



FY2023
OKLAHOMA
HIGHWAY SAFETY PLAN



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Table of Contents

Highway Safety Plan	4
Highway Safety Planning Process	5
Data Sources and Processes	6
Processes Participants.....	8
Description of Highway Safety Problems.....	15
Methods for Project Selection	18
List of Information and Data Sources	20
Description of Outcomes.....	23
Performance Report.....	24
Performance Measure: C-1.....	25
Performance Measure: C-2.....	25
Performance Measure: C-3.....	25
Performance Measure: C-4	26
Performance Measure: C-5.....	26
Performance Measure: C-6.....	27
Performance Measure: C-7.....	27
Performance Measure: C-8.....	27
Performance Measure: C-9.....	28
Performance Measure: C-10.....	28
Performance Measure: C-11	28
Performance Measure: B-1.....	29
Performance Plan.....	30
Planned Performance Measure: C-1	32
Planned Performance Measure: C-2.....	33
Planned Performance Measure: C-3.....	34
Planned Performance Measure: C-4.....	35
Planned Performance Measure: C-5.....	36
Planned Performance Measure: C-6.....	37
Planned Performance Measure: C-7.....	38
Planned Performance Measure: C-8.....	39
Planned Performance Measure: C-9.....	40
Planned Performance Measure: C-10	41
Planned Performance Measure: C-11	42
Planned Performance Measure: B-1.....	43
Planned Performance Measure: S-5a.....	44
Grant Program Activity Reporting	45

Program Areas	46
Planning and Administration	46
Program Area: Impaired Driving.....	48
Program Area: Driver Education/Teen Traffic Safety Program	62
Program Area: Occupant Protection (OP) (Adult and Child Passenger Safety).....	68
Program Area: Motorcycle Safety.....	85
Program Area: Police Traffic Services	97
Program Area: Speed Management.....	121
Program Area: Traffic Records	124
Program Area: Non-motorized (Pedestrian and Bicycle)	128
Program Area: Paid Media.....	132
Evidence-based Traffic Safety Enforcement Program (TSEP)	135
Planned Activity	135
Crash Analysis.....	136
Deployment of Resources	136
Effectiveness Monitoring.....	136
High-Visibility Enforcement (HVE) Strategies	138
Planned HVE Activities.....	138
405(b) Occupant Protection Grant	139
Occupant Protection Plan.....	139
Planned Participation in Click-it-or-Ticket (CIOT).....	139
Participation in Click-it-or-Ticket (CIOT) National Mobilizations.....	140
List of Task for Participants and Organizations.....	141
Child Restraint Inspection Stations.....	141
Child Passenger Safety Technicians.....	141
Maintenance of Effort Certification	142
405 (c) State Traffic Safety Information System Improvements Grant	143
Traffic Record Coordinating Committee (TRCC).....	143
Traffic Records Strategic Plan	144
405(d) Impaired Driving Countermeasures Grant	145
Impaired Driving Assurances.....	145
Impaired Driving Assessment	145
Authority and Basis of Operation	145
Strategic Plan Details.....	146
Maintenance of Effort Certification	147
405(f) Motorcyclist Safety Grant	148
Motorcycle Safety Information.....	148
Motorcycle Rider Training Course.....	148
Motorcycle Registration by County, 2020.....	149

Number Crashes Involving a Motorcycle and at Least One Other Motor Vehicle by County, 2020.....149
Use of Fees Collected from Motorcyclists for Motorcycle Programs 151
Legal Citations..... 151
Certifications, Assurances, and HSP Appendices Attached 152

Highway Safety Plan

The Oklahoma Highway Safety Office (OHSO) has primary responsibility for managing safety programs designed to reduce traffic-related fatalities and serious injuries. The OHSO partners with the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Safety Administration (FHWA), the Federal Motor Carrier Safety Administration (FMCSA) and other national and local traffic safety partners to develop and fund statewide and community-level strategies and projects that will have the greatest impact on reducing crashes, fatalities and serious injuries. These strategies and projects are encompassed in this annual OHSO Highway Safety Plan (HSP). The Oklahoma Department of Transportation (ODOT) develops a multi-year Strategic Highway Safety Plan that focuses on all surface transportation modes, including highway, rail, transit, bike/pedestrian. As part of the ongoing process of ensuring coordination between Oklahoma's HSP, Highway Safety Improvement Program (HSIP) and the Strategic Highway Safety Plan (SHSP), OHSO participates in the development and updating of these plans. Oklahoma's HSP includes National Program Areas identified by NHTSA and FHWA, including Impaired Driving, Occupant Protection, Police Traffic Services, Motorcycle Safety, Pedestrian and Bicyclist Safety, and Traffic Records.

Highway Safety Planning Process

OHSO works with NHTSA and other traffic safety partners, known as OHSO stakeholders, to identify highway safety needs, establish performance measures and targets, and develop evidence-based countermeasure strategies and projects to address priority areas and achieve the performance targets established for each of the programmed areas. 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 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 a comprehensive understanding of past and current performance and enhances the ability to establish effective and productive targets for future years. 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. Below is the OHSO's timeline for the highway safety planning process.

October: Host Project Directors Training Course (PDTC) to implement current year grant agreements and contracts and encourage input on future performance measures.

November: Draft prior year Annual Report.

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

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

January: Notify applicants of approved/disapproved pre-screened applications and begin the staffing process for next fiscal year applications.

February: Application period closes, and the preliminary application review begins.

March-April: Complete Problem Identification.

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

June: Submit HSP for the upcoming fiscal year.

July: OHSO hosts the statewide Traffic Safety Summit (Summit) during this timeframe to elicit comments for consideration in the planning for the upcoming fiscal year; Host annual Stakeholder's meeting to discuss the status of the upcoming year plan and obtain input for future year plans

See *Figure 1* for the Highway Safety Plan yearly planning cycle:

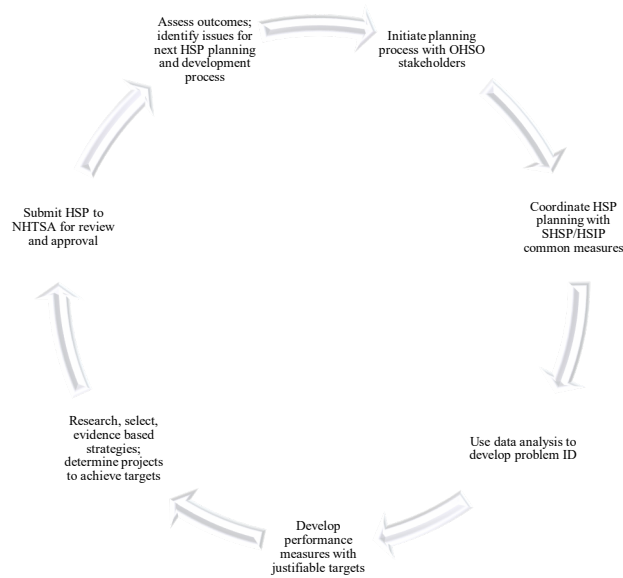


Figure 1. HSP Planning Cycle

Data Sources and Processes

Collaborations with traffic safety partners are essential for the success of OHSO's mission. The leadership in Oklahoma's traffic safety community recognizes OHSO's significant efforts alone will have little impact on improving the safety of Oklahoma's roadways. The concerns of OHSO's traffic safety partners are 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.

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, rank our problems, and prioritize strategies.

A five-year rolling average was implemented as the basis of evaluation for trend analysis and setting targets goals. 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:

- 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, 2020 Traffic Records Assessment, 2021 Occupant Protection Assessment, 2020 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. They 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, or other such credible research-based reviews and reports. All the projects/programs identified in the Oklahoma FY2023 Highway Safety Plan, which include a traffic enforcement component together collectively, constitute a data-driven traffic safety enforcement program.

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.

Processes 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:

- AAA of Oklahoma
- Alcoholic Beverage Laws Enforcement Commission
- Association of Central Oklahoma Governments
- Association of Ignition Interlock Program Administrators
- Bureau of Indian Affairs
- Oklahoma Board of Tests for Alcohol and Drug Influence
- Oklahoma Department of Corrections
- Energize for Safety Coalition
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Statewide Impaired Driving Committee

- Green Country Safe Communities
- OKC Metro Safe Communities
- Indian Nations Council of Governments
- Metro Area Traffic Safety Coalition
- NHTSA Region 6
- North Central Oklahoma Traffic Safety Coalition
- Oklahoma Autonomous Vehicle (AV) Advisory Committee
- Oklahoma Advisory Committee for Motorcycle Safety and Education
- Oklahoma Bar Association
- Oklahoma Bureau of Narcotics
- Oklahoma Department of Mental Health and Substance Abuse Services
- Oklahoma Department of Public Safety
- Oklahoma Department of Transportation
- Oklahoma District Attorney's Council
- Oklahoma Governor's Office
- Oklahoma Highway Patrol
- Oklahoma Injury Prevention Advisory Committee
- Oklahoma Local Road Safety Plan Committee
- Oklahoma Long Range Transportation Plan Committee
- Oklahoma Prevention Leadership Collaborative
- Oklahoma Safety Council
- Oklahoma State Department of Health
- Oklahoma State Legislature
- Oklahoma State University
- Oklahoma Supreme Court
- Oklahoma Traffic Records Council

- Safe Communities of Northeast Oklahoma (Tulsa area)
- Safe Kids Oklahoma, Inc.
- Safe Kids Oklahoma City Metro
- Southeast Oklahoma Traffic Safety Coalition
- Southern Plains Tribal Technical Assistance Program (TTAP)
- University of Central Oklahoma
- University of Oklahoma

OHSO has cultivated excellent working relationships with most of Oklahoma's established law enforcement agencies since being legislatively created in 1967. 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. Also, we actively encourage our law enforcement partners to regulate police pursuits by adopting policies like those developed by the International Association of Chiefs of Police.

OHSO also collaborates regularly 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 traffic safety.

Impaired Driving Collaborations

ENDUI OKLAHOMA ADVISORY COMMITTEE

Since February 5, 2013, a State impaired driving task force called the Governor's Impaired Driving Prevention Advisory Council (GIDPAC) had been established. 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 was solicited from several

entities. Governor Stitt passed the duties of the State impaired driving task force to the Commissioner of Public Safety. The committee was re-authorized as the *ENDUI Oklahoma Advisory Committee*. The committee will continue to build upon the important work begun by the GIDPAC as the State impaired driving task force.

Occupant Protection Collaborations

Unrestrained passenger vehicle occupant fatalities increased in Oklahoma from 208 in 2019 to 227 in 2021. The Oklahoma seat belt observation survey was complete in 4th quarter FY2021. The observed statewide seat belt use rate reported in the 2021 survey was 84.4%, another decrease from 84.7% observed in 2019 (No seat belt survey conducted in 2020 due to COVID pandemic). Program assessments done on the occupant protection programs in Oklahoma have repeatedly noted that the lack of a law requiring seat belt use in all seating positions and, in conjunction with the low fine for the offense are contributing factors to a seat belt use rate that remains considerably below the national use rate of 90.4% as reported in the 2021 National Occupant Protection Use Survey (NOPUS).

In addition to our regular law enforcement partners, partnerships for occupant protection issues include:

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

The Oklahoma Child Restraint Law requires that children under the age of 8 years and less than 4'9" tall 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 51% in the calendar year 2021, compared to the national average of 46.2%. The 2021 Oklahoma Statewide Child

Restraint Survey reported the state child seat use rate was 91.8%, compared to 89.3% in the 2019 survey.

OHSO continues to engage with our stakeholders in an effort to increase compliance rates focusing on effective countermeasures, including enforcement of current occupant protection laws, media, education, training, and outreach programs to target groups including unrestrained nighttime drivers and drivers in the Native American communities.

The OHSO hosted a NHTSA Occupant Protection Assessment in June of 2021. The OHSO will strive to implement as many of the 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 monthly 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:

- ABATE Charitable Services
- Broken Arrow PD
- Department of Public Safety Driver License Division
- Edmond PD

- Great Plains Technology Center
- OSU-OKC
- Southern Oklahoma Technology Center
- Southwest Technology Center
- Tulsa PD
- 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 several additional resources with an immediate evaluation of the results to follow. In February of 2019, in coordination with the *Energize for Safety Coalition*, a new safety corridor was established in Kingfisher and Blaine counties to combat the increasing number of crashes occurring there, especially related to areas of increased oil drilling activity.

Annual OHSO Stakeholders Meeting

The OHSO stakeholders planning meeting is conducted at the Annual Traffic Safety Summit. The OHSO stakeholders consist of various partner organizations, including senior representatives of OHSO, FHWA, FMCSA, Safe Kids Oklahoma, AAA Oklahoma, ODOT, Oklahoma Association of Chiefs of Police, OSBI, 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, and Data Analyst) to identify goals and performance measures for the upcoming Highway Safety Plan. Regular staff meetings are held monthly and

oftentimes involve discussion on past, current and future safety initiatives, the OHSO also conducts specific planning sessions which build upon; (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 determine next years' performance measure targets, which are based on a 5-year moving average. The OHSO staff also considers potential funding sources that can be utilized in meeting these targets.

Annual Traffic Safety Summit

The OHSO annually hosts the OHSO Traffic Safety Summit to provide updated and pertinent information, as well as receive 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 several breakout sessions on specific traffic safety topics. In some years, a main topical emphasis may be identified. After the conclusion of the 3-day event, each participant is asked to submit an evaluation, including recommendations for consideration in the 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 that is vital to coordinated traffic safety-related discussions and improvement efforts. Participants include Oklahoma 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:

- Statewide Impaired Driving Committee
- Child Safety Learning Collaborative
- Oklahoma Association of Chiefs of Police
- Governor's Highway Safety Association
- National Association of Women Highway Safety Leaders
- Oklahoma Advisory Committee for Motorcycle Safety and Education
- Oklahoma Injury Prevention Advisory Committee
- INCOG Local Road Safety Plan Committee
- State-Based Innovation Deployment (STIC) Committee
- Oklahoma Prevention Leadership Collaborative
- Oklahoma Traffic Records Council
- Safe Kids Oklahoma City Metro
- Statewide Bicycle and Pedestrian Advisory Committee
- Oklahoma Department of Transportation Tribal Advisory Board

Description of Highway Safety Problems

Data Analysis for Problem Identification

A comprehensive and detailed review of all available traffic safety-related data is an integral part of the planning process to identify and prioritize the program areas and locations where the need is greatest. The OHSO Data Analyst prepares a comprehensive Problem Identification analysis 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 the locations which have experienced a significant number or increase in crash rates. This allows OHSO 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 the 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 crashes for the most recent and past several years of state data. This publication is made available to the public on the OHSO website Crash Data section at <http://ohso.ok.gov/crash-data2> (and incorporated by reference in several sections within the Highway Safety Plan). Within the various Crash Facts documents, traffic crash data are organized into a variety of classifications, i.e., KAs (Fatalities and 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 the week, age, gender, etc. This information is applied to each Oklahoma county, as well as Oklahoma municipality 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.

Each classification of traffic crashes is analyzed to establish priorities for program implementation and include:

- Change in crashes, fatalities, and injuries from the previous year
- 5-year trend of crashes, fatalities, and injuries
- Actual numbers of crashes, fatalities, and injuries
- Comparison of rural versus urban crashes
- Causes of crashes
- Comparison of state, county, and city fatal and injury crash rates per VMT and actual crash 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 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.

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 prevent motor vehicle crashes resulting from driver error in those locations deemed at risk for such incidents. 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 our traffic safety funding is used for traffic safety directed grants to local, county, and state law enforcement agencies. The 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 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 efficiently and effectively in support of state goals and objectives.

Problem Identification Analysis & Summary

- Overall, the number of fatalities decreased from 655 in 2018 to 652 in 2020
- Urban fatalities increased and rural fatalities decreased in 2020
- In 2020, 62% of motorcycle fatalities were unhelmeted (39 of 63)
- In 2020 Drivers or motorcycle operators with a BAC of .08 or more were involved in 27% of all fatal crashes.
- Pedestrian fatalities increased from 60 in 2018 to 85 in 2020.
- Drug-related fatality crashes continue to rise, with 278 drug-related fatal crashes reported in 2020 up from 223 in 2019.
- The seat belt use rate fell from 84.7% in 2019 to 84.4% in 2021.

Methods for Project Selection

Application Request

The Oklahoma Highway Safety Office grant application process begins with pre-application screening by the administrative staff; members consist of the Director, Deputy Director, Chief of Plans, and Chief of Resources. The administrative staff meet several times during the pre-application selection process, to discuss and score applications. Evaluation criteria include state and local problem identification, project goals and objectives, project description, evaluation, performance measures, proposed evidence-based strategies, cost assumptions, and budget details. Past performance and achievement of project targets and milestones are strongly considered in the selection process. Additionally, applications are reviewed to determine if the project is innovative, contributes to local match, 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 crash rates or higher-than-average crash rates, and areas which could benefit from additional enforcement, education or awareness programs. Once the applications have been reviewed, the selected participants are notified with instructions to proceed to the next round of selections.

Application Reviews and Program Manager Recommendations

Round 1: During the application review process, each project application is reviewed by the OHSO Program Managers, both individually and as a group. During this process, a

variety of factors are considered, including a 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. The proposals are scored separately by the Program Managers and ranked according to established criteria.

Round 2: After review of all the recommendations and analyses listed above, the OHSO administrative staff consisting of the Director, Chief of Resources, Chief of Plans, and Chief of Programs consolidate the recommendations, identify all available funding resources, and select those program areas and projects for inclusion in the HSP, based on the identification of those areas of greatest need and available funding resources.

Once an application has been approved for potential inclusion in the upcoming HSP, a Program Manager is assigned to meet with the potential sub-recipient to discuss the project in detail before a grant execution.

Round 3: Once the negotiation phase is complete, a final review by the administrative staff before the grant application is certified by the grantee, and funding is approved by the Director.

Evidence-based Strategies

To ensure enforcement resources are deployed effectively, sub-recipients 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 Ninth Edition 2017*, as well as several other reference publications, such as the *AASHTO Strategic Planning Guide*, 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 the 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 the 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. The selected countermeasures and related activities are identified in the Program Area sections of the Highway Safety Plan application.

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 Program Managers oversee and manage law enforcement grants. Also, the OHSO provides funding for Impaired Driving Liaisons (IDL's), who provide coordination with law enforcement agencies within their assigned regions. Contact with law 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.

List of Information and Data Sources

Data Sources

Crash Facts Book: Each year, the OHSO Data Analyst prepares a Crash Facts publication and 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 to determine the nature of our traffic safety challenges. The Crash Facts Book provides an in-depth analysis of crash numbers, crash rates, and locations, broken down by a variety of specific causal factors for each county in Oklahoma, 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 are 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 the compilation of crash data statistics.

Attitude and Awareness Survey: OHSO has conducted an Attitude and Awareness Survey IAW NHTSA regulation since 2010. The results of the survey are considered in establishing priorities based on the problem identification process. This survey was not conducted in 2020 due to the COVID pandemic; however, the FY2021 survey will be conducted in the 4th quarter.

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. Belt use historical data have been used to establish future benchmarks. Results from the 2021 survey will be discussed in the FY2021 Annual Report.

Fatality Analysis Reporting System (FARS): For consistency, the most recently available FARS data currently CY2019 were used this year. The FARS data, supplemented by DPS data for fatal and serious injuries and ODOT for 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 state and each county within Oklahoma. Population data are obtained from the Oklahoma Department of Commerce. Crash, fatality, and injury rates for counties and the state are computed using vehicle miles traveled (VMT) 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 utilize 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 five-year moving average and actual statistics provided to evaluate 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) the number of fatalities, 2) the number of fatalities per 100 million vehicle mile traveled (VMT), and the 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 2020 edition.

Participants in the planning process include the Oklahoma Department of Transportation (as the lead agency), Oklahoma Highway Safety Office, Federal Highway Administration, Federal Motor Carrier Safety Administration, 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, the number of fatalities per VMT (statewide) and the 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 the 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 regularly 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 participates in meetings through Safe Communities coalitions, highway safety advocacy groups, and others. The OHSO's Law Enforcement and Impaired Driving Liaisons also meet with statewide local law enforcement personnel regularly. These cooperative efforts allow for effective information sharing, target planning, and performance evaluation.

Performance Report

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/FY22 Progress Results	On Track to Meet FY22 Target YES/NO/In-Progress
C-1) Total Traffic Fatalities	5 year	2018-2022	656	2016-2020 FARS	In Progress
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	2200		In Progress
C-3) Fatalities/VMT	5 year	2018-2022	1.44	2016-2020 FARS	In Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2022	181	2020 FARS	In Progress
C-5) Alcohol-Impaired Driving Fatalities	Annual	2022	145	2020 FARS	In Progress
C-6) Speeding-Related Fatalities	Annual	2022	120	2020 FARS	In Progress
C-7) Motorcyclist Fatalities	Annual	2022	85	2020 FARS	In Progress
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2022	44	2020 FARS	In Progress
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	3 year	2022	80	2018-2020 FARS	In Progress
C-10) Pedestrian Fatalities	5 year	2022	77	2016-2020 FARS	In Progress
C-11) Bicyclist Fatalities	5 year	2022	9	2016-2020 FARS	In Progress
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	85.8	State Survey 2022	In Progress
(S5a) Drug-Related Fatalities	Annual	2018-2022	259	2018-2022 State	In Progress

Performance Measure: C-1

Progress: In Progress

Program Area Level Report

Target C-1: Target C-1: To limit a projected increase in traffic fatalities, from 655 in 2018 to 656 in 2022.

At this time, it appears that Oklahoma will meet the target of 656 fatalities in FFY2022. As of 1 February 2022, the preliminary data for fatalities, keeping in mind fatalities up-to-now NOT 100% reported, was 224. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-2

Progress: In Progress

Program Area Level Report

Target C-2: To decrease the number of Serious (A) injuries from 2452 in 2018 to 2200 in 2022.

At this time, it appears that Oklahoma will meet the target of 2200 Serious Injuries (A) in FFY2022. As of 1 February 2022, the preliminary data for Serious Injuries (A), keeping in mind Serious Injuries (A) up-to-now NOT 100% reported, was 542. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-3

Progress: In Progress

Program Area Level Report

Target C-3: To remain static in the Total Fatalities per 100M VMT Rate, from 1.44 in 2018 to 1.44 in 2022.

Data for the fatalities per 100M VMT rate in FFY2022 is not available at this time; however, 2020 data for fatalities per 100M VMT rate was 1.55, which exceeded the target of 1.44. The common consensus in OHSO, higher fatality rate are expected due how VMT was calculated; however, the 5-year average shows an upward trend.

Performance Measure: C-4

Progress: In Progress

Program Area Level Report

Target C-4: To decrease the number of unrestrained passenger vehicle occupant fatalities (all seating positions) from 205 in 2018 to 181 in 2022.

At this time, it appears that Oklahoma will meet the target of 181 for unrestrained passenger vehicle occupant fatalities in FFY2022. As of 1 February 2022, the preliminary data for unrestrained passenger vehicle occupant fatalities, keeping in mind unrestrained passenger vehicle occupant fatalities up-to-now NOT 100% reported, was 91. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-5

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 145 in 2018 to 145 in 2022.

At this time, it appears that Oklahoma will meet the target of 145 fatalities involving a driver/operator .08 or more BAC in FFY2022. As of 1 February 2022, the preliminary data for fatalities involving a driver/operator .08 or more BAC only refers to suspected alcohol involvement is not close to actual data, was 24. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-6

Progress: In Progress

Program Area Level Report

Target C-6: To decrease the number of speed-related fatalities from 147 in 2018 to 120 in 2022.

At this time, it appears that Oklahoma will meet the target of 120 speed-related fatalities in FFY2020. As of 1 February 2022, the preliminary data for speed-related fatalities, keeping in mind speed-related fatalities up-to-now NOT 100% reported, was 53. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-7

Progress: In Progress

Program Area Level Report

Target C-7: To limit the projected increase in the number of motorcycle fatalities from 91 in 2018 to 85 in 2022.

At this time, it appears that Oklahoma will meet the target of 85 motorcycle fatalities in FFY2022. As of 1 February 2022, the preliminary data for motorcycle fatalities, keeping in mind motorcycle fatalities up-to-now NOT 100% reported, was 14. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-8

Progress: In Progress

Program Area Level Report

Target C-8: To decrease the number of unhelmeted motorcycle fatalities from 66 in 2018 to 44 in 2022.

At this time, it appears that Oklahoma will meet the target of 44 unhelmeted motorcycle fatalities in FFY2022. As of 1 February 2022, the preliminary data for unhelmeted motorcycle fatalities, keeping in mind unhelmeted motorcycle fatalities up-to-now NOT 100% reported, was 7. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend. trend.

Performance Measure: C-9

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 83 in 2018 to 80 in 2022.

At this time, it appears that Oklahoma will meet the target of 80 drivers under the age of 21 involved fatalities in FFY2022. As of 1 February 2022, the preliminary data for drivers under the age of 21 involved fatalities, keeping in mind drivers under the age of 21 involved fatalities up-to-now NOT 100% reported, was 28. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-10

Progress: In Progress

Program Area Level Report

Target C-10: To limit the projected increase in the number of pedestrian fatalities from 60 in 2018 to 77 in 2022.

At this time, it is unknown if Oklahoma will meet the target of 77 pedestrian fatalities in FFY2022. As of 1 February 2022, the preliminary data for pedestrian fatalities, keeping in mind pedestrian fatalities up-to-now NOT 100% reported, was 34. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: C-11

Progress: In Progress

Program Area Level Report

Target [C-11]: To decrease the number of pedal cyclist fatalities from 16 in 2018 to 9 in 2022.

At this time, it appears that Oklahoma will meet the target of 9 pedal cyclist fatalities in FFY2022. As of 1 February 2022, the preliminary data for pedal cyclist fatalities, keeping in mind pedal cyclist fatalities up-to-now NOT 100% reported, was 2. The OHSO data collection has been lower due to changes within Records Management at Public Safety; however, the 5-year average does show a downward trend.

Performance Measure: B-1

Progress: In Progress

Program Area Level Report

Target B-1: To increase the statewide safety belt use rate 85.6% in 2019 to 85.8% in 2022.

The 2021 statewide rate was 84.4, which is a .3% decrease in seat belt use from 2019 (No seat belt use survey completed in 2020). The use rate has been static for several years, with no significant changes observed. Seat belt use rate survey being conducted 4th quarter of FY2022.

Performance Plan

	Performance Measure Name	Target Period	Target Start Year	2019 Value	Target End Year	Target Value
C-1	Number of traffic fatalities (FARS)	5 Year	2019	638	2023	684
C-2	Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2230	2023	2070
C-3	Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.4	2023	1.59
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	208	2023	171
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	145	2023	164
C-6	Number of speeding-related fatalities (FARS)	5 Year	2019	147	2023	151
C-7	Number of motorcyclist fatalities (FARS)	5 Year	2019	65	2023	88

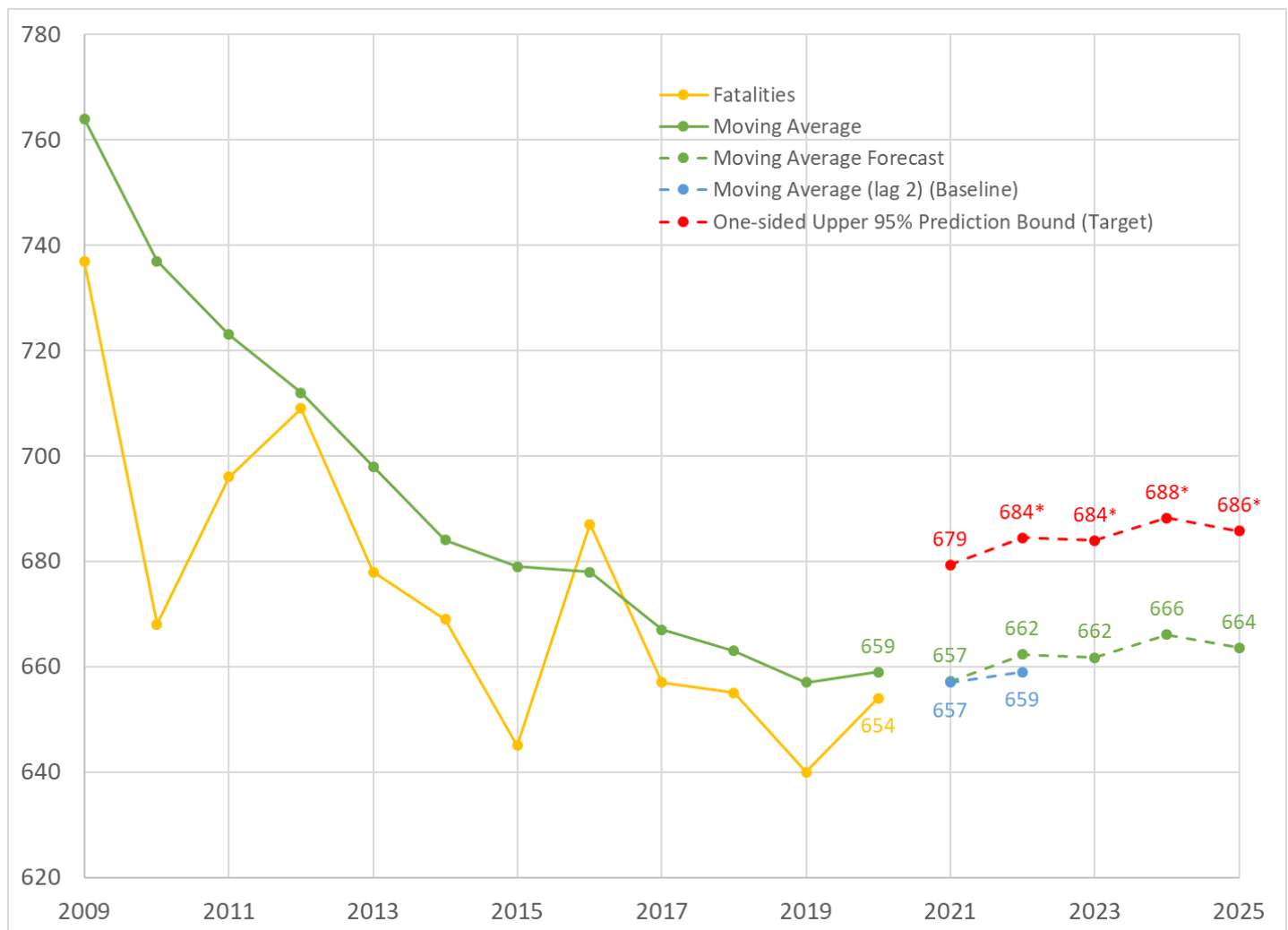
C-8	Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	38	2023	41
C-9	Number of drivers age 21 or younger involved in fatal crashes (FARS)	5 Year	2019	74	2023	77
C-10	Number of pedestrian fatalities (FARS)	5 Year	2019	90	2023	78
C-11	Number of bicyclists' fatalities (FARS)	5 Year	2019	12	2023	10
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	84.7	2023	85.8
S-5a	Number of drug-related fatalities (State)	5 Year	2019	223	2023	283

Planned Performance Measure: C-1

Target Justification

Target C-1: To limit a projected increase in traffic fatalities, from 638 in 2019 to 684 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2019 is the latest final FARS data available; therefore, final Oklahoma data for 2020 was used to assist in target setting purposes.

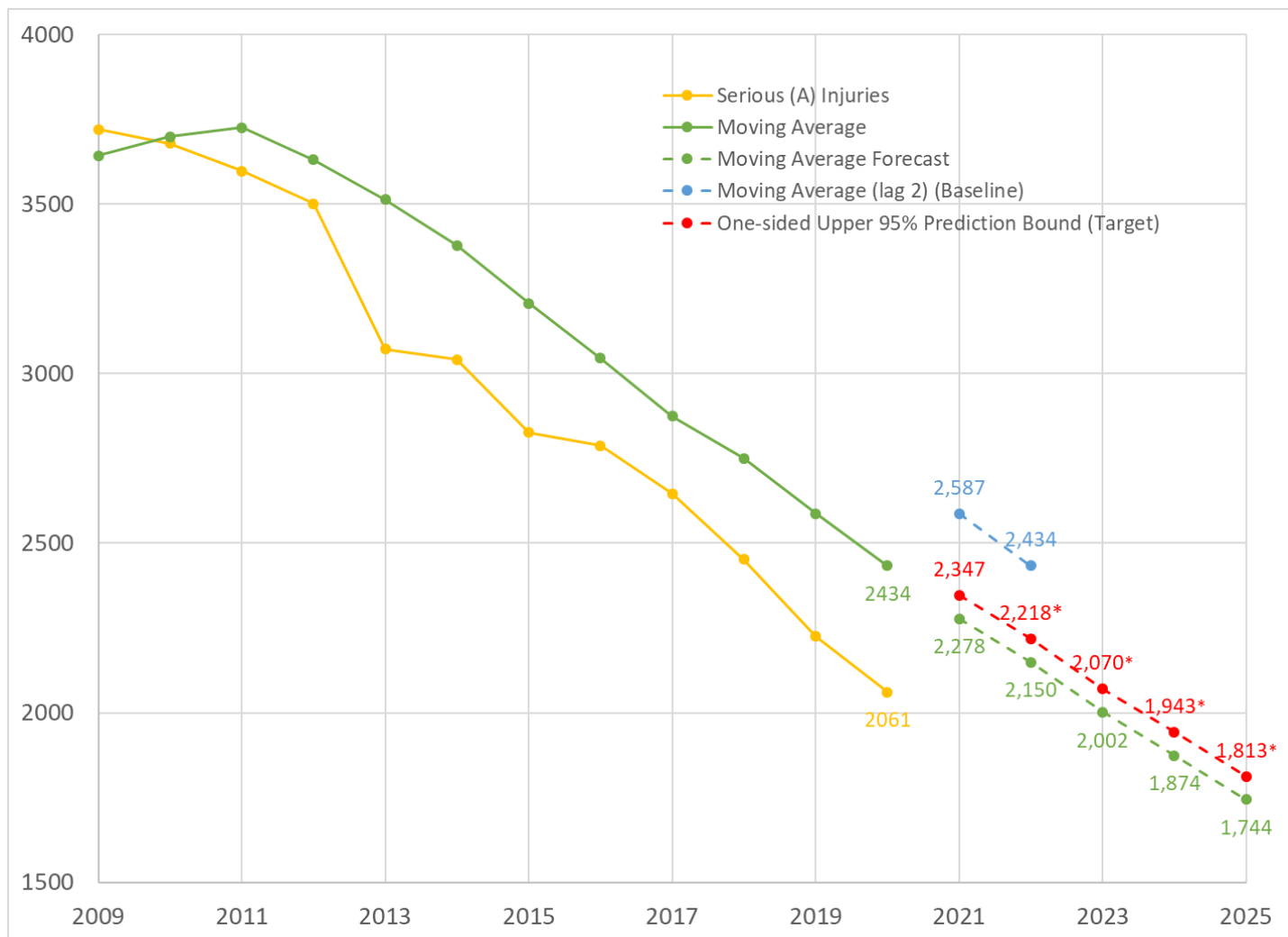


Planned Performance Measure: C-2

Target Justification

Target C-2: To decrease the number of Serious (A) injuries from 2230 in 2019 to 2070 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

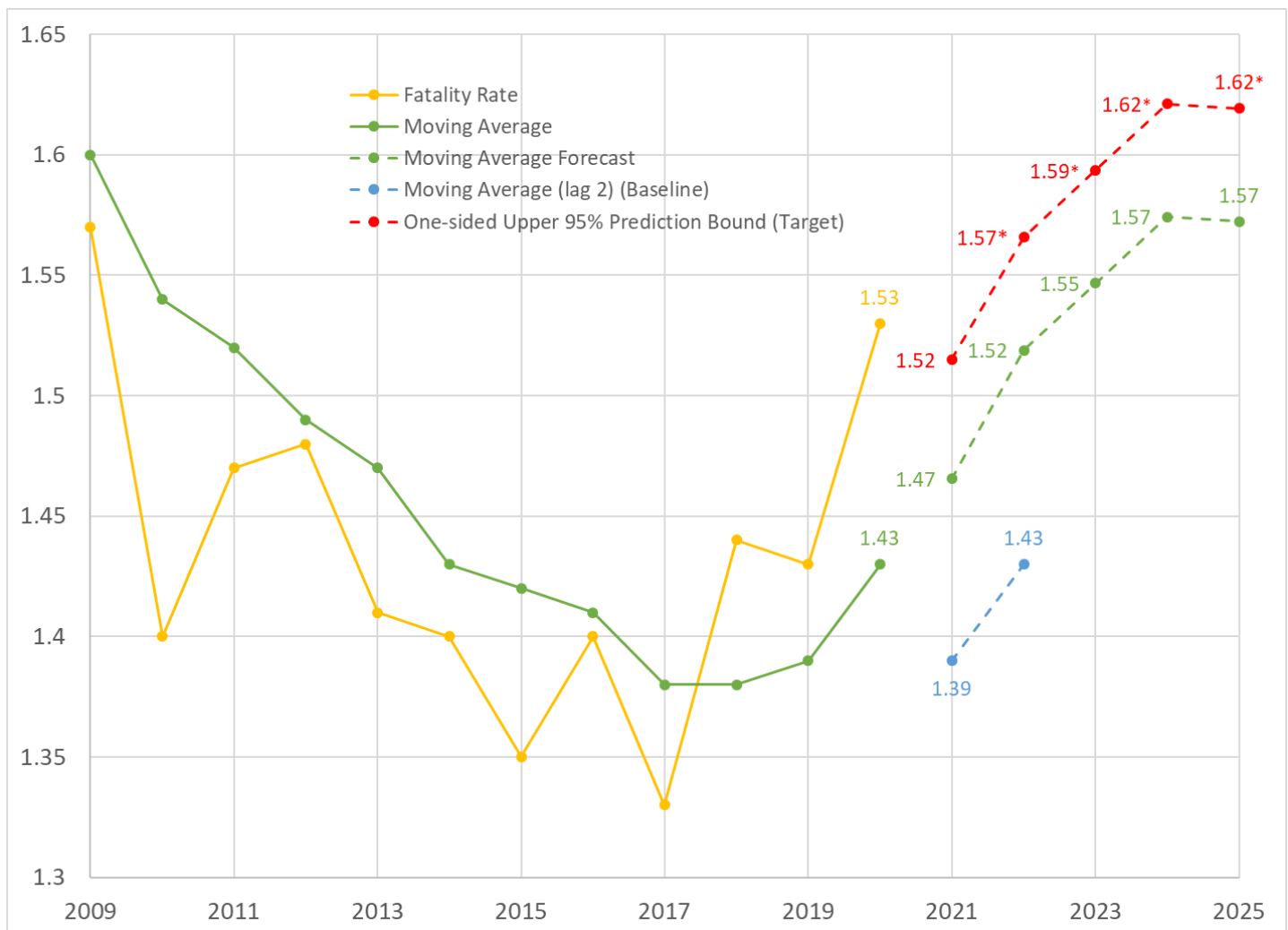


Planned Performance Measure: C-3

Target Justification

Target C-3: To limit the increase in the Total Fatalities per 100M VMT Rate, from 1.4 in 2019 to 1.59 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

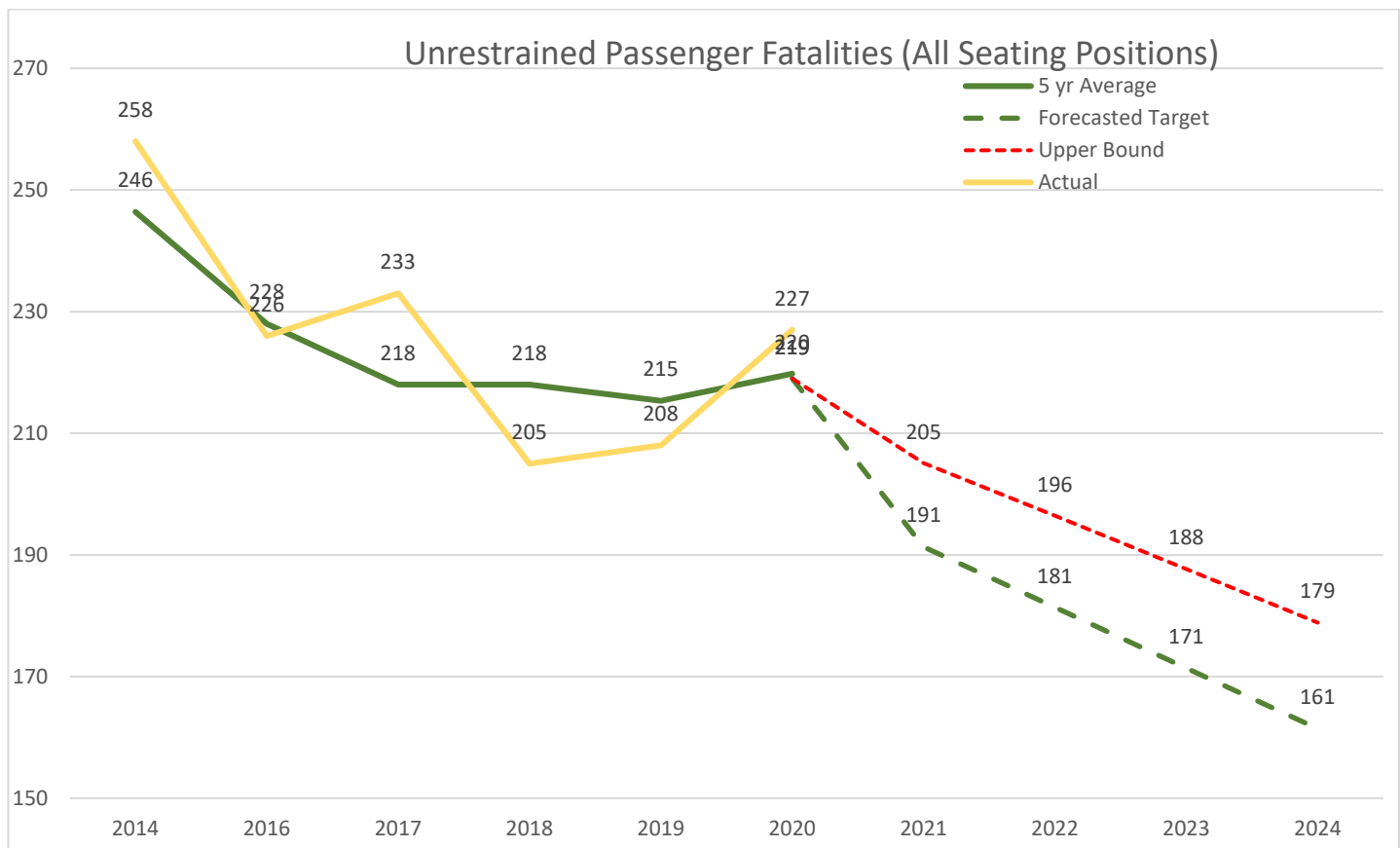


Planned Performance Measure: C-4

Target Justification

Target C-4: To decrease the number of unrestrained passenger vehicle occupant fatalities (all seating positions) from 208 in 2019 to 171 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, final Oklahoma data for 2021 was used to assist in target setting purposes.

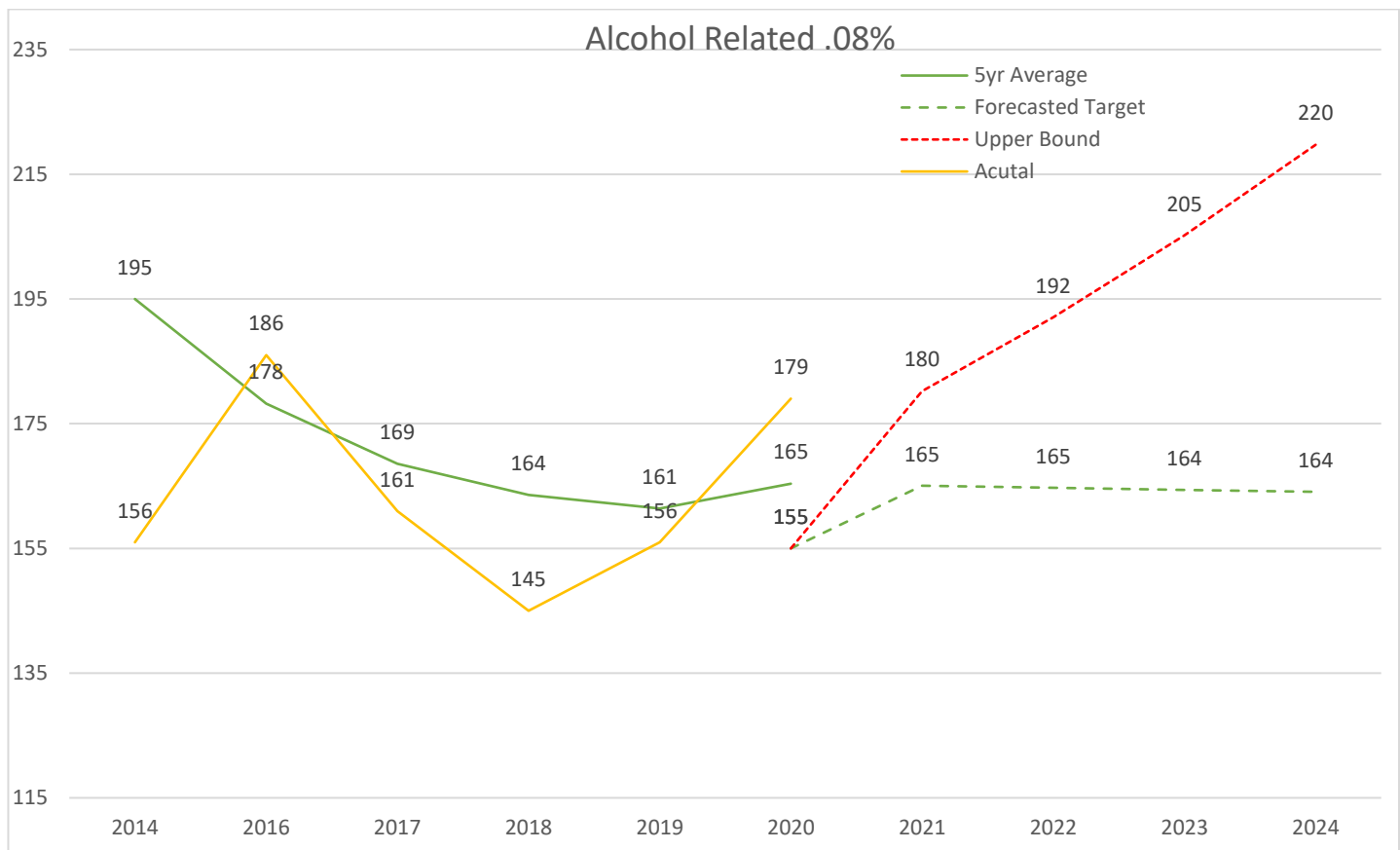


Planned Performance Measure: C-5

Target Justification

Target C-5: To limit the projected increase of the number of fatalities involving a driver/operator .08 or more BAC from 156 in 2019 to 164 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

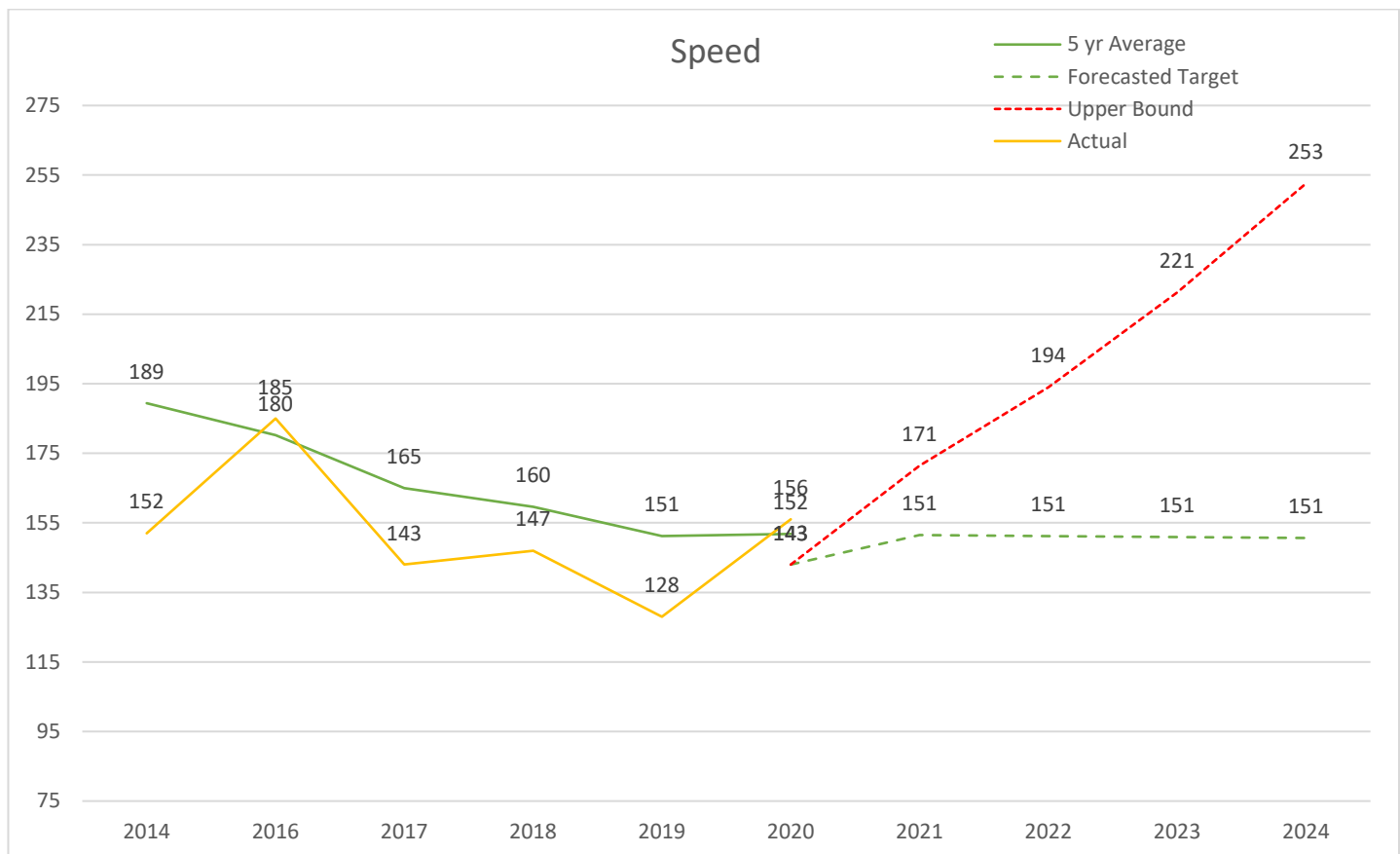


Planned Performance Measure: C-6

Target Justification

Target C-6: To limit the projected increase of the number of speed-related fatalities from 128 in 2019 to 151 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

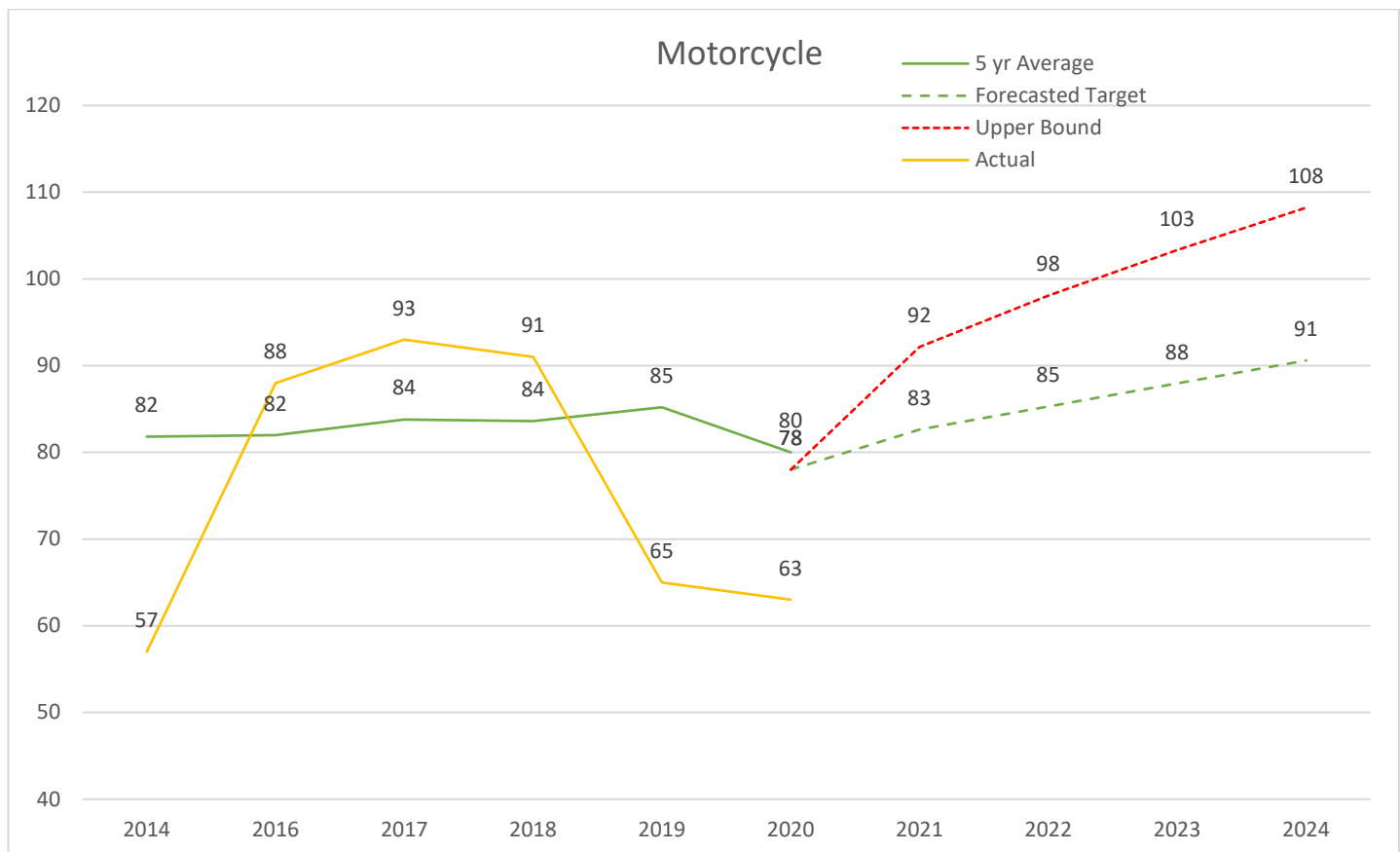


Planned Performance Measure: C-7

Target Justification

Target C-7: To limit the projected increase of the number of motorcycle fatalities from 65 in 2019 to 88 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, final Oklahoma data for 2021 was used to assist in target setting purposes.

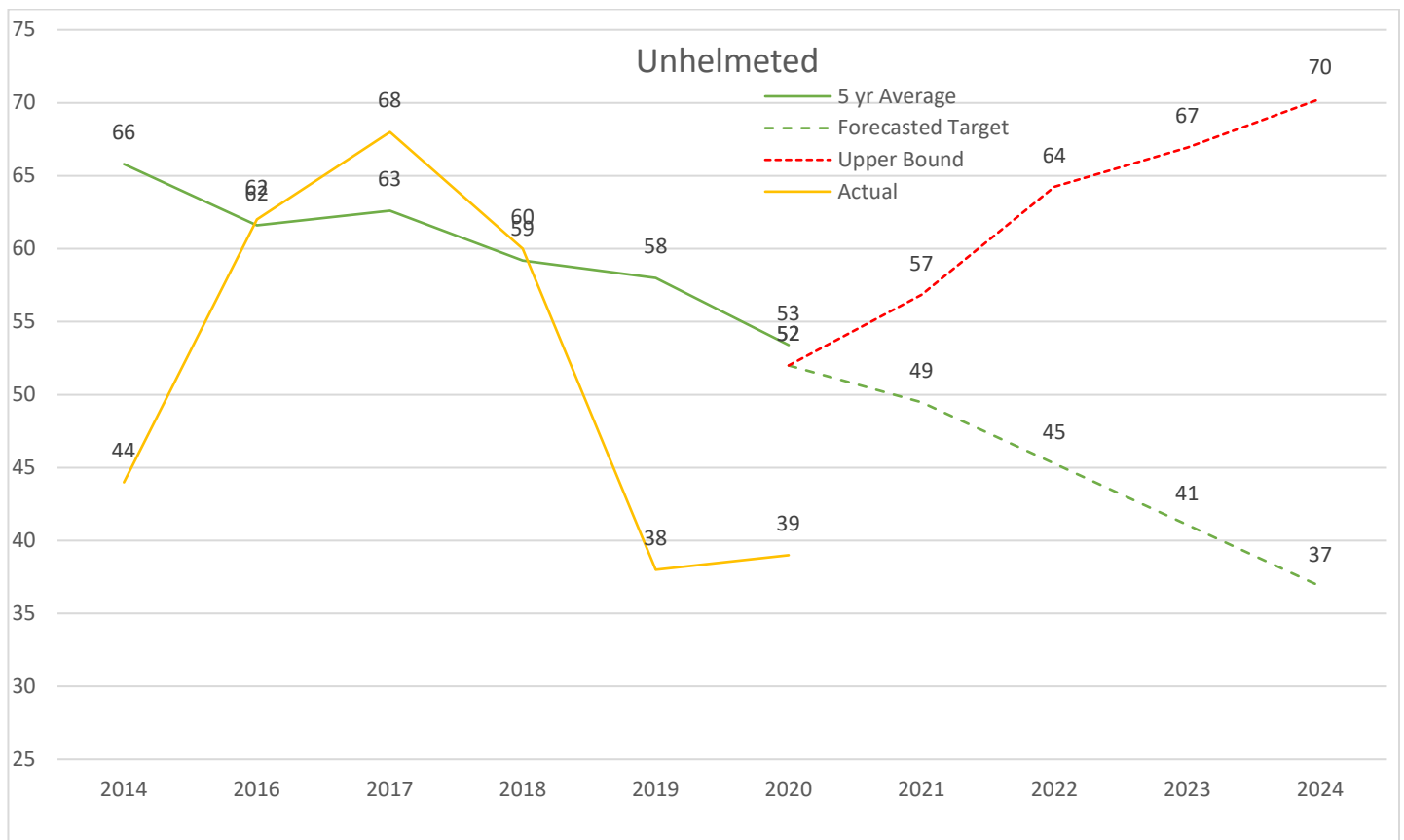


Planned Performance Measure: C-8

Target Justification

Target C-8: To limit the projected increase of the number of unhelmeted motorcycle fatalities from 38 in 2019 to 41 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

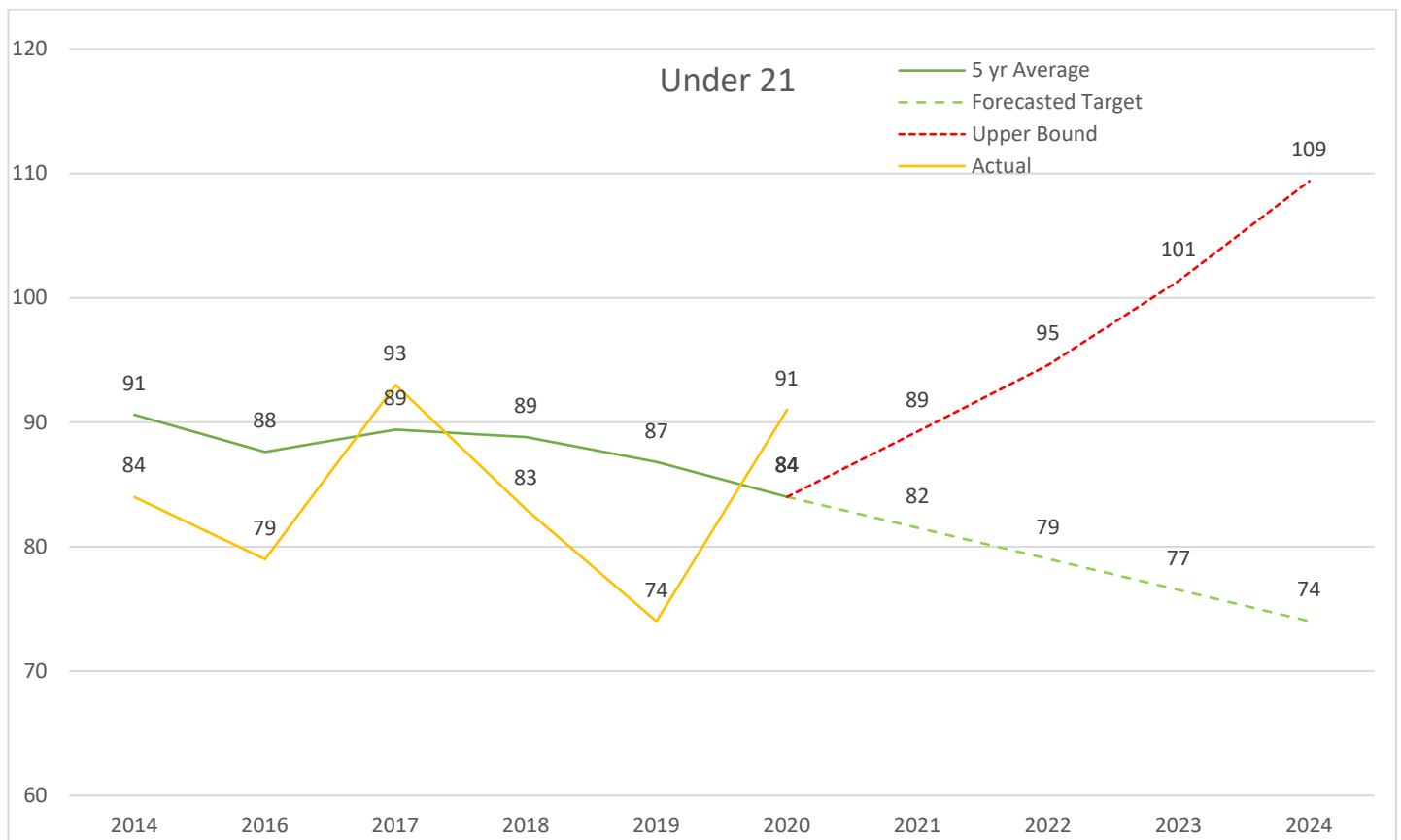


Planned Performance Measure: C-9

Target Justification

Target C-9: To limit the project increase of the number of drivers under the age of 21 involved in fatal crashes from 74 in 2019 to 77 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

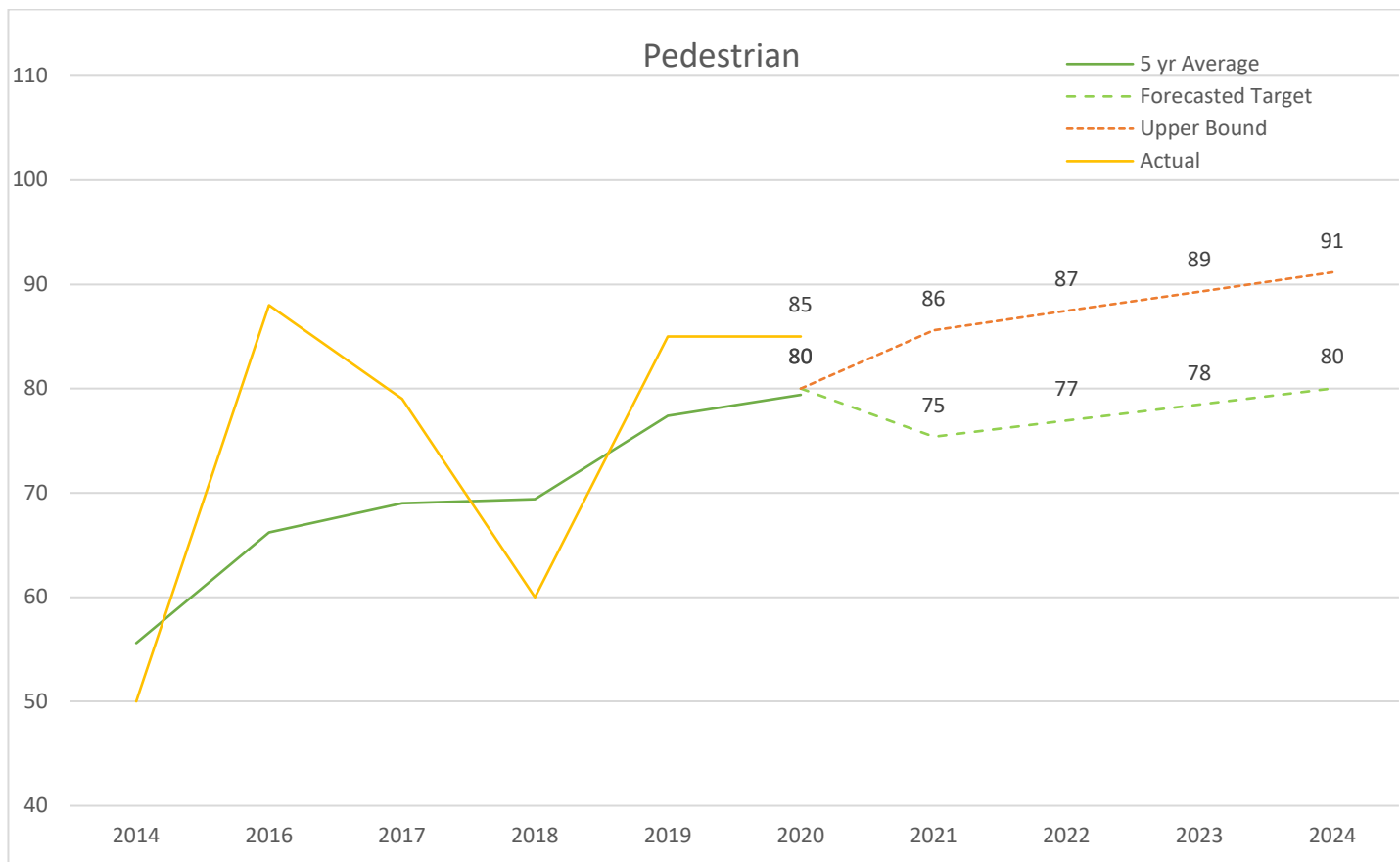


Planned Performance Measure: C-10

Target Justification

Target C-10: To decrease the number of pedestrian fatalities from 85 in 2019 to 78 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

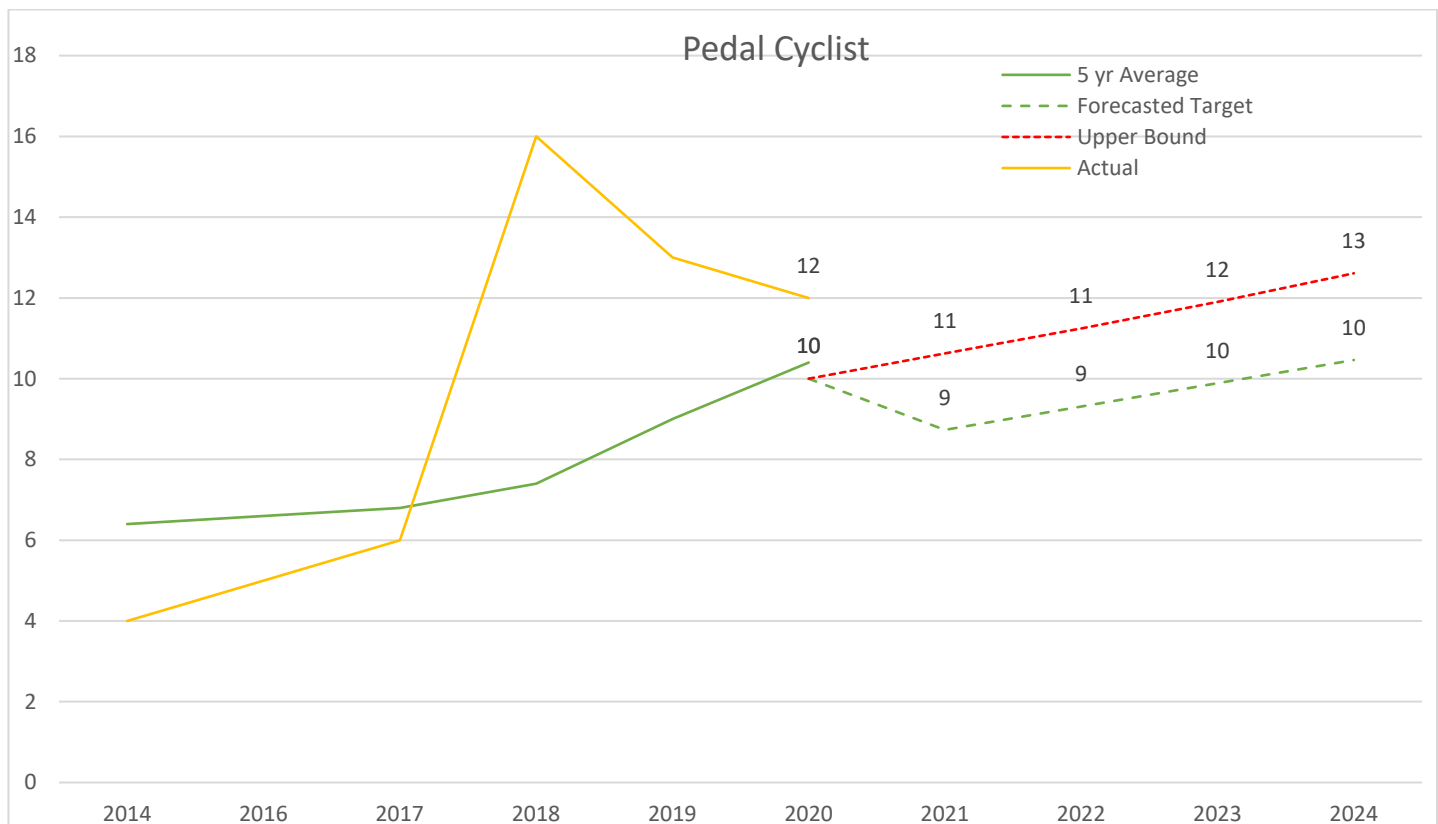


Planned Performance Measure: C-11

Target Justification

Target [C-11]: To decrease the number of pedal cyclist fatalities from 13 in 2019 to 10 in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

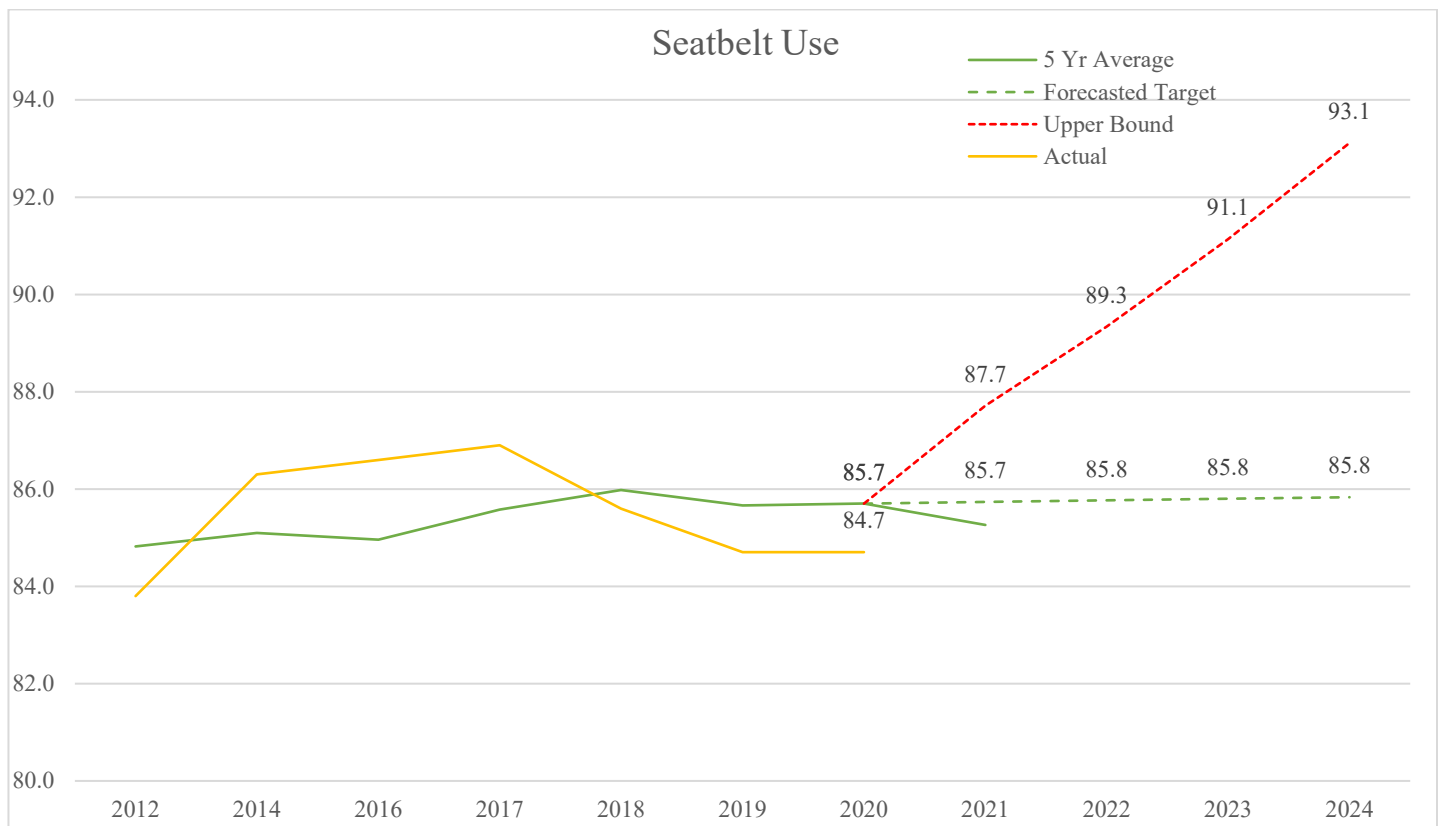


Planned Performance Measure: B-1

Target Justification

Target B-1: To increase the statewide safety belt use rate from 84.7% in 2019 to 85.8% in 2023.

A trend analysis based on the 5-year moving 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, passage of new laws, or a worldwide health crisis 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). 2020 is the latest final FARS data available; therefore, Oklahoma data for 2021 was used to assist in target setting purposes.

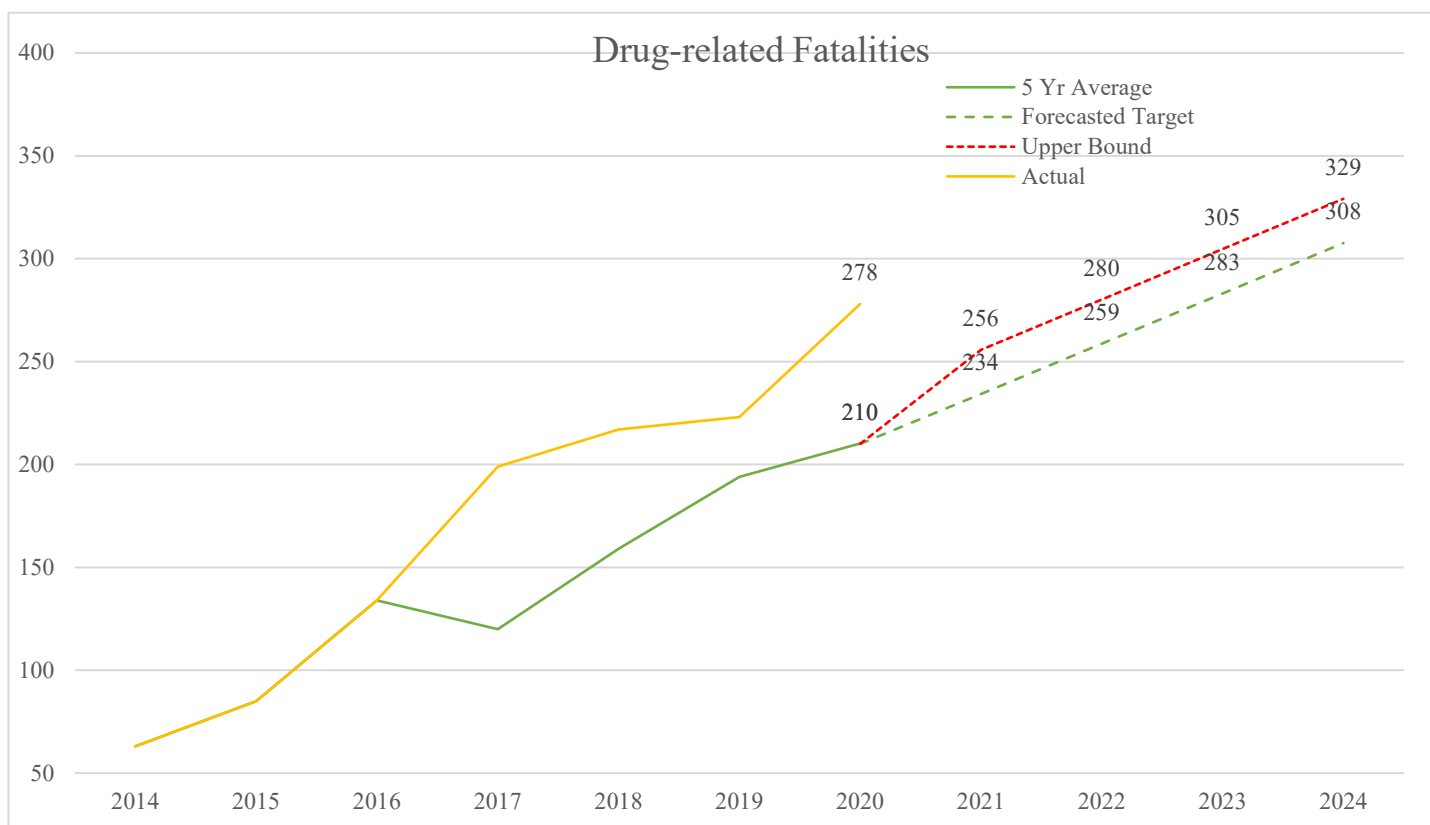


Planned Performance Measure: S-5a

Target Justification

Target S-5a: Target: To limit a projected increase of drug-related fatalities from 223 in 2019 to 283 in 2023.

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 is considered an inaccurate picture of the drug-related fatalities problem identification. The chart below shows the upward trend in this area. Opioid overuse is a recognized problem in Oklahoma. It is likely that Oklahoma will not see a significant decrease in this measure, due in part to the medical marijuana law and more accurate reporting. This number will continue to increase once other data sources are included into the analysis. As the chart below reflects a significant trend increase in drug-related fatalities.



Grant Program Activity Reporting

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

Seat belt citations: 11,949

Fiscal Year A-1: 2021

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

Impaired driving arrests: 1,505

Fiscal Year A-2: 2021

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

Speeding citations: 42,323

Fiscal Year A-3: 2021

Project Number	Project Title	Fund Source	Fund Estimate
PA-23-07-01-00	Planning and Administration	402	\$243,101
Countermeasures: Planning and Administration		Planned Activity: Planning and Administration	
Planned Activity Description			
<p>Costs include travel, training, office rent, office machines, office supplies, and other appropriate administrative expenditures. Personnel services to manage and provide administrative services for all Oklahoma Highway Safety Programs are reflected in the above chart. (expressed as a percentage of federal funding used for each full-time position).</p>			
Intended Sub-recipient OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: \$243,101		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Program Area: Impaired Driving

Description of Highway Safety Problem

Impaired driving is a major concern not only in Oklahoma but also across the nation, resulting in thousands of lives each year lost needlessly, and life-changing injuries received. This project will involve a comprehensive program of high-visibility enforcement, training, and education; the impaired driving project will involve several projects and programs as listed in the impaired driving section.

Countermeasure Strategy for Impaired Driving

Breath Test Devices (BTD)
High Visibility Enforcement
Highway Safety Office Program Management
Impaired Driving Prevention Paid Media
Judicial Education
Laboratory Testing Equipment
Law Enforcement Outreach Liaison
Law Enforcement Training
Public Information and Education
Publicized Sobriety Checkpoints

Countermeasure Strategy: Breath Test Devices

Project Safety Impacts

BTDs such as the Intoxilyzer 8000, is a commonly used and recognized countermeasure in testing for the presence of alcohol in a person's system. The Intoxilyzer, recognized in Oklahoma as an approved device with results admissible in court proceedings.

Linkage between Program Area

The BTD 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 BTDs considered prima facie evidence in court proceedings as evidence of intoxication. The use of BTDs commonly approved for impaired driving projects in Oklahoma, based on available funding and project needs.

Rationale for Selection

Enforcement is an important element of Oklahoma's efforts to address impaired driving. Oklahoma Board of Tests (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 of 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. ENDUI Advisory Committee previously identified several training priorities related to impaired driving enforcement. Included in these priorities is the necessity for the coordination of DUI training and the provision of advanced DUI enforcement training. Additionally, the 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.

Countermeasure Strategy: High Visibility Enforcement (HVE)

Project Safety Impacts

State and Local Impaired Driving HVE 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 the 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. HVE, including participation in the 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, HVE, 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 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 HVE, training, and education.

Rationale for Selection

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

Countermeasure Strategy: Highway Safety Office Program Management

Project Safety Impacts

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Impaired Driving Prevention projects.

Linkage between Program Area

OHSO Program Manager will oversee the selected Impaired Driving program to determine if projected activity milestones are being met, funds are being utilized properly, and assist as needed to facilitate the success of the project activities and to meet performance targets.

Rationale for Selection

The 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 Strategy: Impaired Driving Prevention Paid Media

Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing is in its best form when all types of communication channels considered, and strategies 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 attempting 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 will not happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints 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 for Selection

Through Paid Media, evidence-based strategies are 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, and local audience targeted programming and support of national mobilization efforts. The program is designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. Effective Paid Media can aid in decreasing the number and severity of traffic crashes overall.

Countermeasure Strategy: Judicial Education

Project Safety Impacts

The goal of the State Judicial Educator (SJE)/Judicial Outreach Liaison (JOL) project is to educate members of the judiciary on impaired driving issues. The SJE/JOL project will provide training to judges and other members of the court on issues relating to the adjudication of impaired drivers. It will consist of training on topics that may include sentencing, clinical assessment, case management strategies, evaluation of outcomes, and treatment options. The SJE/JOL will provide support for education, outreach, and technical assistance to enhance the professional competence of all persons performing judicial branch functions.

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 provide the means for a clear and unambiguous in the prosecution and adjudication of impaired driving arrests.

Rationale for Selection

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 the disposition of impaired driving cases and who may have received little or no training in the specifics of impaired driving laws and case records.

Countermeasure Strategy: Laboratory Drug Testing Equipment

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.

[1] NHTSA Challenges and Defenses II, DOT HS 811707, March 2013

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 and reporting of blood sample analyses. Over the last several years, the period for conducting and reporting the results of analyses has decreased from several months to under 30 days in most cases.

Rationale for Selection

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 fund personnel conducting analyses, devoting 100% of their time to impaired driving analyses.

Countermeasure Strategy: Law Enforcement Outreach Liaison

Project Safety Impacts

To aid in the promotion and enforcement of impaired driving activities, the OHSO will employ five (5) full-time Highway Patrol troopers, to include one Statewide Impaired Driving Enforcement Coordinator and four (4) 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 responsible for facilitating and coordinating the activities of the statewide IDLs, field troops, and local agencies in the identification of problem areas and coordination of scheduling and reporting impaired

driving-related activities. Under the immediate direction of an Impaired Driving Liaison, there are also four Mobile Command Centers used in support of these efforts.

Rationale for Selection

The use of Law Enforcement Liaisons 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 recognized regionally and nationally as a progressive type initiative.

Countermeasure Strategy: Law Enforcement Training

Project Safety Impacts

Proper training is essential to effective performance, especially in Law Enforcement. The 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 others.

Linkage between Program Area

When possible and necessary, funding provided for agencies to send personnel to law enforcement training as described above. The amount of funding is oftentimes based on the type of training provided and the agency's distance from the training site.

Rationale for Selection

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

Countermeasure Strategy: Public Information and Education

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 an 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, 9th Edition, 2017). The use of designated alcohol-impaired driving prevention will be used to fund this program purchase.

Rationale for Selection

The use of designated alcohol-impaired driving prevention funding will be used to fund this program purchase for the purposes and strategies previously explained.

Countermeasure Strategy: Publicized Sobriety Checkpoints

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 before the event 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 to address the number and severity of traffic crashes involving drivers impaired by alcohol, drugs, or other substances. Approximately 45% of grant funds allocated to the area of impaired driving, but the amounts that will be used in this activity cannot be identified at this time.

Rationale for Selection

Sobriety checkpoints, along with saturation patrols, public education, and treatment programs identified by the OHSO Impaired Driving Strategic Plans as valuable countermeasures in impaired driving prevention.

Planned Activities in Countermeasure Strategy: Impaired Driving

Planned Activity Name
Program Management
State and Local Impaired Driving High Visibility Enforcement (HVE)
Impaired Driving Law Enforcement Training (405d)
Impaired Driving Public Ed and Media (405d)
Impaired Driving Statewide Law Enforcement Coordinator
Laboratory Drug Testing Equipment
Judicial Education

Project Number	Project Title	Fund Source	Fund Estimate
AL-23-07-01-00	Impaired Driving Program Management	402	\$121,495
Countermeasures: HSO Program Management		Planned Activity: Program Management	
Planned Activity Description			
OHSO Program Manager will oversee the selected Impaired Driving program to determine if projected activity milestones are being met, funds are being utilized properly, and assist as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M5HVE-23-03-01-20	Impaired Driving HVE	405(d)	\$24,253
Countermeasures: HVE		Planned Activity: State and Local Impaired Driving HVE	
Planned Activity Description			
The Durant Police Department will conduct overtime high-visibility enforcement in support of state and national goals to reduce the incidence of impaired driving in our community. To identify times and locations for enforcement activity, the Project Director shall utilize state and local data and reference sources available. Saturation patrols and/or sobriety checkpoints will be conducted as part of the cooperation with ENDUI task force efforts as much as possible. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the dangers of impaired driving as well as the agency's ongoing effort to deter this activity.			
Intended Sub-recipient: Durant PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
M5HVE-23-03-01-17	Impaired Driving Law Enforcement Outreach	405(d)	\$600,218
Countermeasures: Law Enforcement Outreach Liaison		Planned Activity: Impaired Driving Statewide Law Enforcement Coordinator	
Planned Activity Description			
<p>The Impaired Driving Liaisons (IDLs) project will utilize five (5) full-time OHP Troopers throughout the year to act as liaisons to implement activities in support of national highway safety goals in reducing motor vehicle collisions, focusing specifically on alcohol and drug-related impaired driving, and provide assistance to local law enforcement with regard to impaired driving enforcement. Coordination of regional multi-jurisdiction events will occur on a regular basis, to include checkpoints and saturation patrols. Public information and education (PI&E) events, along with media releases when appropriate, will be used to inform the public of events and relevant traffic safety issues. IDLs will be available upon request to speak at media press events. In addition, the IDLs will conduct visits with local law enforcement agencies in support of National Highway Safety initiatives including the Click-It or Ticket and Drive Sober or Get Pulled Over mobilizations, and will assist in post-mobilization activity reporting.</p>			
Intended Sub-recipient: Oklahoma Highway Patrol		Staff Oversight: Jaclynn Frace	
Estimated Match Amount: None		Estimated Local Benefit: None	
<p>Purchases Costing \$5,000 or more: Yes, Chevrolet Tahoe w/police package \$75,000 This is a vehicle to be used not only on sobriety checkpoints but also during DUI saturations as it has a specially equipped intoxilyzer and is also more mobile than an ENDUI van. The vehicle can be used in the field to assist other Troopers and law enforcement officers by responding to the actual traffic stop for use of the intoxilyzer and have SFST's to be recorded on an in car video camera from the ENDUI patrol unit. This vehicle can also be used during Public Information and Education events. The vehicle will have the capability to be used for traffic enforcement during saturations giving the Trooper the option to make traffic stops on violators.</p>			

Project Number	Project Title	Fund Source	Fund Estimate
M5HVE-23-03-02-17	Impaired Driving HVE	405(d)	\$1,040,903
Countermeasures: HVE		Planned Activity: State and Local Impaired Driving HVE	
Planned Activity Description			
<p>The Oklahoma Highway Patrol will implement overtime enforcement activities in support of State and National Highway Safety goals to target violations that contribute to the causes and/or severity of KA crashes. The Oklahoma Highway Patrol will use Troopers to conduct a statewide overtime traffic enforcement project focusing on drug and alcohol impaired driving violations. Troopers will be assigned to work overtime shifts to enforce alcohol/drug impaired driving- related traffic laws in high-risk and problematic areas statewide. In addition to the two national impaired driving mobilizations, Troopers will participate in interagency impaired driving enforcement efforts, conducting regional enforcement events in cooperation with county and local law enforcement in support of the ENDUI initiative.</p>			
Intended Sub-recipient: Oklahoma Highway Patrol		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
M5CS-23-02-01-01	MADD Court Monitoring Program Specialist Project	405(d)	\$37,682
Countermeasures: Court Monitoring		Planned Activity: Court Monitoring	
Planned Activity Description			
<p>The Court Monitoring Program Specialist will monitor DUI cases in six counties (Oklahoma, Tulsa, Pottawatomie, Mayes, Payne and Rogers) identifying cases through Oklahoma State Courts Network, court dockets, and the public index. Data is then entered into MADD's national online court monitoring database. Data collected includes jurisdiction, offender age, date of arrest, original charges, disposition of the case (plea, reduction in charges, dismissed, guilty/not guilty verdict), and sanctions issued. The full-time Court Monitoring Program Specialist will develop a regular schedule of court monitoring, leading to 2,000 cases monitored a year across the six counties.</p>			
Intended Sub-recipient: MADD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
M5CS-23-02-02-05	Judicial Outreach Liaison (JOL) Project	405(d)	\$57,190
Countermeasures: Judicial Education		Planned Activity: Judicial Education	
Planned Activity Description			
<p>The Judicial Outreach Liaison project will work to educate members of the judiciary on impaired driving issues. Judicial education and outreach is aimed at educating professionals in the adjudication process, targeting judges, and will encompass Municipal Courts, District Courts, and Tribal Courts to reduce impaired driving and increase public safety throughout the state. The Judicial Outreach Liaison (JOL) will provide training and outreach to judges and other members of the court on issues relating to the adjudication of impaired driving cases. It may include training on topics such as sentencing options, use of clinical assessments and treatment options, case management strategies, use of technical evidence such as standard field sobriety testing and drug recognition experts.</p>			
Intended Sub-recipient: OBA		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
M5X-23-05-01-15	OSBI Toxicology Testing Improvement Project	405(d)	\$243,427
Countermeasures: Laboratory Testing Equipment		Planned Activity: Laboratory Testing Equipment	
Planned Activity Description			
<p>The OSBI will continue to employ two (2) full-time Criminalists, devoting 100% of their time to the analysis of blood samples for alcohol and drugs, including THC and other drugs, as requested in impaired driving cases. Once training is complete, if necessary, they will perform analysis on blood samples utilizing GC/MSD (gas chromatograph/mass selective detector) and the LC/MS/MS (liquid chromatography/tandem mass spectrometry) instruments previously provided through OHSO grant funding. The overarching goal of this project is to eliminate the backlog and complete analysis of blood samples on time (30 days) and provide reports as quickly as possible to avoid delays in the prosecution of DUI/DUID cases. This assistance potentially reduces continuations in court dates that could result as District Attorneys are forced to wait on laboratory results. For this project, the backlog is defined as any blood sample analysis that is 30 days or older, with a target turnaround time of 30 days or less per case.</p>			
Intended Sub-recipient: OSBI		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
M5PEM-23-02-02-01	Impaired Driving Media	405(d)	\$629,050
Countermeasures: Impaired Driving Prevention Paid Media		Planned Activity: Impaired Driving Public Education and Media	
Planned Activity Description			
<p>In support of national and state high visibility enforcement campaigns, media project objectives include reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and educating the public on the risks of impaired driving.</p>			
Intended Sub-recipient: VI		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M5PEM-23-02-01-05	Impaired Driving Media	405(d)	\$112,000
Countermeasures: Impaired Driving Prevention Paid Media		Planned Activity: Impaired Driving Public Education and Media	
Planned Activity Description			
In support of national and state high visibility enforcement campaigns, media project objectives include reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and educating the public on the risks of impaired driving.			
Intended Sub-recipient: Alliance Sports Marketing		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M5PEM-23-02-03-04	Impaired Driving Media	405(d)	\$5000
Countermeasures: Impaired Driving Prevention Paid Media		Planned Activity: Impaired Driving Public Education and Media	
Planned Activity Description			
In support of national and state high visibility enforcement campaigns, media project objectives include reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and educating the public on the risks of impaired driving.			
Intended Sub-recipient: Sports Marketing - OKC Dodgers		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M5PEM-23-02-04-02	Impaired Driving Sports Media	405(d)	\$39,950
Countermeasures: Impaired Driving Prevention Paid Media		Planned Activity: Impaired Driving Public Education and Media	
Planned Activity Description			
In support of national and state high visibility enforcement campaigns, media project objectives include reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and educating the public on the risks of impaired driving.			
Intended Sub-recipient: Sports Marketing - Tulsa		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M5PEM-23-02-05-01	Impaired Driving Sports Media	405(d)	\$30,000
Countermeasures: Impaired Driving Prevention Paid Media		Planned Activity: Impaired Driving Public Education and Media	
Planned Activity Description			
In support of national and state high visibility enforcement campaigns, media project objectives include reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above and educating the public on the risks of impaired driving.			
Intended Sub-recipient: Sports Marketing – OKC Energy		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M5BAC-23-02-01-01	Law Enforcement Training – DRE	405(d)	\$250,000
Countermeasures: Law Enforcement Training		Planned Activity: Impaired Driving Law Enforcement Training 405(d)	
Planned Activity Description			
<p>The Oklahoma City Police Department will coordinate and conduct training classes and certification sessions to train officers from various areas of the state to become Drug Recognition Experts and increase enforcement of DUI laws. Oklahoma City PD will work to expand the DRE program by a minimum of 30 new DREs by providing a DRE training course. Student officers for the DRE training class will be selected from various parts of the state to provide the most beneficial coverage possible throughout the state. The course will be comprised of a 2-day pre-school verifying SFST skills, a 7-day classroom training session, and certification nights. In which students evaluate impaired persons and complete certification requirements as set by IACP International Standards. The Drug Evaluation and Classification Course will be conducted as outlined by the IACP and NHTSA. A training class will also be conducted to train additional DRE instructors to assist with the facilitation of classroom instruction and the certification training process.</p>			
Intended Sub-recipient: Oklahoma City PD		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit: None	

Program Area: Driver Education/Teen Traffic Safety Program

Description of Highway Safety Problem

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. Several strategies will be employed to develop programs designed to educate the driver and influence behavioral changes in driving 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 eighth 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.

Countermeasure Strategies for Drivers Education and Teen Traffic Safety Program

Driver Education and Training
Public Information and Education
School Programs

Countermeasure Strategy: Driver Education and Training

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, 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 for Selection

Driver education programs, whether through in-person or "live" presentations or various social media platforms, are a vital link to bringing attention to safety topics that affect all drivers. As it has been repeated, 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.

Countermeasure Strategy: Public Information and Education

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 an 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 information and education efforts must include NHTSA Countermeasures That Work. The use of designated alcohol-impaired driving prevention will be used to fund this program purchase.

Rationale for Selection

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 two Driver Education Project Deputies with the Oklahoma County Sheriff's Office employed by the OHSO will conduct driver education programs, including school programs, on a statewide basis; will conduct most of the school programs funded.

Countermeasure Strategy: School Programs

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 provide a direct source of contact with young persons who soon may be drivers or who, like children, can have a direct impact on how 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 a 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 an 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 for Selection

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: Driver Education and Behavior

Driver Education Program
State Funded Motorcycle Safety Education
Teen Safety Outreach and Education
Public Information and Education Paid Media

Project Number	Project Title	Fund Source	Fund Estimate
RH-23-02-01-19	Driver Education	402	\$91,900
Countermeasures: Public Information and Education		Planned Activity: Driver Education Programs	
Planned Activity Description			
<p>Oklahoma Operation Lifesaver (OKOL) will utilize a force of 46 active trained volunteers to present rail grade crossing safety education to various groups, including law enforcement officers, emergency responders, bus drivers, truck drivers, and an array of community groups about highway safety at railroad crossings. OKOL will recruit and train four (4) new volunteers by the end of the project year. OKOL will also provide GCCI training to law enforcement officers statewide. OKOL will work with the OHSO to contract with various media outlets providing information and awareness of the potential dangers of inappropriate or unsafe driver behavior at railroad crossings through Public Service Announcements. Coaches and Trainers will receive web-based continuing education through the National Lifesaver website. Out-of-state travel funds are provided for refresher training for Coaches at regional conferences.</p>			
Intended Sub-recipient: Operation Lifesaver		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
RH-23-02-03-01	Public Information and Education Media	402	\$38,100
Countermeasures: Public Information and Education Media		Planned Activity: Public Information and Education Paid Media	
Planned Activity Description			
Utilizing targeted radio advertisements to specific areas of the state which have experienced one or more rail crossing injury crashes in the last two calendar years. These advertisements will utilize radio ads from NHTSA and Operation Lifesaver. Deploy targeted social media campaigns to drivers who, based on the most recent available crash data, are most at risk for being involved in an injury crash at a rail grade crossing.			
Intended Sub-recipient: VI		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
TSP-23-02-02-09	Teen Traffic Safety Program	402	\$166,746
Countermeasures: Driver Education and Training		Planned Activity: Teen Safety Outreach and Education	
Planned Activity Description			
Oklahoma Challenge: Educational Alternatives (EA) will recruit students from 120 middle school, high school, and technical schools within the state of Oklahoma, specifically, students who are members of the Oklahoma Family Career and Community Leaders of America (FCCLA) as well as other student groups. EA will host at least 4 Oklahoma Challenge Conferences. These student organizations will send school teams to the Oklahoma Challenge conferences. The adult school advisors of each school team will also attend the conferences. Older peers, including college students, alumni from the organizations, and current leadership officers, will facilitate the conferences. The older peers will motivate and train the students and advisors while informing them of Oklahoma rules, regulations, and penalties of seat belt noncompliance, distracted driving, and other traffic safety information. The staff will also recruit other safety organizations to provide hands-on activities/booths for the students. These peer-to-peer interactions and learning activities will motivate the students and advisors to wear their seat belts, drive without distraction, and to develop plans designed to raise awareness among their friends, family, and local communities. EA will conduct a statewide awards program judging and honoring school teams who creatively implement these plans. Further, EA will provide on-going year-round resources and support through the Oklahoma Challenge website, social media, presentations, and Mini-Challenges at specific school sites.			
Intended Sub-recipient: Education Alternatives		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
TSP-23-01-01-09	Teen Traffic Safety Program	402	\$97,623
Countermeasures: Public Information and Education		Planned Activity: Teen Safety Outreach and Education	
Planned Activity Description			
<p>OK SAFE is a partnership between students, law enforcement, and traffic safety advocates designed to bring awareness to the importance of wearing seat belts to reduce the number and severity of KA crashes among Oklahoma's high school students. The project will maintain efforts already established with at least 20 Oklahoma schools and expand the program to new schools that are not currently participating. Law enforcement agency participation and support will be solicited in targeted areas by the LE Outreach Representative. The full-time Traffic Safety Specialist (TSS) will recruit school sponsors and student teams (SAFE teams) and assist them with their monthly seat belt education efforts, including training to perform unannounced seat belt observation surveys at their schools.</p>			
Intended Sub-recipient: DCCCA		Staff Oversight: Jaclynn Todd	
Estimated Match Amount:		Estimated Local Benefit:	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
TSP-23-02-03-01	Teen Traffic Safety Program	402	\$35,000
Countermeasures: Driver Education and Training		Planned Activity: Teen Safety Outreach and Education	
Planned Activity Description			
<p>The TFI program manager will work closely with the OHSO program manager and other department members to identify at-risk areas who are eligible to receive the grant-sponsored program. From there, the TFI program manager will use relevant data at the state and national levels to create a custom program specific to OK future and teen drivers. Once prepared, the TFI program manager will submit a program draft for approval to the OHSO program manager. Once approved, the TFI program manager will create a survey tool to measure the effectiveness of the program. Usually in tandem to the content approval process, the TFI program manager will work to compile eligible school contact information, target program availability dates, and then begin outreach to eligible schools. As programs are scheduled, TFI program manager provides updates via monthly reports via OGX but also to other stakeholders, i.e. OK Challenge and FCCLA contacts to increase community impact and other grantee/program visibility. TFI program manager also oversees the survey process and tabulates surveys once received back from participating schools. The TFI program manager will produce a comprehensive report on the survey findings by outlined due date for the fiscal year.</p>			
Intended Sub-recipient: Teen Education Program		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit:	
Purchases Costing \$5,000 or more: No			

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

Description of Highway Safety Problem

The Oklahoma primary seat belt law requires only the driver, front-seat passenger positions, and children under eight (8) in the rear passenger positions to wear safety belts. Unrestrained passenger vehicle occupant fatalities for all seating positions in Oklahoma have decreased over the past several years, from 233 in 2017 to 208 in 2019. During the same period, the observed statewide seat belt use rate has remained relatively flat; however, Oklahoma has seen a decline in safety belt use rate over the last several years, from 86.9% in 2017 to 84.7% in 2019. Efforts to expand the law to increase the fine and include other seating positions or raise the age for rear passenger seating positions in the law have so far been unsuccessful. We will continue to promote and support occupant protection education and enforcement efforts to the greatest extent possible, with particular emphasis on the increased risk of death or injury because of ejection from the vehicle when not properly restrained. Oklahoma received a NHTSA OP Assessment in June 2021. There were several areas for improvement recommended, and the OHSO will carefully review those to see where we might be able to improve our OP programs.

Countermeasure Strategies for Occupant Protection

Annual Seat Belt Survey
Child Restraint System Inspection Station(s)
CPS Technician Training and Education
High Visibility Enforcement
OP Paid Media
Highway Safety Office Program Management
OP Statewide Law Enforcement Coordinator
Public Information and Education
Statewide Car Seat Distribution

Countermeasure Strategy: Annual Seat Belt Use Survey

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 usually 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 405b 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 the seat belt and child restraint use and recommendations for improvement. We currently have and will continue in FY2022 an overtime enforcement grant with Oklahoma City Police Department and will promote increased emphasis in all the identified low use counties through the overtime OHP Statewide OP Enforcement grant.

Rationale for Selection

This is a required annual report.

Countermeasure Strategy: Child Restraint System Inspection Station(s)

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. By using evidence-based strategies, these projects most expectedly will have a positive impact on increasing the State's seat belt and child restraint use rate targets.

Linkage between Program Area

Oklahoma's recertification rate for CPS technicians dropped significantly due to COVID-19 restrictions; however, the State recertification rate was 51% in the calendar year 2021, compared to the national average of 46.2%. Maintaining and increasing the number of CPS Technicians and the availability of Child Restraint Inspection Stations continues to be a goal. The Oklahoma Child Restraint Law, last amended in 2017, requires 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. The 2021 Oklahoma Statewide Child Restraint Survey reported the state child seat use rate was 91.8%, compared to 89.3% in the 2019 survey. Safe Kids Worldwide reports a vast majority of parents or caregivers still struggle with the proper use and installation of child restraint seats.

Rationale for Selection

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 5, 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.

Countermeasure Strategy: CPS Technician Training and Education

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. 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 dropped significantly due to COVID-19 restrictions; however, the State recertification rate was 51% in the calendar year 2021, compared to the national average of 46.2%. Maintaining and increasing the number of CPS Technicians and the availability of Child Restraint Inspection Stations continues to be a goal. The Oklahoma Child Restraint Law, last amended in 2017, requires 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. The 2021 Oklahoma Statewide Child Restraint Survey reported the state child seat use rate was 91.8%, compared to 89.3% in the 2019 survey. 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 for Selection

Oklahoma's recertification rate is slightly above 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.

Countermeasure Strategy: HVE

Project Safety Impact

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 the 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 the 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. Law Enforcement 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 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 for Selection

Programs to provide train and educate caregivers, as well as sponsored car seat checkups and distributions programs, also support this program area.

Countermeasure Strategy: OP Paid Media

Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing is in its best form when all types of communication channels considered, and strategies

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 attempting 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 will not happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints 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 for Selection

By utilizing a paid media consultant, evidence-based strategies are employed to reach audiences statewide with traffic safety messages addressing occupant protection as well as national mobilizations - CIOT. Identified markets include sports venues, and local audience targeted programming and support of national mobilization efforts. The program is designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. By 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 Strategy: Highway Safety Office Program Management

Project Safety Impacts

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Occupant Protection projects.

Linkage between Program Area

OHSO Program Manager will oversee the selected Occupant Protection programs to determine if projected activity milestones are being met, funds are being utilized properly, and assist as needed to facilitate the success of the project activities and to meet performance targets.

Rationale for Selection

The 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 Strategy: OP Statewide Law Enforcement Coordinator

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 KA crashes and fatalities.

Linkage between Program Area

This position will act as a 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 for Selection

Oklahoma has found prior success in the use of Law Enforcement Liaisons in promoting and conducting several traffic safety efforts, including OP.

Countermeasure Strategy: Public Information and Education

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 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 are a primary countermeasure that has been recognized as an effective part of any traffic safety program.

Linkage between Program Area

Effective program area management efforts must include both enforcement and education (NHTSA Countermeasures That Work). The use of paid media outlined in the OHSO Communications Plan, updated each year.

Rationale for Selection

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.

Countermeasure Strategy: Statewide Car Seat Distribution Program

Project Safety Impacts

The proper use of child restraint systems is effective in reducing the number and severity of injuries to children in motor vehicle crashes. Safe Kids Worldwide has been a leader in 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 located at 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 several years.

Rationale for Selection

The main reasons for not properly restraining children in vehicles: could not afford a child restraint system; 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 need but the proper way to install and use child restraints.

Planned Activities in Countermeasure Strategy: Occupant Protection

Annual Survey
State and Local CPS Education
State and Local Car Seat Technician Training
State and Local OP HVE
OP Paid Media
Program Management
OP Statewide Law Enforcement Coordinator
Teen Safety Outreach and Education
State and Local Car Seat Distribution Program

Project Number	Project Title	Fund Source	Fund Estimate
OP-22-07-07-00	OP Program Management	402	\$133,874
Countermeasures: Highway Safety Office Program Management		Planned Activity: Program Management	
Planned Activity Description			
OHSO Program Manager will oversee the selected Occupant Protection programs to determine if projected activity milestones are being met, funds are being utilized properly, and assist as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M2CPS-23-06-01-25	Martha Collar Tech Reunion	405b	\$27,335
Countermeasures: CPS Technician Training and Education		Planned Activity: State and Local CPS Education	
Planned Activity Description			
Safe Kids Oklahoma will coordinate and conduct the Annual Martha Collar Tech Reunion providing the opportunity for CPS Technicians and Instructors to receive all 6 CEUs needed for recertification in a single day. In addition, a CPS Instructor Workshop will also be held the day prior. The CPS Instructor Workshop will help participants deliver the National Child Passenger Safety Certification curriculum in an engaging manner, and provide participants with the opportunity to improve their skills and abilities to educate adult learners and become better public speakers in any setting.			
Intended Sub-recipient: Safe Kids Oklahoma		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
OP-23-06-04-23	OP	402	\$5,700
Countermeasures: CPS Technician Training & Education		Planned Activity: State and Local CPS Education	
Planned Activity Description			
The Buckledown Awards Program is the largest Law Enforcement Awards Program in the State of Oklahoma. Our purpose is to annually recognize state law enforcement officers, deputies and troopers for outstanding work in enforcement and prevention efforts in occupant protection, impaired driving and traffic safety. Recognition is based on the individual officer's initiative and use of enforcement and prevention efforts designed to reduce traffic collisions and their resulting injuries, deaths and property damage. In 2020 we recognized 200 officers, deputies, and troopers.			
Intended Sub-recipient: Tulsa Safe Kids		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit:	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M2CPS-23-06-01-23	CPS Technician Training	402	\$210,054
Countermeasures: CPS Technician Training and Education		Planned Activity: State and Local Child Passenger Safety Education	
Planned Activity Description			
<p>Safe Kids Tulsa (SKT) will employ a full-time CPS Rural Coordinator and a part-time CPS Metro Coordinator to coordinate CPS certification training, CPS workshops, education, events, outreach, and technical support in Child Passenger Safety in the Tulsa Metro area and throughout Eastern Oklahoma. Under the direction of the CPS Coordinators, SKT will utilize qualified and experienced part-time employees to implement programs including car seat distribution, inspection stations, educational opportunities for parents and caregivers, checkup events, CPS certification, and re-certification classes and CEU Tech Update classes in support of child passenger safety 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. SKT staff and volunteers will host and assist with car seat checkup events in the Tulsa metro and other designated rural areas providing families the ability to receive installation and educational services. SKT will assist with compiling and maintaining an accurate list of active Oklahoma Child Restraint Inspection Stations made available to the public. SKT will support and participate in special emphasis events, such as Click It or Ticket, National CPS Week, and Seat Check Saturday.</p>			
Intended Sub-recipient: Tulsa Safe Kids		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M2CPS-23-06-02-25	CPS Technician Training	405(b)	\$187,657
Countermeasures: CPS Technician Training and Education		Planned Activity: State and Local Child Passenger Safety Education	
Planned Activity Description			
<p>Safe Kids Oklahoma (SKO) will utilize qualified, experienced employees (both staff and contracted individuals) to implement programs to include car seat distribution workshops, statewide inspection stations; educational opportunities regarding child passenger restraints and seat belt use for parents, caregivers, teachers, teens and children; car seat checkup events; CPS Technician 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. SKO staff and volunteers will host and assist with car seat check-up events in the Oklahoma City metro and other designated rural areas statewide, providing families the ability to receive installation and educational services. Car seat distribution stations will ensure distribution to those in a low-income status only. SKO 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.</p>			
Intended Sub-recipient: Safe Kids Oklahoma		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
OP-23-03-01-01	OP HVE	402	\$16,000
Countermeasures: HVE		Planned Activity: State and Local OP HVE	
Planned Activity Description			
<p>The Noble County Sheriff's Office will conduct overtime high-visibility occupant protection enforcement in support of state and national goals. To identify times and locations for enforcement activity, the Project Director shall utilize state and local data and reference sources available as well as observational surveys. Data suggests that seat belt use is lower at night, therefore this grant requires that at least 10% of the occupant protection enforcement hours be worked during nighttime hours. The Noble County Sheriff's Office will use the OHSO-provided application to conduct a pre and post-survey of seat belt use to demonstrate behavior change, participating in survey training as appropriate. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on occupant protection as well as the agency's ongoing effort to encourage consistent behavior.</p>			
Intended Sub-recipient: Noble County SO		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$16,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
OP-23-03-02-01	OP HVE	402	\$10,000
Countermeasures: HVE		Planned Activity: State and Local OP HVE	
Planned Activity Description			
<p>The Nowata Police Department will conduct overtime high-visibility occupant protection enforcement in support of state and national goals. To identify times and locations for enforcement activity, the Project Director shall utilize state and local data and reference sources available as well as observational surveys. Data suggests that belt use is lower at night, therefore this grant requires that at least 10% of the occupant protection enforcement hours be worked during nighttime hours. The Nowata Police Department will use the OHSO-provided application to conduct a pre and post-survey of seat belt use to demonstrate behavior change, participating in survey training as appropriate. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on occupant protection as well as the agency's ongoing effort to encourage consistent behavior. The Nowata Police Department will participate in all NHTSA mobilizations in accordance with the terms of the grant agreement, and employ the following evidence-based strategies in conducting grant related activities:</p>			
Intended Sub-recipient: Nowata PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$10,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
OP-23-06-04-23	Car Seat Distribution	402	\$20,000
Countermeasures: Statewide Car Seat Distribution Program		Planned Activity: State and Local Child Car Seat Distribution Program	
Planned Activity Description			
<p>Safe Kids Tulsa (SKT) will employ a full-time CPS Rural Coordinator and a part-time CPS Metro Coordinator to coordinate CPS certification training, CPS workshops, education, events, outreach, and technical support in Child Passenger Safety in the Tulsa Metro area and throughout Eastern Oklahoma. Under the direction of the CPS Coordinators, SKT will utilize qualified and experienced part-time employees to implement programs including car seat distribution, inspection stations, educational opportunities for parents and caregivers, checkup events, CPS certification, and re-certification classes and CEU Tech Update classes in support of child passenger safety 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. SKT staff and volunteers will host and assist with car seat checkup events in the Tulsa metro and other designated rural areas providing families the ability to receive installation and educational services. SKT will assist with compiling and maintaining an accurate list of active Oklahoma Child Restraint Inspection Stations made available to the public. SKT will support and participate in special emphasis events, such as Click It or Ticket, National CPS Week, and Seat Check Saturday. Car seat distribution stations will ensure distribution to those in a low-income status only.</p>			
Intended Sub-recipient: Tulsa Safe Kids		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit:	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
OP-23-06-03-25	Car Seat Distribution	402	\$25,000
Countermeasures: Statewide Car Seat Distribution Program		Planned Activity: State and Local Child Car Seat Distribution Program	
Planned Activity Description			
<p>Safe Kids Tulsa (SKT) will employ a full-time CPS Rural Coordinator and a part-time CPS Metro Coordinator to coordinate CPS certification training, CPS workshops, education, events, outreach, and technical support in Child Passenger Safety in the Tulsa Metro area and throughout Eastern Oklahoma. Under the direction of the CPS Coordinators, SKT will utilize qualified and experienced part-time employees to implement programs including car seat distribution, inspection stations, educational opportunities for parents and caregivers, checkup events, CPS certification, and re-certification classes and CEU Tech Update classes in support of child passenger safety 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. SKT staff and volunteers will host and assist with car seat checkup events in the Tulsa metro and other designated rural areas providing families the ability to receive installation and educational services. SKT will assist with compiling and maintaining an accurate list of active Oklahoma Child Restraint Inspection Stations made available to the public. SKT will support and participate in special emphasis events, such as Click It or Ticket, National CPS Week, and Seat Check Saturday. Car seat distribution stations will ensure distribution to those in a low-income status only.</p>			
Intended Sub-recipient: Safe Kids Oklahoma		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit:	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
OP-23-03-06-17	OP HVE	402	\$742,124
Countermeasures: HVE		Planned Activity: State and Local OP HVE	
Planned Activity Description			
<p>Under the direction of the grant-funded, Statewide OP Law Enforcement (LE) Coordinator, the Oklahoma Highway Patrol will conduct high visibility seat belt enforcement utilizing overtime hours in support of State and National goals to promote increased seat belt use and thereby reduce the incidence and severity of KA crashes statewide. To identify those times and locations where unrestrained KA crashes most often occur, the OP LE Coordinator will utilize all data and reference sources available including violation reports, crash reports, arrest records, public complaints, and other sources such as the Statewide Seat Belt Observational Survey and the Oklahoma Occupant Protection Plan. Utilizing both state and local seat belt use survey data, Troopers will conduct focused enforcement efforts in counties impacting 70% of the State's population. At least 10% of projected overtime hours will be utilized during nighttime enforcement efforts.</p>			
Intended Sub-recipient: Oklahoma Highway Patrol		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
OP-23-03-08-17	OP HVE	402	\$90,288
Countermeasures: HVE		Planned Activity: State and Local OP HVE	
Planned Activity Description			
<p>Under the direction of the grant-funded, Statewide OP Law Enforcement (LE) Coordinator, the Impaired Driving Liaisons will conduct high visibility seat belt enforcement in support of Click or Ticket National Mobilization to promote increased seat belt use and thereby reduce the incidence and severity of KA crashes statewide. To identify those times and locations where unrestrained KA crashes most often occur, the OP LE Coordinator will utilize all data and reference sources available including violation reports, crash reports, arrest records, public complaints, and other sources such as the Statewide Seat Belt Observational Survey and the Oklahoma Occupant Protection Plan. Utilizing both state and local seat belt use survey data, Troopers will conduct focused enforcement efforts in counties impacting 70% of the State's population. At least 10% of projected overtime hours will be utilized during nighttime enforcement efforts.</p>			
Intended Sub-recipient: Oklahoma Highway Patrol		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M2PE-23-02-01-01	OP Paid Media	405(b)	\$125,000
Countermeasures: Occupant Protection Media		Planned Activity: Occupant Protection Media	
Planned Activity Description			
<p>Media campaign strategies include micro-targeting social media messages specifically to our target audiences based on an analysis of our crash data. As a broad approach to help with the high-visibility enforcement period around Click It or Ticket, we will also utilize our crash data to target social media content, such as an interactive quiz, to our most at-risk audience in the state. Social media targeting allows us to make sure the funds are being used in the most efficient way possible, minimizing the number of people who see the message who are not in our at-risk population for the behavior. These campaigns continue to show growing success year after year and include a campaign objective to raise the observed seat belt use rate.</p>			
Intended Sub-recipient: VI		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: NO			

Project Number	Project Title	Fund Source	Fund Estimate
M2X-23-06-01-03	Seatbelt Use Survey	405(b)	\$202,652
Countermeasures: Annual Survey		Planned Activity: Annual Survey	
Planned Activity Description			
States are required to conduct annual seat belt observation surveys based upon criteria set forth by the National Highway Traffic Safety Administration. Oklahoma usually conducts its annual survey during the summer months of June and July; however, with the current health crisis, the survey will now be conducted in CY Q4. 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.			
Intended Sub-recipient: University of Central Oklahoma		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STCPS-23-02-01-04	OP Paid Media	State	\$5,000
Countermeasures: OP Paid Media		Planned Activity: OP Paid Media	
Planned Activity Description			
State funded paid media focuses on the use of child passenger restraint systems. Media campaign strategies include micro-targeting social media messages specifically to our target audiences based on an analysis of our crash data. Social media targeting allows us to make sure the funds are being used in the most efficient way possible, minimizing the number of people who see the message who are not in our at-risk population for the behavior. These campaigns continue to show growing success year after year and include a campaign objective to raise the observed seat belt use rate.			
Intended Sub-recipient: OKC Dodgers		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STCPS-23-02-02-01	OP Paid Media	State	\$15,000
Countermeasures: OP Paid Media		Planned Activity: OP Paid Media	
Planned Activity Description			
<p>State funded paid media focuses on the use of child passenger restraint systems. Media campaign strategies include micro-targeting social media messages specifically to our target audiences based on an analysis of our crash data. Social media targeting allows us to make sure the funds are being used in the most efficient way possible, minimizing the number of people who see the message who are not in our at-risk population for the behavior. These campaigns continue to show growing success year after year and include a campaign objective to raise the observed seat belt use rate.</p>			
Intended Sub-recipient: VI		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STCPS-23-02-03-02	OP Paid Media	State	\$5,000
Countermeasures: OP Paid Media		Planned Activity: OP Paid Media	
Planned Activity Description			
<p>State funded paid media focuses on the use of child passenger restraint systems. Media campaign strategies include micro-targeting social media messages specifically to our target audiences based on an analysis of our crash data. Social media targeting allows us to make sure the funds are being used in the most efficient way possible, minimizing the number of people who see the message who are not in our at-risk population for the behavior. These campaigns continue to show growing success year after year and include a campaign objective to raise the observed seat belt use rate.</p>			
Intended Sub-recipient: Tulsa Drillers		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STCPS-23-02-04-01	OP Paid Media	State	\$5,000
Countermeasures: OP Paid Media		Planned Activity: OP Paid Media	
Planned Activity Description			
<p>State funded paid media focuses on the use of child passenger restraint systems. Media campaign strategies include micro-targeting social media messages specifically to our target audiences based on an analysis of our crash data. Social media targeting allows us to make sure the funds are being used in the most efficient way possible, minimizing the number of people who see the message who are not in our at-risk population for the behavior. These campaigns continue to show growing success year after year and include a campaign objective to raise the observed seat belt use rate.</p>			
Intended Sub-recipient: OKC Energy		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STCPS-23-02-05-00	OP Paid Media	State	\$6,000
Countermeasures: OP Paid Media		Planned Activity: OP Paid Media	
Planned Activity Description			
<p>State funded paid media focuses on the use of child passenger restraint systems. Media campaign strategies include micro-targeting social media messages specifically to our target audiences based on an analysis of our crash data. Social media targeting allows us to make sure the funds are being used in the most efficient way possible, minimizing the number of people who see the message who are not in our at-risk population for the behavior. These campaigns continue to show growing success year after year and include a campaign objective to raise the observed seat belt use rate.</p>			
Intended Sub-recipient: Safe Kids Worldwide		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Program Area: Motorcycle Safety

Description of Highway Safety Problem

The demand for motorcycle safety training and education is overwhelming. Students outside the 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. Also, 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.

The number of motorcyclist fatalities tends to be somewhat erratic, due to the considerable influence of weather conditions and gas prices on motorcycle use. The 5-year rolling average trend line has been static with small deviations up and down. We are hopeful to see some improvement in this area. The 5-year moving average does not currently support such improvement, but only time will tell if our increased efforts in this area will continue to yield positive results.

The growing number of motorcycle riders have now shown an increased number of fatal and serious injury motorcycle crashes. Strategies proposed for the Motorcycle Safety area will have the potential to influence 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 (IAW) 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.

Countermeasure Strategies for Motorcycle Safety (MSF)

Motorcycle Rider Training
MSF Paid Media
Highway Safety Office Program Management
MSF Public Education

Countermeasure Strategy: Motorcycle Rider Training

Project Safety Impacts

The demand for motorcycle safety training and education is overwhelming. Students outside the 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. Also, new legislation effective November 1, 2016, will require that persons under the age of 18 requesting the motorcycle endorsement on their driver license will be required to show proof they have completed a state-approved Basic Rider Course.

Linkage between Program Area

All programs are evidence-based, approved by DPS, and meet MSF requirements where necessary. All expenditures must be IAW Oklahoma State law. The overall effect should be to reduce the number of fatalities and injury crashes involving motorcycles. We will use a combination of state funds, Section 402, and Section 405(f) funds to address the problems.

Rationale for Selection

Each of the strategies selected below is 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:

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

Countermeasure Strategy: MSF Paid Media

Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing

is in its best form when all types of communication channels considered, and strategies 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 attempting 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 will not happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints 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 for Selection

By utilizing a paid media consultant, evidence-based strategies are 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, and local audience targeted programming and support of national mobilization efforts. The program is designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. By 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 Strategy: Highway Safety Office Program Management Project Safety Impact

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Motorcycle Safety (MSF) projects.

Linkage between Program Area

OHSO Program Manager will oversee the selected Motorcycle Safety programs to determine if projected activity milestones are being met, funds are being utilized properly, and provide assistance as needed to facilitate the success of the project activities and to meet performance targets.

Rationale for Selection

The 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 Strategy: MSF Public Education

Project Safety Impact

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 awareness of motorcycles in the traffic scene to prevent traffic crashes between motorcycles and passenger vehicles.

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 for Selection

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

Planned Activities in Countermeasure Strategy: Motorcycle Safety

State Funded MSF Education
State Funded MSF Training
State Funded Program Management
Program Management - (402)
MSF Paid Media - State and 405(f)

Project Number	Project Title	Fund Source	Fund Estimate
MC-23-07-01-00	Motorcycle Safety Program Management	402	\$74,814
Countermeasures: Highway Safety Office Program Management		Planned Activity: Program Management	
Planned Activity Description			
OHSO Program Manager will oversee the selected Motorcycle Safety programs to determine if projected activity milestones are being met, funds are being utilized properly, and provide assistance as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-07-08-00	MSF Program Management	State	\$38,974
Countermeasures: MSF Program Management		Planned Activity: MSF Program Management	
Planned Activity Description			
OHSO Program Manager will oversee the selected Motorcycle Safety programs to determine if projected activity milestones are being met, funds are being utilized properly, and provide assistance as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-02-23	Motorcycle Safety	State	\$24,125
Countermeasures: Motorcycle Rider Training and MSF Public Education		Planned Activity: State Funded MSF Training and Edu	
Planned Activity Description			
<p>The Broken Arrow Police Department will conduct a motorcycle awareness program (i.e., "Share the Road") that is approved by Oklahoma's Advisory Committee for Motorcycle Safety and Education. It will be presented locally in a public information and education forum at various venues, including safety fairs, car shows, motorcycle rallies, and other events that attract many attendees. This program may be presented in conjunction with motorcycle survival courses as well.</p> <p>The Broken Arrow Police Department will conduct five basic motorcycle survival courses. These courses will incorporate the curriculum used by the Edmond Police Department and may also utilize the "Share the Road" curriculum. The course is a nationally recognized program that educates motorcycle riders on best safety practices for avoiding and surviving hazards and circumstances unique to motorcycle operators. The course provides a formal program of instruction that is approved by Oklahoma's Advisory Committee for Motorcycle Safety and Education and will be presented in the Tulsa metropolitan area during motorcycle riding season, typically from March to September.</p> <p>The Broken Arrow Police Department will conduct one advanced motorcycle survival course. This course will provide instruction to civilian motorcycle riders in the critical tools needed to enhance their skills and safety. Training will focus on turning, lane positions and lane riding, and advanced braking/throttle control. Students will be taught how to maneuver their motorcycles through simulated obstacles and traffic situations. The course will address safety issues related to motorcycle equipment, as well as minor maintenance information. Students in these courses must have previously completed the basic motorcycle survival course.</p>			
Intended Sub-recipient: Broken Arrow PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-03-25	Motorcycle Safety	State	\$39,000
Countermeasures: Motorcycle Rider Training and MSF Public Education		Planned Activity: State Funded MSF Training and Education	
Planned Activity Description			
<p>The Edmond Police Department will continue implementing a 2-phase program, including 1. A Motorcycle Awareness Program that will provide public awareness, public service announcements and other outreach programs to enhance driver awareness of motorcyclists, such as the "Share the Road" safety messages developed and using Share-the Road model language. 2. The expansion and delivery of a Motorcyclist Safety Curricula to educate motorcycle riders in the safe operation of motorcycles and the risk of impaired riding. This program may be presented throughout the state and may include displays and presentations at safety fairs, car shows, motorcycle rallies, and other venues that attract large numbers of attendees. Officers will work in an overtime capacity while instructing and presenting this program statewide, which may also include in-state travel expenses. Work in cooperation with other metro agencies to expand rider participation in courses.</p>			
Intended Sub-recipient: Edmond PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-11-16	Motorcycle Safety	State	\$21,380
Countermeasures: Motorcycle Rider Training and MSF Public Education		Planned Activity: State Funded MSF Training and Education	
Planned Activity Description			
<p>The Tulsa Police Department will conduct a motorcycle awareness program (i.e., "Share the Road") that is approved by Oklahoma's Motorcycle Advisory Committee. Students will be required to provide their motorcycle, approved helmet, insurance, and proper clothing and a motorcycle endorsement. The program will be presented locally in a public information and education forum at various venues. This program may be presented in conjunction with motorcycle survival courses as well as displayed and presented at safety fairs, car shows, motorcycle rallies, and other venues that attract large numbers of attendees. The Tulsa Police Department has a motorcycle unit consisting of 13 full-time officers. The Tulsa Police Department will provide seven free 8-hour Basic Safety classes to the public. The Basic Training Schedule can be viewed @ https://www.tulsapolice.org/content/tulsa-police-motorcycle-safety-course.aspx. The classes will be taught on the weekends. Officers will work in an overtime capacity while instructing and presenting this program. Additional hours are provided for officers monthly for events to educate the public on motorcycle safety.</p>			
Intended Sub-recipient: Tulsa PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-04-12	Motorcycle Safety	State	\$10,870
Countermeasures: Motorcycle Rider Training		Planned Activity: State Funded MSF Training	
Planned Activity Description			
<p>The Great Plains Technology Center (GPTC) in Lawton will continue to provide MSF/DPS approved motorcycle safety education courses, including Rider Coach Training and Basic Rider Courses. Utilizing grant funds, part-time instructors will also provide training for a RiderCoach Prep class pending adequate enrollment. Training rider coaches increases the number of instructors available to teach MSF courses in the state, increasing the capacity to provide MSF approved training regarding the safe operation of motorcycles. GPTC will provide maintenance and improvements of the riding range and classroom facilities for training purposes, maintain an inventory of safety equipment, and ensure every rider that receives training wears appropriate safety gear, including helmets.</p>			
Intended Sub-recipient: Great Plains Tech		Staff Oversight: Nicole Phillips	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-09-11	Motorcycle Safety	State	\$31,571
Countermeasures: Motorcycle Rider Training		Planned Activity: State Funded MSF Training	
Planned Activity Description			
<p>Southern Technology Center (ST) in Ardmore will continue to provide MSF/DPS approved MSF education courses, including Rider Coach Training and Basic Rider Courses. Utilizing grant funds provided, part-time instructors will provide training to the public. This will allow riders to receive much needed MSF approved training regarding the safe operation of motorcycles and increased awareness of impaired riding during the riding season. ST will provide maintenance and improvements of the riding range and classroom facilities for training purposes, maintain an inventory of safety equipment, and ensure every rider that receives training wears appropriate safety gear, including helmets.</p>			
Intended Sub-recipient: Southern Technology Center		Staff Oversight: Nicole Phillips	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-10-09	Motorcycle Safety	State	\$21,689
Countermeasures: Motorcycle Rider Training		Planned Activity: State Funded MSF Training	
Planned Activity Description			
<p>Southwest Technology Center will provide MSF/DPS approved motorcycle Basic Rider courses at their facility located in Altus, OK. Utilizing grant funds provided, part-time instructors will provide training to the general public. This will allow riders to receive much needed MSF approved training regarding the safe operation of motorcycles and increased awareness of impaired riding. Southwest Technology Center will provide maintenance and improvements of the riding range and classroom facilities for training purposes, maintain an inventory of safety equipment and ensure every rider that receives training wears appropriate safety gear, including helmets. SWTC will hold a minimum of nine MSF BRC Training classes per year from March through November. SWTC will add additional classes as the need arises due to demand. The range can accommodate eleven students per class maximum for the BRC Training. Classes will be a minimum of nineteen hours and held Friday evening, Saturday and Sunday during the day beginning at 7:30 am both days. SWTC will hire MSF certified and state-approved Rider Coaches to teach the classes according to MSF standards. SWTC will provide the motorcycles to be used in the training classes.</p>			
Intended Sub-recipient: Southwest Technology Center		Staff Oversight: Nicole Phillips	
Estimated Match Amount:		Estimated Local Benefit:	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-22-01-11-06	Motorcycle Safety	State	\$36,560
Countermeasures: Motorcycle Rider Training		Planned Activity: State Funded MSF Training	
Planned Activity Description			
<p>Western Technology Center will provide MSF/DPS approved motorcycle Basic Rider courses at their facility located in Elk City, OK. Utilizing grant funds provided, part-time instructors will provide training to the public. This will allow riders to receive much needed MSF approved training regarding the safe operation of motorcycles and increased awareness of impaired riding. Western Technology Center will provide maintenance and improvements of the riding range and classroom facilities for training purposes, maintain an inventory of safety equipment, and ensure every rider that receives training wears appropriate safety gear, including helmets.</p>			
Intended Sub-recipient: Western Technology Center		Staff Oversight: Nicole Phillips	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-06-02	Motorcycle Safety	State	\$68,200
Countermeasures: Motorcycle Rider Training		Planned Activity: State Funded MSF Training	
Planned Activity Description			
<p>Moore-Norman Technology Center will provide MSF/DPS approved motorcycle Basic Rider courses at their facility located in Norman, OK. Utilizing grant funds provided, part-time instructors will provide training to the public. This will allow riders to receive much needed MSF approved training regarding safe operation of motorcycles and increased awareness of impaired riding. Moore-Norman Technology Center will provide maintenance and improvements of the riding range and classroom facilities for training purposes, maintain inventory of safety equipment, and ensure every rider that receives training wears appropriate safety gear, including helmets.</p>			
Intended Sub-recipient: Moore Norman Technology Center		Staff Oversight:	
Estimated Match Amount: NA		Estimated Local Benefit: NA	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-01-07-12	Motorcycle Safety	State	\$32,587
Countermeasures: Motorcycle Rider Training		Planned Activity: State Funded MSF Training	
Planned Activity Description			
<p>The Oklahoma State University- Oklahoma City (OSU-OKC) Center for Safety & Emergency Preparedness (CSEP) will provide MSF/DPS approved motorcycle courses including Ready 2 Ride (R2R), 3 Wheel Basic Rider (3WBRC), 3 Wheel Ready 2 Ride (3WR2R), Introductory Motorcycle Experience (IME), and a Basic Rider Course for deaf riders (BRC) at their facility located in Oklahoma City, OK. Utilizing grant funds provided, part-time instructors will provide training to the public. The Oklahoma State University – Oklahoma City (OSU-OKC) Center for Safety & Emergency Preparedness (CSEP) proposes to host the Oklahoma Rider Coach Education Conference (OKREC) through a partnership with the Oklahoma Highway Safety Office. This conference will explore the future of motorcycle training in Oklahoma. It will provide an opportunity for all state-certified motorcycle instructors to network and find creative solutions to common issues in the field. The conference promotes consistency in programs and provides needed updates and refreshers for the instructors through an interactive learning environment. This conference is scheduled for March 2020.</p>			
Intended Sub-recipient: OSU-OKC		Staff Oversight: Nicole Phillips	
Estimated Match Amount:		Estimated Local Benefit:	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
STMC-23-02-01-08	Motorcycle Safety	State	\$12,500
Countermeasures: MSF Public Education		Planned Activity: State Funded MSF Education	
Planned Activity Description			
<p>ABATE (A Brotherhood Aiming Towards Education) of Oklahoma will present their Share The Road (StR) Program to commercial driver training schools, civic organizations, trade shows, and other venues where adult drivers can be presented with the StR Program. This project will focus on providing education and awareness regarding recognizing motorcycles in the traffic scene, including identifying motorcyclist behavior and active crash avoidance. The program will be presented by trained StR Instructors.</p>			
Intended Sub-recipient: ABATE		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M11MA-23-02-06-01	MSF Paid Media	405(f)	\$5,000
Countermeasures: MSF Paid Media		Planned Activity: MSF Paid Media	
Planned Activity Description			
<p>Strategies for MSF media include targeted social media and television ads focused on educating drivers on the unknown risks that effect motorcyclists more than four-wheeled vehicle drivers. This safety message is paired with our state-funded motorcycle messaging in a campaign called, "Road Science". This motorcycle awareness campaign, developed over the last few years, shows that it resonates with Oklahomans. This campaign is focused around the May-June time when we observe "Motorcycle Safety Month" and start to see more motorcyclists on Oklahoma roads.</p>			
Intended Sub-recipient: OKC Dodgers		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M11MA-23-02-05-01	MSF Paid Media	405(f)	\$56,885
Countermeasures: MSF Paid Media		Planned Activity: MSF Paid Media	
Planned Activity Description			
Strategies for MSF media include targeted social media and television ads focused on educating drivers on the unknown risks that effect motorcyclists more than four-wheeled vehicle drivers. This safety message is paired with our state-funded motorcycle messaging in a campaign called, "Road Science". This motorcycle awareness campaign, developed over the last few years, shows that it resonates with Oklahomans. This campaign is focused around the May-June time when we observe "Motorcycle Safety Month" and start to see more motorcyclists on Oklahoma roads.			
Intended Sub-recipient: VI		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M11MA-23-02-08-02	MSF Paid Media	405(f)	\$5,000
Countermeasures: MSF Paid Media		Planned Activity: MSF Paid Media	
Planned Activity Description			
Strategies for MSF media include targeted social media and television ads focused on educating drivers on the unknown risks that effect motorcyclists more than four-wheeled vehicle drivers. This safety message is paired with our state-funded motorcycle messaging in a campaign called, "Road Science". This motorcycle awareness campaign, developed over the last few years, shows that it resonates with Oklahomans. This campaign is focused around the May-June time when we observe "Motorcycle Safety Month" and start to see more motorcyclists on Oklahoma roads.			
Intended Sub-recipient: OKC Drillers		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Program Area: Police Traffic Services

Description of Highway Safety Problem

Not all traffic crashes or serious injuries directly attributed to a specific primary causal 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 proper attention to traffic laws and road conditions. While some program areas target correctly identified problem areas such as seat belts or impaired driving, the general Police Traffic Services area 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.

Countermeasure Strategies for Police Traffic Services (PTS)

HVE
PTS Law Enforcement Training
PTS Paid Media
Highway Safety Office Program Management
Public Information and Education

Countermeasure Strategy: HVE

Project Safety Impact

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 the 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 the 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. Law Enforcement 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 to find and remove impaired drivers from the road. Seat belt use decreases

during nighttime 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 for Selection

HVE should be a component of any Police Traffic Services enforcement project funded through the OHSO.

Countermeasure Strategy: Law Enforcement Training

Project Safety Impact

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 others.

Linkage between Program Area

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

Rationale for Selection

All Police Traffic Service activities have the potential for needed training. These needs reviewed during the application selection and funding process.

Countermeasure Strategy: PTS Paid Media

Project Safety Impacts

To reinforce the overall brand of the OHSO, and the many campaigns and messages that we deliver, OHSO developed a strategic communications plan. Strategic marketing is in its best form when all types of communication channels considered, and strategies 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 attempting 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 will not happen overnight.

No single tactic is most appropriate with social marketing campaigns. Our plans provide for multiple touchpoints 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 for Selection

By utilizing a paid media consultant, evidence-based strategies 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, and local audience targeted programming and support of national mobilization efforts. The program designed to reach all seventy-seven counties as outlined in the OHSO Communications Plan, targeting the appropriate audience with a powerful message. By 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 Strategy: Highway Safety Office Program Management

Project Safety Impact

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

Linkage between Program Area

OHSO Program Managers will oversee the selected Police Traffic Safety programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.

Rationale for Selection

The 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 Strategy: Public Information and Education

Project Safety Impacts

Public Information and Education, appropriately done, 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 an 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 is 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, 9th Edition). The use of designated alcohol-impaired driving prevention used to fund this program purchase.

Rationale for Selection

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: Police Traffic Services (PTS)

Drivers Education Programs
PTS Training and Education
State and Local HVE
State and Local Impaired Driving HVE
State and Local Speed HVE
Program Management

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-07-29-00	PTS Program Management	402	\$396,870
Countermeasures: Highway Safety Office Program Management		Planned Activity: Program Management	
Planned Activity Description			
OHSO Program Managers will oversee the selected Police Traffic Safety programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-01-01	Police Traffic Services	402	\$15,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Atoka Police Department will implement activities in support of national highway safety goals to reduce motor vehicle related collisions and will provide overtime pay for traffic enforcement. Saturation patrols will be implemented in locations, where high incidents of injury and fatality crashes occur. Public information and media releases will be used to inform the public of traffic safety issues. In addition, the Atoka Police Department will register to participate in support of National Highway Safety initiatives including "Drive Sober or Get Pulled Over" and "Click-It or Ticket" crackdown and will provide post-mobilization activity reports. We will concentrate most of our time during the project on high traffic flow times. Our officers will not only work on speed enforcement, but also other driving behaviors that contribute to crashes such as distracted driving. In 2021 approximately 122 accidents occurred on US Hwy 69 and State Hwy 3 and State Hwy 7 within this city limits of Atoka.			
Intended Sub-recipient: Atoka PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$15,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-02-09	Police Traffic Services	402	\$55,069
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
Bethany Police Department will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.			
Intended Sub-recipient: Bethany PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$55,069	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-02-09	Police Traffic Services	402	\$61,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Bixby Police Department will conduct overtime general traffic enforcement in support of the State and National goals to reduce the incidence of fatality and serious injury crashes in our community dependent upon local problem identification. However, the Bixby Police Department shall dedicate a % of those hours to combating the impaired driving issue in their community. The Project Director will utilize all data and reference sources to identify those times and locations having a significant crash rate, including but not limited to crash reports, arrest records, and OHSO data. Officers will be assigned to work overtime high visibility enforcement (HVE) and saturation patrols in identified areas. Saturation patrols and/or sobriety checkpoints will be conducted as part of the cooperation with ENDUI task force efforts as much as possible.			
Intended Sub-recipient: Bixby PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$61,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-04-23	Police Traffic Services	402	\$66,400
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Broken Arrow Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Broken Arrow PD		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$66,400	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-05-05	Police Traffic Services	402	\$43,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Bryan County Sheriff's Office will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Bryan County SO		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$43,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-06-04	Police Traffic Services	402	\$33,524
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Caddo County Sheriff's Office will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Caddo County SO		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$33,524	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-07-14	Police Traffic Services	402	\$26,613
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Calera Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Calera PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$26,613	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-08-03	Police Traffic Services	402	\$10,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Choctaw Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Choctaw PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$10,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-09-01	Police Traffic Services	402	\$34,560
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Cleveland County Sheriff's Office will conduct high-visibility traffic enforcement in support of State and National goals to reduce the number of serious injury (KA) and fatal crashes occurring within the county. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available.			
Intended Sub-recipient: Cleveland CO		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$34,560	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-10-03	Police Traffic Services	402	\$19,813
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Creek County Sherriff's Office will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Creek County SO		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$19,813	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-11-08	Police Traffic Services	402	\$21,551
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Del City Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Del City PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$21,551	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-12-01	Police Traffic Services	402	\$10,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Del City Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Drummright PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$10,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-13-25	Police Traffic Services	402	\$94,900
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Edmond Police Department will conduct overtime high visibility enforcement saturated patrols, media coverage, outreach programs, education, and strict enforcement of state and local traffic laws in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Edmond PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$94,900	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-14-19	Police Traffic Services	402	\$98,800
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Enid Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Enid PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$98,800	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-15-01	Police Traffic Services	402	\$20,277
Countermeasures: HVE		Planned Activity: State and Local Speed HVE	
Planned Activity Description			
The Glenpool Police Department will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in our community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Glenpool PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$20,277	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-17-10	Police Traffic Services	402	\$30,343
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Idabel Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Idabel PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$30,343	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-18-20	Police Traffic Services	402	\$104,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>For high visibility enforcement, officers would work in an overtime capacity to primarily identify impaired driving violations. Officers would work in a clearly marked police car while wearing a police uniform. Officers would be sent to areas that have the highest rate of alcohol related crashes. All activity would be recorded and reported to the Oklahoma Highway Safety Office. The program director would make all necessary adjustments for areas and hours worked based on data acquired through citizen's complaints, crash reports and arrest reports.</p>			
Intended Sub-recipient: Lawton PD		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$104,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-19-14	Police Traffic Services	402	\$58,365
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The McAlester Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: McAlester PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$58,365	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-20-03	General Police Traffic Services	402	\$25,680
Countermeasures: HVE		Planned Activity: State and Local OP HVE	
Planned Activity Description			
<p>The McIntosh County Sheriff's Office will conduct high visibility traffic enforcement and PI&E activities utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their County. Deputies will conduct enhanced enforcement efforts to identify traffic violations and conduct a variety of public information and education activities to inform and educate the public about enforcement efforts and other traffic safety issues. Effective, high visibility communications and outreach are an essential part of successful enforcement programs. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including crash reports, arrest records, public complaints, and other sources. Deputies will be assigned to conduct high visibility enforcement shifts in the identified areas.</p>			
Intended Sub-recipient: McIntosh County SO		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$25,680	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-21-20	Police Traffic Services	402	\$50,828
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Midwest City Police Department will conduct overtime high visibility enforcement in support of the State and National goals to reduce the incidence of fatality, and serious injury crashes in their community. Officers will be assigned to work high visibility enforcement in identified areas. The Project Director will utilize all data and reference sources to identify those times, and locations having a significant crash rate involving impaired drivers including but not limited to, DDACTS, crash reports, arrest records, and OHSO data. Officers will be assigned to work high visibility enforcement (HVE) and saturation patrols in identified areas, specifically all major street arteries that cross the city, particularly within the following boundaries: SE 29th Street, NE 23rd Street, Sooner Road, and S. Douglas Blvd. Public information supporting enforcement (PI&E) activities will be conducted monthly as part of the HVE effort to inform and educate the public on safe driving habits, as well as the agency's ongoing effort to deter traffic violations. Activity will be conducted in support of state and national mobilizations.</p>			
Intended Sub-recipient: Midwest City PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$50,828	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-21-20	Police Traffic Services	402	\$30,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Moore Police Department will conduct high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in the community. To identify those times and locations where KA crashes most often occur, the Project Manager will utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. Officers will focus on drivers who commit common aggressive driving actions. Efforts will also include impaired driving enforcement, occupant protection enforcement and related activities such as traffic safety. Saturation patrols with a primary focus on those violations that may cause or contribute to KA crashes. Public information and education (PI&E) supporting enforcement activities will be conducted on a monthly basis as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Moore PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$30,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-23-15	Police Traffic Services	402	\$55,015
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Norman Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Norman PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$55,015	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-24-19	Police Traffic Services	402	\$268,864
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Oklahoma City Police Department will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. In response to local data-driven needs, this project will also emphasize alcohol-impaired driving enforcement, seat belt enforcement in support of state and national goals, in addition to enforcement and public information focused on bicycle and pedestrian offenses. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Oklahoma City PD		Staff Oversight: Nicole Phillips	
Estimated Match Amount: None		Estimated Local Benefit: \$268,864	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-26-05	Police Traffic Services	402	\$41,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Osage County Sheriff's Office will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Osage County SO		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$41,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-25-16	Police Traffic Services	402	\$248,809
Countermeasures: HVE and Public Information and Education		Planned Activity: State and Local HVE and Driver Education Programs	
Planned Activity Description			
<p>The Oklahoma County Sheriff's Office (OCSO) will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director should utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement is intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification. The project director will work with the program manager and asses all data to address areas of concern, including but not limited to, Occupant Protection, Impaired Driving, and Speeding. High visibility Occupant Protection enforcement, Impaired driving enforcement, Speed enforcement, and saturation patrols will be utilized to address these focus areas. The program manager will provide feedback and request directed enforcement throughout the grant year based on prior reporting and coordinated activities.</p> <p>Overtime hours will be paid at the rate determined by the Oklahoma County Sheriff's Office subject to the policies therein, not to exceed 1.5 times hourly rate unless contractually required. Part-time hours worked by part-time or reserve deputies, will be paid at the regular rate of the deputy according to department policy.</p> <p>Traffic Safety Educators: Two (2) full-time deputies will be funded as Traffic Safety Educators charged with conducting traffic safety programs statewide, utilizing the Rollover Simulator, Mule/Gator vehicle, and Distracted/Impaired Driver Simulator to provide outreach statewide. These deputies will partner with schools, non-profits, and other agencies to expand opportunities to elevate traffic safety programs throughout the state of Oklahoma.</p>			
Intended Sub-recipient: Oklahoma County SO		Staff Oversight: Jaclynn Todd	
Estimated Match Amount: None		Estimated Local Benefit: \$248,809	
Purchases Costing \$5,000 or more:			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-27-01	Police Traffic Services	402	\$11,000
Countermeasures: HVE		Planned Activity: State and Local HVE and Impaired Driving HVE	
Planned Activity Description			
<p>The Pawnee County Sheriff's Office will conduct enforcement and educational activities in support of State and National goals to reduce the incidence of unsafe KA crashes in their County. Deputies will work in an overtime capacity according to Pawnee County policy conducting enhanced enforcement efforts to identify traffic violations and conduct a variety of public information and education activities to inform and educate the community about traffic safety issues. Effective, high visibility communications and outreach are an essential part of successful enforcement programs. To identify those times and locations where KA crashed most often occur, the Project Director will utilize all data and reference sources available including crash reports, arrest records, public complaints, and other sources. Deputies will conduct high visibility enforcement in the identified areas. In the high visibility enforcement model deputies focus on drivers who commit common aggressive driving actions such as speed, following too closely, and running red lights. Public information and education (PI&E) supporting enforcement activities will be conducted on a monthly basis as part of the High Visibility Enforcement effort.</p>			
Intended Sub-recipient: Pawnee CO		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$11,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-28-13	Police Traffic Services	402	\$37,384
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Pottawatomie County Sheriff's Office will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Pottawatomie County SO		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$37,384	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-30-01	Police Traffic Services	402	\$18,301
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Pottawatomie County Sheriff's Office will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Purcell PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$37,384	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-31-05	Police Traffic Services	402	\$145,682
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Rogers County SO will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Rogers County SO		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$145,682	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-32-11	Police Traffic Services	402	\$29,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
The Sapulpa Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.			
Intended Sub-recipient: Sapulpa PD		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$29,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-33-17	Police Traffic Services	402	\$40,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Shawnee Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Shawnee PD		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit: \$40,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-34-16	Police Traffic Services	402	\$101,770
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Tulsa Police Department will conduct high visibility enforcement utilizing overtime hours in support of State and National goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize all data and reference sources available including but not limited to, DDACTS, crash reports, arrest records, survey results, and other sources. General traffic enforcement intended to allow agencies to address a greater variety of traffic violations, dependent upon local problem identification.</p>			
Intended Sub-recipient: Tulsa PD		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$101,770	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-35-16	Police Traffic Services	402	\$154,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Tulsa County Sheriff's Office will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. Public information and education (PI&E) supporting enforcement activities will be conducted on a monthly basis as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Tulsa County SO		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$154,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-36-01	Police Traffic Services	402	\$14,681
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Tuttle Police Department will conduct overtime high-visibility traffic enforcement in support of State and National goals to reduce the incidence of KA crashes within our community. Further, the Tuttle Police Department will identify the times and locations where crashes most often occur, using data and reference sources including but not limited to: DDACTS, crash reports, arrest records, and OHSO data. Officers will be assigned to work high visibility enforcement (HVE) and saturation patrols. Additionally, public information and education (PI&E) activities supporting enforcement efforts will be conducted on a monthly basis as part of the HVE efforts to inform and education the public on traffic safety and the agency's ongoing efforts to deter traffic violations in their community. Activity will be conducted in support of state and national enforcement mobilizations</p>			
Intended Sub-recipient: Tuttle PD		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$14,681	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-37-01	Police Traffic Services	402	\$10,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>Verdigris Police Department will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Verdigris PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$10,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-38-04	Police Traffic Services	402	\$56,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Wagoner County Sheriff's Office will continue to conduct overtime with high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes within the community. To identify these times and locations where KA crashes most often occur, The Project Director shall utilize state and local data and reference sources available. This project will emphasize speed enforcement in response to local data-driven needs. Public information and education (PI&E) supporting enforcement activities will be conducted on a monthly basis as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Wagoner CO		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$56,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-39-01	Police Traffic Services	402	\$25,772
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Warr Acres Police Department will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Warr Acres PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$25,772	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-03-40-01	Police Traffic Services	402	\$10,000
Countermeasures: HVE		Planned Activity: State and Local HVE	
Planned Activity Description			
<p>The Yukon Police Department will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. General traffic enforcement will address a greater variety of traffic violations, dependent upon local problem identification. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Yukon PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$10,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PT-23-01-41-01	PTS Paid Media	402	\$100,000
Countermeasures: PTS Paid Media		Planned Activity: PTS Paid Media	
Planned Activity Description			
<p>A strategic communications plan has been put in place to reinforce the overall brand of the OHSO and the many campaigns and messages that we deliver. Strategic marketing is in its best form when all types of communication channels are considered, and strategies 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.</p>			
Intended Sub-recipient: VI – Conference Planning		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Program Area: Speed Management

Description of Highway Safety Problem

Speed-related fatalities have shown a significant 5-year rolling average downward trend since 2016. Data related to fatality and serious injury crashes are 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 ranked both by city and county, and those results considered in the evaluation of requests for proposals.

Countermeasure Strategies for Speed Management

Speed Abatement High Visibility Enforcement
Highway Safety Office Program Management

Countermeasure Strategy: High Visibility Enforcement

Project Safety Impact

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 consist of the 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 the 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. Law Enforcement working overtime efforts to enhance and support a state or local occupant protection project is an accepted and encouraged practice. A large portion of funding is used to support such efforts to find and remove impaired drivers from the road. Seat belt use decreases during nighttime 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 for Selection

HVE should be a component of any Police Traffic Services enforcement project funded through the OHSO.

Countermeasure Strategy: Highway Safety Office Program Management

Project Safety Impact

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Speed Abatement projects.

Linkage between Program Area

OHSO Program Managers will oversee the selected Speed Abatement programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.

Rationale for Selection

The 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.

Planned Activities in Countermeasure Strategy: Speed Management

State and Local Speed HVE
Program Management

Project Number	Project Title	Fund Source	Fund Estimate
SE-23-07-03-00	Speed Abatement Program Management	402	\$21,276
Countermeasures: Highway Safety Office Program Management		Planned Activity: Program Management	
Planned Activity Description			
OHSO Program Manager will oversee the selected Motorcycle Safety programs to determine if projected activity milestones are being met, funds are being utilized properly, and provide assistance as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
SE-23-03-01-01	Speed Abatement	402	\$24,000
Countermeasures: Speed Abatement HVE		Planned Activity: State and Local Speed HVE	
Planned Activity Description			
<p>The Newcastle PD will conduct overtime high visibility enforcement in support of state and national goals to reduce the incidence of KA crashes in their community. To identify those times and locations where KA crashes most often occur, the Project Director shall utilize state and local data and reference sources available. This project will emphasize speed enforcement, in response to local data-driven needs. Public information and education (PI&E) supporting enforcement activities will be conducted monthly as part of the HVE effort to inform and educate the public on the importance of traffic safety as well as the agency's ongoing effort to deter dangerous driving behaviors.</p>			
Intended Sub-recipient: Newcastle PD		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit: \$24,000	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
SE-23-03-02-18	Speed Abatement	402	\$79,375
Countermeasures: Speed Abatement HVE		Planned Activity: State and Local Speed HVE	
Planned Activity Description			
<p>The Owasso Police Department will conduct overtime high visibility speed enforcement in support of state and national goals to reduce the incidence of KA crashes in the community. To identify those times and locations where KA crashes most often occur, the Project Director will utilize state and local data and reference sources available. Officers will focus on drivers who commit speed violations through evidence-based countermeasures.</p>			
Intended Sub-recipient: Owasso PD		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: \$79,375	
Purchases Costing \$5,000 or more: No			

Program Area: Traffic Records

Description of Highway Safety Problem

The ability to effectively collect, collate, and analyze data is not only ancillary 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 an appropriate and accessible citation and crash location maps. Designing such interfaces will allow for the rapid development of effective crash countermeasures, primarily as related to county roads and city streets.

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.

Countermeasure Strategies for Traffic Records

Highway Safety Office Program Management
PTS Training and Education

Countermeasure Strategy: Highway Safety Office Program Management

Project Safety Impact

The OHSO will provide trained, qualified personnel to develop, monitor, coordinate, and manage the various Traffic Records projects.

Linkage between Program Area

OHSO Program Managers will oversee the selected Traffic Records programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.

Rationale for Selection

The 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.

Planned Activities for Countermeasure Strategy: Traffic Records

Program Management
PTS Training and Education

Project Number	Project Title	Fund Source	Fund Estimate
TR-23-07-01-00	TR Program Management	402	\$37,854
Countermeasures: Highway Safety Office Program Management		Planned Activity: Program Management	
Planned Activity Description			
HSO Program Managers will oversee the selected Traffic Records programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M3DA-23-05-01-17	Crash Investigation Training	405c	\$171,621
Countermeasures: PTS Law Enforcement Training		Planned Activity: PTS Training and Education	
Planned Activity Description			
To increase the number and expertise level of 60 or more law enforcement officers by providing three (3) advance crash investigation and/or reconstruction courses in FY 23. To improve the timeliness, accuracy, completeness, uniformity, and integration of collision data in traffic records on FY23 KA collisions by supporting 20 or more local agencies with crash analysis and data collection or advanced training.			
Intended Sub-recipient: Oklahoma Highway Patrol		Staff Oversight: Dee Gaymon	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M3DA-23-05-02-01	Citation Module	405c	\$300,000
Countermeasures: Traffic Records		Planned Activity: Traffic Records	
Planned Activity Description			
In development with Lexis Nexis; electronic citation module for statewide distribution, will provide near-real-time citation data to OHSO for more accurate traffic safety planning. The program cost is for development, training, and support. Program Managers will oversee the selected Traffic Records program to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Dee Gaymon	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M3DA-23-05-03-01	Oklahoma Crash Electronic Reporting System (OCERS)	405c	\$250,000
Countermeasures: Traffic Records		Planned Activity: Traffic Records	
Planned Activity Description			
In development with Lexis Nexis; electronic crash reporting system for statewide distribution, will provide near-real-time crash reporting to OHSO for more accurate data collection and reporting enhancing the planning of traffic enforcement. The program cost is for development, training, and support. OHSO Program Managers will oversee the selected Traffic Records programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Dee Gaymon	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M3DA-23-002-05-01	Traffic Records Media	405c	\$10,000
Countermeasures: TR Media		Planned Activity: TR Media	
Planned Activity Description			
Media and marketing for the new statewide distribution of OCERS and Citation module.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
M3DA-23-002-05-01	Traffic Records Program Management	405c	\$99,062
Countermeasures: TR Program Management		Planned Activity: TR Program Management	
Planned Activity Description			
Personnel expense for Data Analyst. Data Analyst job ties directly to the accuracy, timeliness, completeness, and uniformity for Oklahoma's crash records. Data analyst ensures all the reports are as accurate as possible and correct any errors found within crash reports, in order to prepare the data for analysis. Data Analyst also makes contact with agencies concerning the timeliness of their reports, to include requesting missing reports to ensure Oklahoma has the most complete crash records.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Program Area: Non-motorized (Pedestrian and Bicycle)

Description of Highway Safety Problem

Oklahoma experienced 60 pedestrian and 16 pedal cyclist fatalities in 2018. 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 extent. For FY21, OHSO has expanded the bike and pedestrian safety partners to include INCOG from the Tulsa area, and ACOG and City of Oklahoma City in the Oklahoma City metropolitan area. We hope to see a drastic improvement in bike and pedestrian safety with these behavioral change campaigns.

Countermeasure Strategies for Pedestrian and Bicycle Safety

Pedestrian and Bicycle Public Information and Education
Pedestrian Safety - Conspicuity Enhancement
Pedestrian and Bicycle Program Management

Countermeasure Strategy: Pedestrian and Bicycle Public Information and Education

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 Pedestrian and Bicycle Safety efforts in Oklahoma. While all of our enforcement projects are required to provide some type of PI&E each month, including Bike/Ped related education, paid media used. Public information and education is a primary countermeasure recognized as an effective part of any traffic safety program.

Linkage between Program Area

Effective program components that have worked overtime include:

- media coverage of enforcement and public information activities by the local press and radio and television stations.
- training of law enforcement officers in the benefits of child passenger protection and methods of effective law enforcement.

- information activities aimed at target audiences; information activities coinciding with community events.
- a network of child restraint inspection stations.
- child restraint distribution programs; and public service announcements and other media coverage.

Rationale for Selection

The proper use of designated occupant protection/child passenger safety funding used to fund Bike/Ped Safety efforts statewide for the purposes and strategies outlined above and the activities listed.

Countermeasure Strategy: Pedestrian Safety – Conspicuity Enhancement Project Safety Impacts

Nearly 16% of pedestrian fatalities in 2014 involved pedestrians who were not visible – dark clothing, no lighting, etc. (NHTSA, 2016, Table 100). There are a few opportunities for improving pedestrian conspicuity. NHTSA’s child education program includes information about conspicuity messages targeting different age groups.

Linkage between Program Area

The purpose of enhancing conspicuity for pedestrians is to increase the opportunity for drivers to see and avoid pedestrians, particularly when it is dark, since this is when 74% of pedestrian fatalities occur nationally (NCSA, 2017a). The difficulty with most of these devices is that the user must decide in advance to take and use them. Due to the extra step and the appearance of the conspicuity enhancements not looking like “normal” clothing, they are very much underused. Pedestrians also tend to overestimate their own visibility, wrongly assuming if they can see vehicles that vehicles must see them (Karsh, Hedlund, Tyson, & Leaf, 2012).

Rationale for Selection

Widespread use of retroreflective materials would increase the ability of drivers to detect pedestrians at night in time to avoid crashes. Pedestrians wearing good retroreflective materials, particularly materials that highlight a person’s shape and moving extremities (i.e., wrists and ankles), or widespread use of active (flashing) lights can be detected hundreds of feet farther than can pedestrians in normal clothing, even with low-beam illumination (Koo & Huang, 2015; Karsh, Hedlund, Tyson & Leaf, 2012; Zegeer et al., 2004, Strategy B5).

Planned Activities for Countermeasure Strategy: Pedestrian and Bicycle Safety

Pedestrian and Bicycle Public Information and Education
Pedestrian Safety Conspicuity Enhancement
Pedestrian and Bicycle Community Outreach & Education
Pedestrian and Bicycle Program Area Management

Project Number	Project Title	Fund Source	Fund Estimate
PS-23-074-04-00	Pedestrian and Bicycle Program Management	402	\$36,720
Countermeasures: Highway Safety Office Program Management		Planned Activity: Program Management	
Planned Activity Description			
HSO Program Managers will oversee the selected Pedestrian and Bicycle programs to determine if projected activity milestones are being met, funds are being appropriately utilized, and assist as needed to facilitate the success of the project activities and to meet performance targets.			
Intended Sub-recipient: OHSO		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PS-23-04-01-02	Pedestrian Safety	402	\$105,000
Countermeasures: Pedestrian and Bicycle Public Information and Education and Pedestrian Safety – Conspicuity Enhancement		Planned Activity: Pedestrian and Bicycle Public Information and Education and Pedestrian Safety – Conspicuity Enhancement	
Planned Activity Description			
This project will support and expand Watch For Me OKC, a public awareness campaign, to increase the safety of pedestrians and bicycles on the road. This will be done through the utilization of Watch For Me OKC, a program run by the city of Oklahoma City. This program provides information pertaining to laws and regulations regarding pedestrians and bicyclists, tips for driving, walking, and cycling in a safe manner, and works to increase the number of people using active means of transportation. The content will be expanded by ACOG's Transportation Planning Division and the Public Information Division, with collaboration from the City of Oklahoma City and surrounding communities. ACOG will provide information via billboards, social media, and radio advertisements. Using ACOG's data, this information will be targeted to locations that experience high levels of bicycle and pedestrian involved crashes.			
Intended Sub-recipient: ACOG		Staff Oversight: Kelli Bruemmer	
Estimated Match Amount: None		Estimated Local Benefit:	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PS-23-04-02-09	Public Information and Education	402	\$81,630
Countermeasures: Public Information and Education		Planned Activity: Pedestrian and Bicycle Community Outreach and Education	
Planned Activity Description			
<p>The project work plan is to impact pedestrian and bicyclist safety through education, encouragement, and engineering. Project efforts planned and implemented by interdisciplinary teams working together to target problem areas and offer practical solutions for improvement. Through coordination with INCOG transportation planners we will utilize grant funding to conduct safety and educational media campaigns, host training for local transportation professionals, law enforcement, and/or other advocates, partner with Tulsa Public Schools to teach safe walking and biking practices, and other-related activities. The grant will fund media campaigns on a variety of mediums, including educational materials, and provide funding for personnel to attend a pre-approved bicycle/pedestrian safety conference.</p>			
Intended Sub-recipient: INCOG		Staff Oversight: Angie Spencer	
Estimated Match Amount: None		Estimated Local Benefit:	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PS-23-02-03-25	Public Information and Education	402	\$86,446
Countermeasures: Public Information and Education		Planned Activity: Pedestrian and Bicycle Community Outreach and Education	
Planned Activity Description			
<p>Safe Kids Oklahoma (SKO) 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. SKO will be responsible for the oversight and assistance in planning and implementation of events and activities at the local level. We will share our bike and pedestrian safety resources: such as bike rodeo kits, crosswalk mats, and spot the tot mat, with local Safe Kids coalitions, as well as community partners to support bike and pedestrian safety efforts statewide. Locations of outreach efforts chosen based on OHSO Crash Data, and the opportunity to reach the maximum number of target participants.</p>			
Intended Sub-recipient: Safe Kids Oklahoma		Staff Oversight: Sam Harcrow	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Program Area: Paid Media

Description of Highway Safety Problem

This project consists of multiple components to develop a series of year-round integrated marketing communications activities that build upon, leverage and maximize the impact of the major enforcement and paid advertising campaigns. The activities in this project will communicate traffic safety messages to the public through sports venues and will proactively encourage behavioral change that will save Oklahoma lives. Through event marketing, television, radio, venue signage, printed materials, digital/social media, this project designed to communicate our traffic safety messages as efficiently as possible.

Countermeasure Strategies for Paid Media

Paid Media – Sports Marketing

Planned Activities for Countermeasure Strategy: Paid Media

Paid Media – Sports Marketing

Project Number	Project Title	Fund Source	Fund Estimate
PM-23-02-02-04	Paid Media	402	\$95,000
Countermeasures: Sports Marketing		Planned Activity: Sports Marketing	
Planned Activity Description			
A variety of sports marketing venues and print media vendors selected based on the maximum impact on appropriate target audiences (determined by statewide data). Primary messaging directed at impaired driving and occupant protection with possible secondary messages related to motorcycle safety. Sports marketing through appropriate vendors will reach sports fans of the University of Oklahoma, Oklahoma State University, OKC Thunder Basketball, and the OKC Dodgers minor league baseball organization.			
Intended Sub-recipient: Learfield - OSU		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PM-23-02-03-04	Paid Media	402	\$95,000
Countermeasures: Sports Marketing		Planned Activity: Sports Marketing	
Planned Activity Description			
A variety of sports marketing venues and print media vendors selected based on the maximum impact on appropriate target A variety of sports marketing venues and print media vendors selected based on the maximum impact on appropriate target audiences (determined by statewide data). Primary messaging directed at impaired driving and occupant protection with possible secondary messages related to motorcycle safety. Sports marketing through appropriate vendors will reach sports fans of the University of Oklahoma, Oklahoma State University, OKC Thunder Basketball, and the OKC Dodgers minor league baseball organization.			
Intended Sub-recipient: Learfield - OU		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PM-23-02-01-01	Paid Media	402	\$200,000
Countermeasures: Sports Marketing		Planned Activity: Sports Marketing	
Planned Activity Description			
A variety of sports marketing venues and print media vendors selected based on the maximum impact on appropriate target audiences (determined by statewide data). Primary messaging directed at impaired driving and occupant protection with possible secondary messages related to motorcycle safety. Sports marketing through appropriate vendors will reach sports fans of the University of Oklahoma, Oklahoma State University, OKC Thunder Basketball, and the OKC Dodgers minor league baseball organization.			
Intended Sub-recipient: VI Marketing and Branding		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Project Number	Project Title	Fund Source	Fund Estimate
PM-23-02-04-01	Paid Media	402	\$100,000
Countermeasures: Sports Marketing		Planned Activity: Sports Marketing	
Planned Activity Description			
<p>A variety of sports marketing venues and print media vendors selected based on the maximum impact on appropriate target audiences (determined by statewide data). Primary messaging directed at impaired driving and occupant protection with possible secondary messages related to motorcycle safety. Sports marketing through appropriate vendors will reach sports fans of the University of Oklahoma, Oklahoma State University, OKC Thunder Basketball, and the OKC Dodgers minor league baseball organization.</p>			
Intended Sub-recipient: OKC Thunder		Staff Oversight: Marie Moore	
Estimated Match Amount: None		Estimated Local Benefit: None	
Purchases Costing \$5,000 or more: No			

Evidence-based Traffic Safety Enforcement Program (TSEP)

Planned Activity

Impaired Driving Highway Safety Program Management
Impaired Driving Statewide Law Enforcement Coordinator
Occupant Protection Paid Media
Police Traffic Services Highway Safety Program Management
State and Local Impaired Driving High Visibility Enforcement
State and Local Impaired Driving High Visibility Enforcement Incentive Grants
State and Local Speed High Visibility Enforcement

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 use of traffic safety funding for traffic safety directed grants to local, county and state law enforcement agencies. These 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, that 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 utilized in an efficient and effective manner in support of state goals and objectives.

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 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

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 the seat belt use rate across the State.

Planned HVE Activities

Breath Test Devices
High Visibility Enforcement
Impaired Driving High Visibility Enforcement
Publicized Sobriety Checkpoints
Impaired Driving Highway Safety Office Program Management
Impaired Driving Paid Media
Impaired Driving Task Force (ENDUI Task Force)
Judicial Education
Law Enforcement Outreach Liaison
Child Restraint System Inspection Station(s)
OP High Visibility Enforcement
OP Highway Safety Office Program Management

405(b) Occupant Protection Grant

Occupant Protection Plan

The Oklahoma Occupant Protection Program Area is a plan that identifies the OP safety problems, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, 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.

Planned Participation in Click-it-or-Ticket (CIOT)

The Oklahoma Highway Safety Office actively supports NHTSA's national "Click It or Ticket" mobilization each year. 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.

Each sub-recipient law enforcement agency is required, as a condition of their grant agreement, to participate in and report enforcement/PI&E activities for the "Click It or Ticket", including submission of pre-mobilization and post-mobilization reports. Reporting is not limited to the use of grant funds, as the use of some grant funds is not allowed.

A national mobilization notification sent to all Law enforcement agencies that are not sub-recipients before the mobilization by the OHSO Impaired Driving Liaison (IDL) assigned to their region. These agencies are encouraged to support the statewide mobilization efforts.

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.

Participation in Click-it-or-Ticket (CIOT) National Mobilizations

The below list of agencies participated in the CIOT National Mobilization May 23rd through June 5th, 2022. Mobilization effectiveness will be reported in the FY2022 OHSO Annual Report.

Atoka Police Department	Kellyville Police Department
Beaver Police Department	Lawton Police Department
Bethany Children's Health Center	McAlester police department
Bethany Police Department	McIntosh County Sheriff's Office
Bixby Police Department	Midwest City police
Boley Police Department	Mounds Police Department
Broken Arrow Police Department	Mountain Park PD
Bryan County Sheriff's Office	Newkirk Police Department
Caddo County Sheriff's Office	Norman Police Department
Calera Police Department	Nowata Police Department
Cherokee Police Department	Oklahoma City PD
Choctaw Police Department	Oklahoma County Sheriff's Office
Chouteau Police Dept.	OKLAHOMA HIGHWAY PATROL
City of Spencer PD	Osage County Sheriff's Office
Claremore Police Department	Owasso Police Department
Cleveland County Sheriff's Office	Pawnee County Sheriff's Office
Cleveland Police Department	Pottawatomie County SO
Clinton Police Department	Rogers County Sheriff's Office
Comanche P.D.	Rush Springs
Commerce Police Department	Salina Police Department
Cotton County Sheriff's Office	Sapulpa Police Department
Creek County Sheriff's Office	Seminole Police Department
Custer County Sheriff's Office	Shawnee Police Department
Del City Police	SWOSU PD
Dewey police department	Tishomingo Police Department
Disney police	Tonkawa Police Department
Durant Police Department	Tulsa County Sheriff's Office
Earlsboro Police Department	Tulsa Police Department
Edmond Police Department	Tupelo police department
Enid Police Department	Verdigris Police Department
Guthrie Police Department	Wagoner County Sheriff's Office
Harper County Sheriff's Office	Walters Police Department
Hooker Police Department	WEBBERS FALLS
Idabel Police Department	Wellston Police Department
Jenks Police Department	Woodward County Sheriff's Office

List of Task for Participants and Organizations

The agencies and organizations listed below are active partners in the development and implementation of the statewide occupant protection plan.

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

Child Restraint Inspection Stations

Inspection station events planned throughout the state are subject to date/time change due to the ongoing health crisis. Any report instructions and changes made available before each event. The below table represents inspection station events by community served.

Urban Community	Rural Community	At-Risk Community	Total Events State-wide
40	127	76	243

Child Passenger Safety Technicians

Technicians must receive re-certification every two years, and efforts expended to support technicians in the recertification process to ensure high retention rates. The estimated need of certified CPS technicians based on both, an assessment of both past years' re-certification rates and new technicians' certification rates.

Recruitment efforts for new technicians are ongoing throughout the year. During the annual Traffic Safety Summit, law enforcement personnel receive information concerning CPS technician training and highly encouraged to become certified.

CPS technician training events planned throughout the state are subject to date/time change due to the ongoing health crisis.

Estimated Training Events	Estimated Certified/Re-certified Technicians
20	448

Maintenance of Effort Certification

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. (23 U.S.C. 405f(a)(9))

405 (c) State Traffic Safety Information System Improvements Grant *Traffic Record Coordinating Committee (TRCC)*

The Oklahoma Traffic Records Coordinating Committee (TRCC) is responsible for guiding, planning, and monitoring improvements to the State's traffic records information systems. The Office of Highway Safety relies on the committee's efforts and recommendations when prioritizing funding for traffic records improvement projects.

TRCC Members

Paul Harris, Chair Title: Director Agency: Oklahoma Department of Public Safety Office: Highway Safety Office Address: 200 NE 21 st Street City, Zip: Oklahoma City 73105 Phone: 405-323-4074 Email: paul.harris@dps.ok.gov	Virgil Bonham, Vice Chair Title: Director, Records Management Agency: Oklahoma Department of Public Safety Address: PO Box 11415 City, Zip: Oklahoma City 73136 Phone: 405-425-2047 Email: virgil.bonham@dps.ok.gov
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Name / Title	Agency	System Represented
Dale Adkerson <i>Administrative Programs Manager</i>	Emergency Medical Services Division	Emergency Medical Services
Edward Dührberg, PE <i>Highway Safety Engineer</i>	Oklahoma Department of Transportation	Roadway
Russell Maples <i>Lieutenant Colonel</i>	Oklahoma DPS/Highway Patrol	Crash
Pat Mays <i>Chief</i>	Oklahoma DPS	Driver
Lauren Parrish <i>Highway Safety Engineer</i>	Oklahoma DOT	Roadway
JJ Peters <i>Lieutenant</i>	Tulsa Police Department	Crash
Larry Ramsey (non-voting member) <i>Safety Program Manager</i>	Federal Motor Carrier Safety Administration	Crash
Dennis Roller <i>Administrative Programs Officer</i>	Oklahoma Tax Division	Vehicle

Name / Title	Agency	System Represented
Mike Siscoe <i>Information Systems Manager</i>	Court Administrator's Office	Citation/Adjudication
Phylisha Smotherman <i>Director</i>	Citation & Adjudication	Citation & Adjudication
David Steiner <i>Lieutenant</i>	Oklahoma City Police Department	Crash
Marcie V. Vergez-Cheong <i>Deputy Court Clerk</i>	Municipal Court	Citation
Garrett Vowell <i>Major</i>	Oklahoma DPS	Crash
Kirstie Ware <i>Administrative Assistant</i>	Oklahoma Highway Patrol	Vehicle
Tracy Wendling, Dr. PH <i>Director</i>	Oklahoma State Department of Health	Injury Surveillance

TRCC Meeting Dates

20APR2021

20JUL2021

02MAY2022

Traffic Records Strategic Plan

Attached to this Highway Safety plan is the Oklahoma Traffic Records Strategic Plan for FFY2023. The strategic plan provides goals and strategies for improvements to the TRCC and the Oklahoma traffic records data systems. Oklahoma's traffic records systems include crash, citation/adjudication, vehicle, driver, roadway, and injury surveillance.

The goals were specifically developed for improving the accuracy, timeliness, integration, uniformity, completeness, and accessibility of Oklahoma's traffic records data. Additionally, this plan provides the expected beneficial outcomes of achieving these goals, along with the recommendations and the State's responses for the TRCC and each traffic records data system from the FY2020 Traffic Records Assessment.

See Attachment OK_FF22_405c_2023_12_30_21

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 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. (23 U.S.C. 405f(a)(9))

Impaired Driving Assessment

Date of Last NHTSA Assessment: 2012 Technical Assessment of the Impaired Driving Program

Requesting Technical Assessment of the Impaired Driving Program in FY23.

Authority and Basis of Operation

ENDUI OKLAHOMA ADVISORY COMMITTEE

Since February 5, 2013, a State impaired driving task force called the Governor's Impaired Driving Prevention Advisory Council (GIDPAC) had been established. 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 was solicited from several entities. Governor Stitt passed the duties of the State impaired driving task force to the Commissioner of Public Safety. The committee will continue to build upon the important work begun by the GIDPAC as the State impaired driving task force.

Key Stakeholders

- Kevin Behrens, Department of Public Safety (Chair)
- Dr. Jarrad Wagner, Oklahoma State University School of Forensic Sciences
- Jeff Sifers, District Attorneys Council
- Jessica Hawkins, ODMHSAA
- Kevin Kramer, Oklahoma State Bureau of Investigation
- 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, OKSDH
- Josh Smith, Oklahoma Board of Tests for Alcohol and Drug Influence (Testing)
- Vince Barnard, Oklahoma Board of Tests for Alcohol and Drug Influence (Training)
- Agent Erik Smoot, ABLE Commission
- Judge (ret.) Rod Ring, State Judicial Educator

Strategic Plan Details

Outlined in this section are the core strategies which the OHSO will implement and/or support to aid in combating the impaired driving problem in Oklahoma. These strategies in compliance with the NHTSA Uniform Guidelines for Highway Safety Programs No. 8 – Impaired Driving and the Countermeasures That Work, Ninth Edition, 2017. Additionally, the OHSO will engage traditional and non-traditional partners through the ENDUI Oklahoma Advisory Committee in a systematic approach to closing identified gaps in Oklahoma’s impaired driving program to ENDUI. The ENDUI Oklahoma Advisory Committee’s strategic guidance:

- Collect, analyze, and interpret national, state, and local data on impaired driving and associated 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.

Maintenance of Effort Certification

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. (23 U.S.C. 405f(a)(9))

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

State authority agency: Department of Public Safety

State authority name/title: Maj Garrett Vowell

Introductory rider curricula approved by the designated State authority and adopted by the State:

Approved curricula: 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. The State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for much of the State's registered motorcycles.

Motorcycle Registration by County, 2020.

County or Political Subdivision	Number of registered motorcycles
Beckham County	980
Carter County	2153
Cleveland County	9341
Comanche County	4005
Creek County	3334
Garfield County	2916
Jackson County	1077
Kingfisher County	671
Muskogee County	1973
Oklahoma County	24069
Payne County	2474
Tulsa County	17374

Total # of registered motorcycles in State: 133,895

Number Crashes Involving a Motorcycle and at Least One Other Motor Vehicle by County, 2020

County	# of Crashes	County	# of Crashes
Oklahoma	162	Jackson	3
Tulsa	115	LeFlore	3
Cleveland	27	Logan	3
Comanche	17	McCurtain	3
Canadian	16	Adair	2
Carter	16	Caddo	2
Bryan	14	Choctaw	2
Muskogee	13	McIntosh	2
Pottawatomie	13	Pushmataha	2
Garfield	12	Sequoyah	2
Payne	10	Tillman	2
Rogers	9	Woodward	2
Grady	8	Atoka	1
Wagoner	8	Beckham	1

Creek	7	Craig	1
Delaware	7	Greer	1
McClain	7	Haskell	1
Ottawa	7	Johnston	1
Cherokee	6	Kiowa	1
Washington	6	Latimer	1
Kay	5	Lincoln	1
Mayes	5	Major	1
Stephens	5	Noble	1
Garvin	4	Texas	1
Osage	4	Washita	1
Pittsburg	4	Total	551
Custer	3		

Use of Fees Collected from Motorcyclists for Motorcycle Programs

Use of Fees Mandated by State Law

Requirement Description	State citation(s) captured
The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for purpose of funding motorcycle training and safety programs spent on motorcycle training and safety programs.	Yes
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

Legal Citations

Citations

Legal Citation Requirement: The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

Legal Citation: 47 O.S. 40-123

Amended Date: 11/1/2012

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

Certifications & Assurances Attached

Mike Bray

Mike Bray
Chief of Plans
Oklahoma Highway Safety Office