler Twp. Police Department
Byesville Police Department
Cadiz Police Department
Caldwell Police Department
Cambridge Police Department
Camden Police Department
Campbell Police Department
Canal Fulton Police Department
Canfield Police Department
Canton Police Department
Capital University Police Department
Cardington Police Department
Carey Police Department
Hicksville Police Department
Highland County Sheriff's Office
Highland Heights Police Department
Highland Hills Police Department
Highland Police Department
Hilliard Police Department
Hills And Dales Police Department
Hillsboro Police Department
Hinckley Police Department
Hiram Police Department
Hocking College Police Department
Hocking County Sheriff's Office
Holden Arboretum Police Department
Holland Police Department

Holmes County Sheriff's Office
Holzer Health System Police Department
Howland Twp. Police Department
Hubbard City Police Department
Hubbard Twp. Police Department
Huber Heights Police Division
Hudson Police Department
Humility of Mary Health Partners
Hunting Valley Police Department
Huron County Sheriff's Office
Huron Police Department
Independence Police Department
Indian Hill Police Department
Ironton Police Department
Jackson Center Police Department
Jackson County Sheriff's Office
Jackson Police Department
Jackson Twp. Police Department - Mahoning
Jackson Twp. Police Department - Montgomery
Jackson Twp. Police Department - Stark
Jamestown Police Department
Jefferson County Sheriff's Office
Jefferson Police Department
Jewett Police Department
John Carroll University Campus Safety
Johnny Appleseed Metropolitan Park District
Johnstown Police Department
Junction City Police Department
Kalida Police Department
Kelleys Island Police Department
Kent Police Department
Kent State University Police Department
Kenton Police Department
Kettering Police Department
Kinsman Twp. Police Department
Kipton Police Department
Kirkersville Police Department
Kirtland Hills Police Department
Kirtland Police Department
Knox County Sheriff's Office
LaGrange Police Department
Lake County Sheriff's Office
Lake Metroparks Police Department
Lake Township Police Department - Wood
Lake Waynoka Police Department

Lakeland Community College Police Department
Lakewood Police Department
Lancaster Police Department
Latty Police Department
Laurelville Police Department
Lawrence County Sheriff's Office
Lawrence Twp. Police Department
Lebanon Police Department
Leesburg Police Department
Leetonia Police Department
Leipsic Police Department
Lewisburg Police Department
Lexington Police Department
Liberty Twp. Police Department
Licking County Sheriff's Office
Licking Memorial Hospital Police Department
Lima Parks Department
Lima Police Department
Lindner Center of Hope Police Department
Linndale Village Police Department
Lisbon Police Department
Lithopolis Police Department
Liverpool Twp. Police Department
Lockland Police Department
Lodi Police Department
Logan County Sheriff's Office
Logan Police Department
London Police Department
Lorain County Metro Parks
Lorain County Sheriff's Office
Lorain Police Department
Lordstown Village Police Department
Loudonville Police Department
Louisville Police Department
Loveland Police Department
Lowell Police Department
Lowellville Police Department
Lucas County Sheriff's Office
Luckey Police Department
Lynchburg Police Department
Lyndhurst Police Department
Macedonia Police Department
Madeira Police Department
Madison County Sheriff's Office
Madison Twp. Police Department - Franklin

Madison Twp. Police Department - Lake
Madison Village Police Department
Magnolia Police Department
Mahoning County Sheriff's Office
Maineville Police Department
Malinta Police Department
Malone University Police Department
Manchester Police Department
Mansfield Police Department
Mantua Police Department
Maple Heights Police Department
Marblehead Police Department
Mariemont Police Department
Marietta College Police Department
Marietta Police Department
Marion County Sheriff's Office
Marion Police Department
Marion Twp. Police Department
Marlboro Twp. Police Department
Marshallville Police Department
Martins Ferry Police Department
Marysville Police Department
Mason Police Department - Warren
Massillon Police Department
Medina County Park District
Medina County Sheriff's Office
Medina Police Department
Medina Twp. Police Department
Meigs County Sheriff's Office
Mentor Police Department
Mentor-on-the-Lake Police Department
Mercer County Sheriff's Office
Maumee Police Department
Mayfield Heights Police Department
Mayfield Village Police Department
McArthur Police Department
McComb Police Department
McConnelsville Police Department
McDonald Police Department
Mechanicsburg Police Department
Middleport Police Department
Middletown Police Department
Midvale Police Department
Mifflin Police Department
Mifflin Twp. Police Department

Milan Police Department
Milford Police Department
Mill Creek MetroParks Police Department
Monroe County Sheriff's Office
Monroe Police Department
Monroeville Police Department
Montgomery County Sheriff's Office
Montgomery Police Department
Montpelier Police Department
Montville Township Police Department
Moraine Police Department
Millersburg Police Department
Millersport Police Department
Milton Twp. Police Department
Minerva Park Police Department
Minerva Police Department
Mingo Junction Police Department
Minster Police Department
Mogadore Police Department
Miami Co Park District Park Rangers
Miami County Sheriff's Office
Miami Twp. Police Department - Clermont
Miami Twp. Police Department - Montgomery
Miami University Police Department
Miamisburg Police Department
Middleburg Heights Police Department
Middlefield Police Department
Moreland Hills Police Department
Morgan County Sheriff's Office
Morristown Police Department
Morrow County Sheriff's Office
Morrow Police Department
Mount Eaton Police Department
Mount Gilead Police Department
Mount Healthy Police Department
Mount Orab Police Department
Mount Pleasant Police Department
Mount St. Joseph University
Mount Vernon Police Department
Mowrystown Police Department
Munroe Falls Police Department
Murray City Police Department
Muskingum County Sheriff's Office
Muskingum University Police Department
Muskingum Watershed Conservancy District

Napoleon Police Department
Nashville Police Department
Navarre Police Department
Nelsonville Police Department
New Albany Police Department
New Alexandria Police Department
New Athens Police Department
New Boston Police Department
New Bremen Police Department
New Concord Police Department
New Franklin Police Department
New Knoxville Police Department
New Lebanon Police Department
New Lexington Police Department
Newtonsville Police Department
Newtown Police Department
Niles Police Department
Noble County Sheriff's Office
North Baltimore Police Department
North Canton Police Department
North College Hill Police Department
North Hampton Police Department
New London Police Department
New Matamoras Police Department
New Miami Police Department
New Middletown Police Department
New Paris Police Department
New Philadelphia Police Department
New Richmond Police Department
New Riegel Police Department
New Straitsville Police Department
New Vienna Police Department
New Washington Police Department
New Waterford Police Department
Newark Police Department
Newburgh Heights Police Department
Newcomerstown Police Department
Newton Falls Police Department
North Kingsville Police Department
North Olmsted Police Department
North Perry Police Department
North Randall Police Department
North Ridgeville Police Department
North Royalton Police Department
Northfield Village Police Department

Northwest Ohio Psychiatric Hospital Police Department
Northwest State Community College
Northwood Police Department
Norton Police Department
Norwalk Police Department
Norwood Police Department
Notre Dame College Police Department
Oak Harbor Police Department
Oak Hill Police Department
Oakwood Police Department - Montgomery
Oakwood Police Department - Paulding
Oakwood Village Police Department
Oberlin Police Department
Obetz Police Department
Ohio Casino Control Commission
Ohio Dept. of Natural Resources - Division of Parks and Recreation
Ohio Dept. of Natural Resources - Division of Watercraft
Ohio Dept. of Natural Resources - Division of Wildlife
Ohio Dept. of Natural Resources - Office of Law Enforcement
Ohio University Police Department
Ohio Wesleyan University
Olmsted Falls Police Department
Olmsted Township Police Department
Ontario Police Department
Orange Village Police Department
Ottoville Police Department
Owens Community College Dept. of Public Safety
Owensville Police Department
Oxford Police Department
Oxford Twp. Police Department
Painesville Police Department
Pandora Police Department
Parma Heights Police Department
Oregon Police Department
Orrville Police Department
Orwell Police Department
Ostrander Police Department
Ottawa County Sheriff's Office
Ottawa Hills Police Department
Ottawa Police Department
Otterbein Police Department
Parma Police Department
Pataskala Police Department
Paulding County Sheriffs Office
Paulding Police Department

Payne Police Department
Peebles Police Department
Pemberville Police Department
Peninsula Police Department
Pepper Pike Police Department
Perkins Twp. Police Department
Perry County Sheriff's Office
Perry Twp. Police Department - Allen
Perry Twp. Police Department - Columbiana
Perry Twp. Police Department - Franklin
Perry Twp. Police Department - Montgomery
Perry Twp. Police Department - Stark
Perry Village Police Department
Perrysburg Police Department
Perrysburg Twp. Police Department
Phillipsburg Police Department
Pickaway County Sheriff's Office
Pickerington Police Department
Pierce Twp. Police Department
Pike County Sheriff's Office
Piketon Police Department
Pioneer Police Department
Piqua Police Department
Plain City Police Department
Plymouth Police Department
Poland Twp. Police Department
Poland Village Police Department
Pomeroy Police Department
Preble County Sheriff's Office
Preservation Parks of Delaware County
Proctorville Police Department
Put-in-Bay Police Department
Putnam County Sheriff's Office
Racine Police Department
Ravenna Police Department
Reading Police Department
Port Clinton Police Department
Port Washington Police Department
Port William Police Department
Portage County Sheriff's Office
Portage Police Department
Portsmouth Police Department
Powell Police Department
Powhatan Point Police Department
Reminderville Police Department

Republic Police Department
Reynoldsburg Police Department
Richfield Police Department
Richland County Sheriff's Office
Richland Twp. Police Department
Richmond Heights Police Department
Richmond Police Department
Richwood Police Department
Rio Grande Police Department
Ripley Police Department
Risingsun Police Department
Rittman Police Department
Riverside Police Department
Roaming Shores Police Department
Rockford Police Department
Rocky Ridge Police Department
Rocky River Police Department
Roseville Police Department
Ross County Sheriff's Office
Ross Township Police Department
Rossford Police Department
Russell Twp. Police Department
Russells Point Police Department
Russellville Police Department
Rutland Police Department
Sabina Police Department
Sagamore Hills Twp. Police Department
Saint Bernard Police Department
Saint Clair Twp. Police Department
Saint Clairsville Police Department
Saint Henry Police Department
Saint Louisville Police Department
Saint Marys Police Department
Saint Paris Police Department
Saint Rita's Medical Center
Salem Police Department
Salem Township Police Department
Saline Twp. Police Department
Salineville Police Department
Sharon Twp. Police Department
Sharonville Police Department
Shawnee Hills Police Department
Shawnee Police Department
Shawnee State University
Shawnee Twp. Police Department

Sheffield Lake Police Department
Sheffield Village Police Department
Sandusky County Park District Ranger Dept
Sandusky County Sheriff's Office
Sandusky Police Department
Sandusky Police/Cedar Point Division
Sardinia Police Department
Scioto County Sheriff's Office
Scott Police Department
Seaman Police Department
Shelby County Sheriff's Office
Shelby Police Department
Shreve Police Department
Sidney Police Department
Silver Lake Police Department
Silverton Police Department
Sinclair Community College Police Department
Smith Twp. Police Department
Sebring Police Department
Seneca County Sheriff's Office
Senecaville Police Department
Seven Hills Police Department
Seven Mile Police Department
Seville Police Department
Shadyside Police Department
Shaker Heights Police Department
Smithfield Police Department
Smithville Police Department
Solon Police Department
Somerset Police Department
South Amherst Police Department
South Bloomfield Police Department
South Charleston Police Department
South Euclid Police Department
South Point Police Department
South Russell Police Department
South Vienna Police Department
South Zanesville Police Department
Southwest General Police Department
Southwest Ohio Developmental Center
Spencer Police Department
Spencerville Police Department
Springboro Police Department
Springdale Police Department
Springfield Police Department

Springfield Twp. Police Department - Hamilton
Springfield Twp. Police Department - Mahoning
Springfield Twp. Police Department - Summit
Stark County Park District Enforcement Division
Stark County Sheriff's Office
Toledo Metropolitan Park District/Ranger Department
Toledo Police Department
Toledo/Lucas County Port Authority Police Department Swanton
Toronto Police Department
Tremont City Police Department
Trenton Police Department
Trotwood Police Department
Troy Police Department
State of Ohio Auditor's Office
Steubenville Police Department
Stow Police Department
Strasburg Police Department
Stratton Police Department
Streetsboro Police Department
Strongsville Police Department
Struthers Police Department
Stryker Police Department
Sugar Grove Police Department
Sugarcreek Police Department
Sugarcreek Twp. Police Department
Summa Health Protective Services/Police
Summit Behavioral Healthcare Police
Summit County Sheriff's Office
Summit Metro Parks
Sunbury Police Department
Swanton Police Department
Sycamore Police Department
Sylvania Police Department
Sylvania Twp. Police Department
Syracuse Police Department
Tallmadge Police Department
Terrace Park Police Department
The Ohio State University Police Division
Thompson Township Police Department
Thornville Police Department
Tiffin Developmental Center
Tiffin Police Department
Tiltonsville Police Department
Timberlake Police Department
Tipp City Police Department

Trumbull County Sheriff's Office
Tuscarawas County Sheriff's Office
Tuscarawas Police Department
Twin Valley Behavioral Healthcare - Franklin
Twinsburg Police Department
UC Health Department of Public Safety
Uhrichsville Police Department
Union City Police Department
Union County Sheriff's Office
Union Police Department
Union Twp. Police Department - Clermont
Union Twp. Police Department - Lawrence
Union Twp. Police Department - Licking
Uniontown Police Department
University Circle Police Department
University Heights Police Department
Wayne Police Department
Waynesburg Police Department
Waynesfield Police Department
Waynesville Police Department
Weathersfield Twp. Police Department
Wellington Police Department
Wells Township Police Department
Wellston Police Department
University Hospitals Cleveland Medical Center
University of Akron Police Department
University of Cincinnati Campus Police Department
University of Dayton Police Department
University of Rio Grande Police Department
University of Toledo Police Department
Upper Arlington Police Department
Upper Sandusky Police Department
Urbana Police Department
Utica Police Department
Valley View Police Department
Valleyview Police Department
Van Wert County Sheriff's Office
Van Wert Police Department
Vandalia Police Department
Vermilion Police Department
Washington Twp. Police Department - Logan
Washington Twp. Police Department - Lucas
Washingtonville Police Department
Waterville Police Department
Waterville Twp. Police Department

Wauseon Police Department
Waverly Police Department
Wayne County Sheriff's Office
Versailles Police Department
Vienna Twp. Police Department
Vinton County Sheriff's Office
Wadsworth Police Department
Waite Hill Police Department
Wakeman Police Department
Walbridge Police Department
Walsh University Police Department
Walton Hills Police Department
Wapakoneta Police Department
Warren County Sheriff's Office
Warren Police Department
Warren Twp. Police Department
Warrensville Heights Police Department
Washington County Sheriff's Office
Washington Court House Police Dept.
Wellsville Police Department
West Alexandria Police Department
West Carrollton Police Department
West Chester Police Department
West Farmington Police Department
West Jefferson Police Department
West Lafayette Police Department
West Liberty Police Department
West Milton Police Department
West Salem Police Department
West Union Police Department
West Unity Police Department
Westerville Police Department
Westfield Center Police Department
Westlake Police Department
Whitehall Police Department
Whitehouse Police Department
Wickliffe Police Department
Wilberforce University Police Department
Willard Police Department
Williams County Sheriff's Office
Williamsburg Police Department
Willoughby Hills Police Department
Willoughby Police Department
Willowick Police Department
Wilmington Police Department

Wilmot Police Department
Winchester Police Department
Windham Police Department
Wintersville Police Department
Wittenberg University Police Department
Wood County Park District
Wood County Sheriff's Office
Woodlawn Police Division
Woodmere Police Department
Woodsfield Police Department
Woodville Police Department
Wooster Police Department
Worthington Police Department
Wright State University Police Department
Wyandot County Sheriff's Office
Wyoming Police Department
Xavier University Police Department
Xenia Police Division
Yellow Springs Police Department
Yorkville Police Department
Youngstown Developmental Center
Youngstown Police Department
Youngstown State University Police Department
Zanesville Police Department

Description of the State's planned participation in the Click-it-or-Ticket national mobilization:

Planned Participation in Click-it-or-Ticket

Ohio will continue to implement and expand the national seat belt mobilization model around the Memorial Day holiday in FFY2019. Campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

A higher frequency of messaging directed at low usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. New media partnerships and earned media will help expand the campaign's message into the low usage populations. In FFY2019, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Media will also be directed toward Ohio's multicultural communities. Additionally, social media and a limited amount of targeted outdoor and print media will be used during this effort.

The target audience is defined as anyone who drives or rides in a motor vehicle within the State of Ohio. According to the ODPS 2016 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15 ½ - 25) and men are less likely to use seat belts. Throughout 2019, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences, rural and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

Media tactics will include a combination of television, radio, social and print media that will be used to

maximize the amount of resources for the sustained alcohol paid media plan. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by also employing a statewide radio network in part for this effort.

The final comprehensive paid media plan will be submitted to NHTSA for review.

In FFY2019, Ohio will continue to use the Click It or Ticket (CIOT) message for sustained seat belt messaging throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is 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.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with approved print advertising/educational materials that will be distributed in a systematic manner to promote seat belt use through earned media. Print media/educational materials are evaluated in several ways: knowledge surveys, gross impressions, numbers distributed and telephone surveys.

Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY2019. 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, increase participation in the mobilizations to more than 470 agencies and encourage agencies to report their results.

Ohio will continue to participate in Tri-State Kick-Off Events for CIOT. In addition, Safe Community programs are required to conduct a CIOT kick-off event in their county. This will be approximately 50 events for CIOT.

List of Task for Participants & Organizations

Child restraint inspection stations

Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Unique Identifier	Planned Activity Name
M2X-2020-00-00-06	Occupant Protection Coordinator Program

Total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: 191

Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:

Populations served - urban: 58

Populations served - rural: 69

Populations served - at risk: 97

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child passenger safety technicians

Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Countermeasure Strategy
Child Restraint System Inspection Station(s)

Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Unique Identifier	Planned Activity Name
M2X-2020-00-00-06	Occupant Protection Coordinator Program

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes: 30

Estimated total number of technicians: 375

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

Qualification criteria for a lower seat belt use rate State

The State applied under the following criteria:

Primary enforcement seat belt use statute: No

Occupant protection statute: No

Seat belt enforcement: Yes

High risk population countermeasure programs: Yes

Comprehensive occupant protection program: No

Occupant protection program assessment: Yes

Seat belt enforcement

Countermeasure strategies demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

Planned activities demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement, and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:

Unique Identifier	Planned Activity Name
M2X-2020-00-00-04	Seat Belt Print Advertising/Educational Materials
PT-2020-00-00-03	Selective Traffic Enforcement Program
M2X-2020-00-00-05	Statewide Seat Belt Tac Squads

High risk population countermeasure programs

Countermeasure strategies demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways;Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Countermeasure Strategy
Mass Media Campaign
Peer to Peer Teen Outreach

Submit planned activities demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Unique Identifier	Planned Activity Name
TSP-2020-00-00-04	High School Teen Safe Driving Program

Occupant protection program assessment

Date of the NHTSA-facilitated assessment of all elements of its occupant protection program.

Date of the NHTSA-facilitated assessment: 5/3/2019

405(c) State traffic safety information system improvements grant

Traffic records coordinating committee (TRCC)

Meeting dates of the TRCC during the 12 months immediately preceding the application due date:

Meeting Date
7/30/2018
9/10/2018
12/10/2018
2/13/2019
4/24/2019
6/12/2019

Name and title of the State's Traffic Records Coordinator:

Name of State's Traffic Records Coordinator: Jamie Doskocil

Title of State's Traffic Records Coordinator: Chair

TRCC members by name, title, home organization and the core safety database represented:

List of TRCC members

Ohio Traffic Records Coordinating Committee Members FFY 2019			
Member	Position	Agency	Representing Organization (Core Area)Representing Organization (Core Area)
EXECUTIVE COUNCIL			
Thomas Stickrath	Director - TRCC Executive Council Chair	Ohio Department of Public Safety	All Core Areas
Jack Marchbanks	Director	Ohio Department of Transportation	All Core Areas
M. Beth Trombold	Interim Chair	The Public Utilities Commission of the State of Ohio	All Core Areas
Stephanie Hess	Interim Administrative Director	The Supreme Court of Ohio Office of the Administrative Director	All Core Areas
TECHNICAL COUNCIL			
CHAIR AND CO-CHAIR			
Jamie Doskocil	Program Administrator 3 - TRCC Chair	Ohio Department of Public Safety - OSP	Department of Public Safety (all core areas)
Chris Johnson	Captain - TRCC Co-Chair	Ohio Department of Public Safety - OSP	Department of Public Safety (all core areas)
Ohio Department of Public Safety - Administration			
Keith Church	Information Technology Supervisor 3	Ohio Department of Public Safety - IT	Information Technology, Administration (Crash, Roadway, Driver, Vehicle, Citation, Adjudication, Injury Surveillance/EMS)
Ohio Department of Public Safety - BMV			

Jerome Ferguson	Administrative Officer 1	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
Tom O. Wilson	Administrator	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
Gregory Edwards	Administrator, BMV Special Operations	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
Rob Fragale	BMV Program Administrator	Ohio Department of Public Safety - BMV	ODPS BMV (Driver and Vehicle)
Ohio Department of Public Safety - EMA			
Karen Kadar	Planning Supervisor	Ohio Department of Public Safety - EMA	ODPS EMA (Driver, Vehicle)
Susan Wyatt	Planner	Ohio Department of Public Safety - EMA	ODPS EMA (Driver, Vehicle)
Ohio Department of Public Safety - EMS			
Sue Morris	EMS Trauma Data Program Manager	Ohio Department of Public Safety - EMS	ODPS EMS (Injury Surveillance/EMS)
Ohio Department of Public Safety - CJS			
Jim Luebbers	Criminal Justice Planning Supervisor	Ohio Department of Public Safety - CJS	ODPS CJS (Driver, Vehicle)
Ohio Department of Public Safety - Homeland Security			
Janille Stearmer	Program Administrator 3	Ohio Department of Public Safety - OHS	Homeland Security, Administration (Driver, Vehicle)
Ohio Department of Public Safety - State Highway Patrol			
Tom Gwinn	Administrator Officer 2	Ohio Department of Public Safety - OSP	Planning amp Analysis, Ohio State Highway Patrol-FARS
Ohio Department of Transportation			
Michael McNeill	Transportation Engineer	Ohio Department of Transportation	Office of Systems Planning amp Program Management (Crash, Roadway)
Derek Troyer	Transportation Engineer	Ohio Department of Transportation	Office of Systems Planning amp Program Management (Crash, Roadway)
Jordan Whisler	Local Safety amp Active Transportation Manager	Ohio Department of Transportation	Office of Systems Planning amp Program Management (Crash, Roadway)

Supreme Court of Ohio			
Stephanie Hess	Interim Administrative Director	Supreme Court of Ohio	Judicial Services (Citation/Adjudication)
Milt Nuzum	Director of Judicial Services	Supreme Court of Ohio	Judicial Services (Citation/Adjudication)
Public Utilities Commission of Ohio			
Yvonne Cooper	Data Program Administrator II	Public Utilities Commission of Ohio	Public Utilities Commission of Ohio (Crash, Roadway)
Len Shenk	Division Administrator	Public Utilities Commission of Ohio	Public Utilities Commission of Ohio (Crash, Roadway)
Ohio Department of Health			
Sara Morman	Program Administrator	Ohio Department of Health	Violence amp Injury Prevention Program (Injury Surveillance/EMS)
Ohio Association of Regional Councils			
Jennifer Noll	Principal Planner	Mid-Ohio Regional Planning Commission	Mid-Ohio Regional Planning Commission (Roadway)
Stephen Patchan	Assistant Director of Planning amp Environment	Mid-Ohio Regional Planning Commission	Mid-Ohio Regional Planning Commission (Roadway)
Buckeye Sheriffaposs Association			
Jeff Anspach	Deputy Sheriff	Logan County Sheriffaposs Office	Buckeye State Sheriffaposs Association (Crash/Roadway Driver, Vehicle, Citation/Adjudication)
Ryan Furlong	Lieutenant	Logan County Sheriffaposs Office	Buckeye State Sheriffaposs Association (Crash/Roadway Driver, Vehicle, Citation/Adjudication)
Ohio Association of Chiefs of Police			

Michael T. Pomesky, CLEE	Chief of Police	Perry Township Police Department	Ohio Association of Chiefs of Police (Crash, Roadway, Driver, Vehicle, Citation/ Adjudication, Injury Surveillance/EMS)
Ohio Insurance Institute			
Dean Fadel	President	Ohio Insurance Institute	Ohio Insurance Institute (Crash, Driver, Vehicle)
County Engineers Association of Ohio			
Michelle Risko	Program Manager	County Engineers Association of Ohio	County Engineers Association of Ohio (Roadway)
Dean Ringle	Executive Director	County Engineers Association of Ohio	County Engineers Association of Ohio (Roadway)
Ohio Clerks of Courts Association			
Lori Tyack	Clerk of Courts	Franklin County Municipal Court	Ohio Association of Municipal/County Court Clerks (Citation amp Adjudication)
Federal Motor Carriers Safety Administration (non-voting)			
Stephen McCormick	Division Administrator	Federal Motor Carrier Safety Administration	Federal Motor Carriers Safety Administration (Crash, Roadway, Driver)
Keith Willoughby	State Program Manager	Federal Motor Carrier Safety Administration	Federal Motor Carriers Safety Administration (Crash, Roadway, Driver, Vehicle)
Federal Highway Administration (non-voting)			
Ron Garczewski	Safety Engineer	Federal Highway Administration	Federal Highway Administration (Crash, Roadway, Driver)
National Highway Traffic Safety Administration (non-voting)			

Jeffrey Welter	Regional Program Manager	National Highway Traffic Safety Administration	National Highway Traffic Safety Administration - Region 5(all core areas)

Traffic Records System Assessment

1.0 Crash Recommendations

1.1 Recommendation: Improve the applicable guidelines for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

1.1 Response: The Model Minimum Uniform Crash Criteria (MMUCC) is a primary source for the collection of crash data elements. The ANSI D-16 and ANSI D-20 will be used in the development of the new traffic crash report.

1.2 Recommendation: Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

1.2 Response: The crash data system does not currently interface with the driver, vehicle, citation, adjudication, or injury surveillance systems. Included in this strategic plan are objectives to begin exploring potential methods to build these interfaces and to improve existing interfaces.

1.3 Recommendation: Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

1.3 Response: Quarterly report(s) are forecasted to be developed in 2017-2018 to track the process of rejected crash reports, the return of the corrected reports, and provide feedback to agencies. Performance measures and numerical goals will be developed to gauge data quality.

2.0 Vehicle Recommendations

2.1 Recommendation: Improve the procedures/process flows for the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

2.1 Response: BMV is developing annotated vehicle data system documentation. The agency is also identifying the security provisions that protect data against fraud and protocols that regulate the release of vehicle data.

2.2 Recommendation: Improve the interfaces with the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

2.2 Response: BMV is currently in the process of re-writing the vehicle registration database for integration into the driver license database.

2.3 Recommendation: Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

2.3 Response: Revisions to the vehicle registration database will improve overall data quality.

Data auditing is performed on a routine basis by BMV field staff, and trend analysis and random data sampling is performed routinely to review transactions for accuracy and fraud prevention.

3.0 Driver Recommendation

3.0 Recommendation: Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

3.0 Response: Planned revisions to the vehicle registration database will improve overall data quality.

4.0 Roadway Recommendation

4.0 Recommendation: Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

4.0 Response: ODOT is currently developing a new roadway inventory management system. As part of this project, performance measures related to completeness and quality will be established.

5.0 Citation/Adjudication Recommendations

5.1 Recommendation: Improve the applicable guidelines for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

5.1 Response: TRCC will begin reviewing the citation system's adherence to national guidelines. Recommendations will be made for improvements to applicable sections.

5.2 Recommendation: Improve the data dictionary for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

5.2 Response: ODPS information technology (IT) staff will develop a data dictionary for the citation system. Ohio has no plans to implement a statewide system to track court payments or dismissal of citations.

5.3 Recommendation: Improve the interfaces with the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

5.3 Response: Ohio's citation and adjudication systems are not linked. TRCC will explore methods to improve the interfaces for the citation system.

5.4 Recommendation: Improve the data quality control program for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

5.4 Response: Performance measures for improving citation data quality are future goals for TRCC and will be explored as the system develops.

6.0 EMS/Injury Surveillance Recommendations

6.1 Recommendation: Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

6.1 Response: The EMS data system, trauma registry, and trauma rehabilitation registry are currently being migrated into a single system. Ohio has no plans to develop an emergency department data system.

6.2 Recommendation: Improve the data quality control program for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

6.2 Response: Initial plans for creating timeliness and completeness standards for EMS, trauma registry, and trauma rehabilitation data are underway. Once established, reports on data quality will be made available to submitting agencies, with benchmark data included.

7.0 Data Use and Integration Recommendation

7.0 Recommendation: Improve the traffic records systems capacity to integrate data that reflects best practices identified in the Traffic Records Program Assessment Advisory.

7.0 Response: Plans to create a formal traffic records inventory have been established. Integration processes will be examined over the next five-year strategic planning cycle.

Traffic Records for Measurable Progress

Crash

1. Complete the data dictionary from the new OH1 that was effective January 1, 2019.
2. Increase electronic crash submission by 10% through promoting the OLEIS program and working with third party vendors.
3. Complete the crash location mapping enhancement for the Ohio Trooper Information System (OTIS) and OLEIS.

Vehicle

1. Implement and stabilize the new vehicle registration database.
2. Examine opportunities to transition certain forms to an electronic format in order to increase accuracy and timeliness of vehicle and driver records.

Driver

1. Complete StatetoState driver license connectivity (one license for one individual).
2. Continue efforts to comply with all FMCSA standards for CDL holders.
3. Examine opportunities to transition certain forms to an electronic format (e.g. Administrative License Suspension – form 2255) in order to increase accuracy and timeliness of certain records.

Roadway

1. Increase the number of law enforcement agencies using the Officer Crash Mapping Tool (OCMT).
2. Increase by 10% the counts for volume data on the local roadway network.
3. Increase by 10% the number of permanent counters on the local roadway network.

4. Increase by 10% the number of crashes accurately mapped to the roadway network (linear referencing system).
5. Develop an intersection inventory for all public roads (MIRE Fundamental Data Elements).
6. Begin collecting volume data related to vulnerable users.
7. Distribute real time travel data to inform motorists of driving conditions through mobile or vehicle applications.

Citation/Adjudication

1. Increase the number of law enforcement agencies participating in electronic citation by 10%.
2. Complete the interface with two major mayor's court case management vendors (Baldwin Group and CMI) so that citations can be filed electronically with those courts.
3. Continue to complete interface projects with the courts (case management systems for eFiling) and third party eCitation vendors.

EMS/Injury Surveillance

1. Complete the EMSIRS internal rewrite and implement automatic reporting of all Ohio cardiac arrest events directly to CARES national database.
2. Increase by 10% the number of EMS agencies reporting to EMSIRS.
3. Increase by 10% the number of hospitals reporting to the OTR.

Data Use and Integration Recommendation

1. Begin the Traffic Records Inventory and complete up to 50% of the data systems.
2. Convene a working group dedicated to developing methods for data governance and security policies for data integration.
3. Increase data sharing agreements with researchers and leverage outside traffic safety data.

Traffic Records Supporting Non-Implemented Recommendations

Crash Recommendations

Recommendation: Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: The crash data system does not currently interface with the driver, vehicle, citation, adjudication, or injury surveillance systems. Included in this strategic plan are objectives to begin exploring potential methods to build these interfaces and to improve existing interfaces.

**FFY 2020 Update: If opportunities for interfacing between systems arise, these efforts will be considered for possible inclusion in the next Strategic Plan. Currently, there is a project underway to bring the EMS Incident Reporting System in-house within the Ohio Department of Public Safety. Once the data migration is complete, integration with the crash data system may be possible in the future.

Citation/Adjudication Recommendations

Recommendation: Improve the interfaces with the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Response: Ohio's citation and adjudication systems are not linked. TRCC will explore methods to improve the interfaces for the citation system.

**FFY 2020 Update: Linking the citation writing software and statistical repository to the courts' adjudication systems is not possible at this time. This is primarily due to the fact that Ohio does not have a centralized court system. Courts are required to report back to the BMV to update a driver's record for certain cases (e.g. suspensions, points, etc), but this does not capture the full picture of adjudications. Without a centralized record system, data linkages will be a challenge. In FFY 2019, the TRCC became aware of a rudimentary adjudication database maintained by the Ohio Supreme Court. The data contained in this system is limited, though. We will continue to explore this data resource during FFY 2020. In addition, we will continue to construct one-way interfaces between the Ohio Law Enforcement Information System (OLEIS) and the courts so that electronic citation files can be sent to the courts' case management systems. If we become aware of the possibility of receiving adjudication information back and "closing the loop" on a citation, we will be amenable to building those linkages.

Traffic Records for Model Performance Measures

Crash Performance Measures			
3-Year Analysis			
Measure	FFY 2016	FFY 2017	FFY 2018
Number of agencies submitting electronic crash reports.	344 unique law enforcement agencies (by NCIC) have submitted electronically.	390 unique law enforcement agencies (by NCIC) have submitted electronically.	To date, 434 unique law enforcement agencies (by NCIC) have submitted electronically.
*Ohio has approximately 1,000 law enforcement agencies. From year to year, roughly 600 regularly submit at least one crash report each year.			
Percentage of submitted crash reports that are electronic.	60.50%	67%	72%
Mean number of days between crash date to submission of crash reports and availability online.	7.8	6.1	4.9

Percentage of crash reports returned due to errors.	--	Tracking began in February 2017 – percentage will not accurately reflect for FFY2016	Performance data not yet available.
Vehicle Performance Measures			
3-Year Analysis			
Measure	FFY 2016	FFY 2017	FFY 2018
Complete the rewrite of the vehicle registration database.	Baseline – completion in process		
Complete data linkages between the vehicle registration database and the driver license database which will allow for real-time updates with the Business Application Services System (BASS) which can be used by law enforcement agencies.	Baseline – completion in process		
Driver Performance Measures			
3-Year Analysis			
Measure	FFY 2016	FFY 2017	FFY 2018
Complete data linkages between the driver license system, vehicle registration system, Business Application Services System (BASS), and Image Retrieval and Indexing System (IRIS); resulting in a unified enterprise environment.	Baseline – completion in process		
Increase the number of convictions collected from courts via online interfaces.	Baseline – completion in process		
Roadway Performance Measures			
3-Year Analysis			
Measure	FFY 2016	FFY 2017	FFY 2018

Number of counties Location Based Response System (LBRS) data integrated into road inventory.	28	28	28
Increase the number of crash records linked to road inventory data	97%	96%	95%
	16,094	19,248	TBD
Increase the number of annual logins to DOT crash data system			
Citation/Adjudication Performance Measures			
3-Year Analysis			
Measure	CY 2016	CY 2017	CY 2018
Total number of court locations successfully interfaced with OTIS/OLEIS to accept electronically filed citations	73	108	121
-Municipal/County			
-Juvenile			
-Mayors			
Number/Percentage of Municipal/County courts able to accept electronically filed citation via interface (of 163 total)	71 Municipal/County court locations (43.6%)	100 Municipal/County court locations (61.3%)	105 Municipal/County court locations (62.6%)
Number/Percentage of Juvenile courts able to accept electronically filed citation via interface (of 88 total)	2 Juvenile court locations (2.3%)	4 Juvenile court locations (4.5%)	11 Juvenile court locations (12.5%)
Number of local law enforcement agencies submitting citation data to the statewide citation repository (non-OSHP)	--	60	87
Number of records received by the statewide citation repository from local law enforcement (non-OSHP)	--	26,088	51,771

EMS/Injury Surveillance Performance Measures			
3-Year Analysis			
Measure	FFY 2016	FFY 2017	FFY 2018
Develop standards for EMSIRS and OTR timeliness, accuracy, completeness	--	The section has established standards for timeliness (reporting deadlines), accuracy and completeness in order to ensure both EMS and trauma data are complete. Accessibility will be expanded in the second phase of the new EMSIRS project allowing for limited access of the data to external parties as permitted by law.	2017 Annual Trauma Report – Final Draft created
and accessibility.			
Ensure records in EMSIRS and both modules of OTR are linked through the continuity of care server (full integration).	--	--	This was a deliverable in the original contract but was never fully developed or implemented by the vendor. As part of the EMSIRS internal rewrite, a copy of trauma data collected by the external vendor will be regularly updated in a newly created data warehouse.
Number of EMS agencies reporting to EMSIRS.	--	--	722 agencies are reporting to EMSIRS.
Number of hospitals reporting to the OTR.	--	--	194 hospitals are reporting to OTR.
Data Use and Integration Performance Measures			
3-Year Analysis			
Measure	FFY 2016	FFY 2017	FFY 2018

Number of integration projects completed.	--	--	(1) Vehicle and Driver's information was linked to the Ohio Law Enforcement Information System for use in eCitation and crash reporting (auto populates the form)
Number of research projects aided by TRCC support.	--	--	(1) STRAVA bicycle/pedestrian data set was purchased for ODOT and local planning agencies for the purpose of infrastructure improvements;
			(2) CODES project by Nationwide Children's Hospital
			(3) NHTSA MMUCC field mapping project
			(4) Crash data sharing with various partners such as PUCO, ODOT, and the Ohio Turnpike

State traffic records strategic plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

Planned activities that implement recommendations:

Unique Identifier	Planned Activity Name
TR-2020-00-00-01	Traffic Records Assessment
M3DA-2020-00-00-01	Traffic Records Coordinating Committee Projects

Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: 2/16/2015

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

405(d) Impaired driving countermeasures grant

Impaired driving assurances

Impaired driving qualification: Low-Range State

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

405(d) Alcohol-ignition interlock law grant

Alcohol-ignition interlock laws Grant

Legal citations to demonstrate that the State statute meets the requirement.

Requirement Description	State citation(s) captured
The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.	Yes

Citations

Legal Citation Requirement: The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.

Legal Citation: O.R.C. 4510.022

Amended Date: 9/26/2017

405(d) 24-7 Sobriety programs grant

Mandatory license restriction requirement

The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(9)(2) applies, for a period of not less than 30 days.

Requirement Description	State citation(s) captured

The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.	No

Sobriety program information

Legal citations: No

State program information: No

Legal citations

State law authorizes a Statewide 24-7 sobriety program.

Requirement Description	State citation(s) captured
State law authorizes a Statewide 24-7 sobriety program.	No

Program information

State program information that authorize a Statewide 24-7 sobriety program.

405(e) Distracted driving grant

Sample Questions

There are not any specific distracted driving questions in Ohio's knowledge test.

Legal citations

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least $25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?: Secondary Offense

Date enacted: 8/30/2012

Date amended: 3/22/2015

Requirement Description	State citation(s) captured
Prohibition on texting while driving.	Yes
Definition of covered wireless communication devices.	Yes
Minimum fine of at least $25 for an offense.	Yes

Citations

Legal Citation Requirement: Prohibition on texting while driving.

Legal Citation: O.R.C. 4511.204

Amended Date: 3/22/2015

Citations

Legal Citation Requirement: Definition of covered wireless communication devices.

Legal Citation: O.R.C. 4511.204 (G)

Amended Date: 3/22/2015

Citations

Legal Citation Requirement: Minimum fine of at least $25 for an offense.

Legal Citation: O.R.C. 4511.204 (D)

Amended Date: 3/22/2015

Legal citations for exemptions to the State's texting ban:

Citations

Legal Citation Requirement:

Legal Citation: O.R.C. 4511.2014 (B)

Amended Date: 3/22/2015

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least $25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?: Primary Offense

Date enacted: 8/30/2012

Date amended: 3/21/2013

Requirement Description	State citation(s) captured
Prohibition on youth cell phone use while driving.	Yes
Definition of covered wireless communication devices.	Yes
Minimum fine of at least $25 for an offense.	Yes

Citations

Legal Citation Requirement: Prohibition on youth cell phone use while driving.

Legal Citation: O.R.C. 4511.205

Amended Date: 3/21/2015

Citations

Legal Citation Requirement: Definition of covered wireless communication devices.

Legal Citation: O.R.C. 4511.205 (E)

Amended Date: 3/21/2013

Citations

Legal Citation Requirement: Minimum fine of at least $25 for an offense.

Legal Citation: O.R.C. 4511.205 (C)

Amended Date: 3/21/2013

Legal citations for exemptions to the State's youth cell phone use ban.

Citations

Legal Citation Requirement:

Legal Citation: O.R.C. 4511.205 (B)

Amended Date: 3/21/2013

405(f) Motorcyclist safety grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:

Motorcycle rider training course: Yes

Motorcyclist awareness program: No

Reduction of fatalities and crashes: No

Impaired driving program: No

Reduction of impaired fatalities and accidents: No

Use of fees collected from motorcyclists: Yes

Motorcycle rider training course

Name and organization of the head of the designated State authority over motorcyclist safety issues:

State authority agency: Ohio Department of Public Safety

State authority name/title: Thomas Stickrath, Director

Introductory rider curricula that has been approved by the designated State authority and adopted by the State:

Approved curricula: (v) Other approved curriculum

Other approved curricula: Ohio

CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.

Counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

County or Political Subdivision	Number of registered motorcycles
ALLEN	3,935
ASHTABULA	5,121
ATHENS	1,693
BUTLER	12,002
CLARK	5,181
CLERMONT	8,378
CLINTON	1,785
COLUMBIANA	5,521
CUYAHOGA	28,483
DEFIANCE	1,697
DELAWARE	6,018
ERIE	3,668
FRANKLIN	26,479
GALLIA	1,042

GREENE	5,994
HAMILTON	17,394
HENRY	1,349
KNOX	2,728
LAKE	9,151
LICKING	7,348
LOGAN	2,518
LORAIN	11,989
LUCAS	11,439
MAHONING	8,458
MIAMI	4,906
PORTAGE	7,144
RICHLAND	5,569
ROSS	2,855
SANDUSKY	3,223
STARK	14,858
SUMMIT	18,462
TRUMBULL	9,792
TUSCARAWAS	4,590
UNION	2,898
WASHINGTON	2,530
WOOD	4,674

Total number of registered motorcycles in State.

Total # of registered motorcycles in State: 402,783

Use of fees collected from motorcyclists for motorcycle programs

Process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs.

Use of fees criterion: Data State

Legal citations for each law state criteria.

Requirement Description	State citation(s) captured
The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.	No
The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.	No

405(g) State graduated driver licensing incentive grant

Graduated driver licensing

Date that the State's graduated driver's licensing statute requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license was last amended. The statute must be in effect and be enforced during the entire fiscal year of the grant.

Graduated driver licensing law last amended on: 6/30/2015

Legal citations demonstrating that the State statute meets the requirement.

Requirement Description	State citation(s) captured
Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State.	Yes
Applicant must pass vision test and knowledge assessment.	Yes
In effect for at least 6 months.	Yes
In effect until driver is at least 16 years of age.	Yes
Must be accompanied and supervised at all times.	Yes
Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.	Yes
Prohibits use of personal wireless communications device.	Yes
Extension of learner's permit stage if convicted of a driving-related offense.	Yes

Citations

Legal Citation Requirement: Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State.

Legal Citation: O.R.C. 4507.05

Amended Date: 12/31/2016

Citations

Legal Citation Requirement: Applicant must pass vision test and knowledge assessment.

Legal Citation: O.R.C. 4507.11

Amended Date: 12/31/2016

Citations

Legal Citation Requirement: In effect for at least 6 months.

Legal Citation: O.R.C. 4507.05

Amended Date: 12/31/2016

Citations

Legal Citation Requirement: In effect until driver is at least 16 years of age.

Legal Citation: O.R.C. 4507.05

Amended Date: 12/31/2016

Citations

Legal Citation Requirement: Must be accompanied and supervised at all times.

Legal Citation: O.R.C. 4507.05 (A)

Amended Date: 12/31/2016

Citations

Legal Citation Requirement: Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.

Legal Citation: O.R.C. 4507.21 (B)(1)

Amended Date: 9/28/2015

Citations

Legal Citation Requirement: Prohibits use of personal wireless communications device.

Legal Citation: O.R.C. 4507.05

Amended Date: 12/31/2016

Citations

Legal Citation Requirement: Extension of learner's permit stage if convicted of a driving-related offense.

Legal Citation: O.R.C. 4507.071 (D)

Amended Date: 6/30/2015

Legal citations for exemptions to the State's texting ban:

Citations

Legal Citation Requirement:

Legal Citation: O.R.C. 4507.05

Amended Date: 12/31/2016

Legal citations demonstrating that the State statute meets the requirement.

Requirement Description	State citation(s) captured
Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.	Yes
Applicant must pass behind-the-wheel driving skills assessment.	Yes
In effect for at least 6 months.	Yes
In effect until driver is at least 17 years of age.	Yes

Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies.	Yes
No more than 1 nonfamilial passenger younger than 21 years of age allowed.	Yes
Prohibits use of personal wireless communications device.	Yes
Extension of intermediate stage if convicted of a driving-related offense.	Yes

Citations

Legal Citation Requirement: Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.

Legal Citation: O.R.C. 4507.071

Amended Date: 6/30/2015

Citations

Legal Citation Requirement: Applicant must pass behind-the-wheel driving skills assessment.

Legal Citation: O.R.C. 4507.11

Amended Date: 12/31/2016

Citations

Legal Citation Requirement: In effect for at least 6 months.

Legal Citation: O.R.C. 4507.071

Amended Date: 6/30/2015

Citations

Legal Citation Requirement: In effect until driver is at least 17 years of age.

Legal Citation: O.R.C. 4507.071

Amended Date: 6/30/2015

Citations

Legal Citation Requirement: Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies.

Legal Citation: O.R.C. 4507.071 B, 1 (2)(B)

Amended Date: 6/30/2015

Citations

Legal Citation Requirement: No more than 1 nonfamilial passenger younger than 21 years of age allowed.

Legal Citation: O.R.C. 4507.071 B, 1 (2)(B)

Amended Date: 6/30/2015

Citations

Legal Citation Requirement: Prohibits use of personal wireless communications device.

Legal Citation: O.R.C. 4511.205

Amended Date: 3/21/2013

Citations

Legal Citation Requirement: Extension of intermediate stage if convicted of a driving-related offense.

Legal Citation: O.R.C. 4507.071 (D)

Amended Date: 6/30/2015

Legal citations for exemptions to the State's texting ban:

Citations

Legal Citation Requirement:

Legal Citation: O.R.C. 4507.071 (C)

Amended Date: 6/30/2015

1906 Racial profiling data collection grant

Racial profiling data collection grant

Application Type: Official documents

Official documents

Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.

Law: No

Regulation: No

Binding policy directive: No

Letter from the Governor: No

Court order: No

Other: No

Enter other document type:

Each requirement below provides legal citations to demonstrate that the State statute meets the requirement:

Requirement Description	State citation(s) captured
Law(s) that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.	No

Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.

Certifications, Assurances, and Highway Safety Plan PDFs

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's

Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.