September 2019

Highway Safety Plan
FY 2020
Oklahoma

Highway Safety Plan

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

S. 405(b) Occupant Protection: **Yes**

S. 405(e) Distracted Driving: **Yes**

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

S. 405(f) Motorcyclist Safety Grants: **Yes**

S. 405(d) Impaired Driving Countermeasures: **Yes**

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

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

S. 405(h) Nonmotorized Safety: **No**

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

S. 1906 Racial Profiling Data Collection: **Yes**

Highway safety planning process

4Data Sources and Processes

Oklahoma Demographics

Based on the latest data from the U.S. Census Bureau, Oklahoma ranks 28th in total population with 3,923,561 persons residing in 77 counties. Some 65% of the State's population is urban and 35% is rural. From 2010 to 2015, Oklahoma's growth rate was 4.3%. Thirty-five of the Indian tribes currently living in Oklahoma are headquartered in the state. Racial categories estimates from 2014 show the following counts for Oklahoma: White alone-75.1%, American Indian/Alaska native alone-8.6%, Black/African American alone-7.7%, Asian alone-2.1%, Native Hawaiian/Pacific Islander only-0.2%. The Hispanic or Latino Origin population increased by 85.2% from 1990 to 2010. The median age is 37.7 years. Oklahoma ranks 20th in size with a land area of 68,898 square miles. *(Source: U.S. Census Bureau)*

Cities in 2017 having an estimated population of 30,000 or more included:

Oklahoma City……643,648
Tulsa……401,800
Norman……...122,843
Broken Arrow……..…108,303
Lawton……..…93,714
Edmond ……...91,950
Moore……...61,523
Midwest City……57,308
Enid……..50,122
Stillwater……..…49,829
Muskogee……37,858
Bartlesville……...…...36,389
Owasso……36,215
Shawnee……...…..31,232

Oklahoma's roadway system of 112,865 total public miles includes: 637 miles of Interstate (non-toll road); 601 miles of toll roads (including Interstate); 19,410 miles of Federally maintained highways; 12,262 miles of State maintained roadways; 61,771 miles of rural local roads; 262 miles of State Park roads; and 16,375 miles of municipal local roads. *(Source: Oklahoma Department of Transportation. Planning Division, Current Planning Branch)*

Based on information from the Oklahoma Tax Commission there are 4,328,193 registered vehicles in Oklahoma, including 3,197,402 automobiles and 133,640 motorcycles. *(Source: Annual Vehicle Registration Report. July 1, 2016 - June 30, 2017, Oklahoma Tax Commission, Motor Vehicle Division)*

Based on 2017 data from the Oklahoma Department of Public Safety there are 2,658,147 licensed drivers in the state. *(Source: Oklahoma Department of Public Safety, Driver License Services Division)*

Collaborations are at the heart of OHSO's mission. The leadership in Oklahoma's highway safety community recognizes that, standing alone, OHSO's significant efforts will have little impact on improving the safety of Oklahoma's roadways. The concerns of OHSO's highway safety partners are heard and discussed at conferences, workshops and meetings throughout the year. During special emphasis periods, surveys may be sent to appropriate agencies to determine priorities for the coming year. OHSO also considers the results of "rate-the-state" reviews by national organizations such as the Centers for Disease Control and others. The OHSO makes collaboration with partner agencies a top priority by utilizing many of the following participants and data sources.

The Oklahoma Highway Safety Office (OHSO) provides leadership and coordination for Oklahoma's traffic safety efforts statewide. The OHSO continues to create new partnerships while maintaining support and cooperation with current partners. In this process the OHSO is supported by a variety of traffic safety advocates.

The OHSO's planning process is a circle with no beginning and no end, and OHSO staff members are at the core of this ongoing process. At any particular point in time, OHSO personnel may be working on data and information from the previous two years, the current year and the next two years. This multi-faceted involvement allows comprehensive understanding of past and current performance and enhances the ability to establish effective and productive targets for future years.

Planning Calendar

OHSO's planning process is fluid and requires administrative flexibility. The OHSO attempts to address statistically identified problems using proven countermeasures as outlined in the NHTSA publication *Countermeasures That Work*, while simultaneously seeking out innovative solutions and new partners.

September: Host annual Stakeholder's Meeting to discuss status of the upcoming year plan and obtain input for future years plans. This time frame is subject to adjustment.

October: Host Project Directors Training Workshop to implement current year grant agreements and contracts and solicit input on future performance measures.

November: Draft prior year Annual Report.

December: Submit prior year Annual Report. Establish preliminary state goals and post for next year's proposal reference; Post current state goals for traffic safety on website for proposal consideration.

December-January: Open solicitation period for OHSO highway safety proposals; Data analyst prepares Problem Identification for next Fiscal Year planning process.

February: Solicitation period closes and preliminary review of proposals submitted for consideration begins.

March-April: Host annual statewide workshop to discuss issues and future priorities with partners. Set initial performance goals, objectives, and benchmarks. Complete Problem Identification.

May: Host statewide traffic safety forum and elicit comments for consideration in planning of upcoming fiscal year; Notify applicants of proposal selection or non-selection and conduct direct negotiation with selected projects.

May-June: Finalize State goals, develop grant agreements; draft the Highway Safety Plan for the upcoming fiscal year.

June: Submit HSP for upcoming fiscal year.

Processes Participants

Participants

Our current list of partners and advocates includes state agencies; state, county and municipal law enforcement agencies; faith-based and diversity groups; health care and safety advocates; colleges and universities; Federal agencies; councils of governments; safety advocacy groups; and minority concern groups, including:

1. AAA of Oklahoma
2. Alcoholic Beverage Laws Enforcement Commission (ABLE)
3. Association of Central Oklahoma Governments (ACOG)
4. Association of Ignition Interlock Program Administrators
5. Bureau of Indian Affairs (BIA)
6. Board of Tests for Alcohol and Drug Influence
7. Department of Corrections
8. Drive Aware Oklahoma
9. Energize for Safety Coalition
10. Federal Highway Administration
11. Federal Motor Carrier Safety Administration
12. Governor's Impaired Driving Prevention Advisory Council (GIDPAC)
13. Green Country Safe Communities
14. Indian Nations Council of Governments (INCOG)
15. Metro Area Traffic Safety Coalition (Oklahoma City area)
16. NHTSA Region 6

17. North Central Oklahoma Traffic Safety Coalition
18. Oklahoma Advisory Committee for Motorcycle Safety and Education
19. Oklahoma Bar Association
20. Oklahoma Bureau of Narcotics
21. Oklahoma Department of Mental Health and Substance Abuse Services
22. Oklahoma Department of Public Safety
23. Oklahoma Department of Transportation
24. Oklahoma District Attorney's Council
25. Oklahoma Governor's Office
26. Oklahoma Highway Patrol
27. Oklahoma Injury Prevention Advisory Committee
28. Oklahoma Long Range Transportation Plan Committee
29. Oklahoma Prevention Leadership Collaborative
30. Oklahoma Safety Council
31. Oklahoma State Department of Health
32. Oklahoma State Legislature
33. Oklahoma State University
34. Oklahoma Supreme Court
35. Oklahoma Traffic Records Council
36. Safe Communities of Northeast Oklahoma (Tulsa area)
37. Safe Kids Oklahoma, Inc.
38. Safe Kids Oklahoma City Metro
39. Southeast Oklahoma Traffic Safety Coalition
40. Southern Plains Tribal Technical Assistance Program (TTAP)
41. University of Central Oklahoma
42. University of Oklahoma

OHSO has cultivated excellent working relationships with most of Oklahoma's established law enforcement agencies since being legislatively created in 1967. In order to conduct effective traffic enforcement programs, we believe these agencies must be governed by an internal set of

operational policies. Such policies would include the regulation of seat belt use, equipment purchasing, maintenance and tracking. In addition, we actively encourage our law enforcement partners to regulate police pursuits by adopting policies similar to that developed by the International Association of Chiefs of Police.

OHSO also collaborates on a regular basis with the Oklahoma Department of Transportation, Oklahoma State Department of Health, Oklahoma Department of Mental Health and Substance Abuse Services, and Oklahoma Alcohol Beverage Law Enforcement Commission. Various OHSO staff members attend local safety fairs to provide services for which they are specially trained, such as child passenger safety technician services, and AAA Car-Fit services.

Together, these collaborations build and strengthen the traffic safety network in Oklahoma and multiply the effectiveness of each of the partners in the area of traffic safety.

Collaborations

Impaired Driving Collaborations

GOVERNOR'S IMPAIRED DRIVING PREVENTION ADVISORY COUNCIL (GIDPAC)

In November of 2012, the OHSO requested and received a technical assessment of Oklahoma's impaired driving program from the National Highway Traffic Safety Administration (NHTSA). Among the 66 recommendations were two priority recommendations that encouraged the State to pass and implement the proposed legislation establishing a State impaired driving task force and one priority recommendation to engage the Governor in high-profile activities and leadership events in support of the impaired driving program. The task force was designated as the Governor's Impaired Driving Prevention Advisory Council (GIDPAC). On February 5, 2013, Executive Order 2013-03 was signed by Gov. Mary Fallin, thus officially creating the GIDPAC. This Executive Order was reissued on March 13, 2015. This task force was charged with evaluating and making recommendations concerning ways to address impaired driving issues, to share information, explore options and close potential loopholes in the circle of impaired driving legislation, enforcement, prosecution, adjudication and treatment. The OHSO collaborated with partner agencies on the creation of the task force and membership solicited from a number of entities.

Governor Kevin Stitt was sworn in as Governor effective January 1, 2019 and as of this date GIDPAC has not been reauthorized. In lieu of such, the duties of the committee were transferred to the Commissioner of Public Safety and the committee reauthorized as the *ENDUI Oklahoma Advisory Committee* with the duties, guidelines and membership listed in the order creating the committee dated June 17, 2019.

Occupant Protection Collaborations

Unrestrained passenger vehicle occupant fatalities have decreased in Oklahoma significantly over the past few years, from 258 in 2014 to 200 in 2018 (based on preliminary 2018 data). The observed statewide seat belt use rate reported in the 2018 survey was 85.6% which is a decrease from the all-time of 86.9% observed in 2017. Program assessments done on the occupant

protection programs in Oklahoma have repeatedly noted that the lack of a law requiring belt use in all seating positions as well as the low fine for the offense are contributing factors to a seat belt use rate that remains considerably below the national use rate of 89.7% reported in the 2018 NOPUS survey.

In addition to our regular law enforcement partners, partnerships created or expanded on occupant protection issues include:

43. Bethany Children's Hospital
44. Children's Center Rehabilitation Hospital
45. Children's Hospital at OU Medical Center
46. Oklahoma Dept. of Human Services-Child Care Licensing Division
47. Safe Kids Oklahoma, Inc. (Bethany Children's Hospital)
48. Safe Kids Oklahoma City Metro
49. Safe Kids Tulsa Area (St. Francis Hospital)
50. State Farm Insurance
51. United Way of Oklahoma

The Oklahoma Child Restraint Law was amended effective November 1, 2015, to require that children under the age of 8 years and less than 4'9" tall must be properly restrained in a car seat or booster seat and a child under the age of 2 must be in a rear facing seat unless exceeding height/weight limits of the seat. Oklahoma's recertification rate for CPS technicians was 57.7% in calendar year 2016, compared to the national average of 56.2%. The 2018 Oklahoma Statewide Child Restraint Survey reported the state child seat use rate was 91.1%, compared to 91.8% in the 2017 survey. However, according to Safe Kids Worldwide studies, a vast majority of parents or caregivers still continue to struggle with proper installation and use of car seats.

Discussions were conducted with OHSO personnel, partners and grantees for input into efforts that could potentially assist the state in increasing seat belt compliance rates. The OHSO also consulted with representatives of the Bureau of Indian Affairs, Southern Plains Tribal Technical Assistance Program, Tribal Chiefs of Police, the University of Central Oklahoma, Safe Kids Coalition, the Center for Disease Control, state and local law enforcement and state injury prevention specialists. Efforts to increase compliance rates will focus on effective countermeasures, including enforcement of current occupant protection laws, media, education, training, and outreach to target groups including unrestrained nighttime drivers and Native Americans.

The OHSO hosted a NHTSA Occupant Protection Assessment in April of 2017. While the recommendations from this assessment are still under review, it is likely that OHSO will strive to implement as many of the several recommendations as possible to improve our occupant protection efforts and decrease the number of unrestrained fatalities.

Motorcycle Safety Education Collaborations

With the continuing increase of motorcycle registrations in Oklahoma, the need for motorcycle safety classes continues to grow. Although the number of safety training courses in the state has increased in recent years, there continues to be an insufficient number of MSF-approved classes to train the individuals who have expressed an interest in participating. OHSO will continue to actively support these programs with the goal that every rider should have the opportunity for training.

The Oklahoma Advisory Committee for Motorcycle Safety and Education is a statutory committee comprised of representatives from various groups, including: private sector rider education schools, licensed safety course operators, Oklahoma Insurance Department, certified instructors and OHSO. There are seven voting members on the committee, six of whom are appointed by the Commissioner of Public Safety and one of whom is appointed by the State Insurance Commissioner.

The motorcycle safety committee meets on a monthly basis to discuss and address issues affecting motorcycle safety. The committee also reviews all motorcycle-related grant applications received by the OHSO for the ensuing project year and makes recommendations to the OHSO as to applicability, relevance and funding.

Partnerships created or expanded on motorcycle safety issues and training include:

52. ABATE Charitable Services
53. Broken Arrow PD
54. Department of Public Safety Driver License Division
55. Edmond PD
56. Great Plains Technology Center
57. OSU-OKC
58. Southern Oklahoma Technology Center
59. Southwest Technology Center
60. Tulsa PD
61. Western Technology Center

Corridor Projects

The Oklahoma Highway Safety Corridor Project program is a cooperative effort involving the OHSO, DPS, OHP, ODOT, and various local governmental agencies. It is designed to address specific traffic safety issues in areas that reflect a pattern of crashes based upon both a short-term and long-term review of crash data. This collaborative effort was re-evaluated in 2016 and a new approach designed to make better use of data analysis and personnel, focusing on more intensive

"short-term" enforcement periods in identified locations utilizing a number of additional resources with an immediate evaluation of the results to follow. In April of 2019 in coordination with the *Energize for Safety Coalition* a new safety corridor was established in Kingfisher County to combat the increasing number of crashes occurring there, especially related to areas of increased oil drilling activity.

Annual OHSO Stakeholders Meeting

The OHSO hosts an annual planning meeting of various partner organizations, including senior representatives of OHSO, FHWA, FMCSA, Safe Kids Oklahoma, AAA Oklahoma, ODOT, Oklahoma Association of Chiefs of Police, and others. This group reviews the current Highway Safety Plan, discusses highway safety issues and solutions, legislation, and any subject related to highway safety for the current as well as future years.

OHSO Staff Planning Sessions

After the annual OHSO Problem Identification for the upcoming fiscal year is completed in January, the OHSO conducts strategic planning sessions with the OHSO staff (full staff: Director, Chief of Plans, Chief of Programs, Chief of Resources, OHSO Program Managers, Data Analyst, and resource and administrative staff personnel) to identify goals and performance measures for the upcoming Highway Safety Plan. While regular staff meetings are held monthly and often times involve discussion on past, current and future safety initiatives, the OHSO also conducts specific planning sessions which build on: (1) previous strategic planning sessions held during the current or preceding year(s) affecting the upcoming OHSO Strategic Plan; (2) problem identification based on data analysis provided by the various data sources listed above; (3) data trends as identified in the Oklahoma Crash Facts Book or other sources; and (4) Results from the statewide seat belt survey and attitude survey. These data sources are used to determination next years' performance measure targets, which are based on a 5 year moving average. The OHSO staff also considers potential funding sources which can be utilized in meeting these targets.

Solicitation and Review of Grant Proposals

The Oklahoma Highway Safety Office staff members meet several times during the selection process, normally occurring from February 1 through March 31, to discuss and score applications. Evaluation criteria include such elements as: state and local problem identification, project goals and objectives, project description, evaluation, performance measures, proposed evidence-based strategies, cost assumption, and budget details. Past performance and achievement of project targets and milestones are strongly considered in the selection process. Additionally, the application is reviewed to determine if the project is innovative, if there is a local match, if there is active community involvement, etc. We do not rely solely on unsolicited grant applications, but use a proactive process of identifying areas of the state where traffic safety problems exist, such as low seat belt use rates, high alcohol-use crash involvement or higher-than-average collision rates, and areas which could benefit from additional enforcement, education or awareness programs. Potential partner organizations in these areas are solicited to

partner with OHSO to design programs to address specific causal factors contributing to the identified problem.

Annual Traffic Safety Forum

The OHSO annually hosts the OHSO Traffic Safety Forum to provide updated and pertinent information to, as well as solicit input from, our various partners and interested individuals/groups throughout the state. This forum provides an opportunity for the attendees to hear experts in various fields of traffic safety, including general plenary sessions as well as a number of breakout sessions on specific traffic safety topics. In some years, a main topical emphasis may be identified. After the conclusion of the 2-day event, each participant is asked to submit an evaluation, including recommendations for consideration in formulation of the State Highway Safety Plan as well as topics for future forums.

Oklahoma Traffic Records Council (TRCC)

Another component of the planning process is the OHSO's active membership in the Oklahoma Traffic Records Council, an organization which is vital to coordinated traffic safety-related discussions and improvement efforts. Participants include State agencies such as the Oklahoma Department of Transportation, Oklahoma Department of Public Safety, Oklahoma Tax Commission and the Oklahoma State Department of Health. Other organizations, including the Oklahoma City and Tulsa Police Departments, Federal Highway Administration, and the Federal Motor Carrier Safety Administration are also represented. The Traffic Records Council provides a diverse and important opportunity for communication, information sharing and planning efforts directly related to improving traffic records collection and reporting in the state.

Boards and Committees

Various OHSO staff members hold official positions on numerous boards, committees, and groups related to traffic safety. The committees on which OHSO staff members serve include the following:

62. Drive Aware Oklahoma
63. Governor's Impaired Driving Prevention Advisory Council (GIDPAC)
64. Governor's Highway Safety Association
65. National Association of Women Highway Safety Leaders
66. Oklahoma Advisory Committee for Motorcycle Safety and Education
67. Oklahoma Injury Prevention Advisory Committee
68. Oklahoma Long Range Transportation Plan Committee
69. Oklahoma Prevention Leadership Collaborative
70. Oklahoma Statewide Collision Reduction Goals Planning Committee

71. Oklahoma Traffic Records Council

72. Oklahoma Underage Drinking Prevention Committee

73. Safe Kids Oklahoma City Metro

74. Statewide Bicycle and Pedestrian Advisory Committee

Description of Highway Safety Problems

Statistical Analysis in setting program priorities

A comprehensive and detailed review of all available traffic safety related data is an integral part of the planning process to identify and prioritize those program areas and locales where the need is greatest, whether it be on a state, county or local basis. The OHSO Data Analyst prepares comprehensive Problem Identification analyses from various data sources. Following analysis of the data, the Data Analyst provides a comparative report of present and past traffic related statistics, including a ranking of counties and cities over 5,000 in population to aid in identifying those locales which have experienced a significant number or increase in crash rates. This allows OHSO to better plan to provide programs and services in those areas where the need is greatest. The Problem Identification data are also used for internal processes, such as application evaluation and project selection. Annual goals are established using the latest FARS data (or State data in the absence of specific FARS data).

The Oklahoma Department of Public Safety maintains a database of crash records as reported by law enforcement agencies throughout Oklahoma. This database includes crashes resulting in injury, death or property damage of $500 or more. Non-traffic crashes occurring on private or public property are also included in this database, but are not used in analysis. Data elements include statistics on vehicles, roadways, crash circumstances, drivers, passengers, pedestrians, motorcyclists and bicyclists involved in these crashes.

The OHSO Data Analyst also prepares an annual Crash Facts publication analyzing collisions for the most recent and past several years of state data. This publication is made available to the public on the OHSO website Data section at ohso.ok.gov (and incorporated by reference in several sections within the Highway Safety Plan). Within the various Crash Facts documents, traffic collision data are organized into a variety of classifications, i.e. KABs (Fatalities, Incapacitating Injuries, Non-Incapacitating Injuries), Fatal (both number of fatalities and number of fatal crashes), Unsafe Speed, Alcohol/Drug-Related, Motorcyclist, Pedestrian, and Bicyclist. An in-depth analysis is done to determine primary causation, location, contributing factors, vehicle type, time of day, day of week, age, gender, etc. This information is applied to each Oklahoma county, as well as each Oklahoma city having a population of 5,000 or more. While this analysis allows for in-depth planning and program countermeasures, FARS data are the primary source used to define the state's targets in the annual Highway Safety Plan.

> *Effective April 1, 2019 the Official Oklahoma Collision Report was amended to better identify Suspected Serious Injuries compliant with the MMUCC Standards Version 5.*

Each classification of traffic collisions is analyzed in order to establish priorities for program implementation and include:

• Change in collisions, fatalities, and injuries from the previous year

• 5-year trend of collisions, fatalities, and injuries

• Actual numbers of collisions, fatalities, and injuries

• Comparison of rural versus urban collisions

• Causes of collisions

• Comparison of state, county and city fatal and injury collision rates per VMT and actual collision numbers

Data and other information are reviewed, discussed, analyzed and evaluated among the various agencies to pinpoint specific traffic safety problems. Within this process, fatal and serious injury crashes on Oklahoma's roadways are identified as primary traffic safety considerations.

OHSO recommends specific countermeasures that can be implemented to promote highway safety in an effort to reduce the incidence and severity of traffic crashes in the State. FARS data and data obtained from the Oklahoma Department of Public Safety database are compared to determine omissions and inaccuracies to improve the data quality.

Population data are derived from the latest census information collected by the U.S. Census Bureau and published by the Oklahoma Department of Commerce. Population data are evaluated each year, based on the latest census, and are considered in the development of the Problem Identification. Representatives from the National Highway Traffic Safety Administration (NHTSA) Region 6 offer the OHSO regular input for consideration, and the OHSO participates in strategic planning efforts with Regional officials.

Selection of priority program areas

After review of all the recommendations and analyses listed above, the OHSO administrative staff consolidate the recommendations, identify all available funding resources, and select those program areas and projects for inclusion in the HSP, based on identification of those areas of greatest need and available funding resources.

Problem Identification Analysis & Summary

75. Overall, the number of fatalities decreased from 687 in 2016 to 657 in 2017.

76. Both urban and rural fatalities decreased in 2017, but the overall trend for urban continues to show an increase.

77. In 2017, 54% motorcycle fatalities were unhelmeted (48 of 89).

78. In 2016 Drivers or motorcycle operators with a BAC of .08 or more were involved in 24% of the fatal crashes.

79. Pedestrian fatalities decreased slightly, from a high of 87 in 2016 to 83 in 2017. Preliminary data for 2018 indicates a continued decrease.

80. The three listed primary contributing factors in fatality and injury crashes (KAB) in Oklahoma in 2016 were: Unsafe Speed (12.9%); Failure to Yield (9.9%), and Inattention (6.6%).

81. Drug-related fatality crashes continue to rise, with 199 drug-related fatal crashes reported in 2017 (from 134 in 2016).

82. The seat belt use rate fell from 86.9% in 2017 to 85.5% in 2018.

Evidence-based Traffic Safety Enforcement Plan

The evidence-based traffic enforcement program instituted by the OHSO and its various law enforcement partners endeavors to use high-visibility enforcement practices supported by high-visibility media campaigns to decrease and/or prevent motor vehicle crashes resulting from driver error in those locations deemed at risk for such incidents. *At a minimum, the OHSO will provide for data analyses of crashes, including crash injury rates, causes and locations to identify those areas of highest risk to allow for better deployment of available resources and continual monitoring of the effective use of those resources.* The OHSO also plans evidence-based high-visibility strategies to support state and national mobilization efforts including "Click It or Ticket" and "Drive Sober or Get Pulled Over" efforts.

The major portion of traffic safety funding is used for traffic safety directed grants to local, county and state law enforcement agencies. This grants primarily pay for overtime activities by law enforcement to reduce the incidence of speeding/aggressive driving, driving under the influence of alcohol/drugs, failure to use vehicle restraints, and other types of violations which primarily contribute to crashes. Organizations eligible for enforcement grants include municipal police departments, county sheriff offices and state law enforcement agencies. All grant proposals, whether through the normal request for proposal process or elicited by the OHSO, must include a problem identification, project description based on evidence-based strategies, objectives and milestones, budget detail and evaluation criteria. OHSO has developed policies and procedures to ensure that grant funds are utilized in an efficient and effective manner in support of state goals and objectives.

Participants and Data Sources

Following the development of problem identification data, the OHSO conducts strategic planning sessions with its entire staff to identify goals and performance objectives for the upcoming Highway Safety Plan. During these sessions, OHSO staff members evaluate the most recent collision information from the Oklahoma Crash Facts Book, FARS data, Attitude and Awareness Survey, as well as the performance results from prior years and rank our problems and prioritize strategies.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures as well as Railroad/Highway Crossings collision data, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. *For the three performance measures common to the SHSP, HSP and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA) trend methodology and analysis of data using a longer past data collection period.*

Preliminary goals are distributed to our partner agencies for review and input. Strategic planning partner agencies include: ODOT, DPS, OHP, OHP Troop S, State Health Department and various others as necessary. OHSO considers numerous sources of guidance during this process, including but not limited to:

· Oklahoma's Strategic Highway Safety Plan (SHSP)

· Oklahoma's Highway Safety Improvement Program (HSIP)

· Oklahoma's Commercial Vehicle Safety Plan (CMVSP)

· Most recent NHTSA reviews (2010 OP Special Management Review, 2012 Technical Assessment of the Impaired Driving Program, 2015 Traffic Records Assessment, 2016 Occupant Protection Assessment, 2017 Management Review),

The statewide problem identification process and data used in the development of the state Highway Safety Plan have been described earlier in the Problem Identification section and include: Oklahoma Crash Facts, Motor Vehicle Crash Reports, Motor Vehicle Citation Data, Driver License Records, Motor Vehicle Registration Records, Breath or Blood Test Analysis Reports, Attitude and Awareness Survey, Occupant Protection Survey, FARS, DPS Enforcement Planner, ODOT highway mileage and crash rates, and motorcycle training statistics.

All law enforcement grants are required to implement evidence-based enforcement strategies as outlined in NHTSA Countermeasures That Work, the AASHTO Strategic Highway Safety Plan, NCHRP Report 662, Oklahoma GIDPAC Reducing Impaired Driving Traffic Crashes in Oklahoma State Plan, or other such credible research based reviews and reports. All of the projects/programs identified in the Oklahoma FY2020 Highway Safety Plan which include a traffic enforcement component together collectively constitute a data-driven traffic safety enforcement program.

Methods for Project Selection

Application Reviews and Program Manager Recommendations

During the application review process, each project application is reviewed by the OHSO Program Managers, both individually and as a group (review Round 1). During this process, a variety of factors are considered, including statistical analysis by the Data Analyst ranking the problem ID, review of local data supplied by the applicant, past performance and current trends, population density and available resources. Based upon this review, the proposals are scored separately by the Program Managers and ranked according to established criteria for review by Administrative level personnel consisting of the Director, Chief of Resources, Chief of Plans and Chief of Programs. After the initial review by the Program Managers and scoring of the proposals, the Administrative level personnel meet as a group (review Round 2) and review each proposal based on the score and recommendations from Round 1. During this round, final proposal selection is determined based on scores and recommendations from Round 1, confirmation of problem identification, and available funding and resources.

Project Selection and Development

After the Problem Identification process as described on page 18 has been completed, the OHSO staff reviews and selects projects for inclusion in the HSP for the upcoming year. Numerous applicants for traffic safety grants do, and must, use statistical problem identification to support their applications. The concerns of highway safety partners are heard and discussed at conferences, workshops and meetings. During special emphasis periods, surveys may be sent to appropriate agencies to ascertain priorities for the coming year.

The OHSO may approach potential applicants about partnering in a project, or may receive unsolicited project proposals. Applications undergo a thorough evaluation process. The process is defined in the OHSO Policy and Procedure, and includes both subjective and objective criteria. After multiple rounds of evaluation, applications are scored, and then ranked. Projects addressing areas of the state previously identified as high-risk areas through the problem identification process are given preferential consideration in the scoring of the project applications submitted. Applications are then selected for funding according to their ranking. Special consideration is given to those projects that qualify under local benefit as well as projects specifically identified as meeting special funding considerations (i.e., Section 405 funds). Evaluation criteria include such elements as: problem identification, project goals and objectives, project description, evaluation budget and past performance. Additionally, the application is reviewed to determine if the project is innovative, if there is "local match", if there is community involvement, etc.

Sustained enforcement of statutes addressing impaired driving, occupant protection, and speed and aggressive driving is a critical component of the OHSO Highway Safety Plan. Participating law enforcement agencies will not only take part in high-visibility enforcement programs throughout the year, but will incorporate activities designed to create an environment of sustained enforcement. These efforts will be supported by a public information campaign which includes both paid and earned media components.

Projects are continuously monitored throughout the year as specified in the OHSO Policy & Procedures Manual. Progress reports are submitted monthly by subrecipients, and quarterly monitoring visits are conducted by Program Managers to review and evaluate project

performance and compliance with State and Federal regulation. In addition to interaction with our partners (as identified in various other sections within the plan), monthly staff meetings are held to review and discuss current status and performance of projects as well as recommended updates or revisions to the HSP.

Solicitation, Review and Selection of Grant Proposals

The statewide problem identification process used in the development of the Highway Safety Plan has been previously described. Once that process is completed, various strategies are identified and reviewed by the OHSO staff for applicability and potential impact in each designated program area. Continuing data analyses are also conducted to further identify high-risk populations that may require additional or alternative responses to address traffic safety concerns. Key results summarizing the problems identified and recommended countermeasures are presented in the individual program area sections of the HSP.

Organizations which have registered with the OHSO to receive solicitations for projects are notified of the application availability dates for the upcoming project year. Agencies recognized in the Problem Identification process as potential partners are contacted and encouraged to consider submission of a grant proposal.

The solicitation period for submission of highway safety grant applications normally runs from December 15 to January 31 of the year preceding the year of the award. Applications deemed eligible for consideration and requiring macro-level analysis of the program area will be directed to the OHSO Data Analyst. After individual analysis is complete, the Data Analyst forwards the applications, via E-grants, to all Program Managers for their analysis and scoring. After review by the Program Managers, the Chief of Programs will schedule a meeting with the Director, Chief of Plans and Chief of Resources for final review and funding consideration of all applications received in order to establish a final ranking list for the upcoming fiscal year's Highway Safety Plan. Consideration is given to the application rankings, Program Manager recommendations, program priorities and funding options. Once an application has been approved for potential inclusion in the upcoming HSP, a Program Manager is assigned to meet with the potential subrecipient to discuss the project in detail prior to a formal agreement being initiated.

To ensure enforcement resources are deployed effectively, subrecipients are directed to implement evidence-based strategies. The OHSO uses the NHTSA publication *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* as well as a number of other reference publications, such as the *AASHTO Strategic Planning Guide* among others, to aid in the of evidence-based enforcement strategies. The HSP narrative outlines Oklahoma's broad approach to address key problem enforcement areas and guides local jurisdictions to examine local data, or utilize the data provided in the Oklahoma Crash Facts Book to develop appropriate countermeasures for their problem areas. Examples of proven strategies include targeted high-visibility enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional strategies may include use of integrated enforcement during specific times of the day or night where more crashes are

occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants. The Data-Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations also are proven strategies. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources and the success of enforcement efforts is enhanced.

Continuous Monitoring

Continuous monitoring of the implementation of enforcement programs is another important element of the enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow-up on programs funded by the OHSO. The law enforcement agencies receiving grant funding are required to report on the progress of their programs in their activity reports. These reports must include data on the activities conducted, such as the area and times worked and the number of contact reports issued. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of the enforcement project.

The OHSO employs Program Managers who oversee and manage law enforcement grants. In addition, the OHSO provides funding for Impaired Driving Liaisons (IDL's) who provide field coordination within their assigned regions. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Enforcement deployment strategies are continuously evaluated for their impact, effectiveness and modifications are made where warranted.

Evidence-based Strategies

Evidence-based enforcement is the use of research to create, sustain, or change enforcement strategies to increase their effectiveness; using what is proven to work rather than relying on anecdotal information, preconceptions or local customs. A strong evidence based enforcement program is a key to reducing fatalities, injuries and crashes in the state of Oklahoma. To support this enforcement program, the OHSO has developed policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of the State's highway safety program. Oklahoma incorporates an evidence-based data driven approach in its statewide enforcement program. Based on Problem identification, specific countermeasures are selected to address the various problems identified. The identified problem areas are identified in the annual project solicitation process and the evidence-based strategies and countermeasures are reviewed during the selection process. The selected countermeasures and related activities are identified in the Program Area sections of the Highway Safety Plan application.

List of Information and Data Sources

Data Sources

Crash Facts Book: Each year, the OHSO Data Analyst prepares a Crash Facts publication and a Problem Identification based on at least five years of state crash data and an estimation, based on preliminary data, of the immediate past year's crash data in order to determine the nature of our traffic safety challenges. The Crash Facts Book provides an in-depth analysis of crash numbers, rates and locations, broken down by a variety of specific causational factors for each county in Oklahoma, in order to pinpoint the areas of highest risk. The annual Crash Facts Book and Problem Identification data are also used by many highway safety professionals across the state to evaluate traffic safety priority areas and propose potential solutions. Numerous applicants for traffic safety grants do, and must, use statistical problem identification to support their applications.

Motor Vehicle Crash Reports: The Oklahoma Department of Public Safety Records Management Division collects fatality and other crash reports in both electronic and paper form. The data from the crash reports is provided to the OHSO Data Analyst for analysis using SPSS software.

Motor Vehicle Citation Data: The Oklahoma Department of Public Safety Records Management Division collects citation data from city and county courts in both electronic and paper form. The citation data is provided to the OHSO Data Analyst for analysis using SPSS software.

Driver License Records: The Oklahoma Department of Public Safety Driver License Division collects and provides data relative to Oklahoma Driver Licenses for analysis by the OHSO Data Analyst using SPSS software.

Motor Vehicle Registration Records: The Oklahoma Tax Commission by law is the official state repository for motor vehicle registration records. This data is provided through electronic means for analysis by the OHSO Data Analyst in the preparation of the Crash Facts Book and Problem Identification.

Breath Test Analysis Reports: The Oklahoma Board of Tests for Alcohol and Drug Influence provides breath alcohol analysis results data on drivers arrested for driving under the influence. This information is used by the OHSO Data Analyst in compilation of crash data statistics.

Attitude and Awareness Survey: OHSO has conducted an Attitude and Awareness Survey in accordance with NHTSA regulation since 2010 (see Attachment). The results of the survey are considered in establishing the priorities based on the problem identification process. A distracted driving question was added to the survey in 2016 after passage of a new texting law on November 1, 2015.

Occupant Protection Surveys: The University of Central Oklahoma conducts the State's annual occupant protection and child restraint survey using NHTSA's approved methods to determine the State's use rate. The helmet use survey and the pickup truck belt use survey were discontinued in 2017 due to the lack of enough data to make them statistically significant. Belt use historical data have been used to establish future benchmarks. Results from the 2019 survey will be discussed in the FY2019 Annual Report.

Fatality Analysis Reporting System (FARS): For consistency, the most recently available FARS data (currently CY2016) were used this year. The FARS data, supplemented by DPS data for fatal and serious injuries and Oklahoma Department of Transportation vehicle mileage data, is used to set future goals and evaluate past progress. DPS and FARS data are regularly evaluated for accuracy and if discrepancies are found, research is conducted to determine the cause and necessary corrections are made.

Department of Transportation Crash Rates: The Oklahoma Department of Transportation provides vehicle miles traveled for the entire state and each county within Oklahoma. Population data are obtained from the Oklahoma Department of Commerce. Crash, fatality, and injury rates for counties and for the state are computed using vehicle miles traveled and population.

Department of Public Safety Motorcycle Quality Assurance Program: The Driver License Division of the Department of Public Safety is charged with oversight of program certification for all motorcycle training programs in the state of Oklahoma. This division provides data related to the number of MSF motorcycle training courses conducted and the number of students trained, as well as the results of course evaluations and audits conducted.

Department of Public Safety Enforcement Planner: The Department of Public Safety Futures, Capabilities and Plans division utilizes a full time Enforcement Planner to assimilate data from a number of the other sources listed to create nearly real-time data analysis, such as traffic crash patterns and heat maps, to assist the OHSO as well as the OHP and other state law enforcement agencies in their problem identification efforts.

University of Central Oklahoma Dept. of Mathematics and Statistics: Currently using the ARIMA model, the UCO Mathematics and Statistics Department evaluates the 5 year rolling average and actual statistics provided to perform an evaluation of the common core performance measures to provide a theoretical basis to consider for setting future target projections.

Description of Outcomes

The Strategic Highway Safety Plan (SHSP) Coordination process ensures that the SHSP, the Highway Safety Improvement Program (HSIP), and the state Highway Safety Plan (HSP), as well as the Commercial Motor Vehicle Safety Plan (CMVSP) contain three core performance measures and targets in common, those being: 1) number of fatalities, 2) number of fatalities per 100 million vehicle mile traveled (VMT), and number of serious injuries. Active participation in the development of the state Strategic Highway Safety Plan and state Highway Safety Plan (previously the Highway Safety Performance Plan) allows for integration and coordination of key strategies for improving collaborative efforts in addressing these highway safety countermeasures. The Strategic Highway Safety Plan was first developed in 2007 and the latest revision is the April 2018 edition. Participants in the planning process include the Oklahoma Department of Transportation (as the lead agency), Oklahoma Highway Safety Office, Federal Highway Administration, motor carrier safety agencies, Department of Public Safety, Oklahoma Highway Patrol, Oklahoma State Department of Health, Oklahoma Municipal League, several

metropolitan planning organizations, local law enforcement agencies, University of Oklahoma, Indian Health Service, Oklahoma Turnpike Authority, county engineers and officials, and numerous advocacy groups. This coordination ensures that the Strategic Highway Safety Plan (SHSP), the Highway Safety Plan (HSP) and the Highway Safety Improvement Program (HSIP) contain common performance measures for the number of fatalities, number of fatalities per VMT (statewide) and number of serious injuries. These are directly correlated within the SHSP by reference to the strategy and performance measure in the OHSO HSP by name and page number. Several coordination meetings are held during the late fall and early spring preceding the upcoming Federal Fiscal Year to conduct plan revisions and target setting. The OHSO also communicates on a regular basis with tribal planning organizations on potential projects with Native American groups or tribes to involve them in planning and to promote cooperation between those organizations and the local agencies receiving grants from the Highway Safety Office. The OHSO staff regularly briefs groups and/or participates in meetings through Safe Communities coalitions, highway safety advocacy groups and others. The OHSO's Law Enforcement and/or Impaired Driving Liaisons also meet with statewide local law enforcement personnel on a regular basis. These cooperative efforts allow for effective information sharing, target planning and performance evaluation.

Performance report

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

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress
13	Urban fatalities/VMT (State)	In Progress
13	Rural fatalities/VMT (State)	In Progress
13	Number of drug-related fatalities (State)	In Progress

13	Rail grade crossing fatalities (State)	In Progress
13	Rail grade crossing fatality/serious injury crashes (State)	In Progress
13	Drivers in distracted driving-related KAB crashes (State)	In Progress
13	Drivers age 16-25 in distracted driving-related KAB crashes (State)	In Progress
13	To continue development of the statewide Impaired Driver Database	Not Met
13	To develop a new electronic statewide crash data reporting system	In Progress

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

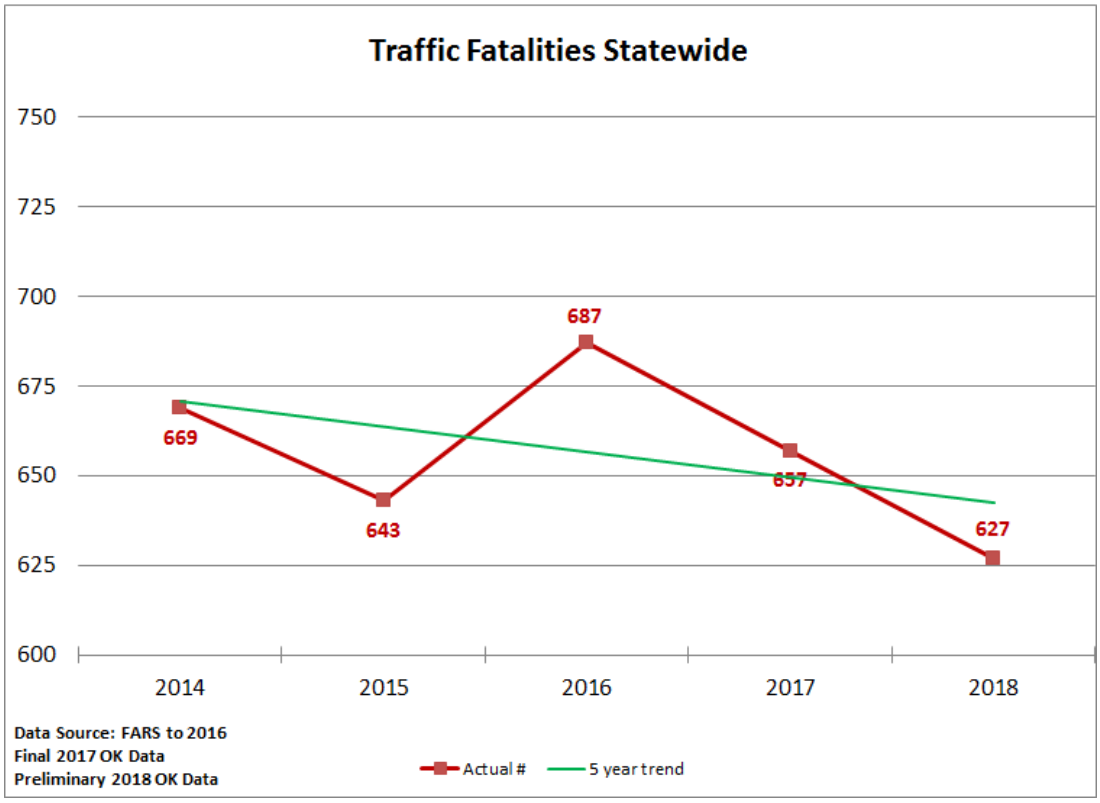
Progress: **In Progress**

Program-Area-Level Report

Target [C-1]: To limit a projected increase in the number of traffic fatalities from 687 in 2016 to 699 in 2019.

At the time of this report, it is difficult, if not impossible, to project with any type of reliable accuracy whether Oklahoma will meet the target of no more than 699 fatalities in 2019. With few exceptions, the projects included in the FY2019 Performance Plan are continuing their efforts toward meeting their stated projected milestones for enforcement and education.

As of May 14, 2019 there were 177 fatalities reported compared to 201 at this same time last year – a decrease of 24 fatalities. Trend charts for 2014 through 2018 show a continued decrease overall.



Based on the above, it would appear that the state is making positive progress in meeting target the target projection of preventing an increase in the number of fatalities.

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

Progress: **In Progress**

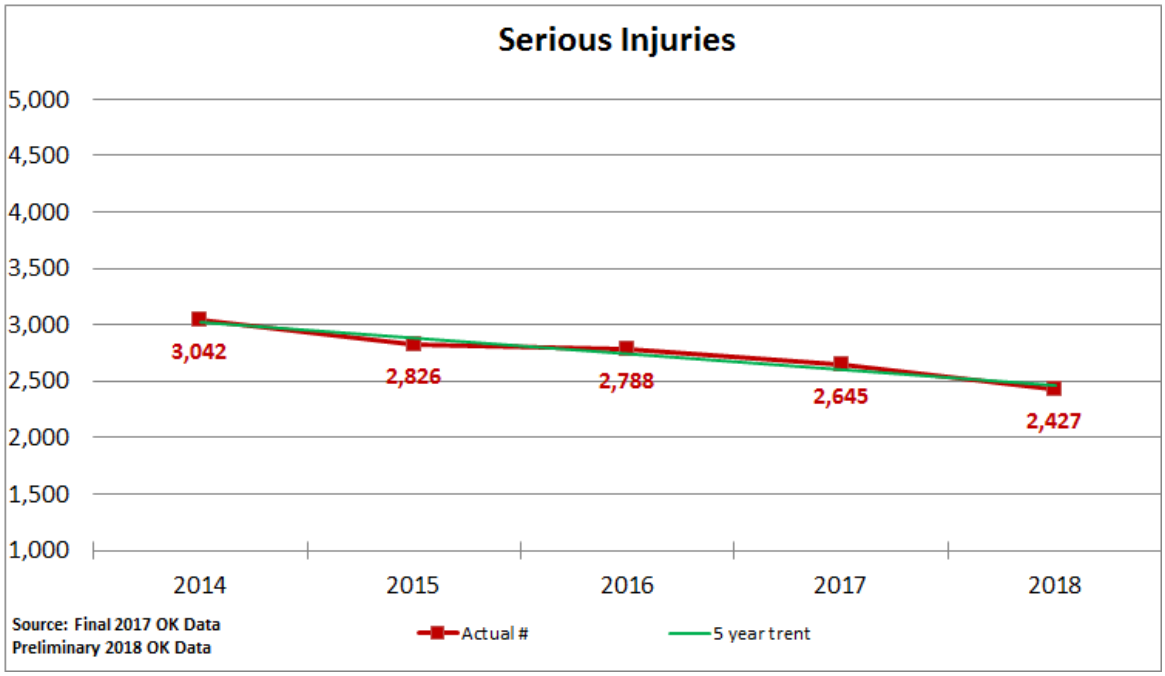
Program-Area-Level Report

Target [C-2]: To limit a projected increase in the number of Serious Injuries in traffic crashes from 2,788 in 2016 to 2,806 in 2019.

Prior to 2019, the number of Serious Injuries reported was based on the sum of both Incapacitating (A) and Non-incapacitating (B) injuries as listed in the KABCO modified scale. Beginning with the FY2019 Highway Safety Plan, only (A) type injuries will be reported to coincide with upcoming changes to the serious injury definition as outlined in MMUCC version 4 and 5 and adopted on April 1, 2019.

As with the fatality YTD report, it is difficult to project with any type of reliable accuracy whether Oklahoma will meet the target of no more than 2,806 serious injuries reported in 2019. With few exceptions, the projects included in the FY2019 Performance Plan are continuing their efforts toward meeting their stated projected milestones for enforcement and education to prevent the same.

As of May 1, 2019 there were 367 serious injuries reported for the year to date, which would appear to be on track to meet the projected target of no more than 2, 806 serious injuries for the year.



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

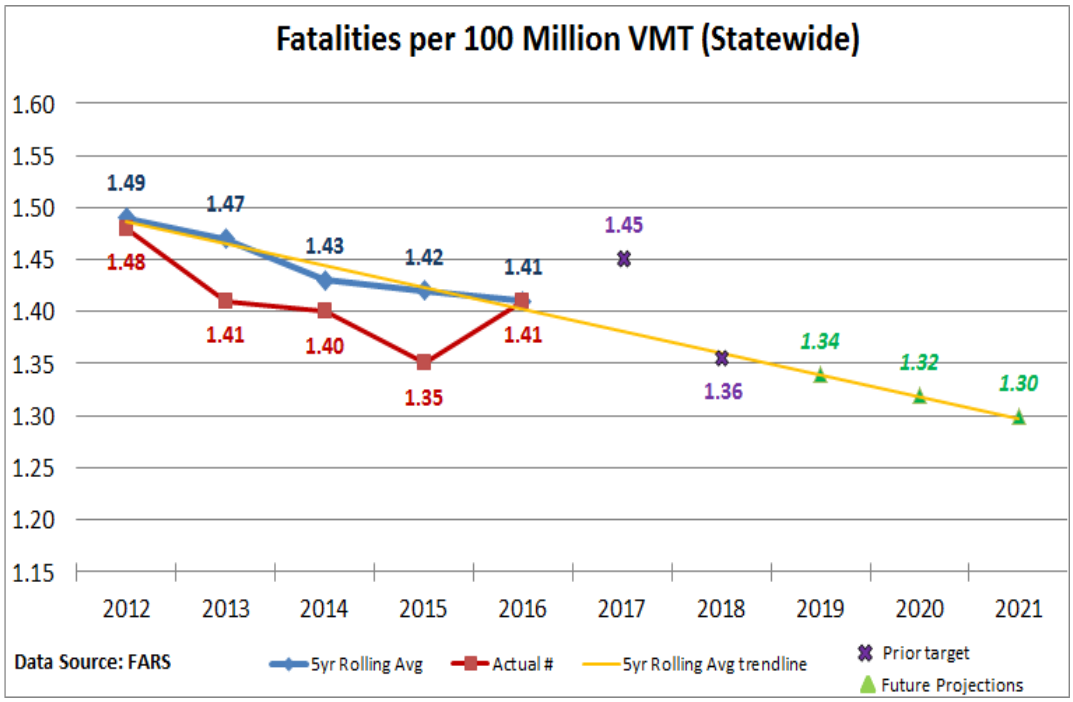
Progress: **In Progress**

Program-Area-Level Report

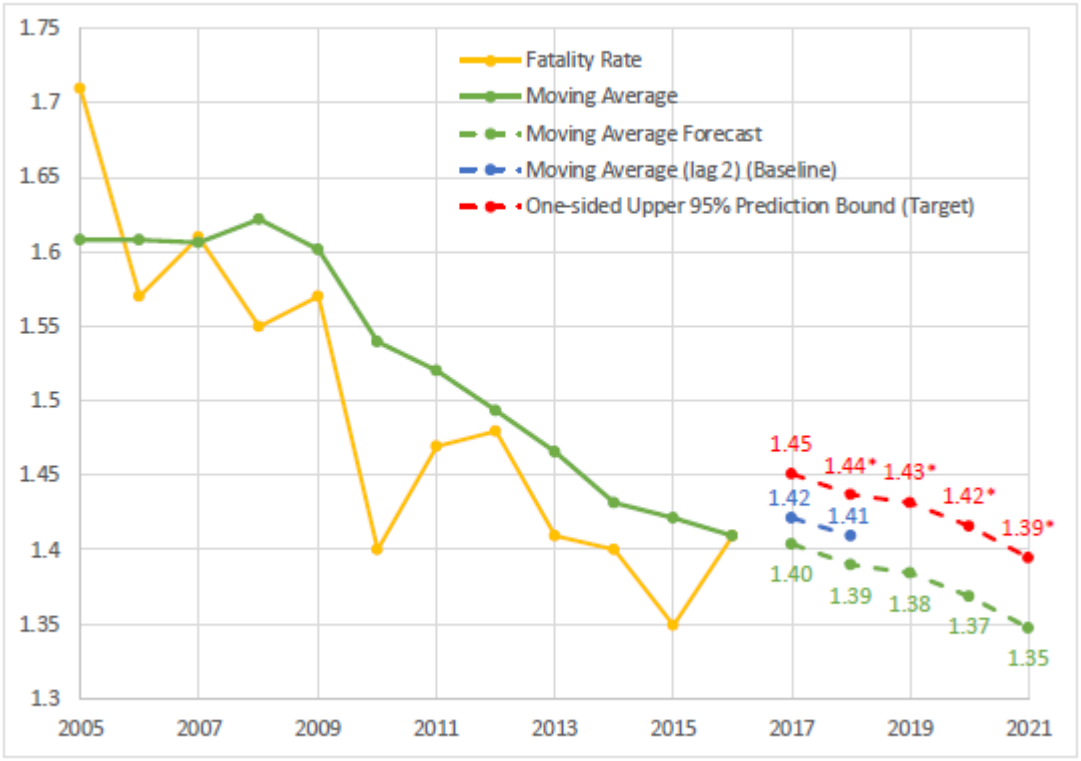
Target [C-3]: To limit a projected increase in the Total Fatalities per 100M VMT rate from 1.41 in 2016 to 1.43 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. *For the three performance measures common to the SHSP, HSP and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA).*

Preliminary state date for 2017 would indicate that the statewide fatality rate will decrease from 1.41 in 2016 to 1.33 in 2017. As such, it would appear that Oklahoma will exceed the projected milestone to limit an expected increase in the rate. The data to calculate the rate for 2018 is not yet available.



Fatality Rate



* Difference between upper prediction bound and estimate in 2017 carried forward.

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

Progress: **In Progress**

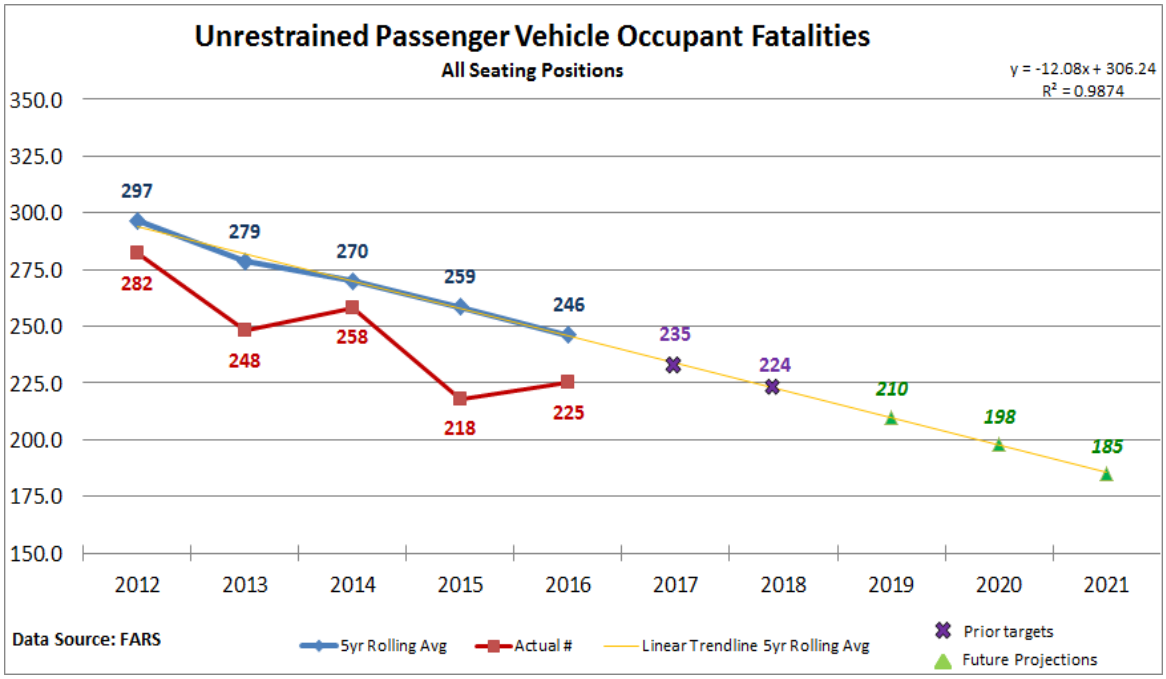
Program-Area-Level Report

Target [C-4]: To decrease the number of unrestrained passenger vehicle occupant fatalities (all seating positions) from 225 in 2016 to 210 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

As final FARS data for 2017 is not yet available, Oklahoma state data for 2017 reflects a projected increase in the number of unrestrained fatalities, from 225 to 231. The Oklahoma seat belt use rate has flatlined for several years, due in part to a lack of sizeable improvement in the statewide seat belt use rate.

State date for 2018 indicates this statistic will decrease from 231 in 2017 to 200 in 2018. As of May 1, 2019 there were 40 unrestrained fatalities reported.



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

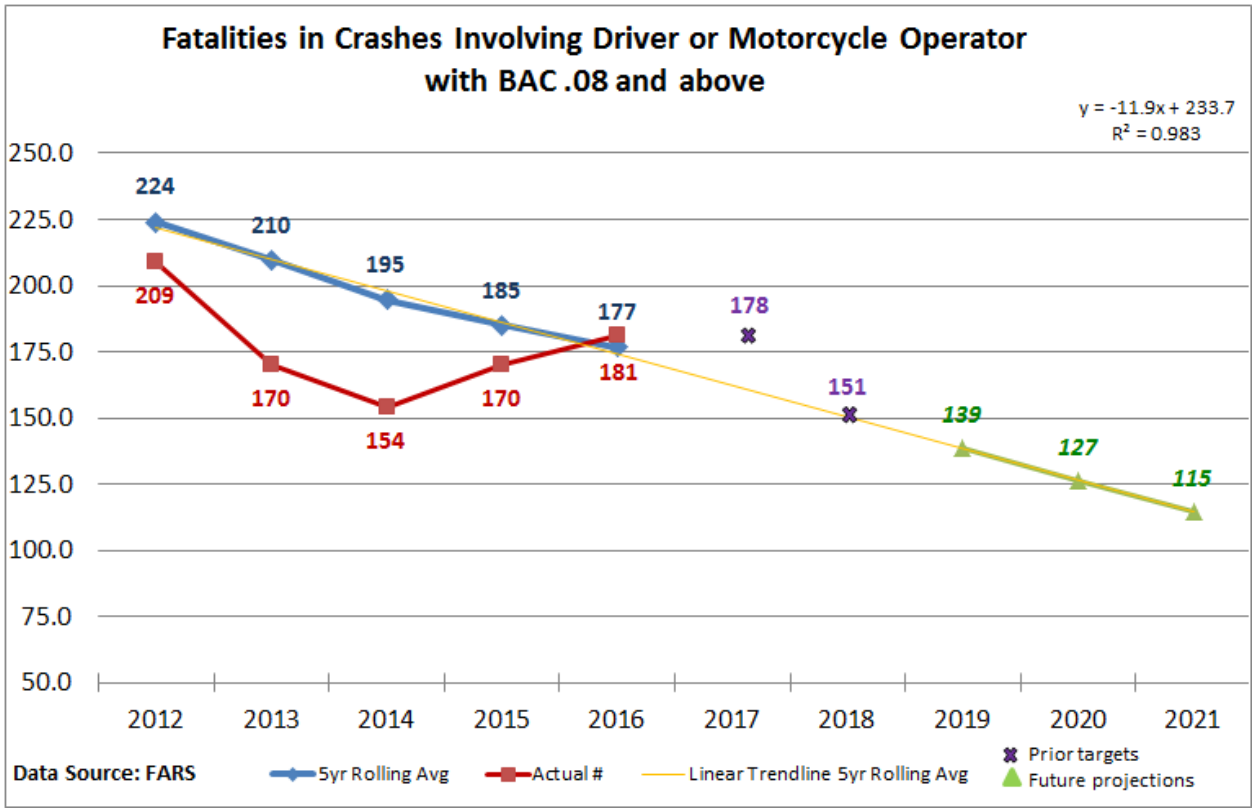
Progress: **In Progress**

Program-Area-Level Report

Target [C-5]: To decrease the number of fatalities involving a driver/operator .08 or more BAC from 181 in 2016 to 139 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. After a low of 154 crashes n 2014, we saw an increase in 2015 and 2016. New legislation will go into effect on October 1, 2018 which will allow alcoholic beverages containing more than 3.2% alcohol by volume to be sold in grocery stores. While this law also will require beverage server training for those clerks selling such, it is anticipated that this may result in an increase in drinking drivers and have an effect on being able to meet the FY2019 targets established. Studies are to be conducted by the Dept. of Mental Health & Substance Abuse Services to measure the effect that the law change may have on behaviors.

As final 2017 FARS data is not yet available, Oklahoma state date for 2017 indicates a decrease in the number of fatalities in crashes involving a driver or motorcycle operator having a BAC of .08 or more. This decrease will end two years of increases in this measure. Strong efforts continue statewide to decrease the incidence of impaired driving. Preliminary data for 2018 indicates fatalities involving a driver .08 or more will be at or near the 2018 level, but as data collection in this area often lags behind others, this number will change. As of May 1, 2019 there were 23 fatalities reported in this category.



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

Progress: **In Progress**

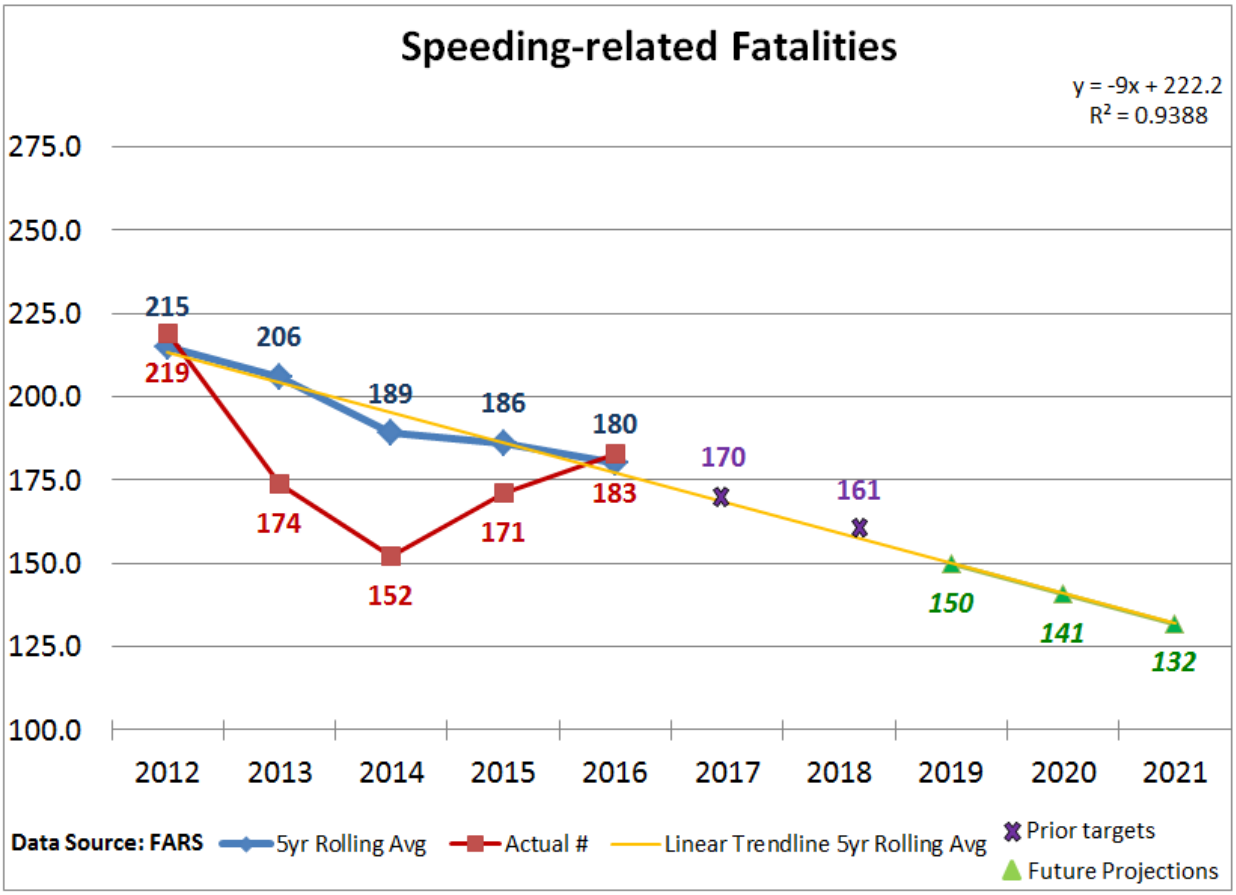
Program-Area-Level Report

Target [C-6]: To decrease the number of speed-related fatalities from 183 in 2016 to 150 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

This performance measure usually shows a marked differenced between Oklahoma state data and FARS data due to the manner in which FARS performs imputed calculations. However, as final FARS data for 2017 is not yet available, Oklahoma data would indicate a decrease in the number of speed-related fatalities, from 176 to 127 (state data).

Oklahoma state data for 2018 indicates a continued decrease in speed-related fatalities. As of May 1, 2019 there were 23 speed-related fatalities reported for 2019.



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

Progress: **In Progress**

Program-Area-Level Report

Target [C-7]: To decrease the number of motorcycle fatalities by 13%, from 88 in 2016 to 73 in 2019.

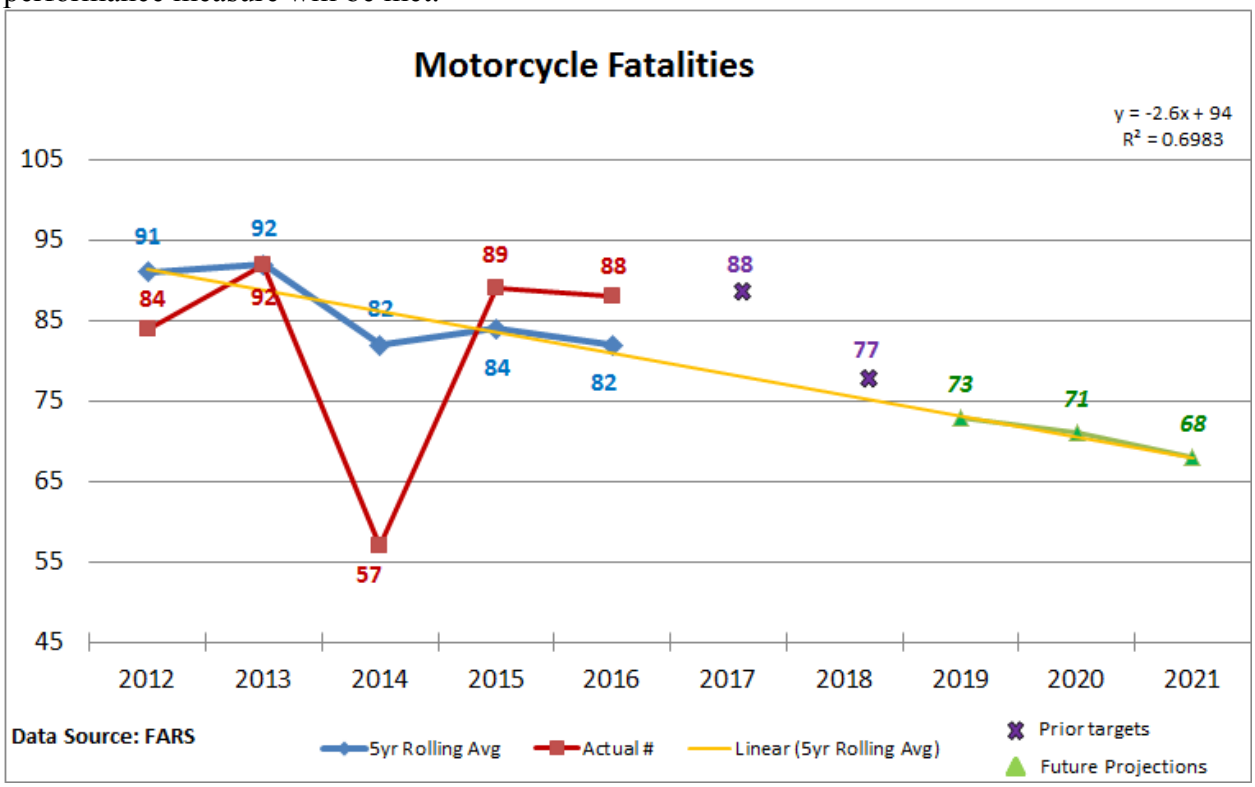
Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

As FARS final data for 2017 or later is not yet available, Oklahoma data analysis reports the following:

2017 – 89 Motorcycle fatalities

2018 – 85 Motorcycle fatalities
2019 as of May 1 – 3

Statewide efforts in training and education continue, but it does not appear at this time that this performance measure will be met.



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

Progress: **In Progress**

Program-Area-Level Report

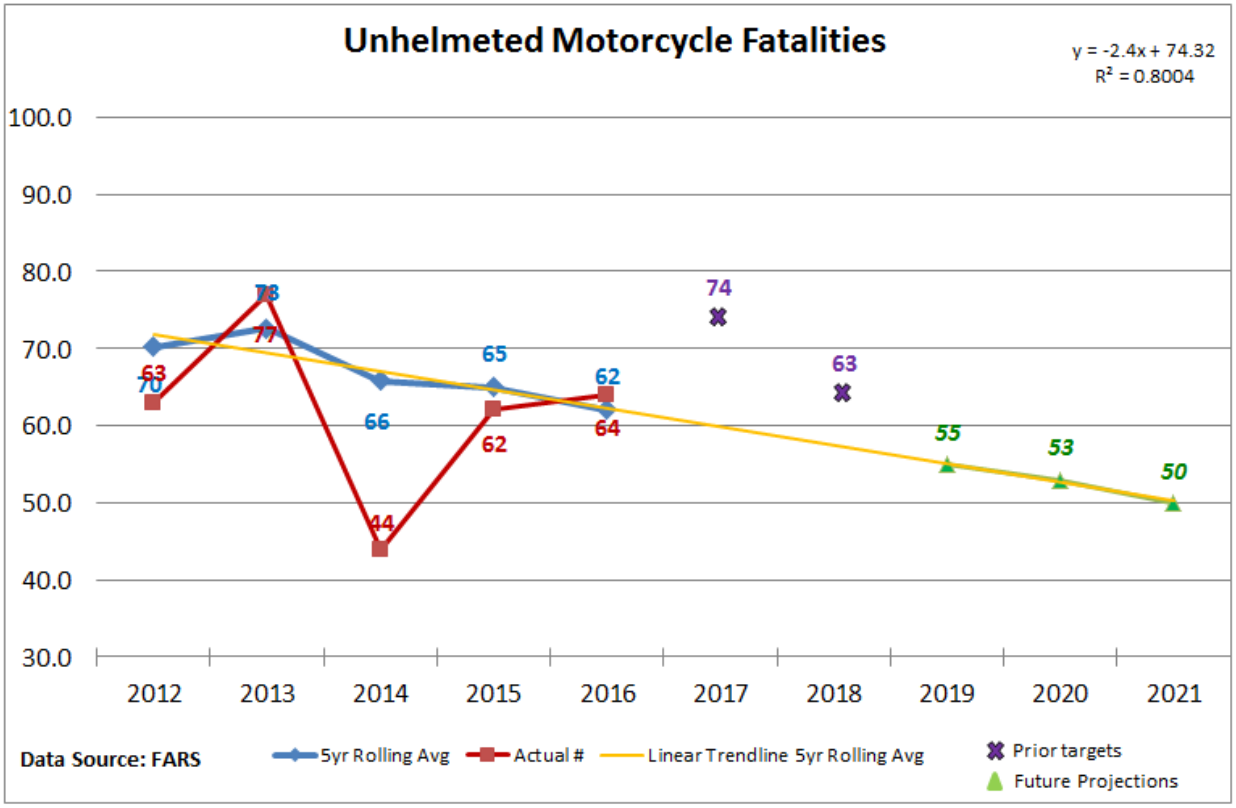
Target [C-8]: To decrease the number of unhelmeted motorcycle fatalities from 64 in 2016 to 55 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

As FARS final data for 2017 is not yet available, Oklahoma state data for unhelmeted motorcyclist fatalities indicates the following:

2017 – 48
2018 – 51
2019 as of May 1 – 0

While the 2019 data appears favorable at this time, the summer riding season is just now beginning.



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

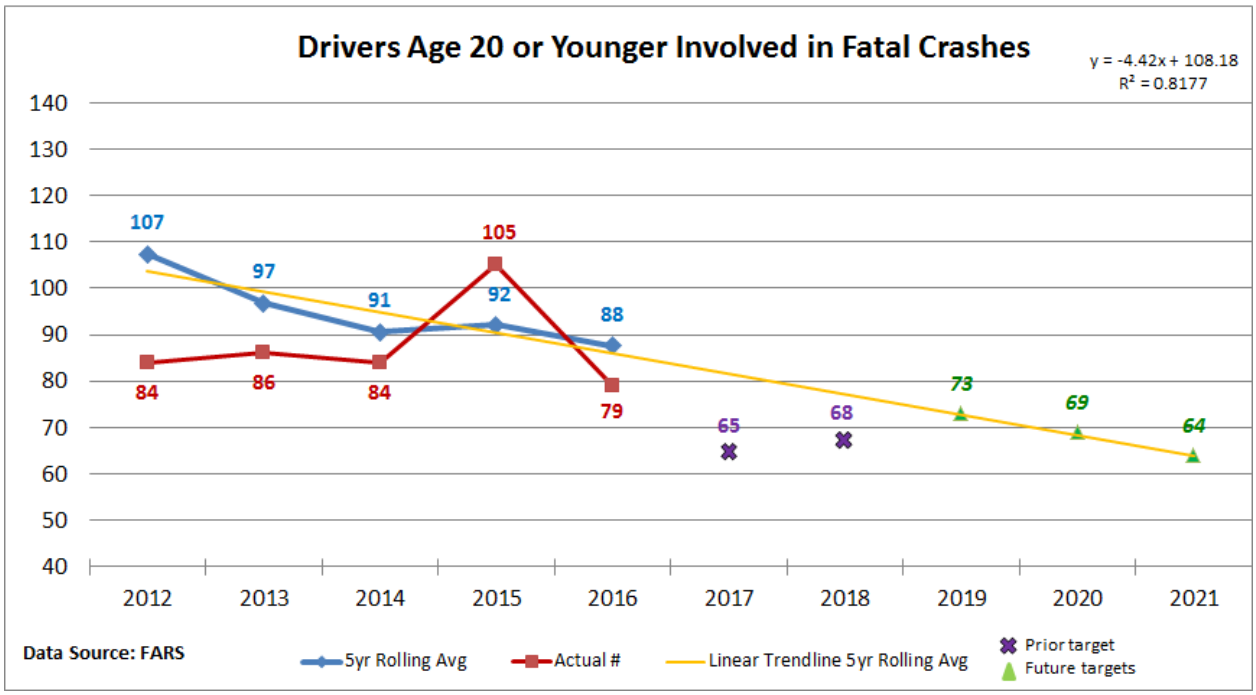
Progress: **In Progress**

Program-Area-Level Report

Target [C-9]: To decrease the number of drivers under the age of 21 involved in fatal crashes from 79 in 2016 to 73 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

As FARS final data for 2017 is not yet available, Oklahoma state date for 2017 and 2018 indicates that the number of young drivers under age 21 involved in fatal crashes increased from 980 in 016 to 94 in 2017, followed by a decrease in 2018 to 83. As of May 1, 2019 there have been only 9 drivers under age 21 involved in fatal crashes; however, the majority of crashes involving young drivers occur during the months of May through October.



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

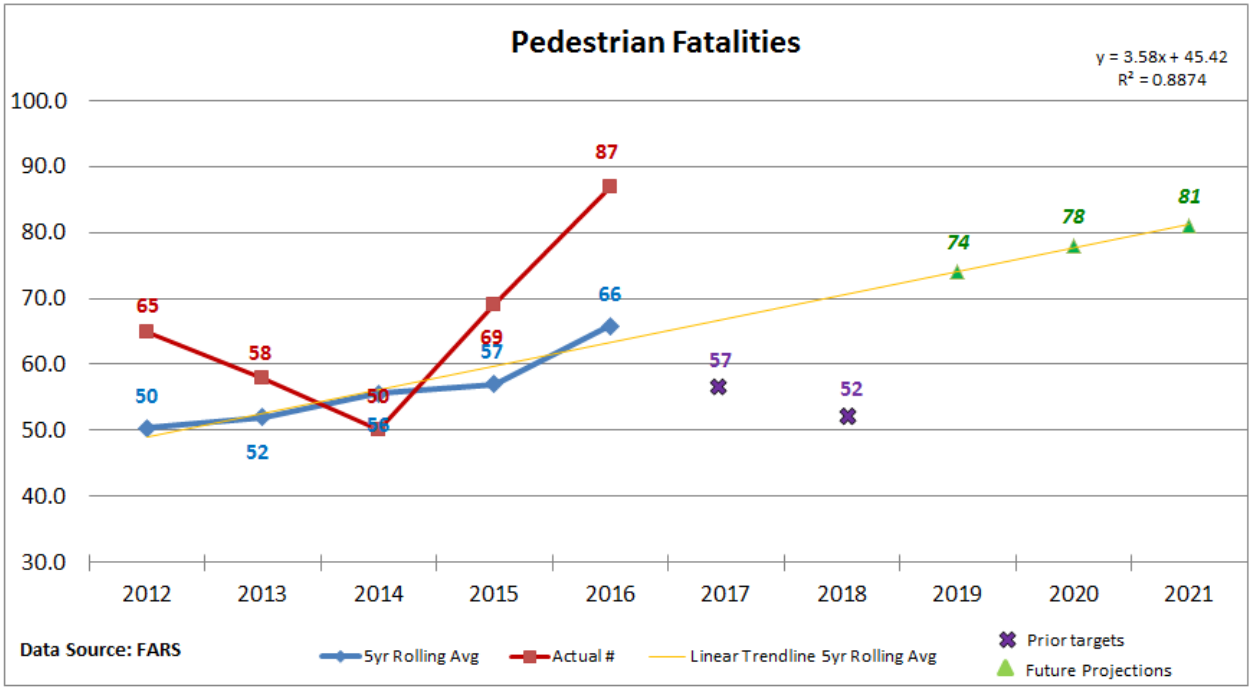
Progress: **In Progress**

Program-Area-Level Report

Target [C-10]: To decrease the number of pedestrian fatalities from 91 in 2016 to 74 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

As FARS final data for 2017 is not yet available, Oklahoma state data for 2017 indicates that 83 pedestrians were killed in traffic crashes in 2017. The preliminary 2018 Oklahoma data indicates that number may decrease to 59, which would be a significant decrease. As of May 1, 2019 there were 16 pedestrian fatalities reported.



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

Progress: **In Progress**

Program-Area-Level Report

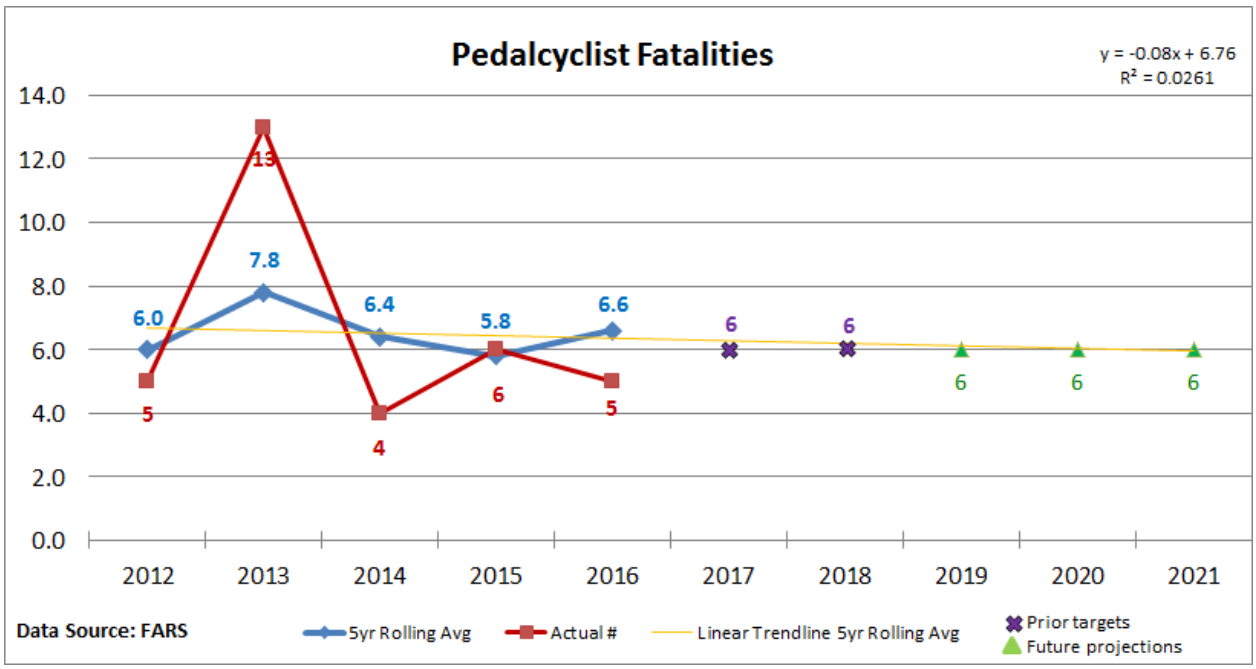
Target [C-11]: To maintain or decrease bicyclist fatalities at or below 6 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

As FARS final data for 2017 is not yet available, Oklahoma state date for 2017 and 2018 indicates the following pedalcyclist fatalities:

2017 – 7
2018 – 17
2019 as of May 1 - 1

The preliminary report of 17 fatalities in 2018 is a significant increase, with no apparent cause yet identified. As with motorcycles and young drivers, the summer and fall months are the primary times for bicyclists and other non-motorized traffic crashes.



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

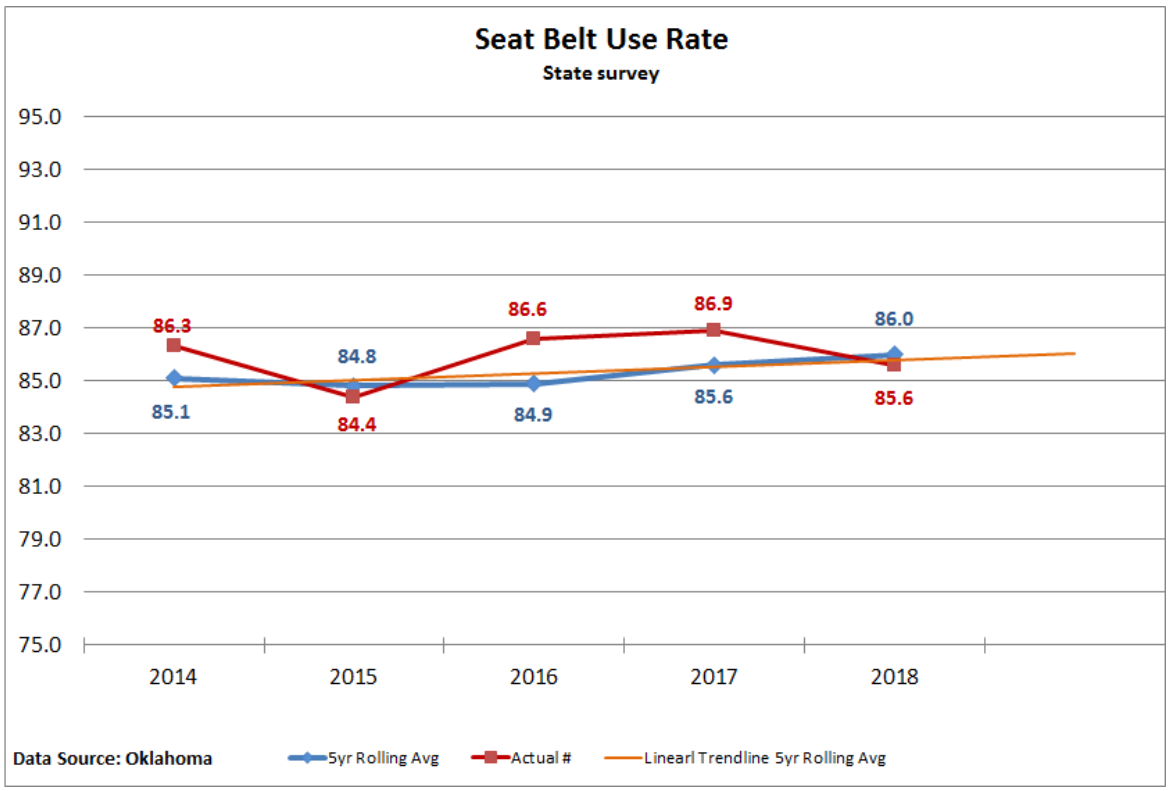
Progress: **In Progress**

Program-Area-Level Report

Target (B-1): To limit a projected decrease in the statewide safety belt use rate from 86.9% in 2017 to 86.7% in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

The 2018 statewide rate was 85.6, which is a 1.3% drop in seat belt use from 2017. The use rate has been flatlined for several years, with no significant increase or decrease observed.



Performance Measure: Urban fatalities/VMT (State)

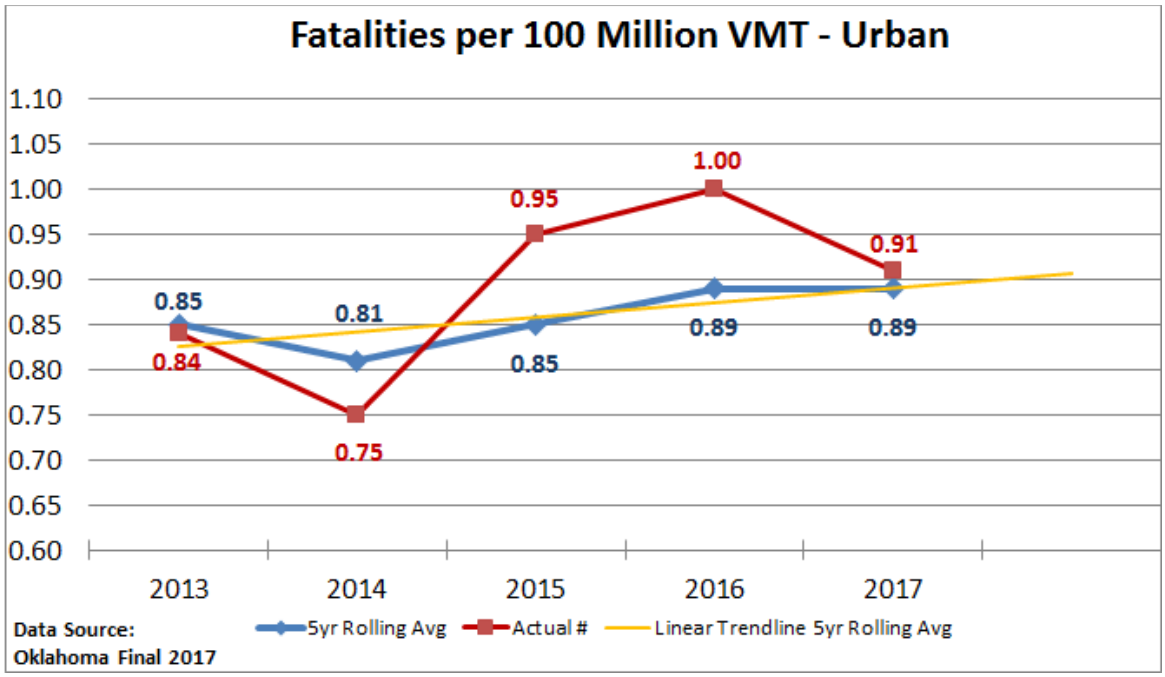
Progress: **In Progress**

Program-Area-Level Report

Target [C-3a]: To decrease the Urban Fatalities per 100M VMT rate from 1.0 in 2016 to 0.88 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

The final 2017 FARS data rates are not yet available. Oklahoma state data for 2017 reflects an increase in the statewide Urban Fatality Rate to 0.91. The decrease from the 2016 rate may not continue so as to meet the projected decrease to 0.88 in 2019; however, the one year decrease from 2016 to 2017 reflects a significant decrease.



Performance Measure: Rural fatalities/VMT (State)

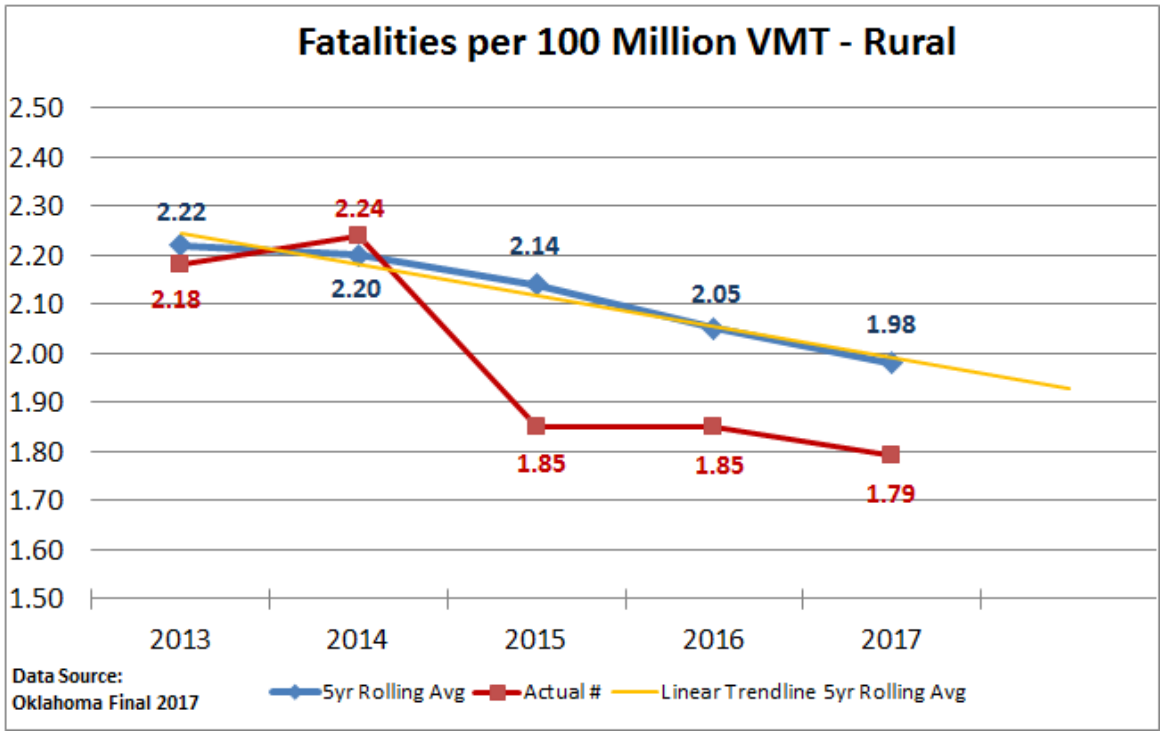
Progress: **In Progress**

Program-Area-Level Report

Target [C-3b]: To limit a projected increase in the Rural Fatalities per 100M VMT rate from 1.85 in 2016 to 1.95 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. (See the note in the target statement below concerning the target metric.)

The final 2017 FARS data rates are not yet available. Oklahoma state data for 2017 reflects a decrease in the statewide Rural Fatality Rate to 1.79. If this decreasing trend from the 2016 rate continues, Oklahoma may not only meet the projection to limit an increase, it may result in a significant decrease in the rural fatality rate.



Performance Measure: Number of drug-related fatalities (State)

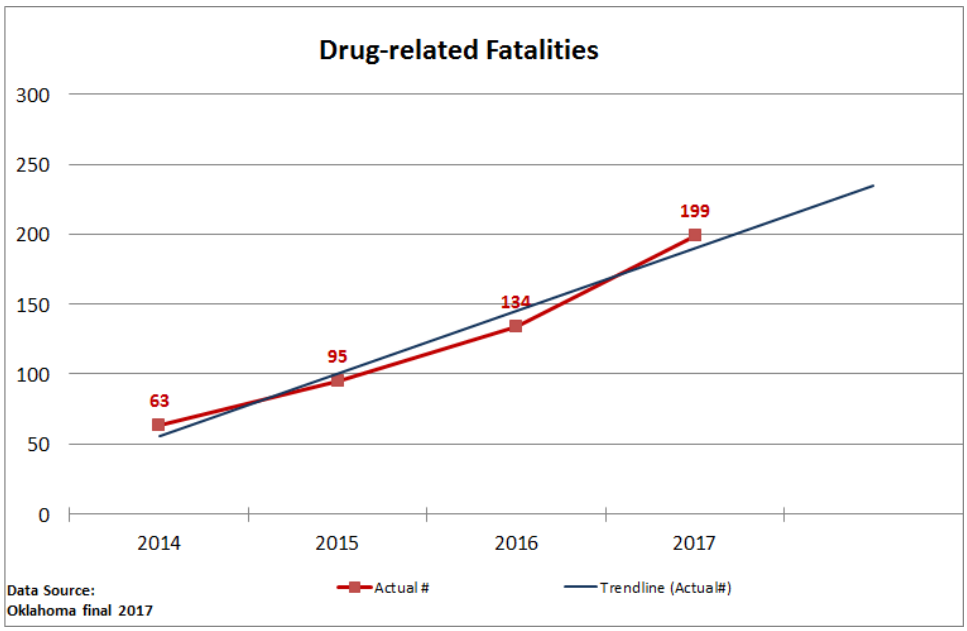
Progress: **In Progress**

Program-Area-Level Report

Target: To decrease the number of drug-related fatalities from 134 in 2016 to 92 in 2019.

Drug-related crashes continue to increase in Oklahoma. Beginning in 2014, a better analysis process involving both state and FARS data was developed to better track drug-related crash data. The data shown prior to 2014 in considered "incomplete", although it was based on crash reports received. The chart below shows the upward trend in this area. Opioid overuse is a recognized problem in Oklahoma.

For 2018, preliminary data reflects 55 drug-related fatalities as of May 1, but this number is anticipated to be low and increase once other data sources are incorporated into the analysis. However, as the chart below reflects, Oklahoma is following the national trend in an increase in drug-related fatalities. It is likely that Oklahoma will not see a significant decrease in this measure, probably due in part to a new law which allows medical access to marijuana.



Performance Measure: Rail grade crossing fatalities (State)

Progress: **In Progress**

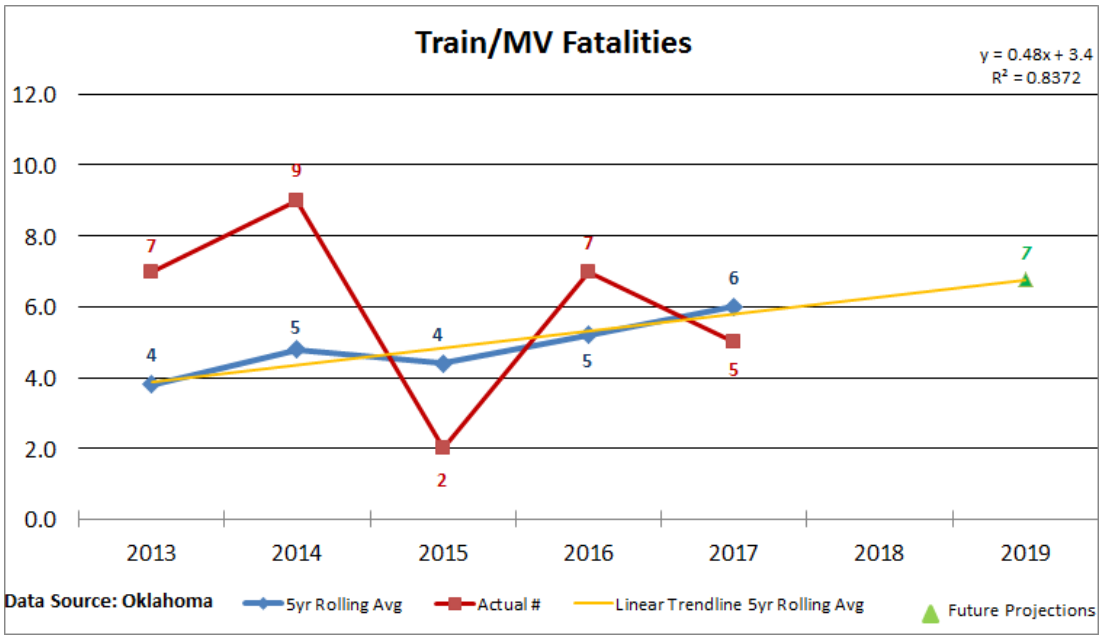
Program-Area-Level Report

To reduce the number of rail grade crossing fatalities from 7 in 2016 (state data) to 6 in 2017.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

The number of rail grade crossing fatalities continues to remain rather low, with frequent spikes or decreases. The number of fatal and serious injury crashes involving trains remains low, with 8

collisions reported in 2017 and 10 reported in 2018 (preliminary). Efforts continue to hold these fatalities to a low number.



Performance Measure: Rail grade crossing fatality/serious injury crashes (State)

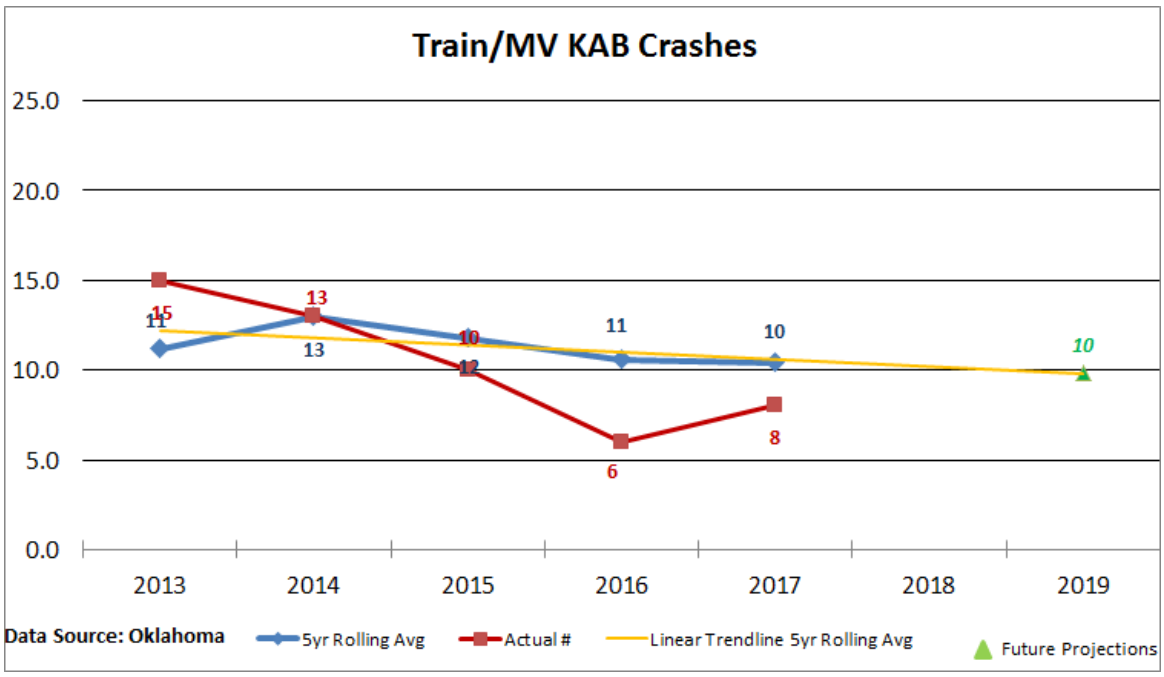
Progress: **In Progress**

Program-Area-Level Report

Target: To limit an increase in the number of rail grade crossing fatality and serious injury crashes from 6 in 2016 (state data) to 12 in 2019.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

The number of fatal and serious injury crashes involving trains remains low, with 8 collisions reported in 2017 and 10 reported in 2018 (preliminary). Efforts continue to hold these fatalities to a low number.



Performance Measure: Drivers in distracted driving-related KAB crashes (State)

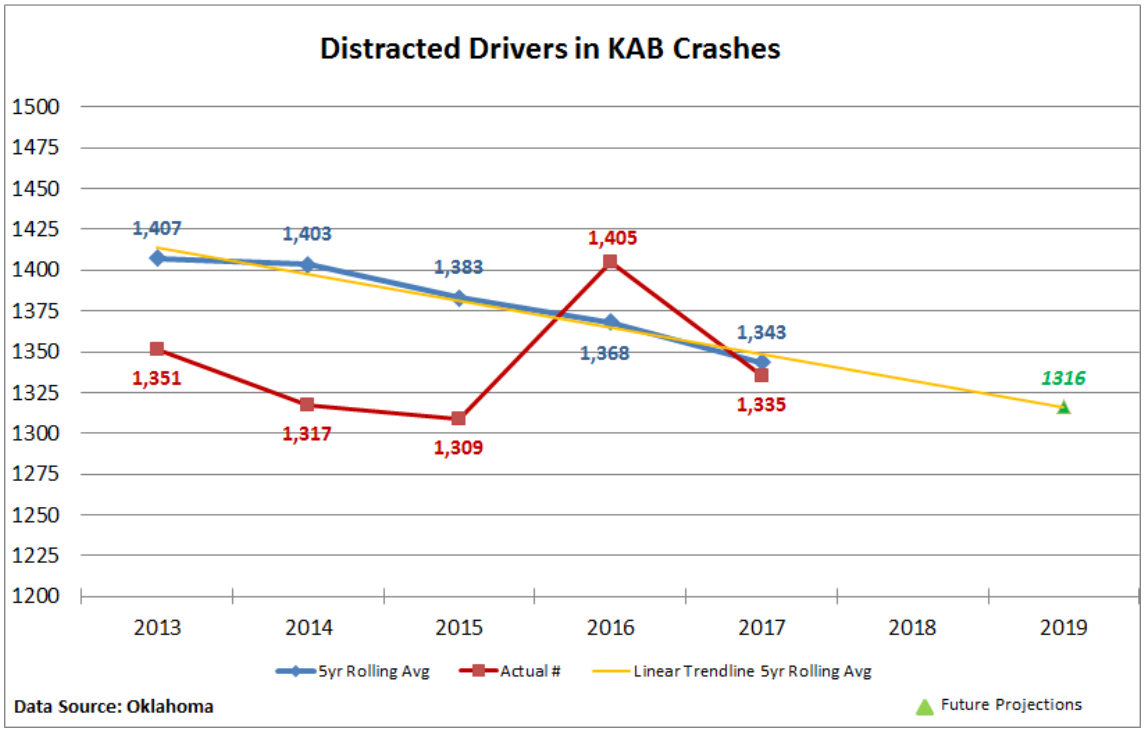
Progress: **In Progress**

Program-Area-Level Report

Target: To decrease the number of distracted drivers in fatal and serious injury crashes (KAB) from 1,404 in 2016 to 1,359 in 2019.

Over the last several years, the number of drivers distracted by electronic device or other type of distraction involved in KAB crashes has shown a gradual decrease since highs in 2011. However, the 16-24 and 25-34 year old age groups continue to be over represented in this area. For unexplained reasons, Oklahoma also experienced a significant increase in drivers age 20 or younger involved in fatal crashes in 2015, from 84 in 2014 to 105 in 2015. In previous years we used the 16-24 age group. We have recently changed our time frames and selected the 16-25 age group for future references.

Overall, distraction continues to play a significant role in fatal and serious injury crashes. Oklahoma first adopted a distracted driving law relative to the use of electronic devices in 2017. Although the overall 5 year trend has seen a decrease in this area, the 2018 preliminary data indicates an increase in the number of distracted driving crashes from 1,335 in 2017 to 1,390 in 2018. At this time it would appear that distraction continues to be a significant problem in the state meeting this performance goal.



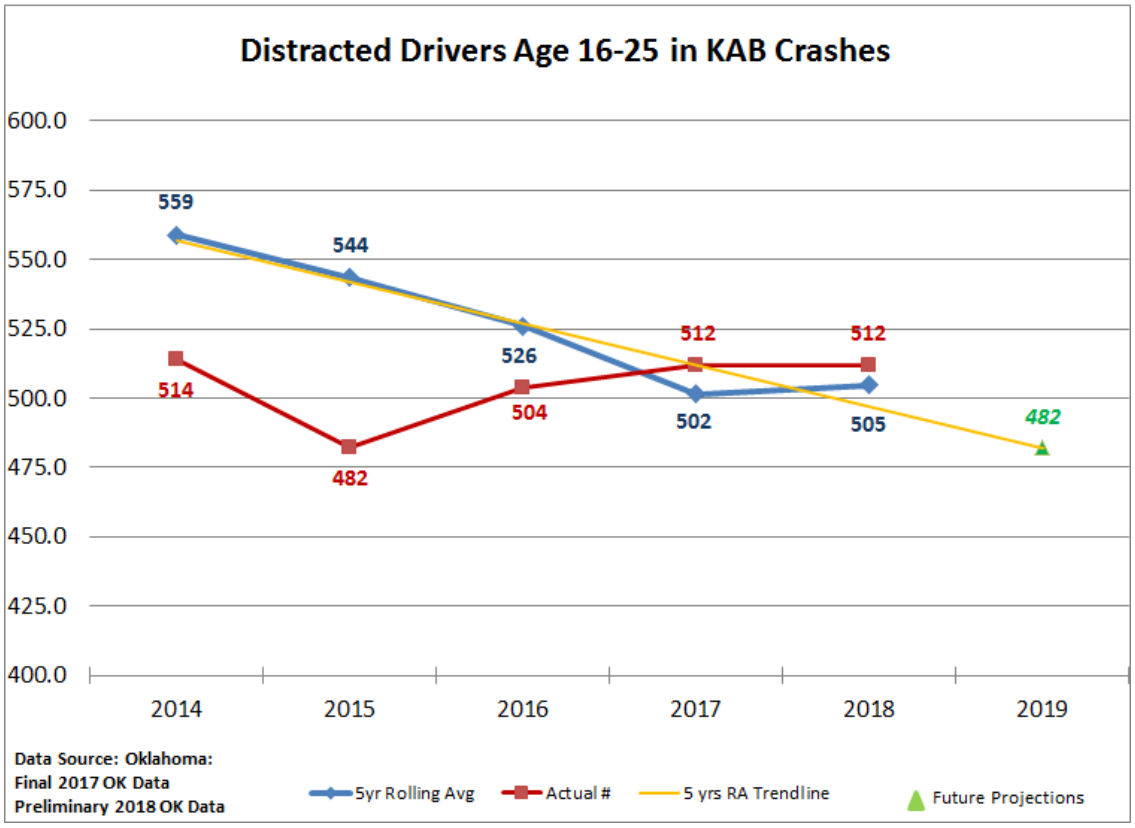
Performance Measure: Drivers age 16-25 in distracted driving-related KAB crashes (State)

Progress: **In Progress**

Program-Area-Level Report

Target: To decrease the number of distracted drivers age 16-25 involved in fatal and serious injury crashes (KAB) from 504 in 2016 to 494 in 2019.

This performance measure, added in FY2018, address not only the continuing problem with driver distraction in crashes, but more specifically as it relates to the age group of 16-25 year old drivers as being overrepresented in crashes involving driver distraction. The number has been fairly consistent over the last several years. Efforts continue to reduce this number through education and teen safety efforts. The target should be attainable or in close proximity for 2019.



Performance Measure: To continue development of the statewide Impaired Driver Database

Progress: **Not Met**

Program-Area-Level Report

Target: To increase the number of agencies using and number of arrest reports submitted through the Impaired Driving Offender Database by 10% from 38 and 5,104 (respectively) as of March 31, 2018 to 42 and 5,614 as of March 31, 2019.

Pursuant to a new law effective November 1, 2016 which statutorily authorized and created a "Statewide Impaired Driver Database, the Oklahoma Department of Public was required to develop and implement the new system. Significant progress has been made in the development and implementation of such system to collect data related to impaired driving arrests statewide as no such system previously existed. Utilizing *PARIS.web* as the portal, a uniform Impaired Driving Arrest form was created for use by all law enforcement agencies to report and submit impaired driving arrest data to the database.

Unfortunately, this project has not been fully implemented due to various reasons. There are no plans at this time for further efforts to develop or incorporate the system as anticipated.

Performance Measure: To develop a new electronic statewide crash data reporting system

Progress: **In Progress**

Program-Area-Level Report

Target: To develop and new electronic crash reporting system allowing access by all Oklahoma Law Enforcement Agencies by December 31, 2019.

Oklahoma currently has a electronic crash reporting system used by the OHP called PARIS, as well as a web-based crash reporting system named CRS which is used by only a small number of agencies. In order to expand and improve the timeliness and accessibility of electronic crash reporting, a new system will be developed to allow all police agencies to access electronic crash reporting. Through a cooperative agreement with the Oklahoma State Bureau of Investigation (OSBI), the new system will utilize elements of several existing record reporting system to create a new system for use by all agencies that submit any type of traffic or criminal reports to either OSBI or the Department of Public Safety (DPS). DPS still remains the official custodian of these traffic crash reports.

Current efforts still continue to develop, integrate and make the electronic system available to all law enforcement agencies in Oklahoma. It is anticipated that this will be realized by the end of FY2021.

Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
1	C-1) Number of traffic fatalities (FARS)	5 Year	2016	2020	662
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2016	2020	2465
3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2016	2020	1.32
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2016	2020	204
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2016	2020	134
6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2016	2020	135
7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2016	2020	82
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2016	2020	49
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2016	2020	83
10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2016	2020	83
11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2016	2020	11
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2016	2020	86.3
13	Urban fatalities/VMT (State)	Other	2016	2020	0.92
14	Rural fatalities/VMT (State)	Other	2016	2020	1.85
15	Number of drug-related fatalities (State)	Other	2016	2020	264
16	Rail grade crossing fatalities (State)	Other	2016	2020	7
17	Rail grade crossing fatality/serious injury crashes (State)	Other	2016	2020	8

18	Drivers in distracted driving-related KAB crashes (State)	Other	2016	2020	1,306
19	Drivers age 16-25 in distracted driving-related KAB crashes (State)	Other	2016	2020	461
21	To develop a new electronic statewide crash data reporting system	Other	2017	2020	
22	Number of alcohol-related traffic fatalities (State)	Other	2016	2020	143

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

Performance Target details

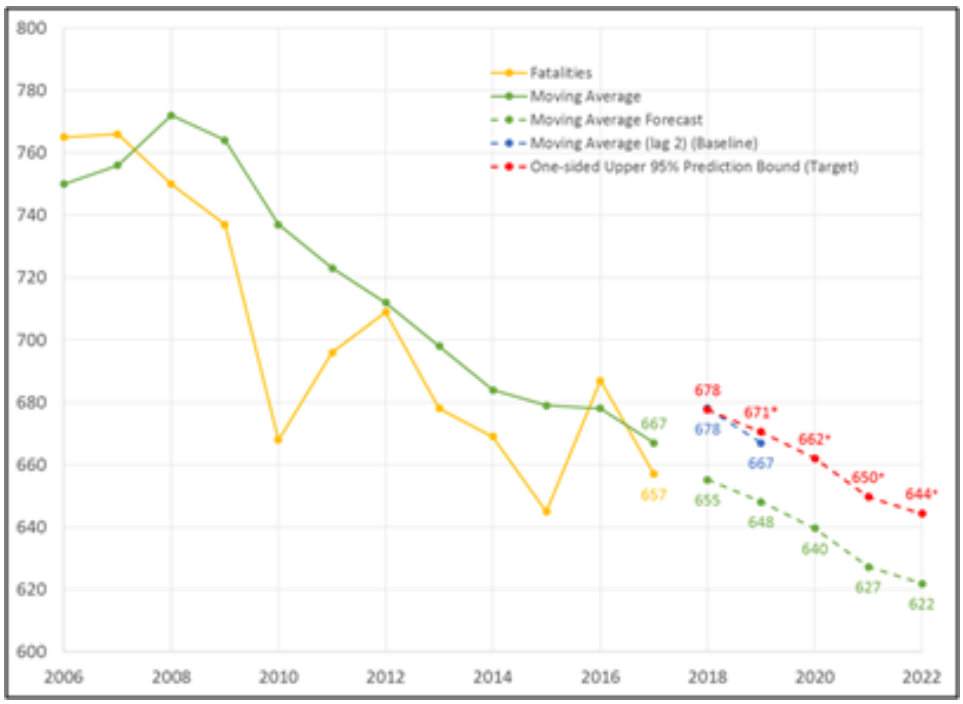
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2020	Numeric	662	5 Year	2016

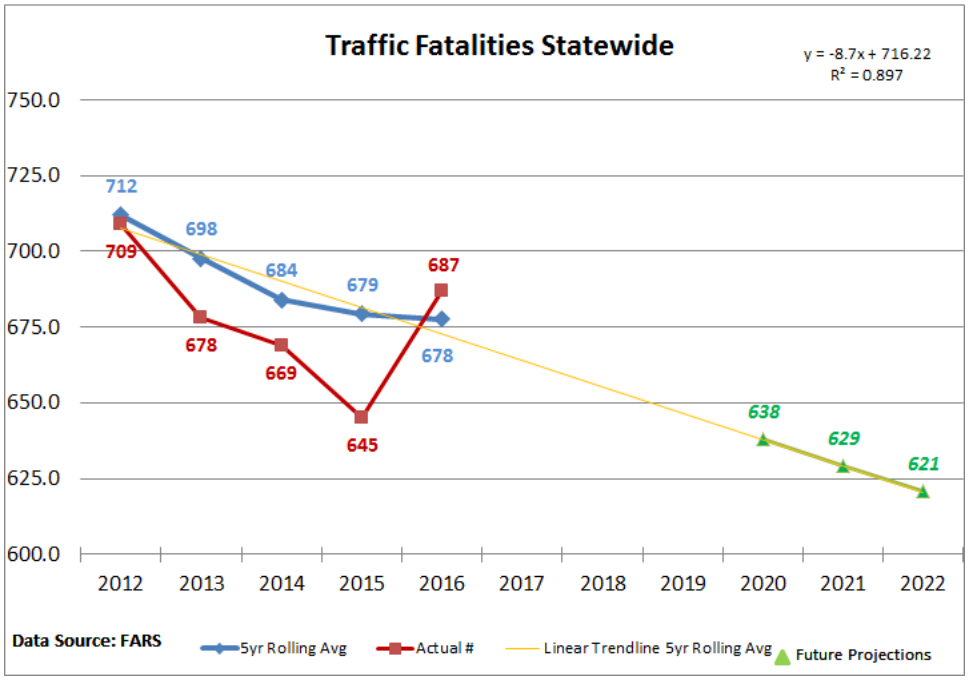
Performance Target Justification

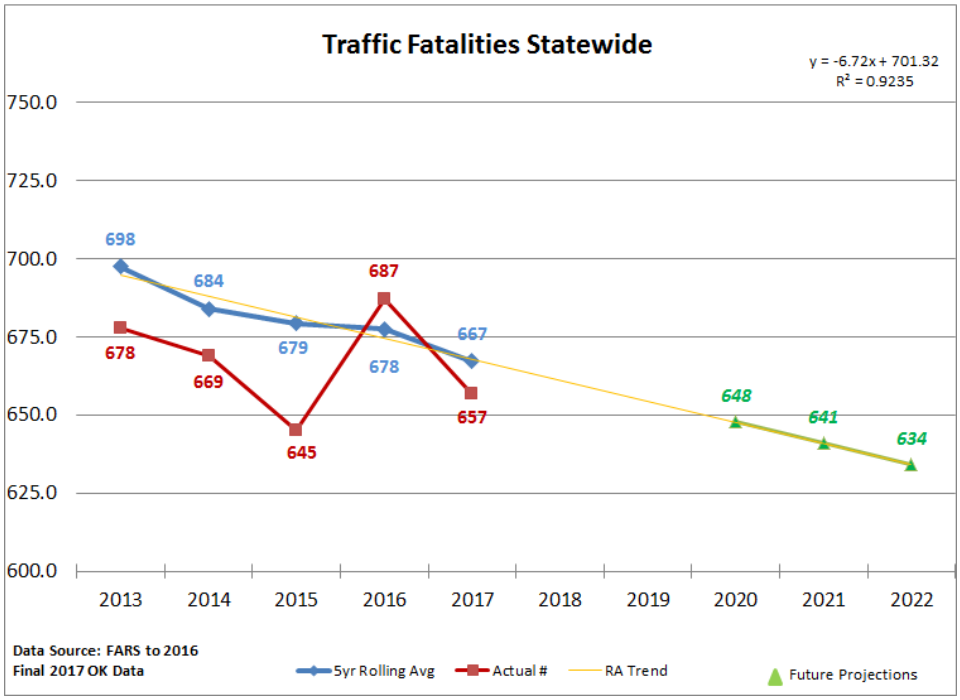
Target [C-1]: To decrease the number of traffic fatalities by 4%, from 687 in 2016 to 662 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). It must be noted that as of the current date, 2016 is the latest final FARS data available; therefore, final Oklahoma data for 2017 was used to assist in target setting purposes.

Oklahoma will continue its efforts to identify the problem areas and countermeasures to address motor vehicle related fatalities as outlined in this Highway Safety Plan.


800
780
760
740
720
700
680
660
640
620
600
2006
2008
2010
2012
2014
2016
2018
2020
2022
Fatalities
Moving Average
Moving Average Forecast
Moving Average (lag 2) (Baseline)
One-sided Upper 95% Prediction Bound (Target)
667
657
678
678
671*
667
662*
655
650*
648
644*
640
627
622


Traffic Fatalities Statewide
y = -8.7x + 716.22
R² = 0.897
750.0
725.0
700.0
675.0
650.0
625.0
600.0
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
712
698
684
679
678
709
678
669
645
687
638
629
621
Data Source: FARS
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future Projections



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

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	2465	5 Year	2016

Performance Target Justification

IMPORTANT NOTE: Prior to FY2019, the number of Serious Injuries reported was based on the sum of both Incapacitating (A) and Non-incapacitating (B) injuries as listed in the KABCO modified scale. Beginning with the FY2019 Highway Safety Plan, only (A) type injuries will be reported to coincide with upcoming changes to the serious injury definition as outlined in MMUCC version 4 and 5 and required adoption by April 19, 2019.

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

Performance Target details

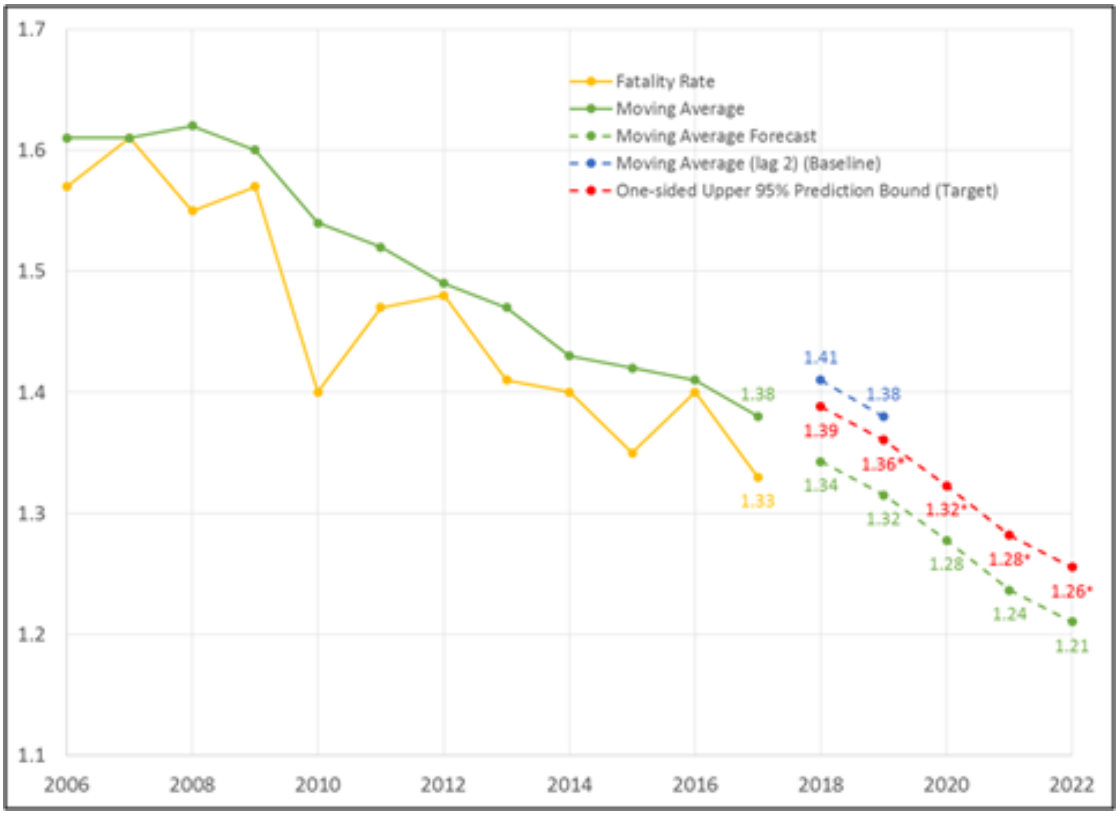
Performance Target	Target Metric	Target	Target	Target Start

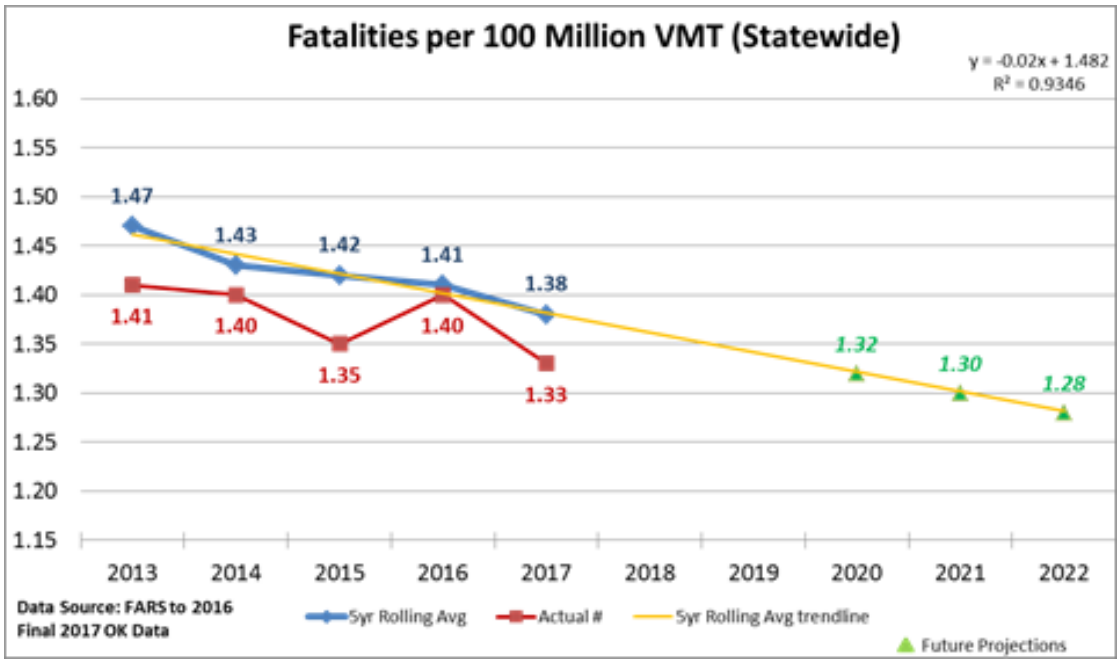
	Type	Value	Period	Year
C-3) Fatalities/VMT (FARS, FHWA)-2020	Numeric	1.32	5 Year	2016

Performance Target Justification

Target [C-3]: To decrease the Total Fatalities per 100M VMT Rate by 6%, from 1.41 in 2016 to 1.32 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. For the three performance measures common to the SHSP, HSP and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as Autoregressive Integrated Moving Average (ARIMA). It must be noted that as of the current date, 2016 is the latest final FARS data available; therefore, final Oklahoma data for 2017 was used to assist in target setting purposes.





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

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Numeric	204	5 Year	2016

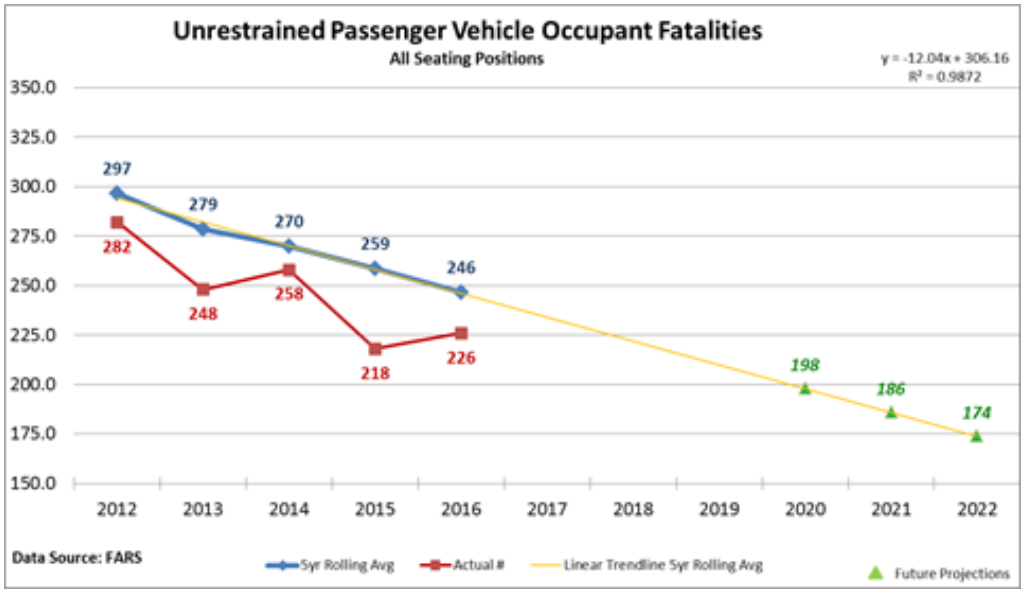
Performance Target Justification

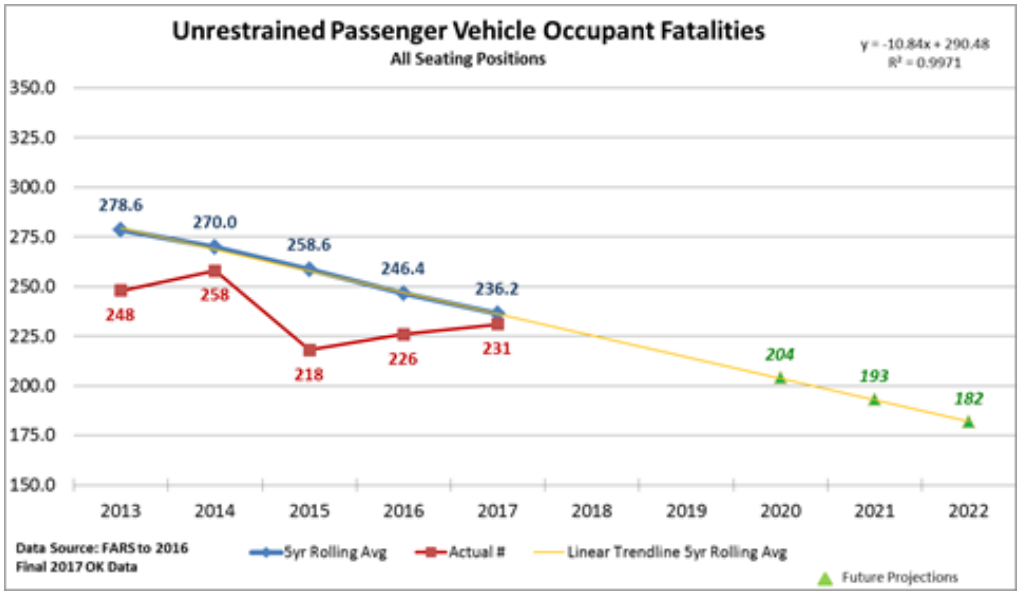
[C-4]: To decrease the number of unrestrained passenger vehicle occupant fatalities (all seating positions) by 10%, from 225 in 2016 to 203 in 2020.

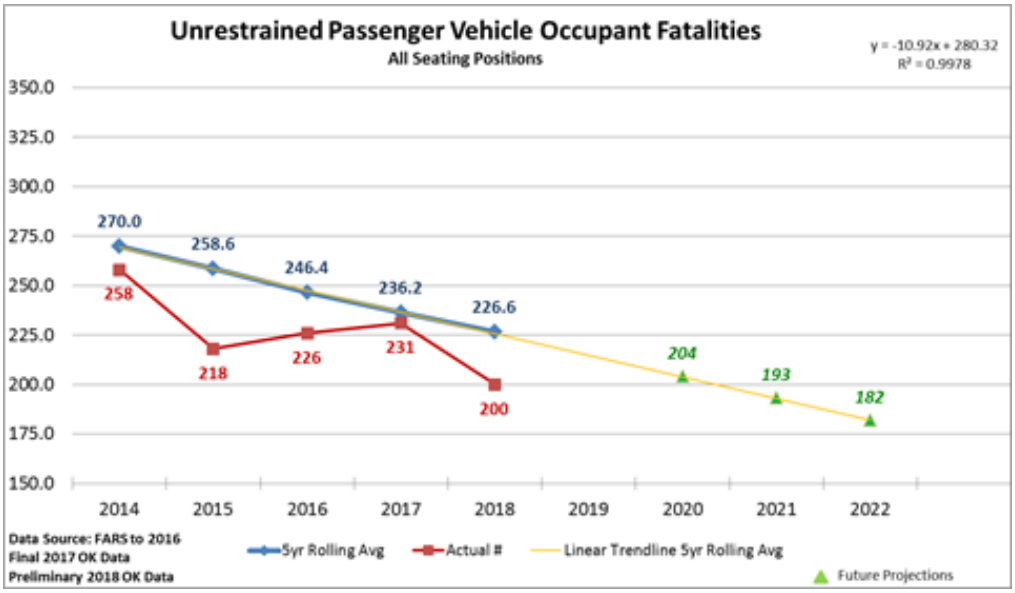
Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors

were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data and 2018 Preliminary data. Based on this review, a target of 203 unrestrained fatalities was felt to be the most compatible with the data.







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

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	134	5 Year	2016

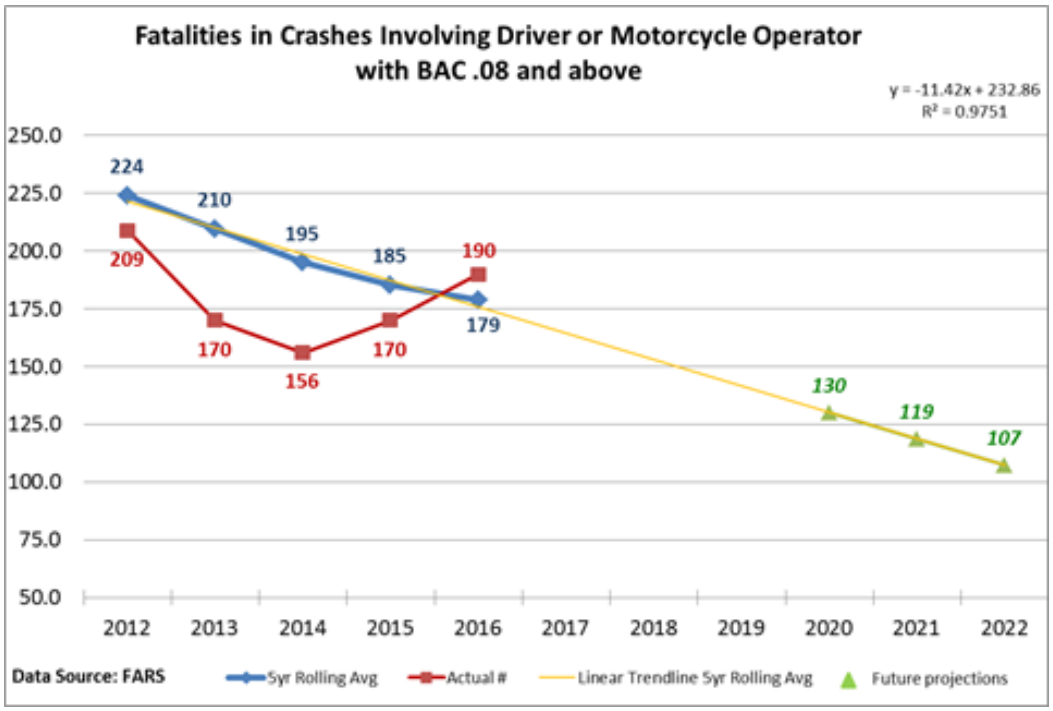
Performance Target Justification

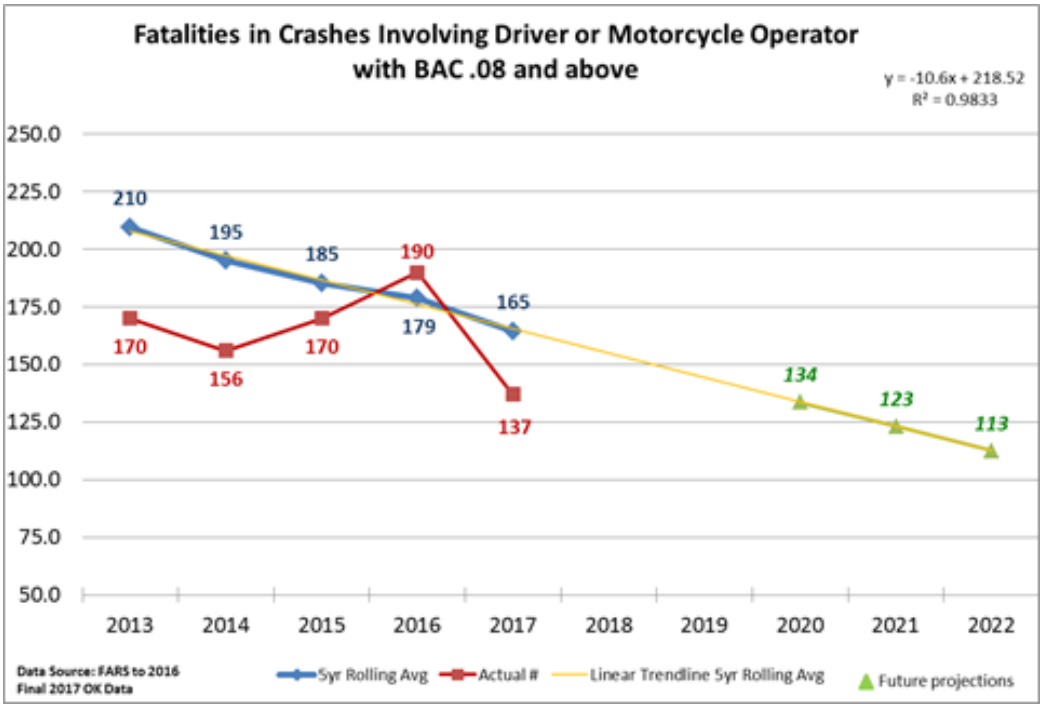
Target [C-5]: To decrease the number of fatalities involving a driver/operator .08 or more BAC by 28%, from 181 in 2016 to 130 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. After a low of 154 crashes n 2014, we saw an increase in 2015 and 2016. New law went into effect on October 1, 2018 allowing alcoholic beverages containing

more than 3.2% alcohol by volume to be sold in grocery stores and other sales outlets. While this law also will require beverage server training for those clerks selling such, it is anticipated that this may result in an increase in drinking drivers and have an effect on being able to meet the FY2019 targets established, which would in turn affect the results for meeting 2020 targets. Studies are to be conducted by the Dept. of Mental Health & Substance Abuse Services to measure the effect that the law change may have on behaviors.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data. The 2018 data was not used to any great extent due to the delay in receiving BAC results which oftentimes has a significant effect on preliminary data. Based on this review, a target of 130 fatalities in crashes involving a driver or motorcycle operator .08 or more BAC was felt to be the most compatible with the trendlines data.





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

Performance Target details

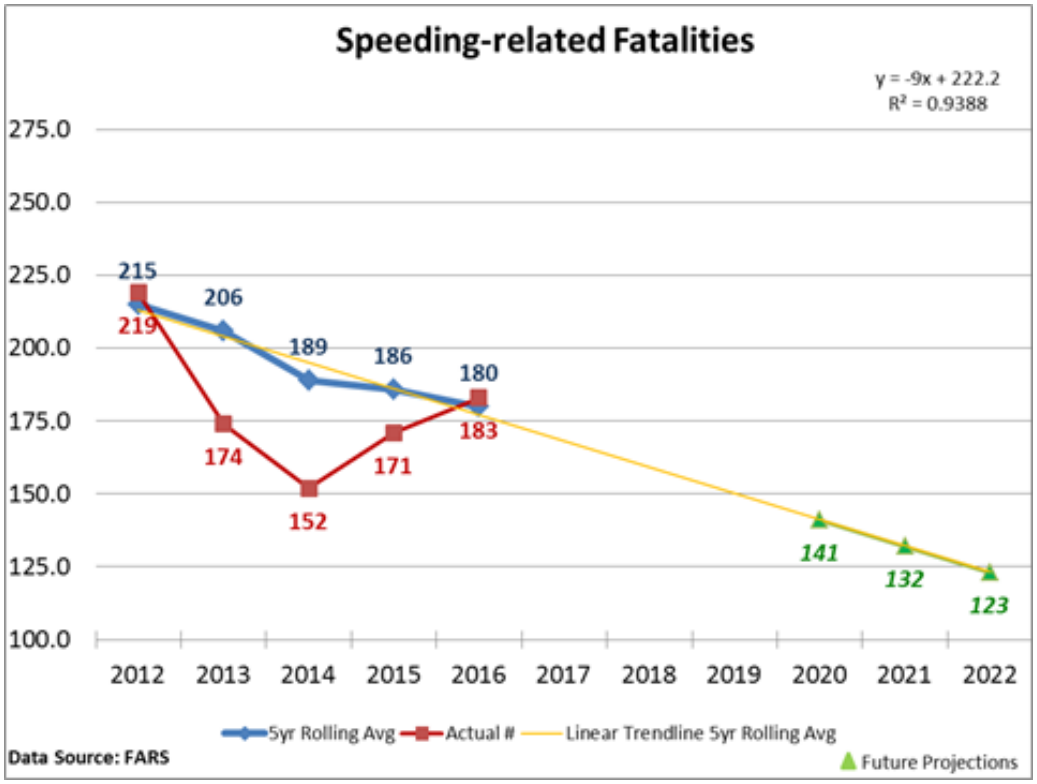
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2020	Numeric	135	5 Year	2016

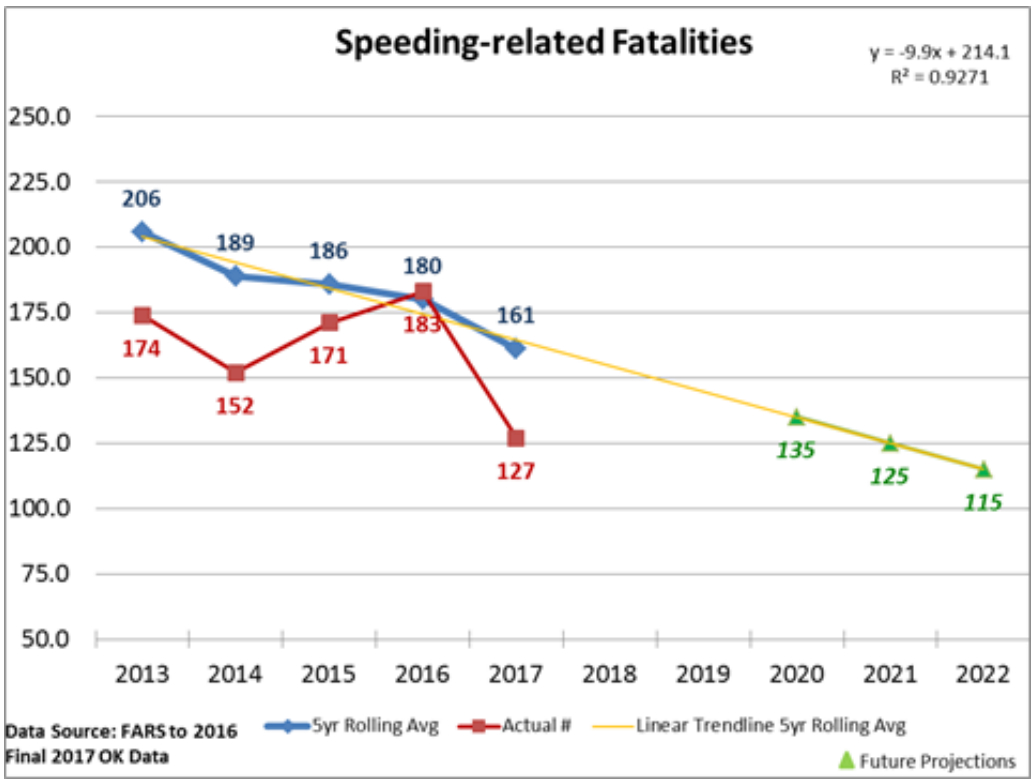
Performance Target Justification

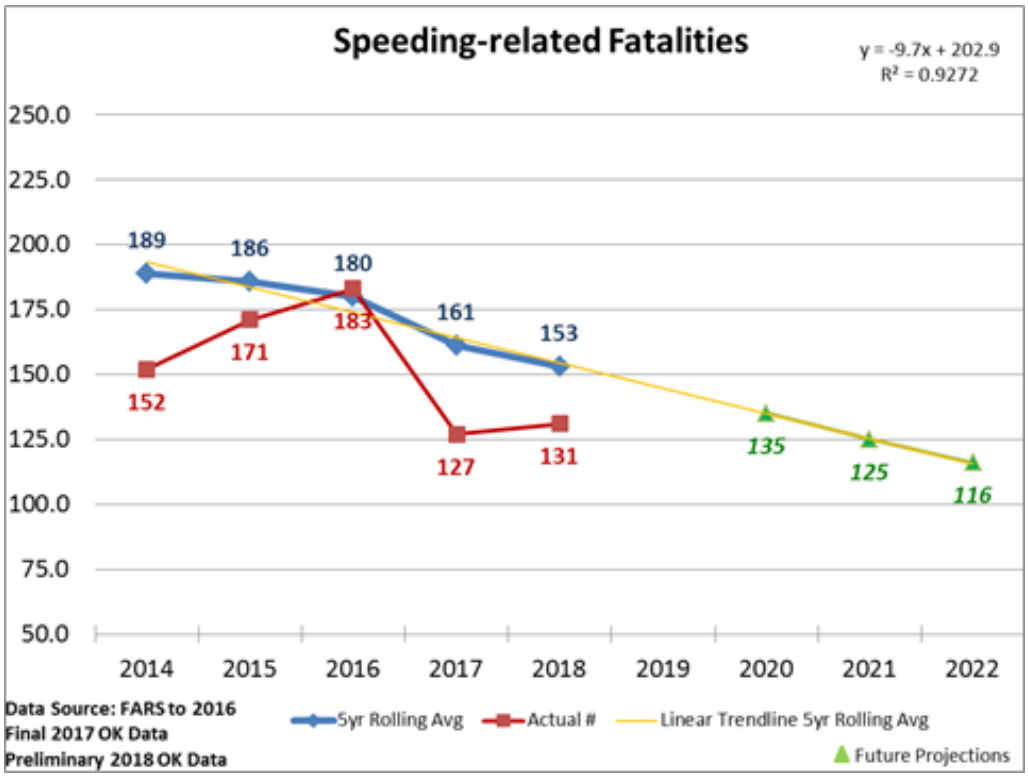
Target [C-6]: To decrease the number of speed-related fatalities by 26%, from 183 in 2016 to 135 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data and 2018 Preliminary data. Historically, the manner in which FARS imputes its data has caused significant differences in the computed state rate versus the FARS rate. Based on this review, a target of 203 unrestrained fatalities was felt to be the most compatible with the data available.







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

Performance Target details

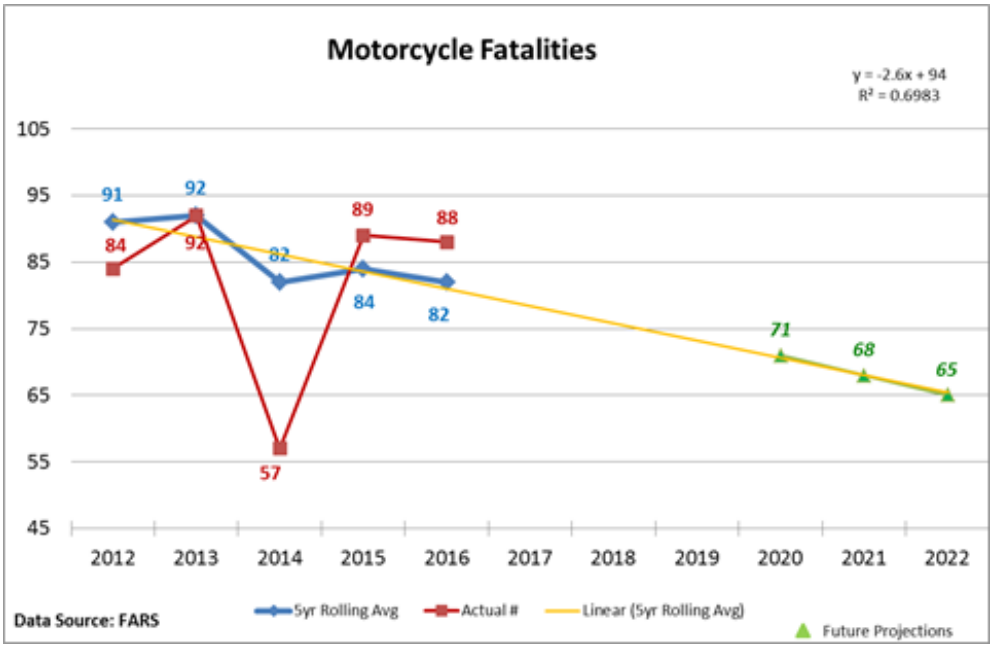
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	82	5 Year	2016

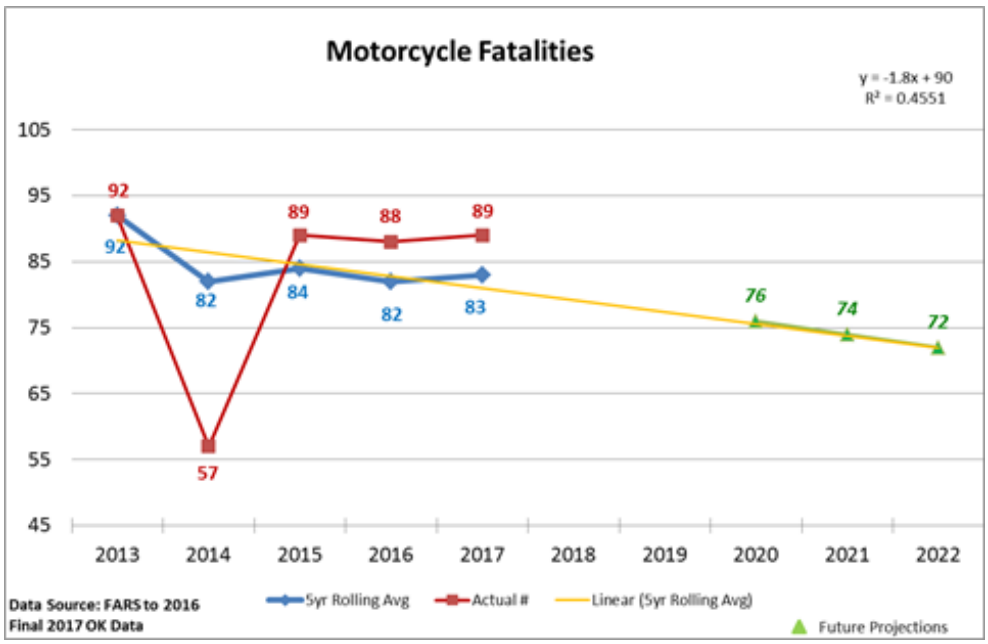
Performance Target Justification

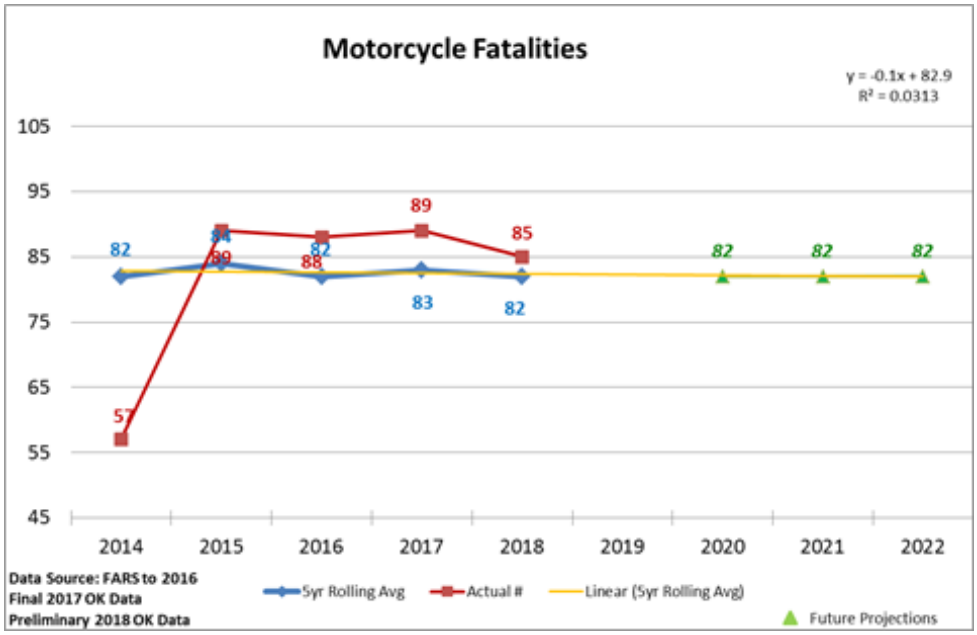
Target [C-7]: To decrease the number of motorcycle fatalities by 13%, from 88 in 2016 to 76 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data and 2018 Preliminary data. Based on this review, a target of 203 unrestrained fatalities was felt to be the most compatible with the data.







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

Performance Target details

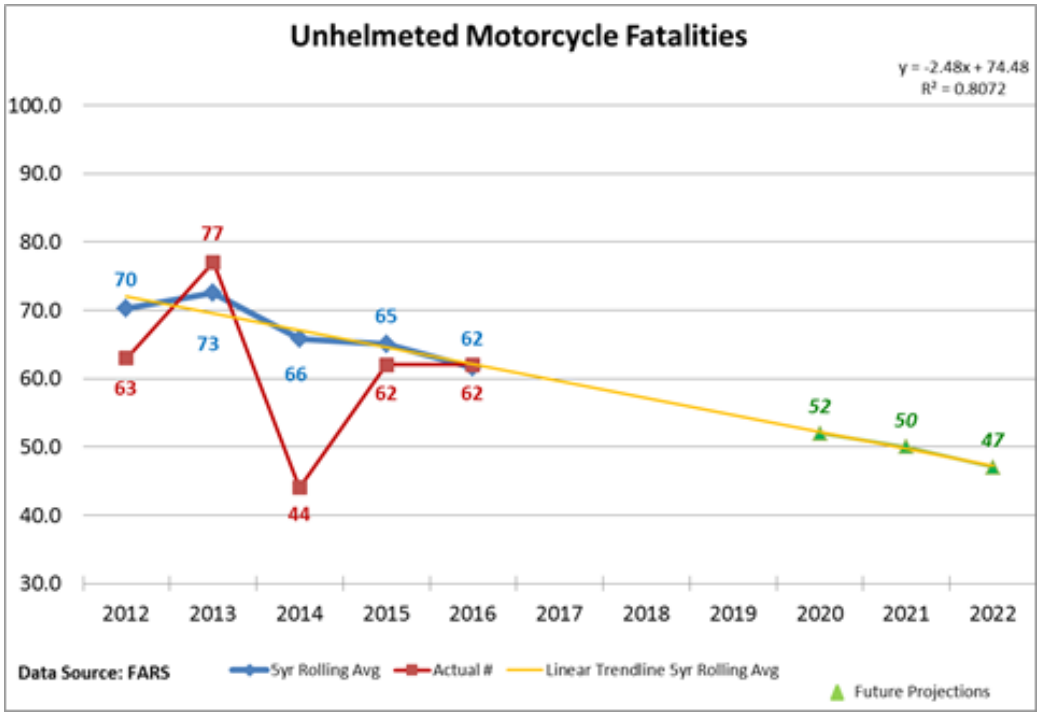
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	49	5 Year	2016

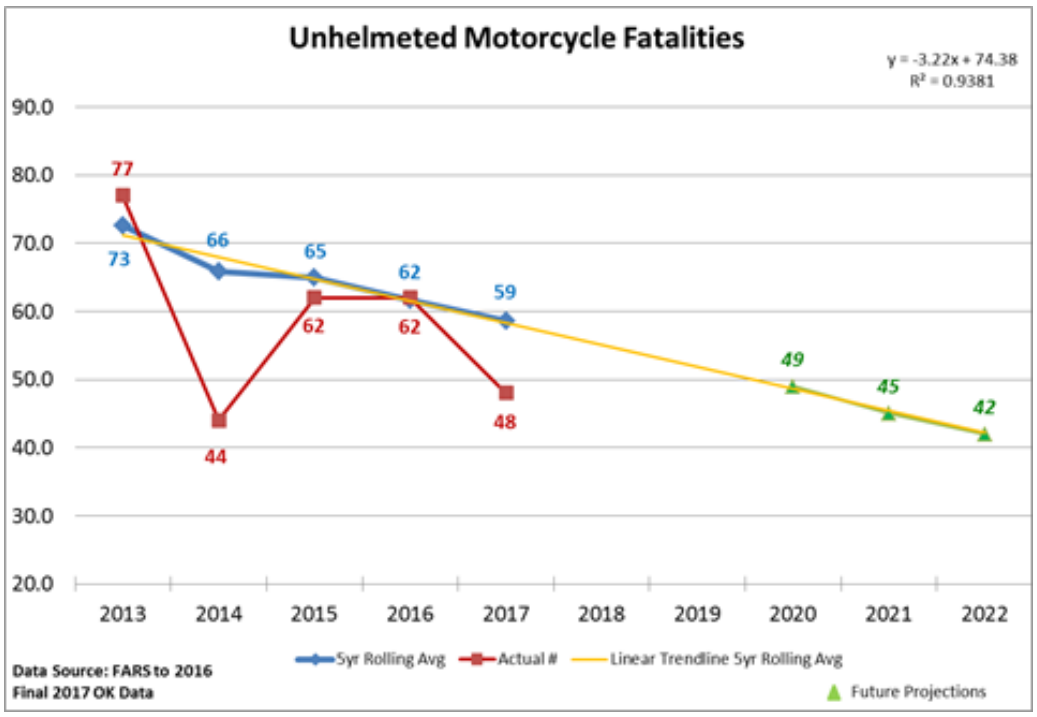
Performance Target Justification

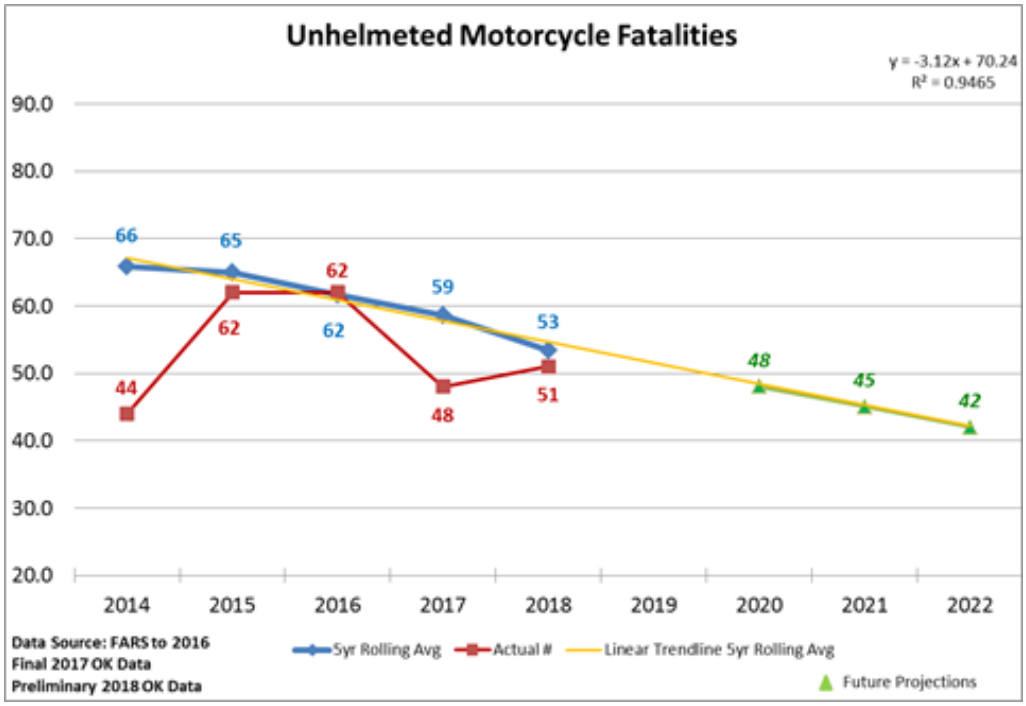
Target [C-8]: To decrease the number of unhelmeted motorcycle fatalities by 23%, from 64 in 2016 to 49 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data and 2018 Preliminary data. Based on this review, a target of 203 unrestrained fatalities was felt to be the most compatible with the data.







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

Performance Target details

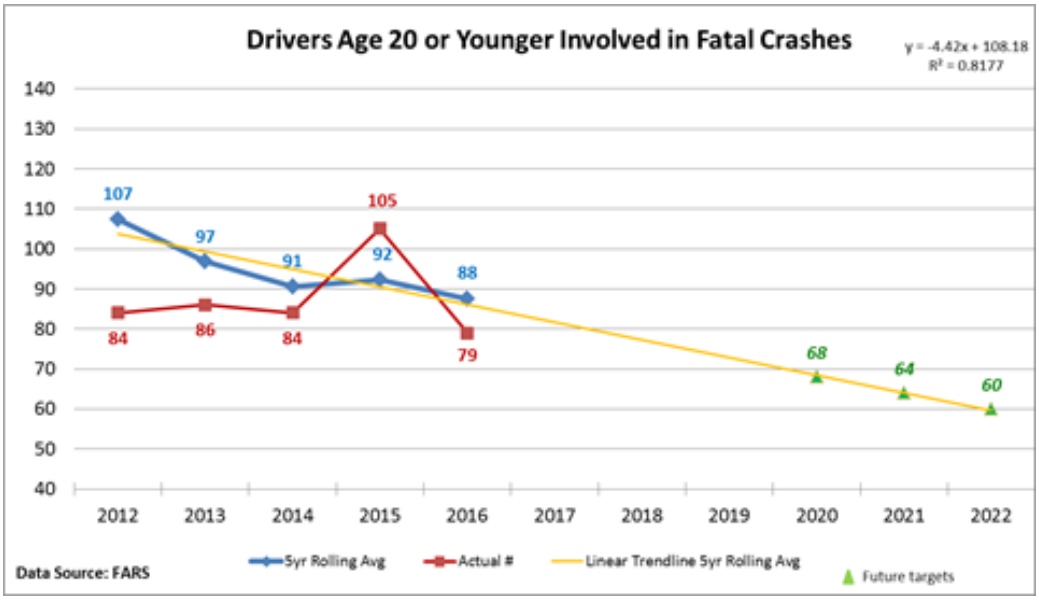
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	83	5 Year	2016

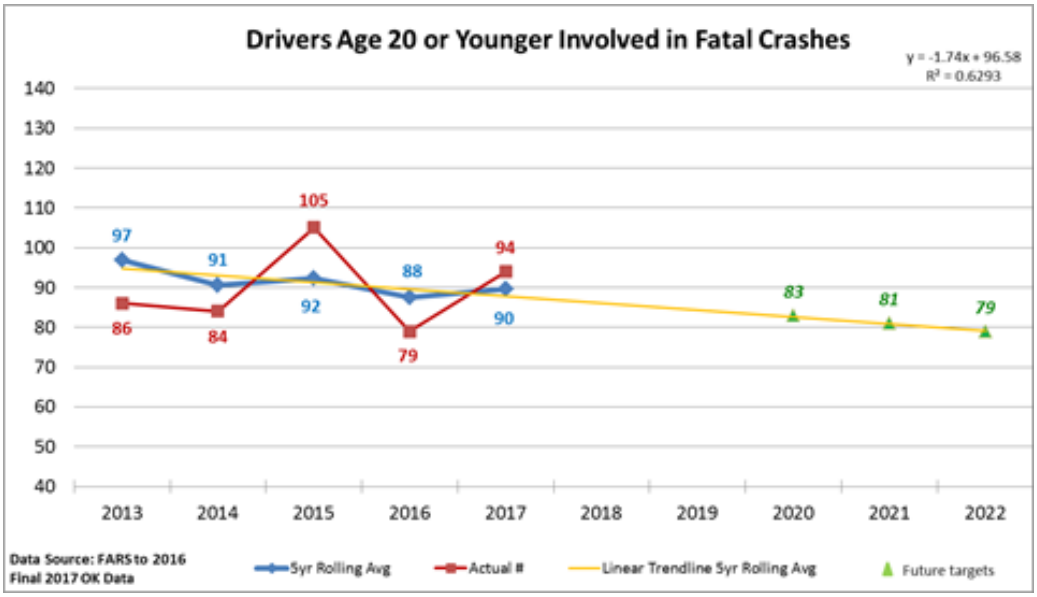
Performance Target Justification

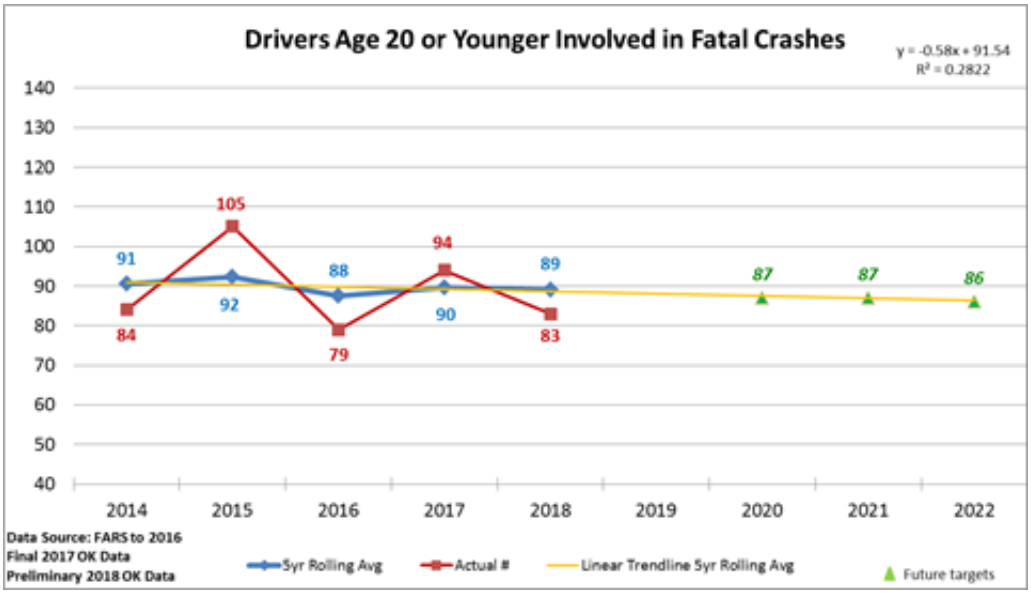
Target [C-9]: To limit a projected increase in the number of drivers under the age of 21 involved in fatal crashes to no more than 5%, from 79 in 2016 to 83 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data and 2018 Preliminary data. Based on this review, it was apparent that the trend, while overall downward, was a decreasing trend indicating an increasing number, therefore a target of 203 unrestrained fatalities was felt to be the most compatible with the data. A suspected cause for the increase is not apparent at this time.







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

Performance Target details

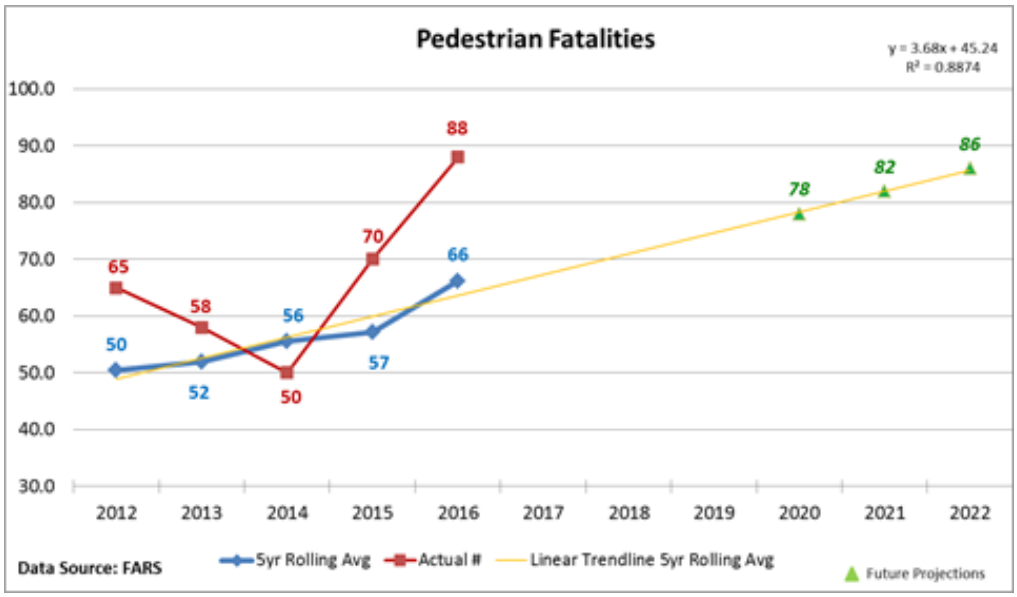
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	83	5 Year	2016

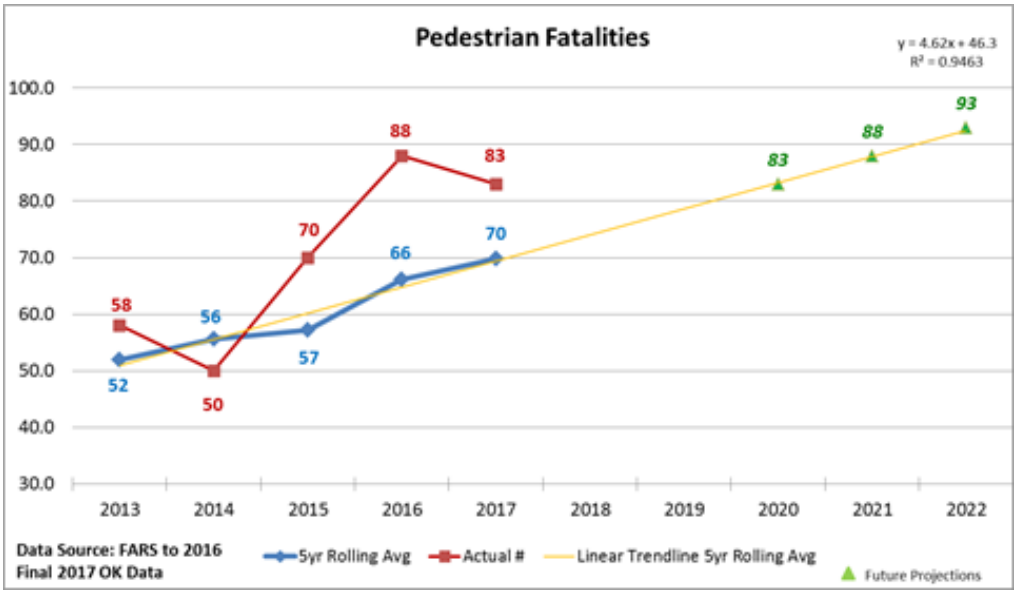
Performance Target Justification

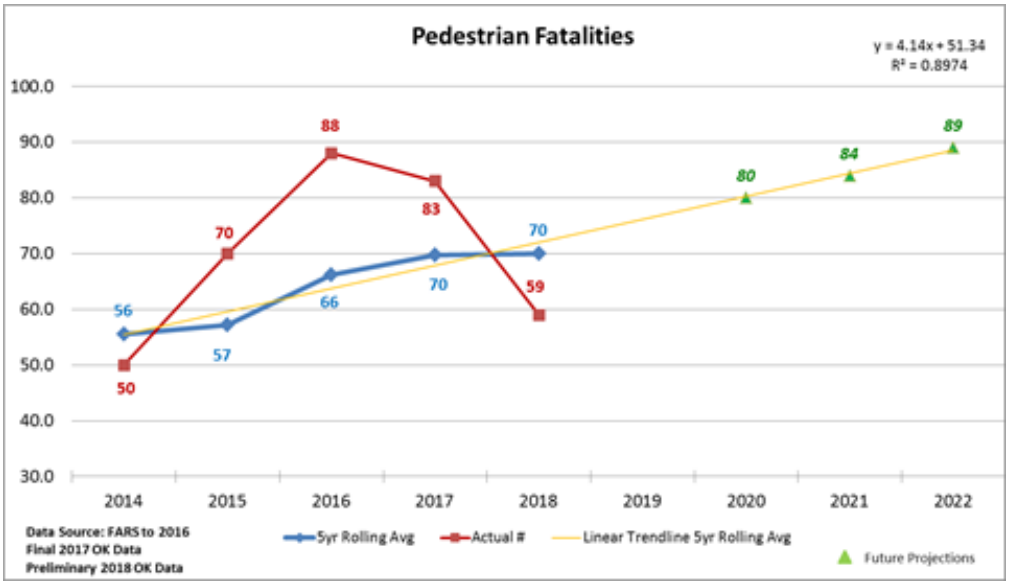
Target [C-10]: To decrease the number of pedestrian fatalities by 12%, from 88 in 2016 to 80 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data and 2018 Preliminary data. Based on this review, a target of 203 unrestrained fatalities was felt to be the most compatible with the data.







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

Performance Target details

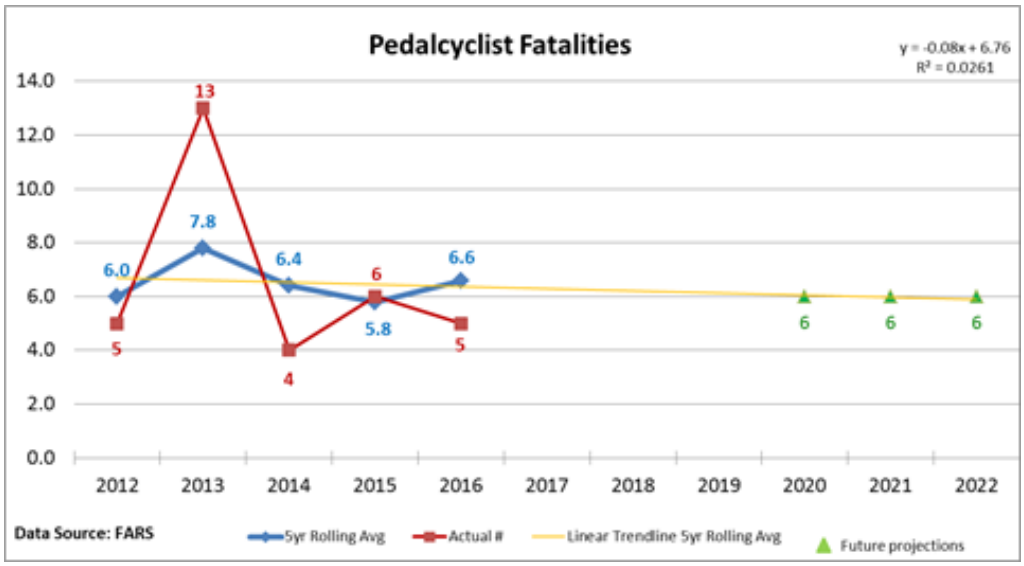
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	11	5 Year	2016

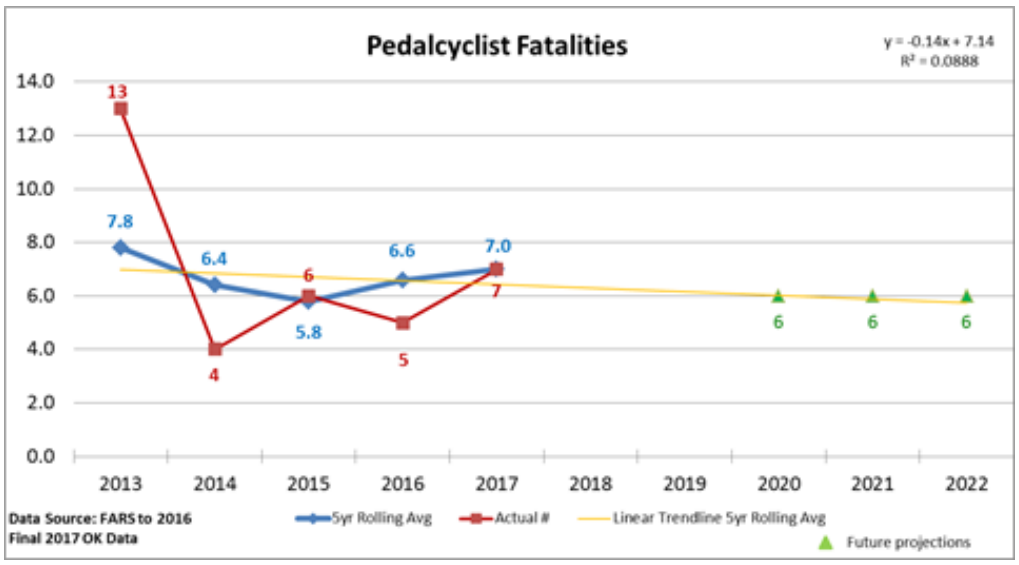
Performance Target Justification

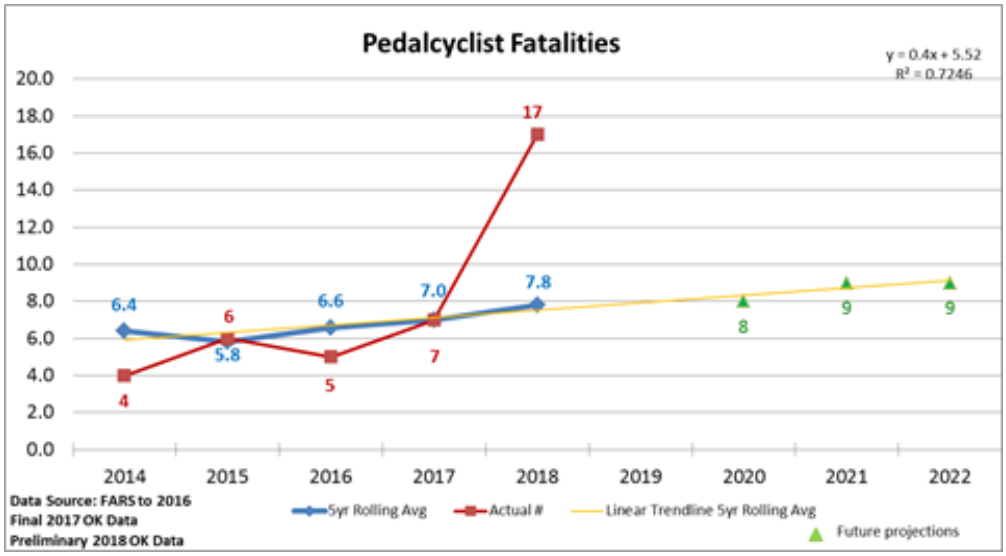
Target [C-11]: To limit a project increase in the number of bicyclist fatalities to no more than 16%, from 6 in 2016 to 7 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

A review of data was conducted using only the latest FARS data (2016) and another using FARS 2016 data as well as final 2017 Oklahoma data and 2018 Preliminary data. The Oklahoma preliminary 2018 data was particularly noted as it reflected a significant increase in the number of bicyclist fatalities. Based on this review, a target of 203 unrestrained fatalities was felt to be the most compatible with the data.







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

Performance Target details

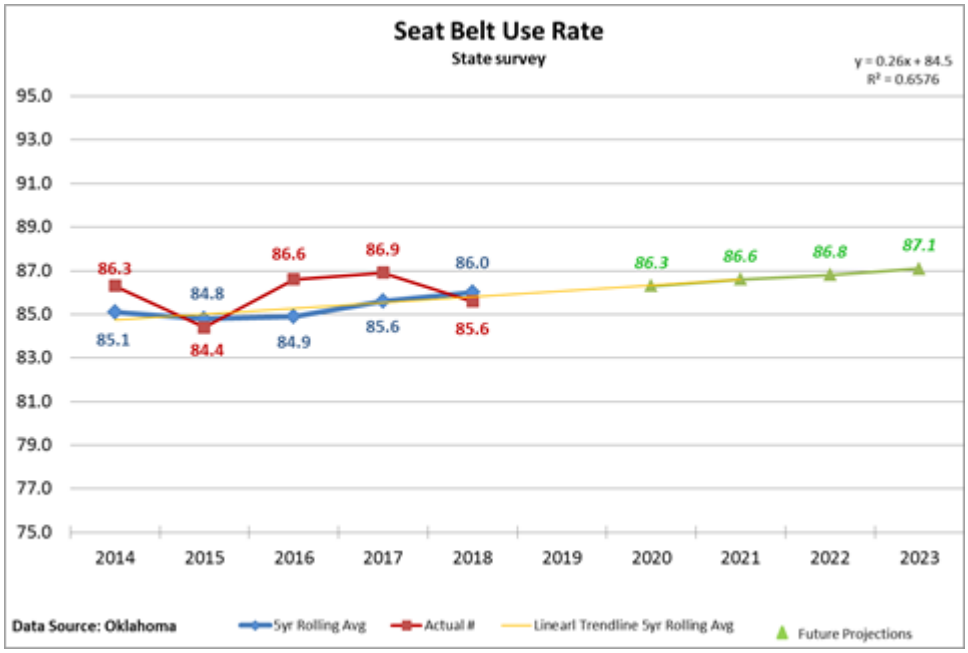
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Percentage	86.3	5 Year	2016

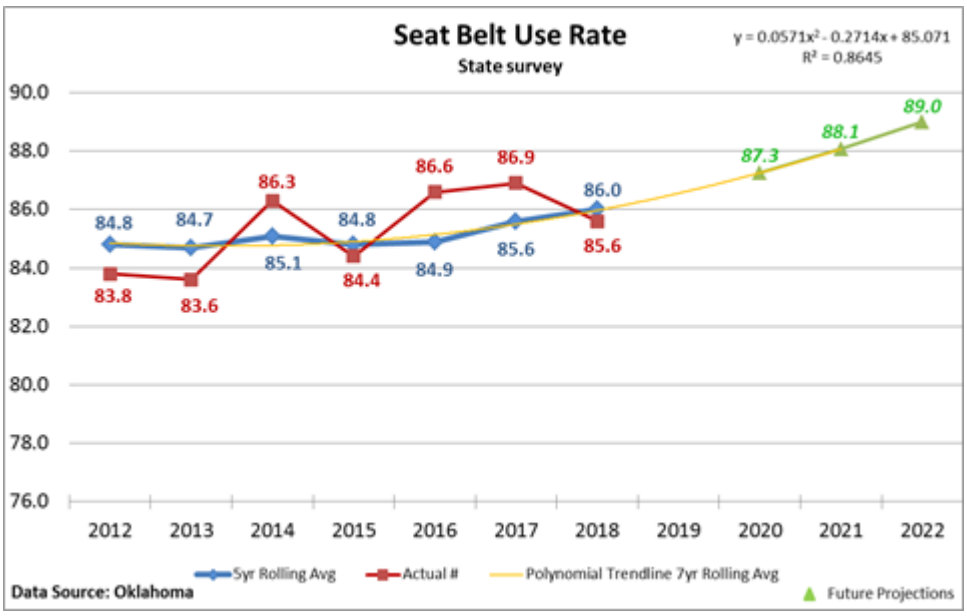
Performance Target Justification

Target (B-1): To increase the statewide safety belt use rate by 0.8%, from 85.6% in 2018 to 86.3% in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

The final usage rates for 2018 and prior years were reviewed and a variety of different statistical analysis trends tested. Based on this review, a target of 86.3% statewide seat belt use rate was felt to be the most accurate and realistic based on the data and existing limitations.





Performance Measure: Urban fatalities/VMT (State)

Performance Target details

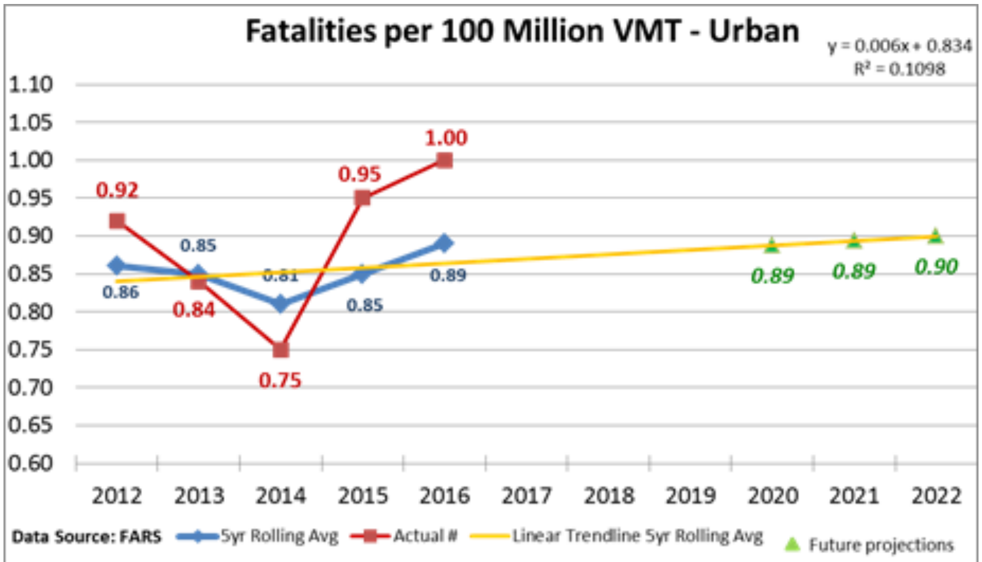
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Urban fatalities/VMT (State)-2020	Numeric	0.92	Other	2016

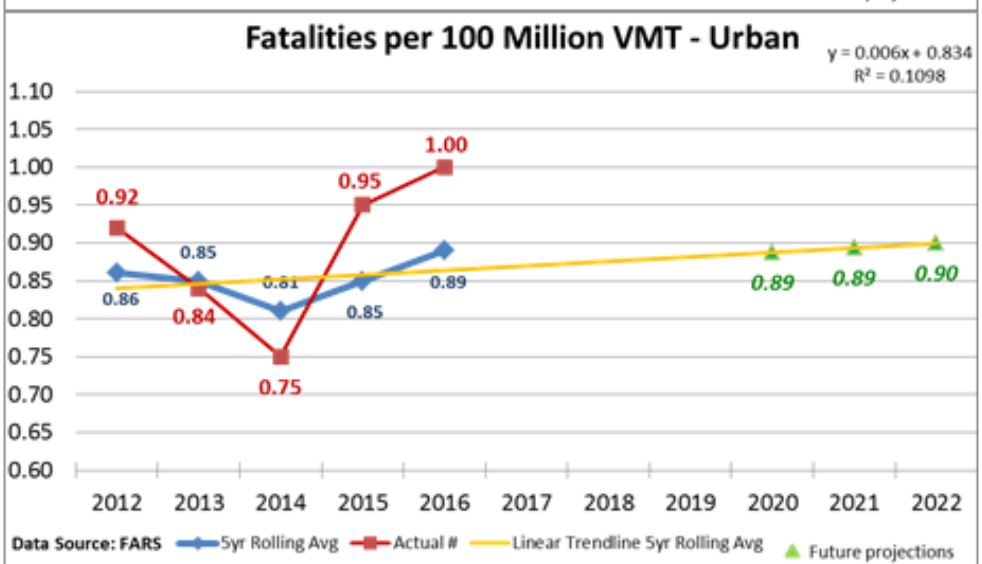
Performance Target Justification

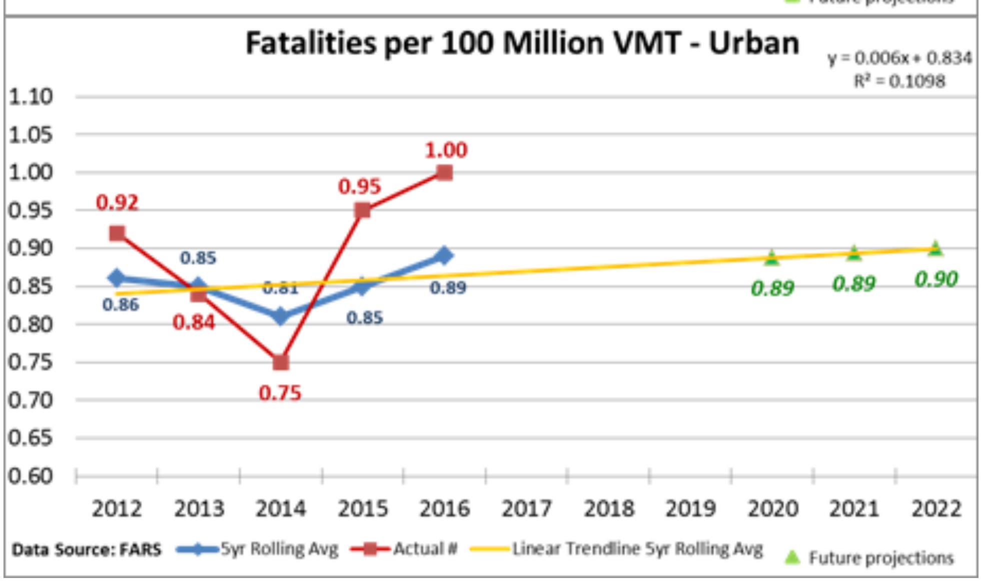
Target [C-3a]: To limit a projected increase in the Urban Fatalities per 100M VMT Rate to no more than 1%, from 0.91 in 2017 to 0.92 in 2020.

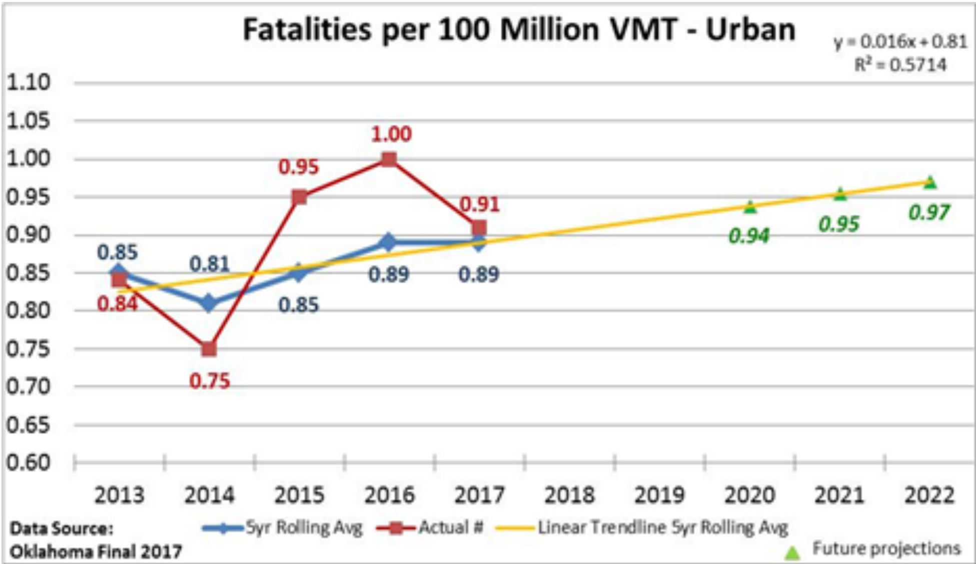
Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals for the Core Performance Measures required by NHTSA for Highway Safety Plan applications. While this Performance Measure is not included as a Core Performance Measure, a trend analysis based on the 5-year rolling average was conducted, the results reviewed and future performance measures and targets established.

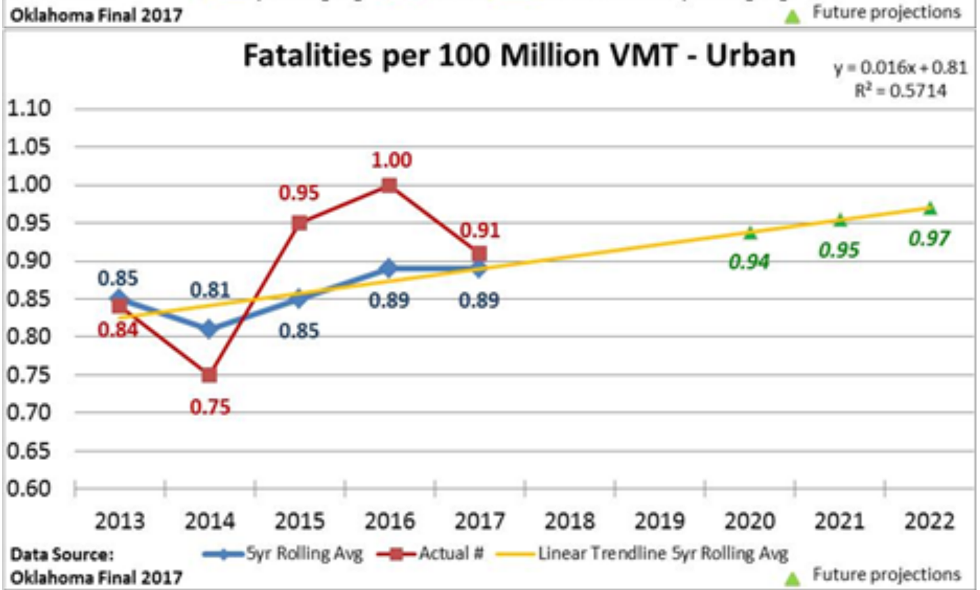
For the charts below and purposes of setting target values, the 2017 fatality rate indicated is based on state data using known values, since no 2017 FARS final VMT rate data is as yet available.

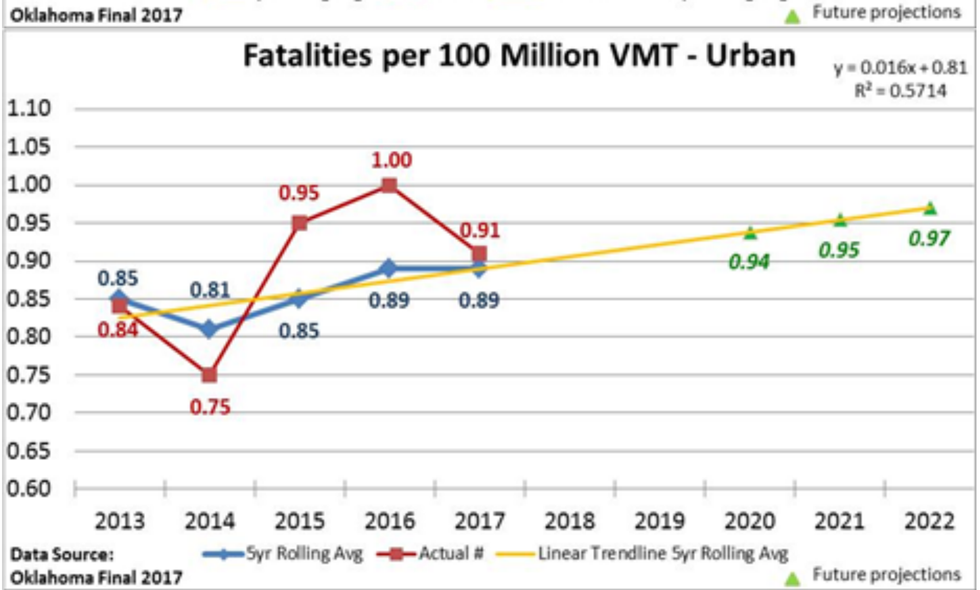

Fatalities per 100 Million VMT - Urban
y = 0.006x + 0.834
R² = 0.1098
1.10
1.05
1.00
0.95
0.90
0.85
0.80
0.75
0.70
0.65
0.60
0.92
0.84
0.75
0.95
1.00
0.86
0.85
0.81
0.85
0.89
0.89
0.89
0.90
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Data Source: FARS
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future projections


Fatalities per 100 Million VMT - Urban
y = 0.006x + 0.834
R² = 0.1098
1.10
1.05
1.00
0.95
0.90
0.85
0.80
0.75
0.70
0.65
0.60
0.92
0.84
0.75
0.95
1.00
0.86
0.85
0.81
0.85
0.89
0.89
0.89
0.90
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Data Source: FARS
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future projections


Fatalities per 100 Million VMT - Urban
y = 0.006x + 0.834
R² = 0.1098
1.10
1.05
1.00
0.95
0.90
0.85
0.80
0.75
0.70
0.65
0.60
0.92
0.84
0.75
0.95
1.00
0.86
0.85
0.81
0.85
0.89
0.89
0.89
0.90
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Data Source: FARS
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future projections


Fatalities per 100 Million VMT - Urban
y = 0.016x + 0.81
R² = 0.5714
1.10
1.05
1.00
0.95
0.90
0.85
0.80
0.75
0.70
0.65
0.60
0.85
0.81
0.85
0.89
0.89
0.84
0.75
0.95
1.00
0.91
0.94
0.95
0.97
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Data Source:
Oklahoma Final 2017
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future projections


Fatalities per 100 Million VMT - Urban
y = 0.016x + 0.81
R² = 0.5714
1.10
1.05
1.00
0.95
0.90
0.85
0.80
0.75
0.70
0.65
0.60
0.85
0.81
0.85
0.89
0.89
0.84
0.75
0.95
1.00
0.91
0.94
0.95
0.97
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Data Source:
Oklahoma Final 2017
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future projections


Fatalities per 100 Million VMT - Urban
y = 0.016x + 0.81
R² = 0.5714
1.10
1.05
1.00
0.95
0.90
0.85
0.80
0.75
0.70
0.65
0.60
0.85
0.81
0.85
0.89
0.89
0.84
0.75
0.95
1.00
0.91
0.94
0.95
0.97
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Data Source:
Oklahoma Final 2017
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future projections

Performance Measure: Rural fatalities/VMT (State)

Performance Target details

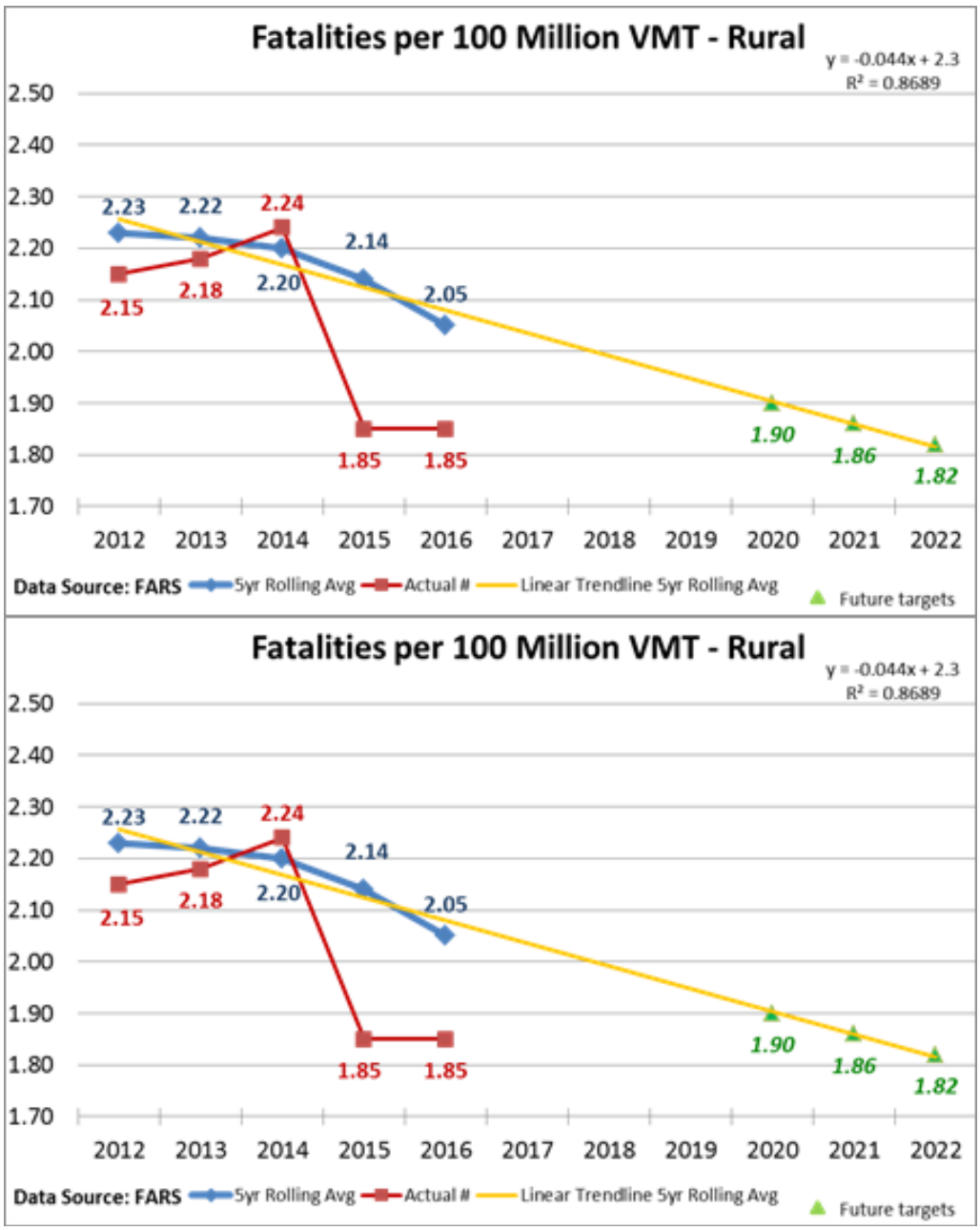
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Rural fatalities/VMT (State)-2020	Numeric	1.85	Other	2016

Performance Target Justification

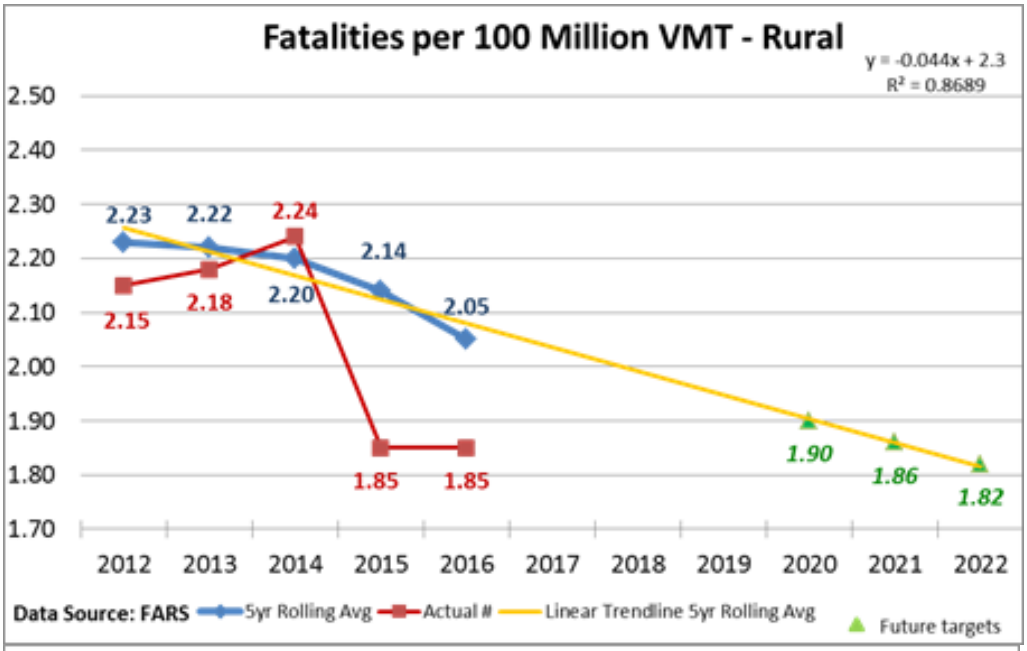
Target [C-3b]: To limit a projected increase in the Rural Fatalities per 100M VMT Rate to no more than .01%, from 1.79 in 2017 to 1.80 in 2020.

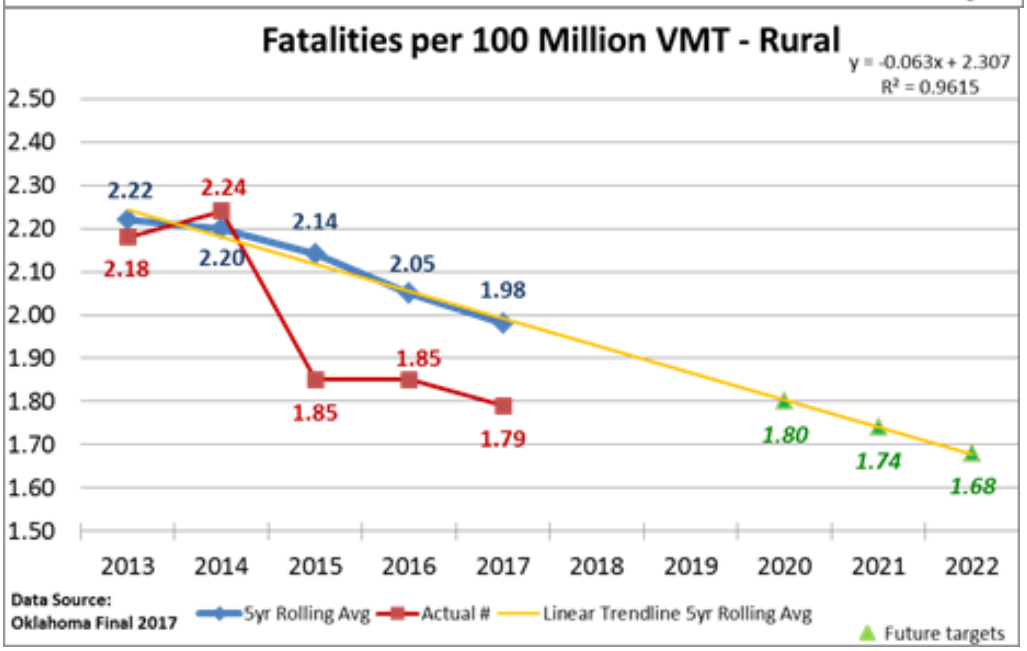
Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. (See the note in the target statement below concerning the target metric.)

A small change in the vehicle rate can represent a significant change in the number of crashes or roadway miles driven. For the charts below and purposes of setting target values. The , the 2017 fatality rate indicated is based on state data using known values, since no 2017 FARS final VMT rate data is as yet available.



Fatalities per 100 Million VMT - Rural
y = -0.044x + 2.3
R² = 0.8689
2.50
2.40
2.30
2.20
2.10
2.00
1.90
1.80
1.70
2.23
2.22
2.24
2.14
2.15
2.18
2.20
2.05
1.85
1.85
1.90
1.86
1.82
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Data Source: FARS
5yr Rolling Avg
Actual #
Linear Trendline 5yr Rolling Avg
Future targets





Performance Measure: Number of drug-related fatalities (State)

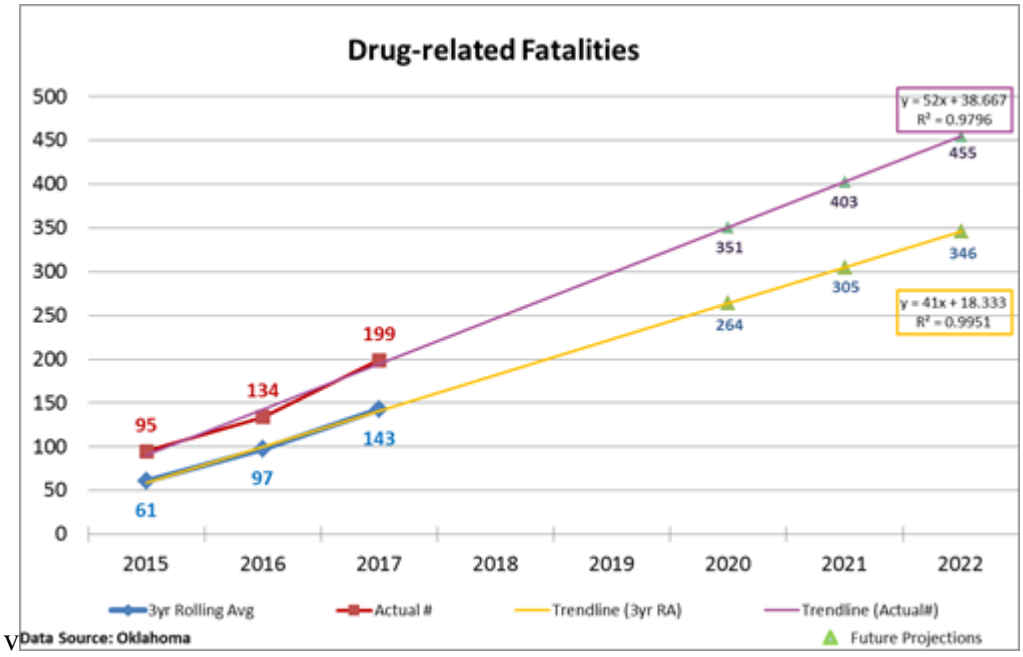
Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Number of drug-related fatalities (State)-2020	Numeric	264	Other	2016

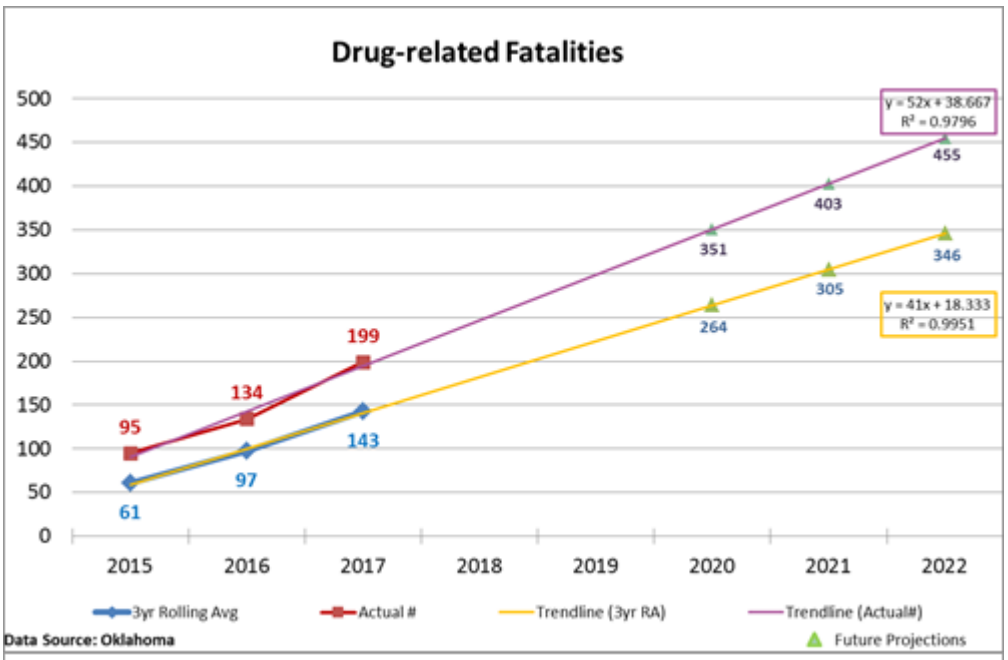
Performance Target Justification

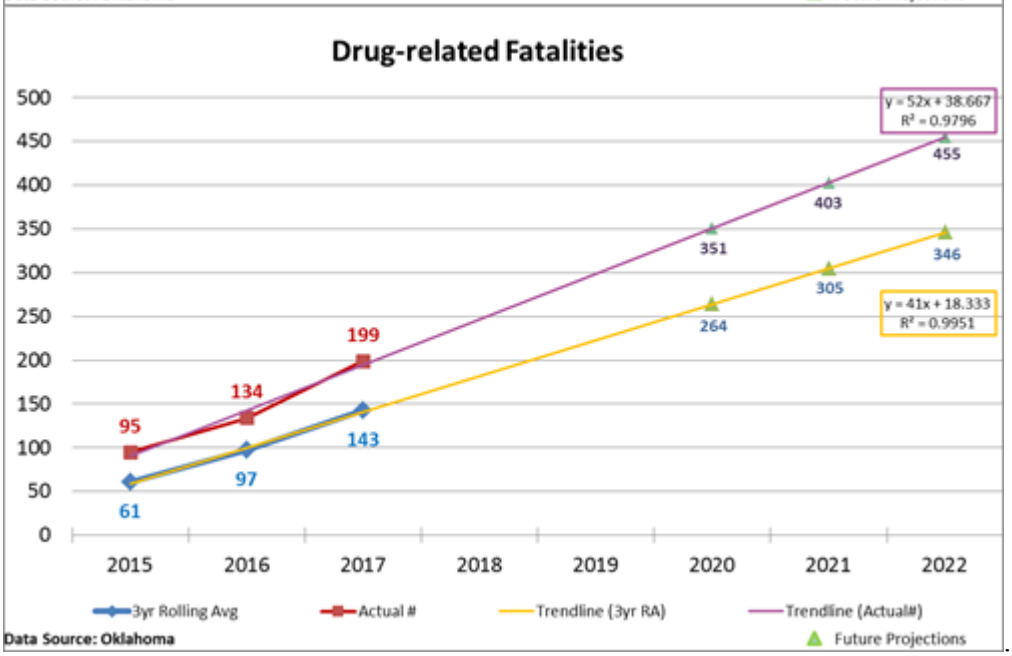
Target: To limit a projected increase in the number of drug-related fatalities from199 in 2016 to no more than 264 in 2020.

Drug-related crashes continue to increase in Oklahoma. Beginning in 2014, a better analysis process involving both state and FARS data was developed to better track drug-related crash data. The data shown prior to 2014 in considered "incomplete", although it was based on crash reports received. The chart below shows the upward trend in this area. Opioid overuse is a recognized problem in Oklahoma. The Oklahoma Attorney General is currently pursuing legislation against a number of drug companies regarding their alleged participation in and promotion of activities contributing to the opioid abuse problem in Oklahoma. Due to the length of time is usually takes to receive and analyze drug-related crash data, no 2018 preliminary data is yet available.



V





Performance Measure: Rail grade crossing fatalities (State)

Performance Target details

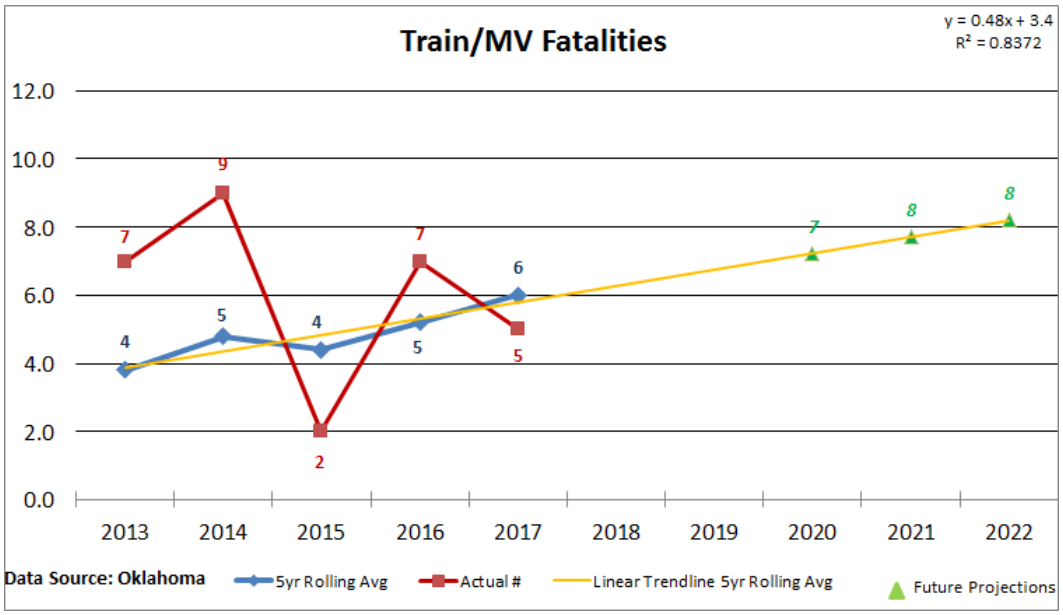
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Rail grade crossing fatalities (State)-2020	Numeric	7	Other	2016

Performance Target Justification

To maintain the number of rail grade crossing fatalities in 2020 at the same level as 2016 of no more than 7 fatalities.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures. The same procedure was followed for non-core performance measures established by the State. The results were reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.

Setting a target projection for train/vehicle fatalities is very challenging, as a single multi-fatality crash can skew the data immensely. Efforts continue to work to educate the public and make crossings safer to prevent these crashes from occurring.



Performance Measure: Rail grade crossing fatality/serious injury crashes (State)

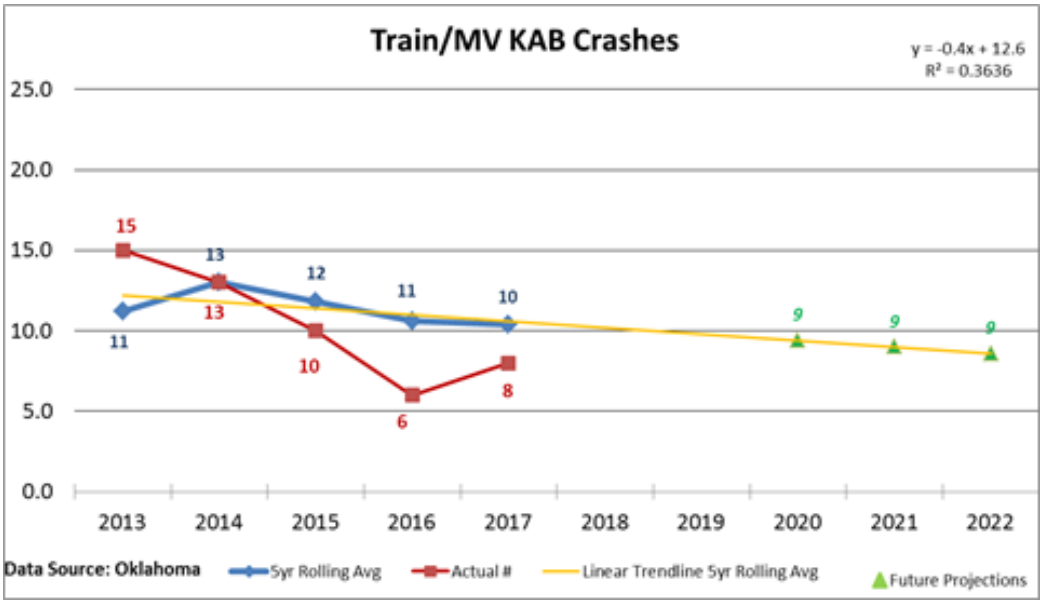
Performance Target details

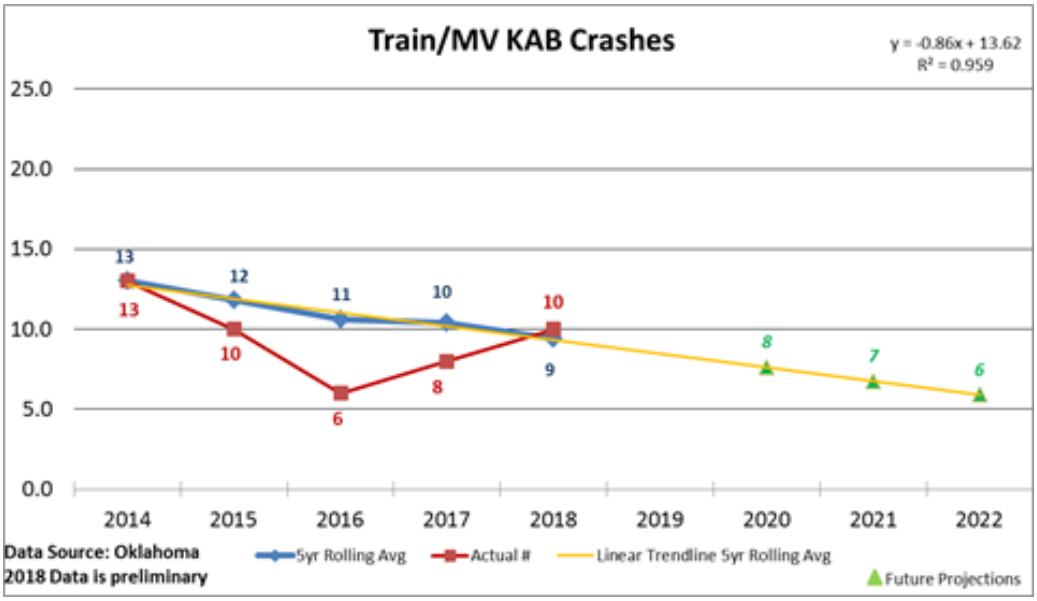
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Rail grade crossing fatality/serious injury crashes (State)-2020	Numeric	8	Other	2016

Performance Target Justification

Target: To maintain at the 2017 level the number of rail grade crossing fatality and serious injury crashes, from 8 in 2017 (latest state data) to no more than 8 in 2020.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures. The same procedure was followed for non-core performance measures established by the State. The results were reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets.





Performance Measure: Drivers in distracted driving-related KAB crashes (State)

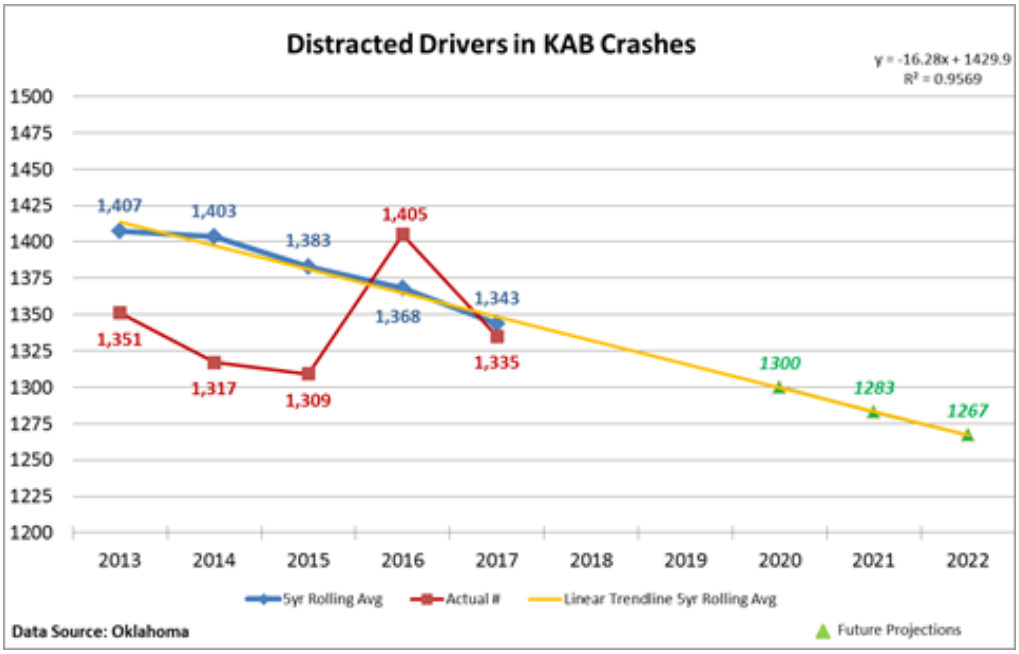
Performance Target details

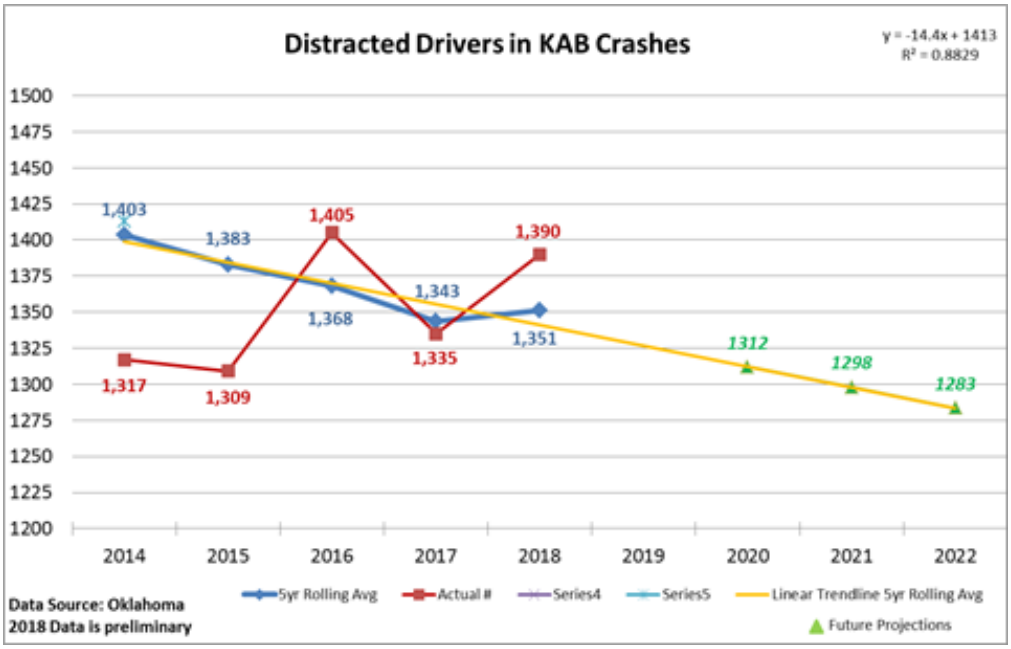
Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Drivers in distracted driving-related KAB crashes (State)-2020	Numeric	1,306	Other	2016

Performance Target Justification

Target: To decrease the number of distracted drivers in fatal and serious injury crashes (KAB) from 1,405 in 2016 to 1,306 in 2020.

Over the last several years, the number of drivers distracted by electronic device or other type of distraction involved in KAB crashes has shown a gradual decrease since highs in 2011; however, with the continued development of electronic driver assistance programs and the wide use of cell phones or other electronic devices by vehicle operators, this problem will probably continue to be a major factor in crashes. The below graphs illustrate the number of drivers involved in fatal and injury crashes in Oklahoma from 2013 through 2018. While current law does address the use of electronic devices while the vehicle is in motion, it does not address cell phone use nor use of devices while stopped in traffic.





Performance Measure: Drivers age 16-25 in distracted driving-related KAB crashes (State)

Performance Target details

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

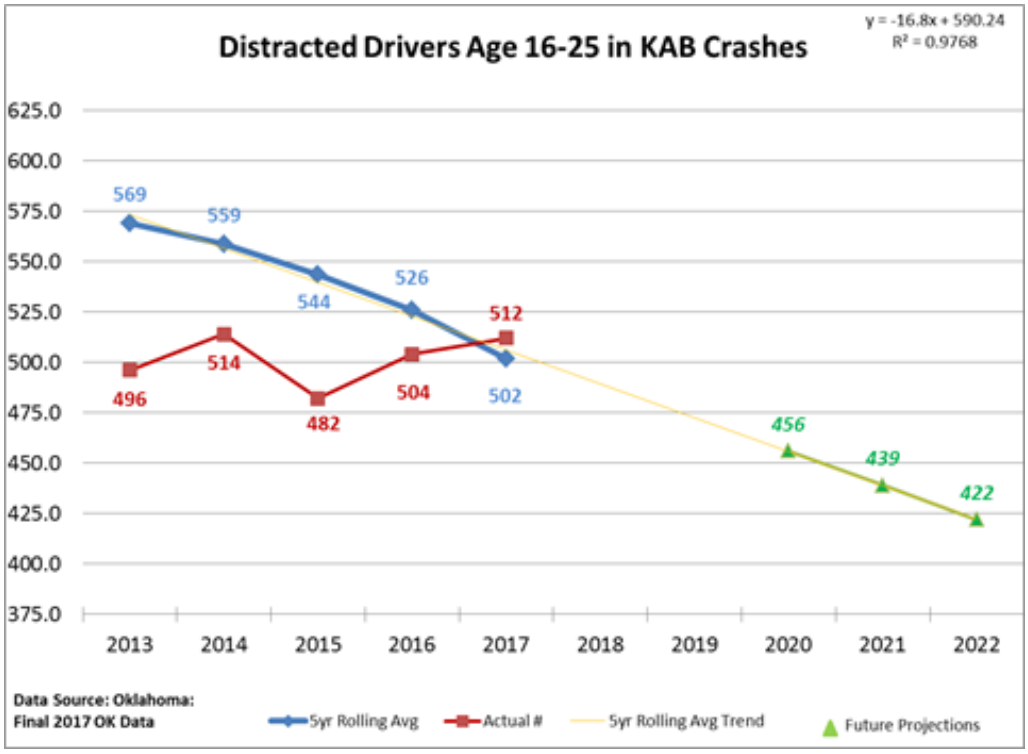
Drivers age 16-25 in distracted driving-related KAB crashes (State)-2020	Numeric	461	Other	2016

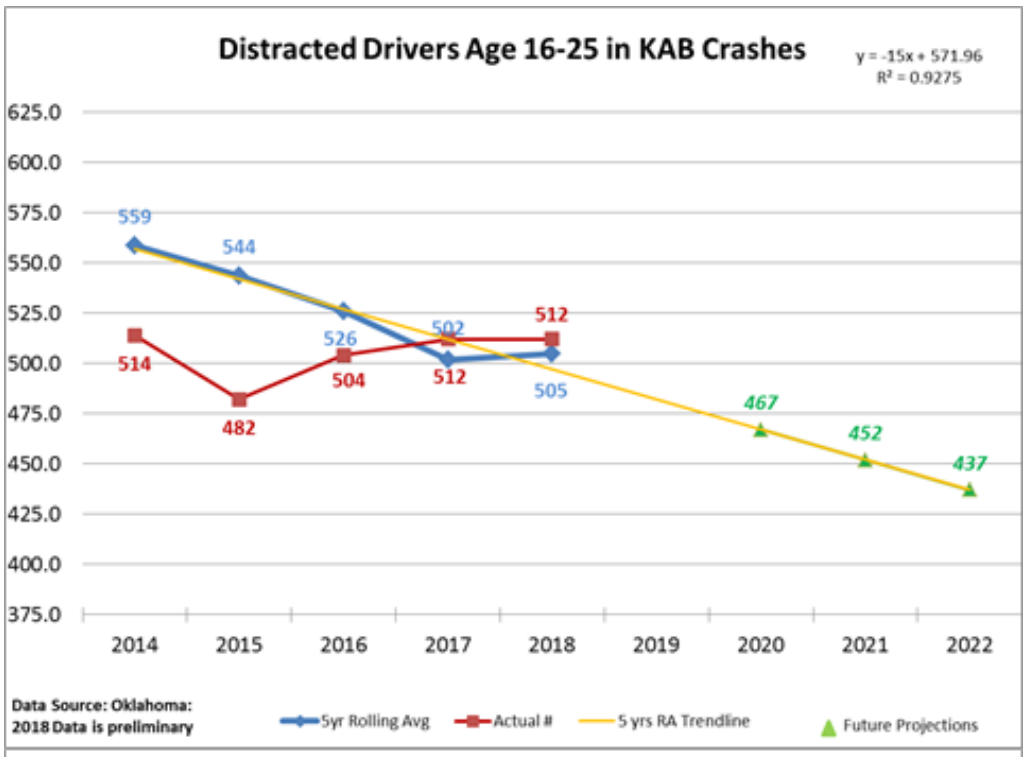
Performance Target Justification

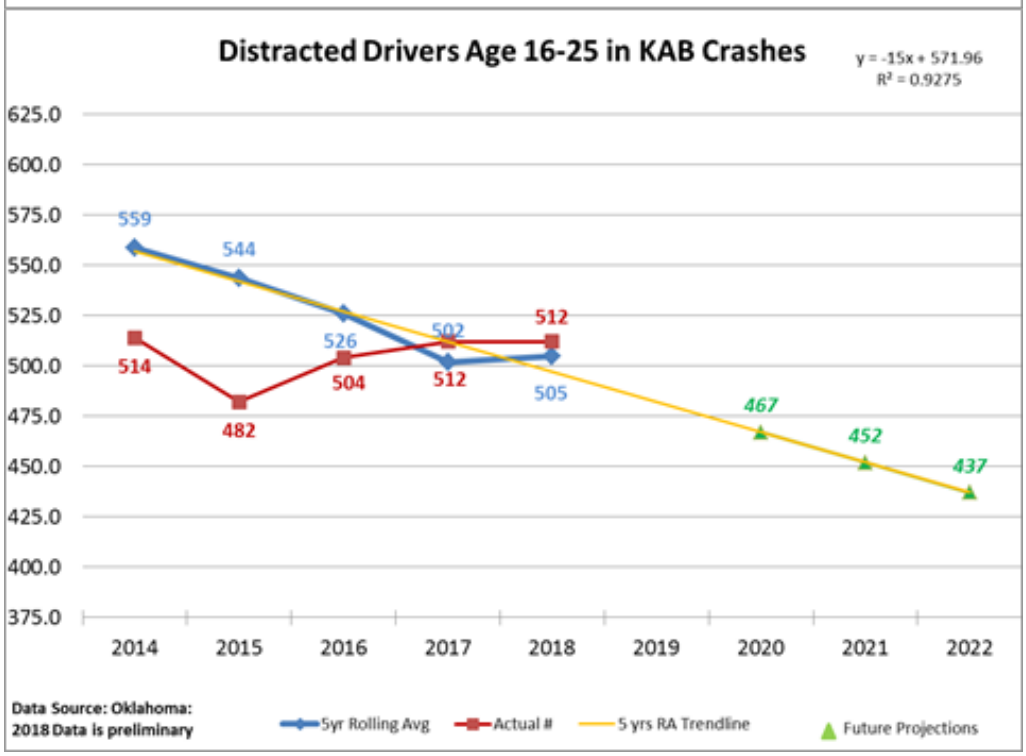
Target: To decrease the number of distracted drivers age 16-25 involved in fatal and serious injury crashes (KAB) from 512 IN 2017 (latest Oklahoma data) to 461 in 2020.

Over the last several years, the number of drivers distracted by electronic device or other type of electronic distraction involved in KAB crashes has shown a gradual decrease since highs in 2011; however, with the continued development of electronic driver assistance programs and the proliferation of cell phones or other electronic devices by vehicle operators, this problem will probably continue to be a major factor in crashes. The 16-24 and 25-34 year old age groups continue to be over represented in this area. Oklahoma has experienced a significant increase in drivers age 25 or younger involved in fatal crashes. In previous years we used the 16-24 age group, but we have recently changed our time frames and selected the 16-25 age group for future references.

The below graphs illustrate the number of drivers ages 16-25 involved in fatal and injury crashes in Oklahoma from 2013 through 2018. While current law does address the use of electronic devices while the vehicle is in motion, it does not address cell phone use nor use of devices while stopped in traffic.







Performance Measure: To develop a new electronic statewide crash data reporting system

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
To develop a new electronic statewide crash data reporting system-2020			Other	2017

Primary performance attribute: **Accessibility**

Core traffic records data system to be impacted: **Crash**

Performance Target Justification

Target: To develop and new electronic crash reporting system allowing access by all Oklahoma Law Enforcement Agencies by July 1, 2020.

Oklahoma currently has a electronic crash reporting system used by the OHP called PARIS, as well as a web-based crash reporting system named CRS which is used by only a small number of agencies. In order to expand and improve the timeliness and accessibility of electronic crash reporting, a new system will be developed to allow all police agencies to access electronic crash reporting. Through a cooperative agreement with the Oklahoma State Bureau of Investigation (OSBI), the new system will utilize elements of several existing record reporting system to create a new system for use by all agencies that submit any type of traffic or criminal reports to either OSBI or the Department of Public Safety (DPS). DPS still remains the official custodian of these traffic crash reports.

Performance Measure: Number of alcohol-related traffic fatalities (State)

Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
Number of alcohol-related traffic fatalities (state)	Numeric	143	Other	2016

Performance Target Justification

There are oftentimes delays in receiving final data related to the BAC of a traffic fatality victim. In order to receive more timely data related to alcohol involvement in a crash, officers are usually able to identify whether alcohol was involved in a motor vehicle crash. This information is gleamed from the crash report submitted by the investigating officer. History has shown that this data correlates to a great extent with BAC data received at a later time. Therefore, this measure is often used as an evaluation measure in determining problem identification and selected countermeasures in decreasing the number and severity of traffic crashes, especially at the local governmental level.

To that extent, the below graphs illustrate the improvement shown over the last several years in combating drunk driving in the state of Oklahoma.

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

I certify: **No**

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

Seat belt citations: **26,932**

Fiscal Year A-1: **2018**

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

Impaired driving arrests: **2,493**

Fiscal Year A-2: **2018**

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

Speeding citations: **37,318**

Fiscal Year A-3: **2018**

Program areas

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	134
2020	Number of drug-related fatalities (State)	2020	Other	264
2020	Number of alcohol-related traffic fatalities (State)	2020	Other	143

Countermeasure Strategies in Program Area

Countermeasure Strategy
Breath Test Devices
High Visibility Enforcement
High Visibility Saturation Patrols
Impaired Driving Law Enforcement Coordinator
Impaired Driving Prevention Paid Media
Impaired Driving Task Force
Judicial Education
Laboratory Alcohol/Drug Testing
Law Enforcement Outreach Liaison
Law Enforcement Training
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Countermeasure Strategy: Breath Test Devices

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Breath test devices, such as the Intoxilyzer 8000, are a commonly used and recognized countermeasure in testing for the presence of alcohol in a persons system. The intoxilyzer is recognized in Oklahoma as an approved device with results admissible in court proceedings. Other devices, such as the Portable Breath Testers, have not been recognized as admissible evidence in court proceedings.

Linkage Between Program Area

The breath test device is an invaluable tool in impaired driving enforcement and in removing impaired drivers from the roadway, thereby decreasing the number of serious injury or fatality crashes related to alcohol-impaired driving. In Oklahoma, identified breath test devices are considered prima facie evidence in court proceedings as evidence of intoxication. The use of breath test devices is commonly approved for impaired driving projects in Oklahoma, based on available funding and project needs.

Rationale

Enforcement is an important element of Oklahoma's efforts to address impaired driving. BOT has identified a noticeable gap in the numbers of trained breath test operators across the state. This program is designed to provide breath test operator training regionally to law enforcement agencies to increase the number of operators across the state. Regional access allows for added convenience for more agencies to participate, alleviating added travel expenses and relieving the burden for understaffed agencies. Finally, there is a lack in communication with officers in the field regarding the importance of impaired driving enforcement and a lack of follow-up or refresher training once officers are certified as Breath Test Operators. GIDPAC previously identified a number of training priorities related to impaired driving enforcement. Included in these priorities is the necessity for the coordination of DUI training and provision of advanced DUI enforcement training. Additionally, provision of NHTSA's ARIDE training would prepare law enforcement officers to combat drug impaired driving in Oklahoma. Similarly, SFST training and SFST refreshers will better prepare law enforcement to combat alcohol impaired driving.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02ALHSPM	Impaired Driving Highway Safety Program Management
02ALTR	Impaired Driving Law Enforcement Training (402)
05DM5TR	Impaired Driving Law Enforcement Training (405d)

Planned Activity: Impaired Driving Highway Safety Program Management

Planned activity number: **02ALHSPM**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management**

Planned Activity Description

Oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts. The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various Impaired Driving Prevention projects.

Intended Subrecipients

Every subrecipient receiving funding will have an assigned OHSO Program Manager to oversee and evaluate the project to ensure that the project is being conducted as expected, that funding is being properly used and if any changes or modifications to the project description or designated problem area are necessary.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices
High Visibility Enforcement
High Visibility Saturation Patrols
Impaired Driving Prevention Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Impaired Driving Highway Safety Program Management	$231,293.14	$0.00	$0.00

Planned Activity: Impaired Driving Law Enforcement Training (402)

Planned activity number: **02ALTR**

Primary Countermeasure Strategy ID: **Law Enforcement Training**

Planned Activity Description

Proper training is essential to effective performance, especially in Law Enforcement. It is projected that such training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and other.

Intended Subrecipients

All impaired driving activities. as well as other types of activities, have the potential for training to be needed. These needs are normally reviewed during the application selection and funding process. Agencies conducting and/or agencies to receive training are identified.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices
Law Enforcement Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Impaired Driving Law Enforcement Training	$133,000.00		$99,750.00

Planned Activity: Impaired Driving Law Enforcement Training (405d)

Planned activity number: **05DM5TR**

Primary Countermeasure Strategy ID: **Law Enforcement Training**

Planned Activity Description

Proper training is essential to effective performance, especially in Law Enforcement. It is projected that such training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and other. This training will be funded through the Section 405d Impaired Driving funding, if approved.

Intended Subrecipients

All impaired driving activities. as well as other types of activities, have the potential for training to be needed. These needs are normally reviewed during the application selection and funding process.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices

Law Enforcement Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	$102,500.00		
2020	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	$15,000.00	$0.00	

Countermeasure Strategy: High Visibility Enforcement

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Linkage Between Program Area

There is a longtime established relationship between impaired driving, high-visibility enforcement and education in reducing traffic related fatalities. Law Enforcement efforts, when enhanced with overtime enforcement efforts, is a valuable tool to support a state or local impaired driving project and is an accepted and supported practice across the nation. A large portion of funding is used to support such efforts in any effort to find and remove impaired drivers from the road. Alcohol-related crashes more typically occur during late evening and early morning hours. Fatal and injury alcohol-related crashes occurred more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week. Impaired-driving projects will involve a comprehensive program of high-visibility enforcement, training and education.

Rationale

High-visibility enforcement should be a component of any impaired-driving enforcement project funded through the OHSO.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02ALHSPM	Impaired Driving Highway Safety Program Management
02ALHVE	State and Local Impaired Driving High Visibility Enforcement
05DM5HVE	State and Local Impaired Driving High Visibility Enforcement Incentive Grants
05DM5OTC	Impaired Driving Statewide Law Enforcement Coordinator
64ALHVE	State and Local Impaired Driving High Visibility Enforcement 164 Transfer grant

Planned Activity: Impaired Driving Highway Safety Program Management

Planned activity number: **02ALHSPM**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management**

Planned Activity Description

Oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts. The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various Impaired Driving Prevention projects.

Intended Subrecipients

Every subrecipient receiving funding will have an assigned OHSO Program Manager to oversee and evaluate the project to ensure that the project is being conducted as expected, that funding is being properly used and if any changes or modifications to the project description or designated problem area are necessary.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices
High Visibility Enforcement
High Visibility Saturation Patrols
Impaired Driving Prevention Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Impaired Driving Highway Safety Program Management	$231,293.14	$0.00	$0.00

Planned Activity: State and Local Impaired Driving High Visibility Enforcement

Planned activity number: **02ALHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

High-visibility enforcement should be a component of any impaired-driving enforcement project funded through the OHSO. All subrecipients conducting impaired driving prevention and enforcement projects are expected to use HVE saturation patrols as part of their program

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

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

2019	402 - Traffic Safety	State and Local Impaired Driving High Visibility Enforcement	$279,700.00		$279,700.00
2020	402 - Traffic Safety	State and Local Impaired Driving High Visibility Enforcement	$749,092.00		$141,300.00

Planned Activity: State and Local Impaired Driving High Visibility Enforcement Incentive Grants

Planned activity number: **05DM5HVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ seven full-time Highway Patrols troopers, to include one Statewide Impaired Driving Enforcement Coordinator and six (6) full-time Impaired Driving Liaisons (IDLs).

Intended Subrecipients

The OHP Impaired Driving Enforcement Coordinator is employed to facilitate and coordinate the activities of the statewide IDLs, field troops and local agencies in identification of problem areas and coordination of scheduling and reporting impaired driving-related activities. Under the immediate direction of a Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

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

2019	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$214,171.00	$0.00	
2020	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$710,000.00	$677,883.50	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Vehicle - SUV	1	$70,000.00	$70,000.00	$70,000.00	$70,000.00

Planned Activity: Impaired Driving Statewide Law Enforcement Coordinator

Planned activity number: **05DM5OTC**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

In order to oversee and promote statewide enforcement and mobilization efforts, statewide law enforcement coordinators with the Oklahoma Highway Patrol holding the rank of 2/LT or above will be employed. These coordinators will be responsible for oversight of statewide enforcement programs by the Oklahoma Highway Patrol and promotion of statewide safety efforts to local governmental organization.

Intended Subrecipients

Law Enforcement Coordinators will oversee the Statewide Occupant Protection program and the Statewide Impaired Driving programs by the Oklahoma Highway Patrol as well as promotion of statewide education and mobilization efforts for the Driver Sober or Get Pulled Over and Click It or Ticket national mobilizations.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	Statewide Impaired Driving Law Enforcement Coordinator	$197,638.00	$0.00	

Planned Activity: State and Local Impaired Driving High Visibility Enforcement 164 Transfer grant

Planned activity number: **64ALHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	$233,789.00		$233,789.00

Countermeasure Strategy: High Visibility Saturation Patrols

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

High visibility enforcement, along with PI&E, is a long recognized effective deterrent to prevent impaired driving violations and saturation patrols are a commonly used and accepted part of HVE. Those agencies using HVE saturation patrols will be provided funding to work either overtime hours conducting HVE or have funding included in their project for use by LE officers during regular shifts to work HVE.

Linkage Between Program Area

All agencies utilizing saturation patrols will establish performance targets projected to meet their established project goals. Funding will be provided to assist them based on the severity of the identified problem, available resources and ability to meet those projections.

Rationale

All subrecipients conducting impaired driving prevention and enforcement projects are expected to use HVE saturation patrols as part of their program. At this time, the funding amount to be used for saturation patrol activity cannot be separately identified as saturation patrols and sobriety checkpoints are only a part of the overall impaired driving program funding provided.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02ALHSPM	Impaired Driving Highway Safety Program Management
02ALHVE	State and Local Impaired Driving High Visibility Enforcement
05DM5HVE	State and Local Impaired Driving High Visibility Enforcement Incentive Grants
05DM5OTC	Impaired Driving Statewide Law Enforcement Coordinator
64ALHVE	State and Local Impaired Driving High Visibility Enforcement 164 Transfer grant

Planned Activity: Impaired Driving Highway Safety Program Management

Planned activity number: **02ALHSPM**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management**

Planned Activity Description

Oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts. The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various Impaired Driving Prevention projects.

Intended Subrecipients

Every subrecipient receiving funding will have an assigned OHSO Program Manager to oversee and evaluate the project to ensure that the project is being conducted as expected, that funding is

being properly used and if any changes or modifications to the project description or designated problem area are necessary.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices
High Visibility Enforcement
High Visibility Saturation Patrols
Impaired Driving Prevention Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Impaired Driving Highway Safety Program Management	$231,293.14	$0.00	$0.00

Planned Activity: State and Local Impaired Driving High Visibility Enforcement

Planned activity number: **02ALHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

High-visibility enforcement should be a component of any impaired-driving enforcement project funded through the OHSO. All subrecipients conducting impaired driving prevention and enforcement projects are expected to use HVE saturation patrols as part of their program

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	402 - Traffic Safety	State and Local Impaired Driving High Visibility Enforcement	$279,700.00		$279,700.00
2020	402 - Traffic Safety	State and Local Impaired Driving High Visibility Enforcement	$749,092.00		$141,300.00

Planned Activity: State and Local Impaired Driving High Visibility Enforcement Incentive Grants

Planned activity number: **05DM5HVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ seven full-time Highway Patrols troopers, to include one Statewide Impaired Driving Enforcement Coordinator and six (6) full-time Impaired Driving Liaisons (IDLs).

Intended Subrecipients

The OHP Impaired Driving Enforcement Coordinator is employed to facilitate and coordinate the activities of the statewide IDLs, field troops and local agencies in identification of problem areas and coordination of scheduling and reporting impaired driving-related activities. Under the immediate direction of a Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy

High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$214,171.00	$0.00	
2020	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$710,000.00	$677,883.50	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Vehicle - SUV	1	$70,000.00	$70,000.00	$70,000.00	$70,000.00

Planned Activity: Impaired Driving Statewide Law Enforcement Coordinator

Planned activity number: **05DM5OTC**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

In order to oversee and promote statewide enforcement and mobilization efforts, statewide law enforcement coordinators with the Oklahoma Highway Patrol holding the rank of 2/LT or above will be employed. These coordinators will be responsible for oversight of statewide enforcement programs by the Oklahoma Highway Patrol and promotion of statewide safety efforts to local governmental organization.

Intended Subrecipients

Law Enforcement Coordinators will oversee the Statewide Occupant Protection program and the Statewide Impaired Driving programs by the Oklahoma Highway Patrol as well as promotion of statewide education and mobilization efforts for the Driver Sober or Get Pulled Over and Click It or Ticket national mobilizations.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	Statewide Impaired Driving Law Enforcement Coordinator	$197,638.00	$0.00	

Planned Activity: State and Local Impaired Driving High Visibility Enforcement 164 Transfer grant

Planned activity number: **64ALHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	164 Transfer Funds-AL	164 Alcohol	$233,789.00		$233,789.00

Countermeasure Strategy: Impaired Driving Law Enforcement Coordinator

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Click or tap here to enter text.

Linkage Between Program Area

Click or tap here to enter text.

Rationale

Click or tap here to enter text.

Planned activities in countermeasure strategy

Countermeasure Strategy: Impaired Driving Prevention Paid Media

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates

Linkage Between Program Area

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending

on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Rationale

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing impaired driving Oklahoma ENDUI program as well as national mobilizations. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02ALHSPM	Impaired Driving Highway Safety Program Management
02ALPM	Impaired Driving Paid Media
05DM5PEM	Impaired Driving Public Ed and Media (405d)

Planned Activity: Impaired Driving Highway Safety Program Management

Planned activity number: **02ALHSPM**

Primary Countermeasure Strategy ID: **Highway Safety Office Program Management**

Planned Activity Description

Oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts. The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various Impaired Driving Prevention projects.

Intended Subrecipients

Every subrecipient receiving funding will have an assigned OHSO Program Manager to oversee and evaluate the project to ensure that the project is being conducted as expected, that funding is being properly used and if any changes or modifications to the project description or designated problem area are necessary.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices
High Visibility Enforcement
High Visibility Saturation Patrols
Impaired Driving Prevention Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Impaired Driving Highway Safety Program Management	$231,293.14	$0.00	$0.00

Planned Activity: Impaired Driving Paid Media

Planned activity number: **02ALPM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates.

Intended Subrecipients

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving Prevention Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Impaired Driving Paid Media	$61,000.00	$0.00	$0.00

Planned Activity: Impaired Driving Public Ed and Media (405d)

Planned activity number: **05DM5PEM**

Primary Countermeasure Strategy ID: **Impaired Driving Prevention Paid Media**

Planned Activity Description

In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates

Intended Subrecipients

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations). Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of impaired driving-related traffic crashes overall.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy

Impaired Driving Prevention Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	Public Education & Paid Media	$1,141,184.00	$677,883.50	

Countermeasure Strategy: Impaired Driving Task Force

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

In November of 2012, the OHSO requested and received a technical assessment of Oklahoma's impaired driving program from the National Highway Traffic Safety Administration (NHTSA). Among the 66 recommendations were two priority recommendations that encouraged the State to pass and implement the proposed legislation establishing a State impaired driving task force and one priority recommendation to engage the Governor in high-profile activities and leadership events in support of the impaired driving program. The task force was designated as the Governor's Impaired Driving Prevention Advisory Council (GIDPAC). On February 5, 2013, Executive Order 2013-03 was signed by Gov. Fallin, thus officially creating the GIDPAC. This Executive Order was reissued on March 13, 2015. This task force was charged with evaluating and making recommendations concerning ways to address impaired driving issues, to share information, explore options and close potential loopholes in the circle of impaired driving legislation, enforcement, prosecution, adjudication and treatment. While GIDPAC formally is affected by the Sunset Law in Oklahoma, the task force in its purpose and composition will continue to function as such under the direction of the Commissioner of Public Safety.

Linkage Between Program Area

The OHSO collaborated with partner agencies on the creation of the task force and solicited membership recommendations from the following entities:

83. Alcoholic Beverage Laws Enforcement Commission
84. Oklahoma Department of Corrections
85. Oklahoma Bureau of Narcotics and Dangerous Drugs
86. Oklahoma Department of Public Safety
87. Oklahoma Department of Mental Health and Substance Abuse Services

88. Oklahoma District Attorney's Council

89. Oklahoma State Legislature

90. Supreme Court of the state of Oklahoma

91. Stop D.U.I. Oklahoma, a citizen activist organization

Rationale

In response to a survey done by NHTSA circa 2010 the State of Oklahoma was recognized as having one of the highest impaired driving related crash rates in the U.S. In response to that rating, the Governor's Impaired Driving Prevention Advisory Council was created to address this problem, along with other measures including increased HVE and media efforts.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
05DM5OTTF	Impaired Driving Task Force

Planned Activity: Impaired Driving Task Force

Planned activity number: **05DM5OTTF**

Primary Countermeasure Strategy ID: **Impaired Driving Task Force**

Planned Activity Description

On June 17, 2019 the ENDUI Oklahoma Advisory Committee was created to continue and build upon the important work done by the Governor's Impaired Driving Prevention Advisory Council. The order creating the committee along with the original GIDPAC plan and documentation of recent approval of the continuation of that original plan are contained within the specific descriptive sections or in the upload documents folder of the FY2020 405(d) Impaired Driving Countermeasures Grant application. This strategic plan outlines the goals and objectives in combating the impaired driving problem in Oklahoma.

Intended Subrecipients

The member agencies will continue their efforts through a multidisciplinary effort involving enforcement, education, and treatment to decrease the number of deaths and serious injuries resulting from drug and alcohol-related impaired related crashes in Oklahoma.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Impaired Driving Task Force

Funding sources

Countermeasure Strategy: Judicial Education

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Linkage Between Program Area

Enforcement and education cannot be effective without fair prosecution and sentencing. Proper training and education of those responsible for the judicial side of impaired driving provides the means for a clear and unambiguous in the prosecution and adjudication of impaired driving arrests.

Rationale

The use of Judicial Outreach Liaisons (JOLs) and Traffic Safety Resource Prosecutors (TSRPs) has been recognized as an effective evidence-based strategy to provide training and education to local and state officers charged with disposition of impaired driving cases and who may have received little or no training in the specifics of impaired driving laws and case records.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
05DM5CS	Judicial Education

Planned Activity: Judicial Education

Planned activity number: **05DM5CS**

Primary Countermeasure Strategy ID: **Judicial Education**

Planned Activity Description

District Attorneys and Judges are a critical component of the impaired driving prevention process. The OHSO will partner with the Oklahoma District Attorneys Council and Oklahoma Bar Association to provide key personnel with up-to-date, state-of-the-art customized training. In order to better facilitate the project goals

Intended Subrecipients

The Oklahoma Bar Association will employ a Judicial Outreach Liaison (JOL) to work with judges to provide training and education in impaired driving cases. The Oklahoma District Attorneys Council will employ a Traffic Safety Resource Prosecutor (TSRP) to work with District Attorney Offices to provide assistance in prosecuting impaired driving cases. The TSRP will also provide assistance to law enforcement officers in working with the DAs to better prepare their cases for prosecution.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Judicial Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	Judicial Education	$247,718.00		

Countermeasure Strategy: Laboratory Alcohol/Drug Testing

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

*"DUI cases have become some of the most complex in the criminal justice system. These challenges range from the initial law enforcement stop of the vehicle to the testing procedures used to determine alcohol concentration in blood, breath, and urine samples to possible alternative explanations for those results."**[1]*** Without the ability to conduct quantitative and qualitative analysis in a proper and timely fashion, the needs of the judicial system, the police officer, the citizen and the public are not served. For several years, the OHSO has partnered with the Oklahoma Board of Tests (BOT) and the Oklahoma State Bureau of Investigation (OSBI) to increase and improve testing and analysis of DUI test results.

Linkage Between Program Area

The use of laboratory analysis to determine both blood alcohol levels and the presence of other types of intoxicants is crucial in the prosecution and adjudication of impaired driving arrests. The funding in this area will be used to support projects that provide timely and accurate testing blood alcohol/drug samples and reporting of analyses. Over the last several years, the time frame for conducting and reporting the results of analyses has decreased from several months to under 30 days in most cases.

Rationale

The Oklahoma State Bureau of Investigation is the primary agency in Oklahoma responsible for testing and analysis of blood samples. The funding for the project will be used to fund personnel conducting analyses, devoting 100% of their time to blood analysis of impaired driving cases.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
05DM5BAC	Impaired Driving Alcohol/Drug Laboratory Testing

Planned Activity: Impaired Driving Alcohol/Drug Laboratory Testing

Planned activity number: **05DM5BAC**

Primary Countermeasure Strategy ID: **Laboratory Alcohol/Drug Testing**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Laboratory Alcohol/Drug Testing

Funding sources

Countermeasure Strategy: Law Enforcement Outreach Liaison

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ seven full-time Highway Patrols troopers, to include one Statewide Impaired Driving Enforcement Coordinator and six (6) full-time Impaired Driving Liaisons (IDLs). The IDLs are primarily tasked with the implementation and coordination of regional impaired driving areal-wide efforts to promote checkpoints and STEP programs directed at impaired driving as well as assisting with any training that may be needed.

Linkage Between Program Area

The OHP Impaired Driving Enforcement Coordinator is employed to facilitate and coordinate the activities of the statewide IDLs, field troops and local agencies in identification of problem areas and coordination of scheduling and reporting impaired driving-related activities. Under the immediate direction of a Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

Rationale

The use of Law Enforcement Liaisons has been recognized for many years as an effective way to promote directed efforts to promote traffic safety. The Impaired Driving Liaison is an Oklahoma initiative to maximize impaired driving efforts to address the problem. The effort has proven to be effective and has been recognized regionally and nationally as a progressive type initiative.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
05DM5HVE	State and Local Impaired Driving High Visibility Enforcement Incentive Grants
05DM5OTC	Impaired Driving Statewide Law Enforcement Coordinator

Planned Activity: State and Local Impaired Driving High Visibility Enforcement Incentive Grants

Planned activity number: **05DM5HVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ seven full-time Highway Patrols troopers, to include one Statewide Impaired Driving Enforcement Coordinator and six (6) full-time Impaired Driving Liaisons (IDLs).

Intended Subrecipients

The OHP Impaired Driving Enforcement Coordinator is employed to facilitate and coordinate the activities of the statewide IDLs, field troops and local agencies in identification of problem areas and coordination of scheduling and reporting impaired driving-related activities. Under the immediate direction of a Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired	State and Local Impaired Driving High Visibility	$214,171.00	$0.00	

	Driving Mid	Enforcement			
2020	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$710,000.00	$677,883.50	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Vehicle - SUV	1	$70,000.00	$70,000.00	$70,000.00	$70,000.00

Planned Activity: Impaired Driving Statewide Law Enforcement Coordinator

Planned activity number: **05DM5OTC**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

In order to oversee and promote statewide enforcement and mobilization efforts, statewide law enforcement coordinators with the Oklahoma Highway Patrol holding the rank of 2/LT or above will be employed. These coordinators will be responsible for oversight of statewide enforcement programs by the Oklahoma Highway Patrol and promotion of statewide safety efforts to local governmental organization.

Intended Subrecipients

Law Enforcement Coordinators will oversee the Statewide Occupant Protection program and the Statewide Impaired Driving programs by the Oklahoma Highway Patrol as well as promotion of statewide education and mobilization efforts for the Driver Sober or Get Pulled Over and Click It or Ticket national mobilizations.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	Statewide Impaired Driving Law Enforcement Coordinator	$197,638.00	$0.00	

Countermeasure Strategy: Law Enforcement Training

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Proper training is essential to effective performance, especially in Law Enforcement. It is projected that such training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and other.

Linkage Between Program Area

When possible and necessary, funding will be provided for agencies to send personnel to training as described above. The amount of funding is often times based on the type of training being provided and the agency's distance from the training site.

Rationale

All impaired driving activities. as well as other types of activities, have the potential for training to be needed. These needs are normally reviewed during the application selection and funding process.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02ALTR	Impaired Driving Law Enforcement Training (402)
05DM5TR	Impaired Driving Law Enforcement Training (405d)

Planned Activity: Impaired Driving Law Enforcement Training (402)

Planned activity number: **02ALTR**

Primary Countermeasure Strategy ID: **Law Enforcement Training**

Planned Activity Description

Proper training is essential to effective performance, especially in Law Enforcement. It is projected that such training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and other.

Intended Subrecipients

All impaired driving activities. as well as other types of activities, have the potential for training to be needed. These needs are normally reviewed during the application selection and funding process. Agencies conducting and/or agencies to receive training are identified.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices
Law Enforcement Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Impaired Driving Law Enforcement Training	$133,000.00		$99,750.00

Planned Activity: Impaired Driving Law Enforcement Training (405d)

Planned activity number: **05DM5TR**

Primary Countermeasure Strategy ID: **Law Enforcement Training**

Planned Activity Description

Proper training is essential to effective performance, especially in Law Enforcement. It is projected that such training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and other. This training will be funded through the Section 405d Impaired Driving funding, if approved.

Intended Subrecipients

All impaired driving activities. as well as other types of activities, have the potential for training to be needed. These needs are normally reviewed during the application selection and funding process.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Breath Test Devices
Law Enforcement Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	$102,500.00		
2020	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	$15,000.00	$0.00	

Countermeasure Strategy: Preliminary Breath Test (PBT) Devices

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

The use of preliminary test devices, such as Preliminary Breath Test devices (PBTs) is being used to aid the officer in making a determination as to the possible cause and/or extent of a person suspected of driving under the influence of intoxicating substances. Other types of devices, such as oral fluid testing, may also be utilized. These devices are currently not approved for use in court as a positive indicator of the presence or measurement of any substance which may be detected.

Linkage Between Program Area

Impaired driving prevention is a matter of determining the level of impairment by alcohol or drug. These devices, along with other means such as SFST, ARIDE, and DRE are another tool in the toolbox for law enforcement officers in impaired driving prevention.

Rationale

At this time, only limited funding for PBTs has been requested and approved for the 2020 HSP.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02ALHVE	State and Local Impaired Driving High Visibility Enforcement
05DM5HVE	State and Local Impaired Driving High Visibility Enforcement Incentive Grants

Planned Activity: State and Local Impaired Driving High Visibility Enforcement

Planned activity number: **02ALHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

High-visibility enforcement should be a component of any impaired-driving enforcement project funded through the OHSO. All subrecipients conducting impaired driving prevention and enforcement projects are expected to use HVE saturation patrols as part of their program

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

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

2019	402 - Traffic Safety	State and Local Impaired Driving High Visibility Enforcement	$279,700.00		$279,700.00
2020	402 - Traffic Safety	State and Local Impaired Driving High Visibility Enforcement	$749,092.00		$141,300.00

Planned Activity: State and Local Impaired Driving High Visibility Enforcement Incentive Grants

Planned activity number: **05DM5HVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ seven full-time Highway Patrols troopers, to include one Statewide Impaired Driving Enforcement Coordinator and six (6) full-time Impaired Driving Liaisons (IDLs).

Intended Subrecipients

The OHP Impaired Driving Enforcement Coordinator is employed to facilitate and coordinate the activities of the statewide IDLs, field troops and local agencies in identification of problem areas and coordination of scheduling and reporting impaired driving-related activities. Under the immediate direction of a Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

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

2019	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$214,171.00	$0.00	
2020	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$710,000.00	$677,883.50	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Vehicle - SUV	1	$70,000.00	$70,000.00	$70,000.00	$70,000.00

Countermeasure Strategy: Publicized Sobriety Checkpoints

Program Area: **Impaired Driving (Drug and Alcohol)**

Project Safety Impacts

Publicized sobriety checkpoints are a recognized countermeasure in NHTSA Countermeasures That Work 9th edition. Checkpoints combined with saturation patrols, multi-agency cooperation and publicized checkpoint PI&E prior to the event will be used on a statewide basis to deter and remove impaired drivers from the roadway. The OHSO will employ six Impaired Driving Liaisons as well as a Statewide Impaired Driver Law Enforcement Coordinator to support this countermeasure activity.

Linkage Between Program Area

There is a direct relationship between impaired driving prevention and the use of impaired driving checkpoints as supported by Countermeasures That Work. Oklahoma will allocate funds to support these activities in order to address the number and severity of traffic crashes involving drivers impaired by alcohol, drugs or other substances. Approximately 45% of grant funds will be allocated in the area of impaired driving, but the amounts that will be used in this activity cannot be identified at this time.

Rationale

Sobriety checkpoints, along with saturation patrols, public education, and treatment programs are identified by the OHSO Impaired Driving Strategic Plans as valuable countermeasures in impaired driving prevention At this time, the funding amount to be used for checkpoints activity cannot be separately identified as saturation patrols and sobriety checkpoints are only a part of the overall impaired driving program funding provided.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02ALHVE	State and Local Impaired Driving High Visibility Enforcement
05DM5HVE	State and Local Impaired Driving High Visibility Enforcement Incentive Grants

Planned Activity: State and Local Impaired Driving High Visibility Enforcement

Planned activity number: **02ALHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

High-visibility enforcement should be a component of any impaired-driving enforcement project funded through the OHSO. All subrecipients conducting impaired driving prevention and enforcement projects are expected to use HVE saturation patrols as part of their program

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	402 -	State and Local Impaired	$279,700.00		$279,700.00

	Traffic Safety	Driving High Visibility Enforcement			
2020	402 - Traffic Safety	State and Local Impaired Driving High Visibility Enforcement	$749,092.00		$141,300.00

Planned Activity: State and Local Impaired Driving High Visibility Enforcement Incentive Grants

Planned activity number: **05DM5HVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ seven full-time Highway Patrols troopers, to include one Statewide Impaired Driving Enforcement Coordinator and six (6) full-time Impaired Driving Liaisons (IDLs).

Intended Subrecipients

The OHP Impaired Driving Enforcement Coordinator is employed to facilitate and coordinate the activities of the statewide IDLs, field troops and local agencies in identification of problem areas and coordination of scheduling and reporting impaired driving-related activities. Under the immediate direction of a Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Law Enforcement Outreach Liaison
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints

Funding sources

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

2019	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$214,171.00	$0.00	
2020	FAST Act 405d Impaired Driving Mid	State and Local Impaired Driving High Visibility Enforcement	$710,000.00	$677,883.50	

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Vehicle - SUV	1	$70,000.00	$70,000.00	$70,000.00	$70,000.00

Program Area: Driver Education and Behavior

Description of Highway Safety Problems

The primary goals of any traffic safety program are to identify, develop and promote programs to positively affect a change in behavior to reduce the number and severity of traffic crashes. Traffic Safety information and education must reach drivers of all ages, but young drivers are especially prone to risky and unsafe driving behaviors. There are a number of strategies that will be employed to develop programs designed to educate the driver and influence behavioral changes in driving with the goal to decrease the number and severity of traffic crashes. Strategies proposed for the Driver Education program will have the potential to impact all areas of the state, based on available opportunities, with particular emphasis on texting and driving. The Alive at 25 program is often used by court systems in judicial adjudication. With the adoption of a new texting law effective November 1, 2015 greater emphasis will be placed on those programs promoting no texting and driving, including statewide paid media and educational efforts. Educational Alternatives is in the fourth year of a reviewed distracted driving program to curb distracted driving through school related groups and peer to peer mentoring. The selected countermeasure strategies are evidence-based and have been shown to have a positive effect on changing attitudes and behaviors related to these at-risk behaviors with the target of reducing the number of fatalities and injuries crashes involving distracted driving and risk-taking behaviors.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	204
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	134
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	82
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	83

Countermeasure Strategies in Program Area

Countermeasure Strategy
Driver Education & Training
Public Information & Education

School Programs

Countermeasure Strategy: Driver Education & Training

Program Area: **Driver Education and Behavior**

Project Safety Impacts

The primary goals of any traffic safety program are to identify, develop and promote programs to positively affect a change in behavior to reduce the number and severity of traffic crashes. Education must reach drivers of all ages, but young drivers are especially prone to risky and unsafe driving behaviors. Oklahoma has long had Driver Improvement Courses approved by the Department of Public Safety and the National Defensive Driving Course certified and presented by the Oklahoma Safety Council. Other courses have also been identified for this area, including the Alive at 25 program by the Oklahoma Safety Council and other school programs, such as the Cinema Driving Experience by the Children & Parent Resource Group or other such projects.

Linkage Between Program Area

Strategies proposed for the Driver Education program will have the potential to impact all areas of the state, based on available opportunities, with particular emphasis on texting and driving, but also inclusive of other programs aimed at improving driver skills.

The Oklahoma County Sheriff's Office will provide two full-time traffic safety education deputies to provide statewide training in traffic safety education. They will utilize a variety of equipment provided including the rollover simulator and distracted/impaired driving simulators. The *Alive at 25* program is often used by court systems in court adjudication of traffic offenses. With the adoption of a new texting law effective November 1, 2015 greater emphasis will be placed on those programs promoting no texting and driving, including statewide paid media and educational efforts. Operation Lifesaver is a rail grade/highway crossing safety education program aimed at reducing the number of vehicle/train crashes. The selected countermeasure strategies are evidence-based and have been shown to have a positive effect on changing attitudes and behaviors related to these at-risk behaviors with the target of reducing the number of fatalities and injuries crashes involving distracted driving and risk-taking behaviors.

Rationale

Driver education programs, whether through in-person or "live" presentations or through various social media platforms, are a vital link to bringing attention to safety topics that affect all drivers. As it has been repeated time and time again enforcement and public education go hand in hand in efforts to reduce traffic crashes and injuries resulting from them. The Driver Education area and the Teen Safety area also go hand in hand and oftentimes overlap in their efforts.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02DE	Driver Education Programs
02DEPEM	Driver Education Paid Media & PI&E

Planned Activity: Driver Education Programs

Planned activity number: **02DE**

Primary Countermeasure Strategy ID: **Driver Education & Training**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education & Training
Public Information & Education
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Driver Education (FAST)	$131,479.00	$0.00	$117,779.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Police Vehicle	1	$54,800.00	$54,800.00	$54,800.00	$54,800.00

Planned Activity: Driver Education Paid Media & PI&E

Planned activity number: **02DEPEM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

Utilizing trained Law Enforcement Officers, traffic safety education will be presented as different venues throughout the state, such as schools, civic groups, county fairs, trade shows, or other such venues. Tools such as the rollover simulator and Distracted/Impaired Driving Simulators will be used to provide positive reinforcement and training in safe driving skills.

Another way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Intended Subrecipients

Utilizing Law Enforcement Traffic Safety Educators as well as a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations), occupant protection (Click It or Ticket), motorcycle safety, child passenger safety, bicycle/pedestrian safety and distracted driving. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education & Training
Public Information & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Bicycle/Pedestrian Safety Community Outreach & Education	$50,000.00	$0.00	$0.00

Countermeasure Strategy: Public Information & Education

Program Area: **Driver Education and Behavior**

Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing a impaired driving simulator for use in those efforts. While the impact of traffic safety education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

Linkage Between Program Area

Effective impaired driving efforts must include both enforcement and education (NHTSA Countermeasures That Work). The use of designated alcohol-impaired driving prevention will be used to fund this program purchase.

Rationale

The use of designated alcohol-impaired driving prevention funding will be used to fund this program purchase for the purposes and strategies previously explained. The majority of the school programs funded will be conducted by the two Driver Education Project Deputies with the Oklahoma County Sheriff's Office employed by the OHSO to conduct driver education programs, including school programs, on a statewide basis.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02DE	Driver Education Programs
02DEPEM	Driver Education Paid Media & PI&E

Planned Activity: Driver Education Programs

Planned activity number: **02DE**

Primary Countermeasure Strategy ID: **Driver Education & Training**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education & Training
Public Information & Education
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Driver Education (FAST)	$131,479.00	$0.00	$117,779.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Police Vehicle	1	$54,800.00	$54,800.00	$54,800.00	$54,800.00

Planned Activity: Driver Education Paid Media & PI&E

Planned activity number: **02DEPEM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

Utilizing trained Law Enforcement Officers, traffic safety education will be presented as different venues throughout the state, such as schools, civic groups, county fairs, trade shows, or other such venues. Tools such as the rollover simulator and Distracted/Impaired Driving Simulators will be used to provide positive reinforcement and training in safe driving skills.

Another way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Intended Subrecipients

Utilizing Law Enforcement Traffic Safety Educators as well as a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations), occupant protection (Click It or Ticket), motorcycle safety, child passenger safety, bicycle/pedestrian safety and distracted driving. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education & Training
Public Information & Education

Funding sources

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

Year			Amount		
2020	402 - Traffic Safety	Bicycle/Pedestrian Safety Community Outreach & Education	$50,000.00	$0.00	$0.00

Countermeasure Strategy: School Programs

Program Area: **Driver Education and Behavior**

Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. The public/private school systems provides a direct source of contact with young persons who soon may be drivers or who, as children, can have a direct impact on the way in which parents drive. A variety of projects, through both normal PI&E efforts done by law enforcement agencies every day, or by directed school programs such as part of the duties of the Traffic Safety Officer project with Oklahoma County, school programs can have direct impact on traffic safety efforts. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing a impaired driving simulator for use in those efforts. While the impact of traffic safety education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

Linkage Between Program Area

These and other similar projects and activities funded, both small and large, will support the traffic safety education activities of the Highway Safety Office designed to impact the state at large - one person at a time. These efforts in traffic safety education cannot realistically be measured quantitatively, but public information and education, including school programs, is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

Rationale

It has often been said, and is still true today, that enforcement without education is limited in its beneficial effects. These programs are designed to integrate with and supplement effective enforcement programs at the local and state level.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02DE	Driver Education Programs

Planned Activity: Driver Education Programs

Planned activity number: **02DE**

Primary Countermeasure Strategy ID: **Driver Education & Training**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education & Training
Public Information & Education
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Driver Education (FAST)	$131,479.00	$0.00	$117,779.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Police Vehicle	1	$54,800.00	$54,800.00	$54,800.00	$54,800.00

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

Description of Highway Safety Problems

The Oklahoma primary seat belt law requires only the driver and front seat passenger positions to wear safety belts and the fine for failure to wear a seat belt is $20 including court costs. Unrestrained passenger vehicle occupant fatalities for all seating positions in Oklahoma have decreased over the past several years, from 248 in 2013 to 231 in 2017; however, over the period of 2015 through 2017 there was a gradual increase in that number. During the same period, the observed statewide seat belt use rate has remained relatively flat with minor deviations, from 83.6% in 2013 to 85.6% in 2018. Efforts to expand the law to increase the fine and/or include other seating positions in the law have so far been unsuccessful. We will continue to promote and support efforts in occupant protection education and enforcement to the greatest extent possible, with particular emphasis on the increased risk of death or injury as a result of ejection from the vehicle when not properly restrained. Oklahoma received a NHTSA Occupant Protection Assessment in April of 2017. There were a number of areas for improvement recommended and the OHSO will carefully review those to see where we might be able to improve our OP programs.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	204
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	86.3

Countermeasure Strategies in Program Area

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education

Statewide Car Seat Distribution Program

Countermeasure Strategy: Annual Seat Belt Use Survey

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

Project Safety Impacts

States are required to conduct annual seat belt observation surveys based upon criteria set forth by the National Highway Traffic Safety Administration. Oklahoma conducts its annual survey during the summer months of June and July. The results of this survey are not only used to determine an increase or decrease in the states use rate, but also to identify those areas of the state needing increased attention in occupant protection activities.

Linkage Between Program Area

The required survey will be used to determine performance targets for occupant protection grants. Section 402 funds will be allocated to have the survey conducted by the University of Central Oklahoma, as it has for the past several years. The university will compile the data and submit a comprehensive report on seat belt and child restraint use and recommendations for improvement.

Rationale

This is a required annual report and cannot be funded out of Section 405c incentive grant funds.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPHSPM	Occupant Protection Highway Safety Program Management
02OPX	Occupant Protection Annual Seat Belt Survey

Planned Activity: Occupant Protection Highway Safety Program Management

Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients

Subrecipient agencies.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: Occupant Protection Annual Seat Belt Survey

Planned activity number: **02OPX**

Primary Countermeasure Strategy ID: **Annual Seat Belt Use Survey**

Planned Activity Description

The Oklahoma Highway Safety Office will conduct the required annual seat belt survey based on the requirements set forth by NHTSA.

Intended Subrecipients

Using Section 402 funds the OHSO will contract with The University of Central Oklahoma to conduct the annual seat belt survey.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	Annual Statewide Seat Belt Use Survey	$85,530.00	$0.00	$0.00

Countermeasure Strategy: Child Restraint System Inspection Station(s)

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

Project Safety Impacts

The proposed strategies for occupant protection, including child passenger safety, reach all seventy-seven counties in the State and consist of both enforcement and educational opportunities, as well as outreach to at-risk populations such as Native Americans. Enforcement projects include a statewide OP Law Enforcement Liaison with the Oklahoma Highway Patrol. The Child Passenger Safety effort includes both Safe Kids Oklahoma and Safe Kids Tulsa to offer car seats, checkup events, and education statewide. Using evidence-based strategies, these projects are expected to have a positive impact in increasing the State's seat belt and child restraint use rate targets.

Linkage Between Program Area

Of the counties surveyed in the 2018 Statewide Seat Belt Survey, five counties were identified as having the lowest seat belt use rate: Caddo County, Logan County, Comanche County, Pontotoc County, and Sequoyah County. Both Caddo County and Two of those projects, Pottawatomie County and Lincoln County, involved a full-time Project Officer assigned to enhance OP enforcement as part of an overall Police Traffic Services grant; however, the Lincoln County project was discontinued in January of 2017 due to staffing problems. We currently have, and will continue in FY2018, overtime enforcement grants with local agencies in Garfield County, Pittsburg County and McClain County and promote increased emphasis in all the identified low use counties through the overtime OHP Statewide OP Enforcement grant.

Oklahoma hosted a NHTSA Occupant Protection Assessment in April of 2017. There were a number of recommendations made which will be reviewed for addition to the FY18 plan and/or inclusion in future Strategic Highway Safety Plan efforts.

Oklahoma's recertification rate for CPS technicians was 51.5 percent in calendar year 2017 – slightly below the national average of 58.4 percent. Recertification rates generally appear to be trending upward in Oklahoma and nationwide. Maintaining and increasing the number of CPS Technicians and the availability of Child Restraint Inspection Stations continues to be a goal. The 2017 Child Restraint Observation Survey results reflect that the child restraint use rate in Oklahoma decreased from 92 percent in 2016 to 91.8 percent in 2017. It must be noted that the survey parameters only measure whether a restraint was in use, but does not reflect whether the restraint was properly installed or being used correctly. Safe Kids Worldwide reports a vast majority of parents or caregivers are still struggling with the proper use and installation of child restraint seats.

Rationale

To assess the means and methods to improve traffic safety statewide, OHSO uses a comprehensive review of general trends statewide, then drills down to the county and local detail level to determine the best use of available resources. Data sources, as listed on page 11, provide the statistical basis on which problem identification is based. Discussions were conducted with OHSO personnel, partners and grantees for input into efforts that could potentially assist the state in increasing seat belt compliance rates. The OHSO also consulted with representatives of the Bureau of Indian Affairs, Southern Plains Tribal Technical Assistance Program, Tribal Chiefs of Police, the University of Central Oklahoma, Safe Kids Coalition, the Center for Disease Control, state and local law enforcement and state injury prevention specialists. Efforts to increase compliance rates will focus on effective countermeasures, including enforcement of current occupant protection and child passenger safety laws, media, education, training, and outreach to target groups including unrestrained nighttime drivers and Native Americans.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPCSS	State and Local Car Seat Distribution Program and Events
02OPHSPM	Occupant Protection Highway Safety Program Management
05BM2CPS	State and Local Child Passenger Safety Education Programs
05BM2CSS	State and Local Car Seat Distribution Programs and Events

Planned Activity: State and Local Car Seat Distribution Program and Events

Planned activity number: **02OPCSS**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

These programs provide free or low cost car seats to eligible recipients.

Intended Subrecipients

Eligible recipients may receive free or reduced cost car seats based on availability at designated locations as well as at car seat checkup events statewide.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	State and Local Car Seat Distribution Program	$20,000.00	$0.00	$0.00

Planned Activity: Occupant Protection Highway Safety Program Management

Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients

Subrecipient agencies.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: State and Local Child Passenger Safety Education Programs

Planned activity number: **05BM2CPS**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

CPS education projects will implement Child Passenger Safety activities in the metro areas of Oklahoma City and Tulsa, tribal jurisdictions, and designated rural areas of Oklahoma statewide, utilizing qualified, experienced employees (both staff and contracted individuals) to implement programs to include car seat distribution programs, statewide inspection stations; educational opportunities regarding restraints and seat belt use for parents, caregivers, teachers, teens and children; car seat checkup events; CPS certification or recertification classes; technical support for child passenger technicians; and outreach.

Outreach may include, but is not limited to partnerships with hospitals, public service units (i.e. fire, police, EMS), faith-based community organizations, county health departments, and Oklahoma's Native American population. Staff and volunteers will host and/or assist with car seat check-up events in the Oklahoma City and Tulsa metro areas and other designated rural areas statewide, providing families the ability to receive installation and educational services.

CPS agencies will assist with compiling and maintaining an accurate list of active Oklahoma Child Restraint Inspection Stations made available to the public. SKO will support and participate in special emphasis events, such as Click It or Ticket, National CPS Week and Seat Check Saturday.

Intended Subrecipients

Hospitals, public service units (i.e. fire, police, EMS), faith-based community organizations, county health departments, and Oklahoma's Native American population as well as the other local groups which may request information or assistance (such as Infant Crisis Services or similar groups).

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Public Information & Education

Funding sources

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

Year					
2020	FAST Act 405b OP Low	State and Local Child Passenger Safety Education	$308,620.00	$140,638.75	
2020	Other	State Funded CPS Training & Education	$24,000.00		

Planned Activity: State and Local Car Seat Distribution Programs and Events

Planned activity number: **05BM2CSS**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

These programs provide free or low cost car seats to eligible recipients.

Intended Subrecipients

Eligible recipients may receive free or reduced cost car seats based on availability at designated locations as well as at car seat checkup events statewide.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	405b Low CSS Purchase/Distribution (FAST)	$26,000.00	$0.00	

Countermeasure Strategy: CPS Technician Training & Education

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

Project Safety Impacts

This countermeasure is in support of Child Passenger Safety efforts by promoting and funding various activities related to CPS Technician training and education. In order to conduct car seat checkups, conduct educational seminars, or even answer questions online or over the phone, it is necessary to have a cadre of trained CPS technicians that know the rules, laws and best practices related to child safety seats, especially since the laws differ from state to state.

Linkage Between Program Area

Oklahoma's recertification rate for CPS technicians was 54.2 percent in calendar year 2018 – slightly below the national average of 55.4 percent. Maintaining and increasing the number of CPS Technicians and the availability of Child Restraint Inspection Stations continues to be a goal. The 2018 Child Restraint Observation Survey results reflect that the child restraint use rate in Oklahoma decreased slightly to 91.1 percent, but was generally consistent with the usage levels observed across recent year. It must be noted that the survey parameters only measure whether a restraint was in use, but does not reflect whether the restraint was properly installed or being used correctly.

Rationale

Oklahoma's recertification rate is slightly below the national rate. Maintaining and increasing the number of CPS Technicians and the availability of Child Restraint Inspection Stations continues to be a goal of the statewide OP plan.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPHSPM	Occupant Protection Highway Safety Program Management
05BM2TR	State and Local Car Seat Technician Training Events
STCPSTR	State Funded CPS Training and Education

Planned Activity: Occupant Protection Highway Safety Program Management

Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients

Subrecipient agencies.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: State and Local Car Seat Technician Training Events

Planned activity number: **05BM2TR**

Primary Countermeasure Strategy ID: **CPS Technician Training & Education**

Planned Activity Description

Oklahoma will continue to provide training for car seat technicians through both Federal Section 405b funding as well as designated state funding.

Intended Subrecipients

Certification and re-certification CPS Technician Training will be provided to approved individuals.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
CPS Technician Training & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	State and Local Car Seat Technician Training	$71,125.00	$0.00	
2020	Other	State Funded CPS Training & Education	$24,000.00	$0.00	

Planned Activity: State Funded CPS Training and Education

Planned activity number: **STCPSTR**

Primary Countermeasure Strategy ID: **CPS Technician Training & Education**

Planned Activity Description

Oklahoma will continue to provide training for car seat technicians through both Federal Section 405b funding as well as designated state funding.

Intended Subrecipients

Certification and re-certification CPS Technician Training will be provided to approved individuals.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
CPS Technician Training & Education
Public Information & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	Other	State Funded CPS Training & Education	$24,000.00		

Countermeasure Strategy: High Visibility Enforcement

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

Project Safety Impacts

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Linkage Between Program Area

There is an existing linkage already established between increased occupant protection use, high-visibility enforcement and education. LE working overtime efforts to enhance and support a state or local occupant protection project is an accepted and supported practice. A large portion of funding is used to support such efforts in any effort to find and remove impaired drivers from the road. Seat belt use decreases during night-time hours, so efforts are being made to increase enforcement during night-time hours. Fatal and injury crashes tend to occur more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week.

Rationale

There is an existing linkage already established between increasing seat belt use rates, high-visibility enforcement and education. LE working overtime efforts to enhance and support a state or local occupant protection project is an accepted and supported practice. Programs to provide train and educate caregivers as well as sponsored car seat checkups and distributions programs also support this program area.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPHSPM	Occupant Protection Highway Safety Program Management
02OPHVE	State and Local Occupant Protection High Visibility Enforcement
05BM2OTC	Occupant Protection Statewide Law Enforcement Coordinator

Planned Activity: Occupant Protection Highway Safety Program Management

Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients

Subrecipient agencies.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: State and Local Occupant Protection High Visibility Enforcement

Planned activity number: **02OPHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement activities along with PI&E efforts will be conducted on both the state and local level by the Highway Patrol, County Sheriff's Offices, participating tribal law enforcement agencies and local police departments. All grant funded agencies are also required to participate in all statewide mobilization efforts including the Click It or Ticket OP mobilization and Impaired Driving mobilizations.

Intended Subrecipients

A number of grant funded agencies are identified as primary OP enforcement grants. In addition, other grants may have secondary OP enforcement efforts as well as general Police Traffic Services grants.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	State and Local OP High Visibility Enforcement	$297,150.00	$140,638.75	$197,150.00

Planned Activity: Occupant Protection Statewide Law Enforcement Coordinator

Planned activity number: **05BM2OTC**

Primary Countermeasure Strategy ID: **OP Statewide Law Enforcement Coordinator**

Planned Activity Description

The OHP Statewide Occupant Protection Enforcement Coordinator will organize and coordinate occupant protection enforcement efforts in cooperation with local agencies, focusing on targeted areas to reach those areas and communities having higher than average unbelted KAB crashes and fatalities.

Intended Subrecipients

This position will be filled by a Oklahoma Highway Patrol officer with rank of 2LT or above.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
OP Statewide Law Enforcement Coordinator

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	OP Statewide Law Enforcement	$107,910.00	$0.00	

		Coordinator			

Countermeasure Strategy: Occupant Protection Paid Media

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

Project Safety Impacts

In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates

Linkage Between Program Area

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Rationale

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations), occupant protection (Click It or Ticket), motorcycle safety, child passenger safety, bicycle/pedestrian safety and distracted driving. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPHSPM	Occupant Protection Highway Safety Program Management
02OPPM	Occupant Protection Paid Media
05BM2PM	Occupant Protection Paid Media

Planned Activity: Occupant Protection Highway Safety Program Management

Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients

Subrecipient agencies.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

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

2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: Occupant Protection Paid Media

Planned activity number: **02OPPM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates.

Intended Subrecipients

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including occupant protection (Click It or Ticket) and child passenger safety. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of injuries resulting from non-use of vehicle restraints.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Occupant Protection Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	Occupant Protection Paid Media & Education	$5,000.00	$0.00	$0.00

2020	FAST Act 405b OP Low	Occupant Protection Paid Media & Education	$45,000.00	$0.00	
2020	Other	State Funded CPS Training & Education	$15,000.00	$0.00	

Planned Activity: Occupant Protection Paid Media

Planned activity number: **05BM2PM**

Primary Countermeasure Strategy ID: **Occupant Protection Paid Media**

Planned Activity Description

In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates. Click or tap here to enter text.

Intended Subrecipients

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including occupant protection (Click It or Ticket) and child passenger safety. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of injuries due to failure to wear vehicle restrains.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Occupant Protection Paid Media

Funding sources

Countermeasure Strategy: OP Statewide Law Enforcement Coordinator

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

Project Safety Impacts
The OHP Statewide Occupant Protection Enforcement Coordinator will organize and coordinate occupant protection enforcement efforts in cooperation with local agencies, focusing on targeted areas to reach those areas and communities having higher than average unbelted KAB crashes and fatalities.

Linkage Between Program Area
This position will act as liaison between the OHSO, OHP and local governmental agencies to oversee and encourage participation in events designed to increase seat belt and child restraint use in Oklahoma.

Rationale
Oklahoma has found prior success in the use of Law Enforcement Liaisons in promoting and conducting a number of traffic safety efforts including occupant protection.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPHSPM	Occupant Protection Highway Safety Program Management
05BM2OTC	Occupant Protection Statewide Law Enforcement Coordinator

Planned Activity: Occupant Protection Highway Safety Program Management
Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description
OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients
Subrecipient agencies.

Countermeasure strategies
Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement

Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: Occupant Protection Statewide Law Enforcement Coordinator

Planned activity number: **05BM2OTC**

Primary Countermeasure Strategy ID: **OP Statewide Law Enforcement Coordinator**

Planned Activity Description

The OHP Statewide Occupant Protection Enforcement Coordinator will organize and coordinate occupant protection enforcement efforts in cooperation with local agencies, focusing on targeted areas to reach those areas and communities having higher than average unbelted KAB crashes and fatalities.

Intended Subrecipients

This position will be filled by a Oklahoma Highway Patrol officer with rank of 2LT or above.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
OP Statewide Law Enforcement Coordinator

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act	OP Statewide Law Enforcement	$107,910.00	$0.00	

	405b OP Low	Coordinator			

Countermeasure Strategy: Public Information & Education

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

Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. Public Information and Education (PI&E) will be done through both paid media and earned media to support OP efforts in Oklahoma. While all of our enforcement projects are required to provide some type of PI&E each month, including OP related education, paid media will also be used - primarily in support of the Click It or Ticket Mobilization in May. Public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

Linkage Between Program Area

Effective impaired driving efforts must include both enforcement and education (NHTSA Countermeasures That Work). The use of paid media is outlined in the OHSO Communications Plan which is updated each year.

Rationale

The proper use of designated occupant protection/child passenger safety funding will be used to fund OP and CPS efforts statewide for the purposes and strategies outlined above and the activities listed.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPHSPM	Occupant Protection Highway Safety Program Management
05BM2CPS	State and Local Child Passenger Safety Education Programs
STCPSTR	State Funded CPS Training and Education

Planned Activity: Occupant Protection Highway Safety Program Management

Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients

Subrecipient agencies.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: State and Local Child Passenger Safety Education Programs

Planned activity number: **05BM2CPS**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

CPS education projects will implement Child Passenger Safety activities in the metro areas of Oklahoma City and Tulsa, tribal jurisdictions, and designated rural areas of Oklahoma statewide, utilizing qualified, experienced employees (both staff and contracted individuals) to implement programs to include car seat distribution programs, statewide inspection stations; educational opportunities regarding restraints and seat belt use for parents, caregivers, teachers, teens and children; car seat checkup events; CPS certification or recertification classes; technical support for child passenger technicians; and outreach.

Outreach may include, but is not limited to partnerships with hospitals, public service units (i.e. fire, police, EMS), faith-based community organizations, county health departments, and Oklahoma's Native American population. Staff and volunteers will host and/or assist with car

seat check-up events in the Oklahoma City and Tulsa metro areas and other designated rural areas statewide, providing families the ability to receive installation and educational services.

CPS agencies will assist with compiling and maintaining an accurate list of active Oklahoma Child Restraint Inspection Stations made available to the public. SKO will support and participate in special emphasis events, such as Click It or Ticket, National CPS Week and Seat Check Saturday.

Intended Subrecipients

Hospitals, public service units (i.e. fire, police, EMS), faith-based community organizations, county health departments, and Oklahoma's Native American population as well as the other local groups which may request information or assistance (such as Infant Crisis Services or similar groups).

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Public Information & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	State and Local Child Passenger Safety Education	$308,620.00	$140,638.75	
2020	Other	State Funded CPS Training & Education	$24,000.00		

Planned Activity: State Funded CPS Training and Education

Planned activity number: **STCPSTR**

Primary Countermeasure Strategy ID: **CPS Technician Training & Education**

Planned Activity Description

Oklahoma will continue to provide training for car seat technicians through both Federal Section 405b funding as well as designated state funding.

Intended Subrecipients

Certification and re-certification CPS Technician Training will be provided to approved individuals.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
CPS Technician Training & Education
Public Information & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	Other	State Funded CPS Training & Education	$24,000.00		

Countermeasure Strategy: Statewide Car Seat Distribution Program

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

Project Safety Impacts

The proper use of child restraint systems has been shown to be effective in reducing the number and severity of injuries to children in motor vehicle crashes. State Kids Worldwide has been a leader in the area of child passenger safety. Oklahoma is fortunate to have several Safe Kids Coalitions, the primary ones being Safe Kids Oklahoma located in Oklahoma City and Tulsa Safe Kids Coalition out of St. Francis Hospital in Tulsa. These coalitions, in partnership with the Oklahoma Highway Safety Office, are the leaders in Child Passenger Safety efforts in the State of Oklahoma.

Linkage Between Program Area

The CPS car seat use rate has been hovering around the 90% mark in Oklahoma for a number of years.

Rationale

The main excuse for not properly restraining children in vehicles are: could not afford a CRS; too hard to install; were not educated on the proper use. These are the primary reasons for having a statewide car seat distribution program to be able to provide reduced cost or free car seats and educate caregivers not only in the need for but the proper way to install and use child restraints.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02OPCSS	State and Local Car Seat Distribution Program and Events
02OPHSPM	Occupant Protection Highway Safety Program Management
05BM2CSS	State and Local Car Seat Distribution Programs and Events

Planned Activity: State and Local Car Seat Distribution Program and Events

Planned activity number: **02OPCSS**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description

These programs provide free or low cost car seats to eligible recipients.

Intended Subrecipients

Eligible recipients may receive free or reduced cost car seats based on availability at designated locations as well as at car seat checkup events statewide.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	State and Local Car Seat Distribution Program	$20,000.00	$0.00	$0.00

Planned Activity: Occupant Protection Highway Safety Program Management

Planned activity number: **02OPHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

OHSO Program Managers will be assigned to monitor grant agency performance and provide any assistance necessary to best ensure success of the project milestones.

Intended Subrecipients
Subrecipient agencies.

Countermeasure strategies
Countermeasure strategies in this planned activity

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
High Visibility Enforcement
Occupant Protection Paid Media
OP Statewide Law Enforcement Coordinator
Public Information & Education
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 SB	OP Highway Safety Program Management	$84,730.49	$0.00	$0.00

Planned Activity: State and Local Car Seat Distribution Programs and Events
Planned activity number: **05BM2CSS**

Primary Countermeasure Strategy ID: **Child Restraint System Inspection Station(s)**

Planned Activity Description
These programs provide free or low cost car seats to eligible recipients.

Intended Subrecipients
Eligible recipients may receive free or reduced cost car seats based on availability at designated locations as well as at car seat checkup events statewide.

Countermeasure strategies
Countermeasure strategies in this planned activity

Countermeasure Strategy

Child Restraint System Inspection Station(s)
Statewide Car Seat Distribution Program

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405b OP Low	405b Low CSS Purchase/Distribution (FAST)	$26,000.00	$0.00	

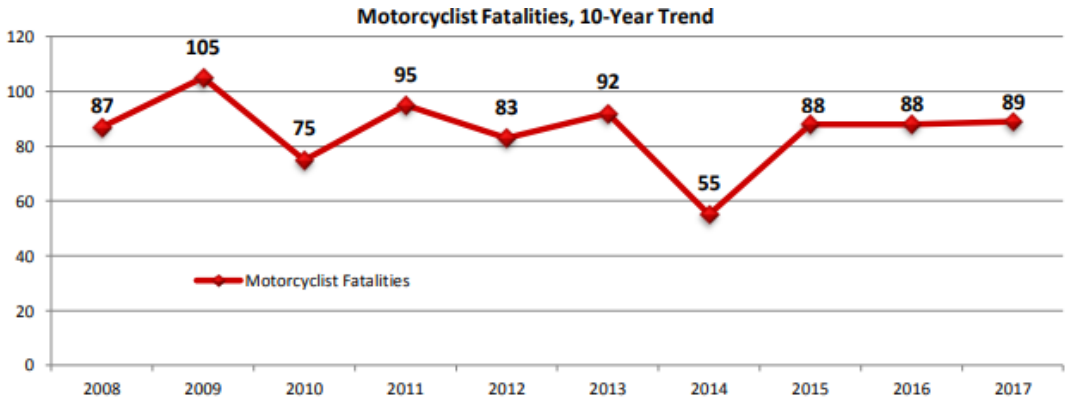
Program Area: Motorcycle Safety

Description of Highway Safety Problems

The demand for motorcycle safety training and education is overwhelming. Students outside the greater metropolitan areas routinely travel up to 100 miles to attend available training courses. The demand for motorcycle training continues to outpace our ability to provide such training. We are addressing this need by promoting additional training statewide for RiderCoaches, new riders and advanced riders, with emphasis on those areas outside the greater metropolitan Tulsa and Oklahoma City areas. In addition, new legislation effective November 1, 2016 will require that persons under the age of 18 wanting a motorcycle endorsement on their driver license will be required to show proof they have completed a state-approved Basic Rider Course.

Motorcycle crashes with injury have been on the rise now for several years. Starting in 2009, motorcyclist fatalities showed a significant spike, believed to be the result of a growing number of older riders (age 45+). From 2010 to 2014, the 40-59 year old age group had the highest number of motorcyclist fatalities in Oklahoma with 173, or 43.3% (Oklahoma Crash Facts) of the total motorcyclist fatalities. Somewhat surprisingly, the 18-39 year old age group was not far behind with 155 fatalities, or 38.8%. In 2015, the 46-55 year old age group again had the highest number of operators involved in KAB crashes (21.7%)15. Oklahoma does not have a mandatory helmet law for motorcycle riders age 18 and older. The number of motorcyclist fatalities tends to be rather erratic in nature, due to the large influence of weather conditions and gas prices on motorcycle use. The 5-year rolling average trend line shows a gradual decrease through 2020, but this is due in large part to a significant, albeit unexpected, decrease in both motorcyclist fatalities and unhelmeted motorcyclist fatalities which occurred in 2014. We are hopeful that this is an indicator of continued improvement in this area. The 5-year moving average does not currently support such continued improvement, but only time will tell if our increased efforts in this area will continue to yield positive results.

With the growing number of motorcycle riders and resultant increased numbers of fatal and personal injury motorcycle crashes, strategies proposed for the Motorcycle Safety area will have the potential to impact almost 80% of the state, based on available opportunities, and will provide training and educational opportunities. With guidance from the State Motorcycle Safety Advisory Committee, these projects will provide training on motorcycle operations, including MSF approved courses, as well as a new 3-wheel motorcycle operator training course and courses available for the hearing impaired. All programs are evidence-based, approved by DPS and meet MSF requirements where necessary. All expenditures must be in accordance with Oklahoma State law. The overall effect should be to reduce the number of fatality and injury crashes involving motorcycles as well as the number of unhelmeted motorcycle fatalities.



Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	82
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	49

Countermeasure Strategies in Program Area

Countermeasure Strategy
Community Outreach Programs
Motorcycle Rider Training
Motorcycle Safety Public Education
Paid Media

Countermeasure Strategy: Community Outreach Programs

Program Area: **Motorcycle Safety**

Project Safety Impacts

Community outreach programs are those programs designed to educate both motorists and motorcycle operators in ways in which motorcycle crashes can be prevented. These programs may or may not involve some type of motorcycle operation training as part of the program (as differentiated from those project whose sole purpose is training in how to safety operate

motorcycles). Data analysis provides a guideline to those areas where education is best suited, but using VMT data that may and most likely will not always indicate those areas having the greatest number of crashes.

Linkage Between Program Area

Public Information and Education through community outreach can be an effective way to promote traffic safety messages. These often occur through safety presentations at schools, civic groups, employer programs, county fairs, etc..

Rationale

Projects identified as providing effective motorcycle safety education will be funded to the greatest extent possible.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
STMCED	Motorcycle Safety Public Information & Education

Planned Activity: Motorcycle Safety Public Information & Education

Planned activity number: **STMCED**

Primary Countermeasure Strategy ID: **Motorcycle Safety Public Education**

Planned Activity Description

Community outreach programs are those programs designed to educate both motorists and motorcycle operators in ways in which motorcycle crashes can be prevented. These programs may or may not involve some type of motorcycle operation training as part of the program (as differentiated from those project whose sole purpose is training in how to safety operate motorcycles). Data analysis provides a guideline to those areas where education is best suited, but using VMT data that may and most likely will not always indicate those areas having the greatest number of crashes. Intended Subrecipients

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Outreach Programs
Motorcycle Safety Public Education

Funding sources

Source Fiscal	Funding	Eligible Use of	Estimated Funding	Match	Local

Year	Source ID	Funds	Amount	Amount	Benefit
2020	Other	Other	$35,000.00		

Countermeasure Strategy: Motorcycle Rider Training

Program Area: **Motorcycle Safety**

Project Safety Impacts

Motorcycle crashes with injury have been on the rise now for several years. Starting in 2009, motorcyclist fatalities showed a significant spike, believed to be the result of a growing number of older riders (age 45+). From 2010 to 2014, the 40-59 year old age group had the highest number of motorcyclist fatalities in Oklahoma with 173, or 43.3%[1] of the total motorcyclist fatalities. Somewhat surprisingly, the 18-39 year old age group was not far behind with 155 fatalities, or 38.8%. In 2015, the 46-55 year old age group again had the highest number of operators involved in KAB crashes (21.7%)15. Oklahoma does not have a mandatory helmet law for motorcycle riders age 18 and older. The number of motorcyclist fatalities tends to be rather erratic in nature, due to the large influence of weather conditions and gas prices on motorcycle use. The 5-year rolling average trend line shows a gradual decrease through 2020, but this is due in large part to a significant, albeit unexpected, decrease in both motorcyclist fatalities and unhelmeted motorcyclist fatalities which occurred in 2014. We are hopeful that this is an indicator of continued improvement in this area. The 5-year moving average does not currently support such continued improvement, but only time will tell if our increased efforts in this area will continue to yield positive results.

[1] Oklahoma Crash Facts 2014

Linkage Between Program Area

With the growing number of motorcycle riders and resultant increased numbers of fatal and personal injury motorcycle crashes, strategies proposed for the Motorcycle Safety area will have the potential to impact almost 80% of the state, based on available opportunities, and will provide training and educational opportunities. With guidance from the State Motorcycle Safety Advisory Committee, these projects will provide training on motorcycle operations, including MSF approved courses, as well as a new 3-wheel motorcycle operator training course and courses available for the hearing impaired. All programs are evidence-based, approved by DPS and meet MSF requirements where necessary. All expenditures must be in accordance with Oklahoma State law. The overall effect should be to reduce the number of fatality and injury crashes involving motorcycles. We will use a combination of state funds and Section 405(f) funds to address the problems and countermeasures previously identified.

Rationale

Each of the strategies selected below have been identified as effective countermeasures. Through the selection of project strategies previously identified, each activity is funded based on the strategy(s) identified, the identified need for the project area and the types of instruction/education to be provided. Efforts will include:

1. Maintain and expand innovative motorcycle training programs statewide.
2. Continue to increase the number of certified motorcycle safety instructors.
3. Take steps to ensure consistent, quality instruction in motorcycle safety training courses.
4. Work to increase the capacity of government, private and non-profit entities to provide motorcycle safety training.
5. Promote awareness through the OHSO and OKIEMOTO webpages dedicated to motorcycle safety information and initiatives.
6. Continue to support the efforts of the Oklahoma Advisory Committee for Motorcycle Safety and Education to improve education and training.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02MCTR	Motorcycle Safety Training and Education
STMCTR	State Funded Motorcycle Safety Training

Planned Activity: Motorcycle Safety Training and Education

Planned activity number: **02MCTR**

Primary Countermeasure Strategy ID: **Motorcycle Rider Training**

Planned Activity Description

This activity will provide training and education for trainers conducting motorcycle rider training either through introductory course or more advanced training through BRC1-2-3 courses.

Intended Subrecipients

Grant funded motorcycle rider instructor trainees.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle Rider Training

Motorcycle Safety Public Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Motorcycle Safety Training and Education	$1,200.00	$0.00	$0.00

Planned Activity: State Funded Motorcycle Safety Training

Planned activity number: **STMCTR**

Primary Countermeasure Strategy ID: **Motorcycle Rider Training**

Planned Activity Description

This activity will provide training and education to both trainers and motorcycle operators. Funded agencies will provide motorcycle rider training either through introductory course or more advanced training through BRC1-2-3 courses.

Intended Subrecipients

This training is provided for and open to riders wishing to learn basic rider skills or improve skills with more advanced courses. The basic course is required for persons under 18 years of age to obtain a motorcycle endorsement on their drivers license.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle Rider Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	Other	State Funded CPS Training & Education	$365,161.00	$0.00	

Countermeasure Strategy: Motorcycle Safety Public Education

Program Area: **Motorcycle Safety**

Project Safety Impacts

A leading cause of traffic crashes involving motorcycles and cars is the failure of the car driver to see the motorcycle and pull out in front of or into the motorcycle. Through public education activities programs such as "Share the Road", drivers will be taught better awareness of motorcycles in the traffic scene to prevent traffic crashes between motorcycles and passenger cars and trucks.

Linkage Between Program Area

By increasing public awareness in recognizing motorcycles in the traffic scene, improving motorcycle rider skills by training, and encouraging the use of proper safety equipment by the rider, it is expected that the number of motorcyclist fatalities will decrease. Funding has been provided in all these areas in the highway safety plan.

Rationale

ABATE is a recognized state and national motorcycle organization, has recognized the importance of this activity and requested funding to promote their Share the Road motorcycle safety program on a statewide basis. Funding allocation was based on determined need and available funding.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02MCTR	Motorcycle Safety Training and Education
STMCED	Motorcycle Safety Public Information & Education

Planned Activity: Motorcycle Safety Training and Education

Planned activity number: **02MCTR**

Primary Countermeasure Strategy ID: **Motorcycle Rider Training**

Planned Activity Description

This activity will provide training and education for trainers conducting motorcycle rider training either through introductory course or more advanced training through BRC1-2-3 courses.

Intended Subrecipients

Grant funded motorcycle rider instructor trainees.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle Rider Training
Motorcycle Safety Public Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Motorcycle Safety Training and Education	$1,200.00	$0.00	$0.00

Planned Activity: Motorcycle Safety Public Information & Education

Planned activity number: **STMCED**

Primary Countermeasure Strategy ID: **Motorcycle Safety Public Education**

Planned Activity Description

Community outreach programs are those programs designed to educate both motorists and motorcycle operators in ways in which motorcycle crashes can be prevented. These programs may or may not involve some type of motorcycle operation training as part of the program (as differentiated from those project whose sole purpose is training in how to safety operate motorcycles). Data analysis provides a guideline to those areas where education is best suited, but using VMT data that may and most likely will not always indicate those areas having the greatest number of crashes. Intended Subrecipients

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Outreach Programs
Motorcycle Safety Public Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	Other	Other	$35,000.00		

Countermeasure Strategy: Paid Media

Program Area: **Motorcycle Safety**

Project Safety Impacts

In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. We must decide what actions we want our audience to take, and how we will move them forward in the marketing journey. We need to disseminate messages that generate awareness of a cause but then employ further tactics to increase education, generate engagements, and ultimately convert our audience into brand advocates

Linkage Between Program Area

Rationale

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing motorcycle safety. Identified markets include sports venues and local audience targeted programming. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of motorcycle crashes and traffic crashes overall.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
05FM9PM	Motorcycle Safety Paid Media
STMCPM	Motorcycle Safety Paid Media

Planned Activity: Motorcycle Safety Paid Media

Planned activity number: **05FM9PM**

Primary Countermeasure Strategy ID:

Planned Activity Description

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including motorcycle safety. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Intended Subrecipients

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405f Motorcycle Programs	405f Paid Advertising (FAST)	$69,800.00	$0.00	

Planned Activity: Motorcycle Safety Paid Media

Planned activity number: **STMCPM**

Primary Countermeasure Strategy ID:

Planned Activity Description

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including motorcycle safety. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Intended Subrecipients

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize

earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Paid Media

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	Other	Other	$273,500.00	$0.00	

Program Area: Police Traffic Services

Description of Highway Safety Problems

Not all traffic crashes or injuries can be directly attributed to a specific primary causational factor such as impaired driving, failure to be properly restrained or improper or non-use of safety equipment. Simply put, many crashes occur because drivers operate a vehicle unsafely, without due attention to traffic laws and road conditions. While some program areas target specific identified problem areas such as seat belts or impaired driving, the general Police Traffic Services area is intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification, which contribute in large part to the number of motor vehicle crashes and the death and injury resulting from them.

Speed and aggressive driving are listed as causational factors in a significant number of crashes. Of the 590 total fatal crashes in 2015, 134 listed speed as the primary contributing factor. Of the 11,105 KAB crashes in 2015, speed was listed as a factor in 2,086 of those (19%). Speed-related crashes are not always caused by exceeding a posted speed limit, but also by driving too fast for conditions. Aggressive driving definitions almost universally include a speed-related component.

While Oklahoma has had laws for some time addressing "inattentive driving", a new law went into effect November 1, 2015 which specifically bans the use of an electronic device to send/receive text messages by the vehicle driver while the vehicle is in motion.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	662
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	2465
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	1.32
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	204
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	134
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	135
2020	Urban fatalities/VMT (State)	2020	Other	0.92
2020	Rural fatalities/VMT (State)	2020	Other	1.85

2020	Number of drug-related fatalities (State)	2020	Other	264
2020	Drivers in distracted driving-related KAB crashes (State)	2020	Other	1,306

Countermeasure Strategies in Program Area

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Integrated Enforcement
Law Enforcement Training
Preliminary Breath Test (PBT) Devices
Public Information & Education
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Countermeasure Strategy: High Visibility Enforcement

Program Area: **Police Traffic Services**

Project Safety Impacts

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Linkage Between Program Area

There is an existing linkage already established between impaired driving, high-visibility enforcement and education. LE working overtime efforts to enhance and support a state or local impaired driving project is an accepted and supported practice. A large portion of funding is used to support such efforts in any effort to find and remove impaired drivers from the road. Alcohol-related crashes more typically occur during late evening and early morning hours. Fatal and injury alcohol-related crashes occurred more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week. Impaired-driving projects will involve a comprehensive program of high-visibility enforcement, training and education.

Rationale

There is an existing linkage already established between impaired driving, high-visibility enforcement and education. LE working overtime efforts to enhance and support a state or local impaired driving project is an accepted and supported practice. A large portion of funding is used to support such efforts in any effort to find and remove impaired drivers from the road. Alcohol-related crashes more typically occur during late evening and early morning hours. Fatal and injury alcohol-related crashes occurred more often between 8:00 p.m. and 4:00 a.m. and more often on Saturday and Sunday than any other day of the week. Impaired-driving projects will involve a comprehensive program of high-visibility enforcement, training and education.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PTHSPM	Police Traffic Services Highway Safety Program Management
02PTHVE	State and Local High Visibility Enforcement
02PTPM	Police Traffic Services Paid Media & Education

Planned Activity: Police Traffic Services Highway Safety Program Management

Planned activity number: **02PTHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various general Police Traffic Services projects.

Intended Subrecipients

A OHSO Program Manager will oversee the Police Traffic Services grant programs to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education
Publicized Sobriety Checkpoints

Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Highway Safety Program Management	$237,722.35	$876,260.34	$0.00

Planned Activity: State and Local High Visibility Enforcement

Planned activity number: **02PTHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

A number of agencies will be provided funding to conduct non-specific high-visibility traffic enforcement activity, using either overtime hours or regular hours as specified in the grant agreement.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Integrated Enforcement
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$49,600.00	$0.00	$49,600.00
2020	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$560,421.00	$876,260.34	$560,421.00

Planned Activity: Police Traffic Services Paid Media & Education

Planned activity number: **02PTPM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Intended Subrecipients

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations), occupant protection (Click It or Ticket), motorcycle safety, child passenger safety, bicycle/pedestrian safety and distracted driving. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Paid Media & Education	$84,560.00	$0.00	$0.00

Countermeasure Strategy: High Visibility Saturation Patrols

Program Area: **Police Traffic Services**

Project Safety Impacts

High visibility enforcement, along with PI&E, is a long recognized effective deterrent to prevent impaired driving violations and saturation patrols are a commonly used and accepted part of HVE. Those agencies using HVE saturation patrols will be provided funding to work either overtime HVE or have funding included in their project for use by LE officers during regular shifts. See the TSEP for those projects to be funded.

Linkage Between Program Area

All agencies utilizing HVE and saturation patrols will establish performance targets projected to meet their established project goals. Funding will be provided to assist them based on the severity of the identified problem, available resources and ability to meet those projections.

Rationale

All local police agency impaired driving prevention and enforcement projects are expected to use HVE saturation patrols as part of their program. The funding for this activity is outlined in the funding section of the HSP.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PTHVE	State and Local High Visibility Enforcement

Planned Activity: State and Local High Visibility Enforcement

Planned activity number: **02PTHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

A number of agencies will be provided funding to conduct non-specific high-visibility traffic enforcement activity, using either overtime hours or regular hours as specified in the grant agreement.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Integrated Enforcement
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$49,600.00	$0.00	$49,600.00
2020	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$560,421.00	$876,260.34	$560,421.00

Countermeasure Strategy: Integrated Enforcement

Program Area: **Police Traffic Services**

Project Safety Impacts

• Publicity: Integrated enforcement activities should be publicized extensively to be effective in deterring impaired driving and other traffic offenses. Paid media may be necessary to complement news stories and other earned media, especially in an ongoing program (NCHRP, 2005, Strategy B2).

• Priorities: Integrated enforcement activities send a message to the public and to law enforcement officers alike that traffic safety is not a single-issue activity.
• Citizen reporting programs: Some jurisdictions have dedicated programs where drivers can call to report suspected impaired drivers. Such programs can generate support for law enforcement efforts and increase the perception in the community that impaired drivers will be caught. A study of a grassroots DWI witness reward program in Stockton,

All agencies using Integrated enforcement will be encouraged to include PI&E as well as earned media in support of their enforcement projects. This is especially useful in more generalized Police Traffic Services project where specialized personnel, such as DREs, may not be consistently or readily available.

Linkage Between Program Area

Impaired drivers are detected and arrested through regular traffic enforcement and crash investigations as well as through special impaired driving checkpoints and saturation patrols. A third opportunity is to integrate impaired-driving enforcement into special enforcement activities directed primarily at other offenses such as speeding or seat belt nonuse, especially since impaired drivers often speed or fail to wear seat belts. (Such operations can be particularly effective when conducted at night.)

All agencies using Integrated enforcement will be encouraged to include PI&E as well as earned media in support of their enforcement projects. This is especially useful in more generalized Police Traffic Services project where specialized personnel, such as DREs, may not be consistently or readily available.

Rationale

Integrated enforcement is applicable for use with any enforcement based activity, whether it be impaired driving, occupant protection, or police traffic services.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name

02PTHSPM	Police Traffic Services Highway Safety Program Management
02PTHVE	State and Local High Visibility Enforcement
02PTPM	Police Traffic Services Paid Media & Education

Planned Activity: Police Traffic Services Highway Safety Program Management

Planned activity number: **02PTHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various general Police Traffic Services projects.

Intended Subrecipients

A OHSO Program Manager will oversee the Police Traffic Services grant programs to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Highway Safety Program Management	$237,722.35	$876,260.34	$0.00

Planned Activity: State and Local High Visibility Enforcement

Planned activity number: **02PTHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

A number of agencies will be provided funding to conduct non-specific high-visibility traffic enforcement activity, using either overtime hours or regular hours as specified in the grant agreement.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Integrated Enforcement
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$49,600.00	$0.00	$49,600.00
2020	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$560,421.00	$876,260.34	$560,421.00

Planned Activity: Police Traffic Services Paid Media & Education

Planned activity number: **02PTPM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Intended Subrecipients

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations), occupant protection (Click It or Ticket), motorcycle safety, child passenger safety, bicycle/pedestrian safety and distracted driving. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education
Publicized Sobriety Checkpoints

Funding sources

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

2020	402 PTS-Police Traffic Services	PTS Paid Media & Education	$84,560.00	$0.00	$0.00

Countermeasure Strategy: Law Enforcement Training

Program Area: **Police Traffic Services**

Project Safety Impacts

Proper training is essential to effective performance, especially in Law Enforcement. It is projected that such training will improve the effectiveness of law enforcement in recognizing and removing impaired drivers from the roadways. Impaired driving detection is often difficult and requires specialized training in areas such as SFST, ARIDE, DRE, OP, legal updates, performance expectations, and other.

Linkage Between Program Area

When possible and necessary, funding will be provided for agencies to send personnel to training as described above. The amount of funding is often times based on the type of training being provided and the agency's distance from the training site.

Rationale

All impaired driving activities. as well as other types of activities, have the potential for training to be needed. These needs are normally reviewed during the application selection and funding process.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PTTR	Police Traffic Services Training and Education

Planned Activity: Police Traffic Services Training and Education

Planned activity number: **02PTTR**

Primary Countermeasure Strategy ID: **Law Enforcement Training**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy

Law Enforcement Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Training and Education	$37,400.00	$0.00	$0.00

Countermeasure Strategy: Preliminary Breath Test (PBT) Devices

Program Area: **Police Traffic Services**

Project Safety Impacts

[null in 2019]

Linkage Between Program Area

[null in 2019]

Rationale

[null in 2019]

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PTHVE	State and Local High Visibility Enforcement

Planned Activity: State and Local High Visibility Enforcement

Planned activity number: **02PTHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

A number of agencies will be provided funding to conduct non-specific high-visibility traffic enforcement activity, using either overtime hours or regular hours as specified in the grant agreement.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Integrated Enforcement
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$49,600.00	$0.00	$49,600.00
2020	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$560,421.00	$876,260.34	$560,421.00

Countermeasure Strategy: Public Information & Education

Program Area: **Police Traffic Services**

Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing a impaired driving simulator for use in those efforts. Also In order to reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, a strategic communications plan has been put in place using paid media. Strategic marketing is in its best form when all types of communication channels are considered, and strategies are decided before tactics and creative execution is developed. In its most basic form, marketing is about reaching your audience and communicating a message. While the impact of traffic safety

education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

Linkage Between Program Area

Effective traffic safety efforts must include both enforcement and education (NHTSA Countermeasures That Work, 8th Edition). The use of designated Section 402 funds will be used to fund this program area. In addition to paid media, projects designated as Police Traffic Services also include a requirement to conduct local Public Information & Education activities regularly.

Rationale

The use of designated general traffic safety-related funding will be used to fund this program purchase for the purposes and strategies previously explained, including distracted driving efforts along with other recognized traffic safety areas.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PTHSPM	Police Traffic Services Highway Safety Program Management
02PTPM	Police Traffic Services Paid Media & Education

Planned Activity: Police Traffic Services Highway Safety Program Management

Planned activity number: **02PTHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various general Police Traffic Services projects.

Intended Subrecipients

A OHSO Program Manager will oversee the Police Traffic Services grant programs to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement

Public Information & Education
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Highway Safety Program Management	$237,722.35	$876,260.34	$0.00

Planned Activity: Police Traffic Services Paid Media & Education

Planned activity number: **02PTPM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Intended Subrecipients

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations), occupant protection (Click It or Ticket), motorcycle safety, child passenger safety, bicycle/pedestrian safety and distracted driving. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the

expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education
Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Paid Media & Education	$84,560.00	$0.00	$0.00

Countermeasure Strategy: Publicized Sobriety Checkpoints

Program Area: **Police Traffic Services**

Project Safety Impacts

Sobriety checkpoints are an integral part of the OHSO Statewide Impaired Driving Strategic Plan. Publicized sobriety checkpoints are used along with accompanying saturation patrols to locate and remove intoxicated drivers from the roadway. The times and locations for the checkpoints are established based on area or local problem identification efforts. These checkpoints may be done in coordination with the OHP Impaired Driving Liaisons and other local law enforcement agencies as part of a local or area-wide impaired driving task force effort.

Linkage Between Program Area

High Visibility Enforcement of impaired driving laws is based on state and local problem identification efforts to reduce the number and severity of alcohol and drug-related traffic crashes. Click or tap here to enter text.

Rationale

Oklahoma created the Impaired Driving Liaison (IDL) position who are Troopers with the Oklahoma Highway Patrol charged with implementing alcohol/drug impaired driving enforcement efforts regionally within the state. City and County enforcement agencies may request or be requested to participate in these efforts. Agencies selected for specific impaired

driving efforts are expected to conduct or participate in such activities periodically throughout the fiscal year.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PTHSPM	Police Traffic Services Highway Safety Program Management
02PTHVE	State and Local High Visibility Enforcement
02PTPM	Police Traffic Services Paid Media & Education

Planned Activity: Police Traffic Services Highway Safety Program Management

Planned activity number: **02PTHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various general Police Traffic Services projects.

Intended Subrecipients

A OHSO Program Manager will oversee the Police Traffic Services grant programs to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal	Funding	Eligible Use of Funds	Estimated Funding	Match	Local

Year	Source ID		Amount	Amount	Benefit
2020	402 PTS-Police Traffic Services	PTS Highway Safety Program Management	$237,722.35	$876,260.34	$0.00

Planned Activity: State and Local High Visibility Enforcement

Planned activity number: **02PTHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

A number of agencies will be provided funding to conduct non-specific high-visibility traffic enforcement activity, using either overtime hours or regular hours as specified in the grant agreement.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Integrated Enforcement
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

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

2019	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$49,600.00	$0.00	$49,600.00
2020	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$560,421.00	$876,260.34	$560,421.00

Planned Activity: Police Traffic Services Paid Media & Education

Planned activity number: **02PTPM**

Primary Countermeasure Strategy ID: **Paid Media**

Planned Activity Description

The best way to influence behavior change is through a proven and scientific practice called social marketing. Social marketing means influencing behavior. We are, in essence, selling a behavior change. In this case, a behavior change that encourages our targets to adopt safe driving practices to reduce traffic accidents and related consequences. Changing behavior in society is hard and it doesn't happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touch points that communicate with the target at the most appropriate times. Depending on the target and the campaign, we utilize traditional paid channels (television, radio, billboards, etc.) and digital channels (digital display ads, video, paid social media, etc.). We also utilize earned and owned media to communicate with the target and stakeholders. This includes public relations, social media, and other one-off tactics.

Intended Subrecipients

Utilizing a paid media consultant, evidence-based strategies will be employed to reach audiences statewide with traffic safety messages addressing a number of traffic safety initiatives, including impaired driving (Oklahoma ENDUI program as well as national mobilizations), occupant protection (Click It or Ticket), motorcycle safety, child passenger safety, bicycle/pedestrian safety and distracted driving. Identified markets include sports venues, local audience targeted programming and support of national mobilization efforts. The program will be designed to reach all seventy-seven counties as set forth in the OHSO Communications Plan, targeting the appropriate audience with an effective message. Using evidence-based strategies and the expertise of the paid media consultant, the impact should aid in decreasing the number and severity of traffic crashes overall.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education

Publicized Sobriety Checkpoints

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Paid Media & Education	$84,560.00	$0.00	$0.00

Countermeasure Strategy: Short-term, High Visibility Law Enforcement

Program Area: **Police Traffic Services**

Project Safety Impacts

As opposed to a long-term HVE period for months, short-term high-visibility efforts target specific times and events for enhanced enforcement efforts. The annual Click It or Ticket and Drive Sober or Get Pulled Over national mobilizations are prime examples of a short-term HVE project. Short-term enforcement will be used when possible to enhance specific traffic safety initiatives as part of an overall traffic safety program.

Linkage Between Program Area

In the Oklahoma Highway Safety Plan, short-term enforcement is used to re-direct enforcement efforts which may be specific to another program area to a targeted enforcement program, such as the national seat belt and impaired driving mobilizations, if the funding source allows for such. This re-direction allows for enhanced enforcement efforts to supplement specific traffic safety initiatives.

Rationale

These short-term enhanced enforcement activity efforts will be directed towards the impaired driving, occupant protection seat belt, occupant protection child-passenger safety, and motorcycle safety initiatives conducted throughout the year. As part of an overall program, the amount of funding for short-term enforcement efforts is not specifically identified.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PTHSPM	Police Traffic Services Highway Safety Program Management
02PTHVE	State and Local High Visibility Enforcement

Planned Activity: Police Traffic Services Highway Safety Program Management

Planned activity number: **02PTHSPM**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various general Police Traffic Services projects.

Intended Subrecipients

A OHSO Program Manager will oversee the Police Traffic Services grant programs to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
Integrated Enforcement
Public Information & Education
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	PTS Highway Safety Program Management	$237,722.35	$876,260.34	$0.00

Planned Activity: State and Local High Visibility Enforcement

Planned activity number: **02PTHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional

HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Intended Subrecipients

A number of agencies will be provided funding to conduct non-specific high-visibility traffic enforcement activity, using either overtime hours or regular hours as specified in the grant agreement.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols
Integrated Enforcement
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$49,600.00	$0.00	$49,600.00
2020	402 PTS-Police Traffic Services	PT High Visibility Enforcement	$560,421.00	$876,260.34	$560,421.00

Program Area: Speed Management

Description of Highway Safety Problems

Speed-related fatalities have shown a 5-year rolling average downward trend since 2012. However, there was an increase in speed-related fatalities from in 2015 and again in 2016. Data related to fatality and serious injury crashes is analyzed to determine those localities having the highest rates of speed-related crashes. Oklahoma City and Tulsa, as the two most populous cities in Oklahoma, consistently rank as the highest for speed-related crashes. Through the problem identification process, all other locales are ranked both by city and county and those results considered in evaluation of requests for proposals. The three leading contributing factors in fatality crashes in 2017 were: Unsafe Speed (12.9%), Failure to Yield (9.9%) and Inattention (6.6%).

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	135

Countermeasure Strategies in Program Area

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols

Countermeasure Strategy: High Visibility Enforcement

Program Area: **Speed Management**

Project Safety Impacts

High-visibility enforcement is a proven strategy that includes targeted enforcement focusing on specific violations such as impaired driving, failure to wear seatbelts, and speeding. Additional HVE strategies may include use of integrated enforcement during specific times of the day or night where more crashes are occurring; daytime impaired driving checkpoints; short-term high-visibility enforcement within identified safety corridors; and increased nighttime seat belt enforcement activities. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is required of all law enforcement grants.

Linkage Between Program Area

There is an existing linkage already established between high-visibility enforcement and education. Speed abatement grants, along with all other types of enforcement grants, contain a educational component to conduct PI&E activities relevant to the project type.

Rationale

High-visibility enforcement and participation in mobilizations should be and is a component of any impaired-driving enforcement project funded through the OHSO.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02SEHVE	State and Local Speed High Visibility Enforcement

Planned Activity: State and Local Speed High Visibility Enforcement

Planned activity number: **02SEHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

Selected agencies will receive grant funds to conduct high-visibility enforcement primarily directed at speed related violations. The three leading contributing factors in fatality crashes in 2017 were: Unsafe Speed (12.9%), Failure to Yield (9.9%) and Inattention (6.6%).

Intended Subrecipients

Twelve agencies have been selected to receive funding to conduct high-visibility speed abatement enforcement activities based on problem identification. All of these agencies are also required to include a educational component in their communities.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols

Funding sources

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

2020	402 PTS-Police Traffic Services	Speeding High Visibility Enforcement	$558,490.00		$558,490.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Police Motorcycle	1	$36,430.00	$36,430.00	$36,430.00	$36,430.00

Countermeasure Strategy: High Visibility Saturation Patrols

Program Area: **Speed Management**

Project Safety Impacts

Saturation Patrols are often times combined with high-visibility enforcement and PI&E to bring out attitude and behavioral changes to address traffic safety issues. Those agencies using HVE will usually conduct saturation patrols at various times and locations as identified by the local problem identification

Linkage Between Program Area

All agencies utilizing HVE and saturation patrols will establish performance targets projected to meet their established project goals. Funding will be provided to assist them based on the severity of the identified problem, available resources and ability to meet those projections.

Rationale

All local police agency impaired driving prevention and enforcement projects are expected to use HVE saturation patrols as part of their program.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02SEHVE	State and Local Speed High Visibility Enforcement

Planned Activity: State and Local Speed High Visibility Enforcement

Planned activity number: **02SEHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

Selected agencies will receive grant funds to conduct high-visibility enforcement primarily directed at speed related violations. The three leading contributing factors in fatality crashes in 2017 were: Unsafe Speed (12.9%), Failure to Yield (9.9%) and Inattention (6.6%).

Intended Subrecipients

Twelve agencies have been selected to receive funding to conduct high-visibility speed abatement enforcement activities based on problem identification. All of these agencies are also required to include a educational component in their communities.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement
High Visibility Saturation Patrols

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 PTS-Police Traffic Services	Speeding High Visibility Enforcement	$558,490.00		$558,490.00

Major purchases and dispositions

Equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Police Motorcycle	1	$36,430.00	$36,430.00	$36,430.00	$36,430.00

Program Area: Teen Traffic Safety Program

Description of Highway Safety Problems

Driver education and improvement programs are available to all ages in Oklahoma through such programs as the AARP "55 Alive" program and the Oklahoma Safety Council Defensive Driving Course, but teenage drivers normally receive their education and training through Driver Education programs at schools, which have been on the decline for the last several years, commercial driver training schools, and parent taught training.

Between 2007 and 2011, Oklahoma averaged 57 drivers under the age of 21 killed every year in motor vehicle crashes. From 2012 through 2016, that average decreased to 40 drivers under age 21 killed every year. Between 2013 and 2017 there was an average of 501 distracted drivers between ages of 16-25 involved in KAB crashes in Oklahoma each year - by far representing the largest percentage by age group. While driver education should be and is available to all age groups, the 16-25 year old age group would indicate the greatest need related to driver distraction involvement in motor vehicle crashes.

Speeding was listed as the number one causational factor in fatal and serious injury crashes in Oklahoma in 2017. The combination of speed, not wearing seat belts and distraction is a recipe for fatal and serious injury traffic crashes. Teen safety programs are aimed at addressing these factors, as well as others which may contribute to deaths on Oklahoma streets and highways.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	662
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	2465
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	134
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	135
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	83
2020	Drivers in distracted driving-related KAB crashes (State)	2020	Other	1,306

Countermeasure Strategies in Program Area

Countermeasure Strategy
Driver Education & Training
School Programs

Countermeasure Strategy: Driver Education & Training

Program Area: **Teen Traffic Safety Program**

Project Safety Impacts

The primary goals of any traffic safety program are to identify, develop and promote programs to positively affect a change in behavior to reduce the number and severity of traffic crashes. Education must reach drivers of all ages, but young drivers are especially prone to risky and unsafe driving behaviors. Oklahoma has long had Driver Improvement Courses approved by the Department of Public Safety and the Defensive Driving Course certified and presented by the Oklahoma Safety Council. Other courses have also been identified for this area, including the Alive at 25 program by the Oklahoma Safety Council and the Cinema Driving Experience by the Children & Parent Resource Group.

Linkage Between Program Area

Strategies proposed for the Driver Education program will have the potential to impact all areas of the state, based on available opportunities, with particular emphasis on texting and driving, but also inclusive of other programs aimed at improving driver skills.

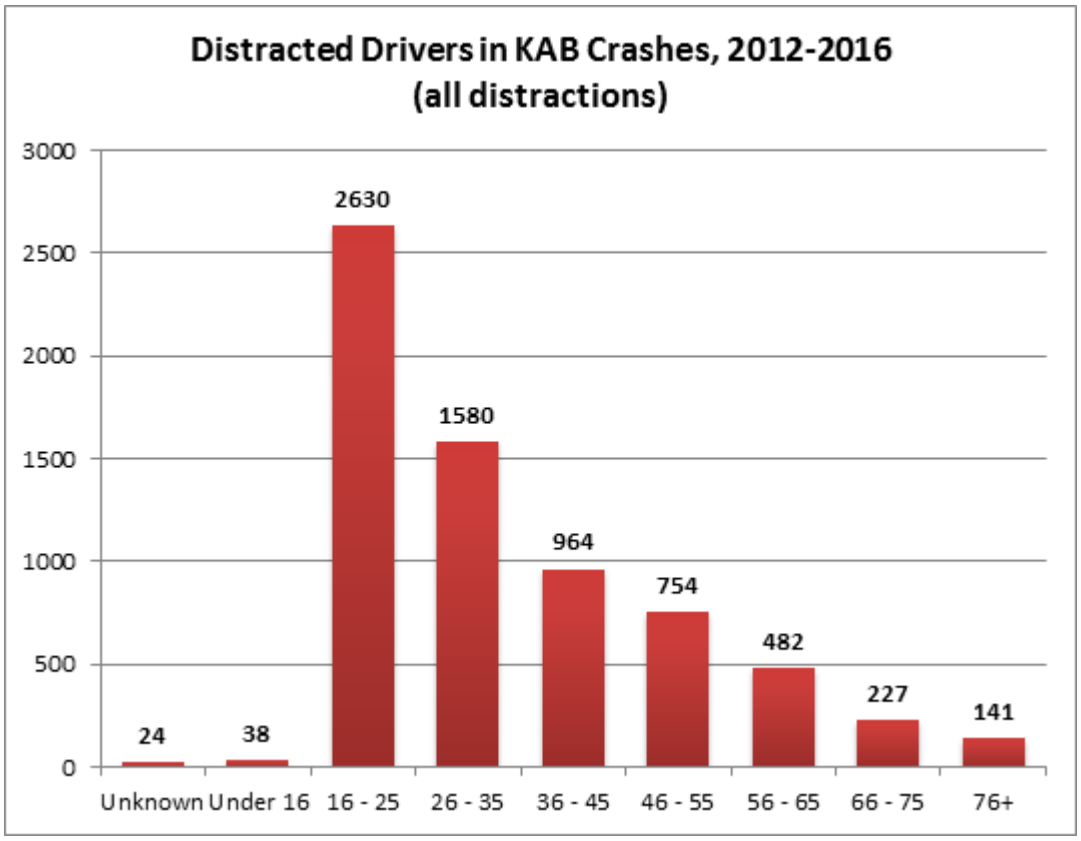
The *Alive at 25* program is often used by court systems in court adjudication of traffic offenses. With the adoption of a new texting law effective November 1, 2015 greater emphasis will be placed on those programs promoting no texting and driving, including statewide paid media and educational efforts. Educational Alternatives is in the second year of a pilot program to curb distracted driving through school related groups and peer to peer mentoring. The National Safety Council's Our Driving Concern is an employer program which seeks to partner with employers through the state to provide traffic safety education to workers, with emphasis on speed and aggressive driving, distracted driving, impaired driving (including drowsy driving) and occupant protection. The selected strategies are evidence-based and have been shown to have a positive effect on changing attitudes and behaviors related to these at-risk behaviors with the target of reducing the number of fatalities and injuries crashes involving distracted driving and risk-taking behaviors.

A new project with the University of Oklahoma Office of Research Administration will partner with the OHSO to further the aims of the Oklahoma Healthy Aging Initiative's Older Driver Safety Program. This program will be developed in coordination with the DPS/OHP to examiner the factors that contribute to the problem and provide education and training to enhance and improve those skills.

Rationale

Between 2007 and 2011, Oklahoma averaged 57 drivers under the age of 21 killed every year in motor vehicle crashes. From 2012 through 2016, that average decreased to 40 drivers under age 21 killed every year. Between 2012 and 2016 there was an average of 526 distracted drivers between ages of 16-25 involved in KAB crashes in Oklahoma each year - by far representing the largest percentage by age group. While driver education should be and is available to all age groups, the 16-25 year old age group would show the greatest need.

In 2016, there were 107 drivers age 65 and older involved in fatality crashes (not necessarily the fatality) and 395 drivers age 65 and over involved in serious injury crashes (not necessarily the injured party) in Oklahoma. Of those drivers identified, the listed contributing factors were, as follows: No Improper Action (209) was the leading causational factor listed, followed by Failure to Yield (79), Other Improper Act/Movement (44), Inattention (35), Improper Turn (30), Fail to Stop (19) and Left of Center (15).



Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02TSED	Teen Safety Outreach and Education

Planned Activity: Teen Safety Outreach and Education

Planned activity number: **02TSED**

Primary Countermeasure Strategy ID: **Public Information & Education**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Driver Education & Training

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Teen Safety Outreach and Education	$103,881.00		$0.00

Countermeasure Strategy: School Programs

Program Area: **Teen Traffic Safety Program**

Project Safety Impacts

With the decline in school taught driver education programs, means by which to reach the teen audience is a greater challenger than ever before. However, with the advancement of technology various ways by which traffic safety can be presented has increased. Through the use of advancements in teaching tools, such as computerized audio/video presentations and virtual reality systems, traffic safety educators have been able to expand the number of ways to both entertain and educate the teen population. This countermeasure was specifically selected to address the 16-21 year old age group with traffic safety education to reduce the number and severity of traffic crashes involving this age group.

Linkage Between Program Area

The 16-21 year old age group has been identified as being overrepresented in crashes involving distraction. The OHSO will use traffic safety educators and programs targeting the teen population at various schools and venues throughout Oklahoma, based on problem identification for those areas where the need is greatest and venues are available.

Rationale

The 16-21 year old age group has been identified as being overrepresented in crashes involving distraction. As mentioned above, selected countermeasures and activities were selected to address the performance measure related young drivers under the age of 21.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02TSSP	Teen Safety School Programs
05TSSP	Teen Safety School Programs Incentive Grant

Planned Activity: Teen Safety School Programs

Planned activity number: **02TSSP**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Teen Safety School Programs	$132,030.00		$0.00

Planned Activity: Teen Safety School Programs Incentive Grant

Planned activity number: **05TSSP**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Click or tap here to enter text.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405d Impaired Driving Mid	Teen Safety School Programs Incentive Grant	$79,623.00		

Program Area: Traffic Records

Description of Highway Safety Problems

The ability to effectively collect, collate and analyze data is not only ancillary in nature, but is of prime importance in being able to identify problems and measure program effectiveness. Recognizing such need, Oklahoma continues to work to improve its data collection and analysis systems, including improvement of its ability to create timely and accessible citation and crash location maps. Creating such interfaces will allow for the timely development of effective crash countermeasures, especially as related to county roads and city streets.

Over the last several years, Oklahoma has made great strides in integrating GPS information into crash reports and electronically submitting that information to the appropriate agencies involved when a crash occurs, but more work is needed. Geocoding city/street data has greatly increased the number of mappable crashes in the State on these types of roadways within both the PARIS and SAFE-T systems. Improving crash reporting systems to enable electronic submission of crash reports, including GPS information, utilizing the PARIS and CRS systems (collectively now referred to as *PARIS.web*) will continue to improve the timeliness and completeness of crash data. Expansion of these systems will increase the number of crash reports containing geospatial information gathered at the time of the investigation and will also allow users to more effectively utilize the data for a variety of visual planning tools to address their traffic safety problems. The long-term plan includes cooperation between several state agencies for development of a new electronic crash reporting system available which will be available to all state agencies for submitting crash reports and which will also include linkage of a statewide Data-Driven Approach to Crime and Traffic Safety (DDACTS) type system which will link criminal data from the Oklahoma State Bureau of Investigation.

Improvement in the core traffic record systems within the Department of Public Safety is a priority with the Traffic Records Council. The Traffic Records Council will take the lead in evaluating those core services and making recommendations on changes and improvements to user access and data integration.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	To develop a new electronic statewide crash data reporting system	2020	Other	

Countermeasure Strategies in Program Area

Countermeasure Strategy
Improves accessibility of a core highway safety database
Improves Analysis and Evaluation of Crash Data
Improves completeness of a core highway safety database

Countermeasure Strategy: Improves accessibility of a core highway safety database

Program Area: **Traffic Records**

Project Safety Impacts

Collision data reporting is a vital link in being to address traffic safety problems. Currently, the Oklahoma Highway Patrol, Oklahoma City Police Department, Tulsa Police Department and the Oklahoma County Sheriff's Office are the only agencies in Oklahoma that are able to use the Police Accident Records Information System (PARIS) to access and complete and submit traffic collision reports electronically to the Department of Public Safety. Several other agencies are able to use a web-based system to submit crash reports. However, the greatest majority of Oklahoma Law Enforcement Agencies must still use a paper report or complete and print out a pdf report for submitting manually. This countermeasure strategy is intended to provide better accessibility for all agencies to utilize an electronic system for submitting crash reports.

Linkage Between Program Area

Section 405c Traffic Records Improvement grants will primarily be used to identify and fund those projects which can assist in this effort. The Traffic Records Coordinating Committee will act in an oversight capacity to aid in this effort.]

Rationale

Improvement in traffic records systems is a large undertaking which involves cooperation and integration of systems between various state agencies and their current RMS, including the Department of Public Safety, Oklahoma State Bureau of Investigation, and the Office of Management and Enterprise Services. Projects will be identified and selected to be able to assist in achieving and maximizing this effort.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02TRHSPM	Traffic Records Improvement Highway Safety Program Management
05CM3CR	Traffic Records Crash Reporting Improvement

Planned Activity: Traffic Records Improvement Highway Safety Program Management

Planned activity number: **02TRHSPM**

Primary Countermeasure Strategy ID: **Improves completeness of a core highway safety database**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various traffic records improvement projects. The OHSO Program Manager will oversee the traffic records program to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets

Intended Subrecipients

Oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database
Improves Analysis and Evaluation of Crash Data
Improves completeness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Data Improvement Highway Safety Program Management	$146,909.42	$132,637.50	$0.00

Planned Activity: Traffic Records Crash Reporting Improvement

Planned activity number: **05CM3CR**

Primary Countermeasure Strategy ID: **Improves accessibility of a core highway safety database**

Planned Activity Description

Intended Subrecipients

The Oklahoma Department of Public Safety is making efforts to update its traffic records system through a program referred to as the ”DPS Modernization Project”. A component of this plan is to update the crash data reporting to an electronic collision report form for use by all state law enforcement agencies. The system will be overseen by the Oklahoma State Bureau of Investigation.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database
Improves completeness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	Data Improvement in Crash Reporting	$189,000.00	$0.00	
2020	FAST Act 405c Data Program	Data Improvement in Crash Reporting	$611,540.00		

Countermeasure Strategy: Improves Analysis and Evaluation of Crash Data

Program Area: **Traffic Records**

Project Safety Impacts

The ability to better analyze and evaluate crash and enforcement data will aid in the planning of improved methodologies and better use of resources toward decreasing the number and severity of traffic crashes in Oklahoma. Most Oklahoma agencies do no employ a planner or crash analyst to assist in this. Through proper use of funds and personnel, the OHSO and DPS are attempting to aid agencies with this.

Linkage Between Program Area

The ability to effectively collect, collate and analyze data is not only ancillary in nature, but is of prime importance in being able to identify problems and measure program effectiveness. Recognizing such need, Oklahoma continues to work to improve its data collection and analysis systems, including improvement of its ability to create timely and accessible citation and crash location maps. Creating such interfaces will allow for the timely development of effective crash countermeasures, especially as related to county roads and city streets. Several countermeasures, including professional crash analysis, improvement in crash reporting systems, and better training in crash investigation, have been identified and funds allocated based on the availability of funds and project needs.

Rationale

The DPS Futures, Capabilities and Plans Division will employ a full-time Enforcement Systems Planner. This position will work toward improving the current DPS crash reporting systems to better utilize electronic data submitted, such as that from PARIS and SAFE-T, and improve the

accuracy of the data and timeliness to be able to generate multi-layer reports for use by law enforcement agencies to improve the effectiveness of traffic safety efforts. The position will work with both the OHP and local governmental agencies, utilizing both internal and external data systems, to support the creation of a statewide enforcement plan and traffic safety corridors, assist in integration of crash and criminal data systems (DDACTS), evaluate the effectiveness of the systems and be the lead in the creation of a wide variety of traffic records reports. This position will also actively assist in the development, implementation and integration of the statewide Impaired Driving Database system.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02TRHSPM	Traffic Records Improvement Highway Safety Program Management
05CM3DA	Traffic Records Data Analysis Projects

Planned Activity: Traffic Records Improvement Highway Safety Program Management

Planned activity number: **02TRHSPM**

Primary Countermeasure Strategy ID: **Improves completeness of a core highway safety database**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various traffic records improvement projects. The OHSO Program Manager will oversee the traffic records program to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets

Intended Subrecipients

Oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database
Improves Analysis and Evaluation of Crash Data
Improves completeness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Data Improvement Highway Safety Program Management	$146,909.42	$132,637.50	$0.00

Planned Activity: Traffic Records Data Analysis Projects

Planned activity number: **05CM3DA**

Primary Countermeasure Strategy ID: **Improves Analysis and Evaluation of Crash Data**

Planned Activity Description

These programs will actively collect and analyze data for various traffic safety purposes. The collection and analysis of crash data is vitally important in Problem Identification being able to identify causational factors and areas where resources may be employed to reduce the number and severity of traffic crashes.

Intended Subrecipients

These grantees will include agencies involved with the collection and analysis of data, including state universities and state agencies involved in this process.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves Analysis and Evaluation of Crash Data
Improves completeness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	Data Analysis Improvement Projects	$208,330.00		
2020	FAST Act 405c Data Program	Data Analysis Improvement Projects	$20,000.00		

Countermeasure Strategy: Improves completeness of a core highway safety database

Program Area: **Traffic Records**

Project Safety Impacts

There are often overlaps in the improvement of various components of a traffic records system, such as improvement in timeliness often also affects improvement in integration resulting in improvement in timeliness. That being said, a primary duty of most law enforcement agencies is to investigate traffic crashes occurring within their jurisdiction. The basic course of instruction in most police training schools does not adequately train officers in the more modern or advanced techniques of crash investigation. By offering more and better crash investigation training, a better evaluation and reporting of crashes will occur and a better understanding of the when, where and why crashes occur should result.

Linkage Between Program Area

The existing systems of crash reporting in Oklahoma do not lend themselves to the ability to collect and analyze traffic records in a timely and accurate manner to identify traffic safety trends. Without such resources, there is a lack of completeness such that traffic safety planners and agencies are unable to be proactive to and adequately reactive to changing traffic safety factors and conditions. The development of a modern crash reporting system is not only reasonable, but has become a demanding need in todays rapid transit environment.

Rationale

The Oklahoma Highway Safety Office, in cooperation with the TRCC and other state and federal agencies will work to not only improve existing services, but development and promote a more effective system to provide timely, accurate, and accessible crash records to state agencies as well as the public domain.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02TRHSPM	Traffic Records Improvement Highway Safety Program Management
05CM3CR	Traffic Records Crash Reporting Improvement
05CM3DA	Traffic Records Data Analysis Projects

Planned Activity: Traffic Records Improvement Highway Safety Program Management

Planned activity number: **02TRHSPM**

Primary Countermeasure Strategy ID: **Improves completeness of a core highway safety database**

Planned Activity Description

The Highway Safety Office will provide trained, qualified personnel to develop, monitor, coordinate and manage the various traffic records improvement projects. The OHSO Program Manager will oversee the traffic records program to determine if projected activity milestones are being met, funds are being utilized in the proper manner and provide assistance as needed to facilitate success of the project activities and meeting performance targets

Intended Subrecipients

Oversight of Federally funded programs is a requirement to qualify for funding to prevent misuse and abuse of both Federal and State dollars directed toward highway safety efforts.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database
Improves Analysis and Evaluation of Crash Data
Improves completeness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Data Improvement Highway Safety Program Management	$146,909.42	$132,637.50	$0.00

Planned Activity: Traffic Records Crash Reporting Improvement

Planned activity number: **05CM3CR**

Primary Countermeasure Strategy ID: **Improves accessibility of a core highway safety database**

Planned Activity Description

Intended Subrecipients

The Oklahoma Department of Public Safety is making efforts to update its traffic records system through a program referred to as the ”DPS Modernization Project”. A component of this plan is to update the crash data reporting to an electronic collision report form for use by all state law enforcement agencies. The system will be overseen by the Oklahoma State Bureau of Investigation.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves accessibility of a core highway safety database
Improves completeness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	Data Improvement in Crash Reporting	$189,000.00	$0.00	
2020	FAST Act 405c Data Program	Data Improvement in Crash Reporting	$611,540.00		

Planned Activity: Traffic Records Data Analysis Projects

Planned activity number: **05CM3DA**

Primary Countermeasure Strategy ID: **Improves Analysis and Evaluation of Crash Data**

Planned Activity Description

These programs will actively collect and analyze data for various traffic safety purposes. The collection and analysis of crash data is vitally important in Problem Identification being able to identify causational factors and areas where resources may be employed to reduce the number and severity of traffic crashes.

Intended Subrecipients

These grantees will include agencies involved with the collection and analysis of data, including state universities and state agencies involved in this process.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Improves Analysis and Evaluation of Crash Data
Improves completeness of a core highway safety database

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	Data Analysis Improvement Projects	$208,330.00		
2020	FAST Act 405c Data Program	Data Analysis Improvement Projects	$20,000.00		

Program Area: Non-motorized (Pedestrians and Bicyclist)

Description of Highway Safety Problems

Oklahoma experienced 90 pedestrian and 5 bicyclist fatalities in 2016. Approximately 63% (525) of the total bicycle and pedestrian KAB crashes occurred in urban areas, with over 50% of the KAB crashes involving bicyclists and pedestrians occurring in the greater Oklahoma City and Tulsa metro areas - 32% (171) occurring within the greater Oklahoma City area and 20% (104) within the greater Tulsa metropolitan area. The 5-year rolling average for fatalities projects little change in the number of bicyclist fatalities as well as an increase in the number of pedestrian fatalities over the next three years. Oklahoma has recognized this undesirable trend, but we have not been able to identify any specific behavioral or educational programs that have proven effective to any great extent. Most pedestrian fatalities were adults, often affected by alcohol or other substances, crossing in unlighted and unmarked areas. In FY2015, OHSO initiated a pilot program with the Indian Nation Council of Governments (INCOG) in Tulsa to improve bicycle and pedestrian safety in the greater Tulsa metropolitan area, as this area was identified by NHTSA in 2012 as being well above the national average for bicyclist and pedestrian fatalities. The is still an ongoing project to better identify the problem and possible solutions. Although not funded through a grant from the OHSO, the City of Oklahoma City is continuing to participating in the Mayor's Challenge, a national pedestrian safety initiative. Is it a goal to work more closely with the various Metropolitan Planning Organizations to promote bicycle and pedestrian safety programs within their respective boundaries.

Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-10) Number of pedestrian fatalities (FARS)	2020	5 Year	83
2020	C-11) Number of bicyclists fatalities (FARS)	2020	5 Year	11

Countermeasure Strategies in Program Area

Countermeasure Strategy
Bike/Ped Safety High Visibility Enforcement
Elementary-age Child Bicyclist Training
Public Information & Education
Safe Routes to School

Countermeasure Strategy: Bike/Ped Safety High Visibility Enforcement

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

Development in public access ”activity districts” such as Bricktown in Oklahoma City and ”The Gathering Place” in Tulsa have resulted in large gatherings which usually walk or ride bicycles or scooters to and within those areas. This has resulted in an increase in the number of injuries resulting from improper or unsafe actions by both vehicles, scooters and pedestrians. Projects in Oklahoma City and Tulsa are being implemented to address these problems, which will include High Visibility Enforcement of vehicle, pedestrian and scooter laws governing such.

Linkage Between Program Area

Agencies having such areas, including Oklahoma City, Tulsa and Norman will initiate new or expand existing programs to reduce pedestrian and bicyclist fatalities and injuries.

Rationale

The Indian Nations Council Of Governments (INCOG) in Tulsa has developed a pilot program aimed at reducing bicyclist and pedestrian fatalities. Norman Police Department also has a specialized bicyclist enforcement division to address problems in bike/ped safety at areas near the University of Oklahoma having large numbers o young persons gathering in such areas.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PSCO	Bike/Ped Safety Community Outreach & Education
02PSHVE	Bike/Ped Safety High Visibility Enforcement

Planned Activity: Bike/Ped Safety Community Outreach & Education

Planned activity number: **02PSCO**

Primary Countermeasure Strategy ID: **Public Information & Education**

Planned Activity Description

Intended Subrecipients

State and local law enforcement and non-profit 501C-3 organizations.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bike/Ped Safety High Visibility Enforcement

Elementary-age Child Bicyclist Training
Public Information & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Bicycle/Pedestrian Safety Community Outreach & Education	$119,000.00		$58,000.00

Planned Activity: Bike/Ped Safety High Visibility Enforcement

Planned activity number: **02PSHVE**

Primary Countermeasure Strategy ID: **High Visibility Enforcement**

Planned Activity Description

As the number of non-motorized traffic fatalities has risen, assessment of the problem areas and means by which they can be addressed has become an important part of the Highway Safety Planning process. Countermeasures and activities to address the number of these, especially those related to pedestrian fatalities, have been reviewed and discussed. At this point there are a limited number of countermeasures and activities to address this problem, those mainly centering around engineering type solutions, such as increasing the number of pedestrian walkways, better sidewalk constructions, limiting vehicle access to identified areas, etc. The OHSO addresses these problems through a multidisciplinary plan involving engineering, education, and enforcement. Planned activities within this area may include some enforcement activity to curtail the number of ”jaywalking” incidents or unsafe pedestrian practices. This will be combined with PI&E such as the ”Walk this way” program, safe crossing zones at or around school areas, alcohol related services to address intoxicated pedestrians, bicycle safety routes, and coordination with various Metropolitan Planning Areas. The Oklahoma City Police Department specifically, with a large public area designated Bricktown in downtown Oklahoma City, has a designated pedestrian enforcement program as part of their grant with the OHSO.

Intended Subrecipients

Indian Nations Council of Governments has been working on a multidisciplinary plan for the last 3 years to address various aspects of bicycle and pedestrian safety. The Oklahoma City Police Department and Norman Police Department currently have or will initiate pedestrian/bicyclist safety programs. Most of the enforcement grants make PI&E presentations to local civic and school groups and include pedestrian/bicyclist safety in their programs.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bike/Ped Safety High Visibility Enforcement

Funding sources

Countermeasure Strategy: Elementary-age Child Bicyclist Training

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

In order to meet the challenges or reducing the number of fatalities and serious injury resulting from pedestrian and bicyclist traffic fatalities, programs addressing these needs must be identified and supported. Oklahoma has not had a high number of agencies addressing this problem in recent years. Recent pilot projects, such as INCOG in Tulsa, have conducted program assessments and identified means by which we could begin to address this problem area. As data indicates that the majority of these fatalities occur in Urban areas, selected projects in the Tulsa and Oklahoma City greater metropolitan areas have been initiated and provided funding to address these problems.

Linkage Between Program Area

In order to train and educate children in bicyclist safety, selected agencies will use qualified, experienced employees, contract labor and community partners to implement pedestrian and bicyclist safety education through events and activities such as Walk This Way, International Walk to School Day, Spot the Tot, Bike Rodeos, Bike to School day, and other related events/activities targeting children who walk, or bike to school. Agencies will share bike and pedestrian safety resources: such as bike rodeo kits, crosswalk mats, spot the tot mat, as well as assist in recruiting community partners to support bike and pedestrian safety efforts statewide. Locations of outreach efforts will be chosen based on OHSO Crash Data, and the opportunity to reach the maximum number of target participants.

Rationale

With the increase in bicyclist fatalities occurring in 2018 and an increase in pedestrian fatalities over the last three years, the need for improved community outreach, training and education has never been greater. These programs, which will be funded through Section 402 funds, are selected as offering the best practices and resources to meet program expectations.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PSCO	Bike/Ped Safety Community Outreach & Education

Planned Activity: Bike/Ped Safety Community Outreach & Education

Planned activity number: **02PSCO**

Primary Countermeasure Strategy ID: **Public Information & Education**

Planned Activity Description

Intended Subrecipients

State and local law enforcement and non-profit 501C-3 organizations.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bike/Ped Safety High Visibility Enforcement
Elementary-age Child Bicyclist Training
Public Information & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Bicycle/Pedestrian Safety Community Outreach & Education	$119,000.00		$58,000.00

Countermeasure Strategy: Public Information & Education

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

Public Information and Education, done properly, is a universally long-recognized countermeasure to aid in achieving a change in attitudes and behaviors. This project will support the traffic safety education activities of the full-time deputy in public information and education efforts by purchasing a impaired driving simulator for use in those efforts. While the impact of traffic safety education cannot realistically be measured quantitatively, public information and education is a primary countermeasure that has been recognized as an effective part of any traffic safety program.

Linkage Between Program Area

Effective impaired driving efforts must include both enforcement and education (NHTSA Countermeasures That Work, 8th Edition). The use of designated alcohol-impaired driving prevention will be used to fund this program purchase.

Rationale

The use of designated alcohol-impaired driving prevention funding will be used to fund this program purchase for the purposes and strategies previously explained.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PSCO	Bike/Ped Safety Community Outreach & Education

Planned Activity: Bike/Ped Safety Community Outreach & Education

Planned activity number: **02PSCO**

Primary Countermeasure Strategy ID: **Public Information & Education**

Planned Activity Description

Intended Subrecipients

State and local law enforcement and non-profit 501C-3 organizations.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Bike/Ped Safety High Visibility Enforcement
Elementary-age Child Bicyclist Training
Public Information & Education

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Bicycle/Pedestrian Safety Community Outreach & Education	$119,000.00		$58,000.00

Countermeasure Strategy: Safe Routes to School

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

Project Safety Impacts

By working with local Safe Kids coalitions and the Department of Transportation Safe Routes to School program, the OHSO will fund programs designed to improve the safety of children walking or bicycling to school.

Linkage Between Program Area

In order to address bike and pedestrian safety, those problems related to children walking or riding bicycles to school must be included. This area must not only address education but also training the proper ways to ride and walk to school.

Rationale

As a majority of the traffic related bicyclist and pedestrian injuries occur in urban environments, projects in the greater metropolitan areas of Tulsa and Oklahoma City should greatly aid in addressing and reducing these type of traffic fatalities and injuries.

Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
02PSSP	Bike/Ped Safety School Programs

Planned Activity: Bike/Ped Safety School Programs

Planned activity number: **02PSSP**

Primary Countermeasure Strategy ID: **School Programs**

Planned Activity Description

Studies suggest that knowledge and behaviors of young children may be improved through education and training programs that incorporate interactive training with opportunities for practice and positive reinforcement. Although metropolitan areas provide greater opportunity for participation, the program may also be implemented in rural areas. Grant funded program equipment, and curricula will be purchased and utilized by this project. Educational programs vary based on the age of the target audience, and are always age appropriate.

School-based programs to teach basic pedestrian concepts and safe behaviors at schools, churches, and other institutions with groups of elementary-aged children is an established evidence-based strategy. These programs have proven to more successful if they include instruction followed by practice crossing on a pretend road.

Intended Subrecipients

Various schools will be targeted based on local problem identification and availability.

Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Safe Routes to School

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Bicycle/Pedestrian Safety School Programs	$32,783.00		$0.00

Program Area: Planning & Administration

Description of Highway Safety Problems

OHSO carefully monitors all projects to ensure the appropriate use of restricted funds (Sections 402 and 405 as well as State funds). In order to address the State's needs as identified in the Problem Identification process, some projects will be provided funding from more than one source in order to supplement their enforcement efforts in support of statewide goals. During the grant selection process, the project's primary program area and funding source will be identified and the project will be listed in the HSP as such. For example, a project identified as primarily a impaired driving project may combine funding from both Section 402 and Section 405 sources. Such multiple funding sources are delineated in the grant agreement description and assigned project number(s). The separate fund sources and activities are carefully tracked and billed to the appropriate funding source.

Associated Performance Measures

Planned Activities

Planned Activities in Program Area

Unique Identifier	Planned Activity Name	Primary Countermeasure Strategy ID
02PA	Planning and Administration	

Planned Activity: Planning and Administration

Planned activity number: **02PA**

Primary Countermeasure Strategy ID:

Planned Activity Description

Planning and Administration costs related to the various NHTSA Federal Grant programs of the OHSO.

Intended Subrecipients

Oklahoma Highway Safety Office

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 - Traffic Safety	Planning and Administration	$208,199.00	$208,199.00	$0.00

Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

Unique Identifier	Planned Activity Name
02PSCO	Bike/Ped Safety Community Outreach & Education
02PSHVE	Bike/Ped Safety High Visibility Enforcement
02ALHSPM	Impaired Driving Highway Safety Program Management
05DM5OTC	Impaired Driving Statewide Law Enforcement Coordinator
05DM5OTTF	Impaired Driving Task Force
05BM2OTC	Occupant Protection Statewide Law Enforcement Coordinator
02PTHSPM	Police Traffic Services Highway Safety Program Management
02PTPM	Police Traffic Services Paid Media & Education
02PTHVE	State and Local High Visibility Enforcement
02ALHVE	State and Local Impaired Driving High Visibility Enforcement
64ALHVE	State and Local Impaired Driving High Visibility Enforcement 164 Transfer grant
05DM5HVE	State and Local Impaired Driving High Visibility Enforcement Incentive Grants
02OPHVE	State and Local Occupant Protection High Visibility Enforcement
02SEHVE	State and Local Speed High Visibility Enforcement

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Crash Analysis

The OHSO data analyst, along with the DPS Enforcement Planner and others, performs in-depth analyses of the crash data available to identify the major causation factors and those areas having a significant injury crash rate at or above the state average. Based on review of the project proposals submitted and reviewed, as identified and explained in the planning section of the application, projects are selected for inclusion in the HSP.

Deployment of Resources

The evidence-based traffic enforcement program instituted by the OHSO and its various law enforcement partners endeavors to use high-visibility enforcement practices supported by high-visibility media campaigns to decrease and/or prevent motor vehicle crashes resulting from driver error in those locations deemed at risk for such incidents. At a minimum, the OHSO provides data analyses of crashes, including crash injury rates, causes and locations to identify

those areas of highest risk to allow for better deployment of available resources and continual monitoring of the effective use of those resources. The OHSO also plans evidence-based high-visibility strategies to support state and national mobilization efforts including "Click It or Ticket" and "Drive Sober or Get Pulled Over" efforts.

The major portion of traffic safety funding is used for traffic safety directed grants to local, county and state law enforcement agencies. This grants primarily pay for overtime activities by law enforcement to reduce the incidence of speeding/aggressive driving, driving under the influence of alcohol/drugs, failure to use vehicle restraints, and other types of violations which primarily contribute to crashes. Organizations eligible for enforcement grants include municipal police departments, county sheriff offices and state law enforcement agencies. All grant proposals, whether through the normal request for proposal process or elicited by the OHSO, must include a problem identification, project description based on evidence-based strategies, objectives and milestones, budget detail and evaluation criteria. OHSO has developed policies and procedures to ensure that grant funds are utilized in an efficient and effective manner in support of state goals and objectives.

Participants and Data Sources

Following the development of problem identification data, the OHSO conducted strategic planning sessions with its entire staff to identify goals and performance objectives for the upcoming Highway Safety Plan. During these sessions, OHSO staff members evaluate the most recent collision information from the Oklahoma Crash Facts Book, FARS data, Attitude and Awareness Survey, as well as the performance results from prior years and rank our problems and prioritize strategies.

Beginning with the FY2016 project year, a five year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. Using standard analytical tools, a trend analysis based on the 5-year rolling average was conducted for each of the Core Performance Measures as well as Railroad/Highway Crossings collision data, the results reviewed and future performance measures and targets established. If additional variables are introduced with the potential to have a highly significant effect on the designated target, such as a major recession or passage of new laws, those factors were also considered, reviewed and an explanation provided as to any targets set varying from the established trend line targets. *For the three performance measures common to the SHSP, HSP and HSIP, an additional evaluation analysis was performed by the University of Central Oklahoma to further assist in strategic planning utilizing additional tools such as ARIMA trend methodology and analysis of data using a longer past data collection period.*

Preliminary goals are distributed to our partner agencies for review and input. Strategic planning partner agencies include: ODOT, DPS, OHP, OHP Troop S, OSDH and various others as necessary (see complete list of possible participants in the Overview on page 9). OHSO considers numerous sources of guidance during this process, including but not limited to:

92. Oklahoma's Strategic Highway Safety Plan (SHSP)

93. Oklahoma's Highway Safety Improvement Program (HSIP)

94. Oklahoma's Commercial Vehicle Safety Plan (CMVSP)

95. Most recent NHTSA reviews (2015 Traffic Records Assessment, 2010 OP Special Management Review, 2014 Management Review, 2012 Technical Assessment of the Impaired Driving Program, 2016 Occupant Protection Assessment)

The statewide problem identification process and data used in the development of the state Highway Safety Plan (HSP) has been described earlier in the Problem Identification section. The data sources used were previously described, and include: Oklahoma Crash Facts, Motor Vehicle Crash Reports, Motor Vehicle Citation Data, Driver License Records, Motor Vehicle Registration Records, Breath or Blood Test Analysis Reports, Attitude and Awareness Survey, Occupant Protection Survey, FARS, DPS Enforcement Planner, ODOT highway mileage and crash rates, and motorcycle training statistics.

All law enforcement grants are required to implement evidence-based enforcement strategies as outlined in NHTSA Countermeasures That Work, the AASHTO Strategic Highway Safety Plan, NCHRP Report 662, Oklahoma GIDPAC Reducing Impaired Driving Traffic Crashes in Oklahoma State Plan, or other such credible research based reviews and reports.

Effectiveness Monitoring

Continuous monitoring of the implementation of enforcement programs is another important element of the enforcement program. Enforcement agencies' deployment strategies are continuously evaluated and adjusted to accommodate shifts and changes in their local highway safety problems. Several methods are used to follow-up on programs funded by the OHSO. The law enforcement agencies receiving grant funding are required to report on the progress of their programs in their activity reports. These reports must include data on the activities conducted, such as the area and times worked and the number of contact reports issued. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of the enforcement project.

The OHSO employs Program Managers who oversee and manage the projects and programs selected for inclusion in the Highway Safety Plan. In addition, the OHSO provides funding for Impaired Driving Liaisons (IDL's) who provide field coordination to OHP troops and local governmental agencies within their assigned regions. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Enforcement deployment strategies are continuously evaluated by both staff members and the Statewide OP or Impaired Driving Coordinator for their impact and effectiveness, and modifications are made when and where warranted.

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Bike/Ped Safety High Visibility Enforcement
Breath Test Devices
Child Restraint System Inspection Station(s)
High Visibility Enforcement
High Visibility Enforcement
High Visibility Enforcement
High Visibility Enforcement
High Visibility Saturation Patrols
High Visibility Saturation Patrols
High Visibility Saturation Patrols
Impaired Driving Prevention Paid Media
Impaired Driving Task Force
Integrated Enforcement
Judicial Education
Law Enforcement Outreach Liaison
Preliminary Breath Test (PBT) Devices
Preliminary Breath Test (PBT) Devices
Publicized Sobriety Checkpoints
Publicized Sobriety Checkpoints
Short-term, High Visibility Law Enforcement

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:

Unique Identifier	Planned Activity Name

02ALHVE	State and Local Impaired Driving High Visibility Enforcement
02PTHVE	State and Local High Visibility Enforcement
02SEHVE	State and Local Speed High Visibility Enforcement
05DM5HVE	State and Local Impaired Driving High Visibility Enforcement Incentive Grants
05DM5OTC	Impaired Driving Statewide Law Enforcement Coordinator
64ALHVE	State and Local Impaired Driving High Visibility Enforcement 164 Transfer grant

405(b) Occupant protection grant

Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

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

Participation in Click-it-or-Ticket (CIOT) national mobilization

Agencies planning to participate in CIOT:

Agency
Anadarko PD
Antlers PD
Apache PD
Arapaho PD
Arcadia PD
Ardmore PD
Arkoma PD
Atoka County SO
Atoka PD
Avant PD
Barnsdall PD
Bartlesville PD
Beaver County SO
Beaver PD
Beckham County SO
Beggs PD
Bennington PD

Bernice PD
Bethany PD
Big Cabin PD
Binger PD
Bixby PD
Blackwell PD
Blaine County SO
Blair PD
Blanchard PD
Boise City Police
Bokchito PD
Bokoshe PD
Boswell PD
Braggs PD
Bristow PD
Broken Arrow PD
Broken Bow PD
Bryan County SO
Burns Flat PD
Butler PD
Cache PD
Caddo County SO
Caddo PD
Calera PD
Calumet PD
Calvin PD
Canadian County SO
Caney PD
Canton PD

Carl Albert State College PD
Carnegie PD
Carney PD
Carter County SO
Cashion PD
Catoosa PD
Cement PD
Chandler PD
Chattanooga PD
Checotah PD
Chelsea PD
Cherokee County SO
Cherokee Nation Marshal
Cherokee PD
Chickasaw Nation PD
Chickasha PD
Choctaw County SO
Choctaw Nation PD
Choctaw PD
Chouteau PD
Cimarron County SO
Citizen Potawatomi Nation PD
Claremore PD
Clayton PD
Cleveland County SO
Cleveland PD
Clinton PD
Coal County SO
Coalgate PD

Colbert PD
Colcord PD
Collinsville PD
Comanche County SO
Comanche PD
Commerce PD
Cordell PD
Cotton County SO
Coweta PD
Craig County SO
Creek County SO
Crescent PD
Cushing PD
Custer City PD
Custer County SO
Cyril PD
Davenport PD
Davis PD
Del City PD
Delaware County SO
Depew PD
Dewar PD
Dewey County SO
Dewey PD
Dibble PD
Dickson PD
Disney PD
Dover PD
Drummond PD

Drumright PD
Duncan PD
Durant PD
East Central State University PD
Eastern Oklahoma State College PD
Eastern Shawnee Tribal Police
Edmond PD
El Reno PD
Elgin PD
Elk City PD
Ellis County SO
Elmore City PD
Enid PD
Erick PD
Eufaula PD
Fairfax PD
Fairland PD
Fairview PD
Fletcher PD
Forest Park PD
Forgan Police Department
Fort Cobb PD
Fort Gibson PD
Fort Oakland PD
Fort Oakland Tribal PD
Fort Sill PD
Frederick PD
Gans PD
Garber PD

Garfield County SO
Garvin County SO
Geary PD
Geronimo PD
Glencoe PD
Glenpool PD
Goodwell PD
Gore PD
Gracemont PD
Grady County SO
Grand River Dam Authority
Grandfield PD
Granite PD
Grant County SO
Greer County SO
Grove PD
Guthrie PD
Guymon PD
Haileyville PD
Hanna PD
Harper County SO
Harrah PD
Hartshorne PD
Haskell County SO
Haskell PD
Haworth PD
Healdton PD
Heavener PD
Helena PD

Hennessey PD
Henryetta PD
Hinton PD
Hobart PD
Holdenville PD
Hollis PD
Hominy PD
Hooker PD
Howe PD
Hughes County SO
Hugo PD
Hulbert PD
Hydro PD
Idabel PD
Inola PD
Iowa Tribal PD
Jackson County SO
Jay PD
Jefferson County SO
Jenks PD
Jennings PD
Johnston County SO
Jones PD
Kansas PD
Kaw City PD
Kay County SO
Kellyville PD
Keota PD
Keyes PD

Kiefer PD
Kingfisher County SO
Kingfisher PD
Kingston PD
Kiowa County SO
Kiowa PD
Konawa PD
Krebs PD
Lahoma PD
Lamont PD
Langley PD
Langston PD
Langston University PD
Latimer County SO
Laverne PD
Lawton PD
Leedey PD
LeFlore County SO
Lincoln County SO
Lindsay PD
Locust Grove PD
Logan County SO
Lone Grove PD
Love County SO
Luther PD
Madill PD
Major County SO
Mangum PD
Mannford PD

Marietta PD
Marlow PD
Marshall County SO
Maud PD
Mayes County SO
Maysville PD
MCAAP Police Department
McAlester PD
McClain County SO
McCurtain County SO
McCurtain PD
McIntosh County SO
McLoud PD
Medford PD
Medicine Park PD
Meeker PD
Miami PD
Mid-America Christian University PD
Midwest City PD
Mill Creek PD
Minco PD
Moffett PD
Moore PD
Mooreland PD
Morris PD
Mounds PD
Mountain View PD
Muldrow PD
Murray County SO

Murray State College PD
Muscogee (Creek) Nation Lighthorse PD
Muskogee County SO
Muskogee PD
Mustang PD
Nash PD
Newcastle PD
Newkirk PD
Nichols Hills PD
Nicoma Park PD
Ninnekah PD
Noble County SO
Noble PD
Norman PD
North Enid PD
North Miami PD
Northeastern State University PD
Nowata County SO
Nowata PD
OHP ENDUI
OHP OP
OHSO
OHSO
OHSO
Oilton PD
Okarche PD
Okay PD
Okeene PD
Okemah PD

Okfuskee County SO
Oklahoma Baptist University PD
Oklahoma City PD
Oklahoma City University PD
Oklahoma County SO
Oklahoma Scenic Rivers Commission
Oklahoma State University PD
Oklahoma State University-Tulsa PD
Okmulgee County SO
Okmulgee PD
Olustee PD
Oolagah PD
Osage County SO
Osage Nation PD
Otoe-Missouria Tribe PD
Ottawa County SO
OUHSC PD
Owasso PD
Panama PD
Paoli PD
Pauls Valley PD
Pawhuska PD
Pawnee County SO
Pawnee Nation PD
Pawnee PD
Payne County SO
Perkins PD
Perry PD
Piedmont PD

Pittsburg County SO
Pocola PD
Ponca City PD
Ponca Tribal White Eagle PD
Pond Creek PD
Pontotoc County SO
Porter PD
Porum PD
Poteau PD
Pottawatomie County SO
Prague PD
Pryor PD
Purcell PD
Pushmataha County SO
Quapaw PD
Quapaw Tribal Police
Quinton PD
Ramona PD
Ratliff City PD
Rattan PD
Ringling PD
Ripley PD
Rock Island PD
Roff PD
Roger Mills County SO
Rogers County SO
Roland PD
Rush Springs PD
Sac and Fox Nation PD

Salina PD
Sallisaw PD
Sand Springs PD
Sapulpa PD
Savanna
Sawyer PD
Sayre PD
Seiling PD
Seminole County SO
Seminole Nation Lighthorse PD
Seminole PD
Seminole State College PD
Sentinel PD
Sequoyah County SO
Shady Point PD
Shattuck PD
Shawnee PD
Skiatook PD
Snyder PD
South Coffeyville PD
Southeastern Oklahoma State University PD
Southwestern Oklahoma State University PD
Spavinaw PD
Spencer PD
Sperry PD
Spiro PD
Sportsmen Acres PD
Stephens County SO
Sterling PD

Stigler PD
Stillwater PD
Stilwell PD
Stratford PD
Stringtown PD
Stroud PD
Sulphur PD
Tahlequah PD
Talala PD
Talihina PD
Tecumseh PD
Texas County SO
Texhoma PD
Thackerville PD
Thomas PD
Tillman County SO
Tinker AFB PD
Tipton PD
Tishomingo PD
Tonkawa PD
Tryon PD
Tulsa County SO
Tulsa PD
Tupelo PD
Tushka PD
Tuttle PD
Tyrone PD
Union City PD
University of Central Oklahoma PD

University of Oklahoma PD
Valley Brook PD
Valliant PD
Vance AFB PD
Velma PD
Verden PD
Verdigris PD
Vian PD
Vici PD
Village PD
Vinita PD
Wagoner County SO
Wagoner PD
Walters PD
Wapanucka PD
Warner PD
Warr Acres PD
Washington County SO
Washington PD
Washita County SO
Watonga PD
Watts PD
Waukomis PD
Waurika PD
Wayne PD
Waynoka PD
Weatherford PD
Webbers Falls PD
Weleetka PD

Wellston PD
West Siloam Springs PD
Westville PD
Wetumka PD
Wewoka PD
Wichita Mountain Wildlife Refuge PD
Wilburton PD
Wilson PD
Wister PD
Woods County SO
Woodward County SO
Woodward PD
Wright City PD
Wyandotte Nation PD
Wyandotte PD
Wynnewood PD
Wynona PD
Yale PD
Yukon PD
Absentee Shawnee Tribal Police
Achille PD
Ada PD
Adair County SO
Adair PD
Afton PD
Alex PD
Alfalfa County SO
Allen PD
Altus PD

Alva PD
Amber PD

Description of the State's planned participation in the Click-it-or-Ticket national mobilization:

Planned Participation in Click-it-or-Ticket

The Oklahoma Highway Safety Office actively supports NHTSA's national "Click It or Ticket" mobilization and the "Drive Sober or Get Pulled Over" mobilizations in late August and December. OHSO uses an online electronic mobilization reporting system allowing law enforcement agencies to indicate their intent to participate and to report activity after the mobilization. Agency participation in this event is accomplished in a variety of ways.

96. Each subrecipient law enforcement agency is required as a condition of their grant agreement to, as an agency and not specific to only grant funded activity, participate in and report enforcement/PI&E activities for the "Click It or Ticket" and "Drive Sober or Get Pulled Over" mobilizations, including submission of pre-mobilization and post-mobilization reports. This is not limited to use of grant funds, as some grant funds cannot be used for all purposes.

97. Law enforcement agencies that are not subrecipients are contacted prior to the mobilization by the OHSO Impaired Driving Liaison (IDL) assigned to their region. These agencies are encouraged to support the statewide mobilization efforts.

1. The OHSO actively promotes the mobilizations with earned media and support from our Safe Communities groups. Our paid media contractor promotes the mobilizations using the national messaging taglines, unless otherwise directed by the OHSO. The contractor is required to report on the number of impressions achieved in each advertising venue.

List of Task for Participants & Organizations

The agencies and organizations listed below are active partners in the development and implementation of the statewide occupant protection plan.

1. Bethany Children's Hospital
2. Children's Center Rehabilitation Hospital
3. Children's Hospital at OU Medical Center
4. Safe Kids Oklahoma, Inc. (Bethany Children's Hospital)
5. Safe Kids Oklahoma City Metro
1. Safe Kids Tulsa Area (St. Francis Hospital)
2. State Farm Insurance
3. United Way of Oklahoma

Child restraint inspection stations

Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Countermeasure Strategy
Child Restraint System Inspection Station(s)
Statewide Car Seat Distribution Program

Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:

Unique Identifier	Planned Activity Name
02OPX	Occupant Protection Annual Seat Belt Survey
02OPHSPM	Occupant Protection Highway Safety Program Management
02OPCSS	State and Local Car Seat Distribution Program and Events
05BM2CSS	State and Local Car Seat Distribution Programs and Events
05BM2TR	State and Local Car Seat Technician Training Events
02OPCPS	State and Local Child Passenger Safety Education Programs
05BM2CPS	State and Local Child Passenger Safety Education Programs
02OPDE	State and Local Occupant Protection Education Program
STCPSTR	State Funded CPS Training and Education

Total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: **86**

Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:

Populations served - urban: **52**

Populations served - rural: **34**

Populations served - at risk: **23**

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child passenger safety technicians

Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Countermeasure Strategy
Child Restraint System Inspection Station(s)
CPS Technician Training & Education
Statewide Car Seat Distribution Program

Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

Unique Identifier	Planned Activity Name
02OPX	Occupant Protection Annual Seat Belt Survey
02OPHSPM	Occupant Protection Highway Safety Program Management
02OPCSS	State and Local Car Seat Distribution Program and Events
05BM2CSS	State and Local Car Seat Distribution Programs and Events
05BM2TR	State and Local Car Seat Technician Training Events
02OPCPS	State and Local Child Passenger Safety Education Programs
05BM2CPS	State and Local Child Passenger Safety Education Programs
02OPDE	State and Local Occupant Protection Education Program
STCPSTR	State Funded CPS Training and Education

Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes: **20**

Estimated total number of technicians: **300**

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

Qualification criteria for a lower seat belt use rate State

The State applied under the following criteria:

Primary enforcement seat belt use statute: **Yes**

Occupant protection statute: **No**

Seat belt enforcement: **No**

High risk population countermeasure programs: **Yes**

Comprehensive occupant protection program: **No**

Occupant protection program assessment: **Yes**

Primary enforcement seat belt use statute

Requirement Description	State citation(s) captured
The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.	No

Citations

Legal Citation Requirement: **The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.**

Legal Citation: **47 O.S. Section 12-417**

Amended Date: **5/8/2012**

High risk population countermeasure programs

Countermeasure strategies demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways;Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Countermeasure Strategy
Annual Seat Belt Use Survey
Child Restraint System Inspection Station(s)
High Visibility Enforcement
High Visibility Enforcement

High Visibility Enforcement
High Visibility Saturation Patrols
High Visibility Saturation Patrols
Occupant Protection Paid Media
Statewide Car Seat Distribution Program

Submit planned activities demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:

Unique Identifier	Planned Activity Name
02OPX	Occupant Protection Annual Seat Belt Survey
05BM2X	Occupant Protection Attitude & Awareness Survey
02OPHSPM	Occupant Protection Highway Safety Program Management
02OPPM	Occupant Protection Paid Media
05BM2PM	Occupant Protection Paid Media
05BM2OTC	Occupant Protection Statewide Law Enforcement Coordinator
02OPCSS	State and Local Car Seat Distribution Program and Events
05BM2CSS	State and Local Car Seat Distribution Programs and Events
05BM2TR	State and Local Car Seat Technician Training Events
02OPCPS	State and Local Child Passenger Safety Education Programs
05BM2CPS	State and Local Child Passenger Safety Education Programs
02OPDE	State and Local Occupant Protection Education Program
02OPHVE	State and Local Occupant Protection High Visibility Enforcement
STCPSTR	State Funded CPS Training and Education

Occupant protection program assessment

Date of the NHTSA-facilitated assessment of all elements of its occupant protection program.

Date of the NHTSA-facilitated assessment: **4/28/2017**

405(c) State traffic safety information system improvements grant

Traffic records coordinating committee (TRCC)

Meeting dates of the TRCC during the 12 months immediately preceding the application due date:

Meeting Date
7/17/2018
10/16/2018
4/16/2019

Name and title of the State's Traffic Records Coordinator:

Name of State's Traffic Records Coordinator: **Paul Harris**

Title of State's Traffic Records Coordinator: **Director, Oklahoma Highway Safety Office**

TRCC members by name, title, home organization and the core safety database represented:

List of TRCC members

DEPARTMENT OF PUBLIC SAFETY

Lt. Colonel Russell Maples
Oklahoma Highway Patrol
P.O. Box 11415
Oklahoma City, OK 73136
Phone: 405-425-2012
Fax: 405-419-2155
Email: russell.maples@dps.ok.gov

Crash Database
Virgil Bonham, Vice Chair
Director, Records Management
Department of Public Safety
P.O. Box 11415
Oklahoma City, OK 73136
Phone: 405-425-2047
Fax: 405-425- 2258
Email: virgil.bonham@dps.ok.gov

Driver Database
Megan Simpson, Chief of Administration
(Pending formal approval)
Commissioner's Office

Department of Public Safety
P.O. Box 11415
Oklahoma City, OK 73136
Phone: 405-425-2002
Fax: 405-419-2050
Email: Megan.Simpson@dps.ok.gov

HIGHWAY INFRASTRUCTURE

Roadway Database
Jessica Avery – temporary designee
Traffic Safety Engineer
Department of Transportation
200 NE 21st
Oklahoma City, OK 73105
Phone: 405-521-3946
Fax: 405-521-2861
Email: jdavery@odot.org

HIGHWAY SAFETY

Paul Harris, Chair
Director
Oklahoma Highway Safety Office
3223 N. Lincoln Blvd.
Oklahoma City, OK 73105
Phone: 405-523-1590
Fax: 405-523-1586
Email: paul.harris@dps.ok.gov

DEPARTMENT OF HEALTH

Injury Surveillance System Database
Tracy Wendling, M.P.H.
Administrative Program Manager, Epidemiologist
Injury Prevention Service
Ok State Dept. of Health
1000 NE 10th
Oklahoma City, OK 73117-1299
Phone: 405-271-3430
Fax: 405-271-2799
Email: TracyLM@health.ok.gov

Emergency Medical Services Database
Dale Adkerson

Administrative Programs Manager, EMS Division
1000 NE 10th
Oklahoma City, OK 73117-1299
Phone: 405-271-4027
Fax: 405-271-4240
Email: dalea@health.ok.gov

VEHICLE REGISTRATION

Vehicle Database
Dennis Roller
(Pending formal approval)
Oklahoma Tax Commission
2501 N. Lincoln
Oklahoma City, OK 73105
Phone: 405- 522-5606
Email: droller@tax.ok.gov

ADMINISTRATIVE OFFICE OF THE COURTS

Citation & Adjudication Database
Phylisha Smotherman
Director, Training & Help Desk
MIS, Supreme Court Records
Court Administrator's Office
1915 N. Stiles, Suite 305
Oklahoma City, OK 73105
Phone: 405-556-9300
Fax: 405-521-9688
Phylisha.Smotherman@OSCN.net

COMMERCIAL VEHICLE ENFORCEMENT

Kirstie Ware
Oklahoma Highway Patrol – Troop S
200 NE 38th Terrace
Oklahoma City, OK 73105
Phone: 405-521-6074
Email: kirstie.ware@dps.ok.gov

TRAFFIC LAW ENFORCEMENT

Lt. David Steiner
Oklahoma City Police Department
Traffic Investigations Division
701 Colcord Drive

Oklahoma City, OK 73102
Phone: 405-316-5132
Email: david.steiner@okc.gov

Sgt. JJ Peters
Tulsa Police Department
600 Civic Center
Tulsa, OK 74103
Phone: 918-586-6029
Cell: 918-633-3549
Email: jpeters@cityoftulsa.org

MUNICIPAL COURT SYSTEM

Marcie V. Behrens
Deputy Court Clerk/Utility Clerk
City of Tuttle
PO Box 10
Tuttle, OK 73089
Phone: 405-381-2335
Fax: 405-381-3852
Email: mbehrens@cityoftuttle.com

MOTORCYCLE SAFETY ADVISORY COMMITTEE

Lt. Colonel J.D. Wilson
Oklahoma Highway Patrol
P.O. Box 11415
Oklahoma City, OK 73136
Phone: 405-425-2017
Fax: 405-419-2155
Email: james.wilson@dps.ok.gov

FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION

Larry Ramsey (non-voting member)
Safety Program Manager
300 N. Meridian Suite 106-S
Oklahoma City, OK 73107
Phone: 405-605-6047
Fax: 405-605-6176
larry.ramsey@fmcsa.dot.gov

Last Update: April 2019

Traffic Records System Assessment

Traffic Record Assessment Report

Oklahoma

Assessment Date: May 26, 2015

The National Highway Traffic Safety Administration (NHTSA) conducted a traffic records assessment for the State of Oklahoma from February 17, 2015 through May 22, 2015. The final report was issued on May 26, 2015. The NHTSA recommendations from that assessment and the State response to those recommendations are provided herein.

Data System: TRCC Management

Recommendation: *None*

State Response: None

Data System: Crash

Recommendation: *Improve the data dictionary for the Crash data system.*

State Response: In correlation with the MMUCC data element updates to take place in 2017, the State will review and update its data dictionary as necessary.

Recommendation: *Improve the data quality control program for the Crash data system.*

State Response: The TRCC has formed a subcommittee named "PARIS Steering Committee". The purpose of the committee is review all crash data being submitted with particular attention to electronic crash data and make recommendations for improvement. This will also go hand in hand with improvements to the data dictionary.

Data System: Driver

Recommendation: *Improve the data quality control program for the Driver data system.*

State Response: This was included as part of the DPS Data Modernization Project. The basis would be to move from an individual mainframe system to an integrated data sharing system with 2-3 years. Currently budgetary limitations the State is experiencing may slow or modify this process and time frame.

Recommendation: *Improve the data dictionary for the Driver data system.*

State Response: In correlation with the MMUCC data element updates to take place in 2017, the State will review and update its data dictionary as necessary.

Data System: Vehicle

Recommendation: *Improve the data dictionary for the Vehicle data system.*

State Response: In correlation with the MMUCC data element updates to take place in 2017, the State will review and update its data dictionary as necessary.

Recommendation: *Improve the data quality control program for the Vehicle data system.*

State Response: The Oklahoma Tax Commission does not feel that they can make any significant changes or improvements to the current system at this time.

Recommendation: *Improve the procedures/ process flows for the Vehicle data system.*

State Response: The Oklahoma Tax Commission does not feel that they can make any significant changes or improvements to the current system at this time.

Data System: Roadway

Recommendation: *Improve the applicable guidelines for the Roadway data system.*

State Response: The Oklahoma Department of Transportation will review the detail of recommendations to determine if the recommended improvements can be made. The TRCC is working to re-establish a working Roadway Inventory System document to track any changes or improvements which may occur to any of the model elements.

Recommendation: *Improve the data quality control program for the Roadway data system.*

State Response: The Oklahoma Department of Transportation will review the detail of recommendations to determine if the recommended improvements can be made.

Recommendation: *Improve the procedures/ process flows for the Roadway data system.*

State Response: The Oklahoma Department of Transportation will review the detail of recommendations to determine if the recommended improvements can be made.

Recommendation: *Improve the interfaces with the Roadway data system.*

State Response: The Oklahoma Department of Transportation will review the detail of recommendations to determine if the recommended improvements can be made.

Recommendation: *Improve the data dictionary for the Roadway data system.*

State Response: In correlation with the MMUCC data element updates to take place in 2017, the State will review and update its data dictionary as necessary.

Data System: Citation/Adjudication

Recommendation: *Improve the data quality control program for the Citation and Adjudication systems.*

State Response: DPS and the State Court Clerks Association will continue the training process for submitting citation information.

Recommendation: *Improve the data dictionary for the Citation and Adjudication systems.*

State Response: A review process is already in place with yearly revisions in accordance with state statutes. In correlation with the MMUCC data element updates to take place in 2017, the State will review and update its data dictionary as necessary.

Data System: Injury Surveillance

Recommendation: *Improve the description and contents of the Injury Surveillance systems.*

State Response: The State Department of Health EMS Division will look into what specific IS they now have for recommendations on improvement. The TRCC is working to re-establish a working IS Inventory System document to track any changes or improvements which may occur.

Recommendation: *Improve the interfaces with the Injury Surveillance systems.*

State Response: The State Department of Health EMS Division will look into what specific IS there now have for recommendations on improvement.

Recommendation: *Improve the data quality control program for the Injury Surveillance systems.*

State Response: The trauma registry and OKEMSIS are moving toward creation of a new data dictionary.

Recommendation: *Improve the data dictionary for the Injury Surveillance systems.*

State Response: In correlation with the MMUCC data element updates to take place in 2017, the State will review and update its data dictionary as necessary.

Data System: Data Use & Integration

Recommendation: *Improve the traffic records systems capacity to integrate data.*

State Response: The State is working to improve in this area. Mandated changes in law effective November 1, 2016 will allow for better data collection on DUI arrests reports and initiate creation of a database to track that data. The State is also working on expansion of its electronic crash data reporting systems and reviewing several options, including commercial programs, to better integrate the variety of existing crash, medical and judicial databases to aid in problem identification and analysis.

Traffic Records for Measurable Progress

Recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.

1-B **Strategic Planning**

#	**Performance Measure**	Benchmark	**Goal**	**Priority Performance Area(s)**	**Responsible Person**
1	Conduct an annual meeting to evaluate program status and update the Strategic Plan as needed.	Annual Meeting to coincide with the regularly scheduled April meeting, or by special meeting called by the Council Chair.	1-6	U/I	Chair/Vice Chair
2	Conduct regular quarterly meetings of	Meetings to be conducted in January, April, July	1,2	U/I	Chair/ vice chair

	the Traffic Records Council.	and October subject to approval in accordance with State Law.			
3	Educate executive level members on program status	Agency head briefings to be conducted after annual meeting (see PM 1 of this section).	1-6	U/I	Chair/ vice chair

1-C Data Use & Integration

#	Performance Measure	Benchmark	Goal	Priority Performance Area	Responsible Person
2	Continue to promote this council as the focal point for questions and issues regarding public access to data.	Effective upon approval of the Strategic Plan at the October 2015 meeting. Ongoing focus required.	1,3,4,5,6	U	Chairman/Vice Chair

2-A Crash

#	Performance Measure	Benchmark	Goal	Priority Performance Area	Responsible Person
1	Improve the data dictionary for	Update December 31, 2017.	1,5	A/C	Kathy Evans OHSO

	the Crash data system by updating to the new MMUCC standards.				
4	Incorporate Lat/Long data in all electronic crash reports.	By December 31, 2017 provide means for and strongly encourage Lat/long inclusion in all electronic crash reports.	1-6	A	CPT Ronnie Hampton, OHP
6	Improve the percentage of mappable crashes in SAFE-T by integrating data from Google Maps, the ODOT city/street database and the collision data within SAFE-T, thereby giving the system more accurate data overall.	Increase the percentage of mappable crashes from 66% in March 2015 to 73% in March of 2016.	1,3	A	David Glabas ODOT

2-B Roadway

#	Performance Measure	Benchmark	Goal	Priority Performance	Responsible Person

				Area	
1	Incorporate use of RDS in SAFE-T to predict *probability* of collisions by location.	Incorporate into SAFE-T by December 31, 2016	1, 3, 4, 6	A/I	David Glabas ODOT
2	Develop ability in SAFE-T to query MV crashes by intersection signalization at non-signal controlled intersections.	Complete development by June 30, 2016.	3,5,6	A/I	David Glabas, ODOT
3	Upgrade mapping capabilities in SAFE-T by inclusion of roadway data in Sliding Scale Analysis Reports.	Complete by June 30, 2016.	3,5,6	A/I	David Glabas, ODOT
4	Develop ability within SAFE-T to query crash reports by Tribal boundaries.	Complete development by December 31, 2015.	3,5,6	A/I	David Glabas, ODOT
5	Upgrade the help feature capabilities of SAFE-T.	Develop help files within SAFE-T by December 31, 2015.	1, 3, 4, 6	A/Ac	David Glabas, ODOT

2-C Driver

#	Performance Measure	Benchmark	Goal	Priority Performance Area	Responsible Person
1	Continue to educate courts on the necessity to submit conviction files	Conduct semi-annual meetings with court clerks and judges.	1	I	Virgil Bonham
2	Increase the number of	Commence rebuilding of	1, 2, 3, 4, 5	C/T	Rhonda

	electronically submitted abstracts from municipal courts to DPS using OCRS.	OCRS within two years and complete the rebuild within three years.			Larson, DPS
3	Increase the efficiency of electronically submitted abstracts by encouraging updates to the data dictionary used by 3rd party vendors such as Kell Pro.	Update the formats and codes for submission of electronic data as necessary, based on legislative actions and edits for existing or new codes. Last update 11/01/15.	1, 4, 5	C	Virgil Bonham, DPS
4	Improve DPS data dictionary.	Maintain updates of Kell Pro, AOC and 3rd party municipal vendors as needed.	1, 4, 5	A/C	Virgil Bonham, DPS
5	Improve DPS data quality program.	Incorporate new MMUCC guidelines as necessary by December 31, 2017.	1, 4, 5	A/C	Virgil Bonham, DPS

2-E Citation and Adjudication

#	Performance	Benchmark	Goal	Priority Performance	Responsible

	Measure			Area	Person
1	Involve the Municipal Court Clerks Association in planning efforts of abstracting e-citations	OTRC members will make presentation to the Municipal Court Clerks Association on a regular basis.	1,2,3	I/A	Virgil Bonham, DPS
2	Continue to promote further development of the E-citation system for both district and municipal courts.	Meet on a regular basis, at least quarterly, to evaluate and report to TRCC on status.	1,3,4,5	I/A	Virgil Bonham, DPS
3	Improve the data dictionary for the Citation and Adjudication system by updating the systems to reflect the latest updates.	Edit annually in accordance with state statutes.	1,3,4,5	A/C	Virgil Bonham DPS
4	Continue development of a DUI Offender Database compliant with MIDRIS standards.	Complete development and integration of the Standardized DUI Arrest Report within PARIS by	1,3,4,5	A/C	CPT Ronnie Hampton, OHP

		January 1, 2016.			

2-F Injury Surveillance

#	Performance Measure	Benchmark	Goal	Priority Performance Area	Responsible Person
1	Begin instituting data quality checks in OKEMSIS to reduce the rate of missing information; continue to promote OKEMSIS and recruit additional agencies to submit data.	OKEMSIS 2.2 validity is currently around 94%. With OKEMSIS Version 3.34, end of 2016 validity will be 80%. with 90% of EMS services current with required submissions. Between 2017 and 2020, an increase in validity scores each year to achieve a >95% validity score by end of 2020.	1, 3, 5	A/C	Dale Adkerson OSDH
2	Encourage and support development and implementation of an emergency	Timelines and specific measures have not yet been established. This will be	1, 3, 5	A/C	Sheryll Brown OSDH

department discharge data system by OSDH IPS and HCL divisions to coordinate efforts to provide ED for injury analysis.	updated as soon as available.	

Traffic Records Supporting Non-Implemented Recommendations

Recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

1-C Data Use & Integration

#	Performance Measure	Reason
1	Establish a statewide intelligent common operating platform that captures traffic records, processes and maximizes automation and efficiencies.	**This has been placed on hold temporarily pending development of other interrelated programs. To be reviewed at a later date.**

2-A Crash

#	Performance Measure	Reason
2	Support the continued development of PARIS within the Oklahoma Highway Patrol as well as selected municipal users.	**A new electronic crash reporting system is being developed for all agencies use to replace the PARIS system.**
3	Improve collection of geospatial data in PARIS by integration of an "incident localizing tool".	**A new electronic crash reporting system is being developed for all agencies use to replace the PARIS system.**
5	Evaluate further expansion of the CRS program for non-PARIS Law Enforcement agencies.	**A new electronic crash reporting system is being developed for all agencies use to replace the PARIS system.**

2-E Citation and Adjudication

#	Performance Measure	Reason
4	Continue development of a DUI Offender Database compliant with MIDRIS standards.	**The Impaired Driver Elimination Act Development & Implementation project was executed in order to contract with 3 entities to program systems to meet the requirements of the Impaired Driving Elimination Act 2 (IDEA II) that would go into effect on November 1, 2017. After December, it was determined that the work was no longer necessary because the Oklahoma Supreme Court ruled the newly passed law unconstitutional which caused the work needed to be performed by the project to cease.**

Traffic Records for Model Performance Measures

Goal #1: To adopt and support effective programs and systems; to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of state data to identify priorities for national, state, and local highway and traffic safety programs.

Goal # 2: To develop effective performance measures for traffic records.

Goal # 3: To support linkage of Oklahoma's traffic records data with other data systems within the State.

Goal #4: To improve the compatibility of the State data systems with national and other states' data systems to enhance the ability to observe and analyze local and national trends in crash occurrences, rates, outcomes and circumstances.

Goal #5: To maintain use of nationally identified model elements in data collection, including but not limited to: Fatality Analysis Reporting System (FARS), Model Minimum Uniform Crash Criteria (MMUCC), ANSI (American National Standard) D16, ANSI D20, Commercial Vehicle Analysis Reporting System (CVARS), National Emergency Medical Services Information System (NEMSIS) and others to the extent practicable within State systems.

Goal #6: Support the statewide implementation and use of improved spatial data.

Performance Areas: T=Timeliness A=Accuracy C=Completeness U=Uniformity I=Integration Ac=Accessibility

2-A Crash

#	Performance Measure	Benchmark	Goal	Priority Performance Area	Responsible Person
6	Improve the percentage of mappable crashes in SAFE-T by integrating data from Google Maps, the ODOT city/street database and the collision data within SAFE-T, thereby giving the system more accurate data overall.	Increase the percentage of mappable crashes from 66% in March 2015 to 73% in March of 2016.	1,3	A	David Glabas ODOT

2-B Roadway

#	Performance Measure	Benchmark	Goal	Priority Performance Area	Responsible Person
1	Incorporate use of RDS in SAFE-T to predict *probability* of collisions by location.	Incorporate into SAFE-T by December 31, 2016	1,3,4,6	A/I	David Glabas ODOT

The Oklahoma Traffic Records Strategic Plan does not include a section(s) that specifically outlines "quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the "Model Performance Measures for State Traffic Records Systems." That information was provided on an annual basis in the Interim Progress Report submitted with the Section 405(c) application. The below performance measure(s) is herein provided in lieu of submission of the Interim Progress Report.

Performance Measure 1

RDS Safety Performance Functions development in the SAFE-T System

System to be Impacted: Roadway
Performance Area to be Impacted: Integration

Description of the Performance Measure used to track Improvement: Within a Roadway Diagnostic System (RDS), Safety Performance Measures (SPFs) are used to estimate the number of crashes at a given location depending on specific parameters. SPFs are custom made to fit the target collision type on a statewide level. Expected Collision Analysis is useful when trying to identify effective countermeasures and to predict the probability of collisions for specific locations. There are 108 different SPFs modeling equations necessary for a complete RDS system.

Title, number and strategic Plan page reference for this Traffic Records System improvement project: OTRC Strategic Plan, 2-B Roadway, Page 7, Performance Measure #1

Improvement anticipated: Improvement will be measured by the number of SPFs completed and integrated into the SAFE-T system. Upon integration of all SPFs in SAFE-T, Oklahoma will have a complete predictive crash model to thoroughly screen, diagnose, select, appraise, prioritize and evaluate statewide highway safety projects. Through a comparison of actual crash history to the expected crashes Oklahoma will be able to determine what countermeasures are likely to have success in reducing fatal and serious injury crashes.

D**escription of Calculation / Estimation Method:** The Collision Analysis & Safety Traffic Engineering Division at the Oklahoma Department of Transportation will track the number of SPF modeling equations developed on a year to year basis.

Date and Baseline Value for the Measure: Between April 1, 2017 and March 31, 2018, there were 14 of 108 (12.9%) different types of SPF modeling equations completed in the SAFE-T system.

Date and Current Value for the Measure: Between April 1, 2018 and March 31, 2019 there were 17 of 108 (15.7%) different types of SPF modeling equations completed in the SAFE-T system – an increase of 2.8%

Performance Measure 2

Increase Number of Mappable Crashes in the SAFE-T System

System to be Impacted: Crash
Performance Area to be Impacted: Accuracy

D**escription of the Performance Measure used to track Improvement:** SAFE-T expansion and improvement. The SAFE-T system saw continued improvement in the percentage of mappable crashes, thereby giving the system more accurate data overall. The term "mappable" is defined as collisions for which associated geographic coordinates are available, allowing the collisions to be plotted in mapping applications.

Title, number and strategic Plan page reference for this Traffic Records System improvement project: OTRC Strategic Plan, 2-A Crash, Page 6, Performance Measure #6

Improvement anticipated: Ongoing geocoding efforts within SAFE-T should result in a substantial increase in the percentage of mappable serious injury city street collisions made available to law enforcement and governmental planning agencies statewide.

Description of Calculation / Estimation Method: The percentage of mappable serious injury crashes is improved by refining a geocoded city street database and integrating it with collision data. Direct database queries and statistical analysis were conducted to compare the number of mappable serious injury city street collisions implemented within SAFE-T.

Date and Baseline Value for the Measure: As of April 1, 2018, 88.3% of serious injury (KAB) city street collisions statewide (223,801 of 253,296) had been plotted and made available in the Reporting, Data Export, and Collision Explorer tools.

Date and Current Value for the Measure: As of April 1, 2019, 91.0% of serious injury (KAB) city street collisions statewide (208,839 of 229,580) had been plotted and made available in the Reporting, Data Export, and Collision Explorer tools.

Note: Due to a backlog, the Department of Transportation made a change in the data collection process in early 2019 whereby only injury collisions were entered and plotted into the SAFE-T database. This change will skew a data comparison to the prior time frame when all collisions where entered into the database as there are a significantly greater number of non-injury crashes than injury crashes. Therefore, this performance measure was modified to provide a performance measure based upon serious injury crashes (KAB on the KABCO scale) which were plotted and made available for query within the SAFE-T database.

State traffic records strategic plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

Supporting Document
OTRC StrategicPlan_Revised Oct 2016.docx

Planned activities that implement recommendations:

Unique Identifier	Planned Activity Name
05CM3CR	Traffic Records Crash Reporting Improvement
05CM3CR	Traffic Records Crash Reporting Improvements
05CM3DA	Traffic Records Data Analysis Projects
02TRHSPM	Traffic Records Improvement Highway Safety Program Management

Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

Supporting Document
OTRC StrategicPlan_Revised Oct 2016.docx

State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: **5/26/2015**

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

405(d) Impaired driving countermeasures grant

Impaired driving assurances

Impaired driving qualification: **Mid-Range State**

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

Impaired driving program assessment

Date of the last NHTSA-facilitated assessment of the State's impaired driving program conducted:

Date of Last NHTSA Assessment:

Authority to operate

Direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

Authority and Basis of Operation

ORDER CREATING ENDUI OKLAHOMA ADVISORY COMMITTEE

I, Rusty Rhoades, Commissioner of Public Safety, pursuant to the authority vested in me by 47 O.S. §2-101, establish the *ENDUI Oklahoma Advisory Committee*. The Committee is being created to continue and build upon the important work begun by the Governor's Impaired Driving Prevention Advisory Council (GIDPAC). The purpose of the Committee is to make recommendations, of a statewide nature, to reduce the incidence of impaired driving crashes in the State of Oklahoma. To this end, the Committee is authorized and empowered to:

- Collect, analyze, and interpret national, state, and local data on impaired driving and associated traffic crashes;
- Review, evaluate, and monitor the impaired driving system of the State;
- Identify best practices from international, national, tribal, state, or local sources in combatting impaired driving;
- Identify opportunities for cooperation among stakeholders and provide a network of communication and cooperation among various stakeholders in the prevention of impaired driving;
- Coordinate and integrate state and local efforts and resources to reduce the incidence of impaired driving and associated traffic crashes;
- Make recommendations in the form of a statewide plan to reduce the incidence of impaired driving and impaired driving traffic crashes

The Oklahoma Impaired Driving Prevention Advisory Committee shall consist of:

- Kevin Behrens, Board of Tests for Alcohol and Drug Influence (Chair)
- Dr. Jarrad Wagner, Oklahoma State University School of Forensic Sciences
- A representative of the District Attorney's Council
- Jessica Hawkins, Oklahoma Department of Mental Health and Substance Abuse Services
- Kevin Kramer, Oklahoma State Bureau of Investigation
- Cpt. Ronnie Hampton, Oklahoma Highway Patrol
- Paul Harris, Oklahoma Highway Safety Office
- Liz Gifford, Stop DUI Oklahoma
- Cpt. Robert Heidlage, Tulsa Police Department
- Lt. David Steiner, Oklahoma City Police Department
- Tracy Wendling, Chief of Injury Prevention, Oklahoma State Department of Health

The Committee will meet at times and places deemed necessary by the Committee. The Committee may appoint other members as it deems necessary. The Committee may appoint working groups from its membership as it deems necessary. The Committee may adopt bylaws and procedures to promote the effective and efficient administration of its functions including development and approval of the statewide impaired driving strategic plan,

For the initial meeting of the Committee, a quorum shall consist of the members present at the meeting. A majority vote of the members present at the initial meeting shall be consistent to approve any recommendation or other action within the authority of the Committee.

Rusty Rhoades, Commissioner

06-17-19
Date

NDUI Oklahoma Advisory Committee
Appointees

June, 2019

Director Kevin Behrens, Chair

Board of Tests for Alcohol and Drug Influence

Post Office Box 36307

Oklahoma City, Oklahoma 73136-2307

(405) 425-2460

kevin.behrens@dps.ok.gov

Director Paul Harris

Oklahoma Highway Safety Office
3223 N. Lincoln Blvd.
Oklahoma City, Oklahoma 73105
(405) 523-1570

paul.harris@dps.ok.gov

Kevin Kramer

Criminalistics Administrator

Oklahoma State Bureau of Investigation

800 East 2nd Street

Edmond, Oklahoma 73034

(405) 715-9539

Kevin.kramer@osbi.ok.gov

Tracy Wendling, M.P.H.

Chief of Injury Prevention

Oklahoma State Department of Health

Injury Prevention Services

1000 N.E. 10th St. Rm. 408

Oklahoma City, Oklahoma 73117

(405) 271-3430

TracyLM@health.ok.gov

Director Liz Gifford

Stop D.U.I. Oklahoma

Post Office Box 4264

Tulsa, Oklahoma 73159

(918) 313-4720

Captain Ronnie Hampton

Oklahoma Highway Patrol

Post Office Box 11415

Oklahoma City, Oklahoma 73136

(405) 425-2424

Ronnie.Hampton@dps.ok.gov

stopduioklahoma@cox.net

Oklahoma District Attorneys Council

Representative TBD

421 NW 13th Street, Suite 290

Oklahoma City, Oklahoma 73103

(405) 264-5000

Dr. Jarrad R. Wagner, Ph.D., F-ABFT

Oklahoma State University

School of Forensic Sciences

1111 W. 17th Street

Tulsa, Oklahoma 74107

(918) 561-8247

Jarrad.wagner@okstate.edu

ENDUI Oklahoma Advisory Committee
Appointees

June, 2019

Jessica Hawkins

Oklahoma Dept. of Mental Health and

Substance Abuse Services

Sr. Director, Prevention Services

2000 N. Classen

Oklahoma City, Oklahoma 73106

(405) 248-9270

jhawkins@odmhsas.org

Captain Robert F. Heidlage, Jr.

Tulsa Police Department

Information Services Division

600 Civic Center

Tulsa, Oklahoma 74103

(918) 596-9281

rheidlage@cityoftulsa.org

Lieutenant David Steiner

Oklahoma City Police Department

701 Colcord Drive

Oklahoma City, OK 73102

(405) 316-5132

david.steiner@okc.gov

Date that the Statewide impaired driving plan was approved by the State's task force.

Date impaired driving plan approved by task force: **6/26/2019**

Strategic plan details

State will use a previously submitted Statewide impaired driving plan that was developed and approved within three years prior to the application due date.

Continue to use previously submitted plan: **Yes**

ASSURANCE: The State continues to use the previously submitted Statewide impaired driving plan.

405(d) Alcohol-ignition interlock law grant

Alcohol-ignition interlock laws Grant

Legal citations to demonstrate that the State statute meets the requirement.

405(d) 24-7 Sobriety programs grant

Mandatory license restriction requirement

The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(9)(2) applies, for a period of not less than 30 days.

Requirement Description	State citation(s) captured
The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.	No

Sobriety program information

Legal citations: **No**

State program information: **No**

Legal citations

State law authorizes a Statewide 24-7 sobriety program.

Requirement Description	State citation(s) captured
State law authorizes a Statewide 24-7 sobriety program.	No

Program information

State program information that authorize a Statewide 24-7 sobriety program.

405(e) Distracted driving grant

Sample Questions

[null in 2019]

Legal citations

The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least $25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?:

Date enacted:

Date amended:

Prohibition on texting while driving.

Requirement Description	State citation(s) captured
Prohibition on texting while driving.	No
Definition of covered wireless communication devices.	No
Minimum fine of at least $25 for an offense.	No

Legal citations for exemptions to the State's texting ban:

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least $25, is in effect and will be enforced during the entire fiscal year of the grant.

Is a violation of the law a primary or secondary offense?:

Date enacted:

Date amended:

Prohibition on youth cell phone use while driving.

Requirement Description	State citation(s) captured
Prohibition on youth cell phone use while driving.	No
Definition of covered wireless communication devices.	No
Minimum fine of at least $25 for an offense.	No

Legal citations for exemptions to the State's youth cell phone use ban.

405(f) Motorcyclist safety grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:

Motorcycle rider training course: **Yes**

Motorcyclist awareness program: **No**

Reduction of fatalities and crashes: **No**

Impaired driving program: **No**

Reduction of impaired fatalities and accidents: **No**

Use of fees collected from motorcyclists: **Yes**

Motorcycle rider training course

Name and organization of the head of the designated State authority over motorcyclist safety issues:

State authority agency: **Department of Public Safety**

State authority name/title: **Lt. Colonel James D. Wilson**

Introductory rider curricula that has been approved by the designated State authority and adopted by the State:

Approved curricula: **(i) Motorcycle Safety Foundation Basic Rider Course**

Other approved curricula:

CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.

Counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

County or Political Subdivision	Number of registered motorcycles
Beckham County	980
Carter County	2,017
Cleveland County	9,314
Comanche County	3,828
Creek County	3,109

Garfield County	2,918
Jackson County	1,002
Kingfisher County	685
Muskogee County	1,879
Oklahoma County	23,051
Payne County	2,521
Tulsa County	17,108

Total number of registered motorcycles in State.

Total # of registered motorcycles in State: **129,450**

Use of fees collected from motorcyclists for motorcycle programs

Process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs.

Use of fees criterion: **Law State**

Legal citations for each law state criteria.

Requirement Description	State citation(s) captured
The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.	Yes

Citations

Legal Citation Requirement: **The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.**

Legal Citation: **47 O.S. 40-123**

Amended Date: **11/1/2012**

405(g) State graduated driver licensing incentive grant

Graduated driver licensing

Date that the State's graduated driver's licensing statute requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license was last amended. The statute must be in effect and be enforced during the entire fiscal year of the grant.

Graduated driver licensing law last amended on:

Legal citations demonstrating that the State statute meets the requirement.

Learner's permit stage

Requirement Description	State citation(s) captured
Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State.	No
Applicant must pass vision test and knowledge assessment.	No
In effect for at least 6 months.	No
In effect until driver is at least 16 years of age.	No
Must be accompanied and supervised at all times.	No
Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.	No
Prohibits use of personal wireless communications device.	No
Extension of learner's permit stage if convicted of a driving-related offense.	No

Legal citations for exemptions to the State's texting ban:

Legal citations demonstrating that the State statute meets the requirement.

Intermediate stage

Requirement Description	State citation(s) captured
Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.	No
Applicant must pass behind-the-wheel driving skills assessment.	No

In effect for at least 6 months.	No
In effect until driver is at least 17 years of age.	No
Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies.	No
No more than 1 nonfamilial passenger younger than 21 years of age allowed.	No
Prohibits use of personal wireless communications device.	No
Extension of intermediate stage if convicted of a driving-related offense.	No

Legal citations for exemptions to the State's texting ban:

1906 Racial profiling data collection grant

Racial profiling data collection grant

Application Type: **Official documents**

Official documents

Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.

Law: **No**

Regulation: **No**

Binding policy directive: **No**

Letter from the Governor: **No**

Court order: **No**

Other: **No**

Enter other document type:

Each requirement below provides legal citations to demonstrate that the State statute meets the requirement:

Requirement Description	State citation(s) captured
Law(s) that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.	No

Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.

Certifications, Assurances, and Highway Safety Plan PDFs

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.

Supporting Documents
FY20 Part 1300 Certifications and Assurances.pdf
OTRC StrategicPlan_Revised Oct 2016.docx