

State of Oklahoma



ANNUAL REPORT

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OHSSO
Oklahoma Highway Safety Office

3223 N. Lincoln Blvd.
Oklahoma City, OK 73105
(405) 523-1570
www.dps.state.ok.us/ohso

The Oklahoma Highway Safety Office

In 1965, Congress passed the Baldwin Amendment, which recommended the establishment of state highway safety offices. As a result of the Baldwin Amendment, Congress initiated a series of studies of the highway safety problem. The result of this congressional concern was the adoption of the Highway Safety Act of 1966. That Act stated that each state should have a highway safety program under the direction of the governor. It also established a series of uniform highway safety standards, which are now called "Program Areas."

The Highway Safety Act of 1970 created the National Highway Traffic Safety Administration (NHTSA) within the U.S. Department of Transportation. NHTSA and the Federal Highway Administration (FHWA) were assigned specific responsibilities by the Act to administer selected portions of the highway safety program.

In 1967, the Oklahoma Legislature implemented the Federal Highway Safety Act of 1966 (Title 47, Section 40-107, OS 1970). The Governor was empowered to implement the Federal Highway Safety Act of 1966 by appointing a director and other necessary staff. As a result of this Act, the OHSO was created to receive and distribute funds allocated to Oklahoma under the Federal Highway Safety Act.

In 1976, House Bill 1791 was passed creating the Oklahoma Department of Transportation (ODOT). The Department was charged with carrying out the transportation policies, plans, and programs of the State. The legislation abolished the Oklahoma Highway Safety Coordinating Committee and made the OHSO a division of the ODOT. However, because of the necessity for close cooperation and communication with the Governor, the OHSO retained substantial independence in its day-to-day operations.

On July 1, 1993, the Oklahoma Legislature transferred OHSO to another host agency, the Oklahoma Department of Public Safety (DPS).

For Fiscal Year 2005, the Director of Highway Safety, Mr. Joe R. McDonald, administered the Oklahoma Highway Safety Office. Governor Henry appointed Ms. Kaye E. Statton as his Representative for Highway Safety effective September 23, 2005.

Oklahoma Highway Safety Office

FY 2005 STAFF

Cecilia Alsobrook, Program Manager
Beverly Baker, Resource Manager
2LT. J.C. Burris, Law Enforcement Liaison
Kathy Evans, Data Analyst
Christine Franklin, Administrative Technician
Rex Ice, Program Manager
Sharlene Jenks, Secretary
Jaurita Lee, Accountant Technician
Joe McDonald, Director
Sue Rooks, FARS Analyst
Kaye Statton, Deputy Director/Chief of Programs
(Appointed Governor's Representative 10/23/05)
Garry Thomas, Program Manager
Ronnie Thompson, Program Manager
Jay Wall, Program Manager
Carol Williams, CVARS Programs Manager
Gail Yohe, Accountant

OKLAHOMA HIGHWAY SAFETY OFFICE

VISION

*Create and maintain an environment
where Oklahoma roadways are safe for everyone*

VALUES

Integrity

Service

Excellence

PRINCIPLES

Credibility

Teamwork

People

MISSION

*To combat the number and severity of traffic crashes
by developing and supporting
educational, enforcement, and engineering programs*

GOALS, OBJECTIVES AND STRATEGIES

GOAL: To reduce deaths, injuries, and societal costs resulting from traffic crashes.

Objective: Develop and submit highway safety-related state legislation annually.

Strategy: Research and develop draft legislation by July 31.

Strategy: Submit draft legislation by August 31.

Strategy: Notify partners of proposed highway safety-related legislation.

STATUS: The OHSO was fully engaged in the discussion of highway safety-related legislation with State agencies and other partners interested in highway safety. The OHSO is attached to the DPS and normally legislative initiatives are funneled through DPS. Input to the process comes from myriad partners and channels. The Oklahoma Highway Safety Forum, facilitated by the OHSO is one outstanding venue to vet possible legislative initiatives.

Objective: Provide education on traffic safety-related issues.

Strategy: Distribute press releases addressing traffic safety events and issues.

Strategy: Sponsor and/or support educational events, and projects, and encourage partners' participation.

Strategy: Develop new, and improved, traffic safety-related materials.

STATUS: Press releases and conferences, educational events, mobilizations, and sports marketing are all methods used to educate the Oklahoma public. More than 438,000 pieces of literature were distributed during FY05.

Objective: Promote aggressive enforcement of Oklahoma laws relating to traffic safety.

Strategy: Support enforcement projects in the right areas, at the right times, with the right activities.

Strategy: Encourage increased law enforcement participation in traffic safety events.

STATUS: During FY05, almost 40 law enforcement agencies were funded to address some or all aspects of traffic enforcement. Most agencies were funded for the entire year, while others were funded during mobilization periods. Incentives were an excellent motivator for active participation and post reporting during mobilization periods.

Objective: Increase occupant protection restraint use.

Strategy: Develop new, and improved, occupant protection messages and materials.

Strategy: Continue occupant protection emphasis in all programs.

Strategy: Fund and/or support projects in the right areas at the right times, with the right activities.

STATUS: Oklahoma continued its aggressive “Click It or Ticket” mobilization, using paid media and increased enforcement. Additionally, Oklahoma also was a strong component in the region “Buckle Up in Your Truck” campaign. The OHSO’s sports marketing with university sports teams, and minor league teams in Oklahoma City and Tulsa, were noteworthy and highly effective in presenting educational safety restraint messages, primarily using team coaches, who are highly respected by the team’s fans. Seat belt usage increased again for the eighth year straight to an all-time high of 83.1%, which places Oklahoma above the national average for two consecutive years. Child restraint use also increased to 82.7%.

Objective: Initiate new, and improve existing partnerships.

Strategy: Identify and evaluate new and existing

partnerships and understand issues and agendas.

STATUS: The OHSO actively sought new partners. The annual statewide highway conference hosted by the OHSO continued to provide an excellent venue to communicate with partners and all who chose to participate. Attendees represented a variety of organizations and agencies, local, county, regional, state, federal, etc. The Oklahoma Highway Safety Forum also has a varied representation of groups. The Forum met bimonthly.

GOAL: To be the statewide leader in the highway traffic safety community.

Objective: Inform people and organizations concerning traffic safety statistics and topical issues.

Strategy: Publish DPS Crash Fact Book.

Strategy: Publish pertinent studies.

Strategy: Coordinate the traffic safety forum.

STATUS: The Crash Fact Book continued to be an excellent source of crash data. Its timeliness is improving extremely well, with the 2003 and 2004 books being published this year. The availability of data has improved significantly. OHSO Fact Sheets flow from the author's pen regularly and are immediately available on the web. CODES (data linkage-based) studies are being produced also. The annual traffic safety forum or conference is a mainstay for highway safety professionals and advocates, and continues to receive high marks for its content and organization.

Objective: Market the OHSO and its products and services.

Strategy: Educate customers and the public on available safety resources (in and out of the OHSO).

Strategy: Develop new, and improve current, OHSO-related materials.

Strategy: Identify appropriate partnerships and understand their issues and agendas.

Strategy: Create and maintain mailing lists to keep key people and organizations informed.

Strategy: Brief agencies, organizations, and the public on OHSO functions.

Strategy: Sponsor and conduct workshops, training events, and conferences.

STATUS: OHSO education materials are advertised and distributed throughout the State. While there is no “count” of hits on the DPS/OHSO web site, customer feedback leads the OHSO to believe it receives regular use. We know our partners and work well with them. Our mailing lists are well maintained and updated frequently. Our partners know what we are doing, and where we are headed. Through meetings, forums, monthly metro area law enforcement meetings, the Traffic Records Council, etc., information is flowing out of, as well as into, the OHSO.

GOAL: To improve data collection and analysis, and expedite the availability of information to customers and partners.

Objective: Improve OHSO Internet capabilities

Strategy: Improve OHSO page on DPS website.

Strategy: Evaluate other traffic safety-related web sites and usage.

Strategy: Explore site options with DPS and others.

Strategy: Review and update web site contents.

STATUS: DPS made adjustments to handle the DPS web site, which hosts the OHSO web page. The OHSO has reviewed other web pages and knows its web page needs improvement. DPS recently contracted with ok.gov, and it is hoped in the future improvements to the OHSO web site can be made, including the timeliness of updating the page(s).

Objective: Improve data collection, analysis, and problem identification.

Strategy: Update and maintain analytical hardware and software.

Strategy: Brief Oklahoma Highway Patrol and other law enforcement academies on the importance of thorough data collection.

Strategy: Continue training in data analysis and problem identification with internal and external customers.

STATUS: Major changes are occurring in the traffic records area. Oklahoma had a traffic records assessment in December 2004. In the last year, the backlog of crash reports and citations awaiting data entry has basically been eliminated. A new State crash form has been approved for implementation January 1, 2007. The instruction manual will be written in the next few months, and law enforcement personnel will be trained on the use of the new form. Police academies have been used previously and will continue to be used to train law enforcement personnel on data collection and its importance. The academies will be used to train on the new form, in addition to myriad other training events. Additionally, those agencies preparing their crash reports electronically will revise their software to reflect the new form. There is serious work underway to develop an electronic form. Oklahoma is now a TraCS state.

Objective: Determine customers' needs for increased availability and distribution of information.

Strategy: Create and use customer surveys.

Strategy: Capture and analyze information requests.

STATUS: Surveys are used to evaluate meetings, forums, etc. They were used this year to determine the electronic capabilities and needs of law enforcement agencies. The distribution and type of literature distributed is captured on an ongoing basis and evaluated each year.

GOAL: To evaluate programs for the purpose of measuring effectiveness and identifying areas for improvement.

Objective: Review and evaluate highway safety functions.

Strategy: Conduct internal review of key OHSO documents.

Strategy: Continually review and update policy and procedures instructions.

Strategy: Conduct internal management reviews.

Objective: Evaluate customer satisfaction.

Strategy: Develop and use OHSO customer surveys.

STATUS: OHSO documents are evaluated on an ongoing basis. OHSO requested and participated in a regional meeting addressing the highway safety performance plan. The NHTSA provides feedback on each plan and Annual Report. Policies and procedures are current and receive a detailed review at least annually by the entire OHSO staff. Copies of the policy and procedures instructions are provided to the NHSTA regional office for their review and potential feedback, if any. The OHSO Director developed and presented a module on management review at the Governors Highway Safety Association annual Executive Training Seminar this past spring. Additionally, he participated in an internal management review of another state's highway safety office, which improved his knowledge of highway procedures and allowed him to bring back potential areas to review in the OHSO. All recommendations from the May 2004 NHTSA Management Review are "closed."

EXECUTIVE SUMMARY

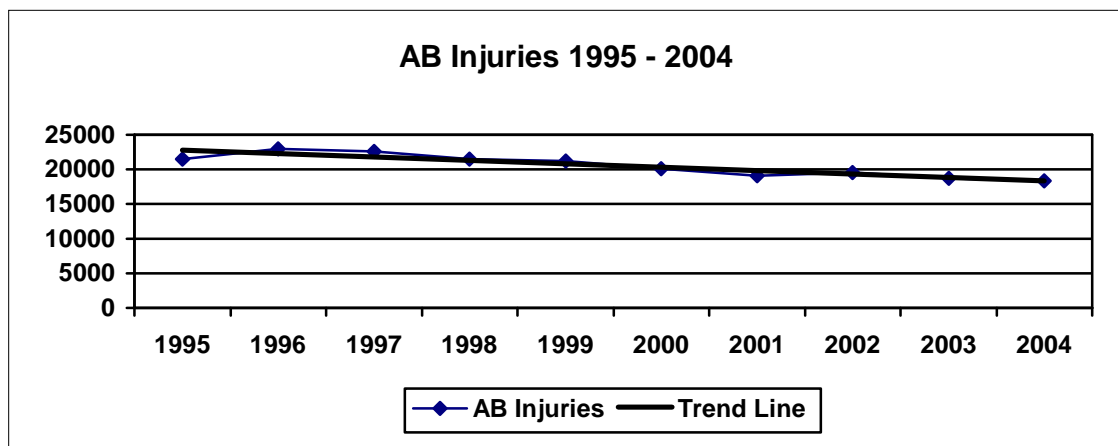
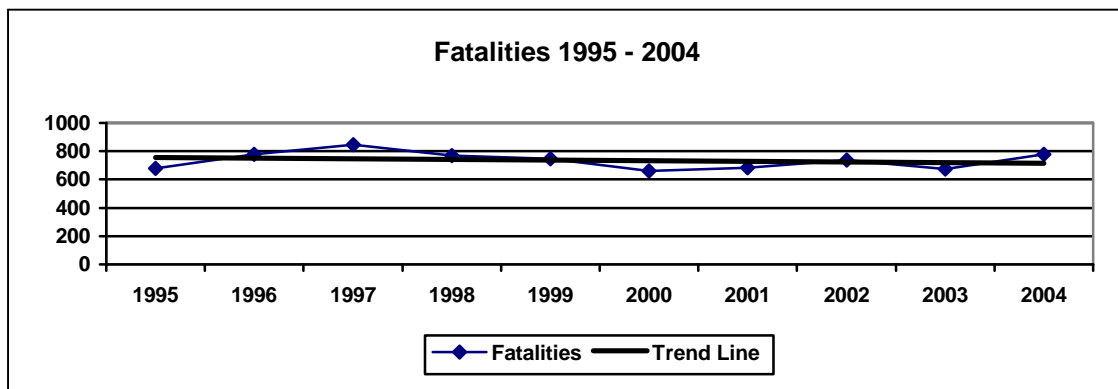
EXECUTIVE SUMMARY PROGRAM PERFORMANCE GOALS

OBJECTIVE: To reduce deaths, injuries, and societal costs resulting from traffic crashes

STATUS: In 2004, there were 777 fatalities. This is 15.8% above the 671 fatalities in 2003. From a high of 847 fatalities in 1997, fatalities decreased 21.8% to 662 in 2000. There was a slight increase of 3.0% in 2001 and an 8.4% increase in 2002. In 2003, there was less than a one percent increase over 2002.

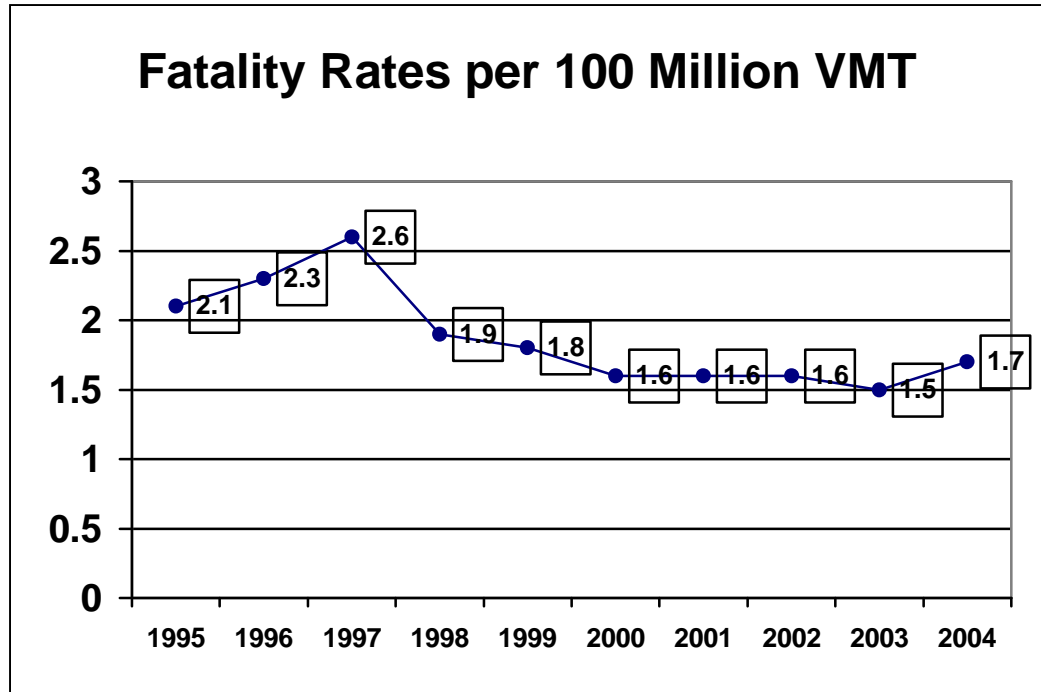
In 2004, there were 18,359 incapacitating and non-incapacitating injures. This is 1.7% below the 18,685 injuries in 2003. Incapacitating (A) and non-incapacitating (B) injuries increased from 1994 through 1996. Between 1996 and 2001, these injuries declined each year. From 2001 to 2002, however, there was a slight increase of 2.8%. From 2002 to 2003 there was a 4.5% decrease.

| Fatalities & AB Injuries 1995 - 2004 | | | | | | | | | | |
|-----------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 680 | 778 | 847 | 769 | 747 | 662 | 682 | 739 | 672 | 777 |
| AB Injuries | 21456 | 22998 | 22636 | 21454 | 21232 | 20120 | 19047 | 19577 | 18685 | 18359 |



OBJECTIVE: To reduce mileage death rate by 0.1% (1.6 in 2002 to 1.5 in 2006)

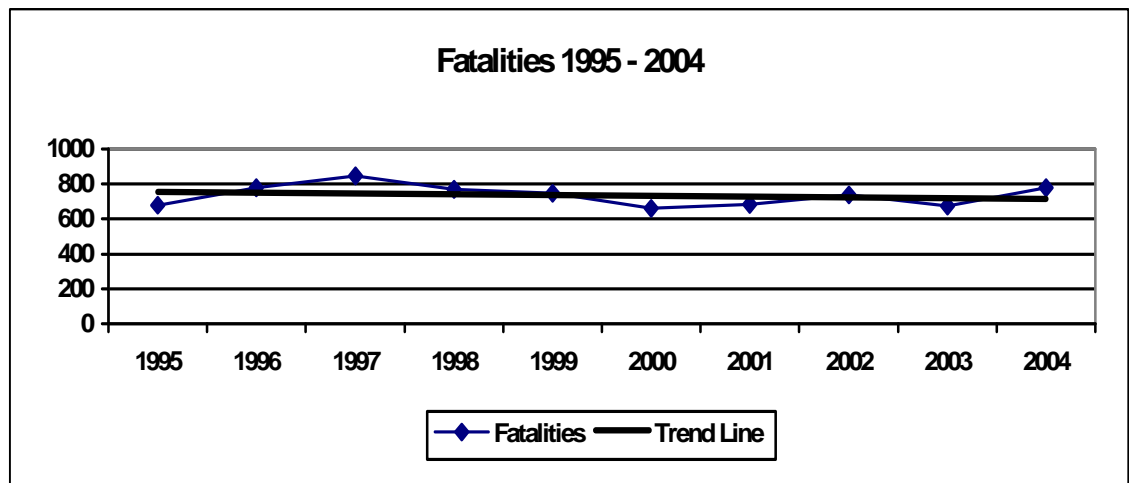
STATUS: In 2004, the VMT was 1.7 per 100 million VMT. The fatality rate per 100 million VMT peaked at 2.6 in 1997. Since then, the fatality rate decreased until it reached a new low of 1.5 in 2003. However, in 2004 the fatality rate increased to 1.7.



OBJECTIVE: To reduce fatalities by 1% annually (739 in 2002 to 711 in 2006)

STATUS: In 2004, there were 777 fatalities. This is 15.6% above the 672 fatalities in 2003. From a high of 847 fatalities in 1997, fatalities decreased 21.8% to 662 in 2000. There was a slight increase of 3.0% in 2001 and an 8.4% increase in 2002. In 2003, there was a decrease of 9.1% from 2002.

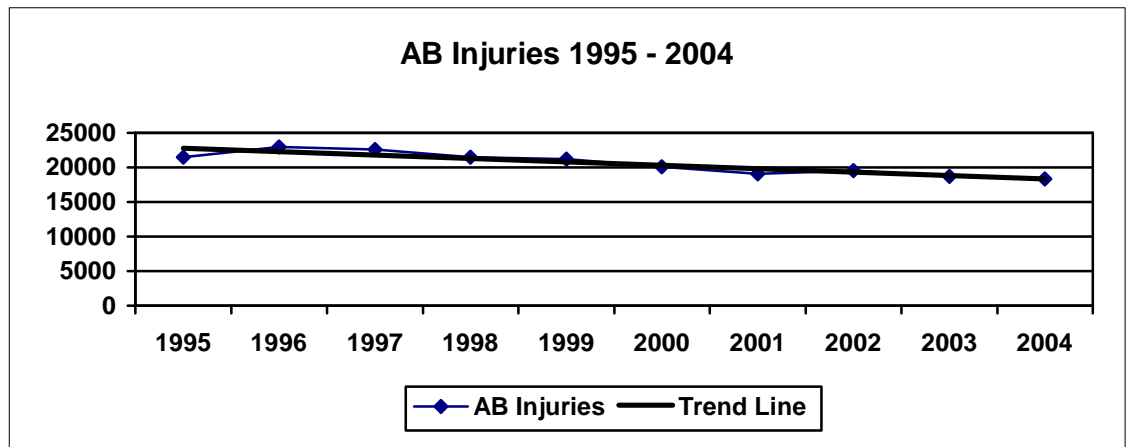
| Fatalities 1995 - 2004 | | | | | | | | | | |
|---------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 680 | 778 | 847 | 769 | 747 | 662 | 682 | 739 | 672 | 777 |



OBJECTIVE: To reduce AB injuries by 1% annually (19,577 in 2002 to 18,807 in 2006)

STATUS: In 2004, there were 18,359 incapacitating (A) and non-incapacitating (B) injures. This is 1.7% below the total 18,685 injuries in 2003. Incapacitating (A) and non-incapacitating (B) injuries increased from 1994 through 1996. Between 1996 and 2001, these injuries declined each year. From 2001 to 2002, however, there was a slight increase of 2.8%. From 2002 to 2003 there was a 4.5% decrease. The 10-year period shows a steady decline in the number of incapacitating and non-incapacitating injuries from a high of 21,456 in 1995 to a low of 18,359 in 2004. The year 2004 represents the lowest number of injuries in the 10-year period.

| Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 - 2004 | | | | | | | | | | |
|-----------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 21456 | 22998 | 22636 | 21454 | 21232 | 20120 | 19047 | 19577 | 18685 | 18359 |



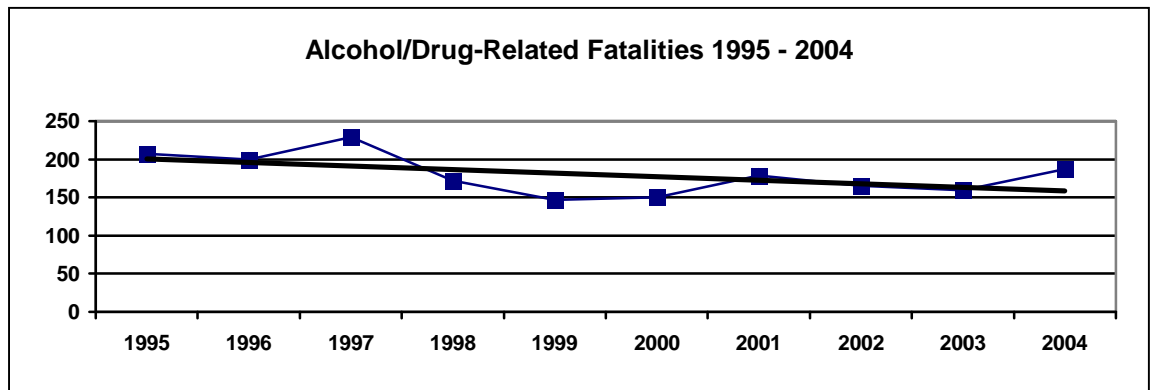
ALCOHOL/DRUG

OBJECTIVE: To reduce Alcohol/Drug-Related fatalities by 1% annually (165 in 2002 to 157 in 2006)

STATUS: In 2004, there were 187 Alcohol/Drug-Related fatalities. Of the 777 fatalities in 2004, 24.1% were Alcohol/Drug-Related. The 10-year period shows a downward trend in the number of Alcohol/Drug-Related fatalities.

With the exception of 1997 fatalities in Alcohol/Drug-Related crashes have generally shown a downward trend from 1995-1999. There were slight increases in 2000 and 2004. In 2002 there was a decrease and in 2004 there was 17.6% increase from the previous year.

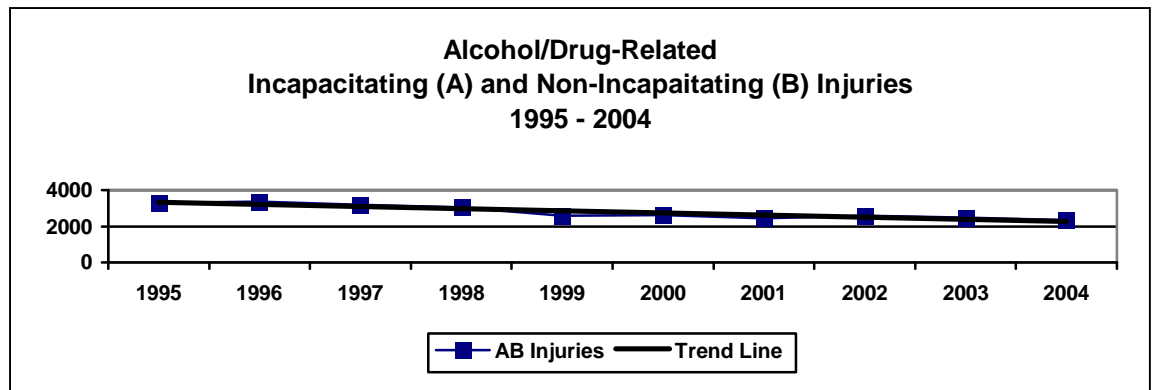
| Alcohol/Drug-Related Fatalities 1995 - 2004 | | | | | | | | | | |
|------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 207 | 200 | 229 | 172 | 147 | 150 | 179 | 165 | 159 | 187 |



OBJECTIVE: To reduce Alcohol/Drug-Related AB injuries by 1% annually (2,578 in 2002 to 2,497 in 2006)

STATUS: In 2004, there were 2,393 incapacitating (A) and non-incapacitating (B) injuries. This is 42.3% above the previous year. With the exception of 1996, injuries declined each year from 1995 through 1999. There was a slight increase in 2000 and a 6.3 decrease in 2001. Once again there was an increase in 2002 and a decrease in 2003. There was a 4.9% decrease from 2003 to 2004. In fact, 2004 had the lowest number of injuries for the 10-year period. It should be noted that 2004 was below the 2006 objective of 2,497.

| Alcohol/Drug-Related Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 - 2004 | | | | | | | | | | |
|--------------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 3298 | 3369 | 3201 | 3052 | 2591 | 2614 | 2450 | 2578 | 2474 | 2393 |

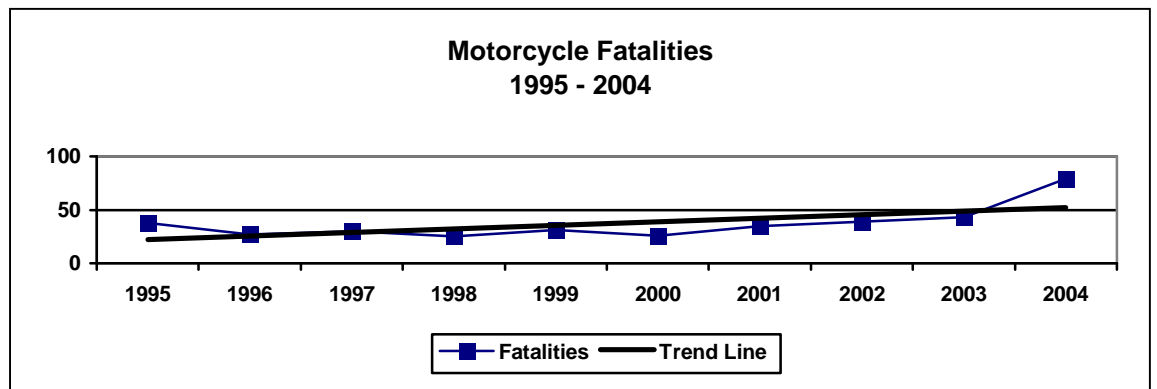


MOTORCYCLE SAFETY

OBJECTIVE: To reduce Motorcycle fatalities from 39 in 2001 to 31 in 2006

STATUS: In 2004, there were 79 motorcycle-related fatalities. In 2002, the 39 motorcycle fatalities accounted for 5.3% of the total fatalities and in 2003 the 43 motorcycle fatalities accounted for 6.4% of the total fatalities. In 2004, motorcycle fatalities accounted for 8.6% of the total fatalities. The 10-year period shows an upward trend in the number of motorcycle-related fatalities. Motorcycle fatalities have increase each since 2000 and are at their highest level since 1995.

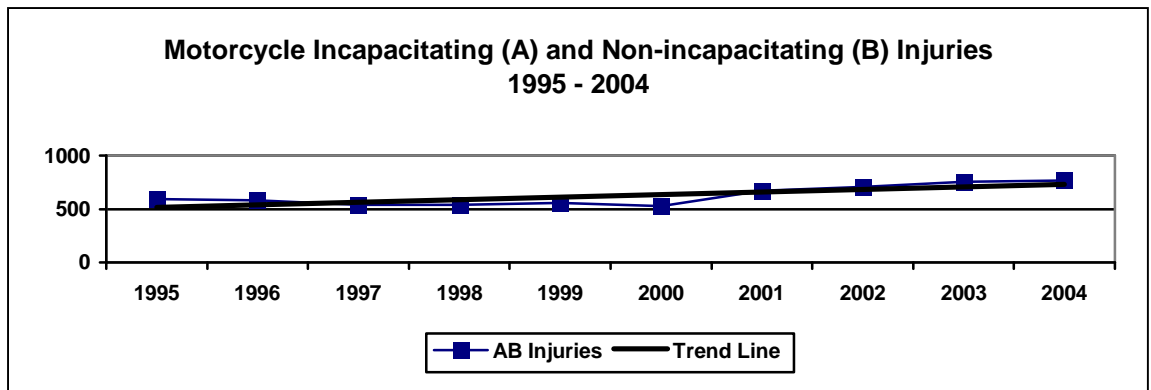
| Motorcycle Fatalities 1995 - 2004 | | | | | | | | | | |
|--------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 38 | 27 | 30 | 25 | 31 | 26 | 35 | 39 | 43 | 79 |



OBJECTIVE: To reduce Motorcycle AB injuries by 1% annually (540 in 2002 to 520 in 2006)

STATUS: In 2004, there were 768 motorcyclists with incapacitating (A) and non-incapacitating (B) injuries. This is 6.5% above 2003. From 1995 through 1997, motorcycle injuries decreased each year. With the exception of 2000, motorcycle fatalities increased each year from 1998 through 2004. The 10-year period shows an upward trend in motorcycle injuries.

| Motorcycle Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 - 2004 | | | | | | | | | | |
|----------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 595 | 583 | 536 | 540 | 555 | 528 | 672 | 709 | 755 | 768 |



OCCUPANT PROTECTION

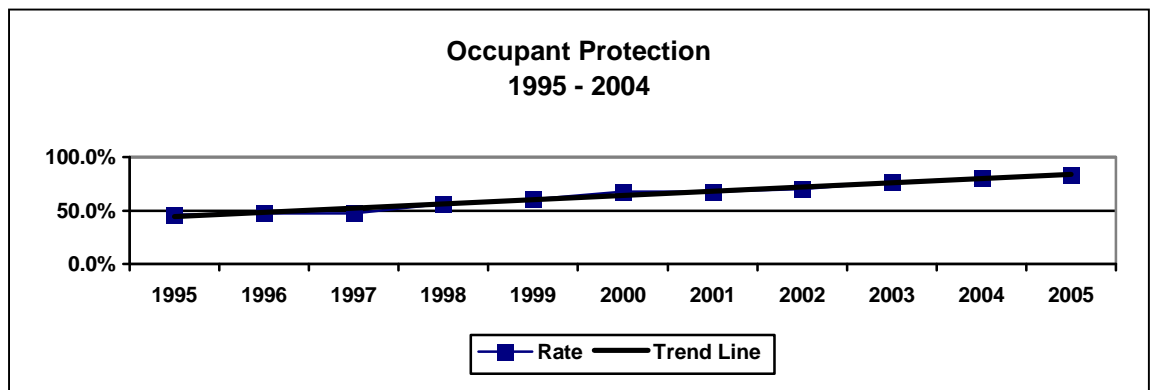
OBJECTIVE: To increase safety belt use to 82% in 2005 (80.3% in 2004)
 To increase safety belt use to 84% by 2007 (80.3% in 2004)

STATUS: The 2005 statewide survey shows the current seat belt use rate as 83.1%. This exceeds the 2005 objective of 82%.

“A comparison of the summer 2004 and the summer 2005 survey results reveal that statewide safety belt use increased by a statistically significant 2.8 percentage points (from 80.3% to 83.1%). The usage rate for summer 2005 is the highest since the summer of 1998 when weighted data began to be used.”¹

“Women buckled up at a rate of 87.5%, whereas men used seat belts at a rate of 78.6%.”²

| Occupant Protection 1995 - 2004 | | | | | | | | | | | |
|------------------------------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
| Rate | 46.4% | 47.5% | 47.4% | 56.0% | 60.7% | 67.5% | 67.9% | 70.12% | 76.7% | 80.3% | 83.1% |



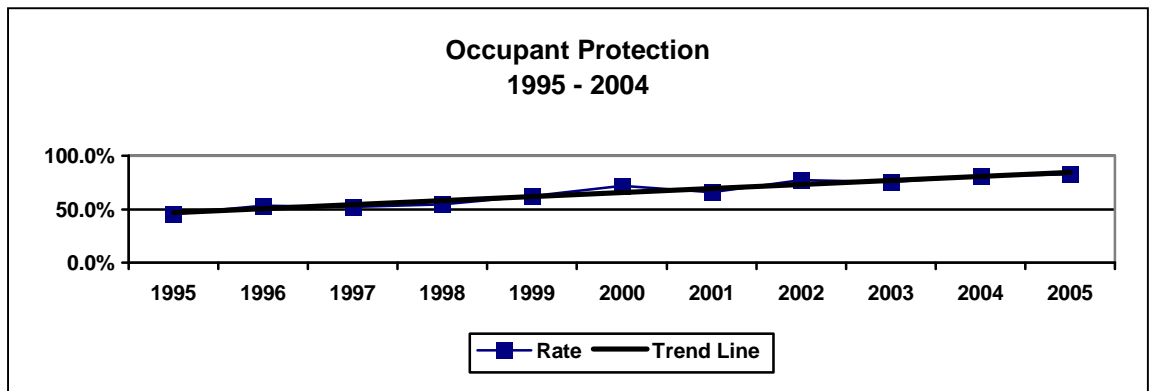
¹ Thomas E. James, Ph.D. and Kathy Hall, and Jennifer Bassett. Oklahoma Seat Belt Observation Study: Summer 2005. University of Oklahoma. Norman, Oklahoma, p. iv.

² *ibid*, p. iv.

OBJECTIVE: To increase child restraint use to 82% in 2005 (80.6% in 2004)
 To increase child restraint use to 84% by 2004 (80.6% in 2004)

STATUS: “Overall, the combined percentage of children who were properly restrained increased from 71.7% in 2000 to 82.7% in 2005. Over this six-year period, the protection rate for infants decreased slightly from 60.3% to 73.4%, while the percentage of small children who were properly restrained increased from 73.6% to 84.1%. The rates for Oklahoma infants and small children using any type of restraint (car seat, booster seat, seat belt) compare favorably with the national data.”³

| Child Restraint 1995 - 2004 | | | | | | | | | | | |
|--------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
| Rate | 45.6% | 53.0% | 51.8% | 54.4% | 62.5% | 71.7% | 66.0% | 77.4% | 75.7% | 80.6% | 82.7% |



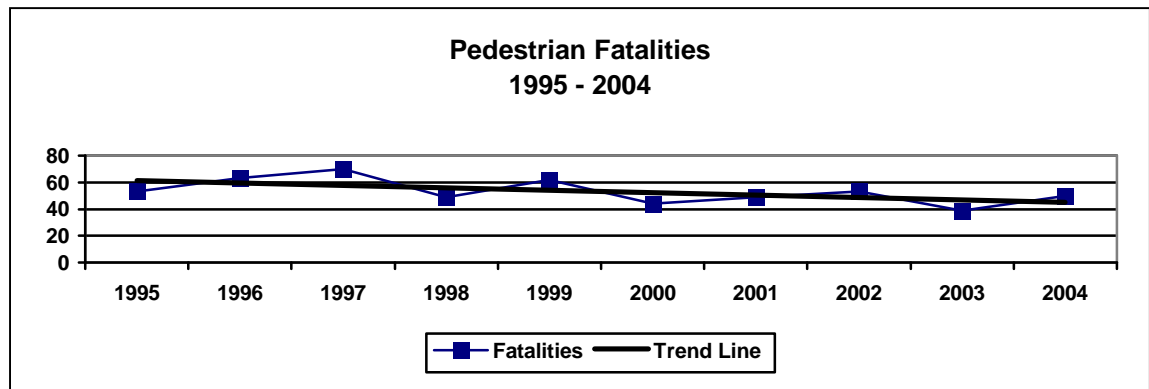
³ Thomas E. James, Ph.D., Kathy Long, and Jennifer Bassett. Statewide Child Restraint Survey: 2005. University of Oklahoma. Norman, Oklahoma, p. ii.

PEDESTRIAN AND BICYCLE BENCHMARKS

OBJECTIVE: To reduce pedestrian fatalities from 53 in 2002 to 45 in 2006

STATUS: In 2004, there were 50 pedestrian fatalities. Pedestrian fatalities accounted for 6.4% of the total 777 fatalities in 2004. Pedestrian fatalities peaked at 70 in 1997. There was an increase in 1999 and another one in 2002. The number of pedestrian fatalities increased 28.2% from 2003 to 2004. The 10-year period averaged 53 fatalities per year.

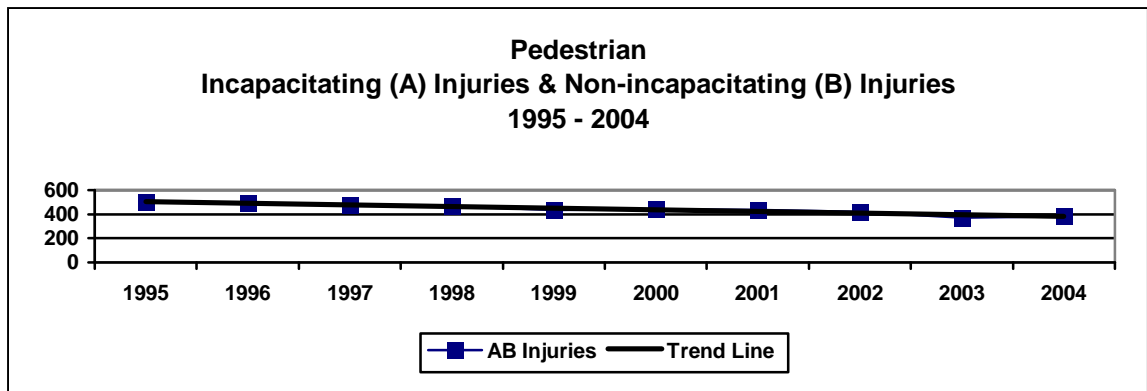
| Pedestrian Fatalities 1995 - 2004 | | | | | | | | | | |
|--------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 53 | 63 | 70 | 49 | 62 | 44 | 49 | 53 | 39 | 50 |



OBJECTIVE: To reduce pedestrian AB injuries by 1% annually (422 in 2002 to 406 in 2006)

STATUS: In 2004, there were 383 pedestrians with AB injuries. Since 1995, pedestrian incapacitating (A) and non-incapacitating (B) injuries have trended downward to a low of 374 in 2003. In 2004, there was a 2.4% increase from 2003.

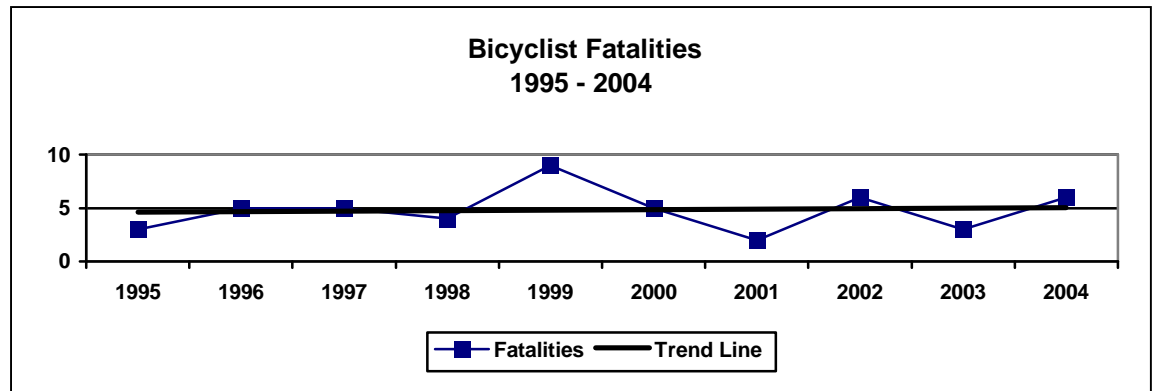
| Pedestrian Incapacitating (A) and Non-incapacitating Injuries (B) 1995 - 2004 | | | | | | | | | | |
|-------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 502 | 493 | 475 | 467 | 437 | 443 | 435 | 422 | 374 | 383 |



OBJECTIVE: To reduce bicycle related fatalities from six in 2002 to three in 2006

STATUS: In 2004, there were six bicyclist fatalities. Bicycle fatalities accounted for less than one percent of the total 777 fatalities in 2004. The number of bicycle fatalities increased from three in 2003 to six in 2004.

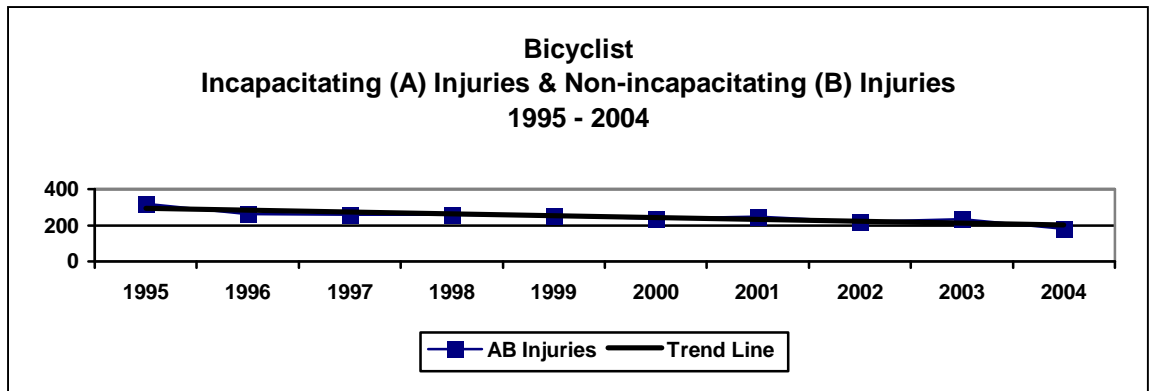
| Bicyclist Fatalities 1995 - 2004 | | | | | | | | | | |
|-------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 3 | 5 | 5 | 4 | 9 | 5 | 2 | 6 | 3 | 6 |



OBJECTIVE: To reduce bicycle AB injuries by 1% annually (181 in 2002 to 173 in 2006)

STATUS: In 2004, there were 180 bicyclists with AB injuries. The number of AB injuries decreased 22.7% from 233 in 2003 to 180 in 2004. The 10-year period shows a downward trend in the number of bicycle injuries.

| Bicyclist Incapacitating (A) and Non-incapacitating Injuries (B) 1995 - 2004 | | | | | | | | | | |
|------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 317 | 263 | 258 | 257 | 253 | 237 | 249 | 218 | 233 | 180 |

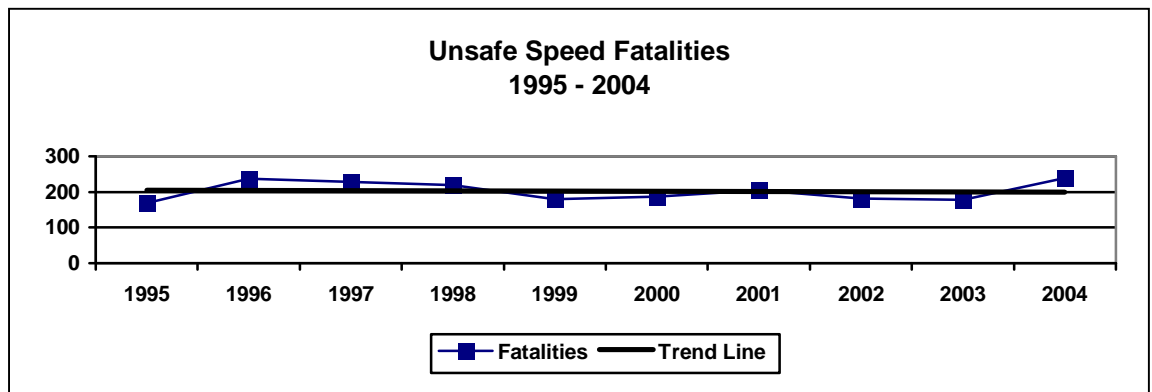


POLICE TRAFFIC SERVICES

OBJECTIVES: To reduce fatalities caused by Unsafe Speed by 1% annually (181 in 2002 to 173 in 2006)

STATUS: In 2004, there were 239 fatalities caused by Unsafe Speed. Fatalities increased 35.0% from 177 in 2003 to 239 in 2004. Unsafe Speed accounted for 30.1% of the total fatalities in 2004. The chart trend line shows the number of fatalities remained consistent through the 10-year period.

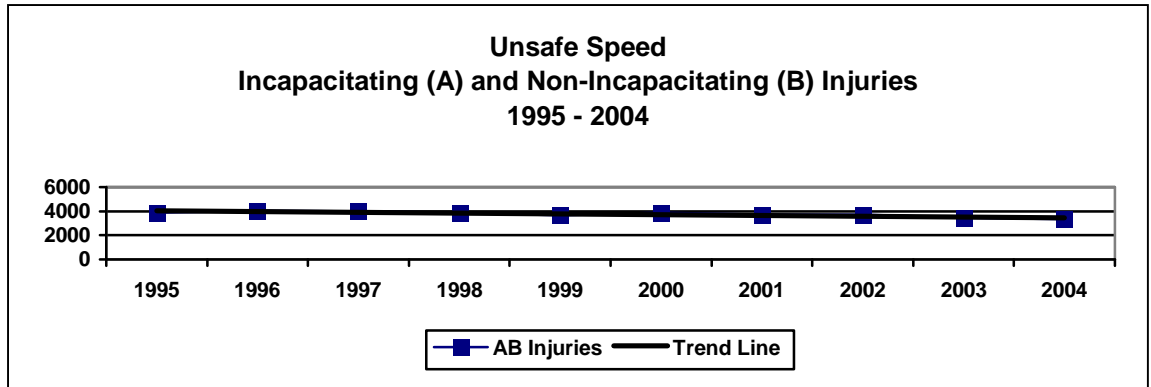
| Unsafe Speed Fatalities 1995 – 2004 | | | | | | | | | | |
|----------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 169 | 238 | 228 | 220 | 179 | 186 | 205 | 181 | 177 | 239 |



OBJECTIVE: To reduce AB injuries caused by Unsafe Speed by 1% annually (3,729) in 2002 to 3,583 in 2006

STATUS: There were 3,338 incapacitating (A) and non-incapacitating (B) injures in Unsafe Speed crashes in 2004. Injuries in Unsafe Speed crashes decreased 3.8% from 3,469 in 2003 to 3,338 in 2004. Injuries in Unsafe Speed crashes accounted for 18.1% of the total injuries reported in 2004. Injuries in Unsafe Speed crashes remained fairly constant through the 10-year period.

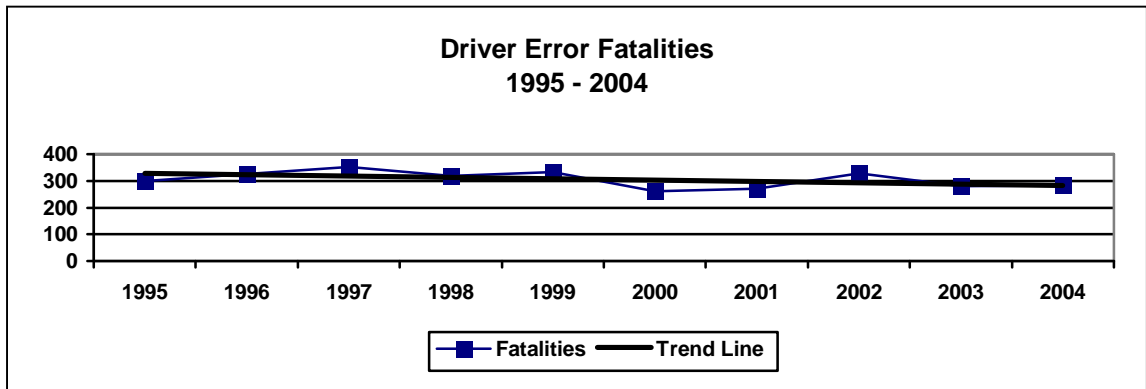
| Unsafe Speed Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 - 2004 | | | | | | | | | | |
|---------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 3875 | 4055 | 3960 | 3895 | 3665 | 3883 | 3712 | 3729 | 3469 | 3338 |



OBJECTIVE: To reduce fatalities caused by Driver Error⁴ by 1% annually (328 in 2002 to 316 in 2006)

STATUS: In 2004, there were 282 fatalities in Driver Error crashes. These fatalities increased less than one percent from 280 in 2003 to 282 in 2004. Fatalities in Driver Error crashes accounted for 36.3% of the total fatalities in 2004. The 10-year period trend remained level.

| Driver Error Fatalities 1995 – 2004 | | | | | | | | | | |
|----------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 299 | 325 | 353 | 318 | 333 | 261 | 271 | 328 | 280 | 282 |

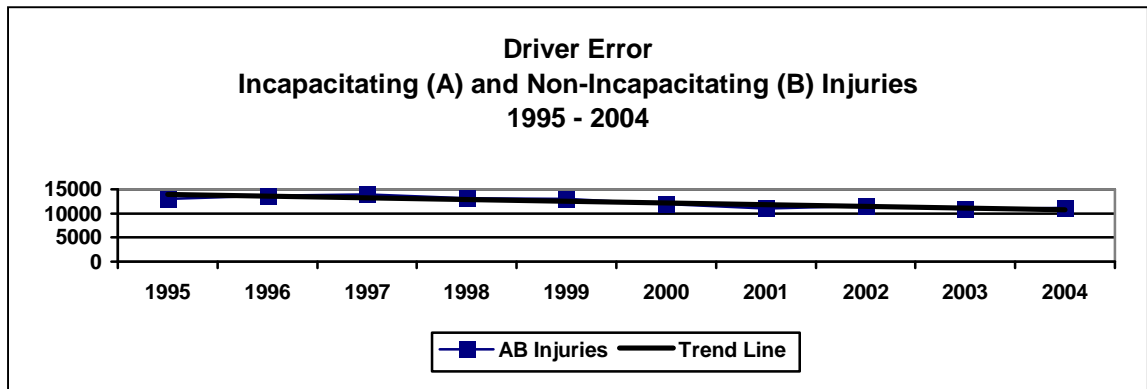


⁴ Driver Error is an aggregate group composed of the following principal causes: *Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed Too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane, Wrong Way.*

OBJECTIVE: To reduce AB injuries caused by Driver Error⁵ by 1% annually (11,556 in 2002 to 11,101 in 2006)

STATUS: In 2004, there were 11,109 incapacitating (A) and Non-incapacitating (B) injuries. These injuries increased 1.8% over 2003. Injuries in Driver Error crashes accounted for 60.5% of the 18,359 injuries in 2004. The 10-year trend shows a decrease in the number of injuries.

| Driver Error Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 – 2004 | | | | | | | | | | |
|---------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 13061 | 13713 | 13955 | 13086 | 13032 | 11982 | 11029 | 11556 | 10914 | 11109 |



⁵ Driver Error is an aggregate group composed of the following principal causes: *Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed Too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane, Wrong Way.*

TRAFFIC RECORDS

Overall Traffic Records Goal:

To develop systematic improvements in the traffic records program by improving timeliness, accuracy, and availability of data in order to identify problems, select countermeasures, and evaluate success.

Timely collection, processing and analyses of data are critical elements within the traffic safety community for developing strategies and programs to combat injury and death on the state's roadways. The Department of Public Safety Records Management Division is the central repository for all traffic crash data in the State, and shares responsibility with the Oklahoma Department of Transportation (ODOT) for maintenance of the State's crash data. These agencies are currently operating under antiquated and inadequate systems, which have led to a backlog of approximately 60,000 crash records. The backlog of data adversely impacts the driver history data of many driver license holders.

Strategies to address this goal include:

Conduct Traffic Records Assessment during December 2004.

Assessment completed December 2004.

Secure CVARS coordinator through a CVARS grant to coordinate traffic records improvement projects in FY04-05.

CVARS Coordinator hired.

Reduce the backlog of crash reports from 60,000 to zero during FY05.

Entered nearly 74,000 crash reports during FY05. In December 2005, crash reports were being entered into the DPS database with only about an 8-week delay.

Revise Crash Data Elements during FY05.

Oklahoma's new crash report form was approved December 19, 2005, with an implementation date of January 1, 2007.

Publish the 2003 Crash Fact Book by March 2005.

During the spring of 2005, the 2003 Crash Facts Book was published. The 2004 Facts Crash Book was published in December 2005.

To provide continuation and expansion of the CODES program through data linkage of 2002 data.

Steady progress continues to be made in data linkage.

To improve the accuracy and timeliness of data by securing additional information for records comparison.

Improvements are being made at a steady rate.

Strategies in the Traffic Records Program Area are coordinated through the Oklahoma Traffic Records Council and are being funded through funds from the National Highway Traffic Safety Administration, Federal Motor Carrier Safety Administration, and other State and Federal agencies.

AWARDS, HIGHLIGHTS, AND EVENTS

Awards, Highlights, and Events

October

“Are You Ready for some Football?”

October was a particularly busy month for OHSO and its sports marketing. On October 2, OHSO was the title sponsor of both the Oklahoma State Cowboys v. Texas A&M game in Stillwater and the Oklahoma Sooners v. Texas Tech game in Norman. An estimated 125,000 people were on-hand to hear traffic safety messages broadcast throughout the games, and visit educational booths that included rollover simulators. Radio interviews also were conducted during the broadcasts, and television spots featuring both the head coaches were shown on the Jumbotrons. *{Right: Cecilia Alsobrook being interviewed during the pre-game show.}*

The following weekend, southbound Interstate 35 out of Oklahoma City was jam packed with Sooner fans heading to the annual Red River Shootout (OU v. Texas) at the Cotton Bowl in Dallas. For the second year in a row, OHSO co-sponsored a “hitchhike” to Dallas with a popular radio personality. The station, WWLS – The Sports Animal, is the most listened to station in Oklahoma the Friday before the OU v. Texas game. Approximately six times an hour people were reminded to “Click it or Ticket” on the way to the game. Cecilia Alsobrook, OHSO Public Information Officer, was interviewed, as was J.C. Burris, OHSO Law Enforcement Liaison. The coverage continued throughout the weekend. *{Left: Ronnie Thompson, OHSO Program Manager, tosses “Click it or Ticket” T-shirts to the crowd at the Cotton Bowl.}*

Project Directors’ Meet & Heroes Abound

OHSO’s annual Project Directors Workshop was held October 18 – 20 at Quartz Mountain Resort near Altus for participants. Topics included: problem identification, evaluation, monitoring & reporting, financial management, etc. The 2 ½ day course is a scaled down version of the NHTSA Project Management curriculum with Oklahoma-specific material added.

Three attendees (Oklahoma County Sheriff’s Deputies Mark Johns and Darrell Sorrells, and Midwest City Police Officer Kenneth Sloan) became heroes during their free-time. At a rather remote section of the resort, one of the three heard a person moaning in pain. After investigating, it was discovered that a female had fallen over a railing while riding her bicycle and dropped approximately 20 feet down a cliff. The group rushed into action with two people attending to the victim while one went for help. The victim was rushed to a nearby hospital with two broken vertebra, a cracked collarbone, and some brain swelling.

November

GDL Law Modified

Effective November 1, Oklahoma’s GDL law was modified requiring drivers under 18 to hold their provisional driver’s license for a minimum of six months before they are eligible for a full license. A press conference at the Capitol highlighted the new requirement. Attendees and speakers included: Chuck Mai, Oklahoma AAA, Karen Gentry, DPS Drivers Licensing, Martha Collar, Oklahoma Safe Kids, Joe McDonald and Kaye Statton, OHSO, and Senator Debbe Leftwich and Representative Chris Bengé of the Oklahoma Legislature. Media coverage was very good.

CPS Video Taped

OHSO, along with the Oklahoma State Department of Health, offered assistance to the Oklahoma Safe Kids Coalition to tape a roll call video about the recent change in the child passenger safety law, which

made it mandatory that all children under the age of six ride in a child restraint. The video was released early in 2005 to all law enforcement agencies across the State. Oklahoma City Public Schools provided all camera work, editing, and dubbing for 1,000 copies, and also used the finished product in their pre-kindergarten program. A Spanish language version also was produced with the assistance of the Latino Community Development Agency, and Oklahoma City Police Department. *{Above: Karla Mena-Perez holds cue cards for Lt. Burris.}*

November Mobilization Successful

As has become typical in Oklahoma, law enforcement and media support for the November mobilization was very good. A press conference was held in Jenks, just outside of Tulsa. On November 17, a roadside television interview was conducted in the Tulsa metro area, with a live feed into the station. Oklahoma turnpikes used message boards November 12–28 to publicize the “Buckle Up in Your Truck” Mobilization. Turnpike troops also used the roll call videos and placed special emphasis on the mobilization and pickups.

In addition to reported November Mobilization activities in last month’s report, the Broken Arrow Police Department set up “Seat Belt Enforcement Zones.” Using mobile signs to give notice that a seat belt enforcement zone was ahead, the Department conducted one such enforcement on November 20. During a 4-hour period, officers made 133 written contacts, which included 118 seat belt violations. *[Right: Vehicles are lined up as part of one of the Broken Arrow Police Department’s seat belt enforcement zones.]*

December

Traffic Records Assessment

OHSO conducted a Traffic Records Assessment December 6-10 in Oklahoma City. A total of 39 interviewees provided information to the assessment team on the state of traffic records in Oklahoma. The team reported the overall assessment went well.

CVARS Grant Received

Oklahoma received a significant Commercial Vehicle Analysis Reporting System (CVARS) grant from the FMCSA to improve traffic records in the State of Oklahoma.

January

Annual Forum Held & Awards Given

The OHSO held its 6th Annual Statewide Traffic Safety Forum January 25 at the Reed Center in Midwest City. Approximately 150 traffic safety professionals from Oklahoma attended the workshop. Col. Jim Champagne, current Chairperson of GHSA and Governor's Representative from Louisiana, was the keynote speaker. He gave attendees the "GHSA View of Traffic Safety," and was well received by the group. A retired Norman Police officer and current Licensed Professional Counselor spoke on traffic safety psychology and the elements of road rage. In the afternoon, attendees were able to choose two of the following breakout sessions to attend: The State of Data, Coalition Building, and Traffic Safety and You. *[Right: Col. Champagne speaking to attendees.]*

During the luncheon, Commissioner Kevin Ward addressed Oklahoma highway safety specific issues. During the award portion, the OHSO Duane Clark Memorial Award was presented to Jim Cox of the Oklahoma Association of Chiefs of Police. Cox is a former Chief of the Midwest City Police Department, and basically the godfather of the Oklahoma SFST program. Director's Awards were presented to individuals or organizations that stood out over the past year for their excellent accomplishments in the field of traffic safety. These awards went to: Guthrie Police Department, Oklahoma City Police Department, Sooner Sports Properties, Ernie Tye, and Lance McWhorter, of the Oklahoma County Sheriff's Office. Three certificates of commendation also were also presented to Mark Johns and Darrell Sorrels of the Oklahoma County Sheriff's Office and Ken Sloan of the Midwest City Police Department for a lifesaving act of heroism performed at Project Directors' class last October.

Public Service Awards were presented to media outlets that had gone above and beyond the call of duty when it came to providing support of traffic safety messages. These awards went to: Ad Vantage Marketing of Tulsa, Griffin Communications (the CBS affiliate) in both Oklahoma City and Tulsa, and KMYZ Radio in Tulsa.

That's No Bull...

In a new addition to OHSO's sports marketing emphasis, Sunday, January 30, was "Buckle Up In Your Truck" day at the Professional Bull Rider's Oklahoma City event. Featuring the 50 best bull riders in the world, the event encouraged fans through signage and announcements to always wear safety belts. The message appeared to resonate among the crowd. OHSO also had an information booth, and the Oklahoma City area rollover simulator was demonstrated. *[Right: Signage in the arena.]*

February

Annual Statewide Buckledown Awards February 10

Joe McDonald, OHSO Director, Kevin Ward, DPS Commissioner, OHP Chief Gary Adams, and Frank Marrero SC Region Program Manager, participated in the event.

March

A Dose of Reality

The Oklahoma State University Police Department participated in OSU Reality Check mock DUI crash March 8. The event, held in conjunction with campus-wide Alcohol Awareness Week, sets up a mock DUI crash right outside the OSU dorms. The event included a staged crash scene with students acting as the crash participants. The "fatality" crash involved a response from the Fire Department, EMS, funeral home, Oklahoma Highway Patrol and local law enforcement. The driver is "arrested" for DUI, the injured are treated and the "dead" are removed from the scene. This year an impact speaker who had lost a 15-year-old son in a crash spoke. *[Right: Participants preside over a "fatality" as students watch.]*

Know Before You Go

In a joint effort with the Oklahoma State Department of Health Injury Prevention Service, over 63,000 “Know Before You Go” child safety seat brochures were mailed to family practitioners and pediatricians statewide. Doctors were encouraged to make the brochures available to their patients, and were given information on how to order more if needed. OHSO supplied the brochures, and OSDH graciously supplied the cost and labor of the mailing. Fifty brochures were mailed to each physician.

“Press”ing Forward

Joe McDonald, OHSO Director, and Cecilia Alsobrook, Program Manager/PIO, participated in a March 24 press conference along with myriad other agencies to promote the American Trucking Association’s “Share the Road” safety tour.

Work Zone press conferences were held in Oklahoma City March 30 and Tulsa March 31. Representing OHSO in Oklahoma City was Cecilia Alsobrook and Rex Ice, Program Manager. Kaye Statton, Deputy Director, and Cecilia Alsobrook traveled to Tulsa.

April

Oklahoma Agencies Mobilize Early

In “Operation Northeastern Watch,” Oklahoma Highway Patrol (OHP) troops from the northeastern quadrant of Oklahoma joined forces with various local law enforcement agencies in a 13-hour enforcement blitz. The stated mission of the project was to “render ... routes safe for the motoring public and surrounding communities by aggressively contacting violating motorists and illegal drug transporters.” Tammy Ryden with Buckle Up In Your Truck provided a short briefing about the importance of safety belts prior to officers taking the road. A total of 91 law enforcement officers provided support to the Operation and four OHP aircraft were used. Over the 13-hour period, 576 citations were issued, as were 645 written warnings for a total of 1,221 total contacts. The operation received great media coverage. *[Right: Tammy Ryden presenting her story to law enforcement officers.]*

“Cool” Prom Activities

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) and OHSO joined forces for the Spring Prom/Graduation Season to deter under 21 drinking and drinking and driving. OHSO asked its media company, Brothers & Co., to produce appropriate ads. ODMHSAS provided the funding to buy airtime. A national television spot called “The Cool Spot,” was used as the basis of the campaign, and new radio spots were produced to accompany it.

College Car Seat Check

On April 16, in cooperation with Sooner Sports Properties, OHSO held a child safety seat check at the University of Oklahoma. The check, which coincided with the Oklahoma vs. Texas A&M Women’s Softball game and the Annual Spring Red-White football game, allowed those attending to have their child safety seats checked by certified technicians. A limited number of free seats also were available to those in

need. Sooner Sports Properties promoted the event on their flagship station prior to the check, and information about the check was also published in the *Norman Transcript*.

May

Click It, or Ticket Clicks Off

The Oklahoma Highway Safety Office (OHSO) officially kicked off the May Click It or Ticket Mobilization with a breakfast and press conference May 2. Approximately 150 law enforcement officers and traffic safety advocates attended. The OHSO collaborated with the Oklahoma State Department of Health (OSDH), Indian Health Services, and the Oklahoma Safe Kids Campaign to promote the mobilization along with Oklahoma's Injury Prevention Month and National Safe Kids Week. Oklahoma First Lady, Kim Henry, was a featured speaker, as was Kevin Ward, Oklahoma Secretary of Safety & Security, and Joe Mallonee, Deputy Commissioner at the OSDH. The event concluded with Paul Brothers (Brothers & Co.) telling his personal story of a rollover crash in his pickup truck in late 2004.

Immediately following the morning activities, representatives traveled to the State Capitol to participate in Safety Day. Approximately 15 exhibitors showcased their safety programs. The Oklahoma Safe Kids Coalition provided box lunches to Oklahoma Legislators as an incentive for them to visit the booths. Also in attendance was a family with children who survived a serious motor vehicle crash last year because they were in child safety seats purchased by the OSDH from an OHSO grant.

On May 19, the Tulsa Area Safe Communities Alliance held a press event with a staged rollover crash to promote the importance of buckling up and the Click It or Ticket campaign.

Buckle Up Boley

For the second year in a row, OHSO and NHTSA joined the Boley Police Department in promoting safety belt use, buckling up in pickups, and other pertinent traffic safety issues during the 102nd annual Boley Rodeo. An awareness event was held at the Oklahoma State Capitol with representatives from the Oklahoma Highway Patrol, Sigma Gamma Ro, State Farm Insurance and an Oklahoma legislator in attendance. On Saturday, a traffic safety awareness booth was set up in downtown Boley to further promote the issues.

Mobilization Moments

Traffic safety advocates from various agencies shown at the Oklahoma State Capitol on Safety Day.

*Attendees shown at
breakfast.*
Oklahoma's First Lady Kim Henry speaks to breakfast attendees.

Advocates posing in front of 1,567 "Live Safe" bracelets, each of which represents an unintentional injury death that occurred in Oklahoma in 2003.

Joe McDonald speaking to press.

June

OHSO Goes Camping

For the third consecutive year, OHSO sponsored Camp U21, a leadership opportunity for high school age students empowering them to begin anti-drinking programs in their schools and communities. More than 70 students from 13 different locales attended the 5-day camp at War Eagle Resort in Tahlequah June 20-24. The curriculum began with the students learning about the issues of underage drinking, and concluded as teams actually put together action plans to implement when they returned home. The youth groups will be given technical support throughout the year from Project Under 21 regional coordinators, as well as the Project Under 21 Public Information Office to assist in getting their projects off the ground. Overall evaluations from students and sponsors were extremely positive, and several groups from previous years are still active. *(Right: Students participate in an action group session.)*

Safety Night at Ballpark

Friday night, June 17, was OHSO's highway safety night at the Oklahoma Redhawks, AAA Baseball Farm Club of the Texas Rangers. Baseball card sets, with highway safety messages, were given out to fans, and players were available for autographs. Additionally, a rollover demonstrator was exhibited

Order in the Court

The Tulsa CRASHs Court season included 16 sessions, with about 9,600 teens attending. The Oklahoma metro CRASHs Court season held 16 sessions with approximately 10,000 teens in attendance.

July

Burris Receives Award

In recognition of his continued dedication to traffic safety, Lt. J.C. Burris, OHSO Law Enforcement Liaison, was presented the Oklahoma Safe Kids Coalition's "Professional Member of the Year" award at their annual meeting and awards luncheon July 27. He was heralded for getting law enforcement officers interested and excited about child passenger safety, and for always maintaining his commitment to traffic safety even in the face of personal struggles. *[Right: OHSO staff members pose with Burris and his award.]*

Training Course Held

The annual OHSO-sponsored Law Enforcement Executive Training Course was conducted at the

University of Central Oklahoma in Edmond, OK July 11-15. Thirty-four law enforcement personnel attended the 5-day CLEET certified course. Participant feedback was very positive.

Records Backlog Reduced

Through combined efforts of the OHSO, Department of Public Safety, Oklahoma Department of Transportation, and the Federal Motor Carrier Safety Administration, crash records backlog has been reduced from 14 to six months. The time for entering a Commercial Motor Vehicle crash into the national system has also reduced from 108 days to 21 days.

August

Can DUI Processing Be Improved?

Mitch Landry and Brian Grubbs, Texas Municipal Police Association (TMPA), made a presentation August 12 in Del City concerning reducing DUI/DWI processing time. Thirty-nine people, representing a diversified group of local and State officials, attended. The presentation was hosted by the OHSO. There was total agreement that Oklahoma should work with TMPA and NHTSA to bring the on-line web processing to Oklahoma soonest.

Joe McDonald, OHSO, spoke to the Oklahoma Association of Chiefs of Police Membership Meeting August 18 and addressed the same issue with this group. The planned introduction was well received.

Safe Kids Receives New Van

The Oklahoma Safe Kids Coalition held a press conference August 16 to highlight child passenger safety, and their receipt from General Motors of a new van. The van is equipped with everything necessary to set up a safety seat inspection. Kaye Statton [*right*], Deputy Director, spoke at the press conference.

National Award Winner

State Senator Ben Brown is the National Governors Highway Safety Association Award Recipient.

The Governors Highway Safety Association at its annual national conference in Norfolk, VA recognized longtime Senator Ben Brown, now working for the Department of Mental Health and Substance Abuse Services, in August. Senator Brown's longtime efforts were instrumental in reducing deaths and injuries on Oklahoma roadways. The James J. Howard Highway Safety Trailblazer Award is annually presented to one individual nationally who over an extended period has significantly impacted highway safety.

September

Governor's Representative Appointed

Oklahoma Governor Brad Henry appointed Kaye Statton as the Governor's Representative for Highway Safety. The appointment was effective September 23.

U21 Training Held

The OHSO sponsored youth alcohol (Project Under 21) training in Tulsa September 13-14 for approximately 70 law enforcement officers from across the State. Additionally, there were some 40 community advocates who took the environmental strategies track also offered at the course.

New Marketing Season Begins

Fall once again brings about football season in Oklahoma, and with that comes more of OHSO's successful sports marketing program. Prominent Click It or Ticket signs are on display at the Oklahoma State University and the University of Oklahoma campuses. Running on each respective university's Jumbotron are public service announcements from the head football coach at each school, and the last message heard by fans as they exit is a reminder to buckle up. *[Left: Fans taking a pledge to wear their safety belts at the OU v. Tulsa game September 10.]*

Mobilization Concludes

The OHSO and the State of Oklahoma participated in the national YDDYL Mobilization through September 5. Additionally, on September 1, Oklahoma participated with other states along the I-35 corridor in a 1-day heightened enforcement effort.

SECTION 402 PROJECT NARRATIVES

ALCOHOL/DRUG

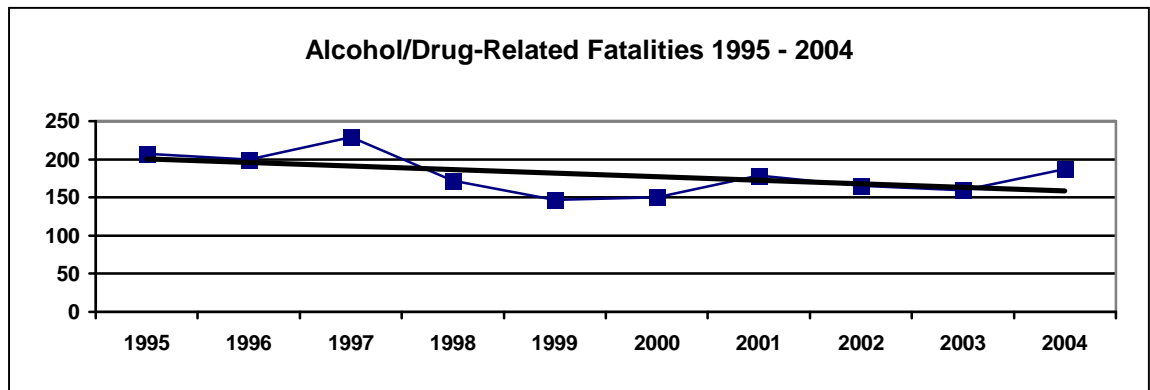
ALCOHOL/DRUG

OBJECTIVE: To reduce Alcohol/Drug-Related fatalities by 1% annually (165 in 2002 to 157 in 2006)

STATUS: In 2004, there were 187 Alcohol/Drug-Related fatalities. Of the 777 fatalities in 2004, 24.1% were Alcohol/Drug-Related. The 10-year period shows a downward trend in the number of Alcohol/Drug-Related fatalities.

With the exception of 1997 fatalities in Alcohol/Drug-Related crashes have generally shown a downward trend from 1995-1999. There were slight increases in 2000 and 2004. In 2002 there was a decrease and in 2004 there was 17.6% increase from the previous year.

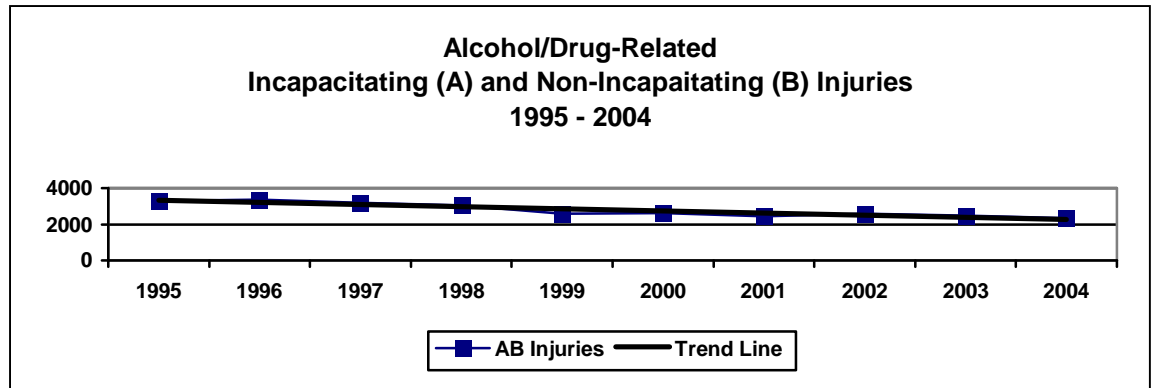
| Alcohol/Drug-Related Fatalities 1995 - 2004 | | | | | | | | | | |
|------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 207 | 200 | 229 | 172 | 147 | 150 | 179 | 165 | 159 | 187 |



OBJECTIVE: To reduce Alcohol/Drug-Related AB injuries by 1% annually (2,578 in 2002 to 2,497 in 2006)

STATUS: In 2004, there were 2,393 incapacitating (A) and non-incapacitating (B) injuries. This is 42.3% above the previous year. With the exception of 1996, injuries declined each year from 1995 through 1999. There was a slight increase in 2000 and a 6.3 decrease in 2001. Once again there was an increase in 2002 and a decrease in 2003. There was a 4.9% decrease from 2003 to 2004. In fact, 2004 had the lowest number of injuries for the 10-year period. It should be noted that 2004 was below the 2006 objective of 2,497.

| Alcohol/Drug-Related Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 - 2004 | | | | | | | | | | |
|--------------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 3298 | 3369 | 3201 | 3052 | 2591 | 2614 | 2450 | 2578 | 2474 | 2393 |



ALCOHOL/DRUG PROJECT NARRATIVES

Tulsa Crashes Court
Community Services Council of Greater Tulsa
AL-05-02-01-08
\$66,955

Project Objectives: Reduce alcohol-related vehicle crashes among youth ages 15-18 by 15 % in Tulsa County. Reduce impaired driving arrests among youth ages 15-18 by 5% in Tulsa County. Increase use of seat belts among youth ages 15-18 by 25% in Tulsa County. Continue replication of the CRASHs Court Program throughout Oklahoma.

Project Results: This CRASHs Court Program exemplifies a growing movement toward proactive prevention. Youth are being educated about potential legal consequences directly resulting from alcohol and drug arrests. A “life choices” discussion is conducted and a victim’s impact speaker tells their story. Some 7, 800 students from 16 schools attended the CRASHs Court. More than 52 media contacts were made during the year.

Oklahoma Safety Resource Prosecutor
Oklahoma District Attorneys Council
AL-05-02-02-02
\$40,495.39

Project Objectives: Create a more educated prosecutorial force in Oklahoma, improve the coordination of prosecution of highway safety cases and increase public awareness of traffic safety issues.

Project Results: This project began a year and a half ago. Positive progress has been made during this period. The Traffic Safety Resource Prosecutor (TSRP) continued to prepare and distribute her *Highway Headlights* newsletter to 250 Oklahoma prosecutors. The TSRP also provided relevant training to prosecutors and law enforcement personnel in varied venues. The TSRP attended training and represented the statewide District Attorney system at Oklahoma’s Traffic Records Assessment. The TSRP regularly provides legal guidance to aid prosecutors in pending DUI cases.

Norman Drug Recognition Expert Training Program
Norman Police Department
AL-05-02-03-05
\$23,870.12

Project Objectives: To expand the ability of law enforcement agencies in Oklahoma to detect drugged drivers by training 20 new DRE officers.

Project Results: The project trained and certified 24 new DRE officers.

SFST Certification and Update Training
Oklahoma Association of Chiefs of Police (OACP)
AL-05-02-04-04
\$34,429.93

Project Objectives: Increase the number of SFST-trained officers working alcohol enforcement on Oklahoma roadways. Provide 10 basic SFST certification classes, and six update classes. One SFST instructor class will be conducted.

Project Results: The OACP conducted 13 basis SFST classes with 215 officers attending. Nine SFST update classes were held with 102 officers completing the class. Two Instructor SFST classes were held and graduated 19 new instructors. Two SFST Instructor update classes were held with 33 officers in attendance.

Student Athletic Traffic Safety Education
Fellowship of Christian Athletics
AL-05-02-05-07
\$50,000

Project Objectives: Increase safety belt use, to reduce deaths and injuries in young people 14-20.

Project Results: More than 29,000 Oklahoma youth were educated about the importance of seat belt use and the application of all highway safety rules in the operation of their vehicles. Education was accomplished through FCA's newsletter, at FCA college game day events for youth, coach's clinics, and other events.

Duncan Traffic Enforcement
Duncan Police Department
AL-05-03-01-01
\$3,965.24

Project Objectives: Reduce the alcohol/drug-related crash rate in Duncan from 0.18 to 0.14.

Project Results: From December 2004 through March 2005, there were only eight DUI crashes reported. Also, during the same period, officers only made two DUI arrests, while working the project. Due to the low activity, it was mutually decided Duncan Police would change the scope of their project to traffic enforcement. Approximately 88% of planned enforcement hours were worked, and 89% of projected contacts were made. Media initiatives were low. Duncan Police Department is not contracted for FY06.

Marshall County Traffic Enforcement
Marshall County Sheriff's Office
AL-05-03-02-03
\$8,315.83

Project Objectives: To increase the number of alcohol arrests made by Marshall County deputies from an average of four per month in FY03 to six per month in FY05, and to decrease alcohol-related fatalities and injuries from 13 in 2004 by aggressively enforcing DUI, Impaired Driving, and Zero Tolerance laws.

Project Results: The contract period was 11 months. Only 23 DUI/DWI arrests were made during the period of this project, which fell well below projected arrests. Marshall County is not contracted for FY06.

Oklahoma City Impaired Driving
Oklahoma City Police Department
AL-05-03-03-01
\$101,454.49

Project Objectives: Decrease the number of KAB crashes in Oklahoma City by 2%. To reduce the number of alcohol-related KAB crashes in Oklahoma City by 2%.

Project Results: KAB crashes in Oklahoma City were reduced by 3%. Project officers accounted for 47% of all DUI arrests. Additionally, the number of alcohol-related KAB crashes decreased 25%.

Tahlequah Traffic Enforcement
Tahlequah Police Department
AL-05-03-04-03
\$33,942.62

Project Objectives: Decrease the number of alcohol-related crashes in Tahlequah from 87 in 2002 to 78 in 2005. Increase the number of alcohol-related arrests from 377 in 2002 to 415 in 2005.

Project Results: As of September 2005, there were only 24 alcohol-related crashes in the previous 12 months. Alcohol-related arrests were down, however, with the number of crashes down, the arrest opportunity might have been down as well.

EMERGENCY MEDICAL SERVICE

EMERGENCY MEDICAL SERVICE

There were no projects during FY05 in this category.

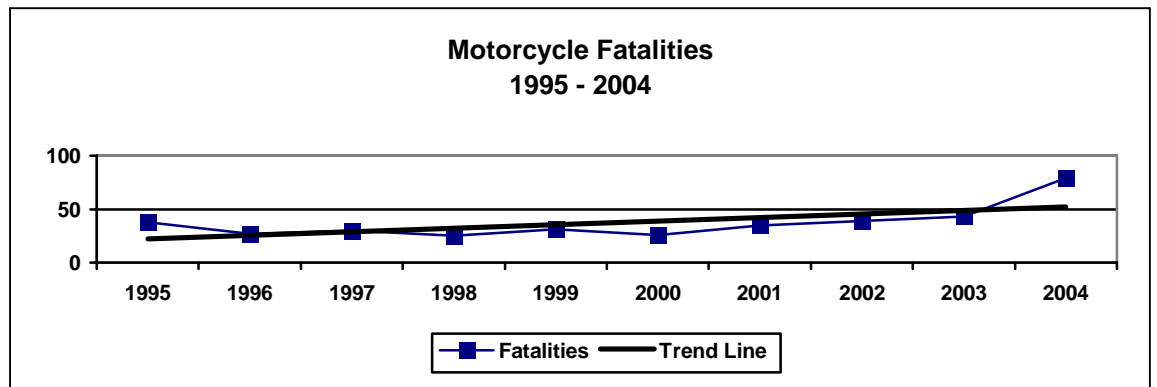
MOTORCYCLE SAFETY

MOTORCYCLE SAFETY

OBJECTIVE: To reduce Motorcycle fatalities from 39 in 2001 to 31 in 2006

STATUS: In 2004, there were 79 motorcycle-related fatalities. In 2002, the 39 motorcycle fatalities accounted for 5.3% of the total fatalities and in 2003 the 43 motorcycle fatalities accounted for 6.4% of the total fatalities. In 2004, motorcycle fatalities accounted for 8.6% of the total fatalities. The 10-year period shows an upward trend in the number of motorcycle-related fatalities. Motorcycle fatalities have increase each since 2000 and are at their highest level since 1995.

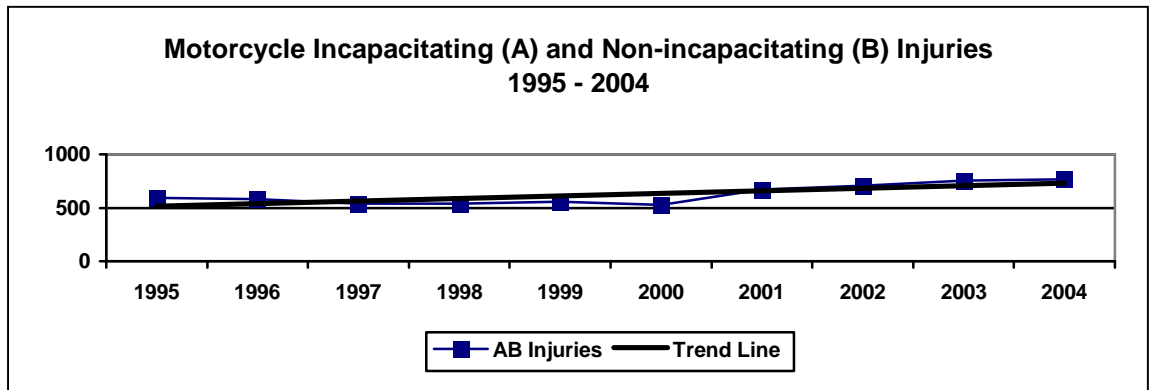
| Motorcycle Fatalities 1995 - 2004 | | | | | | | | | | |
|--------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 38 | 27 | 30 | 25 | 31 | 26 | 35 | 39 | 43 | 79 |



OBJECTIVE: To reduce Motorcycle AB injuries by 1% annually (540 in 2002 to 520 in 2006)

STATUS: In 2004, there were 768 motorcyclists with incapacitating (A) and non-incapacitating (B) injuries. This is 6.5% above 2003. From 1995 through 1997, motorcycle injuries decreased each year. With the exception of 2000, motorcycle fatalities increased each year from 1998 through 2004. The 10-year period shows an upward trend in motorcycle injuries.

| Motorcycle Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 - 2004 | | | | | | | | | | |
|----------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 595 | 583 | 536 | 540 | 555 | 528 | 672 | 709 | 755 | 768 |



MOTORCYCLE SAFETY

There were no projects during FY05 in this category.

OCCUPANT PROTECTION

OCCUPANT PROTECTION

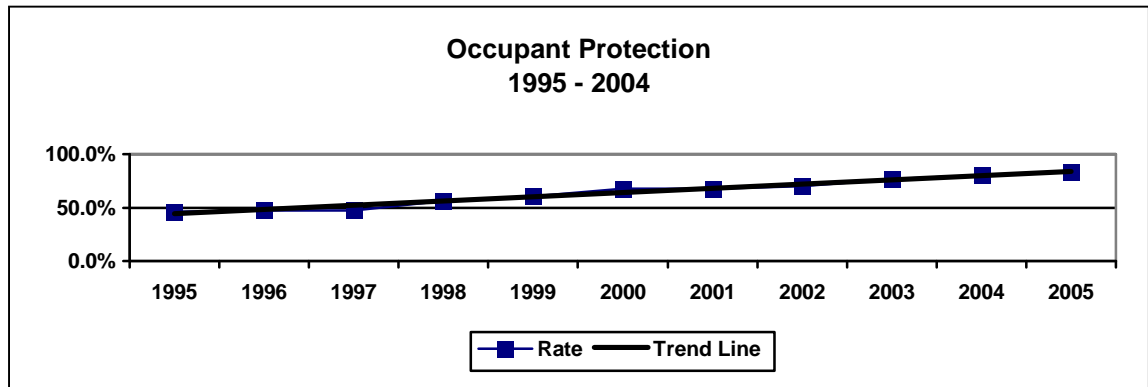
OBJECTIVE: To increase safety belt use to 82% in 2005 (80.3% in 2004)
 To increase safety belt use to 84% by 2007 (80.3% in 2004)

STATUS: The 2005 statewide survey shows the current seat belt use rate as 83.1%. This exceeds the 2005 objective of 82%.

“A comparison of the summer 2004 and the summer 2005 survey results reveal that statewide safety belt use increased by a statistically significant 2.8 percentage points (from 80.3% to 83.1%). The usage rate for summer 2005 is the highest since the summer of 1998 when weighted data began to be used.”⁶

“Women buckled up at a rate of 87.5%, whereas men used seat belts at a rate of 78.6%.”⁷

| Occupant Protection 1995 - 2004 | | | | | | | | | | | |
|------------------------------------|-------|-------|-------|-------|-------|-------|-------|--------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
| Rate | 46.4% | 47.5% | 47.4% | 56.0% | 60.7% | 67.5% | 67.9% | 70.12% | 76.7% | 80.3% | 83.1% |



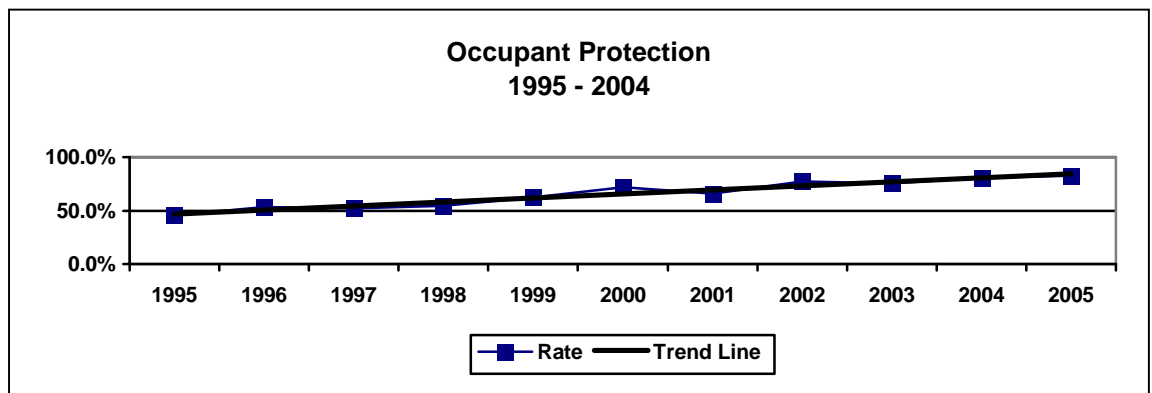
¹ Thomas E. James, Ph.D. and Kathy Hall, and Jennifer Bassett. Oklahoma Seat Belt Observation Study: Summer 2005. University of Oklahoma. Norman, Oklahoma, p. iv.

⁷ *ibid*, p. iv.

OBJECTIVE: To increase child restraint use to 82% in 2005 (80.6% in 2004)
 To increase child restraint use to 84% by 2004 (80.6% in 2004)

STATUS: “Overall, the combined percentage of children who were properly restrained increased from 71.7% in 2000 to 82.7% in 2005. Over this six-year period, the protection rate for infants decreased slightly from 60.3% to 73.4%, while the percentage of small children who were properly restrained increased from 73.6% to 84.1%. The rates for Oklahoma infants and small children using any type of restraint (car seat, booster seat, seat belt) compare favorably with the national data.”⁸

| Child Restraint 1995 - 2004 | | | | | | | | | | | |
|--------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
| Rate | 45.6% | 53.0% | 51.8% | 54.4% | 62.5% | 71.7% | 66.0% | 77.4% | 75.7% | 80.6% | 82.7% |



⁸ Thomas E. James, Ph.D., Kathy Long, and Jennifer Bassett. Statewide Child Restraint Survey: 2005. University of Oklahoma. Norman, Oklahoma, p. ii.

OCCUPANT PROTECTION PROJECT NARRATIVES

Child Safety Seat Training and Check-ups
Emergency Medical Services Authority (EMSA)
OP-05-02-02-06/J3-05-02-07-06
\$85,731.47/\$12.52 (Section 2003b)

Project Objectives: Hold car seat checks monthly at consistent locations in Tulsa and Oklahoma City. Check at least 90 car seats monthly through corporate and media sponsors. Educate the public on child car seat safety. Train 100% of new field medics in the 1-day course. Sustain 95% level of 1-day training for management staff. Train three additional EMSA employees to the Technician level. Maintain on staff at least two NHTSA-level instructors.

Project Results: Seventeen monthly car seat checks were conducted. Eight educational presentations were made. Training included 54 students, which included 43 new, and five existing field EMSA staff members, three existing administrative staff members, and three law enforcement officers.

Latino Community Traffic Safety Program
Latino Community Development Agency (LCDA)
OP-05-02-03-05
\$56,542.87

Project Objectives: Educate Latino parents in the Oklahoma City metro Community on the necessity for, and correct use of, child safety seats, and the necessity of wearing their own seat belts. School-age children will increase their knowledge of the importance of using booster seats and wearing seat belts. Education will be provided on the problems with drinking and driving.

Project Results: The LCDA conducted 12 child safety workshops. Some 257 parents participated. Two hundred and fifty-seven car seats were installed. The LCDA also conducted 15 educational activities at Latino clubs talking to school-aged children about seat belts use. Also covered were pedestrian safety, bicycle safety, etc. Additionally, the LCDA conducted more than 10 other safety events and educational opportunities.

Oklahoma State Department of Health (OSDH) Occupant Protection Program
Oklahoma State Department of Health
OP-05-02-04-04
\$84,937.86

Project Objectives: Reduce deaths and serious injury due to vehicle crashes among children 0-5 years-of-age by providing convertible and booster car seats through Oklahoma's public health system. Car seats will be distributed to WIC families, who also will receive training and education on the installation and proper use of car seats. Training will be provided to OSDH employees on car seat installation.

Project Results: All objectives were met: 2,930 cars seats were distributed, along with appropriate literature. Training and education was conducted. Additionally, 40 technical assistance support efforts were provided to county health department staffs. During May 2005, the OSDH's Injury Prevention Service cooperatively supported the OHSO's May Mobilization and Oklahoma Injury Prevention Month kickoff breakfast and press event.

**Child Restraint Education
Oklahoma Safe Kids
OP-05-02-05-07
\$55,998.13**

Project Objectives: Increase the use of child safety seats, including booster seats, in Oklahoma by at least 5 percent. Increase the proper use of child safety seats in Oklahoma by at least 5 percent. Decrease deaths and injuries of children age 8 and under due to vehicle crashes in Oklahoma by 5 percent. Increase CPS knowledge of childcare providers and others trained by 50%. Increase knowledge of trained CPS advocates in Oklahoma, to include current technology. Meet the demand for CPS training using 1-day and 4-day classes.

Projective Results: Child safety seat use in Oklahoma increased to 82.7% in 2005 from 80.6% in 2004. While statistics are not available to confirm fewer installation errors, when checking car seats, anecdotally, there seem to be fewer errors. This is backed up from the experience of Tulsa Safe Kids. Twenty-seven children age 10 and under died in vehicle crashes in 2004 compared to 18 in 2002 according to the State Medical Examiner's Office. Some 2,213 children age 10 and under were injured in crashes in 2003 compared to 2,474 in 2004. When testing trainees, pre-testing scores averaged 12, while the post-test score average was 25 (maximum score is 29). Two technical update classes, one 4-day class, eight 1-day classes, and two recertification classes were conducted.

**Tulsa Safe Kids Occupant Protection Program
St. Francis Hospital/Tulsa Safe Kids
OP-05-02-06-05
\$40,000**

Project Objectives: Reduce child fatalities and injuries from vehicle crashes by 10%. Increase child restraint use by 10% for children birth to 8-years-old. Increase booster seat usage by children 40-80 pounds and promote compliance of Oklahoma's booster seat law. Provide CPS training and education, as well as technical updates throughout NE Oklahoma. Promote health and safety of children in childcare settings.

Project Results: In 2005, Child restraint usage in NE Oklahoma increased 0.7 percentage points from 2004. Eleven Buckle Up trainings and technical update classes, as well as two 4-day NHTSA Technical Training courses, were completed. Some 238 people were trained in CPS in NE Oklahoma. An additional NHTSA 4-day course was

added this year for the Tulsa Fire Department cadets, and will do this for every class the Fire Department has. Education on the booster seat law passed last year continued this year. St. Francis Hospital and Tulsa Safe Kids hosted the 12th Annual Buckle Down Awards with more than 300 people present. Forty-one community-based car seat checks were conducted, with 1,168 car seats checked. Some 347 car seats were replaced, and 234 booster seats were replaced or provided to families in need. Two Moving Kids Safety Courses were provided. Two child safety seat inspection stations were added this year.

Traffic Seat Belt Project
Muldrow Police Department
OP-05-03-01-01
\$7,851.90

Project Objectives: Increase seat belt use by 2%, bring Muldrow's use rate to 80%. Increase child restraint contacts 20%.

Project Results: Seat belt use increased about 2% to the 80% use rate. While child restraint use did not increase 20%, it increased a solid 12%. Also, enforcement activity against speed, careless driving, alcohol, etc. was solid.

Restraint Surveys
University of Oklahoma
OP-05-05-01-00
\$44,763

Project Objectives: Conduct statewide annual NHTSA-approved seat belt survey and statewide child restraint survey within time periods established by OHSO.

Project Results: Both the statewide seat belt survey and child restraint survey were conducted, analyzed, and reported as required by the contract. Both surveys reflected increased use/wear from previous years.

Statewide Traffic Enforcement
Oklahoma Highway Patrol
QN5-05-03-03-04
\$113,837.75

Project Objectives: Reduce the mileage death rate from 1.6 in 2002 to 1.5 in 2006. Increase seat belt use from 80.3% in 2004 to 82% in 2005

Project Results: The mileage death rate was 1.5 in 2003, but 1.7 in 2004. Seat belt use increased in Oklahoma from 80.3% in 2004 to 83.1% in 2005. Pickup truck belt use increased from 68.5% in 2004 to 73.0% in 2005. Child passenger restraint use increased from 80.6% in 2004 to 82.7% in 2005.

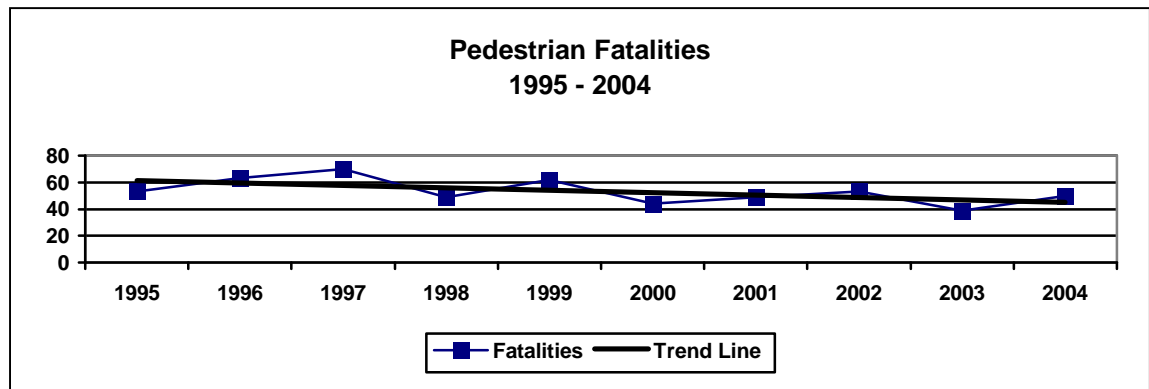
PEDESTRIAN AND BICYCLE

PEDESTRIAN SAFETY

OBJECTIVE: To reduce pedestrian fatalities from 53 in 2002 to 45 in 2006

STATUS: In 2004, there were 50 pedestrian fatalities. Pedestrian fatalities accounted for 6.4% of the total 777 fatalities in 2004. Pedestrian fatalities peaked at 70 in 1997. There was an increase in 1999 and another one in 2002. The number of pedestrian fatalities increased 28.2% from 2003 to 2004. The 10-year period averaged 53 fatalities per year.

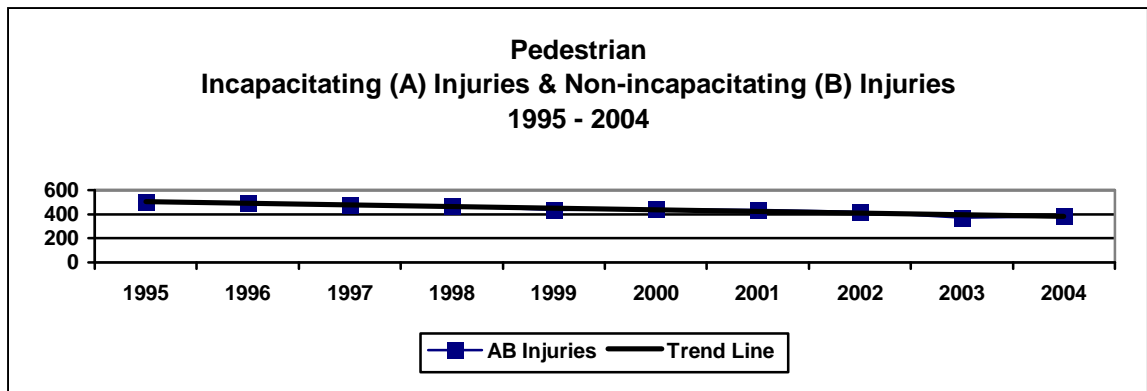
| Pedestrian Fatalities 1995 - 2004 | | | | | | | | | | |
|--------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 53 | 63 | 70 | 49 | 62 | 44 | 49 | 53 | 39 | 50 |



OBJECTIVE: To reduce pedestrian AB injuries by 1% annually (422 in 2002 to 406 in 2006)

STATUS: In 2004, there were 383 pedestrians with AB injuries. Since 1995, pedestrian incapacitating (A) and non-incapacitating (B) injuries have trended downward to a low of 374 in 2003. In 2004, there was a 2.4% increase from 2003.

| Pedestrian Incapacitating (A) and Non-incapacitating Injuries (B) 1995 - 2004 | | | | | | | | | | |
|-------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 502 | 493 | 475 | 467 | 437 | 443 | 435 | 422 | 374 | 383 |

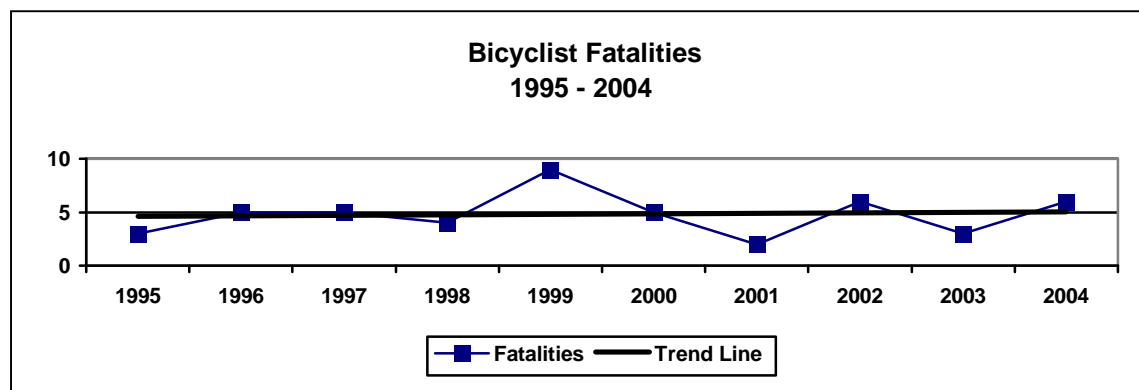


BICYCLE SAFETY

OBJECTIVE: To reduce bicycle related fatalities from six in 2002 to three in 2006

STATUS: In 2004, there were six bicyclist fatalities. Bicycle fatalities accounted for less than one percent of the total 777 fatalities in 2004. The number of bicycle fatalities increased from three in 2003 to six in 2004.

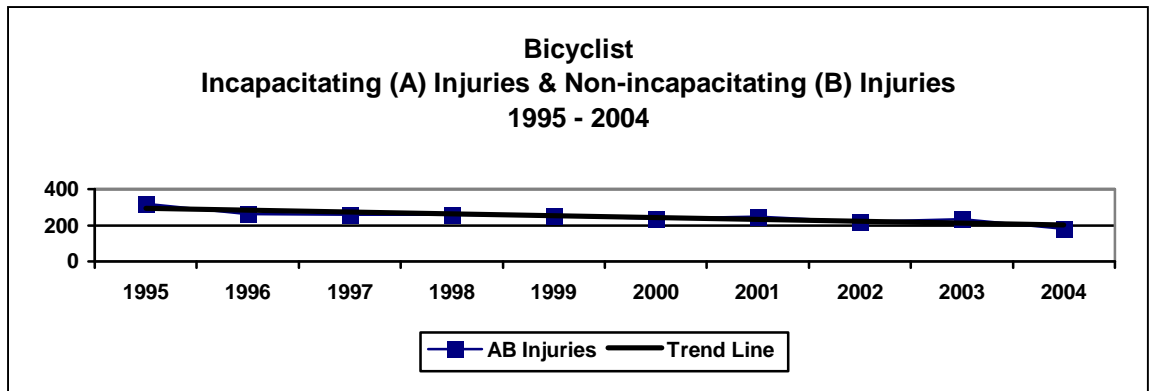
| Bicyclist Fatalities 1995 - 2004 | | | | | | | | | | |
|-------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 3 | 5 | 5 | 4 | 9 | 5 | 2 | 6 | 3 | 6 |



OBJECTIVE: To reduce bicycle AB injuries by 1% annually (181 in 2002 to 173 in 2006)

STATUS: In 2004, there were 180 bicyclists with AB injuries. The number of AB injuries decreased 22.7% from 233 in 2003 to 180 in 2004. The 10-year period shows a downward trend in the number of bicycle injuries.

| Bicyclist Incapacitating (A) and Non-incapacitating Injuries (B) 1995 - 2004 | | | | | | | | | | |
|------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 317 | 263 | 258 | 257 | 253 | 237 | 249 | 218 | 233 | 180 |



Pedestrian and Bicycle Activities

There were no specific projects identified in FY05 for these areas, however Oklahoma Safe Kids, Tulsa Safe Kids, Norman Police Department, and the Latino Community Development Authority among others, conducted bicycle rodeos, distributed bicycle helmets, etc.

The OHSO distributed more than 8,000 bicycle safety literature pieces.

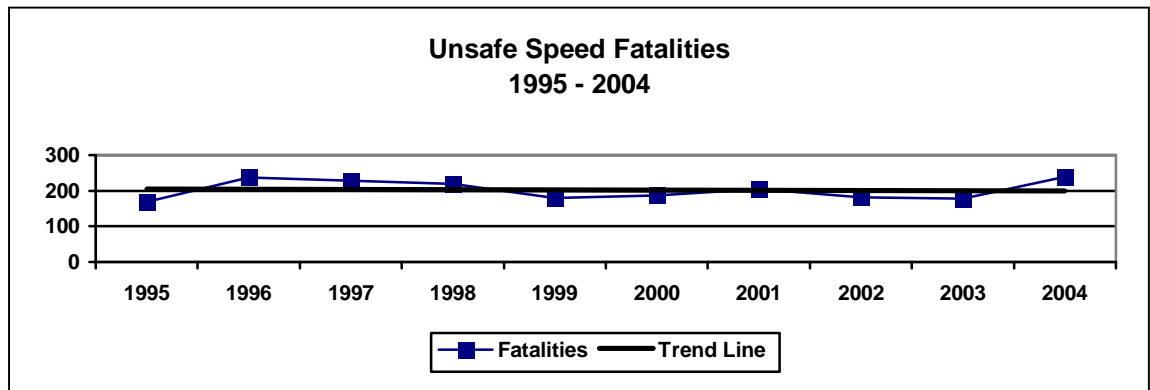
POLICE TRAFFIC SERVICES

POLICE TRAFFIC SERVICES

OBJECTIVES: To reduce fatalities caused by Unsafe Speed by 1% annually (181 in 2002 to 173 in 2006)

STATUS: In 2004, there were 239 fatalities caused by Unsafe Speed. Fatalities increased 35.0% from 177 in 2003 to 239 in 2004. Unsafe Speed accounted for 30.1% of the total fatalities in 2004. The chart trend line shows the number of fatalities remained consistent through the 10-year period.

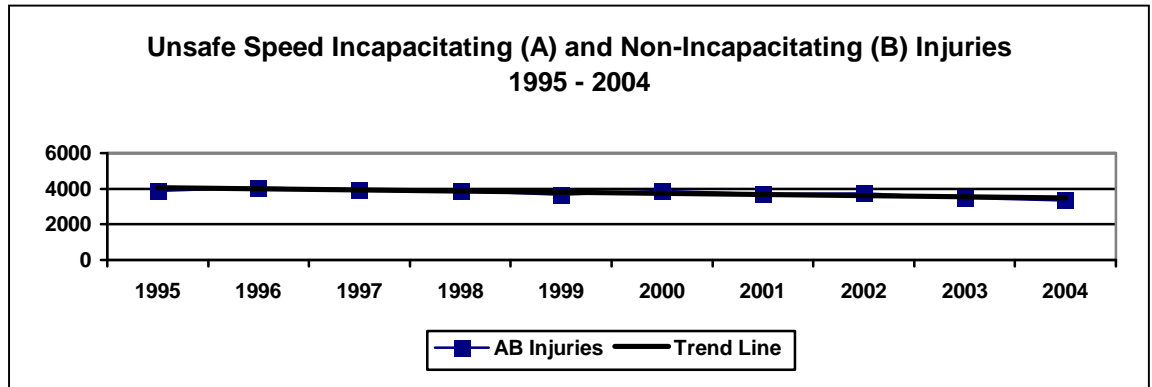
| Unsafe Speed Fatalities 1995 - 2004 | | | | | | | | | | |
|----------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 169 | 238 | 228 | 220 | 179 | 186 | 205 | 181 | 177 | 239 |



OBJECTIVE: To reduce AB injuries caused by Unsafe Speed by 1% annually (3,729) in 2002 to 3,583 in 2006

STATUS: There were 3,338 incapacitating (A) and non-incapacitating (B) injuries in Unsafe Speed crashes in 2004. Injuries in Unsafe Speed crashes decreased 3.8% from 3,469 in 2003 to 3,338 in 2004. Injuries in Unsafe Speed crashes accounted for 18.1% of the total injuries reported in 2004. Injuries in Unsafe Speed crashes remained fairly constant through the 10-year period.

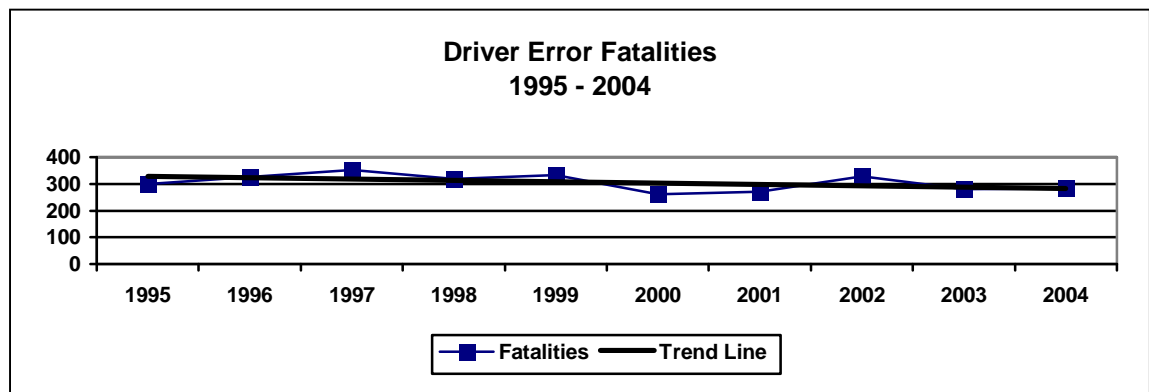
| Unsafe Speed Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 – 2004 | | | | | | | | | | |
|------------------------------------------------------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 3875 | 4055 | 3960 | 3895 | 3665 | 3883 | 3712 | 3729 | 3469 | 3338 |



OBJECTIVE: To reduce fatalities caused by Driver Error⁹ by 1% annually (328 in 2002 to 316 in 2006)

STATUS: In 2004, there were 282 fatalities in Driver Error crashes. These fatalities increased less than one percent from 280 in 2003 to 282 in 2004. Fatalities in Driver Error crashes accounted for 36.3% of the total fatalities in 2004. The 10-year period trend remained level.

| Driver Error Fatalities 1995 - 2004 | | | | | | | | | | |
|----------------------------------------|------|------|------|------|------|------|------|------|------|------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| Fatalities | 299 | 325 | 353 | 318 | 333 | 261 | 271 | 328 | 280 | 282 |

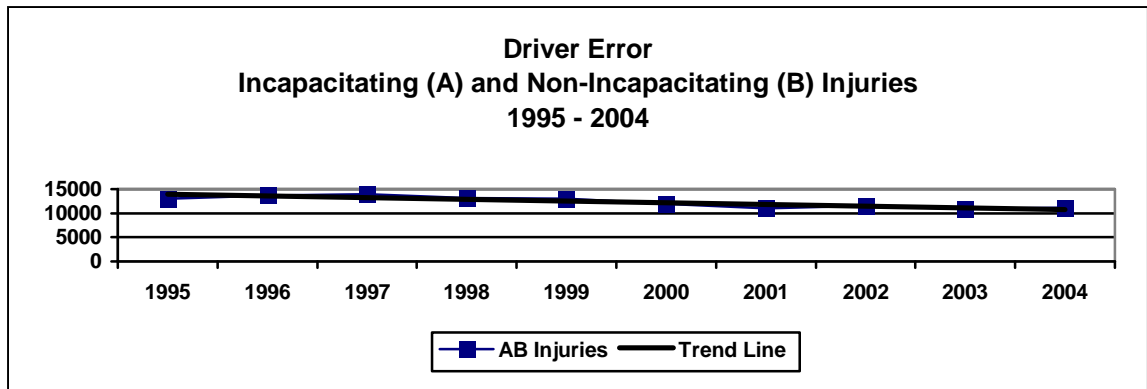


⁹ Driver Error is an aggregate group composed of the following principal causes: *Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed Too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane, Wrong Way.*

OBJECTIVE: To reduce AB injuries caused by Driver Error¹⁰ by 1% annually (11,556 in 2002 to 11,101 in 2006)

STATUS: In 2004, there were 11,109 incapacitating (A) and Non-incapacitating (B) injuries. These injuries increased 1.8% over 2003. Injuries in Driver Error crashes accounted for 60.5% of the total injuries in 2004. The 10-year trend shows a decrease in the number of injuries.

| Driver Error Incapacitating (A) and Non-Incapacitating (B) Injuries 1995 – 2004 | | | | | | | | | | |
|---------------------------------------------------------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Year | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 |
| AB Injuries | 13061 | 13713 | 13955 | 13086 | 13032 | 11982 | 11029 | 11556 | 10914 | 11109 |



¹⁰ Driver Error is an aggregate group composed of the following principal causes: *Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed Too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane, Wrong Way.*

POLICE TRAFFIC SERVICES PROJECT NARRATIVES

Law Enforcement Education
University of Central Oklahoma
PT-05-02-01-00
\$20,829.65

Project Objectives: Develop, deliver, and administer a course titled “Law Enforcement Administration. The course was designed to be an intense program for law enforcement executives, which included management, supervisory, and leadership skills training. The course was CLEET-certified.

Project Results: The course was conducted July 11-15, 2005 for 35 law enforcement executives to include chiefs, sheriffs, and other management-level executives. Participant written feedback was extremely complimentary of the course content and instructors. This course continues to be well received and desired by Oklahoma law enforcement personnel.

Public Service Announcements (PSA) Services
DiNamics Services
PT-05-02-02-02
\$60,000

Project Objectives: Increase awareness of the seriousness of traffic safety by use of public service announcements (PSA). To increase awareness among youth by allowing them to create PSA’s that target their peers.

Project Results: Almost double the number of PSA’s planned to be distributed were actually distributed. Some \$455,768 in donated airtime was reported, almost doubling the donated airtime from last year’s contract period. This Project Director supported Operation Lifesavers (OKOL), another OHSO-supported project. A media competition was conducted at one high school.

Altus Traffic Enforcement
Altus Police Department
PT-05-03-01-02
\$20,000

Project Objectives: Reduce KAB crashes in the city of Altus by 5% from 52 in 2002 to 50 in 2005 by using overtime to enforce traffic violations. Altus PD also will participate in Project Under 21 activities.

Project Results: KAB crashes in Altus were reduced more than 5%. Additionally, their Project Under 21 activity was noteworthy. They provided two officers as support staff at the statewide Camp Under 21.

Beaver County Traffic Enforcement
Beaver County Sheriffs Office
PT-05-03-02-01/QN5-05-03-04-01
\$27,000 (\$12,000/\$15,000)

Project Objectives: Reduce A & B injury crashes by 15%.

Project Results: All planned overtime was used, and more contacts were made than planned. Total crashes were reduced 14%, while A & B crashes were reduced by 13%.

Bethany Traffic Enforcement
Bethany Police Department
PT-05-03-03-02/QN5-05-03-07-02
\$17,000 (\$13,000/\$4,000)

Project Objectives: Increase enforcement and education of restraint use. Reduce injury crashes by 5%. Use school resource officers to educate students about restraint use, and drinking and driving.

Project Results: Project activities were unable to reduce injury crashes. There were four more crashes this year. However, it should be noted Bethany reduced crashes 29.3% during their 2002-2003 project. There were no fatal crashes. Budgeted overtime hours were on target, and contacts were 178% of what was planned.

Bixby Traffic Enforcement
Bixby Police Department
PT-05-03-04-04
\$18,972.02

Project Objectives: Reduce KAB crashes by 10%. Increase seat belt use from 84% to 88%.

Project Results: KAB's were reduced 5%. Seat belt use was increased from 84% to 93%. Twenty-two PI&E activities were conducted.

Broken Arrow Traffic Enforcement
Broken Arrow Police Department
PT-05-03-05-05/QN5-05-03-01-01
\$37,000 (\$22,500/\$15,000)

Project Objectives: Reduce KAB crashes by 5% by increasing safety education and increased targeting of aggressive driving, DUI, and occupant protection.

Project Results: All activities and milestones exceeded, with the exception of some Project Under 21 activities. The number of KAB crashes did increase 9%, in spite of the outstanding enforcement and educational effort put forth by the sub-grantee. Mitigating

circumstances are the steady increasing population and accompanying traffic increase. Additionally, the Agency changed tabulation methods for its collision analysis reports in 2003 and 2004, which seemed to artificially reduce the collision figures.

Cherokee County Traffic Enforcement
Cherokee County Sheriff's Office
PT-05-03-06-02
\$19,148.54

Project Objectives: Ensure DUI/Impaired driving fatalities do not exceed three in the County. To reduce impaired driving crashes from 101 to 90 in 2005. To promote safety through enforcement of DUI and other traffic laws.

Project Results: Results are pending at the time of this report. The scope of this sub-grant changed during the contract year. The year started with one deputy working the sub-grant full-time, but for several reasons, the scope changed the effort to an overtime grant. The number of hours worked was close to the planned hours. However, the number of DUI/DWI arrests was less than planned. The number of other traffic contacts was close to that planned for belts, speed, etc. Media activity was good, as was the Department's participation in mobilizations, etc.

Choctaw Traffic Enforcement
Choctaw Police Department
PT-05-03-07-01
\$7,981.96

Project Objectives: Decrease KAB crashes in Choctaw by 3%.

Project Results: KAB crashes increased by two for this contract period. However, Unsafe Speed crashes were reduced by 4%. There were no fatalities.

Creek County Traffic Enforcement
Creek County Sheriff's Office
PT-05-03-08-03
\$35,000

Project Objectives: Reduce KAB crashes in Creek County by 5% from 283 in 2002 to 269 in 2005.

Project Results: KAB crashes in Creek County were reduced to 234 in 2004, approximately 17.4%. Statistics for 2005 are not available.

Durant Traffic Enforcement
Durant Police Department
PT-05-03-09-02
\$14,636.04

Project Objectives: Decrease traffic-related injuries by 10%.

Project Results: Injuries decreased 8% during the contract period, and decreased 22% from 2003 to 2005.

Edmond Alcohol and Traffic Enforcement

Edmond Police Department

PT-05-03-10-07/QN5-05-03-08-02

\$64,000 (\$55,458.13/\$4,000)

Project Objectives: Increase seat belt use by drivers 16-20 by 2%. Increase seat belt use by pickup drivers by 5%. Reduce injury crashes by 2%. Maintain zero fatality crashes. Improve traffic safety awareness through education and enforcement. Combat underage drinking through the Project Under 21 Project. Produce accurate crash reporting to improve data collection.

Project Results: Crash results, as they are currently known, indicate a slight increase from last year. However, increased population and traffic are contributors to the equation. However, occupant protection contacts were significant. All activities and milestones were met.

El Reno Traffic Enforcement

El Reno Police Department

PT-05-03-11-02

\$11,473.04

Project Objectives: Decrease KAB crashes by 5%.

Project Results: KAB crashes were reduced 6.5%.

Enid Traffic Enforcement

Enid Police Department

PT-05-03-12-01

\$14,993.81

Project Objectives: Reduce KAB crashes by 5%.

Project Results: KAB crashes decreased by 16%. All activities and milestones met or exceeded.

Guthrie Traffic Enforcement

Guthrie Police Department

PT-05-03-13-02

\$11,526.48

Project Objectives: Decrease KAB crashes by 7%.

Project Results: KAB crashes increased 7% for this contract period. However, previous years saw significant decreases, with a 20.1% decrease from 2001 to this year.

Lawton Traffic Enforcement

Lawton Police Department

PT-05-03-14-02

\$39,991.16

Project Objectives: Reduce KAB crashes by 5%. Monitor child restraint use and educate drivers on proper procedures to secure children.

Project Results: Injury crashes increased slightly, but fatalities decreased from five to one. More than 4,000 written contacts were made for various traffic violations, with some 1,136 of citations for adult and child restraint violations.

Midwest City Traffic Enforcement

Midwest City Police Department

PT-05-03-15-02/QN5-05-03-09-02

\$34,000 (\$30,000/\$4,000)

Project Objectives: Reduce traffic crashes by 3%.

Project Results: Traffic crashes decreased approximately 21%. Planned activities and milestones were successfully met.

Moore Traffic Enforcement

Moore Police Department

PT-05-03-16-01/QN5-05-03-10-01

\$24,000 (\$20,000/\$4,000)

Project Objectives: Decrease KAB crashes by 5%.

Project Results: KAB crashes increased 1.1%. Highway construction and rerouting on Moore's major highways and the interstate made patrol problematic. The Project Director and the project's Program Manager worked to deal with issues presented.

Norman Traffic and Alcohol Enforcement

Norman Police Department

PT-05-03-17-02

\$66,659.72

Project Objectives: Decrease KAB crashes by 3%. Increase use of child passenger safety seats and seat belts by 3%. Decrease underage drinking incidents.

Project Results: If projections hold true, KAB crashes will have decreased 5% from 2004. A survey in October 2005 showed compliance rate of 85.8%, while a slight drop

from 2004, still exceeds national, regional, and State averages. This project for the first time conducted a child safety seat event specifically targeted for the Hispanic population. A Spanish-speaking officer was instrumental to the event. Norman instituted a new Nuisance Party ordinance, which is a superb tool to address parties with underage drinking. Project Under 21 officers were very active also.

Oklahoma County Traffic Enforcement
Oklahoma County Sheriff's Office
QN5-05-03-02-02
\$143,073.45

Project Objectives: Reduce crashes in Oklahoma County by 3% from 2002 to 2005.

Project Results: While total crashes were up in 2004, total crashes were reduced 0.7% from 2002 through 2004. With air travel decreased during the period and vehicular traffic increased, this slight reduction is noteworthy. Activities and milestones were met or exceeded. Project Under 21 activity was excellent. The CRASHs Court program and the Rollover demonstrations goals were 48 events. The planned activity was 48 events, however 75 events were conducted. This agency and project assisted the OHSO by having the sub-grant full-time deputy support the OHSO's LEL effort during the extended illness of the OHSO LEL.

Sand Springs Traffic Enforcement
Sand Springs Police Department
PT-05-03-18-02
\$10,000

Project Objectives: Reduce KAB crashes by 10%. Increase restraint usage by 2%. Increase public awareness. Target aggressive driving, DUI, and occupant protection violations.

Project Results: KAB crashes were 34 in 2002, 23 in 2003, and 43 in 2004. KAB's were not reduced as desired. KAB Restraint usage increased 0.1% to 81.9%. Some 354 citations were issued for aggressive driving and 14 DUI/DWI drivers were arrested.

Oklahoma State University (OSU) Traffic Safety
Oklahoma State University Police Department (OSU)
PT-05-03-19-02
\$41,000

Project Objectives: Improve traffic safety through increased safety education and increased enforcement of traffic laws, thereby decreasing KAB crashes within the city of Stillwater and on the OSU campus by 5%.

Project Results: Project objective was met. KAB crashes declined 5.5% from the previous year. A significant number of educational presentations were made to student

groups, and enforcement was an integral part of the overall project. The “Convincer” was used at varied events. The “Mock DUI Crash,” known as Reality Check was a significant event during the year.

Osage County Traffic Enforcement
Osage County Sheriff’s Office
PT-05-03-20-06
\$16,509.20

Project Objectives: Reduce KAB crashes by 5% from 131 in 2002 to 125 in 2005.

Project Results: There were 131 KAB crashes in 2002 and 2004. The 2005 statistics are unknown.

Purcell Traffic Enforcement
Purcell Police Department
QN5-05-03-05-01
\$15,000

Project Objectives: Decrease KAB crashes by 3%.

Project Results: KAB crashes decreased 26%.

Sapulpa Traffic Enforcement
Sapulpa Police Department
PT-05-03-21-04
\$25,000

Project Objectives: Reduce KAB crashes by 5%. Increase seat belt use from 84% to 88%.

Project Results: Preliminary results indicate a 20% reduction of KAB crashes. Belt usage increased from 84% to 94.4%.

Stillwater Traffic Enforcement
Stillwater Police Department
PT-05-03-22-02
\$9,805.76

Project Objectives: Decrease KAB crashes by 5%.

Project Results: Decreased KAB crashes 15.56%. Nineteen PI&E events were completed during the sub-grant period. The Safe Kids Coalition, the Payne County Health Department, and others assisted area residents by providing child safety seat checks.

Tulsa County Traffic and Alcohol Enforcement
Tulsa County Sheriff's Office
PT-05-03-23-05
\$100,000

Project Objectives: Reduce KAB crashes by 5%. Increase seat belt use in Tulsa County from 82% to 84%. Reduce the availability and consumption of alcohol to underage youth.

Project Results: KAB crashes decreased 2% from 2002 to 2004. Year 2005 statistics were not available. Tulsa County's seat belt use increased 3 percentage points from 83.1% in 2004 to 86.1% in 2005.

Tulsa Traffic and Alcohol Enforcement
Tulsa Police Department
PT-05-03-24-09
\$100,000

Project Objectives: Reduce the Number of KAB crashes by 5% from 2002 to 2005.

Project Results: The 2002 to 2005 crash reduction goal was met. Just between 2004 and 2005 KAB crashes were reduced 9.1%. Also, with a milestone of 187 Project Under 21 activities, the Department conducted 316 activities, to include compliance checks, third party transitions, and party dispersals.

Village Traffic Enforcement
The Village
QN5-05-03-06-01
\$12,000

Project Objectives: Decrease KAB crashes by 3% from 149 in 2003 to 144 in 2005.

Project Results: It is projected there will be approximately 48 KAB crashes for the year, well within the objective set.

Warr Acres Traffic Enforcement
Warr Acres
PT-05-03-25-06
\$8,186.27

Project Objectives: Decrease KAB crashes by 5% from 117 in 2002 to 112 in 2005.

Project Results: The objective of 112 KAB crashes in 2005 was not met. There were 125 KAB crashes in 2004 and 120 in 2005. The 1-year reduction was 4%.

Yukon Traffic Enforcement
Yukon Police Department
PT-05-03-26-02
\$12,710.33

Project Objectives: Reduce KAB crashes by 3% (665 in 2003 to 632 in 2005). Increase seat belt usage.

Project Results: It appears KAB crashes were reduced and meet the objective set, with an estimated 631 KAB crashes in 2005. There were 402 seat belt citations issued during the contract year.

Duncan Traffic Enforcement
Duncan Police Department
PT-05-03-27-01
\$6,034.76

Project Objectives: Reduce alcohol/drug-related crashes from 18 to 14.

Project Results: The number of identified alcohol/drug crashes was limited during the beginning of the project period. The project scope changed during the year to encompass the broader scope of all traffic enforcement. Planned activities were generally met by the sub-grantee.

TRAFFIC ENGINEERING ROADWAY SAFETY

TRAFFIC ENGINEERING & ROADWAY SAFETY PROJECT NARRATIVES

Operation Lifesaver Railroad Safety Program

Oklahoma Operation Lifesaver

RH-05-02-01-01

\$8,108.40

Project Objectives: Expand media campaign statewide with 95 radio spots. Supplement radio campaign with 20 TV spots during high-risk periods. Increase number of certified volunteer presenters by 20%. Increase audience by 15%, and number of presentations by 15%. Educate law enforcement officers on railroad crossings dangers, and the importance of enforcement. Participate in training of school bus drivers.

Project Results: Exceeded all planned milestones. KAB's remained almost level.

**TRAFFIC RECORDS
AND
SECTION 411**

TRAFFIC RECORDS AND SECTION 411

Overall Traffic Records Goal:

To develop systematic improvements in the traffic records program by improving timeliness, accuracy, and availability of data in order to identify problems, select countermeasures, and evaluate success.

Timely collection, processing and analyses of data are critical elements within the traffic safety community for developing strategies and programs to combat injury and death on the state's roadways. The Department of Public Safety Records Management Division is the central repository for all traffic crash data in the State, and shares responsibility with the Oklahoma Department of Transportation (ODOT) for maintenance of the State's crash data. These agencies are currently operating under antiquated and inadequate systems, which have led to a backlog of approximately 60,000 crash records. The backlog of data adversely impacts the driver history data of many driver license holders.

Strategies to address this goal include:

Conduct Traffic Records Assessment during December 2004.

Assessment completed December 2004.

Secure CVARS coordinator through a CVARS grant to coordinate traffic records improvement projects in FY04-05.

CVARS Coordinator hired.

Reduce the backlog of crash reports from 60,000 to zero during FY05.

Entered nearly 74,000 crash reports during FY05. In December 2005, crash reports were being entered into the DPS database with only about an 8-week delay.

Revise Crash Data Elements during FY05.

Oklahoma's new crash report form was approved December 19, 2005, with an implementation date of January 1, 2007.

Publish the 2003 Crash Fact Book by March 2005.

During the spring of 2005, the 2003 Crash Facts Book was published. The 2004 Facts Crash Book was published in December 2005.

To provide continuation and expansion of the CODES program through data

linkage of 2002 data.

Steady progress continues to be made in data linkage.

To improve the accuracy and timeliness of data by securing additional information for records comparison.

Improvements are being made at a steady rate.

Strategies in the Traffic Records Program Area are coordinated through the Oklahoma Traffic Records Council and are being funded through funds from the National Highway Traffic Safety Administration, Federal Motor Carrier Safety Administration, and other State and Federal agencies.

Traffic Records and Section 411 Project Narratives

Fatality Quality Control
Oklahoma Press Services
TR-05-05-01-00
\$2,016.53

Project Objectives: Occasionally, law enforcement agencies fail to submit crash reports as required by State law. The OHSO and ODOT collaborate through this clipping service to identify fatalities reported in the press, where there has been no official report of such fatality.

Project Results: On a regular basis, fatalities are identified through the press clipping for which there have been no reports submitted. This identification allows the DPS and ODOT to obtain crash reports that have not been submitted, and thus improving the quality of the State's crash data and the FARS database.

Crash Outcome Data Evaluation Systems (CODES)
University of Oklahoma
J9-05-06-01-05/157J9-05-06-01-05
\$35,983.78 (\$35,554.06/\$429.72)

Project Objectives: Obtain medical and financial outcome information related to motor vehicle crashes for highway safety and injury control decision-making.

Project Results: Oklahoma CODES has established a national presence and is making positive contributions to the national CODES effort. The Oklahoma CODES Project made major strides in acquiring, linking, and reporting on linked data during FY05. The report *Effects of Helmet Use on Hospitalization of Motorcyclists Involved in Crashes, Oklahoma, 199502000* was written and presented at the Traffic Records Forum in Buffalo, NY.

Linkage of the 2001 crash and inpatient files was completed. VIN numbers were obtained, decoded, and included in the de-identified linked data file. FARS data for 2001 also was downloaded and incorporated into the longitudinal FARS database.

Crash data was obtained for 2002 and 2003, as was inpatient data and the linking of those two years was begun. Also, a "multiple cause of death" database was obtained from the Oklahoma State Department of Health (OSDH) for 1996 through 2001.

An agreement with the OSDH EMS will allow the CODES project access to EMS data.

Codes Data Network
University of Oklahoma College of Continuing Education
DTNH22-03-H-07207
\$94,102.88

Project Objectives: This cooperative agreement provides support for CODES projects through continuation of a CODES Data Network of linked crash and injury data. It facilitates access to data for support of NHTSA-affiliated research priorities. Network participants serve as mentors to new CODES states and states interested in developing linkage capabilities. Through the Network, NHTSA will develop, produce, and publish a series of standardized reports and fact sheets useful to the traffic safety and injury control communities at local, state, and national levels.

Project Results: This contract is very technical and detailed. The University of Oklahoma reports to the OHSO and NHTSA quarterly, and responds to requests for assistance from NHTSA and others seeking aid with CODES-related issues. Project personnel have been very active in CODES traffic analysis meetings at the national level. Data linkage in Oklahoma is progressing very well. Project personnel have provided extensive feedback and analysis of the new CODES2000 Version 6 software.

Data Entry

DPS Records Management

J9-05-06-02-02

\$54,382.83

Project Objectives: This project provided temporary employees and overtime for DPS employees to improve the timeliness of crash data entry.

Project Results: Oklahoma's crash and citation records management system has improved tremendously in the last year. Nearly 76,000 crashes have been coded and entered and over 400,000 citations have been processed. What was once a 14-month backlog of crashes has been reduced to only two months, while the nearly 2-year backlog of out-of-state convictions has been reduced even more dramatically to a 7-day process. These changes were funded through NHTSA's 411 and FMCSA's CDL and CVARS and involved tremendous efforts by DPS Records Management, ODOT Traffic Engineering and OHSO employees.

Crash Reporting and Analysis

University of Oklahoma School of ECE

157J9-05-06-02-02/J9-05-06-03-02

\$48,556.96 (\$22,751.23/\$25,805.73)

Project Objectives: Reduce crashes in Oklahoma by designing a system, which provides better, more efficient crashing reporting and analysis for officials in the Oklahoma Department of Transportation (ODOT), DPS, and local municipal agencies. This improved capability will result in construction and highway enhancement projects that will be more timely and better targeted toward reducing crashes in specific areas than the system currently used. It is also envisioned the system will be of value to the Oklahoma Highway Patrol in planning enforcement strategies to further reduce crashes of all types, including those involving commercial vehicles

Project Results: The resulting software capability of this project was demonstrated before the Oklahoma Traffic Records Council October 18, 2005, where it was well received. The system has been developed into a stable product that is currently being used internally at ODOT. During the last quarter of calendar year 2005, statewide rollout of the system will be initiated. It is the system will be used by municipal agencies all across Oklahoma. A supplement grant made it possible to develop specialized system features for reporting commercial vehicle crash statistics of interest to the Highway Patrol's Troop S (MCSAP). As a result, the so-called VSAM file was incorporated into the database and the CMV-specific features were used to prepare statistics and charts for inclusion in the FY06 Commercial Vehicle Safety Plan.

SECTION 157 INCENTIVE

Section 157 Incentive Project Narratives

Media Event-Red River Shootout

Brothers and Company

157PM-05-02-01-05

\$51,116.16

Project Objectives: Promote occupant protection, specifically belt restraint use, by using “Click It or Ticket” around the annual Oklahoma vs. Texas football game in the Cotton Bowl in Dallas.

Project Results: The annual “hype” surrounding the event was tremendous. There was significant coverage of “Click It or Ticket.” The partnering radio station highlighted the CIOT “hitchhike” for a period prior to the actual event. OHSO staff participated in the “hitchhike,” with the radio personality and OHSO LEL discussing seat belts live on the air from Oklahoma City to Dallas. A significant number of impressions were accomplished.

Educational Literature

Brothers and Company

157PM-05-02-02-01-05

\$53,179

Project Objectives: Develop, revise, and produce highway safety literature as required by the OHSO.

Project Results: At OHSO request, Brothers and Company created, revised, and provided new and updated highway safety literature in a timely manner.

SECTION 157 INNOVATIVE

Section 157 Innovative Project Narratives

Media Projects

Brothers and Company

IPM4-05-02-01-05 (FY04 157 Innovative)/IPM5-05-05-02-01 (FY05 157 Innovative)
\$751,918.11 (\$198,294/\$553.624.11)

Project Objectives: Develop and produce a media campaign to promote occupant protection in Oklahoma. Development will be followed by purchase of coverage in television, radio, billboards, etc. The “Click It or Ticket” and/or “You Drink. You Drive. You Lose” Mobilizations are the targeted periods and subjects of the campaigns.

Project Results: Results were positive. See detailed reports later in this Annual Report.

Statewide Traffic Enforcement

Oklahoma Highway Patrol

IN5-05-03-01-04

\$148,322.39

Project Objectives: The Oklahoma Highway Patrol used troopers to implement a special statewide overtime enforcement project focusing on safety belt enforcement. Eighty percent of the funds were to be used during the “intensified” Click It or Ticket enforcement from May 23 through June 5, with the remaining 20% used during the week of May 16-22 addressing the regional “Buckle Up In Your Truck” Campaign.

Project Results: Seat belt use increased in Oklahoma from 80.3% in 2004 to 83.1% in 2005. Pickup truck belt use increased from 68.5% in 2004 to 73.0% in 2005. Child passenger restraint use increased from 80.6% in 2004 to 82.7% in 2005.

Mobilization Law Enforcement Minigrants

IN5-05-03-02-01

\$38,053.50

Project Objectives: Minigrants supporting the mobilization(s) will be provided to local law enforcement agencies not already contracted with the OHSO. Increased traffic enforcement during the mobilization(s) is the desired results. Selected agencies were identified from the State’s annual restraint survey as areas with the lowest seat belt use.

Project Results: Local law enforcement agencies conducted special overtime traffic enforcement focusing on safety belts use during the “intensified” enforcement period(s).

SECTION 163

Section 163

| NHTSA Program Areas | Amount Obligated | Amount Expended | Local Benefit |
|--------------------------------------------|-----------------------------|----------------------------|--------------------------|
| QN5-05-02-01-05 Brothers & Co. | 3,615.90 | 3,615.90 | 1446.36 |
| 163 FUNDS - thru ODOT - FY 03 funds | 3,615.90 | 3,615.90 | 1,446.36 |

**Section 163 Funds
Fiscal Year: FY2004
Oklahoma**

| | | | |
|---------------------------------------------------------|------------|------------|------------|
| QN5-05-02-01-03 Learfield Sports | 105,737.00 | 105,737.00 | 0.00 |
| QN5-05-02-02-01 Host Communications | 50,000.00 | 50,000.00 | 0.00 |
| QN5-05-03-01-00 Mobilization Incentives | 30,000.00 | 25,322.50 | 25,322.50 |
| QN5-05-04-01-00 PI&E - IN-House Programs (PS) | 7,626.10 | 0.00 | 0.00 |
| QN5-05-03-01-01 Broken Arrow PD - Safe Communities | 15,000.00 | 15,000.00 | 15,000.00 |
| QN5-05-03-02-02 Oklahoma County S O | 154,000.00 | 143,073.45 | 143,073.45 |
| QN5-05-03-03-04 OHP | 115,450.00 | 113,837.75 | 0.00 |
| QN5-05-03-04-01 Beaver County S O | 15,000.00 | 14,585.34 | 14,585.34 |
| QN5-05-03-05-01 Purcell PD | 15,000.00 | 15,000.00 | 15,000.00 |
| QN5-05-03-06-01 The Village PD | 12,000.00 | 8,072.58 | 8,072.58 |
| QN5-05-03-07-02 Bethany PD | 4,000.00 | 4,000.00 | 4,000.00 |
| QN5-05-03-08-02 Edmond Pd | 4,000.00 | 4,000.00 | 4,000.00 |
| QN5-05-03-09-02 Midwest City PD | 4,000.00 | 3,848.86 | 3,848.86 |
| QN5-05-03-10-01 Moore PD | 4,000.00 | 3,999.50 | 3,999.50 |
| QN5-05-04-01-00 (PT) PI&E - IN-House Programs (PT) | 48,982.10 | 0.00 | 0.00 |

163 FUNDS - thru ODOT - FY 04 funds

| | | |
|-------------------|-------------------|-------------------|
| 588,411.10 | 510,092.88 | 238,348.59 |
|-------------------|-------------------|-------------------|

41%

NOTES:

163 Funds to carry forward to
FY06 - \$520,230.00.

2004 expenditures in the amount of \$84,607.73 for federal funds from FY2002 were not included the last year's annual report. These expenditures were not processed until after the annual report was completed.

2004 expenditures in the amount of \$25,474.43 for federal funds from FY 2003 were not included in the last year's annual report. These expenditures were not processed until after the annual report was completed.

Section 163 Project Narratives

**Collegiate Sports Marketing Program – University of Oklahoma
Learfield Sports of Oklahoma/Sooners Sports Properties
QN5-05-02-01-03 (FY04 163 funds)**

\$105,737

Oklahoma Department of Mental Health & Substance Abuse Services (ODMHSAS)

\$15,000

Office of Juvenile Justice Prevention Program (OJJDP)

\$15,000

Project Objectives: Educate and inform sports fans, coaches, and athletes on highway safety, primarily occupant protection and the “Click It or Campaign,” through the athletic environment of football, basketball, and baseball. The ODMHSAS provided funding to address underage drinking through this venue, while OJJDP funds also were used for the underage drinking effort.

Project Results: OHSO media advertising had access to almost one million impressions during the University of Oklahoma home football season with its signage. Public Address Announcements are estimated at 507,000 impressions during the season. The video viewing of Coach Stoops and his highway safety message during the season add an additional 507,000 impressions. During the one sponsor game, impressions were significantly more than the other games. The Red River Rivalry promotion included live radio reads, an interview, and Fan Fest exposure on the University campus. Men’s Basketball impressions were 315,000, while women’s basketball were 195,000. Radio added significant impressions. In total, it is estimated that during the time of this project there were approximately 8,208, 450 impressions at a cost of 12 cents per impression.

Collegiate Sports Marketing Program – Oklahoma State University (OSU)

Host Communication

QN5-05-02-02-01 (FY04 163 funds)

\$50,000

Oklahoma Department of Mental Health & Substance Abuse Services (ODMHSAS)

\$10,000

Project Objectives: Educate and inform sports fans, coaches, and athletes on highway safety, primarily occupant protection and the “Click It or Campaign,” through the athletic environment of football, basketball, and baseball. The ODMHSAS provided funding to address underage drinking through this venue.

Project Results: OSU’s attendance at its six football games is estimated at 270,000. There were 14 30-second spots shown during the coach’s radio shows, and one public

announcement at the end of each game. The coach's highway safety spot was shown at each home game. Men's basketball included four nationally televised games, four regionally televised games, as well as two statewide televised games. Average attendance was 12,000. There was one public service announcement at the end of each game. The lower four sides of the hanging jumbotron showed the "Click It or Ticket" signage approximately half the time during all home games for the men and women games. The signage also was very visible in print materials distributed by the University. There were 17 women's games with average attendance of 2,000. Similar signage, spots, etc. were used. Wrestling consisted of six home games with average attendance of 3,000. Baseball impressions were about 49,600. Softball impressions were some 6,750.

Law Enforcement Incentive Project
Oklahoma Highway Safety Office
QN5-05-03-01-00 (FY04 163 funds)
\$25,322.50

Project Objectives: This low cost incentive project is intended to encourage participation in major mobilizations conducted each year, and the rapid reporting of mobilization results. Up to five awards of \$3,000 each are presented to law enforcement agencies that notify the OHSO of their intended participation in the mobilization, and then reports their enforcement statistics in a timely manner. If this is accomplished, ten their agency is presented an opportunity to receive an incentive.

Project Results: Results have been significant. Agency participation has increased and reporting timeliness is significantly more prompt. This project was recently written up as a "best practice" in the "Traffic Safety Digest."

Broken Arrow Traffic Enforcement
Broken Arrow Police Department
PT-05-03-05-05/QN5-05-03-01-01
\$37,000 (\$22,500/\$15,000)

Project Objectives: Reduce KAB crashes by 5% by increasing safety education and increased targeting of aggressive driving, DUI, and occupant protection.

Project Results: All activities and milestones exceeded, with the exception of some Project Under 21 activities. The number of KAB crashes did increase 9%, in spite of the outstanding enforcement and educational effort put forth by the sub-grantee. Mitigating circumstances are the steady increasing population and accompanying traffic increase. Additionally, the Agency changed tabulation methods for its collision analysis reports in 2003 and 2004, which seemed to artificially reduce the collision figures.

Oklahoma County Traffic Enforcement
Oklahoma County Sheriff's Office
QN5-05-03-02-02
\$143,073.45

Project Objectives: Reduce total crashes in Oklahoma County by 3% from 2002 to 2005.

Project Results: While total crashes were up in 2004, total crashes were reduced 0.7% from 2002 through 2004. With air travel decreased during the period and vehicular traffic increased, this slight reduction is noteworthy. Activities and milestones were met or exceeded. Project Under 21 activity was excellent. The CRASHs Court program and the Rollover demonstrations goals were 48 events. The planned activity was 48 events, however 75 events were conducted. This agency and project assisted the OHSO by having the sub-grant full-time deputy support the OHSO's LEL effort during the extended illness of the OHSO LEL.

**Statewide Traffic Enforcement
Oklahoma Highway Patrol
QN5-05-03-03-04
\$113,837.75**

Project Objectives: The Oklahoma Highway Patrol used troopers to implement a special statewide overtime enforcement project focusing on safety belt enforcement. Eighty percent of the funds were to be used during the "intensified" Click It or Ticket enforcement from May 23 through June 5, with the remaining 20% used during the week of May 16-22 addressing the regional "Buckle Up In Your Truck" Campaign.

Project Results: Seat belt use increased in Oklahoma from 80.3% in 2004 to 83.1% in 2005. Pickup truck belt use increased from 68.5% in 2004 to 73.0% in 2005. Child passenger restraint use increased from 80.6% in 2004 to 82.7% in 2005.

**Beaver County Traffic Enforcement
Beaver County Sheriffs Office
PT-05-03-02-01/QN5-05-03-04-01
\$27,000 (\$12,000/\$15,000)**

Project Objectives: Reduce A & B injury crashes by 15%.

Project Results: All planned overtime was used, and more contacts were made than planned. Total crashes were reduced 14%, while A & B crashes were reduced by 13%.

**Purcell Traffic Enforcement
Purcell Police Department
QN5-05-03-05-01
\$15,000**

Project Objectives: Decrease KAB crashes by 3%.

Project Results: KAB crashes decreased 26%.

Village Traffic Enforcement
The Village
QN5-05-03-06-01
\$8,072.58

Project Objectives: Decrease KAB crashes by 3% from 149 in 2003 to 144 in 2005.

Project Results: It is projected there will be approximately 48 KAB crashes for the year, well within the objective set.

Bethany Traffic Enforcement
Bethany Police Department
PT-05-03-03-02/QN5-05-03-07-02
\$17,000 (\$13,000/\$4,000)

Project Objectives: Increase enforcement and education of restraint use. Reduce injury crashes by 5%. Use school resource officers to educate students about restraint use, and drinking and driving.

Project Results: Project activities were unable to reduce injury crashes. There were four more crashes this year. However, it should be noted Bethany reduced crashes 29.3% during their 2002-2003 project. There were no fatal crashes. Budgeted overtime hours were on target, and contacts were 178% of what was planned.

Edmond Alcohol and Traffic Enforcement
Edmond Police Department
PT-05-03-10-07/QN5-05-03-08-02
\$64,000 (\$60,000/\$4,000)

Project Objectives: Increase seat belt use by drivers 16-20 by 2%. Increase seat belt use by pickup drivers by 5%. Reduce injury crashes by 2%. Maintain zero fatality crashes. Improve traffic safety awareness through education and enforcement. Combat underage drinking through the Project Under 21 Project. Produce accurate crash reporting to improve data collection.

Project Results: Crash results, as they are currently known, indicate a slight increase from last year. However, increased population and traffic are contributors to the equation. However, occupant protection contacts were significant. All activities and milestones were met.

Midwest City Traffic Enforcement
Midwest City Police Department
PT-05-03-15-02/QN5-05-03-09-02
\$34,000 (\$30,000/\$3,848.86)

Project Objectives: Reduce traffic crashes by 3%.

Project Results: Traffic crashes decreased approximately 21%. Planned activities and milestones were successfully met.

Moore Traffic Enforcement
Moore Police Department
PT-05-03-16-01/QN5-05-03-10-01
\$24,000 (\$20,000/\$3,999.50)

Project Objectives: Decrease KAB crashes by 5%.

Project Results: KAB crashes increased 1.1%. Highway construction and rerouting on Moore's major highways and the interstate made patrol problematic. The Project Director and the project's Program Manager worked to deal with issues presented.

OTHER PROJECTS

Other Projects Narratives

Commercial Vehicle Analysis Reporting System (CVARS) Project
Oklahoma Highway Safety Office
GSA Cooperative Agreement No. 21115TND (\$1,150,000)
MCSAP Grant MR-04-40-1 (\$131,111)

Project Objectives: Improve the quality, availability and analysis of Oklahoma Commercial Motor Vehicle (CMV) crash data through a coordinated interdisciplinary effort focused on the improvement and future automation of the State's data collection and processing system.

Project Results: CVARS Coordinator hired. Traffic Records Assessment completed in December 2004. DPS's Records Management Division conducted an overtime/temporary employees project. The 14-month crash backlog, which existed in January 2005, has been reduced to approximately 30 days. ODOT continued its overtime project of coding and entering crash location data. The Collision Data Elements Dictionary was created. A new digital scanning system was purchased, and is operational, in DPS Records Management. The new Oklahoma Official Collision Report form was completed and approved in December 2005. These efforts complement all traffic records efforts, including those efforts undertaken using Section 411 funding.

Fatal Analysis Reporting Systems (FARS)
Oklahoma Highway Safety Office
DTNH22-92-Y-07036
\$51,770

Project Objectives: Funds a FARS analyst to research and enter data into the national FARS database, which has an extensive database of fatalities across the Nation.

Project Results: All FARS identified deadlines and objectives met in a very satisfactory manner.

Enforcing Underage Drinking Laws Program (Project Under 21)
Oklahoma Highway Safety Office
\$744,884.37 (Office of Juvenile Justice & Delinquency Prevention [OJJDP])

Project Objectives: Support and enhance efforts by local jurisdictions to enforce underage drinking laws by prohibiting the sale of alcohol, or the consumption of alcohol by persons under the age of 21.

Project Results: The State of Oklahoma implemented "Project Under 21," which is designed to raise community awareness about the seriousness of underage drinking.

Project Under 21 Central Region Coordinator
Services Clearing House
2004-AH-FX-0004A (OJJDP)
\$11,840

Project Objectives: Deliver U21 educational programs and coordinate community projects and efforts. Encourage local law enforcement on enforcement of alcohol laws for youth. Contact local merchants and encourage them to adhere to alcohol laws for youth. Encourage secondary schools and colleges and universities to create U21 clubs and educate youth. Distribute U21 educational materials. Encourage participation in Camp Under 21.

Project Results: The Regional Coordinator contacted and met with mayors, police chiefs, and superintendents of schools in Stillwater. Programs also were conducted at civic clubs several other cities. Contact was made with more than 50 law enforcement officers. Twenty-eight contacts were made with chiefs and other law enforcement officials, including District Attorneys for Payne and Logan counties. Police and merchant training was arranged. More than 15 schools or colleges were contacted. More than 7,500 pieces of U21 literature was distributed. The Coordinator also recruited youth for Camp 21, which resulted in four Camp teams from the region. Project Under 21 is a superb OHSO youth alcohol statewide program funded by OJJDP funds managed by the OHSO.

Project Under 21 North Region Coordinator
Services Clearing House
2004-AH-FX-0004B (OJJDP)
\$15,300

Project Objectives: Deliver U21 educational programs and coordinate community projects and efforts. Encourage local law enforcement on enforcement of alcohol laws for youth. Contact local merchants and encourage them to adhere to alcohol laws for youth. Encourage secondary schools and colleges and universities to create U21 clubs and educate youth. Distribute U21 educational materials. Encourage participation in Camp Under 21.

Project Results: Similar positive results were obtained from this companion project covering other areas of Oklahoma. The Coordinator met with U21 youth clubs in Woodward, Ponca City, Pawnee, and Miami to discuss goals and provide materials for their membership. In these same communities, business leaders and church officials were contacted. Again, contact was made with more than 100 police officers and chiefs. Police and merchant training was arranged in four communities in the region. More than 20 contacts were made with secondary schools and colleges across northern Oklahoma. U21 coalitions were formed in four communities. More than 6,000 U21 literature pieces were distributed. Seven of the 12 teams attending the summer Camp U21 were from this region or recruited by the Coordinator. Project Under 21 is a superb OHSO youth alcohol statewide program funded by OJJDP funds managed by the OHSO.

Project Under 21 Summer Camp
Oklahoma Department of Mental Health and Substance Abuse Services (DMHSAS)
2004-AH-FX-0004C (OJJDP)
\$65,000

Project Objectives: Provide a leadership opportunity for high school age students and empower them to begin anti-drinking programs in their schools and communities.

Project Results: For the third consecutive year, OHSO sponsored Camp U21, for more than 70 students from 13 different Oklahoma locales. The 5-day camp began with the students learning about the issues of underage drinking, and concluded as teams actually put together action plans to implement when they returned home. Overall evaluations from students and sponsors were extremely positive. Several groups from previous years are still active

University of Oklahoma Underage Drinking Program
University of Oklahoma Office of Judicial and Disability Services
2004-AH-FX-0004D (OJJDP)
\$15,237.01

Project Objectives: The University of Oklahoma developed a new student alcohol policy effective January 18, 2005, which basically is a 3-strike and you are out policy. The University hired a staff member with this sub-grant to process the adjudication of alcohol violations.

Project Results: This project permitted 341 referrals for off-campus alcohol violations. On-campus (not in resident halls) alcohol violation referrals numbered 46. Resident hall referrals were 129. There were 188 students who received a "Strike 1." Five students received a "Strike 2." Three strikes prevent a student from reenrolling in the University.

Project Under 21 Training Coordination
Oklahoma Sheriff's Association
2002-AH-FX-0012-04F (OJJDP)
\$36,445.22

Project Objectives: Coordinate Project Under 21 Training.

Project Results: Law enforcement and policy training coordinated and completed satisfactorily.

Project Under 21 Public Information
Ad Marketing, LLC
2004-AH-FX-0004G (OJJDP)
\$120,464.88

Project Objectives: Provide public education and information on Project Under 21, and efforts to prevent underage purchase and consumption of alcoholic consumables.

Project Results: Project Under 21 has been a major effort in Oklahoma to prevent underage drinking, and drinking and driving. The public information aspect of the effort has been noteworthy and is well known throughout the State.

**Project Under 21 Enforcement
Stillwater Police Department
2002-AH-FX-0012-04H
\$9,749.82**

Project Objectives: Reduce the availability of, and consumption of, alcohol by those under age 21.

Project Results: Almost 200 citations and warnings were issued during the 8-month project. Numerous educational events were conducted, and proactive party dispersals, etc. were conducted.

**Project Under 21 South Region Coordinator
Tahlequah Police Department
2004-AH-FX-0004I (OJJDP)
\$3,000**

Project Objectives: Deliver U21 educational programs and coordinate community projects and efforts. Encourage local law enforcement on enforcement of alcohol laws for youth. Contact local merchants and encourage them to adhere to alcohol laws for youth. Encourage secondary schools and colleges and universities to create U21 clubs and educate youth. Distribute U21 educational materials. Encourage participation in Camp Under 21.

Project Results: As of September 2005, there were only a total of 24 alcohol-related crashes in the previous 12 months.

**Project Under 21 Retailer Training
Safe and Healthy Communities, Inc.
2002-AH-FX-0012-04N (OJJDP)
\$52,478.50**

Project Objectives: Develop a video for statewide distribution to train all alcohol retailers on the Turn 21 First promotion to assist in reducing alcohol purchases and consumption by underage persons.

Project Results: The video was developed and some 300 copies of the video made available to retailers statewide. The video available and training is ongoing.

FINANCIAL SUMMARY

FY 2005 FINANCIAL INFORMATION

| Project Area | Approved Obligated | Total Expenditure | Expenditure vs. Obligated | Expenditure vs. Total Budget |
|-----------------------------|------------------------------|------------------------------|------------------------------|---------------------------------|
| AL | 700,134.00 | 413,825.42 | 59.11% | 4.95% |
| MC | 1,500.00 | 500.00 | 33.33% | 0.01% |
| OP | 792,000.00 | 564,083.07 | 71.22% | 6.75% |
| PA | 174,706.14 | 174,706.14 | 100.00% | 2.09% |
| PM | 48,571.83 | 36,951.85 | 76.08% | 0.44% |
| PS | 0.00 | 0.00 | 0.00% | 0.00% |
| PT | 1,249,551.52 | 1,113,869.51 | 89.14% | 13.34% |
| RH | 10,000.00 | 8,108.40 | 81.08% | 0.10% |
| TR | 77,700.00 | 77,468.33 | 99.70% | 0.93% |
| 402 FUNDS | 3,054,163.49 | 2,389,512.72 | 78.24% | 28.61% |
| 157 INCENTIVE FUNDS | 455,350.00 | 74,297.11 | 16.32% | 0.89% |
| 157 INNOVATIVE FUNDS (FY04) | 198,294.00 | 198,294.00 | 100.00% | 2.37% |
| 157 INNOVATIVE FUNDS (FY05) | 740,000.00 | 740,000.00 | 100.00% | 8.86% |
| 411 FUNDS (J9) | 143,656.84 | 143,656.84 | 100.00% | 1.72% |
| 2003B FUNDS (J3) | 12.52 | 12.52 | 100.00% | 0.00% |
| 163 FUNDS ¹ | 1,118,641.10 | 510,092.88 | 45.60% | 6.11% |
| CODES NETWORK ² | 94,102.88 | 44,814.05 | 47.62% | 0.54% |
| CVARS ³ | 1,281,111.00 | 451,700.49 | 35.26% | 5.41% |
| FARS ⁴ | 51,770.00 | 49,459.00 | 95.54% | 0.59% |
| OJJDP ⁵ | 1,094,884.37 | 648,583.23 | 59.24% | 7.77% |
| DMHSAS ⁶ | 120,000.00 | 118,416.83 | 98.68% | 1.42% |
| TOTAL OF ALL FUNDS | <u>\$8,351,986.20</u> | <u>\$5,368,839.67</u> | <u>64.28%</u> | <u>64.28%</u> |

1. 163 Funds were federal dollars reimbursed through the Oklahoma Department of Transportation (multiple years). \$530,230.00 will be carryforward to FY2006 and will not be reflected in the other financial information charts and graphs.

3. CVARS is a multiple year agreement. The expenditures are actual expenditures during the fiscal year, from December 2004 thru September 30, 2005.

5. OJJDP represent several grants and multiple year agreements; the obligated amount is the balance as of the beginning of federal fiscal year FY2004. The expenditures are actual expenditures during the fiscal year, from October 1, 2003 thru September 2004.

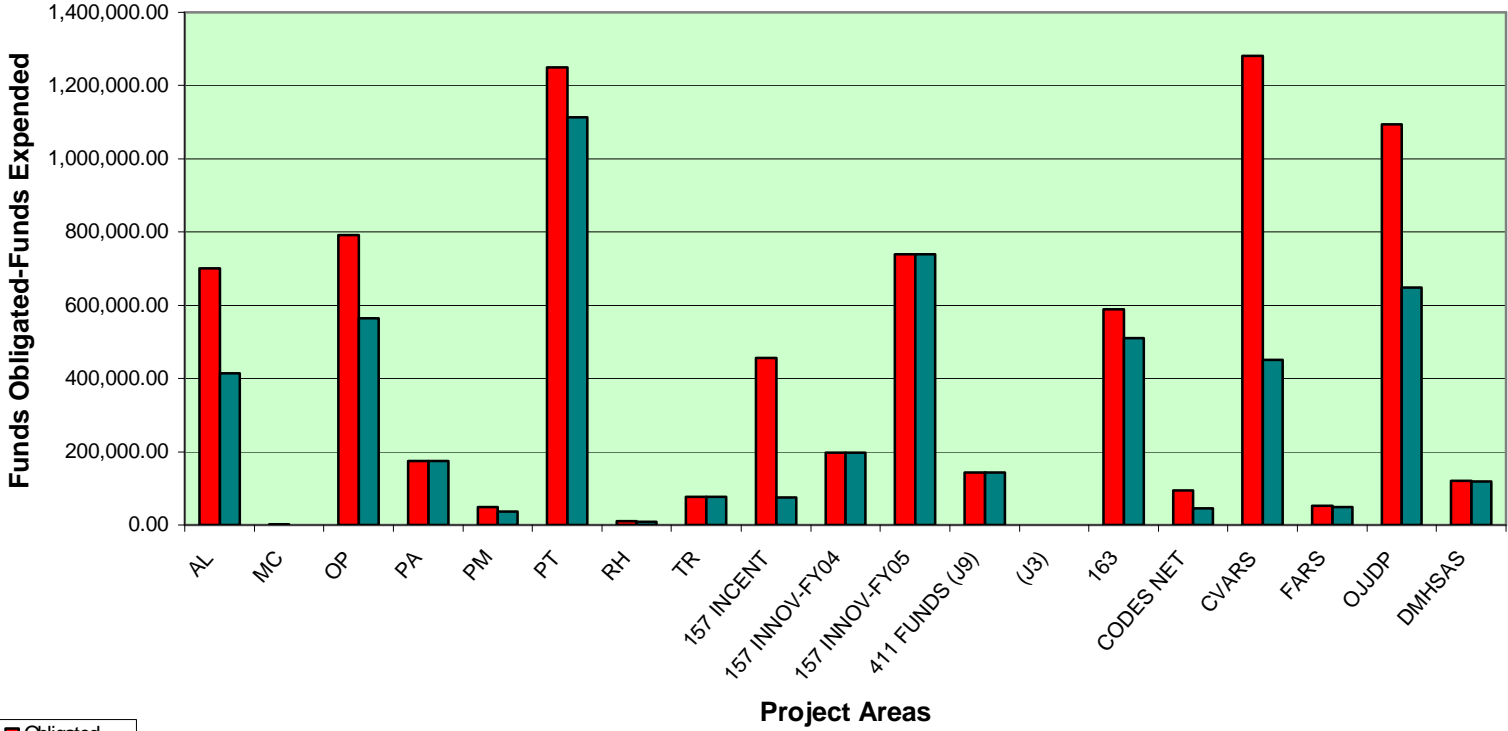
2. CODES Network is a multiple year agreement. The expenditures are actual expenditures during the fiscal year, from October 1, 2004 thru September 30, 2005.

4. FARS is a multiple year agreement; the obligated amount is an estimate for the beginning of fiscal year 2005. The expenditures are actual expenditures during the fiscal year, from October 1, 2004 thru September 30, 2005.

6. DMHSAS represent funds provided by the Oklahoma Department of Mental Health and Substance Abuse Services to combat underage drinking.

NOTE: Charts and graphs represent federal dollars only.

FY 2005 FINANCIAL INFORMATION
Expenditure Analysis per Obligated Amount



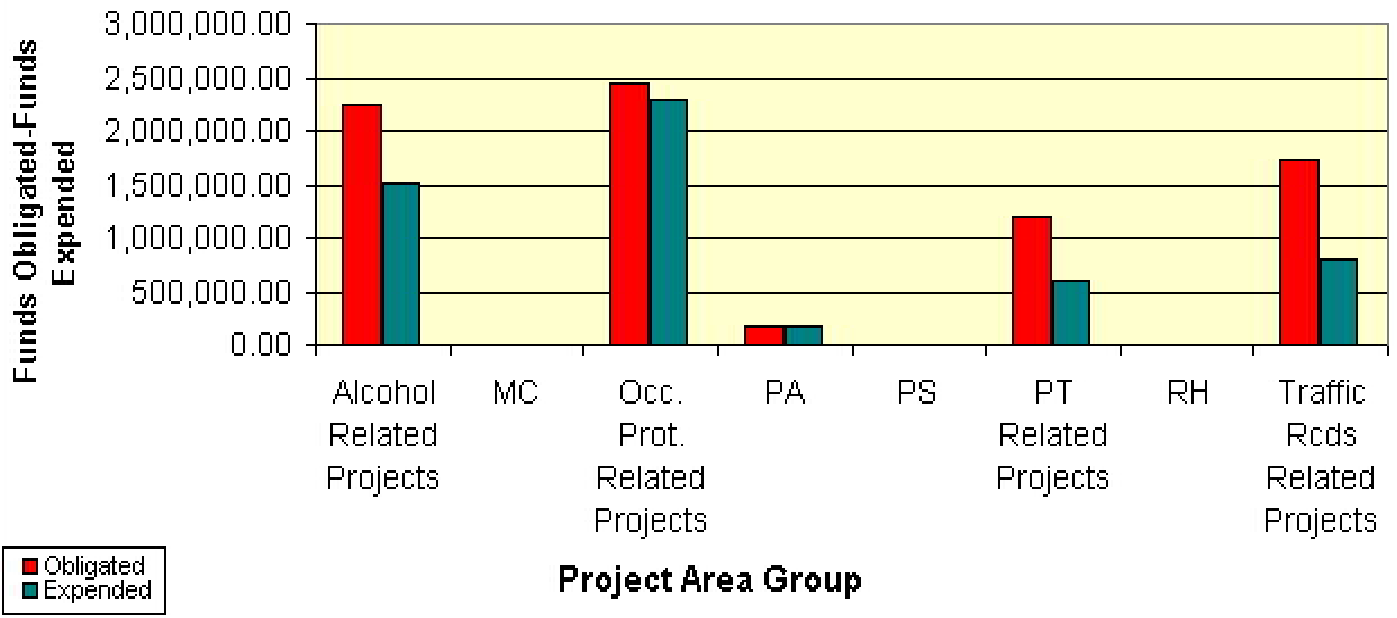
■ Obligated
■ Expenditure

FY 2005 FINANCIAL INFORMATION

Obligation and Expenditures by Project Area Group

| Project Area | Approved Obligated | Total Expenditure |
|-----------------------------------------|-----------------------|-----------------------|
| AL | 700,134.00 | 413,825.42 |
| DMHSAS | 120,000.00 | 118,416.83 |
| OJJDP | 1,094,884.37 | 648,583.23 |
| PT funds for AL (25%) | 278,467.00 | 278,467.00 |
| 163 FUNDS | 52,899.43 | 52,899.43 |
| Alcohol Related Projects | 2,246,384.80 | 1,512,191.91 |
| MC | 1,500.00 | 500.00 |
| OP | 792,000.00 | 564,083.07 |
| 157 INNOVATIVE FUNDS (FY04) | 198,294.00 | 198,294.00 |
| 157 INNOVATIVE FUNDS (FY05) | 740,000.00 | 740,000.00 |
| PM | 48,571.83 | 36,951.85 |
| PT funds for OP (30%) | 334,161.00 | 334,161.00 |
| 157 INCENTIVE FUNDS | 45,545.44 | 43,482.60 |
| 2003B FUNDS (J3) | 12.52 | 12.52 |
| 163 FUNDS | 289,210.90 | 361,987.05 |
| Occ. Protect Related Projects | 2,447,795.69 | 2,278,972.09 |
| PA | 174,706.14 | 174,706.14 |
| PS | 0.00 | 0.00 |
| 157 INCENTIVE FUNDS | 2,085.56 | 2,085.56 |
| Ped Safety Related Projects | 2,085.56 | 2,085.56 |
| PT | 636,923.52 | 501,241.51 |
| 163 FUNDS | 246,300.77 | 95,206.40 |
| 157 INCENTIVE FUNDS | 322,453.00 | 5,548.00 |
| PT Related Projects | 1,205,677.29 | 601,995.91 |
| RH | 10,000.00 | 8,108.40 |
| TR | 77,700.00 | 77,468.33 |
| CODES NETWORK | 94,102.88 | 44,814.05 |
| CVARs | 1,281,111.00 | 451,700.49 |
| 411 FUNDS (J9) | 143,656.84 | 143,656.84 |
| 157 INCENTIVE FUNDS | 85,266.00 | 23,180.95 |
| FARS | 51,770.00 | 49,459.00 |
| Traffic Records Related Projects | 1,733,606.72 | 790,279.66 |
| TOTAL OF ALL FUNDS | \$7,821,756.20 | \$5,368,839.67 |

FY 2005 Financial Information
Obligation and Expenditures by Project Area Group



Section 163 Funds

| NHTSA Program Areas | | Amount Obligated | Amount Expended | Local Benefit |
|--------------------------------------------|---------------|-----------------------------|----------------------------|--------------------------|
| QN5-05-02-01-05 | Brothers& Co. | 3,615.90 | 3,615.90 | 1446.36 |
| 163 FUNDS - thru ODOT - FY 03 funds | | <u>3,615.90</u> | <u>3,615.90</u> | <u>1,446.36</u> |

**Section 163 Funds
Fiscal Year: FY2004
Oklahoma**

| | | | | |
|--------------------------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| QN5-05-02-01-03 | Learfield Sports | 105,737.00 | 105,737.00 | 0.00 |
| QN5-05-02-02-01 | Host Communications | 50,000.00 | 50,000.00 | 0.00 |
| QN5-05-03-01-00 | Mobilization Incentives | 30,000.00 | 25,322.50 | 25,322.50 |
| QN5-05-04-01-00 | PI&E - IN-House Programs (PS) | 7,626.10 | 0.00 | 0.00 |
| QN5-05-03-01-01 | Broken Arrow PD - Safe Communities | 15,000.00 | 15,000.00 | 15,000.00 |
| QN5-05-03-02-02 | Oklahoma County S O | 154,000.00 | 143,073.45 | 143,073.45 |
| QN5-05-03-03-04 | OHP | 115,450.00 | 113,837.75 | 0.00 |
| QN5-05-03-04-01 | Beaver County S O | 15,000.00 | 14,585.34 | 14,585.34 |
| QN5-05-03-05-01 | Purcell PD | 15,000.00 | 15,000.00 | 15,000.00 |
| QN5-05-03-06-01 | The Village PD | 12,000.00 | 8,072.58 | 8,072.58 |
| QN5-05-03-07-02 | Bethany PD | 4,000.00 | 4,000.00 | 4,000.00 |
| QN5-05-03-08-02 | Edmond Pd | 4,000.00 | 4,000.00 | 4,000.00 |
| QN5-05-03-09-02 | Midwest City PD | 4,000.00 | 3,848.86 | 3,848.86 |
| QN5-05-03-10-01 | Moore PD | 4,000.00 | 3,999.50 | 3,999.50 |
| QN5-05-04-01-00 (PT) | PI&E - IN-House Programs (PT) | 48,982.10 | 0.00 | 0.00 |
| 163 FUNDS - thru ODOT - FY 04 funds | | <u>588,411.10</u> | <u>510,092.88</u> | <u>238,348.59</u> |

41%

NOTES:

163 Funds to carry forward to FY06 - \$520,230.00.

2004 expenditures in the amount of \$84,607.73 for federal funds from FY2002 were not included the last year's annual report. These expenditures were not processed until after the annual report was completed.

2004 expenditures in the amount of \$25,474.43 for federal funds from FY2003 were not included the last year's annual report. These expenditures were not processed until after the annual report was completed.

| Program Area | Project | Description | HCS Federal Funds Obligated | Share to Local Benefit | State/Federal Cost to Date | Federal Funds Expended | Fed Previous Amount Claimed | Fed Funds Claimed this Period |
|------------------------------------|------------------|---------------------------------------|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| NHTSA | | | | | | | | |
| NHTSA 402 | | | | | | | | |
| Planning and Administration | | | | | | | | |
| | PA-2005-07-01-00 | Planning & Administration | \$174,706.14 | \$0.00 | \$384,165.68 | \$174,706.14 | \$174,706.14 | \$0.00 |
| | | Planning and Administration | | | | | | |
| | | Total | \$174,706.14 | \$0.00 | \$384,165.68 | \$174,706.14 | \$174,706.14 | \$0.00 |
| Alcohol | | | | | | | | |
| | AL-2005-02-01-08 | Comm Serv Council-CRASHs Court | \$66,955.00 | \$66,955.00 | \$66,955.00 | \$66,955.00 | \$66,955.00 | \$0.00 |
| | AL-2005-02-02-02 | OKla District Attorney's Council | \$40,495.38 | \$40,495.38 | \$40,495.38 | \$40,495.38 | \$40,495.38 | \$0.00 |
| | AL-2005-02-03-05 | Norman PD - DEC | \$23,870.12 | \$23,870.12 | \$23,870.12 | \$23,870.12 | \$23,870.12 | \$0.00 |
| | AL-2005-02-04-04 | OK Assoc of Chiefs of Police-SFST Trn | \$34,429.93 | \$34,429.93 | \$34,429.93 | \$34,429.93 | \$34,429.93 | \$0.00 |
| | AL-2005-02-05-07 | OK Fellowship of Christian Ath | \$50,000.00 | \$0.00 | \$50,000.00 | \$50,000.00 | \$50,000.00 | \$0.00 |
| | AL-2005-03-01-01 | Duncan PD | \$3,965.24 | \$3,965.24 | \$3,965.24 | \$3,965.24 | \$3,965.24 | \$0.00 |
| | AL-2005-03-02-03 | Marshall County SO | \$8,315.83 | \$7,406.40 | \$8,315.83 | \$8,315.83 | \$8,315.83 | \$0.00 |
| | AL-2005-03-03-01 | Oklahoma City PD | \$101,454.49 | \$101,454.49 | \$101,454.49 | \$101,454.49 | \$101,454.49 | \$0.00 |
| | AL-2005-03-04-03 | Tahlequah PD | \$33,942.62 | \$33,942.62 | \$33,942.62 | \$33,942.62 | \$33,942.62 | \$0.00 |
| | AL-2005-04-01-00 | PI&E - In-House Programs | \$305.09 | \$0.00 | \$305.09 | \$305.09 | \$305.09 | \$0.00 |
| | AL-2005-07-01-00 | Program Area Management | \$51,001.15 | \$0.00 | \$51,001.15 | \$51,001.15 | \$51,001.15 | \$0.00 |
| | | Alcohol Total | \$414,734.85 | \$312,519.18 | \$414,734.85 | \$414,734.85 | \$414,734.85 | \$0.00 |
| Motorcycle Safety | | | | | | | | |
| | MC-2005-07-01-00 | Program Area Management | \$500.00 | \$0.00 | \$500.00 | \$500.00 | \$500.00 | \$0.00 |
| | | Motorcycle Safety Total | \$500.00 | \$0.00 | \$500.00 | \$500.00 | \$500.00 | \$0.00 |
| Occupant Protection | | | | | | | | |
| | OP-2005-02-02-06 | EMSA | \$85,731.47 | \$0.00 | \$85,731.47 | \$85,731.47 | \$85,731.47 | \$0.00 |
| | OP-2005-02-03-05 | Latino Comm Development Agency | \$56,542.81 | \$0.00 | \$56,542.81 | \$56,542.81 | \$56,542.81 | \$0.00 |
| | OP-2005-02-04-04 | OK Dept of Health | \$84,937.86 | \$45,301.32 | \$84,937.86 | \$84,937.86 | \$84,937.86 | \$0.00 |
| | OP-2005-02-05-07 | OK SafeKids Coalition | \$55,998.13 | \$0.00 | \$55,998.13 | \$55,998.13 | \$55,998.13 | \$0.00 |
| | OP-2005-02-06-05 | St Francis Hosp-Tulsa SafeKids | \$40,000.00 | \$0.00 | \$40,000.00 | \$40,000.00 | \$40,000.00 | \$0.00 |
| | OP-2005-03-01-01 | City of Muldrow | \$7,851.90 | \$7,296.69 | \$7,851.90 | \$7,851.90 | \$7,851.90 | \$0.00 |
| | OP-2005-04-01-00 | PI&E-In House Programs | \$103,689.40 | \$0.00 | \$103,689.40 | \$103,689.40 | \$103,689.40 | \$0.00 |
| | OP-2005-05-01-00 | Seat Belt & Child Restraint Surveys | \$44,763.00 | \$0.00 | \$44,763.00 | \$44,763.00 | \$44,763.00 | \$0.00 |
| | OP-2005-07-01-00 | Program Area Management | \$84,568.50 | \$0.00 | \$84,568.50 | \$84,568.50 | \$84,568.50 | \$0.00 |

| Program Area | Project | Description | HCS Federal Funds Obligated | Share to Local Benefit | State/Federal Cost to Date | Federal Funds Expended | Fed Previous Amount Claimed | Fed Funds Claimed this Period |
|--------------|--------------------------------|---------------------------------|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| | Occupant Protection Total | | \$564,083.07 | \$52,598.01 | \$564,083.07 | \$564,083.07 | \$564,083.07 | \$.00 |
| | Police Traffic Services | | | | | | | |
| | PT-2005-02-01-00 | Professional Development for LE | \$20,829.65 | \$15,473.50 | \$20,829.65 | \$20,829.65 | \$20,829.65 | \$.00 |
| | PT-2005-02-02-02 | Diane Nutt | \$60,000.00 | \$.00 | \$60,000.00 | \$60,000.00 | \$60,000.00 | \$.00 |
| | PT-2005-03-01-02 | Altus PD | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$.00 |
| | PT-2005-03-02-01 | Beaver County S O | \$12,000.00 | \$12,000.00 | \$12,000.00 | \$12,000.00 | \$12,000.00 | \$.00 |
| | PT-2005-03-03-02 | Bethany PD | \$13,000.00 | \$13,000.00 | \$13,000.00 | \$13,000.00 | \$13,000.00 | \$.00 |
| | PT-2005-03-04-04 | Bixby PD | \$18,972.02 | \$18,972.02 | \$18,972.02 | \$18,972.02 | \$18,972.02 | \$.00 |
| | PT-2005-03-05-05 | Broken Arriow PD | \$22,500.00 | \$22,500.00 | \$22,500.00 | \$22,500.00 | \$22,500.00 | \$.00 |
| | PT-2005-03-06-02 | Cherokee County S O | \$19,148.54 | \$19,148.54 | \$19,148.54 | \$19,148.54 | \$19,148.54 | \$.00 |
| | PT-2005-03-07-01 | Choctaw PD | \$7,981.96 | \$7,981.96 | \$7,981.96 | \$7,981.96 | \$7,981.96 | \$.00 |
| | PT-2005-03-08-03 | Creek County S O | \$35,000.00 | \$35,000.00 | \$35,000.00 | \$35,000.00 | \$35,000.00 | \$.00 |
| | PT-2005-03-09-02 | Durant PD | \$14,636.04 | \$14,636.04 | \$14,636.04 | \$14,636.04 | \$14,636.04 | \$.00 |
| | PT-2005-03-10-07 | Edmond PD | \$55,458.13 | \$55,458.13 | \$55,458.13 | \$55,458.13 | \$55,458.13 | \$.00 |
| | PT-2005-03-11-02 | El Reno PD | \$11,473.04 | \$11,473.04 | \$11,473.04 | \$11,473.04 | \$11,473.04 | \$.00 |
| | PT-2005-03-12-01 | Enid PD | \$14,993.81 | \$14,993.81 | \$14,993.81 | \$14,993.81 | \$14,993.81 | \$.00 |
| | PT-2005-03-13-02 | Guthrie PD | \$11,526.48 | \$11,526.48 | \$11,526.48 | \$11,526.48 | \$11,526.48 | \$.00 |
| | PT-2005-03-14-02 | Lawton PD | \$39,991.16 | \$39,991.16 | \$39,991.16 | \$39,991.16 | \$39,991.16 | \$.00 |
| | PT-2005-03-15-02 | Midwest City PD | \$30,000.00 | \$30,000.00 | \$30,000.00 | \$30,000.00 | \$30,000.00 | \$.00 |
| | PT-2005-03-16-01 | Moore PD | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$.00 |
| | PT-2005-03-17-02 | Norman PD | \$66,659.72 | \$66,659.72 | \$66,659.72 | \$66,659.72 | \$66,659.72 | \$.00 |
| | PT-2005-03-18-02 | Sand Springs PD | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$.00 |
| | PT-2005-03-19-02 | OSU PD | \$41,000.00 | \$.00 | \$41,000.00 | \$41,000.00 | \$41,000.00 | \$.00 |
| | PT-2005-03-20-06 | Osage County S O | \$16,509.20 | \$16,509.20 | \$16,509.20 | \$16,509.20 | \$16,509.20 | \$.00 |
| | PT-2005-03-21-04 | Sapulpa PD | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$.00 |
| | PT-2005-03-22-02 | Stillwater PD | \$9,805.76 | \$9,805.76 | \$9,805.76 | \$9,805.76 | \$9,805.76 | \$.00 |
| | PT-2005-03-23-05 | Tulsa County S O | \$100,000.00 | \$100,000.00 | \$100,000.00 | \$100,000.00 | \$100,000.00 | \$.00 |
| | PT-2005-03-24-09 | Tulsa PD | \$100,000.00 | \$100,000.00 | \$100,000.00 | \$100,000.00 | \$100,000.00 | \$.00 |
| | PT-2005-03-25-06 | Warr Acres PD | \$8,186.27 | \$8,186.27 | \$8,186.27 | \$8,186.27 | \$8,186.27 | \$.00 |
| | PT-2005-03-26-02 | Yukon PD | \$12,710.33 | \$12,710.33 | \$12,710.33 | \$12,710.33 | \$12,710.33 | \$.00 |
| | PT-2005-03-27-01 | Duncan P D | \$6,034.76 | \$6,034.76 | \$6,034.76 | \$6,034.76 | \$6,034.76 | \$.00 |
| | PT-2005-04-01-00 | PI&E - In House Programs | \$4,006.17 | \$.00 | \$4,006.17 | \$4,006.17 | \$4,006.17 | \$.00 |

| Program Area | Project | Description | HCS Federal Funds Obligated | Share to Local Benefit | State/Federal Cost to Date | Federal Funds Expended | Fed Previous Amount Claimed | Fed Funds Claimed this Period |
|-----------------------------------|----------------------------------|-----------------------------------|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| | PT-2005-04-02-02 | OU - Conf Planning | \$38,452.67 | \$13,246.07 | \$38,452.67 | \$38,452.67 | \$38,452.67 | \$.00 |
| | PT-2005-07-01-00 | Program Area Management | \$247,993.80 | \$.00 | \$636,831.88 | \$247,993.80 | \$247,993.80 | \$.00 |
| | Police Traffic Services Total | | \$1,113,869.51 | \$730,306.79 | \$1,502,707.59 | \$1,113,869.51 | \$1,113,869.51 | \$.00 |
| Traffic Records | | | | | | | | |
| | TR-2005-05-01-00 | Print Evaluation - OK Press Assoc | \$1,963.77 | \$.00 | \$1,963.77 | \$1,963.77 | \$1,963.77 | \$.00 |
| | TR-2005-07-01-00 | Program Area Management | \$75,504.56 | \$.00 | \$75,504.56 | \$75,504.56 | \$75,504.56 | \$.00 |
| | Traffic Records Total | | \$77,468.33 | \$.00 | \$77,468.33 | \$77,468.33 | \$77,468.33 | \$.00 |
| Railroad/Highway Crossings | | | | | | | | |
| | RH-2005-02-01-01 | Okla Operation Lifesavers | \$8,108.40 | \$.00 | \$8,108.40 | \$8,108.40 | \$8,108.40 | \$.00 |
| | Railroad/Highway Crossings Total | | \$8,108.40 | \$.00 | \$8,108.40 | \$8,108.40 | \$8,108.40 | \$.00 |
| Paid Advertising | | | | | | | | |
| | PM-2005-02-01-05 | Brothers & Co. | \$36,951.85 | \$2,167.37 | \$36,951.85 | \$36,951.85 | \$36,951.85 | \$.00 |
| | Paid Advertising Total | | \$36,951.85 | \$2,167.37 | \$36,951.85 | \$36,951.85 | \$36,951.85 | \$.00 |
| | NHTSA 402 Total | | \$2,390,422.15 | \$1,097,591.35 | \$2,988,719.77 | \$2,390,422.15 | \$2,390,422.15 | \$.00 |
| 411 Data Program | | | | | | | | |
| | J9-2005-04-01-00 | P&I - In House Programs | \$27,914.18 | \$.00 | \$55,828.36 | \$27,914.18 | \$27,914.18 | \$.00 |
| | J9-2005-06-01-05 | CODES | \$35,554.06 | \$.00 | \$71,108.12 | \$35,554.06 | \$35,554.06 | \$.00 |
| | J9-2005-06-02-02 | DPS - Records Management | \$54,382.87 | \$.00 | \$108,765.74 | \$54,382.87 | \$54,382.87 | \$.00 |
| | J9-2005-06-03-02 | OU - Crash Reporting | \$25,805.73 | \$.00 | \$51,611.46 | \$25,805.73 | \$25,805.73 | \$.00 |
| | 411 Data Program Total | | \$143,656.84 | \$.00 | \$287,313.68 | \$143,656.84 | \$143,656.84 | \$.00 |
| 2003B Child Pass. Protect | | | | | | | | |
| | J3-2005-05-02-01 | EMSA | \$12.52 | \$.00 | \$15.65 | \$12.52 | \$12.52 | \$.00 |
| | 2003B Child Pass. Protect Total | | \$12.52 | \$.00 | \$15.65 | \$12.52 | \$12.52 | \$.00 |
| 157 Incentive Funds | | | | | | | | |
| | 157PM-2005-02-01-05 | Brothers & Co. | \$51,116.16 | \$20,900.36 | \$63,895.23 | \$51,116.16 | \$51,116.16 | \$.00 |
| | 157 Paid Advertising Total | | \$51,116.16 | \$20,900.36 | \$63,895.23 | \$51,116.16 | \$51,116.16 | \$.00 |
| 157 411 Data Program | | | | | | | | |
| | 157J9-2005-06-01-05 | CODES | \$429.72 | \$.00 | \$859.44 | \$429.72 | \$429.72 | \$.00 |
| | 157J9-2005-06-02-02 | OU - Crash Reporting | \$22,751.23 | \$.00 | \$45,502.46 | \$22,751.23 | \$22,751.23 | \$.00 |
| | 157 411 Data Program Total | | \$23,180.95 | \$.00 | \$46,361.90 | \$23,180.95 | \$23,180.95 | \$.00 |

| Program Area | Project | Description | HCS Federal Funds Obligated | Share to Local Benefit | State/Federal Cost to Date | Federal Funds Expended | Fed Previous Amount Claimed | Fed Funds Claimed this Period |
|--------------|--------------------|-----------------------------------------|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| | | 157 Incentive Funds Total | \$74,297.11 | \$20,900.36 | \$110,257.13 | \$74,297.11 | \$74,297.11 | \$.00 |
| | | 157 Innovative Funds 2004 | | | | | | |
| | IPM4-2005-02-01-05 | Brothers & Company | \$198,294.00 | \$.00 | \$198,294.00 | \$198,294.00 | \$198,294.00 | \$.00 |
| | | 157 Innovative Paid Media FY 2004 Total | \$198,294.00 | \$.00 | \$198,294.00 | \$198,294.00 | \$198,294.00 | \$.00 |
| | | 157 Innovative Funds 2004 Total | \$198,294.00 | \$.00 | \$198,294.00 | \$198,294.00 | \$198,294.00 | \$.00 |
| | | 157 Innovative Funds 2005 | | | | | | |
| | IN5-2005-03-01-04 | Oklahoma Highway Patrol | \$148,322.39 | \$.00 | \$148,322.39 | \$148,322.39 | \$148,322.39 | \$.00 |
| | IN5-2005-03-02-01 | Local Law Enforcement Mini Grants | \$38,053.50 | \$.00 | \$38,053.50 | \$38,053.50 | \$38,053.50 | \$.00 |
| | | 157 Innovative FY 2005 Total | \$186,375.89 | \$.00 | \$186,375.89 | \$186,375.89 | \$186,375.89 | \$.00 |
| | | 157 Innovative Paid Media FY 2005 | | | | | | |
| | IPM5-2005-05-02-01 | Brothers & Company | \$553,624.11 | \$.00 | \$553,624.11 | \$553,624.11 | \$553,624.11 | \$.00 |
| | | 157 Innovative Paid Media FY 2005 Total | \$553,624.11 | \$.00 | \$553,624.11 | \$553,624.11 | \$553,624.11 | \$.00 |
| | | 157 Innovative Funds 2005 Total | \$740,000.00 | \$.00 | \$740,000.00 | \$740,000.00 | \$740,000.00 | \$.00 |
| | | NHTSA Total | \$3,546,682.62 | \$1,118,491.71 | \$4,324,600.23 | \$3,546,682.62 | \$3,546,682.62 | \$.00 |
| | | Total | \$3,546,682.62 | \$1,118,491.71 | \$4,324,600.23 | \$3,546,682.62 | \$3,546,682.62 | \$.00 |

| Program Area | Project | Obligation Limitation (A) | State Match (B) | Current FY (C) | Carry Forward (D) | Share to Local (E) | PA State Match (F) | PA Federal Funds (G) |
|------------------------------------|-----------------------------------|---------------------------|-----------------|----------------|-------------------|--------------------|--------------------|----------------------|
| NHTSA | | | | | | | | |
| NHTSA 402 | | | | | | | | |
| Planning and Administration | | | | | | | | |
| | PA-2005-07-01-00 | \$209,459.54 | 55% | \$174,706.14 | | \$0.00 | \$209,459.54 | \$174,706.14 |
| | | | | | | 0% | 55% | 100% |
| | Planning and Administration Total | \$209,459.54 | 55% | \$174,706.14 | | \$0.00 | \$209,459.54 | \$174,706.14 |
| | | | | | | 0% | 55% | 100% |
| Alcohol | | | | | | | | |
| | AL-2005-02-01-08 | \$0.00 | 0% | \$66,955.00 | | \$66,955.00 | | |
| | | | | | | 100% | | |
| | AL-2005-02-02-02 | \$0.00 | 0% | \$40,495.38 | | \$40,495.38 | | |
| | | | | | | 100% | | |
| | AL-2005-02-03-05 | \$0.00 | 0% | \$23,870.12 | | \$23,870.12 | | |
| | | | | | | 100% | | |
| | AL-2005-02-04-04 | \$0.00 | 0% | \$34,429.93 | | \$34,429.93 | | |
| | | | | | | 100% | | |
| | AL-2005-03-03-01 | \$0.00 | 0% | \$101,454.49 | | \$101,454.49 | | |
| | | | | | | 100% | | |
| | AL-2005-04-01-00 | \$0.00 | 0% | \$305.09 | | \$0.00 | | |
| | | | | | | 0% | | |
| | AL-2005-07-01-00 | \$0.00 | 0% | \$51,001.15 | | \$0.00 | | |
| | | | | | | 0% | | |
| | AL-2005-03-04-03 | \$0.00 | 0% | \$33,942.62 | | \$33,942.62 | | |
| | | | | | | 100% | | |
| | AL-2005-03-02-03 | \$0.00 | 0% | \$8,315.83 | | \$7,406.40 | | |
| | | | | | | 89% | | |
| | AL-2005-03-01-01 | \$0.00 | 0% | \$3,965.24 | | \$3,965.24 | | |
| | | | | | | 100% | | |

| Program Area | Project | Obligation Limitation (A) | State Match (B) | Current FY (C) | Carry Forward (D) | Share to Local (E) | PA State Match (F) | PA Federal Funds (G) |
|----------------------------|------------------|---------------------------|-----------------|----------------|-------------------|---------------------|--------------------|----------------------|
| | AL-2005-02-05-07 | | \$0.00 0% | \$50,000.00 | | \$0.00 0% | | |
| Alcohol Total | | | \$0.00 0% | \$414,734.85 | | \$312,519.18 75% | | |
| Motorcycle Safety | | | | | | | | |
| | MC-2005-07-01-00 | | \$0.00 0% | \$500.00 | | \$0.00 0% | | |
| Motorcycle Safety Total | | | \$0.00 0% | \$500.00 | | \$0.00 0% | | |
| Occupant Protection | | | | | | | | |
| | OP-2005-02-02-06 | | \$0.00 0% | \$85,731.47 | | \$0.00 0% | | |
| | OP-2005-05-01-00 | | \$0.00 0% | \$44,763.00 | | \$0.00 0% | | |
| | OP-2005-07-01-00 | | \$0.00 0% | \$84,568.50 | | \$0.00 0% | | |
| | OP-2005-04-01-00 | | \$0.00 0% | \$103,689.40 | | \$0.00 0% | | |
| | OP-2005-02-04-04 | | \$0.00 0% | \$84,937.86 | | \$45,301.32 53% | | |
| | OP-2005-02-05-07 | | \$0.00 0% | \$55,998.13 | | \$0.00 0% | | |
| | OP-2005-03-01-01 | | \$0.00 0% | \$7,851.90 | | \$7,296.69 93% | | |
| | OP-2005-02-06-05 | | \$0.00 0% | \$40,000.00 | | \$0.00 0% | | |
| | OP-2005-02-03-05 | | \$0.00 0% | \$56,542.81 | | \$0.00 0% | | |
| Occupant Protection Total | | | \$0.00 0% | \$564,083.07 | | \$52,598.01 9% | | |

| Program Area | Project | Obligation Limitation (A) | State Match (B) | Current FY (C) | Carry Forward (D) | Share to Local (E) | PA State Match (F) | PA Federal Funds (G) |
|--------------|---------|---------------------------|-----------------|----------------|-------------------|--------------------|--------------------|----------------------|
|--------------|---------|---------------------------|-----------------|----------------|-------------------|--------------------|--------------------|----------------------|

Police Traffic Services

| | | | | | | | | |
|--|------------------|--|--------------|-------------|--|---------------------|------|--|
| | PT-2005-04-01-00 | | \$.00 0% | \$4,006.17 | | \$.00 0% | | |
| | PT-2005-03-07-01 | | \$.000% | \$7,981.96 | | \$7,981.96 | 100% | |
| | PT-2005-03-06-02 | | \$.00 0% | \$19,148.54 | | \$19,148.54 100% | | |
| | PT-2005-03-05-05 | | \$.00 0% | \$22,500.00 | | \$22,500.00 100% | | |
| | PT-2005-03-04-04 | | \$.00 0% | \$18,972.02 | | \$18,972.02 100% | | |
| | PT-2005-03-03-02 | | \$.00 0% | \$13,000.00 | | \$13,000.00 100% | | |
| | PT-2005-03-02-01 | | \$.00 0% | \$12,000.00 | | \$12,000.00 100% | | |
| | PT-2005-03-01-02 | | \$.00 0% | \$20,000.00 | | \$20,000.00 100% | | |
| | PT-2005-02-02-02 | | \$.00 0% | \$60,000.00 | | \$.00 0% | | |
| | PT-2005-02-01-00 | | \$.00 0% | \$20,829.65 | | \$15,473.50 74% | | |
| | PT-2005-03-16-01 | | \$.00 0% | \$20,000.00 | | \$20,000.00 100% | | |
| | PT-2005-03-15-02 | | \$.00 0% | \$30,000.00 | | \$30,000.00 100% | | |
| | PT-2005-03-14-02 | | \$.00 0% | \$39,991.16 | | \$39,991.16 100% | | |
| | PT-2005-03-13-02 | | \$.00 0% | \$11,526.48 | | \$11,526.48 100% | | |
| | PT-2005-03-12-01 | | \$.00 0% | \$14,993.81 | | \$14,993.81 100% | | |

| Program Area | Project | Obligation Limitation (A) | State Match (B) | Current FY (C) | Carry Forward (D) | Share to Local (E) | PA State Match (F) | PA Federal Funds (G) |
|--------------|------------------|---------------------------|-----------------|----------------|-------------------|----------------------|--------------------|----------------------|
| | PT-2005-03-11-02 | | \$0.00 0% | \$11,473.04 | | \$11,473.04 100% | | |
| | PT-2005-03-10-07 | | \$0.00 0% | \$55,458.13 | | \$55,458.13 100% | | |
| | PT-2005-03-09-02 | | \$0.000% | \$14,636.04 | | \$14,636.04 100% | | |
| | PT-2005-03-08-03 | | \$0.00 0% | \$35,000.00 | | \$35,000.00 100% | | |
| | PT-2005-03-27-01 | | \$0.00 0% | \$6,034.76 | | \$6,034.76 100% | | |
| | PT-2005-03-26-02 | | \$0.00 0% | \$12,710.33 | | \$12,710.33 100% | | |
| | PT-2005-03-25-06 | | \$0.00 0% | \$8,186.27 | | \$8,186.27 100% | | |
| | PT-2005-03-24-09 | | \$0.00 0% | \$100,000.00 | | \$100,000.00 100% | | |
| | PT-2005-03-23-05 | | \$0.00 0% | \$100,000.00 | | \$100,000.00 100% | | |
| | PT-2005-03-22-02 | | \$0.00 0% | \$9,805.76 | | \$9,805.76 100% | | |
| | PT-2005-03-21-04 | | \$0.00 0% | \$25,000.00 | | \$25,000.00 100% | | |
| | PT-2005-03-20-06 | | \$0.00 0% | \$16,509.20 | | \$16,509.20 100% | | |
| | PT-2005-03-19-02 | | \$0.00 0% | \$41,000.00 | | \$0.00 0% | | |
| | PT-2005-03-18-02 | | \$0.00 0% | \$10,000.00 | | \$10,000.00 100% | | |
| | PT-2005-03-17-02 | | \$0.00 0% | \$66,659.72 | | \$66,659.72 100% | | |
| | PT-2005-04-02-02 | | \$0.00 0% | \$38,452.67 | | \$13,246.07 34% | | |

| Program Area | Project | Obligation Limitation (A) | State Match (B) | Current FY (C) | Carry Forward (D) | Share to Local (E) | PA State Match (F) | PA Federal Funds (G) |
|-----------------------------------|----------------------------------|---------------------------|-----------------------------------|-----------------------|---------------------|-------------------------------------|-----------------------------------|----------------------------------|
| | PT-2005-07-01-00 | | \$388,838.08 61% | \$247,993.80 | | \$0.00 0% | | |
| | Police Traffic Services Total | | \$388,838.08 26% | \$1,113,869.51 | | \$730,306.79 66% | | |
| Traffic Records | | | | | | | | |
| | TR-2005-05-01-00 | | \$0.00 0% | \$1,963.77 | | \$0.00 0% | | |
| | TR-2005-07-01-00 | | \$0.00 0% | \$75,504.56 | | \$0.00 0% | | |
| | Traffic Records Total | | \$0.00 0% | \$77,468.33 | | \$0.00 0% | | |
| Railroad/Highway Crossings | | | | | | | | |
| | RH-2005-02-01-01 | | \$0.00 0% | \$8,108.40 | | \$0.00 0% | | |
| | Railroad/Highway Crossings Total | | \$0.00 0% | \$8,108.40 | | \$0.00 0% | | |
| Paid Advertising | | | | | | | | |
| | PM-2005-02-01-05 | | \$0.00 0% | \$36,951.85 | | \$2,167.37 6% | | |
| | Paid Advertising Total | | \$0.00 0% | \$36,951.85 | | \$2,167.37 6% | | |
| | NHTSA 402 Total | \$2,390,773.00 | \$598,297.62 20% | \$1,727,031.66 | \$663,390.49 | \$1,097,591.35 46% | \$209,459.54 55% | \$174,706.14 7% |
| 411 Data Program | | | | | | | | |
| | J9-2005-04-01-00 | | \$27,914.18 50% | \$27,914.18 | | \$0.00 0% | | |

| Program Area | Project | Obligation Limitation (A) | State Match (B) | Current FY (C) | Carry Forward (D) | Share to Local (E) | PA State Match (F) | PA Federal Funds (G) |
|----------------------------------|---------------------|---------------------------|---------------------|----------------|-------------------|--------------------|--------------------|----------------------|
| | J9-2005-06-01-05 | | \$35,554.06 50% | \$35,554.06 | | \$0.00 0% | | |
| | J9-2005-06-02-02 | | \$54,382.87 50% | \$54,382.87 | | \$0.00 0% | | |
| | J9-2005-06-03-02 | | \$25,805.73 50% | \$25,805.73 | | \$0.00 0% | | |
| 411 Data Program Total | | | \$143,656.84 50% | \$0.00 | \$143,656.84 | \$0.00 0% | | |
| 2003B Child Pass. Protect | | | | | | | | |
| | J3-2005-05-02-01 | | \$3.13 20% | \$12.52 | | \$0.00 0% | | |
| 2003B Child Pass. Protect Total | | | \$3.13 20% | \$0.00 | \$12.52 | \$0.00 0% | | |
| 157 Incentive Funds | | | | | | | | |
| | 157PM-2005-02-01-05 | | \$12,779.07 20% | \$51,116.16 | | \$20,900.36 41% | | |
| 157 Paid Advertising Total | | | \$12,779.07 20% | \$51,116.16 | | \$20,900.36 41% | | |
| 157 411 Data Program | | | | | | | | |
| | 157J9-2005-06-01-05 | | \$429.72 50% | \$429.72 | | \$0.00 0% | | |
| | 157J9-2005-06-02-02 | | \$22,751.23 50% | \$22,751.23 | | \$0.00 0% | | |
| 157 411 Data Program Total | | | \$23,180.95 50% | \$23,180.95 | | \$0.00 0% | | |
| 157 Incentive Funds Total | | \$316,905.00 | \$35,960.02 33% | \$0.00 | \$74,297.11 | \$20,900.36 28% | | |

157 Innovative Funds 2004

| Program Area | Project | Obligation Limitation (A) | State Match (B) | Current FY (C) | Carry Forward (D) | Share to Local (E) | PA State Match (F) | PA Federal Funds (G) |
|-----------------------------------|--------------------|---------------------------|---------------------|-----------------------|-----------------------|-----------------------|---------------------|----------------------|
| | IPM4-2005-02-01-05 | | \$0.00 0% | \$198,294.00 | | \$0.00 0% | | |
| 157 Innovative Paid Media FY 2004 | | | \$0.00 0% | \$198,294.00 | | \$0.00 0% | | |
| | Total | | \$0.00 0% | | | \$0.00 0% | | |
| 157 Innovative Funds 2004 Total | | | \$0.00 0% | \$0.00 | \$198,294.00 | \$0.00 0% | | |
| 157 Innovative Funds 2005 | | | | | | | | |
| | IN5-2005-03-01-04 | | \$0.00 0% | \$148,322.39 | | \$0.00 0% | | |
| | IN5-2005-03-02-01 | | \$0.00 0% | \$38,053.50 | | \$0.00 0% | | |
| 157 Innovative FY 2005 Total | | | \$0.00 0% | \$186,375.89 | | \$0.00 0% | | |
| 157 Innovative Paid Media FY 2005 | | | \$0.00 0% | \$553,624.11 | | \$0.00 0% | | |
| | IPM5-2005-05-02-01 | | \$0.00 0% | \$553,624.11 | | \$0.00 0% | | |
| 157 Innovative Paid Media FY 2005 | | | \$0.00 0% | \$553,624.11 | | \$0.00 0% | | |
| | Total | | \$0.00 0% | | | \$0.00 0% | | |
| 157 Innovative Funds 2005 Total | | \$740,000.00 | \$0.00 0% | \$740,000.00 | | \$0.00 0% | | |
| NHTSA | | | \$777,917.61 | \$2,467,031.66 | \$1,079,650.96 | \$1,118,491.71 | \$209,459.54 | \$174,706.14 |
| Total | | | 18% | | | 32% | 55% | 5% |
| Total | | \$3,447,678.00 | \$777,917.61 | \$2,467,031.66 | \$1,079,650.96 | \$1,118,491.71 | \$209,459.54 | \$174,706.14 |
| | | | 18% | | | 32% | 55% | 5% |

**PUBLIC INFORMATION AND EDUCATION
MEDIA CAMPAIGN REPORTS
EVALUATIONS**

Public Information and Education

Literature

Oklahoma's Public Information and Education activities are robust and judged very effective. Some 438,537 pieces of highway safety literature were distributed during FY05. OHSO-maintained records identify to whom the literature is distributed, as well as what types of literature and quantities are distributed.

2005 Pre and Post Mobilization Seatbelt Survey

Brothers and Company provided its 2005 Pre and Post Mobilization Survey dated July 6, 2005. The South Central Region of the National Highway Traffic Safety Administration previously received hardcopy of this survey.

Key findings from the survey were:

Almost 87% of automobile owners and 90% of truck owners surveyed post-advertising claimed they always wear their seat belt, either when driving or when a passenger. The numbers are basically the same pre-survey (87%) and up slightly from 85% a year ago.

Most (94%) from both groups stated they wore their seat belt the last time they were in a vehicle.

Four out of five automobile and truck drivers surveyed post-advertising said you could be ticketed for just not wearing a belt. Same level as in 2004, and slightly up from the first study in 2005.

When asked what they thought the fine for non-seat belt compliance should be, the top response was up to \$20 (66% of respondents), while truck owners thought it should be between \$20 and \$50 (34%), or \$50-100 (37%).

When asked what the actual fine (actual fine/court costs is \$20) was, the responses were:

\$50 20% of automobile drivers, 10% of truck drivers
\$100 19% of automobile drivers, 07% of truck drivers

In the post-survey, 91% of automobile drivers and 88% of truck drivers said they had never received a ticket for not wearing their seat belt.

Almost one-in-ten post-survey participants reported they had gone through a checkpoint in Oklahoma, where law enforcement was checking for seat belt use.

Advertising awareness for both the pre- and post-advertising campaign studies has risen steadily since 2002. It is now at an all-time high of 90% for the general category who reported having recently seen, read or heard about seat belt usage advertising. Seventy-seven percent of truck owners stated they were recently exposed to such messaging.

Professional Sports Marketing Program

Oklahoma City Redhawks (AAA Baseball) \$25,000

Tulsa Drillers (AAA Baseball) \$10,490

Oklahoma City Yard Dawgz (Arena Football) \$10,000

Oklahoma City Blazers (Hockey) \$14,500

Tulsa Oilers (Hockey) \$12,500

Professional Bull Riders (PBR) \$7,500

Project Objectives: Public information and education.

Project Results: Approximately one million Oklahoma sports fans reached during the seasons. Some combination of stadium signage and videos were used, as were baseball cards and other giveaways, with highway safety messages printed on them. Schedules and promotion cards with highway safety messages were distributed to ticket holders, media, etc. Public service messages also were used. The predominate message was “Click It or Ticket.” The Redhawks were the most significant audience. Attendance for the season was estimated at 542,000. Additionally, 74,000 fans attended the Big XII Baseball Tournament. Some 53,000 Oklahomans used the ballpark for special events, and 25,000 saw the St. Louis Cardinals and Baltimore Orioles play. Twenty-five thousand watched Bedlam (OSU vs. OU). Music concerts drew another 19,000. All total, some 740,000 people received multiple impressions of the “Click It or Ticket” signage. During the regular season, events such as baseball card night, team autograph night, etc. ensured the highway safety message was in front of attendees many times. Overall, the number of sports marketing program impressions was very significant.



“Youth Drinking Prevention”

April & May 2005 Media Campaign Assessment

June 30, 2005

EXECUTIVE SUMMARY

Launching in mid-May, the 2005 Youth Drinking Prevention campaign targeted teenagers and their parents through television and radio advertising across three markets: Oklahoma City, Tulsa, and Lawton.

Your four-week flight aired from April 18th through May 15th, generating tremendous impact through a multi-media mix of 2,373 total advertisements reaching both Teens age 12-17 and Adults age 25-49.

Advertising Volume

| <u>Media</u> | <u>Paid</u> | <u>Non-Paid</u> |
|--------------|--------------|-----------------|
| TV | 900 | 106 |
| <u>Radio</u> | <u>1,044</u> | <u>323</u> |
| Total | 1,944 | 429 |

Nearly ninety-thousand dollars drove the youth drinking prevention message home to your target audience.

Budget Allocation

| | | |
|---------------|------------------|------------|
| TV: | \$ 43,616 | 49% |
| <u>Radio:</u> | <u>\$ 46,289</u> | <u>51%</u> |
| Total: | \$ 89,905 | 100% |

Every budget dollar was stretched through significant added-value negotiated into the buy. Your campaign delivered an average of \$1.22 in media value for every \$1.00 invested.

More importantly, your campaign provided the opportunity to save lives through a comprehensive campaign that efficiently and effectively leveraged the power of multi-media advertising to compel audiences to prevent youth drinking.

Campaign Overview

Parameters:

Budget: \$ 89,905
Timeline: April 18th – May 15th
Area: Oklahoma City
Tulsa
Lawton

Target Audience:

Primary: Teens 12-17
Secondary: Adults 25-49

Media Calendar:

OKC: April 23 – May 15
Tulsa: April 18 – May 8
Lawton: April 18 – May 8

Media Allocation:

| | | |
|---------------|------------------|------------|
| TV: | \$ 43,616 | 49% |
| <u>Radio:</u> | <u>\$ 46,289</u> | <u>51%</u> |
| Total: | \$ 89,905 | 100% |

Campaign ASSESSMENT

Television

Network and cable television advertising provided outstanding efficiencies targeting both teens and their parents.

3 broadcast networks and 3 cable networks carried the youth drinking prevention message.

Schedules consisted of the most popular programming that provided the greatest value for every media dollar.

Television Networks employed:

| | |
|-----|--------|
| Fox | BET |
| UPN | COMEDY |
| WB | MTV |

Measured Media

| TELEVISION | # of Spots | T 12-17 GIMP | A25-49 GIMP |
|-----------------|--------------|----------------|------------------|
| Paid | 900 | 485,044 | 1,635,607 |
| Unpaid | 106 | 58,205 | 196,272 |
| TOTAL TV | 1,006 | 543,249 | 1,831,879 |

R a d i o

A broad variety of the most popular formats delivered the youth drinking prevention message.

5 stations were utilized in OKC, 6 stations in Tulsa, and 3 stations in Lawton.

Sponsorships were negotiated into the buy, at no-charge, enhancing the radio schedules in the Tulsa and Oklahoma City metro areas.

Measured Media

| RADIO | # of Spots | T 12-17 GIMP | A25-49 GIMP |
|--------------------|-------------------|---------------------|--------------------|
| Paid | 1,044 | 1,105,200 | 2,556,000 |
| <u>Unpaid</u> | <u>323</u> | <u>342,612</u> | <u>792,360</u> |
| TOTAL RADIO | 1,367 | 1,447,812 | 3,348,360 |



“Buckle Up in Your Truck”

May 2005 Media Campaign Assessment

June 30, 2005

EXECUTIVE SUMMARY

Launching in mid-May, the 2005 'Buckle Up in Your Truck' campaign targeted Men 18-34 statewide through four advertising mediums: television, radio, print and outdoor boards.

Your two-week flight aired from May 2nd through 15th, generating tremendous impact through a multi-media mix of 6,422 total advertisements reaching audiences statewide.

Advertising Volume

| <u>Media</u> | <u>Paid</u> | <u>Non-Paid</u> |
|----------------|-------------|-----------------|
| TV | 1,619 | 1,277 |
| Radio | 2,412 | 1,061 |
| Print | 4 | 0 |
| <u>Outdoor</u> | <u>41</u> | <u>8</u> |
| Total | 4,076 | 2,346 |

Nearly two-hundred thousand dollars drove the 'Buckle Up in Your Truck' message home to men age 18-34.

Budget Allocation

| | | |
|-----------------|------------------|------------|
| TV: | \$101,298 | 51% |
| Radio: | \$ 70,242 | 35% |
| Print: | \$ 4,566 | 3% |
| <u>Outdoor:</u> | <u>\$ 21,895</u> | <u>11%</u> |
| Total: | \$ 198,001 | 100% |

Every budget dollar was stretched through significant added-value negotiated into the buy. Your campaign delivered an average of \$1.58 in media value for every \$1.00 invested.

More importantly, your campaign provided the opportunity to save lives through a comprehensive campaign that efficiently and effectively leveraged the power of multi-media advertising to compel men to 'Buckle Up in Their Trucks'.

Campaign Overview

Parameters:

Budget: \$198,001
Timeline: May 2-15
Area: Statewide emphasizing media impact in the population centers of:
OKC DMA, Tulsa DMA, Lawton, Ada, Ardmore, Durant, &
Miami.

Target Audience:

Primary: Men 18-34

Media Calendar:

TV: May 2-15, 2005
Radio: May 2-15, 2005
Outdoor: May 2-15, 2005
Print: May 2-15, 2005

Media Allocation:

| | | |
|----------|------------|------|
| TV: | \$101,298 | 51% |
| Radio: | \$ 70,242 | 35% |
| Print: | \$ 4,566 | 3% |
| Outdoor: | \$ 21,895 | 11% |
| Total: | \$ 198,001 | 100% |

Campaign Assessment

Television

Network and cable television advertising provided outstanding efficiencies in targeting Men 18-34.

6 broadcast networks and 14 cable networks carried the 'Buckle Up in Your Truck' message across the state.

Schedules consisted of the most popular programming that provided the greatest value for every media dollar.

Television Networks employed:

| | |
|-----------|---------------|
| ABC | ESPN |
| CBS | Fox Sports SW |
| NBC | FX |
| Fox | HISTORY |
| UPN | NICKELODEON |
| WB | SCI-FI |
| BET | SPIKE TV |
| CARTOON | TLC |
| COMEDY | TNT |
| DISCOVERY | USA |

Measured Media

| TELEVISION | # of Spots | M18-34 GIMP |
|-----------------|------------|------------------|
| Paid | 403 | 1,899,059 |
| Unpaid | 61 | 284,858 |
| TOTAL TV | 469 | 2,183,917 |

Non-Measured Media

| TELEVISION | # of Spots | M18-34 GIMP |
|--------------|--------------|-------------|
| Paid | 1,216 | N/A |
| Unpaid | 1,216 | N/A |
| TOTAL | 2,432 | N/A |

RADIO

Tulsa and Oklahoma City comprised the bulk of the budget allocation with additional support in Ada, Ardmore and Lawton.

11 stations were utilized in OKC, 8 stations in Tulsa, 3 stations in Ada, 4 stations in Ardmore, and 7 stations in Lawton.

Traffic sponsorships were negotiated into the buy, at no-charge to the OHSO, enhancing the radio schedules in the Tulsa and Oklahoma City metro areas.

The Oklahoma News Network (ONN) was employed to reach every corner of the state through 43 stations.

Measured Media

| RADIO | # of Spots | M18-34 GIMP |
|--------------------|--------------|------------------|
| Paid | 1,700 | 2,224,600 |
| Unpaid | 375 | 489,412 |
| TOTAL RADIO | 2,075 | 2,714,012 |

Measured Media (Statewide Radio-ONN)

| RADIO (ONN) | # of Spots | M 18-34 GIMP | A12+ GIMP |
|--------------------|------------|--------------|------------------|
| Paid | 40 | N/A | 836,000 |
| Unpaid | 14 | N/A | 292,600 |
| TOTAL RADIO | 44 | N/A | 1,128,600 |

Non-Measured Media

| RADIO | # of Spots | M 18-34 GIMP |
|---------------|-------------------|---------------------|
| Paid | 712 | N/A |
| <u>Unpaid</u> | <u>686</u> | <u>N/A</u> |
| TOTAL | 1,398 | N/A |

Outdoor

Much like radio advertising, outdoor billboard advertising enhanced our ability to reach the public at the exact moment when they could take advantage of the message and act on it. Additionally, this medium reaches segments of the population not accessible through other mediums.

Outdoor advertising provided coverage in high traffic areas across the state through 30-Sheet posters and bus shelters.

41 paid posters and 8 non-paid posters provided statewide coverage in both metro and non-metro population centers.

10 paid and 10 non-paid bus shelters provided coverage in the OKC and Tulsa markets.

30-Sheet Posters

| 30-Sheet Posters | # of units | Gimp* |
|------------------|------------|------------------|
| Paid | 41 | 6,843,228 |
| Unpaid | 8 | 1,335,264 |
| TOTAL | 49 | 8,178,492 |

Bus Shelters

| Bus Shelters | # of Units | Gimp* |
|--------------|------------|------------------|
| Paid | 10 | 3,752,200 |
| Unpaid | 10 | 3,304,000 |
| TOTAL | 20 | 7,056,200 |

*Gimp: Gross Impressions of adults age 18+

Print

Print was targeted specifically to our primary demographic. Ads were strategically placed in the 'Scene' section which features popular night spots, clubs, concerts, and other social activities popular among our target audience.

Newspaper

| Newspaper | # of Ads | Gimp* |
|------------------|-----------------|---------------|
| Paid | 4 | 84,000 |
| <u>Unpaid</u> | <u>0</u> | <u>0</u> |
| TOTAL | 4 | 84,000 |

*Gimp: Gross Impressions of adults age 18+



“Click-It or Ticket”

May 2005 Media Campaign Assessment

June 30, 2005

EXECUTIVE SUMMARY

Launching in mid-May, the 2005 'Click-it or Ticket' campaign targeted Men 18-34 statewide through four advertising mediums: television, radio, print and outdoor boards.

Your two-week flight aired from May 16th through 29th, generating tremendous impact through a multi-media mix of 7,318 total advertisements reaching audiences statewide.

Advertising Volume

| <u>Media</u> | <u>Paid</u> | <u>Non-Paid</u> |
|----------------|-------------|-----------------|
| TV | 1,572 | 1,212 |
| Radio | 3,084 | 1,318 |
| Print | 10 | 2 |
| <u>Outdoor</u> | <u>69</u> | <u>51</u> |
| Total | 4,735 | 2,583 |

Nearly three-hundred thousand dollars drove the 'Click-it or Ticket' message home to your target audience.

Budget Allocation

| | | |
|-----------------|------------------|-----------|
| TV: | \$130,108 | 44% |
| Radio: | \$126,343 | 43% |
| Print: | \$ 15,327 | 5% |
| <u>Outdoor:</u> | <u>\$ 24,220</u> | <u>8%</u> |
| Total: | \$ 295,998 | 100% |

Every budget dollar was stretched through significant added-value negotiated into the buy. Your campaign delivered an average of \$1.55 in media value for every \$1.00 invested.

More importantly, your campaign provided the opportunity to save lives through a comprehensive campaign that efficiently and effectively leveraged the power of multi-media advertising to compel audiences to 'Click-it or Ticket'.

Campaign Overview

Parameters:

Budget: \$295,998
Timeline: May 16-29
Area: Statewide emphasizing media impact in the population centers of:
OKC DMA, Tulsa DMA, Lawton, Ada, Ardmore, Durant, &
Miami.

Target Audience:

Primary: Men 18-34
Secondary: Adults 25-54

Media Calendar:

TV: May 16-29, 2005
Radio: May 16-29, 2005
Outdoor: May 16-29, 2005
Print: May 16-29, 2005

Media Allocation:

| | | |
|----------|------------------|-----------|
| TV: | \$130,108 | 44% |
| Radio: | \$126,343 | 43% |
| Print: | \$ 15,327 | 5% |
| Outdoor: | <u>\$ 24,220</u> | <u>8%</u> |
| Total: | \$ 295,998 | 100% |

Campaign ASSESSMENT

Television

Network and cable television advertising provided outstanding efficiencies in targeting Men 18-34.

6 broadcast networks and 14 cable networks carried the Click-it or Ticket message across the state.

Schedules consisted of the most popular programming that provided the greatest value for every media dollar.

Television Networks employed:

| | |
|-----------|---------------|
| ABC | ESPN |
| CBS | Fox Sports SW |
| NBC | FX |
| Fox | HISTORY |
| UPN | NICKELODEON |
| WB | SCI-FI |
| BET | SPIKE TV |
| CARTOON | TLC |
| COMEDY | TNT |
| DISCOVERY | USA |

Measured Media

| TELEVISION | # of Spots | M18-34 GIMP | A25-54 GIMP |
|-----------------|------------|------------------|------------------|
| Paid | 394 | 2,713,334 | 6,761,389 |
| Unpaid | 32 | 217,067 | 540,911 |
| TOTAL TV | 426 | 2,930,401 | 7,302,300 |

Non-Measured Media

| TELEVISION | # of Spots | M18-34 GIMP | A25-54 GIMP |
|--------------|--------------|-------------|-------------|
| Paid | 1,178 | N/A | N/A |
| Unpaid | 1,180 | N/A | N/A |
| TOTAL | 2,358 | N/A | N/A |

Radio

Tulsa and Oklahoma City comprised the bulk of the budget allocation with additional support in Ada, Ardmore and Lawton.

15 stations were utilized in OKC, 13 stations in Tulsa, 3 stations in Ada, 4 stations in Ardmore, and 7 stations in Lawton.

Traffic sponsorships were negotiated into the buy, at no-charge to the OHSO, enhancing the radio schedules in the Tulsa and Oklahoma City metro areas.

The Oklahoma News Network (ONN) was employed to reach every corner of the state through 43 stations.

Measured Media

| RADIO | # of Spots | M18-34 GIMP | A25-54 GIMP |
|--------------------|-------------------|--------------------|--------------------|
| Paid | 2,282 | 2,321,800 | 8,295,000 |
| Unpaid | 678 | 696,540 | 2,488,500 |
| TOTAL RADIO | 2,960 | 3,018,340 | 10,783,500 |

Measured Media (Statewide Radio-ONN)

| RADIO (ONN) | # of Spots | M 18-34 GIMP | A12+ GIMP |
|--------------------|-------------------|---------------------|------------------|
| Paid | 130 | N/A | 2,717,000 |
| Unpaid | 0 | N/A | 0 |
| TOTAL RADIO | 130 | N/A | 2,717,000 |

Non-Measured Media

| RADIO | # of Spots | M18-34 GIMP | A25-54 GIMP |
|--------------|-------------------|--------------------|--------------------|
| Paid | 672 | N/A | N/A |
| Unpaid | 640 | N/A | N/A |
| TOTAL | 1,312 | N/A | N/A |

Outdoor

Much like radio advertising, outdoor billboard advertising enhanced our ability to reach the public at the exact moment when they could take advantage of the message and act on it. Additionally, this medium reaches segments of the population not accessible through other mediums.

Outdoor advertising provided coverage in high traffic areas across the state through 30-Sheet posters and bus shelters.

59 paid posters and 41 non-paid posters provided statewide coverage in both metro and non-metro population centers.

10 paid and 10 non-paid bus shelters provided coverage in the OKC and Tulsa markets.

30-Sheet Posters

| 30-Sheet Posters | # of units | Gimp* |
|------------------|------------|------------------|
| Paid | 43 | 7,163,800 |
| Unpaid | 8 | 1,332,800 |
| TOTAL | 51 | 8,496,600 |

Bus Shelters

| Bus Shelters | # of Units | Gimp* |
|--------------|------------|------------------|
| Paid | 10 | 3,752,200 |
| Unpaid | 10 | 3,304,000 |
| TOTAL | 20 | 7,056,200 |

*Gimp: Gross Impressions of adults age 18+

Print

Print was targeted specifically to your primary demographic. Ads were strategically placed in the 'Scene' sections featuring popular night spots, clubs, concerts, and other social activities favored by your target audience.

Newspaper

| Newspaper | # of Ads | Gimp* |
|---------------|----------|----------------|
| Paid | 6 | 736,000 |
| <u>Unpaid</u> | <u>2</u> | <u>44,000</u> |
| TOTAL | 8 | 780,000 |

*Gimp: Gross Impressions of adults age 18+



FY 05 Section 157 Innovative Final Report

December 2005

*Oklahoma Highway Safety Office
3223 N. Lincoln Blvd.
Oklahoma City, OK 73105
(405) 523-1574*

Noteworthy Accomplishments

Seat belt use in Oklahoma is at a record high 83.1% (Summer 2005 statewide survey). Through a combined effort of enforcement and education, the motoring public is not only hearing the Click It or Ticket message they are also heeding it. Just eight years ago, belt use in the State was 47.4%, and had remained stagnant for several years.

Oklahoma had a total of 105 different law enforcement agencies participate in the May mobilization, plus the Oklahoma Highway Patrol, which consists of 13 field troops and 9 turnpike troops. Enforcement was statewide, as was the media message.

The Oklahoma Highway Safety Office (OHSO) once again joined with the Oklahoma State Department of Health (OSDH), and Indian Health Services to kickoff the mobilization. A new partner, the Oklahoma Safe Kids Coalition also participated in the kickoff. The day's activities began with a breakfast and press conference focusing on the mobilization, Injury Prevention Month, and National Safe Kids Week. Oklahoma's First Lady, Kim Henry (*above left*) was a featured speaker, and all those attending spoke of the need to wear safety belts and use child restraints.

After breakfast, "Safety Day at the Capitol" (*right*) began with informational booths set up in the capitol rotunda to allow legislators to visit. Special guests of the Capitol event included a family whose child had been saved by a child safety seat provided to them through an OSDH program funded by the OHSO.

Also of significance, the FY05 "You Drink. You Drive. You Lose." Mobilization solidly addressed Oklahoma's drinking and driving problem.

Oklahoma had a total of 54 different law enforcement agencies/units participate in the August-September mobilization. Enforcement was statewide, as was the earned media message.

Significant Problems Encountered or Anticipated

None. No Section 157 Innovative funds remained for the fall alcohol mobilization.

May Mobilization Enforcement Activities Summary

Sub-grants Awarded to Law Enforcement Agencies:

| | AGENCY | # OF OFFICERS | AMOUNT ALLOWED \$ | AMOUNT SPENT \$ |
|---------------|---------------------|---------------|-------------------|-----------------|
| 1 | Ardmore PD | 57 | 4,000 | 1,842.53 |
| 2 | Chickasha PD | 31 | 2,000 | 1,836.25 |
| 3 | Cleveland County SO | 50 | 2,000 | 2,000.00 |
| 4 | Fort Gibson PD | 12 | 2,500 | 2,145.92 |
| 5 | Grove PD | 19 | 3,000 | 2,304.72 |
| 6 | McClain County SO | 6 | 3,000 | 3,000.00 |
| 7 | Miami PD | 31 | 3,500 | 3,472.51 |
| 8 | Muskogee County SO | 30 | 8,000 | 8,000.00 |
| 9 | Newcastle PD | 10 | 3,500 | 2,418.66 |
| 10 | Noble PD | 11 | 2,500 | 1,610.46 |
| 11 | Pontotoc County SO | 12 | 2,500 | 1,350.00 |
| 12 | Pryor PD | 21 | 5,000 | 4,064.25 |
| 13 | Tecumseh PD | 10 | 1,500 | 1,285.99 |
| 14 | Tuttle PD | 10 | 5,000 | 2,722.21 |
| TOTALS | | | 48,000 | 38,053.50 |

Enforcement activities of mini-grant recipients included: overtime saturation patrols, checkpoints, and intersection patrols. All agencies also conducted some type of media outreach in their areas.

Mobilizations Conducted:

A statewide enforcement mobilization was conducted from May 23, 2005 to June 5, 2005. The OHSO mailed out bounceback participation pamphlets to all law enforcement agencies in the State. Agencies that participated in the mobilization, and also reported their activities at the end of the period were entered to receive one of five \$3,000 incentive awards. Those receiving the award were: Chickasha Police Department, Choctaw Police Department, Moore Police Department, Nicoma Park Police Department, and the Sand Springs Police Department. All agencies signing up to participate are listed below; however, only those reporting back have activity numbers listed below.

| AGENCY | SEAT BELT HOURS | SEAT BELT CITATIONS | CHILD PASSENGER SAFETY CITATIONS |
|-----------------------------------|------------------------|----------------------------|-----------------------------------------|
| Absentee Shawnee Tribal Police | 5 | 4 | 1 |
| Alfalfa County Sheriff's Office | | | |
| Altus Police Department | 25 | 24 | 7 |
| Ardmore Police Department | | | |
| Beaver Co. Sheriff's Office | 9 | 18 | 2 |
| Bethany Police Department | 88 | 197 | 12 |
| Bixby Police Department | 127 | 60 | 1 |
| Blair Police Department | | | |
| Boley Police Department | 48 | 10 | 0 |
| Braggs Police Department | | | |
| Broken Arrow Police Department | 500 | 410 | 11 |
| Broken Bow Police Department | | | |
| Calvin Police Department | | | |
| Carter Co. Sheriff's Office | | | |
| Catoosa Police Department | | | |
| Chelsea Police Department | | | |
| Cherokee Nation Police Department | | | |
| Cherokee Police Department | | | |
| Chickasha Police Department | 67 | 179 | 0 |
| Choctaw Police Department | 22 | 42 | 0 |
| Claremore Police Department | | | |
| Cleveland Co. Sheriff's Office | | | |
| Cleveland Police Department | | | |
| Colbert Police Department | | | |
| Commerce Police Department | 46 | 19 | 0 |
| Coweta Police Department | | | |
| Cromwell Police Department | 72 | 15 | 0 |
| Davis Police Department | | | |
| Del City Police Department | 8 | 3 | 0 |
| Disney Police Department | | | |
| Duncan Police Department | 80 | 72 | 0 |
| Durant Police Department | 112 | 127 | 9 |
| Edmond Police Department | 57 | 417 | 4 |
| El Reno Police Department | | | |
| Enid Police Department | 68 | 212 | 0 |
| Garfield Co. Sheriff's Office | | | |
| Geronimo Police Department | | | |
| Grady Co. Sheriff's Office | | | |
| Grove Police Department | | | |
| Guthrie Police Department | 11 | 43 | 3 |
| Henryetta Police Department | Unk. | 110 | 41 |
| Hollis Police Department | 126 | 13 | 0 |
| Jenks Police Department | 0 | 2 | 0 |
| Lawton Police Department | | | |
| Lindsay Police Department | | | |
| Longdale Police Department | | | |
| Luther Police Department | | | |
| Marble City Police Department | | | |
| Marlow Police Department | 195 | 88 | 3 |

| | | | |
|-------------------------------------|------|------|-----|
| Maud Police Department | | | |
| McAlester Police Department | 83 | 297 | 5 |
| McClain Co. Sheriff's Office | 152 | 120 | 0 |
| Meeker Police Department | | | |
| Miami BIA – LES | | | |
| Miami Police Department | 162 | 226 | 9 |
| Midwest City Police Department | 121 | 238 | 0 |
| Moore Police Department | 127 | 312 | 0 |
| Muldrow Police Department | | | |
| Muskogee Co. Sheriff's Office | | | |
| Newcastle Police Department | 62 | 125 | 0 |
| Nicoma Park Police Department | 25 | 22 | 1 |
| Noble Police Department | 80 | 106 | 0 |
| Norman Police Department | 179 | 711 | 14 |
| North Miami Police Department | 40 | 20 | 1 |
| Oilton Police Department | | | |
| Okay Police Department | | | |
| Oklahoma City Police Department | 0 | 79 | 7 |
| Oklahoma Co. Sheriff's Office | 280 | 127 | 9 |
| Oklahoma Highway Patrol | 4687 | 9336 | 245 |
| Osage Co. Sheriff's Office | 70 | 17 | 1 |
| OU Health Science Center P.D. | Unk. | 106 | 9 |
| OU Police Department | Unk. | 34 | 0 |
| Owasso Police Department | | | |
| Pauls Valley Police Department | 54 | 129 | 3 |
| Pawnee Police Department | | | |
| Perkins Police Department | | | |
| Picher Police Department | 20 | 22 | 1 |
| Piedmont Police Department | | | |
| Ponca City Police Department | 91 | 115 | 0 |
| Pontotoc Co. Sheriff's Office | | | |
| Prague Police Department | | | |
| Pryor Police Department | 183 | 373 | 40 |
| Purcell Police Department | 0 | 1 | 1 |
| Ringling Police Department | 4 | 5 | 2 |
| Sand Springs Police Department | 32 | 91 | 5 |
| Sapulpa Police Department | 67 | 58 | 3 |
| Shawnee Police Department | 28 | 71 | 16 |
| South Coffeyville Police Department | | | |
| Spavinaw Police Department | | | |
| Stillwater Police Department | 35 | 101 | 1 |
| Stonewall Police Department | 3 | 3 | 0 |
| Tahlequah Police Department | 47 | 31 | 2 |
| Tecumseh Police Department | 112 | 317 | 6 |
| Texhoma Police Department | | | |
| Thackerville Police Department | | | |
| Tulsa Police Department | 10 | 138 | 1 |
| Tuttle Police Department | 104 | 99 | 0 |
| Tyrone Police Department | | | |
| Union City Police Department | 20 | 8 | 1 |
| Village Police Department | | | |
| Vinita Police Department | | | |

| | | | |
|------------------------------|--------------|---------------|------------|
| Warr Acres Police Department | 5 | 12 | 2 |
| Wayne Police Department | 11 | 4 | 6 |
| Wewoka Police Department | | | |
| Yukon Police Department | 22 | 275 | 10 |
| TOTALS | 8,582 | 15,794 | 495 |

Training Delivered to Law Enforcement Personnel:

No 157 Innovative funds were used to train law enforcement personnel.

Public information and education/earned media activities:

| | |
|--------------------------------------------|------------|
| Press conferences held this mobilization | 35 |
| TV news stories aired this mobilization | 33 |
| Radio news stories aired this mobilization | 22 |
| Print news stories run this mobilization | 72 |
| TOTAL | 162 |

The above listed media activities were conducted by law enforcement agencies throughout Oklahoma, as reported on their bounceback forms.

Other Activities Summary

The only activities paid for with 157 Innovative funds were the enforcement activities outlined above, and the May mobilization kickoff breakfast and media campaign.

An in-depth media analysis is provided in the Annual Report.

Purchases and Expenditures:

| Total FY '05 157 Innovative Funds | | |
|------------------------------------------|-------------------|-------------------|
| | Allocated \$ | Expended \$ |
| Oklahoma Highway Patrol | 152,000.00 | 152,000.00.00 |
| Mobilization Mini-Grants | 48,000.00 | 38,053.50 |
| Brothers & Co. - Media | 545,000.00 | 545,000.00 |
| TOTALS | 745,000.00 | 735,053.50 |

August Mobilization Enforcement Activities Summary:

Mobilization Enforcement Conducted:

A statewide enforcement mobilization was conducted from August 19 through September 5, 2005. The OHSO mailed out bounceback participation pamphlets to all law enforcement agencies in the State. Agencies that participated in the mobilization, and also reported their activities at the end of the period were eligible to receive one of five \$3,000 incentive awards. \$15,000.00 was allocated to fund this incentive program; however no Section 157 Innovative funds were available or used.

| Law Enforcement Agencies | Total in State | Participating During Month | Reporting This Month |
|----------------------------------------------|-----------------------|-----------------------------------|-----------------------------|
| State Police / Patrol Districts* | 13 | 13 | 13 |
| County Sheriffs / Police | 77 | 2 | 1 |
| City / Town Police | 351 | 36 | 21 |
| Other (Specify in space below) Campus Police | 44 | 3 | 2 |
| Totals: | 485 | 54 | 37 |

*In some States, these are called Barracks, Troops, Zones, or other terms.

Approximate total officer-hours worked by all reporting agencies during the month Specifically on DWI enforcement 4183
 Specifically on Belt enforcement 3776
 Combined DWI / Belt enforcement 8059

Approximate percentage of the total hours worked as overtime: 48.4 %

Approximate percentage of the total hours worked at checkpoints: 6.1 %

Briefly describe the specific DWI and/or Safety Belt enforcement operations, other than checkpoints, worked this month: Saturation patrols and intersection patrols.

Approximate total numbers of enforcement actions taken this month (if the total number for some category is unknown, please mark it "UNK"):

| DWI Arrests | Safety Belt Citations | Child Safety Citations | Felony Arrests | Stolen Vehicles Recovered | Fugitives Apprehended |
|-------------|------------------------------|-------------------------------|-----------------------|----------------------------------|-----------------------|
| 299 | 10,562 | 230 | 90 | 171 | 224 |

| Suspended Revoked Licenses | Uninsured Motorists | Speeding | Reckless Driving | Drug Arrests | Other (specify) |
|----------------------------|---------------------|----------|------------------|--------------|-----------------|
| 443 | 1105 | 3795 | 34 | 223 | 3893 |

Public information and education/earned media activities:

Paid Media

Approximate funds spent on paid media this month: None.

Approximate numbers of paid advertisements broadcast this month:

TV: 0 Radio: 0

Earned Media

| | |
|-------------------------------------|----|
| Press conferences held this month | 6 |
| TV news stories aired this month | 12 |
| Radio news stories aired this month | 10 |
| Print news stories run this month | 16 |

The above listed media activities were conducted by law enforcement agencies throughout Oklahoma, as reported on their bounceback forms.

Milestones Expected for Next Quarter

All 157 Innovative funds have been allocated and activities concluded.

[X:\X-Annual Report\Distribution List.doc](#)