

# Annual Evaluation Report

OHIO FISCAL YEAR

# 2016



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## Overview

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Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), the Ohio Traffic Safety Office (OTSO) administers the Section 402 State and Community grants, Section 405 National Priority Safety Program grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities.

This Annual Evaluation Report summarizes activities that occurred between October 1, 2015 and September 30, 2016. Activities listed in this report that can be directly tied to a specific county reached 91.64 percent of Ohio's population (approximately 10.6 million people). Grants with the OSHP and our Paid Media contract potentially reach the entire state, for 100 percent reach.

## Mission Statement

The Ohio Traffic Safety Office (OTSO) mission is to save lives and reduce injuries on Ohio's roads through leadership and partnering efforts with others interested in traffic safety, utilizing the most innovative and efficient methods possible of managing state and federal resources.

## Accomplishments

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Ohio has implemented the DRE Tablet program. Tablets have been issued to all current DREs and will be issued to new DREs moving forward. The tablet allows DREs to digitally complete their entire drug evaluation. Evaluations are submitted, reviewed and approved electronically. Finalized submissions are uploaded to the NHTSA DRE Database.

Safe Communities programs reported over 1,000 events/activities that received over 60,000,000 gross impressions using print, radio, Television, Web, Facebook, Twitter and Instagram. Volunteers also donated over 10,000 hours to the program for a value of \$249,311.92.

Ohio partnered with AAA to hold a bi-state (Ohio and Kentucky), bi-regional (Regions 3 and 5) Drugged Driving Summit in FFY2016. Nearly 200 people including law enforcement, judges, prosecutors, traffic safety educators, toxicologists and other stakeholders attended the summit. For the first time, stakeholders had an opportunity to talk about the real life problems they face from the roadside to the courtroom – where the problems/needs are and share best practices to address issues. The summit generated more than 80 news stories.

Mothers Against Drunk Driving (MADD) was awarded a grant for court monitoring in FFY 2016. MADD monitored 2,925 cases in 20 venues in 13 counties. Out of the 2,925 cases, 1,287 were found guilty on the original OVI charge; however 659 had the charges amended and 125 were either dismissed or the OVI charge was dismissed and the defendant was found guilty on a lesser charge. There were 195 offenders that were there on their 2<sup>nd</sup> Offense, 65 on their 3<sup>rd</sup> offense and 45 on their 4<sup>th</sup> or higher offense.

The National Highway Traffic Safety Administration (NHTSA) completed a management review during FFY2016. There were no findings, a few recommendations to strengthen Ohio's program and two commendations.

# Crash Data

## Ohio Performance Measures

CORE OUTCOME MEASURES			2011	2012	2013	2014	2015
C-1	Traffic Fatalities (FARS)	Annual	1,017	1,121	989	1,006	1,110
		5-Year Moving Average	1,113	1,086	1,046	1,043	1,049
Reduce traffic fatalities by 2.00 percent from 1,046 (2009 – 2013) average to 1,025 by 2016.							
C-2	Serious Injuries in Traffic Crashes (State Crash Data)	Annual	9,662	9,780	9,231	8,785	9,079
		5-Year Moving Average	10,041	9,902	9,727	9,529	9,307
Reduce serious traffic injuries by 2.00 percent from 9,727 (2009 – 2013 average) to 9,532 by 2016.							
C-3a	Fatalities/VMT (FARS/FHWA)	Annual	0.91	0.99	0.88	0.89	0.94*
		5-Year Moving Average	1.01	0.98	0.93	0.93	0.92*
Reduce the fatalities/VMT rate by 2.00 percent from 0.93 (2009 – 2013 average) to 0.91 by 2016.							
C-3b	Rural Fatalities/VMT (FARS/FHWA)	Annual	1.82	1.75	1.54	1.49	1.39*
		5-Year Moving Average	2.00	1.90	1.78	1.72	1.60*
Reduce the rural fatalities/VMT rate by 3.80 percent from 1.78 (2009 – 2013 average) to 1.71 by 2016.							
C-3c	Urban Fatalities/VMT (FARS/FHWA)	Annual	0.47	0.63	0.59	0.64	0.74*
		5-Year Moving Average	0.52	0.53	0.53	0.56	0.61*
Reduce the urban fatalities/VMT rate by 1.25 percent from 0.53 (2009 – 2013 average) to 0.52 by 2016.							
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	358	416	352	374	385
		5-Year Moving Average	426	404	386	381	377
Reduce unrestrained passenger vehicle occupants fatalities (all seat positions) by 2.39 percent from 386 (2009 – 2013 average) to 377 by 2016.							
C-5	Alcohol-Impaired Driving Fatalities (FARS)	Annual	310	389	266	302	313
		5-Year Moving Average	342	342	325	320	316
Reduce alcohol impaired driving fatalities by 2.45 percent from 342 (2009 – 2013 average) to 317 by 2016.							
C-6	Speeding-Related Fatalities (FARS)	Annual	299	354	273	274	207
		5-Year Moving Average	291	306	307	304	281
Reduce speeding-related fatalities by 1.25 percent from 307 (2009 – 2013 Average) to 303 by 2016.							
C-7	Motorcyclist Fatalities (FARS)	Annual	165	162	132	136	168
		5-Year Moving Average	181	175	159	153	153
Reduce motorcyclist fatalities by 5.22 percent from 159 (2009 – 2013 Average) to 151 by 2016.							

CORE OUTCOME MEASURES			2011	2012	2013	2014	2015
C-8	Un-helmeted Motorcyclist Fatalities (FARS)	Annual	120	124	87	91	112
		5-Year Moving Average	129	129	117	109	107
	Reduce un-helmeted motorcyclist fatalities by 8.59 percent from 117 (2009 – 2013 Average) to 107 by 2016.						
C-9	Drivers Age 20 or Younger involved in Fatal Crashes (FARS)	Annual	160	150	123	138	153
		5-Year Moving Average	181	167	153	146	145
	Reduce drivers age 20 and younger involved in fatal crashes by 8.19 percent from 153 (2009 – 2013 Average) to 141 by 2016.						
C-10	Pedestrian Fatalities (FARS)	Annual	104	113	85	87	116
		5-Year Moving Average	98	99	96	96	101
	Reduce pedestrian fatalities by 1.25 percent from 96 (2009 – 2013 Average) to 95 by 2016.						
C-11	Bicyclist Fatalities (FARS)	Annual	16	18	19	11	25
		5-Year Moving Average	16	16	17	15	18
	Reduce bicyclist fatalities by 1.25 percent from 17 (2009 – 2013 Average) to 16 by 2016.						

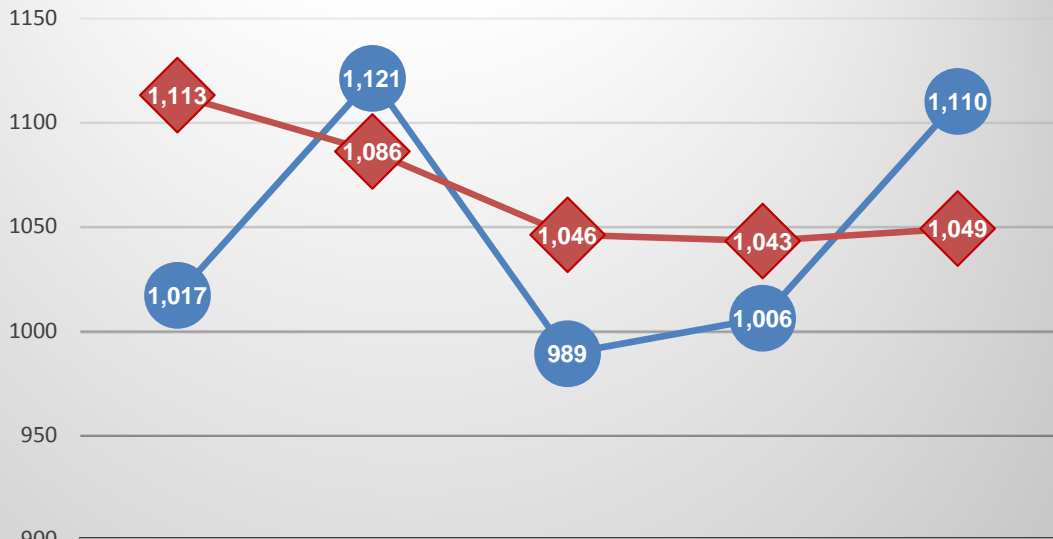
CORE BEHAVIOR MEASURES			2012	2013	2014	2015	2016
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)		82.0	84.5	85.0	83.9	83.8
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.4 percentage points from 85.0 percent in 2014 to 85.4 percent in 2016.						

CORE ACTIVITY MEASURES			2012	2013	2014	2015	2016
A-1	Number of seat belt citations (Ohio GRANTS)		41,397	46,135	37,881	43,663	54,430
A-2	Number of impaired driving arrests (Ohio GRANTS)		8,298	8,140	7,155	8,315	9,342
A-3	Number of speeding citations issued (Ohio GRANTS)		128,488	150,142	266,995	154,880	153,633

OHIO VEHICLE MILES OF TRAVEL	
2011	111,748,348,900 (Ohio Department of Transportation)
2012	111,467,908,450 (Ohio Department of Transportation)
2013	112,737,236,100 (Ohio Department of Transportation)
2014	112,751,463,800 (Ohio Department of Transportation)
2015	118,224,080,350 (Ohio Department of Transportation)*

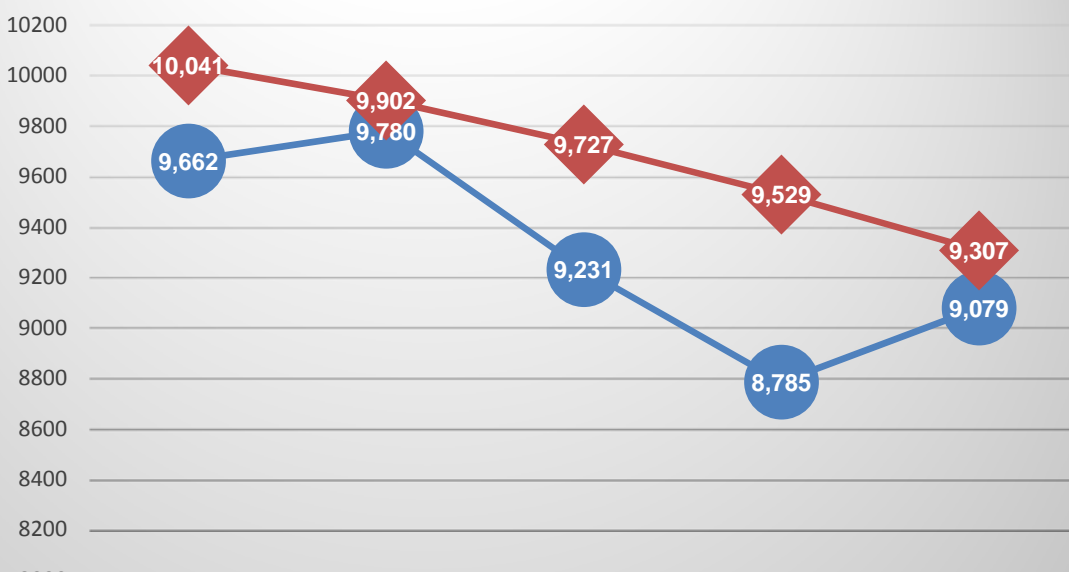
\*2015 Vehicle Miles of Travel is preliminary. Calculations using this figure may not be accurate.

### Traffic Fatalities



	2011	2012	2013	2014	2015
Yearly Fatality Count	1017	1121	989	1006	1110
5 Year Moving Average	1113	1086	1046	1043	1049

### Serious Injuries



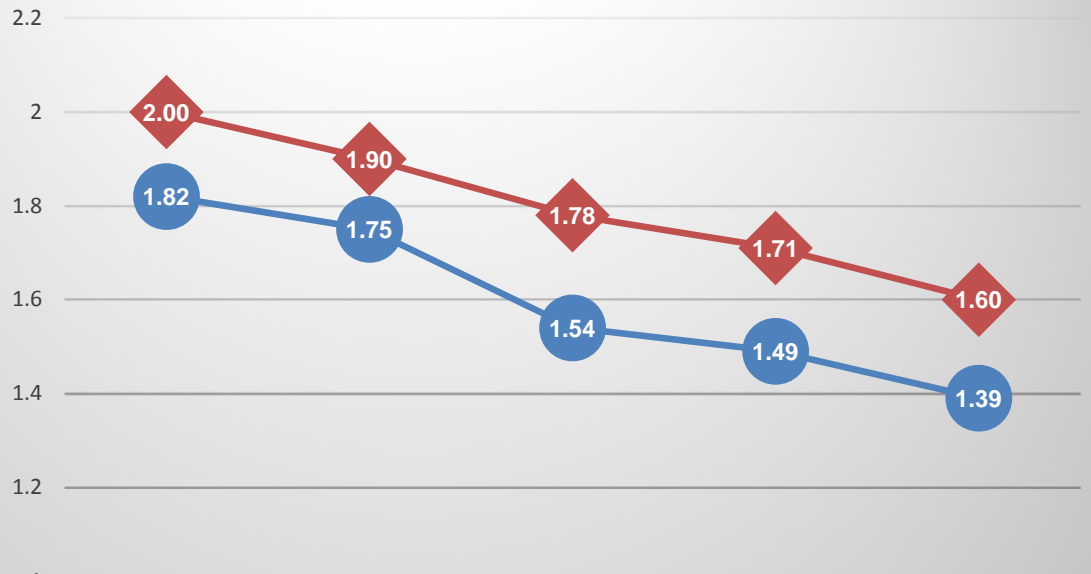
	2011	2012	2013	2014	2015
Yearly Fatality Count	9662	9780	9231	8785	9079
5 Year Moving Average	10041	9902	9727	9529	9307

## Fatalities/VMT



	2011	2012	2013	2014	2015
Yearly Fatality Count	0.91	0.99	0.88	0.95	0.94
5 Year Moving Average	1.01	0.98	0.93	0.94	0.92

## Rural Fatalities/VMT

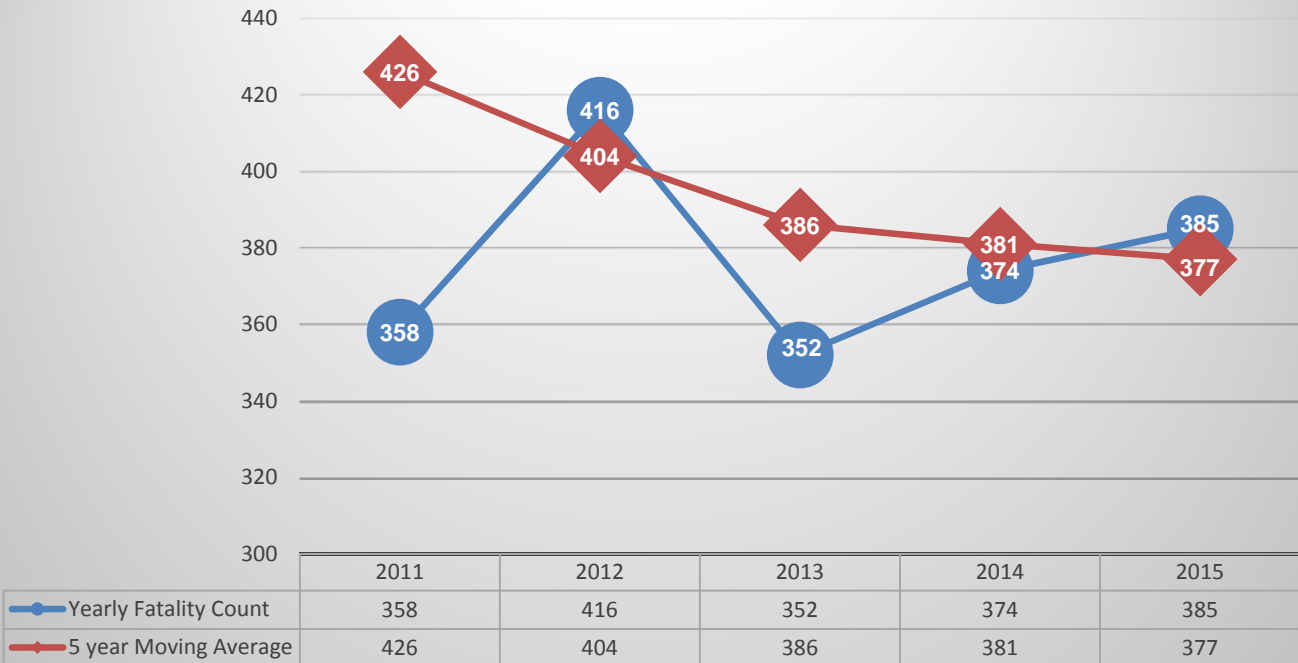


	2011	2012	2013	2014	2015
Yearly Fatality Count	1.82	1.75	1.54	1.49	1.39
5 Year Moving Average	2.00	1.90	1.78	1.71	1.60

## Urban Fatalities/VMT

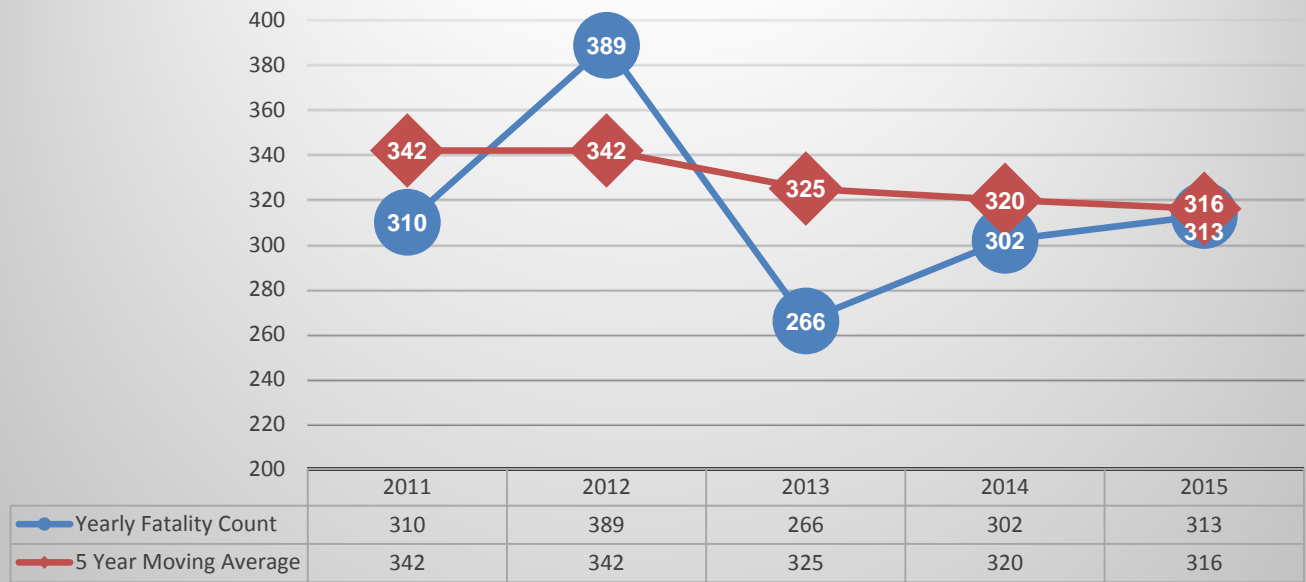


## Unrestrained Passenger Fatalities

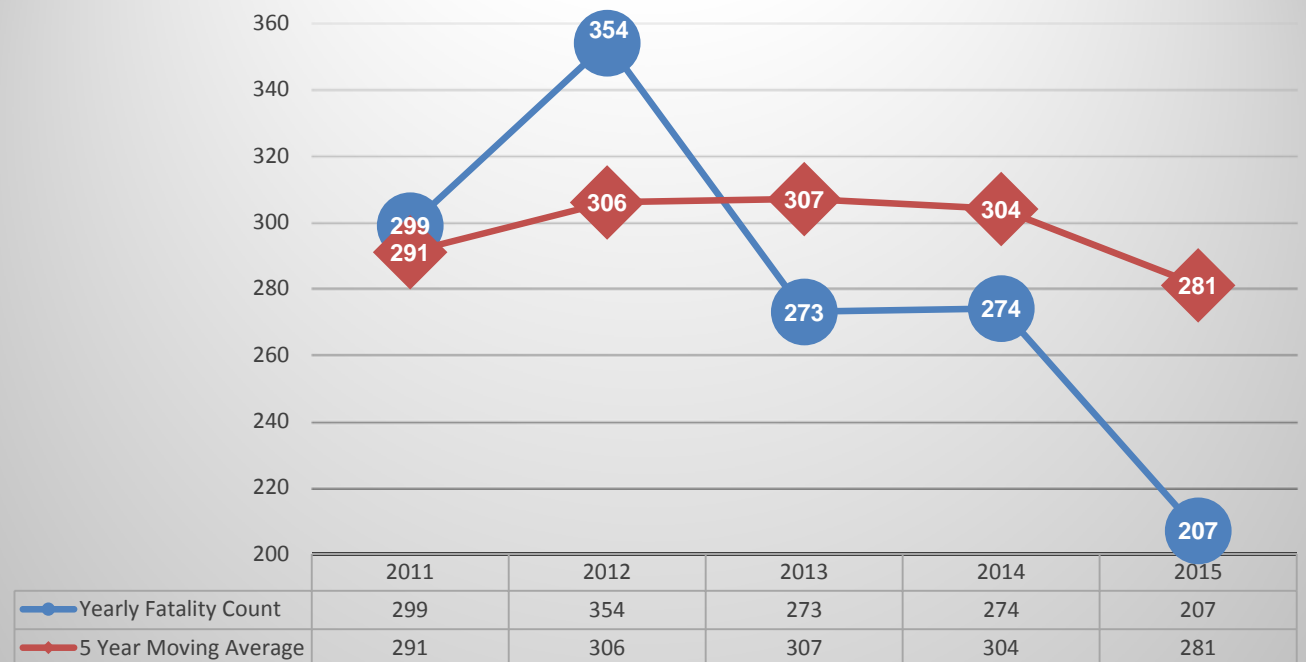




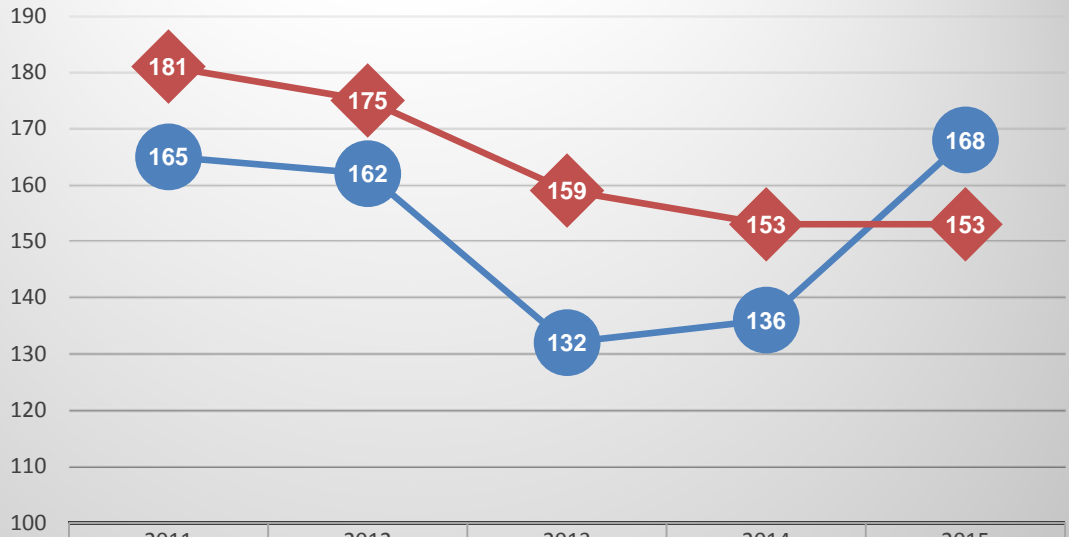
## Fatalities Involving a Driver or Motorcycle Operator with a BAC .08 or Higher



## Speed-Related Fatalities

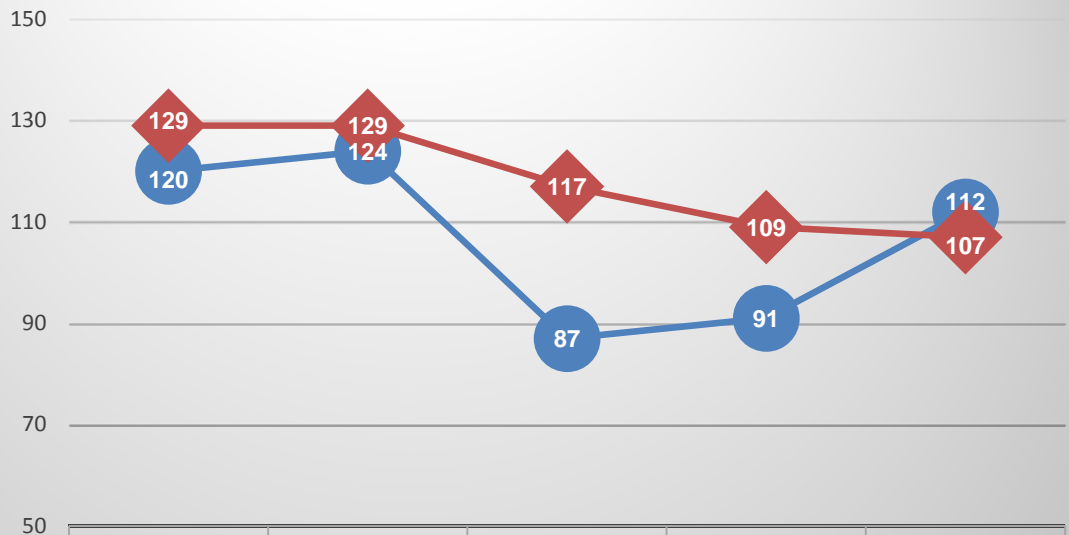


## Motorcycle Fatalities



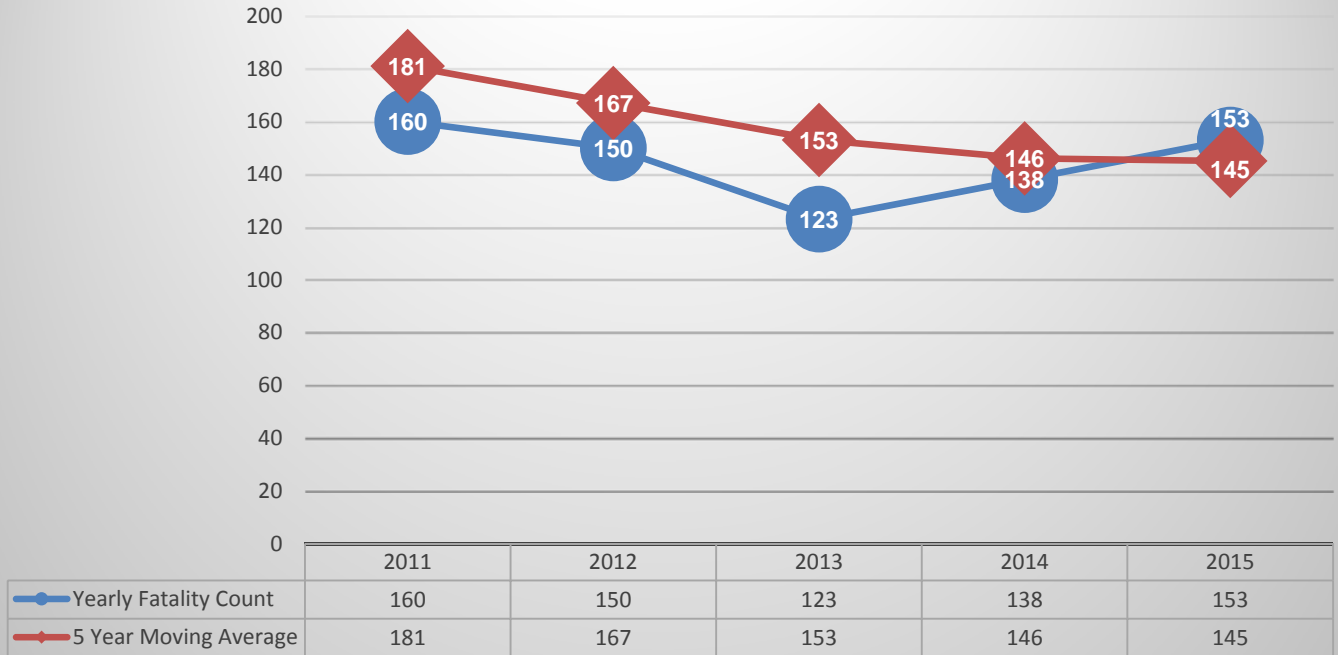
	2011	2012	2013	2014	2015
Yearly Fatality Count	165	162	132	136	168
5 Year Moving Average	181	175	159	153	153

## Un-helmeted Motorcycle Fatalities

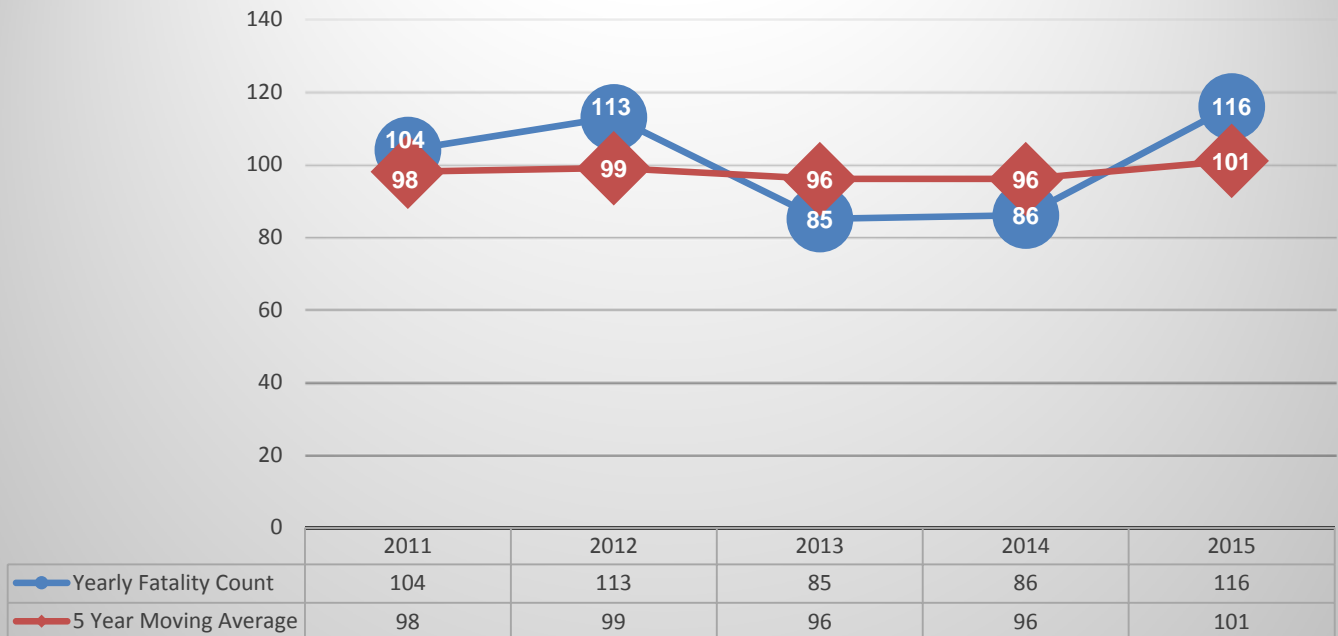


	2011	2012	2013	2014	2015
Yearly Fatality Count	120	124	87	91	112
5 Year Moving Average	129	129	117	109	107

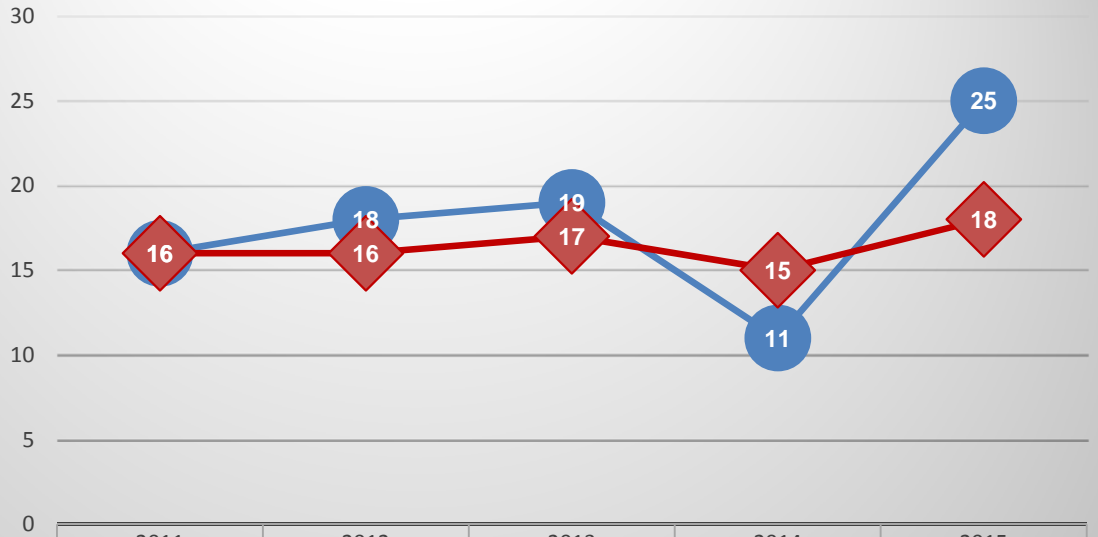
## Drivers 20 or Younger Involved in a Fatal Crash



## Pedestrian Fatalities

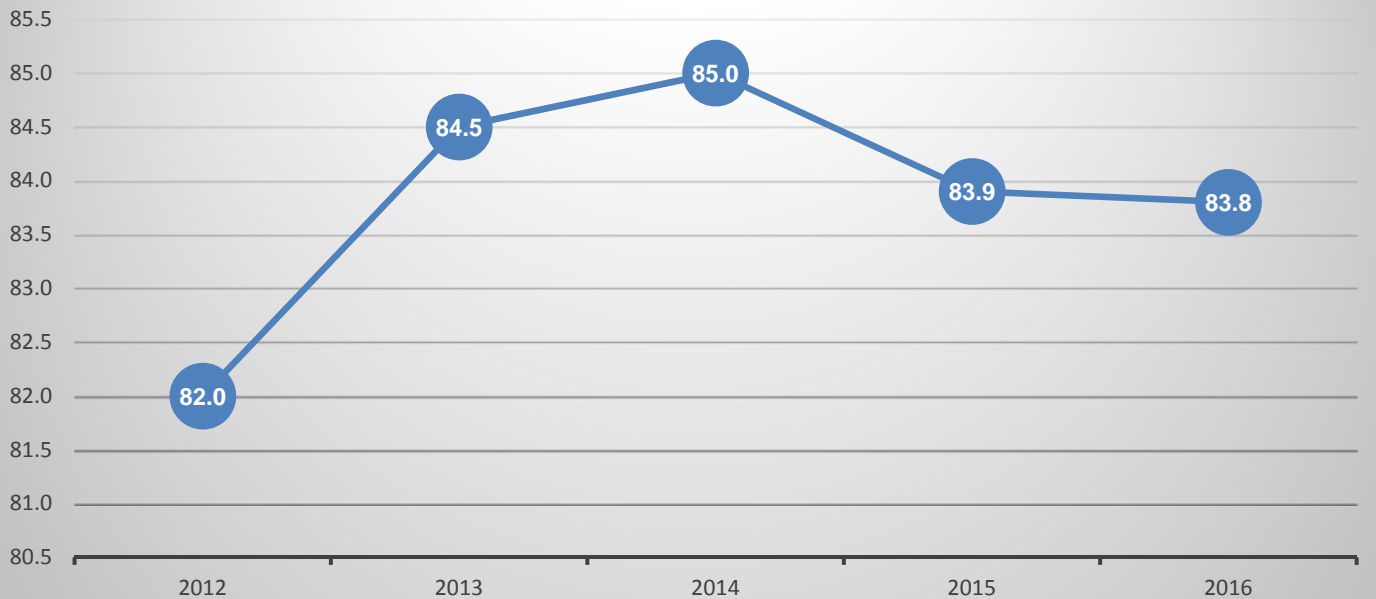


## Bicyclist Fatalities



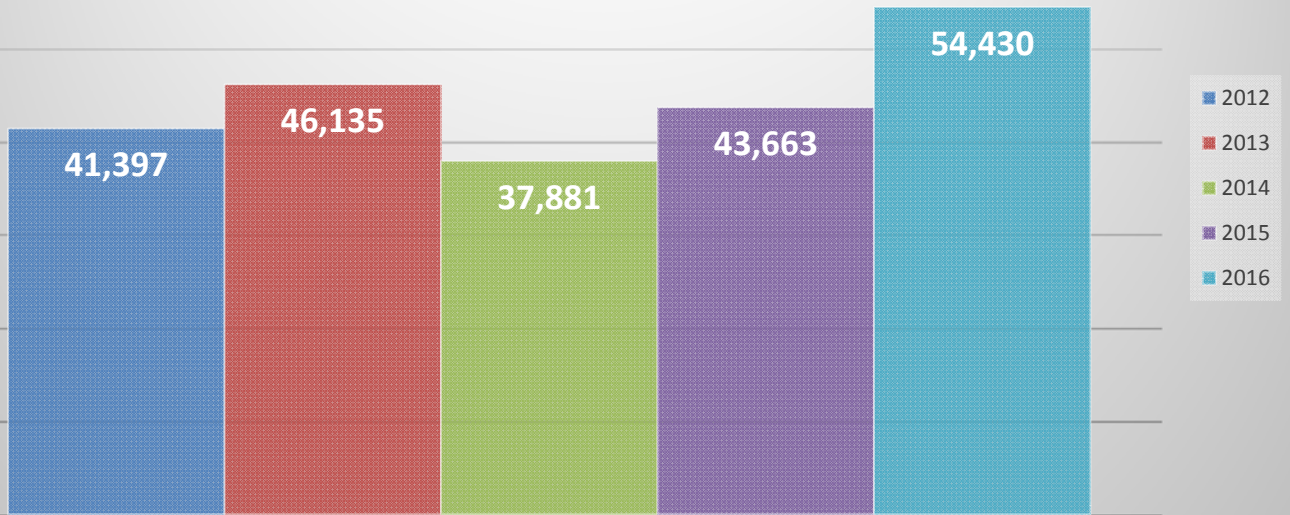
	2011	2012	2013	2014	2015
Yearly Fatality Count	16	18	19	11	25
5 Year Moving Average	16	16	17	15	18

## Observed Seat Belt Usage\*

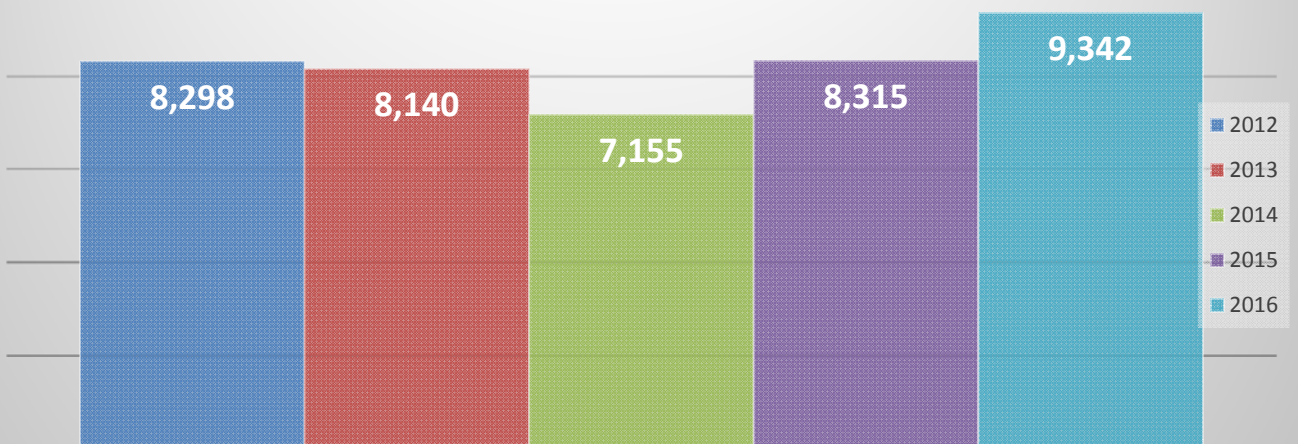


\*Began using the new NHTSA approved methodology in 2012.

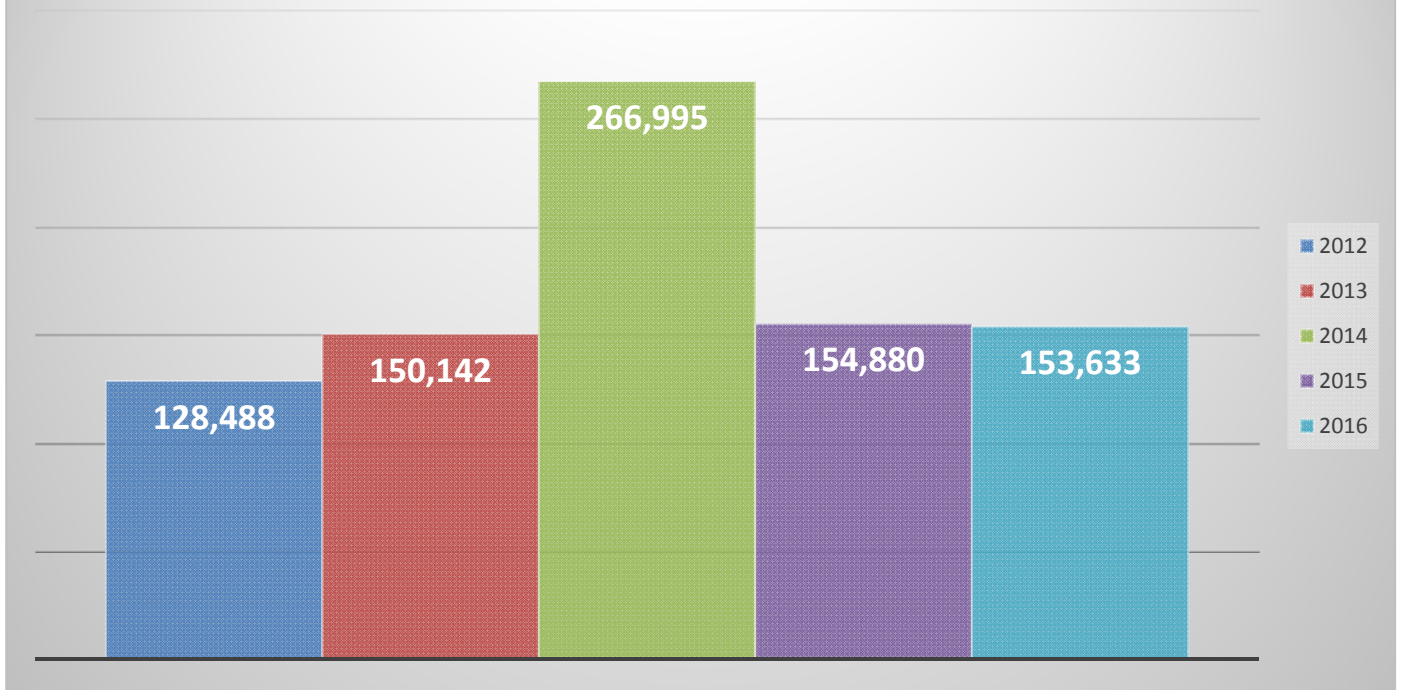
## Grant Funded Seat Belt Citations



## Grant Funded Impaired Driving Arrests



## Grant Funded Speed Citations



# Fatal/Serious Injury Program Area

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## Overview

- C-1) Reduce total fatalities by 2.00 percent from 1,046 (2009 – 2013 average) to 1,025 by 2016.\*
- C-2) Reduce serious traffic injuries 2.00 percent from 9,727 (2009 – 2013 average) to 9,532 by 2016.\*
- C-3a) Reduce fatalities/VMT rate by 2.00 percent from 0.93 (2009 – 2013 average) to 0.91 by 2016.\*
- C-3b) Reduce rural fatalities/VMT rate by 3.80 percent from 1.78 (2009 – 2013 average) to 1.71 by 2016.
- C-3c) Reduce urban fatalities/VMT rate by 0.53 percent from .53 (2009 – 2013 average) to .52 by 2016.
- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 2.39 percent from 386 (2009 – 2013 average) to 377 by 2016.
- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 2.45 percent from 326 (2009 – 2013 average) to 317 by 2016.
- C-6) Reduce speeding-related fatalities by 1.25 percent from 307 (2009 – 2013 average) to 303 by 2016.\*\*\*
- C-7) Reduce motorcyclist fatalities by 5.22 percent from 159 (2009 – 2013 average) to 151 by 2016.
- C-8) Reduce un-helmeted motorcyclist fatalities by 8.59 percent from 117 (2009 – 2013 average) to 107 by 2016.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 8.19 percent from 153 (2009 – 2013 average) to 141 by 2016.
- C-10) Reduce pedestrian fatalities by 1.25 percent from 96 (2009 – 2013 average) to 95 by 2016.\*\*\*
- C-11) Reduce bicycle fatalities by 1.25 percent from 17 (2009 – 2013 average) to 16 by 2016.\*\*\*
- Reduce distracted driving fatal crashes 1.25 percent from 20 (2009 – 2013 average) to 19 by 2016.\*\*\*\*
- Reduce distracted driving injury crashes 1.25 percent from 2,340 (2009 – 2013 average) to 2,311 by 2016.\*\*\*\*
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.4 percentage points from 85.0 percent in 2014 to 85.4 percent in 2016.

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

\*\*\*The trends for speed, pedestrian, and bicycle were increases. A standard 1.25 percent per year from 2009 – 2013 average reduction was used for each of these goals to ensure the goal was a reduction by 2016.

\*\*\*\* In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The standard 1.25 percent was used to ensure the goal was a reduction by 2016, however the goals may need to be re-evaluated as the new data becomes available.

## Programming Efforts

**Project Number:** SA-2016-00-00-00

**Project Title:** Safe Communities

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

### Project Description:

According to NHTSA's website, "the U.S. Department of Transportation has made a commitment to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems." For FFY2016, the OTSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. Maximum amounts for each county were set based on the average number of fatal crashes for 2012, 2013 and 2014. New programs had to have a minimum of a 3 year average of 2 fatal crashes to be eligible for funding.

### Project Results:

#### Funded Agencies

Agency	County	Population	Awarded Amount	Expended Amount
Adams County Economic Development Office	Adams*	28,550	24,968.13	19,443.80
Adena Health Systems	Ross	78,064	11,124.35	3,310.38
Anazao Community Partners	Holmes	42,366	25,000.00	24,864.80
Anazao Community Partners	Wayne	114,520	42,000.00	39,797.64
Atrium Medical Center	Warren	212,693	50,000.00	39,743.95
Bethesda North Hospital	Hamilton	802,374	75,000.00	56,652.30
Bowling Green State University	Wood*	125,488	49,838.82	45,283.30
Carroll County General Health District	Carroll*	28,836	25,000.00	23,936.19
Clark County Combined Health	Clark	138,333	49,532.03	45,190.26
Columbus Health Department	Franklin	1,163,414	125,000.00	107,326.79
Delaware General Health District	Delaware*	174,214	41,999.71	41,999.03
Educational Service Center of Lake Erie West	Lucas	441,815	85,000.00	62,566.57
Erie County Health Department	Erie*	77,079	35,000.00	32,709.40
Family & Community Services, Inc.*	Portage	161,419	42,000.00	8,090.77
Family Recovery Center	Columbiana	107,841	41,999.99	40,582.59
Fowler Township Police Department	Trumbull	210,312	65,000.00	62,241.75
Fulton County Health Department	Fulton*	42,698	38,124.72	30,623.17
Greene County Combined Health District	Greene	161,573	35,000.00	31,938.35
Guernsey Health Choices, Inc.	Guernsey*	40,087	18,897.90	1,026.43
Knox County Health Department	Knox	60,921	25,000.00	21,125.19
Lake County General Health	Lake	230,041	42,000.00	35,200.26
Licking County Health Department	Licking	166,492	42,000.00	41,855.12
Lima-Allen County Regional Planning Comm.	Allen	106,331	35,000.00	33,862.78
Lorain County General Health District	Lorain	301,356	50,000.00	36,169.06
Madison County London City Health District	Madison*	43,435	32,971.27	16,858.53
Medina County Health Department	Medina	172,332	35,000.00	33,824.29



Mental Health and Recovery Services Board	Seneca*	56,745	34,656.81	27,676.61
Miami County Health District	Miami*	102,506	35,000.00	27,374.34
Miami Valley Hospital–Injury Prevention Ctr	Montgomery*	535,153	117,607.40	91,123.84
National Safety Council Ohio Chapter	Mahoning	238,823	64,997.59	52,004.65
Perry County EMA	Perry*	36,058	18,826.70	18,319.84
Pickaway County Sheriff’s Office	Pickaway	55,698	42,000.00	13,389.36
Pike County General Health District	Pike*	28,709	35,000.00	23,583.15
Portage County General Health District*	Portage	**	39,601.82	36,648.10
Richland Public Health	Richland	124,475	42,000.00	16,171.81
Safety Council of Southwestern Ohio	Butler	368,130	65,000.00	48,644.99
Sandusky County Health Department	Sandusky*	60,944	35,000.00	25,864.53
Stark County Sheriff’s Office	Stark	375,586	73,322.00	63,854.68
Summit County Division of Public Safety	Summit*	541,781	85,000.00	32,027.11
UHHS Memorial Hospital of Geneva	Ashtabula	101,497	49,757.86	31,238.79
Union County Health District	Union	52,300	24,757.86	22,475.53
University Hospitals of Cleveland	Cuyahoga	1,280,122	125,000.00	124,453.68
Williams County Combined Health	Williams	37,642	25,000.00	24,960.91
Wyandot County Health Department	Wyandot*	22,615	24,523.99	19,539.77
Zanesville-Muskingum County Health Dept.	Muskingum*	86,074	42,000.00	14,491.66

\*Counties that did not have a Safe Communities program in all years (2012 – 2016). Crash numbers are not included for these counties in the table below.

\*\*Portage county population counted under Family & Community Services.

Safe Community Counties			
Year	Fatal Crashes	Alcohol-Related Fatal Crashes	Seat Belt Usage
2012	533	232	82.0
2013	428	140	84.5
2014	471	148	85.0
2015	534	164	83.9
2016*	424	127	83.8

\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

These coordinated communities played an active role in addressing traffic safety issues. Each program focused on seat belt use, impaired driving and motorcycle safety. Ohio’s Safe Communities network used local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities provided the education/earned media portion of our enforcement campaigns while our law enforcement agencies including the Ohio State Highway Patrol conducted the enforcement portion.

Since Safe Communities are multi-jurisdictional with many different agencies and organizations within the county making up the coalitions, traffic safety was addressed through partnerships with local businesses, law enforcement, engineering, hospitals, health care providers, schools, faith-based organizations, ethnic/non-English speaking communities, community groups and others that had a vested interest in traffic safety.

Each Safe Community program was required to conduct Fatal Data Review meetings to review each fatal crash in the county to determine if trends or patterns could be identified. The committees made

recommendations to the coalition on how the fatal crash might have been avoided. Overall, Safe Community coordinators reported that 188 countermeasures were recommended last year and 120 have been or are in the process of being implemented.

Safe Community programs reported \$66,521.93 in monetary donations to their programs in addition to donations of advertising, space, food, time, door prizes, etc.

Volunteers donated 10,582 hours to the Safe Communities program. Using the national estimated dollar value of volunteer time of \$23.56 per hour, volunteers contributed \$249,311.92

Coordinators reported 1,076 events, including 71 that were “in-kind”. The “in-kind” activities were traffic safety related activities conducted by the coordinators or coalition members that were not charged to the grant. The reported events reached over a million people in person. These events received the following gross impressions:

Type of Media	Gross Impressions
Print	13,327,132
Radio	18,249,400
Television	12,745,609
Web	14,104,325
Facebook	1,885,647
Twitter	213,045
Instagram	1,900
Other	96,336

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

Media/Press Releases/Social Media	
Press Releases Issued	605
Press Releases Published	492
Additional Media Stories Received	568
Number of Facebook Posts	4,849
Number of Facebook Likes	1,268,750
Number of Facebook Followers	1,276,558
Number of Instagram Posts	678
Number of Tweets	2,545

Gross Impressions	
Print	26,167,264
Radio	23,500,245
Television	17,092,116
Web	21,324,562
Facebook	10,038,372
Instagram	5,931
Twitter	62,169,548

The table below lists the number of items distributed by message. Examples of materials distributed include Posters, Flyers, Magnets, Bags, Table Tents, Factsheets, Signs, Placemats, Napkins, Coasters, Bookmarks, Yard Signs, Pamphlets, Bracelets, Keychains, Kickstand Plates, Literature,

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

Message	Number Distributed
Click It or Ticket	241,325
Drive Sober or Get Pulled Over	772,957
Don't TXT & Drive	115,751
Watch Out for Motorcycles	116,223
Other Traffic Safety Related Messaging (Ride Sober, Buckle Up in Your Truck, Distracted Driving, Buzed Driving, etc.)	185,027

In FFY2016, Ohio funded 44 countywide Safe Communities programs which involved more than 1,200 communities. These counties reached 80.94 percent of Ohio's population (approximately 9.4 million people) through earned media and education.

**Awarded: 2,087,838.97 Expended: 1,649,786.05 Funding Source: 402 SA**

**Project Number:** RS-2016-00-00-00

**Project Title:** Roadway Safety Training

**Funded Agency:** Ohio Department of Transportation (ODOT)

**Project Description:**

In conjunction with Ohio's SHSP, Ohio worked with ODOT to provide safety related courses for engineers and surveyors from ODOT as well as locals (county and municipal governments). Courses were approved by OTSO prior to scheduling to ensure that topics were highway safety related.

**Project Results:**

ODOT provided highway safety related training to state, county and local municipal employees to educate them on current roadway safety and traffic practices. The courses were determined based on a training needs assessment and by individual division or district needs.

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Access Management Location and Design	2	32	16
Alternative Intersections and Interchanges	2	43	22
Signalized Intersection Guidebook	4	88	48
Human Factors in Roadway Design and Operations	2	39	17
Modern Roundabouts	1	19	8

**Awarded: 157,500.00 Expended: 90,267.16 Funding Source: 402 RS**

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**Project Number:** 164HE-2016-00-00-00

**Project Title:** ODOT 164 HE

**Funded Agency:** Ohio Department of Transportation (ODOT)

**Project Description:**

ODOT/ODPS split the 164 penalty funds each year. ODOT received 95 percent to be used for roadway safety improvement and OTSO receives five percent to be used for alcohol programming.

**Project Results:**

In FFY2016, ODOT spent the remainder of the FFY2012 164 HE award on hazard elimination projects.

<b>Awarded:</b>	<b>2,028,015.75</b>	<b>Expended:</b>	<b>2,028,015.75</b>	<b>Funding Source:</b>	<b>164 HE</b>
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**Evaluation**

- C-1) Ohio had 1,110 traffic fatalities in 2015. The goal was to reduce traffic fatalities to 1,025 by 2016. Ohio did not meet this goal.
- C-2) Ohio had 9,079 serious traffic injuries in 2015. The goal was to reduce serious injuries to 9,532 by 2016. Ohio met this goal.
- C-3a) Ohio's fatalities/VMT rate for 2015 was 0.94. The goal was to reduce it to 0.91 by 2016. Ohio did not meet this goal.
- C-3b) Ohio's rural fatalities/VMT rate for 2015 was 1.39. The goal was to reduce it to 1.71 by 2016. Ohio met this goal.
- C-3c) Ohio's urban fatalities/VMT rate for 2015 was 0.74. The goal was to reduce it to 0.52 by 2016. Ohio did not meet this goal.
- C-4) Ohio had 385 unrestrained passenger vehicle occupant fatalities (all seat positions) in 2015. The goal was to reduce unrestrained fatalities to 377 by 2016. Ohio did not meet this goal.
- C-5) Ohio had 313 impaired driving fatalities (.08 and above) in 2015. The goal was to reduce impaired driving fatalities (.08 and above) to 317 by 2016. Ohio met this goal.
- C-6) Ohio had 207 speeding-related fatalities in 2015. The goal was to reduce speeding-related fatalities to 303 by 2016. Ohio met this goal.
- C-7) Ohio had 168 motorcycle fatalities in 2015. The goal was to reduce motorcycle fatalities to 151 by 2016. Ohio did not meet this goal.
- C-8) Ohio had 112 un-helmeted fatalities in 2015. The goal was to reduce un-helmeted motorcycle fatalities to 107 by 2016. Ohio did not meet this goal.
- C-9) Ohio had 153 drivers aged 20 or younger involved in fatal crashes in 2015. The goal was to reduce this number to 141 by 2016. Ohio did not meet this goal.
- C-10) Ohio had 116 pedestrian fatalities in 2015. The goal was to reduce pedestrian fatalities to 95 by 2016. Ohio did not meet this goal.
- C-11) Ohio had 25 bicycle fatalities in 2015. The goal was to reduce bicycle fatalities to 16 by 2016. Ohio did not meet this goal.

- Ohio had 15 distracted driving fatal crashes in 2015. The goal was to reduce this to 19 by 2016. Ohio met this goal.
- Ohio had 3,523 distracted driving injury crashes in 2015. The goal was to reduce this to 2,311 by 2016. Ohio did not meet this goal.
- B-1) Ohio's certified 2016 observed seat belt compliance rate is 83.8 percent. The goal was to reach 85.4 percent by 2016. Ohio did not meet this goal.

All of these goals are listed under the Fatal/Serious Injury Program Area, however only C-1, C-2, C-3a, C-3b, and C-3c are exclusive to this program area. Out of these goals, Ohio met C-2 and C-3b. See each program area for specific strategies that were either put in place or are being developed to target areas of concern. Additional goal evaluations will also be addressed in each program area.

## Impaired Program Area

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### Overview

- C-5) Reduce alcohol impaired driving fatalities (.08 and above) by 2.45 percent from 323 (2009 – 2013 average) to 317 by 2016.
- Increase the number of DRE evaluations 5.00 percent from 648 (2012 – 2013 average) to 680 by 2016.\*
- Increase the number of DREs from 112 (2014 baseline) to 158 by 2016.

\*2012 was the first full year of DRE evaluations in Ohio. Once multiple years of data have been collected, Ohio will begin using the same goal setting methods based on trends.

### Programming Efforts

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**Project Number:** NF-2016-00-00-00

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

**Project Description:**

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

**Project Results:**

Ohio used many different networks to ensure earned media was achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc.). OPTS is a statewide network of employers and safety advocates that Ohio uses to distribute messages and materials to reach the 21 – 40 year old age group. The earned media plan spanned the entire federal fiscal year with the heaviest emphasis during the Drive Sober or Get Pulled Over Crackdown. Messaging was consistent with the National Communication Plan and consisted of the following components:

- Campaign toolkit distributed to Ohio’s law enforcement partners, Safe Communities programs, corporate partners and others.
- The toolkit included updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners were released.
- Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio’s Safe Communities programs and law enforcement partners.
- Weekly traffic safety e-mail broadcast.

Earned Media	
Press conferences	54
TV news stories	158
Radio news stories	102
Print news Stories	86
On-line (e.g. articles, social media – Facebook, Twitter, etc.)	3,671

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

**Project Number:** M6OT-2016-00-00-00

**Project Title:** Impaired Driving Outreach/Educational Materials

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Impaired driving outreach/educational materials are one of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day Holiday combines highly visible enforcement with both local and national media exposure. Paid media during the crackdown will highlight that law enforcement will be strictly enforcing impaired driving laws. All law enforcement agencies across the state will be encouraged and funded agencies are required to participate in the 2016 crackdown scheduled tentatively for August 19 – September 5, 2016.

**Project Results:**

In FFY2016, Ohio used the Drive Sober or Get Pulled Over (DSOGPO) campaign messages for its sustained impaired driving campaign throughout the year. Sustained materials were used in conjunction with high visibility enforcement efforts during time periods outside of the DSOGPO mobilization to help decrease statewide impaired driving fatalities.

OTSO allocated funds to purchase/print materials to promote the Drive Sober or Get Pulled Over campaign. Materials purchased in FFY2016 include bumper magnets, coasters, banners, litter bags, napkins and table cloths with messaging for on ground events. Materials were distributed to Safe Communities, Law Enforcement, and business partners to raise awareness among their community and/or employees of the dangers of impaired driving. The materials provided a visual reminder to the public and provided our partners a great educational opportunity while engaging the public. In FFY2016, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to

provide earned media to compliment the paid media and enforcement efforts aimed at reducing impaired driving.

**Awarded: 250,000.00 Expended: 151,028.35 Funding Source: 405d**

**Project Number:** K8PM-2016-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office


**Project Description:**

Paid media is a big component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. The national Drive Sober or Get Pulled Over alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be encouraged to participate in the 2016 crackdown scheduled tentatively for August 19 – September 5, 2016.

The goal of the paid media plan for the 2016 alcohol crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible enforcement with both local and national media exposure.

**Project Results:**

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for impaired driving. There were no non-paid PSA airing or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 24,642,960.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
<b>TV/Cable</b>	918	918	1,838	<b>\$ 98,808.35</b>
<b>Radio</b>	3,943	3,943	7,886	<b>\$ 49,038.41</b>
<b>Internet</b>	378,124	378,124	756,248	<b>\$ 55,946.94</b>
<b>Out of Home/Other</b>	58,200	58,200	116,400	<b>\$ 270,734.07</b>
			<b>Total Media Cost</b>	<b>\$ 474,527.77</b>

<b>Awarded:</b>	<b>381,783.57</b>	<b>Expended:</b>	<b>381,783.57</b>	<b>Funding Source:</b>	<b>410 PM</b>
	93,216.43		92,744.20		405d

**Project Number:** M6OT-2016-00-00-00

**Project Title:** Drive Sober or Get Pulled Over Mobilization

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Ohio will continue to implement and expand the national impaired driving mobilization efforts in FFY 2016. Following the national model, campaign components will include earned media (education and outreach), paid media, high visibility enforcement and evaluation.

OTSO will work to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. More than 570 agencies are expected to participate in the 2016 enforcement mobilization.

With approximately 671 law enforcement agencies in the state, OTSO is unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment rewards has been proven to be an effective incentive to participate and generates a large amount of earned media during the national mobilization.

**Project Results:**

OTSO worked to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. Nearly 400 agencies participated in the 2016 enforcement mobilization.

Traffic safety related equipment was awarded to agencies who participated in the 2015 national mobilizations. Awards were based on the level of involvement, including high visibility enforcement, media outreach and timely reporting. The DSOGPO evaluation strategy is detailed under evaluation strategies.

With Ohio working toward decreasing the number of impaired driving crashes and deaths on Ohio roads, the OTSO made it a priority for sub-grantees and non-grantees to participate in the 2016 crackdown. All four LELs again gained the support of the statewide OVI Task Forces during *Drive Sober or Get Pulled Over* and unified the participating agencies to conduct OVI checkpoints and saturation patrols. Media events were coordinated and agencies were required to conduct public education processes before and after each checkpoint.

Two Tri-State Kickoff events were held in Ohio. Both of these (Ohio, Kentucky and Indiana and Ohio, Kentucky and West Virginia) included at least one state from another NHTSA Region.

<i>Drive Sober or Get Pulled Over Crackdown Agency Participation</i>			
Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	59	59	59
County Sheriffs	88	76	67



City / Town Police	633	503	259
Other	23	20	11
Totals	<b>803</b>	<b>658</b>	<b>396</b>

<i>Drive Sober or Get Pulled Over Crackdown Activity</i>					
Enforcement Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
Number of Checkpoints	69	71	27	33	52
Enforcement Hours	141,374	165,081	108,837	159,533	172,985.5
OVI Arrests	2,974	3,210	1,531	2,988	2,957
Adult Restraint Citations	11,503	12,852	3,067	11,561	9,655
Child Restraint Citations	437	606	333	516	542
Speed Citations	40,338	50,213	156,321	49,274	44,609
Driving Under Suspension	6,988	8,850	7,252	7,497	7,107
Felony Arrests	1,520	2,406	2,644	2,029	1,837

### Materials and Equipment Awards

Agencies across the state were encouraged to participate in the National CIOT and Drive Sober or Get Pulled Over mobilizations. Law enforcement agencies who participated and submitted activity for both mobilizations qualified for equipment. Over 400 agencies participated in the mobilization. Following is the impaired driving equipment purchased for the incentive.

Equipment Incentives	
Quantity	Item
80	PBT

**Awarded: 100,000.00 Expended: 24,797.90 Funding Source: 405d**

**Project Number:** K8PM-2016-00-00-00

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


**Funded Agency:** Ohio Traffic Safety Office

#### Project Description:

Paid media is a big component of Ohio's communication and outreach strategies to inform the public of the dangers of impaired driving. The goal of the paid media plan for the December/January crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

#### Project Results:

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for impaired driving. There were no non-paid PSA airings or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 17,929,816.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	108	118	226	\$ 20,016.74
Radio	2,415	2,415	4,830	\$ 13,696.60
Internet				\$ 48,923.11
Out of Home/Other				\$ 111,965.91
			<b>Total Media Cost</b>	<b>\$ 194,602.36</b>

**Awarded: 200,000.00 Expended: 194,602.36 Funding Source: 410 PM**

**Project Number:** K8PM-2016-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Paid media is a big component of Ohio’s communication and outreach strategies to inform the public of the dangers of impaired driving. In FFY 2016, Ohio will continue to model the NHTSA National Communications Plan to bridge the media gaps around the national alcohol crackdowns with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.




The goal was to sustain alcohol messaging throughout the year with the highest concentration of paid media conducted during the Drive Sober or Get Pulled Over Crackdown and the December/January crackdown. Between these times, using other recognized brands like *Fans Don’t Let Fans Drive Drunk.* and *Buzzed Driving is Drunk Driving.* provided an opportunity to extend the core safety messages. Embracing social-norming messages allowed us to look for marketing alliances with businesses and organizations already branded and important to our target audiences.

**Project Results:**

An emphasis was placed on working with media partners who not only reached our target audience, but also embraced traffic safety messages and were willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talent, on the ground events and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience.

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for impaired

driving. There were no non-paid PSA airing or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 48,935,796.

<b>TV/Cable</b>	283	283	566	<b>\$ 202,585.46</b>
<b>Radio</b>	9,671	9,671	19,342	<b>\$ 86,564.00</b>
<b>Internet</b>	489,594	489,594	979,188	<b>\$ 67,133.04</b>
<b>Out of Home/Other</b>	111	111	222	<b>\$ 318,496.08</b>
			<b>Total Media Cost</b>	<b>\$ 674,778.58</b>

The Fox Sports Ohio (FSO) partnership continued to be a good fit in reaching our male target audience. This partnership has grown to include seat belt use, impaired driving, motorcycles, distracted driving, and teen driving messages. In addition to television/radio advertising, FSO conducted several on ground events and added social media to increase the reach of our message.

<b>Awarded:</b>	<b>675,000.00</b>	<b>Expended:</b>	<b>662,543.92</b>	<b>Funding Source:</b>	<b>410 PM</b>
			12,234.66		405d

### Evaluating Effectiveness of Alcohol Impaired Media Messages

During FFY2016, the Ohio Traffic Safety Office (OTSO) paid media components consisted primarily of television, radio, and outdoor media “buys” combined with earned media. The following is a summary of information collected by statewide telephone surveys used to evaluate the effectiveness of the FFY2016 paid media plan for preventing alcohol impaired driving.

The Applied Research Center (ARC) for Policy Research at Miami University conducted four random-digit dialing statewide telephone surveys of drivers across the nine designated Ohio State Highway Patrol districts (it is important to note that the 2009 through 2012 survey results were stratified by five specified Ohio regions; the 2013 and 2014 survey results were stratified by eight specified Ohio regions; and the 2015 and 2016 survey results were stratified by nine specified Ohio regions). Each survey consisted of approximately 1,000 respondents; overall, 4,156 interviews were completed. The surveys were conducted between April and October 2016 to identify changes in public opinion resulting from Ohio’s media campaigns and law enforcement initiatives. The questionnaires covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions pertaining to Ohio laws and law

enforcement. Also, in accordance with a 2010 National Highway Traffic Safety Administration (NHTSA) initiative, the 2016 survey collected data on distracted driving (i.e., cell phone use, texting, etc. while driving) and speeding in Ohio.

Forty-six percent of the 2016 survey participants reported that during the 30 days prior to participating in the survey, they had seen or heard messages in Ohio discouraging drinking and driving (representing a 10 percent decrease from 2015).

During each survey, respondents who reported seeing or hearing an alcohol-impaired driving slogan identified the following slogans without prompting:

- *Drunk Driving. Over the Limit. Under Arrest* - three percent (baseline survey), less than one percent (survey- 2), one percent (survey- 3), and one percent (survey- 4)
- *Buzzed Driving is Drunk Driving* - 11 percent (baseline), five percent (survey- 2 ), six percent (survey- 3), and seven percent (survey- 4)
- *Drive Sober or Get Pulled Over* - 20 percent (baseline), 11 percent (survey- 2), 12 percent (survey- 3), and 15 percent (survey- 4).

The fourth telephone survey was conducted immediately after the media and enforcement initiatives on alcohol-impaired driving. Overall, recall of the NHTSA slogans to reduce alcohol-impaired driving from survey- 3 to survey- 4 increased six percent overall as a result of media and enforcement initiatives. Additionally, a three percent increase was observed for the *Drive Sober or Get Pulled Over* campaign.

Respondents who maintained they had not heard or seen a slogan discouraging drinking and driving during the 30 days prior to the survey, as well as those who claimed to have seen or heard a slogan, were then read a list of slogans. Overall, when prompted with the list of slogans, 67 percent claimed to have heard *Drive Sober or Get Pulled Over*. Additionally, 55 percent indicated they had heard the slogan *Buzzed Driving is Drunk Driving* and 21 percent said they had heard *Drunk Driving. Over the Limit. Under Arrest*.

Based on the statewide telephone survey results, earned media, paid media, education, and enforcement efforts will be re-evaluated to determine proper segmentation and geographic location of campaign components.

## Funding: Incl. in Traffic Safety Program Management

**Project Number:** 164AL-2016-00-00-00

**Project Title:** OVI Task Force Program

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

### Project Description:

Ohio's OVI Task Force program is a countywide initiative to conduct high visibility enforcement, public awareness and education focusing on impaired driving. In order to reach our goal of reducing fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher, Ohio concentrated its OVI Task Force program in the counties that experience the highest number of alcohol-related crashes. The counties that have a yearly average of at least

six alcohol related fatal crashes were eligible to apply. Each OVI Task Force was required to conduct a minimum of 16 checkpoints\* (2 during the Drive Sober or Get Pulled Over Crackdown), 3 press events (1 during Drive Sober or Get Pulled Over). Saturation patrols are conducted in conjunction with the checkpoints.

\*Mahoning and Medina Counties did not meet the eligibility requirements for a task force. Both counties were funded through an exit strategy. Mahoning County was funded at 100% of the 2015 level (16 checkpoints) and Medina County was funded at the 50 percent of the FFY2013 level (6 checkpoints).

## Project Results:

### Funded Agencies

Agency	County	Population	Awarded	Expended
Blue Ash Police Department	Hamilton	802,374	225,000.00	207,905.67
Brunswick Division of Police	Medina	172,332	83,852.06	67,370.59
Canfield Police Department	Mahoning	238,823	224,905.36	211,240.62
Dayton Police Department	Montgomery	535,153	223,677.62	156,528.84
Franklin County Sheriff's Office	Franklin	1,163,414	224,574.05	194,505.11
Lucas County Sheriff's Office	Lucas	441,815	220,489.92	156,061.79
Oxford Division of Police	Butler	368,130	224,408.08	192,883.09
Stark County Sheriff's Office	Stark	375,586	218,603.24	181,961.77
Summit County Sheriff's Office	Summit	541,781	224,975.43	150,338.33
University Hospitals of Cleveland	Cuyahoga	1,280,122	225,000.00	222,197.59
Warren Police Department	Trumbull	210,312	163,740.50	100,374.19

A summary of all task force activity is listed below.

Total Checkpoint Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
OVI Checkpoints Conducted	201	228	262	242	224
Vehicles Through Checkpoint	102,483	105,136	107,378	88,981	100,046
Vehicles Checked	82,492	93,834	96,957	79,345	90,605
OVI Arrests Under 21	15	19	13	16	17
OVI Arrests 21 and Over	327	281	274	192	231
Refusals	87	99	77	64	77
Driving Under Suspension	502	489	536	425	570
No Operator License Citations	255	233	247	209	257
Restraint Citations	378	296	267	225	320
Other Citations Issued	935	660	736	556	941
Vehicles Seized	305	247	317	251	277
Felony Arrests	61	34	54	30	63

Total Saturation Patrol Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
Daytime Overtime Hours	763	989	1,092	421	99
Nighttime Overtime Hours	15,992	17,414	19,422	18,943	20,023
Total Overtime Hours	16,755	18,403	20,514	19,364	20,122
Number of Traffic Stops	23,462	23,619	28,852	28,670	29,411
OVI Arrests Under 21	95	93	82	77	125
OVI Arrests 21 and Over	734	537	713	564	949
Refusals	*	170	277	228	170
Adult Restraint Citations	1,574	1,264	1,382	1,249	1,083
Child Restraint Citations	106	118	129	97	106
Speed Citations	4,259	4,142	4,620	4,706	5,184
Distracted Driving	*	68	134	181	217
Driving Under Suspension	1,459	1,468	1,485	1,555	1,847
No Operator License	*	394	576	608	625
Felony Arrests	178	151	253	196	214
Other Citations	*	4,539	4,919	4,578	5,642

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

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

\*Data was not collected that FFY.

\*\*Data was not broken out into daytime/nighttime prior to FFY2013.

Of the 224 checkpoints conducted by the Countywide OVI Task forces, 217 or 96.9 percent were low-manpower (14 officers or less). Twenty-nine checkpoints were conducted during Drive Sober or Get Pulled Over.

OVI Task Forces reached 53.13 percent of Ohio’s population (approximately 6.1 million people) through earned media, education and high visibility enforcement.

Alcohol-Related Fatal Crashes			
Year	Statewide	Task Force Counties*	Percent in Task Force Counties
2012	431	178	41.30%
2013	274	109	39.78%
2014	271	128	47.23%
2015	316	125	39.56%
2016**	244	106	43.44%

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

\*\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

**Program Total Funding:**

<b>Awarded:</b>	<b>2,259,226.26</b>	<b>Expended:</b>	<b>1,806,367.59</b>	<b>Funding Source:</b>	<b>164 AL</b>
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**Project Number:** M6OT-2016-00-00-00

**Project Title:** Metro Checkpoint Grant

**Funded Agency:** Columbus Police Department

**Project Description:**

There were 118 alcohol related fatal crashes and 2,326 alcohol related injury crashes in Franklin County between 2011 and 2015. Of these, 78 fatal (66.10 percent) and 1,568 injury (67.41 percent) crashes occurred inside Columbus city limits. Until late FFY2010, checkpoints were not conducted inside the city limits.

**Project Results:**

In an effort to enhance the Franklin County OVI Task Force’s efforts to reduce alcohol-related fatal crashes, Columbus Police Department (CPD) increased the number of checkpoints inside the city limits. The City of Columbus also accounts for 61.15 percent of Franklin County’s population. CPD reaches 6.17 percent of Ohio’s population (over 700,000 people) through earned media, education and high visibility enforcement.

Total Checkpoint Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
OVI Checkpoints Conducted	8	12	19	21	25
Vehicles Through Checkpoint	6,346	13,143	8,363	6,921	8,612
Vehicles Checked	2,204	3,696	5,273	4,907	7,069
OVI Arrests Under 21	1	7	9	1	2
OVI Arrests 21 and Over	33	31	42	48	50
Refusals	7	9	13	17	17
Driving Under Suspension	72	87	47	46	47
No Operator License Citations	67	73	35	26	39
Restraint Citations	48	91	77	68	65
Other Citations Issued	101	97	137	121	177
Vehicles Seized	1	56	38	60	55
Felony Arrests	9	1	3	2	4

Daytime Checkpoint Activity*	FFY2013	FFY2014	FFY2015	FFY2016
OVI Checkpoints Conducted	4	2	0	0
Vehicles Through Checkpoint	4,787	1,872	0	0
Vehicles Checked	1,119	447	0	0
OVI Arrests Under 21	2	0	0	0
OVI Arrests 21 and Over	5	2	0	0
Refusals	2	2	0	0
Driving Under Suspension	26	21	0	0
No Operator License Citations	30	10	0	0
Adult Restraint Citations	21	8	0	0
Child Restraint Citations	22	5	0	0
Other Citations Issued	32	13	0	0
Vehicles Seized	22	3	0	0
Felony Arrests	0	1	0	0

Nighttime Checkpoint Activity*	FFY2013	FFY2014	FFY2015	FFY2016
OVI Checkpoints Conducted	8	17	21	25
Vehicles Through Checkpoint	8,356	6,491	6,921	8,612
Vehicles Checked	2,577	4,826	4,907	7,069
OVI Arrests Under 21	5	9	1	2
OVI Arrests 21 and Over	26	40	48	50
Refusals	7	11	17	17
Driving Under Suspension	61	26	46	47
No Operator License Citations	43	26	26	39
Adult Restraint Citations	37	43	45	49
Child Restraint Citations	11	21	23	16
Other Citations Issued	65	124	23	177
Vehicles Seized	34	35	60	55
Felony Arrests	1	2	2	4

\*Checkpoint data was not broken out into daytime/nighttime prior to FFY2013.

Twenty-three of the 25 (92.0 percent) checkpoints were low manpower checkpoints (14 officers or less). In addition to conducting checkpoints, CPD also mans a mobile BAC Truck. The BAC truck is available during checkpoints for BAC testing and during other problem ID nights for mobile BAC



testing for road officers. CPD has made this truck available to any other agency in the central Ohio area.

Columbus	
Year	Alcohol-Related Fatal Crashes
2012	25
2013	9
2014	13
2015	12
2016*	10

\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

**Awarded: 224,916.25 Expended: 175,561.10 Funding Source: 164 AL**

**Project Number:** M6OT-2016-00-00-00

**Project Title:** Impaired Driving Enforcement Program

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

**Project Description:**

High Visibility is designed to convince the public that there are consequences to traffic violations. Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2012, 2013 and 2014. Each agency conducted impaired driving enforcement activity to impact their fatal crashes.

**Project Results:**

**Funded Agencies**

57 Sheriff's Office and 28 local jurisdictions

Agency	County	Population	Award Amount	Total Expended
Allen Co. Sheriff's Office	Allen	106,331	29,746.76	25,284.80
Lima Police Department	Allen		24,015.34	20,482.85
Ashland Co. Sheriff's Office	Ashland	53,139	17,519.19	3,919.54
Athens Co. Sheriff's Office	Athens*	64,757	15,286.17	15,286.16
Auglaize Co. Sheriff's Office	Auglaize*	45,949	19,032.87	12,324.22
Brown Co. Sheriff's Office	Brown*	44,846	15,365.40	5,161.04
Butler Co. Sheriff's Office	Butler	368,130	47,869.54	42,444.87
Hamilton Police Dept.	Butler		24,835.99	20,120.63
Middletown Police Dept.	Butler		29,515.89	10,065.72
Carroll Co. Sheriff's Office	Carroll*	28,836	11,299.18	6,834.79
Clark Co. Sheriff's Office	Clark	138,333	30,637.76	22,536.51
Springfield Police Dept.	Clark		22,371.22	11,104.14
Clermont Co. Sheriff's Office	Clermont	197,363	28,414.12	21,955.85
Union Twp. Police Dept.	Clermont		27,717.63	25,382.59
Crawford Co. Sheriff's Office	Crawford	43,784	15,859.13	15,370.27
Cuyahoga Co. Sheriff's Office	Cuyahoga	1,280,122	44,204.87	44,204.87
Cleveland Police Dept.	Cuyahoga		40,188.16	17,915.02

Euclid Police Dept.	Cuyahoga		29,765.54	26,962.74
North Olmsted Police Dept	Cuyahoga		24,533.95	20,290.95
Delaware Co. Sheriff's Office	Delaware	174,214	40,760.31	23,566.90
Erie Co. Sheriff's Office	Erie	77,079	21,355.53	11,885.23
Perkins Twp. Police Dept.	Erie		22,047.39	5,911.67
Franklin Co. Sheriff's Office	Franklin	1,163,414	58,710.60	48,019.86
Columbus Police Dept.	Franklin		60,953.49	49,671.87
Fulton Co. Sheriff's Office	Fulton*	42,698	18,816.49	17,371.33
Geauga Co. Sheriff's Office	Geauga	93,389	26,692.79	26,623.12
Greene Co. Sheriff's Office	Greene*	161,573	36,800.97	14,602.14
Beavercreek Police Dept.	Greene		25,441.98	21,099.35
Guernsey Co. Sheriff's Office	Guernsey*	40,087	9,920.25	7,841.55
Hamilton Co. Sheriff's Office	Hamilton	802,374	39,196.87	14,602.14
Cincinnati Police Dept.	Hamilton		56,333.21	40,894.69
Colerain Twp. Police Dept.	Hamilton		16,815.87	14,747.70
Springfield Twp. Police Dept.	Hamilton		30,206.82	12,311.73
Hancock Co. Sheriff's Office	Hancock	74,782	19,772.61	19,404.09
Hardin Co. Sheriff's Office	Hardin	32,058	16,944.29	7,757.61
Harrison Co. Sheriff's Office	Harrison	15,864	13,073.45	12,949.80
Highland Co. Sheriff's Office	Highland	43,589	14,071.66	12,568.62
Holmes Co. Sheriff's Office	Holmes*	42,366	16,708.27	15,689.14
Jefferson Co. Sheriff's Office	Jefferson	69,709	15,126.77	10,857.41
Knox Co. Sheriff's Office	Knox*	60,921	19,145.83	3,644.82
Lake Co. Sheriff's Office	Lake	230,041	27,067.24	11,886.96
Licking Co. Sheriff's Office	Licking	166,492	22,456.30	0.00
Newark Police Department	Licking		9,598.86	6,053.41
Logan Co. Sheriff's Office	Logan	45,858	21,115.92	17,530.04
Lorain Co. Sheriff's Office	Lorain	301,356	36,023.25	35,908.41
Lucas Co. Sheriff's Office	Lucas	441,815	41,878.20	24,604.63
Sylvania Twp. Police Dept.	Lucas		17,177.59	13,082.48
Toledo Police Dept.	Lucas		41,878.20	36,572.47
Mahoning Co. Sheriff's Office	Mahoning	238,823	32,636.60	26,821.75
Boardman Police Dept.	Mahoning		24,014.76	21,739.54
Youngstown Police Dept.	Mahoning		21,922.32	17,440.15
Marion Co. Sheriff's Office	Marion	66,501	23,196.10	19,081.91
Medina Co. Sheriff's Office	Medina	172,332	41,349.00	29,350.65
Mercer Co. Sheriff's Office	Mercer*	40,814	16,739.52	13,136.88
Miami Co. Sheriff's Office	Miami	102,506	34,286.87	31,567.52
Monroe Co. Sheriff's Office**	Monroe*		14,764.68	4,763.37
Montgomery Co Sheriff's Office	Montgomery	535,153	48,762.44	31,454.06
Dayton Police Dept.	Montgomery		40,794.94	35,154.16
Moraine Police Division	Montgomery		28,811.51	1,222.95
Trotwood Police Dept.	Montgomery		22,463.20	3,102.91
Morrow Co. Sheriff's Office	Morrow	34,827	13,696.23	13,452.88
Muskingum Co. Sheriff's Office	Muskingum	86,074	17,102.24	10,173.07
Ottawa Co. Sheriff's Office	Ottawa	41,428	18,188.53	4,575.51
Paulding Co. Sheriff's Office	Paulding*	19,614	15,847.96	11,259.40
Pickaway Co. Sheriff's Office	Pickaway	55,698	17,453.96	16,992.97
Portage Co. Sheriff's Office	Portage	161,419	13,266.35	10,137.72
Putnam Co. Sheriff's Office	Putnam	34,499	17,262.63	14,099.04
Richland Co. Sheriff's Office	Richland	124,475	33,167.90	26,733.29
Sandusky Co. Sheriff's Office	Sandusky	60,944	20,854.79	18,442.01

Scioto Co. Sheriff's Office	Scioto	79,499	19,369.81	17,816.03
Seneca Co. Sheriff's Office	Seneca	56,745	17,546.23	12,195.03
Stark Co. Sheriff's Office	Stark	375,586	41,358.03	24,007.07
Canton Police Dept.	Stark		23,815.92	15,202.09
Jackson Twp. Police Dept.	Stark		25,309.33	19,892.73
Summit Co. Sheriff's Office	Summit	541,781	21,246.43	17,961.63
Akron Police Dept.	Summit		38,298.15	28,759.36
Cuyahoga Falls Police Dept.	Summit		18,026.71	13,634.43
Trumbull Co. Sheriff's Office	Trumbull	210,312	30,168.34	28,863.44
Howland Twp. Police Dept.	Trumbull		10,599.79	4,204.35
Tuscarawas Co. Sheriff's Office	Tuscarawas	92,582	17,174.49	7,842.78
Warren Co. Sheriff's Office	Warren	212,693	39,827.87	37,983.46
Clearcreek Twp. Police Dept.	Warren		24,741.45	22,505.01
Washington Co. Sheriff's Office**	Washington*		20,906.72	154.35
Wayne Co. Sheriff's Office	Wayne*	114,520	25,489.87	10,033.69
Williams Co. Sheriff's Office	Williams*		19,098.06	15,994.46
Wood Co. Sheriff's Office	Wood	125,488	30,537.21	6,782.27
Wyandot Co. Sheriff's Office	Wyandot	22,615	18,737.21	16,372.28

\*Counties that did not have HVEO activities in all years (2012 – 2016). Crash numbers are not included for these counties in the table below.

\*\*Monroe and Washington Counties cancelled their grant with minimal activity – the population for these counties is not included.

Highly visible enforcement activities were conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar.

Dates	Blitz/National Campaign
October 23 – October 31, 2015	Halloween
November 20 – November 29, 2015	Thanksgiving
December 11, 2015 – January 2, 2016	Christmas/New Years
February 7 – February 8, 2016	Super Bowl
March 12 – March 18, 2016	St. Patrick's Day
April – May 2016	Prom
July 1 – July 5, 2016	4 <sup>th</sup> of July
August 19 – September 5, 2016	Drive Sober or Get Pulled Over
October 2015 and/or September 2016	Homecoming

2012 – 2016 IDEP Counties				
Year	Fatal Crashes	Alcohol-Related Injury Crashes	Alcohol-Related Fatal Crashes	Injury Crashes
2012	728	4,168	312	60,002
2013	649	3,931	192	57,652
2014	669	4,034	207	58,319
2015	748	4,106	232	63,210
2016*	588	3,186	173	51,336

\*2016 only includes preliminary numbers (January 1, 2016 through October 31, 2016). It is only included to show progress toward stated goals.

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

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

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

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

IDEP agencies reached 87.51 percent of Ohio's population (approximately 10.1 million people) through earned media and high visibility enforcement.

**Awarded: 2,254,713.87 Expended: 1,579,234.89 Funding Source: 405d**

**Project Number:** M6OT-2016-00-00-00

**Project Title:** Statewide Impaired Driving Enforcement

**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

There were 1,634 alcohol related fatal crashes and 25,802 alcohol related injury crashes in Ohio between 2011 and 2015.

## Project Results:

In FFY2016, the Ohio State Highway Patrol (OSHP) continued their Impaired Driving Enforcement grant. The OSHP focused on increasing manpower at problem locations throughout the year and used low manpower sobriety checkpoints to be more visible on Ohio roads during blitz periods and mandatory campaigns. They conducted 87 checkpoints and saturation patrols. Twenty of these checkpoints were conducted during Drive Sober or Get Pulled Over and 58 of the 87 (66.67 percent) checkpoints were low-man power checkpoints. OSHP offered training courses through the OSHP Academy to train law enforcement officers throughout the state on issues related to impaired driving. All activity in FFY2016 occurred between 6 p.m. and 6 a.m.



Total Overtime Enforcement	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
Daytime Overtime Hours	795	834	1,760	510	0
Nighttime Overtime Hours	5,166	7,084	17,739	34,217	36,767
Total Overtime Hours	5,961	7,918	19,499	34,727	36,767
Number of Traffic Stops	16,378	15,015	34,831	47,293	64,111
OVI Arrests Under 21	53	55	100	129	165
OVI Arrests 21 and Over	420	422	867	1,303	1,546
Refusals	*	91	220	328	451
Adult Restraint Citations	986	1,299	3,458	5,821	6,328
Child Restraint Citations	40	52	105	184	228
Speed Citations	3,029	3,489	10,908	18,142	18,257
Distracted Driving	*	12	15	69	523
Driving Under Suspension	351	490	1,077	1,891	2,276
No Operator License Citations	*	85	322	482	680
Felony Arrests	42	64	174	347	404
Other Citations Issued	888	1,501	3,199	5,257	5,446

Total Checkpoint Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
OVI Checkpoints Conducted***	21	28	187	101	86
Vehicles Through Checkpoint	8,867	10,540	68,835	43,053	34,489
Vehicles Checked	8,308	9,027	66,007	40,213	31,529
OVI Arrests Under 21	3	3	18	7	11
OVI Arrests 21 and Over	49	34	241	99	100
Refusals	23	7	56	30	25
Driving Under Suspension	16	19	110	47	54
No Operator License Citations	7	25	43	30	26
Restraint Citations	10	10	77	27	40
Other Citations Issued	57	7	257	165	117
Vehicles Seized	3	1	3	3	4
Felony Arrests	1	2	32	17	8

\*Data was not collected that FFY.

\*\*Data was not broken out into daytime/nighttime prior to FFY2013.

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

## Alcohol Related Training

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Standardized Field Sobriety Test (SFST)	1	17	13

<b>Total Awarded:</b>	<b>2,155,559.03</b>	<b>Expended:</b>	<b>1,792,490.19</b>	<b>Funding Source:</b>	<b>405d</b>
<b>Enforcement</b>	2,139,563.63		1,788,016.37		
<b>Training</b>	11,355.40		577.15		
<b>Supplies</b>	4,640.00		3,896.67		

**Project Number:** M6OT-2016-00-00-00

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

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

### Project Description:

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) offered training to law enforcement throughout the state. Training Ohio's officers allows them to conduct effective enforcement programs to remove impaired, speeding and drivers displaying other unsafe driving behaviors from Ohio's roads before fatal crashes occur.

### Project Results:

OPOTA continued to train Ohio officers in SFST Instructor and Advanced Roadside Impaired Driving Enforcement (ARIDE). Under grant OPOTA provided law enforcement training to 146 officers in the various courses listed in the following chart.

Grant Funded Training Course	Number of Courses	Number of Students Taught	Number of Agencies
SFST Instructor	1	19	17
Advanced Roadside Impaired Driving Enforcement (ARIDE)	5	127	66

In addition, OPOTA taught an additional 21 students in ARIDE and 20 students in SFST that were not reimbursed by the grant.

<b>Awarded:</b>	<b>30,000.00</b>	<b>Expended:</b>	<b>30,000.00</b>	<b>Funding Source:</b>	<b>405d</b>
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**Project Number:** M6OT-2016-00-00-00  
**Project Title:** Trace Back Program  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

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

**Project Results:**

OIU conducted 231 trace back investigations during FFY2016. These investigations have resulted in enforcement action being taken against the establishment as well as positive media coverage. Federal funding is only used for overtime.

Result	FFY2015	FFY2016
Dismissed – Paid Court Costs	0	0
Dismissed with Prejudice	0	4
Guilty	6	10
Guilty of Lesser	*	1
Nolle Pros	2	3
Pending	4	42
Reprimanded & Released	6	0
Sealed	0	11
Civil Citations	*	20
Diversion	*	6
Unfounded	*	0

\*data not collected in FFY2015

**Awarded: 80,082.55 Expended: 28,325.07 Funding Source: 405d**

**Project Number:** NF-2016-00-00-00  
**Project Title:** Drugged Driving Pilot

**Project Description:**

Recording Artists, Actors and Athletes Against Drunk Driving (RADD) piloted the nation’s first Teen Model Driving Under the Influence of Drugs (DUID) campaign in Ohio, “Drugged Driving = Done Driving”.

### Project Results:

RADD partnered with the Office of National Drug Control Policy (ONDCP), Governor’s Highway Safety Association (GHSA), Nationwide Insurance, Ford Driving Skills for Life and the Ohio Traffic Safety Office (OTSO) to launch the pilot Fall 2016.

**Awarded:** 0.00 **Expended:** 0.00 **Funding Source:** N/A

**Project Number:** M6OT-2016-00-00-00

**Project Title:** Drugged Driving Summit

**Funded Agency:** AAA

### Project Description:

AAA partnered with the Ohio Traffic Safety Office (OTSO) to hold a bi-state (Ohio and Kentucky), bi-regional (Region 5 and Region 3) “Drugged Driving” summit in FFY2016.

### Project Results:

Nearly 200 people including law enforcement, judges, prosecutors, traffic safety educators, toxicologists and other stakeholders attended the summit. For the first time, stakeholders had an opportunity to talk about the real life problems they face from the roadside to the courtroom – where the problems/needs are and share best practices to address issues. The summit generated more than 80 news stories.

**Awarded:** 20,000.00 **Expended:** 19,980.75 **Funding Source:** 405d

**Project Number:** M6OT-2016-00-00-00

**Project Title:** Drug Recognition Expert Program

**Funded Agency:** Ohio Traffic Safety Office

### Project Description:

The Ohio Drug Evaluation and Classification (DEC) program is entering the fifth year of programming. Ohio currently has 184 certified Drug Recognition Experts (DREs). DRE courses and Advanced Roadside Impaired Driving Enforcement (ARIDE) were scheduled for FFY2016.

### Project Results:

Agency Type	Number of DREs
State Patrol	80
City Police Department	84
County Sheriff’s Office	17
Other	3
Total	184

These 184 DREs are housed in 85 different agencies. Four DRE training courses were conducted; training an additional 56 DREs in FFY2016. Ohio also conducted two 8-hour Recertification classes



with 52 students. Ohio currently has 17 DRE Instructors and did not conduct an instructor course in FFY2016. Sixty one ARIDE courses were taught with 1,420 students.

Drug Category Name	Total Opinions	Evaluations with completed Toxicology	Confirmed Matches of Completed Toxicology	Rate of Accuracy of Completed Toxicology
Stimulants	192	145	127	87.59%
Depressants	222	130	85	65.38%
Hallucinogens	4	3	0	0.00%
Dissociative Anesthetic	11	5	2	40.00%
Narcotic	270	183	156	85.25%
Inhalant	1	1	1	100.00%
Cannabis	324	242	221	91.32%

Other	
Poly Drug Use	218
Alcohol Rule Outs	3
Medical Impairment	17
No Opinion of Impairment	44
Toxicology Results Pending	317
Toxicology Found No Drugs	37
Toxicology Refused	117

**Awarded:** 600,000.00 **Expended:** 554,995.48 **Funding Source:** 405d

**Project Number:** M6OT-2016-00-00-00  
**Project Title:** OVI Toxicology Program  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

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

**Project Results:**

The OSHP lab provided toxicology services for hundreds of law enforcement agencies throughout Ohio. In FFY2016, 11,643 cases were received for processing. Over 11,000 tests were performed and reported within 30 working days. Alcohol results were issued in five days; drug results were issued in 36 days.

**Awarded:** 136,874.80 **Expended:** 115,092.53 **Funding Source:** 405d

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**Project Number:** M6OT-2016-00-00-00  
**Project Title:** Toxicology Program  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

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

**Project Results:**

The OSHP lab provided toxicology services for hundreds of law enforcement agencies throughout Ohio. In FFY2016 additional equipment was purchased to increase the processing efficiency.

Equipment	Quantity
Gas Chromatography/Mass Spectrometry	5
Fourier Transform Infra-Red	2
Liquid Chromatography/Mass Spectrometry	1
UV-VIS	2

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**Awarded:** 1,813,811.00 **Expended:** 1,294,113.58 **Funding Source:** 405d

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**Project Number:** M6OT-2016-00-00-00  
**Project Title:** Court Monitoring  
**Funded Agency:** Mothers Against Drunk Driving

**Project Description:**

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

**Project Results:**

MADD monitored 2,925 cases in 20 venues in 13 counties during FFY2016.

Court	Cases Monitored	Cases Closed	Guilty on Original OVI Charge	Amended Charges	Dismissed or OVI Dismissed Guilty of a Lessor Charge	Closed – Failure to Appear (Defendant)	Cases Transferred to Another Court	# of Offenders 2 <sup>nd</sup> Offense	# of Offenders 3 <sup>rd</sup> Offense	# of Offenders 4 <sup>th</sup> or more Offense
<b>Athens County</b>										
Athens Municipal	64	52	28	17	6	1	0	8	4	4
<b>Butler County</b>										
City of Hamilton Municipal	30	29	24	4	1	0	0	3	2	0
<b>Cuyahoga County</b>										
Berea Municipal	143	89	46	31	9	3	0	3	0	0
Cleveland Municipal	204	153	75	68	5	4	0	8	2	1
<b>Delaware County</b>										
City of Delaware Municipal	122	81	44	31	6	0	0	13	3	1
<b>Franklin County</b>										
Franklin County Municipal	272	184	139	32	6	7	0	24	6	4
Grove City Mayors	79	52	17	21	4	0	10	N/A	N/A	N/A
Reynoldsburg Mayors	124	97	44	27	13	2	11	N/A	N/A	N/A
Westerville Mayors	60	50	13	31	2	0	4	N/A	N/A	N/A
<b>Hamilton County</b>										
Hamilton County Municipal	329	216	158	38	11	8	0	39	8	4
<b>Lorain County</b>										
Elyria Municipal	225	178	97	61	13	3	4	18	9	5
<b>Lucas County</b>										
Maumee Municipal	73	54	35	10	8	1	0	7	3	1
Toledo Municipal	214	171	93	69	3	5	1	12	10	2
<b>Montgomery County</b>										
Dayton Municipal	181	149	102	37	8	2	0	7	1	0
<b>Noble County</b>										
Noble County Municipal	25	16	14	2	0	0	0	0	0	0
<b>Pickaway County</b>										
Circleville Municipal	232	161	97	51	8	3	2	22	11	4
<b>Portage County</b>										
Kent Municipal	77	53	33	14	3	3	0	6	4	8
Lebanon Municipal	121	121	63	45	8	2	3	5	0	2
Ravenna Municipal	257	188	111	62	10	5	0	14	10	9
<b>Washington County</b>										
Marietta Municipal	93	67	54	8	1	4	0	6	2	0
<b>Total</b>	<b>2,925</b>	<b>2,161</b>	<b>1,287</b>	<b>659</b>	<b>125</b>	<b>53</b>	<b>35</b>	<b>195</b>	<b>65</b>	<b>45</b>

**Awarded: 28,482.71 Expended: 21,774.03 Funding Source: 405d**

## Evaluation

- C-5) Ohio had 313 impaired driving fatalities (.08 and above) in 2015. The goal was to reduce impaired driving fatalities (.08 and above) to 318 by 2016. Ohio met this goal.
- Ohio completed 740 DRE evaluations in 2015. Ohio met the goal of 680.
- Ohio had 184 DREs by the end of 2016. Ohio met the goal of 158.

Alcohol-Related / Total Fatal Crashes			
Year	Alcohol-Related Fatal Crashes	Total Fatal Crashes	Percent of Total Fatal Crashes
2012	431	1,024	42.1
2013	274	918	29.8
2014	271	919	29.5
2015	316	1,029	30.7
2016*	244	818	29.8

\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

Ohio met the Core Measure and one of the both additional goals under Impaired Driving. Ohio will continue to review data and implement impaired driving countermeasures to impact the impaired driving fatal and serious injury crashes.

## Occupant Protection Program Area

### Overview

- C-4) Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 2.39 percent from 386 (2009 – 2013 average) to 377 by 2016.
- B-1) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 0.4 percentage points from 85.0 percent in 2014 to 85.4 percent in 2016.

### Programming Efforts

**Project Number:** NF-2016-00-00-00

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

**Project Description:**

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

**Project Results:**

Ohio used many different networks to ensure earned media was achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc.). OPTS is a statewide network of employers and safety advocates that Ohio uses to distribute messages and materials to reach the 21 – 40 year old age group. Messaging was consistent with the National Communications Plan and consisted of the following components:

- Campaign toolkit developed for distribution to Ohio’s law enforcement partners, Safe Communities programs, corporate partners and others that have a vested interest in traffic safety.
- The toolkit will include updated sample new releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) web site as the mini-planners are released.
- Coordinated media kick off events by both the Ohio Department of Public Safety (ODPS) and Ohio’s Safe Communities programs.
- Weekly traffic safety e-mail broadcast.

Earned Media	
Press conferences	58
TV news stories	1,221
Radio news stories	1,096
Print news Stories	243
On-line (e.g. articles, social media – Facebook, Twitter, etc.)	11,087

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

**Project Number:** M2X-2016-00-00-00

**Project Title:** Seat Belt Outreach/Educational Materials

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

In FFY2016, Ohio continued to use the CIOT for sustained seat belt messaging throughout the year. The goal of the sustained effort was to increase statewide usage of seat belts. The objective was to elevate awareness of the seat belt message while coupled with paid media and heightened enforcement throughout the state of Ohio during periods in addition to the CIOT mobilization.

**Project Results:**

In FFY2016, Ohio used the Click It or Ticket (CIOT) campaign messages for its sustained seat belt campaign throughout the year. Sustained materials were used in conjunction with high visibility enforcement efforts during time periods outside of the CIOT mobilization to help increase statewide seat belt usage.

Materials purchased in FFY2016 include posters, banners, bumper magnets, litter bags, yard signs and table cloths with messaging for on ground events. Materials were distributed to Safe Communities, law enforcement, and business partners to raise awareness among their community and/or employees of the importance of buckling up. The materials provide a visual reminder to the public and provide our partners a great educational opportunity while engaging the public. In FFY2016, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at increasing seat belt usage.

**Awarded:** 310,000.00 **Expended:** 308,403.40 **Funding Source:** 405b


**Project Number:** M2X-2016-00-00-00  
**Project Title:** Holiday Click It or Ticket Paid Media  
**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Paid media was a big component of Ohio’s communication and outreach strategies to inform the public of the dangers of driving unbelted. The goal of the paid media plan for the November mobilization was to decrease the number of unbelted fatalities. The media objective was to increase awareness of highly visible law enforcement with both local and national media exposure.

**Project Results:**

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for impaired driving. There were no non-paid PSA airings or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 9,202,556.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	215	215	430	\$ 110,057.08
Radio	2,100	2,100	4,200	\$ 10,265.89
Internet				\$ 28,295.77
Out of Home/Other				\$ 52,366.73
			<b>Total Media Cost</b>	<b>\$ 200,985.47</b>

**Awarded:** 200,000.00 **Expended:** 200,985.47 **Funding Source:** 405b

**Project Number:** M2X-2016-00-00-00  
**Project Title:** Click It or Ticket Paid Media  
**Funded Agency:** Ohio Traffic Safety Office


**Project Description:**

Ohio continued to implement and expand the national seat belt mobilization model in FFY2016. Campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

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

**Project Results:**

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airing or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 23,664,929.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	600	570	1,170	\$ 136,380.98
Radio	3,444	3,487	6,931	\$ 66,728.31
Internet				\$ 101,167.31
Out of Home/Other				\$ 188,775.96
			<b>Total Media Cost</b>	<b>\$ 493,052.56</b>

**Awarded: 500,000.00 Expended: 493,052.56 Funding Source: 405b**

**Project Number:** PT-2016-00-00-00

**Project Title:** Click It or Ticket Mobilization

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Ohio continued to implement and expand the national seat belt mobilization efforts in FFY2016. Campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation.

With over 600 law enforcement agencies in the state, OTSO was unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment rewards has been proven to be an effective incentive to participate and generates a large amount of earned media during the national mobilization.

## Project Results:

OTSO worked to increase the level of law enforcement participation, partner reporting levels and expand its partnership network. More than 500 agencies participated in the 2016 enforcement mobilization.

Traffic safety related equipment was awarded to agencies who participate in the 2015 national mobilizations. Awards were based on the level of involvement, including high visibility enforcement, media outreach and timely reporting.

The OTSO made it a priority for grantees and non-grantee partners to participate in the mobilization in 2016.

Two Tri-State Kickoff events were held in Ohio. Both of these (Ohio, Kentucky and Indiana and Ohio, Kentucky and West Virginia) included at least one state from another NHTSA Region.

<b>Click It or Ticket Mobilization Agency Participation</b>			
<b>Law Enforcement Agencies</b>	<b>Total in State</b>	<b>Participating</b>	<b>Reporting</b>
Highway Patrol	59	59	59
County Sheriffs	88	76	59
City / Town Police	633	503	409
Other	23	20	17
<b>Totals</b>	<b>803</b>	<b>658</b>	<b>544</b>

<b>Click It or Ticket Mobilization Activity</b>					
<b>Enforcement Activity</b>	<b>FFY2012</b>	<b>FFY2013</b>	<b>FFY2014</b>	<b>FFY2015</b>	<b>FFY2016</b>
Enforcement Hours	132,135	194,952	151,650	160,185	154,712
OVI Arrests	2,018	2,019	2,378	1,907	2,274
Restraint Citations	13,561	15,997	16,995	14,179	13,885
Child Restraint Citations	468	530	767	402	552
Speed Citations	36,977	42,608	47,221	47,055	43,315
Driving Under Suspension	5,861	6,709	7,450	6,320	6,900
Felony Arrests	1,581	1,458	1,576	1,172	2,233

## Materials and Equipment Awards

Agencies across the state were encouraged to participate in the National CIOT and Drive Sober or Get Pulled Over mobilizations. Law enforcement agencies who participated and submitted activity for both mobilizations qualified for equipment. Over 500 agencies participated in the mobilization. Following is the equipment purchased for the incentive.

<b>Equipment Incentives</b>	
<b>Quantity</b>	<b>Item</b>
155	Lasers
50	Radars

**Awarded: 305,000.00 Expended: 301,175.00 Funding Source: 402 PT**



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**Project Number:** M2X-2016-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

In FFY2016, Ohio continued to model the national communications media plan to bridge the media gaps around the national seat belt mobilization with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal was to sustain the message throughout the year and to hit the highest peak during the national mobilization when we are deploying what we know works best in changing behavior. Throughout the year, using other recognized brands like What’s Holding You Back? provided an opportunity to extend the core safety messages. Embracing social-norming messages allowed us to look for marketing alliances with businesses and organizations already branded and important to our target audiences. We have learned that many partners are not comfortable spending their resources to aggressively promote a strong enforcement message. A year-round mix of enforcement and social-norming messages helped to avoid these conflicts and provided us with more opportunities to keep our messages in front of the public and our target audiences.

**Project Results:**

An emphasis was placed on working with media partners who not only reached our target audience, but also embraced traffic safety messages and were willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talents, on the ground event and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience.

Media tactics included a combination of radio, television, outdoor advertising, theater ads, print materials and social media to maximize the amount of resources for the sustained belt paid media plan.

**High Risk Populations**

**Teens**

Ohio worked to target rural teen seat belt usage. Huddle High Schools, Inc. distributed high school tickets for regular season events (sports, plays, etc.) for high schools throughout Ohio. Last year, OTSO cosponsored over 200 high schools (over three million ticket backs) in southeast Ohio, Columbus and Cleveland markets with a “Buckle-Up in Your Truck” seat belt message during the school year to direct target this audience.

**Rural**


Ohio worked to target rural seat belt usage. Through Huddle, high school sport tickets are printed with the “Buckle-Up in Your Truck” message in rural areas. Currently, 25 rural school bus shelter locations statewide are also printed with the same message. These bus shelters are located along rural routes. The message is placed on the outside of the shelter for passing traffic to see.

## 18 – 34 year old Male

This target audience was identified throughout the state of Ohio as a low-usage population. Qualitative research information has generally identified the younger men (16 -24 years) within this demographic as the most “high risk” drivers and passengers. These men are also less likely to use safety belts if they travel in pick-up trucks, consume alcohol, or ride at night. Ohio worked closely with both the state and national media buyer to target 18 – 34 year old male seat belt usage. Ohio ran seat belt messages during home games throughout the season with the following sports teams in Ohio to target this high risk population: Cincinnati Reds, Cleveland Indians, Cleveland Cavaliers Columbus Clippers, Toledo Mudhens, The Ohio State University and the Columbus Crew.

The Fox Sports Ohio (FSO) partnership continued to be a good fit in reaching our male target audience. This partnership has grown to include seat belt use, impaired driving, motorcycles, distracted driving, and teen driving messages. In addition to television/radio advertising, FSO conducted several on ground events and added social media to increase the reach of our message.

The OTSO paid media component consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airings or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 25,852,008.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	3,234	3,234	6,468	\$ 146,320.37
Radio	83	82	165	\$ 17,458.99
Out of Home/Other				\$ 392,886.03
			<b>Total Media Cost</b>	<b>\$ 556,665.39</b>

**Awarded: 575,000.00 Expended: 556,665.39 Funding Source: 405b**

## Evaluating Effectiveness of Seat Belt Usage Media Messages

The Ohio Traffic Safety Office’s (OTSO) paid media components pertaining to seat belt use consisted primarily of television and radio “buys” with earned media television, radio, and outdoor advertising. An information summary of data collected via statewide telephone surveys was used to evaluate the effectiveness of the FFY2016 paid media plan for enhancing the statewide use of seat belts.

As reported in the Impaired Driving Program Area, the ARC conducted four random-digit dialing statewide telephone surveys of 4,156 drivers across the nine designated Ohio State Highway Patrol

districts. These four surveys, conducted between April and October 2016, provided data to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered an array of topics pertaining to highway safety, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; distracted driving; and opinions and actions related to Ohio laws and law enforcement.

Overall, 62 percent of survey participants reported that during the 30 days prior to completing the survey, they had “definitely” or “probably” seen or heard messages in Ohio encouraging people to wear their seat belts. Approximately 40 percent of those respondents saw or heard the message on television while 15 percent reported being exposed to seat belt messages through the radio. Additionally, eight percent of respondents reported they were exposed to these messages through both the television and the radio. When respondents were asked to identify other places they had seen or heard messages encouraging seat belt use, 32 percent cited billboards and 34 percent said road signs. Other places respondents reported seeing messages regarding seat belt use included electronic roadway signs (21 percent), banners (nine percent), and signs on buses (five percent).

During FFY2016, the majority of respondents (87 percent) reported that the number of seat belt messages they had seen or heard in the 30 days prior to the survey had been about the same, while eight percent claimed they had seen or heard more messages than usual. Those who reported seeing or hearing a slogan identified the following specific slogan names without prompting: During the first (baseline) survey, respondents mentioned *Click It or Ticket* (83 percent) and *What’s Holding You Back?* (three percent). During the second survey, which was congruent with the first paid media initiative, respondents mentioned *Click It or Ticket* (85 percent) and *What’s Holding You Back?* (one percent). During the third survey, which preceded the second paid media initiative, respondents mentioned *Click It or Ticket* (82 percent) and *What’s Holding You Back?* (two percent). Regarding the fourth survey, which followed the second paid media initiative, respondents mentioned *Click It or Ticket* (82 percent) and *What’s Holding You Back?* (one percent). As expected, recall of slogans encouraging seat belt use increased from survey- 1 to survey- 2; specifically, recall of *Click It or Ticket* increased two percent from survey- 1 to survey- 2.

Finally, it is also significant that respondents who maintained that they had not heard or seen a slogan encouraging seat belt use during the 30 days prior to the survey as well as those who saw or heard a slogan were then questioned specifically about the *Click It or Ticket* and *What’s Holding You Back?* slogans by name. When prompted, 78 percent of those respondents had heard *Click It or Ticket* and 24 percent said they had heard the *What’s Holding You Back?* slogan.

Based on results from the Miami University ARC’s statewide telephone surveys, earned media, paid media, and education and enforcement efforts will be re-evaluated to establish proper campaign segmentation and geographic location.

**Funding: Incl. in Traffic Safety Program Management**

**Project Number:** M2X-2016-00-00-00  
**Project Title:** State Seat Belt Tac Squads  
**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

The OTSO conducted seat belt tac squads with all nine Ohio State Highway Patrol Districts. Each district utilized hours in November 2015 and April 17 – June 11, 2016 for seat belt tac squads between 6 a.m. and 6 p.m. in areas that have high numbers of unbelted fatalities.

**Project Results:**

Daytime Overtime Enforcement	FFY2015*	FFY2016
Daytime Overtime Hours	798	16,499
Number of Traffic Stops	1,755	31,201
OVI Arrests Under 21	0	15
OVI Arrests 21 and Over	4	46
Refusals	1	9
Adult Restraint Citations	1,287	14,185
Child Restraint Citations	20	158
Speed Citations	174	8,685
Distracted Driving	1	222
Driving Under Suspension	75	903
No Operator License Citations	3	285
Felony Arrests	4	68
Other Citations Issued	68	2,319

**Awarded:** 770,649.73 **Expended:** 770,596.29 **Funding Source:** 405b

**Project Number:** M2X-2016-00-00-00  
**Project Title:** Occupant Protection Coordinator (OPC) Program  
**Funded Agency:** Ohio Department of Health

**Project Description:**

In FFY2016, Ohio Department of Health (ODH) continued to be the lead agency for the OPC program. ODH contracted with seven OPC Coordinators to provide occupant restraint programming to all 88 Ohio counties. The OPC responsibilities included coordinating a child safety seat distribution program for low-income families, conducting car seat check-up events, coordinating the NHTSA 32-hour Standardized CPS Technician Training course and associated refresher course, disseminating occupant protection education and training for youth, and the National Campaigns for CPS and booster seats.

**Project Results:**

The Ohio Department of Health (ODH) was again the lead agency for the OPC program. ODH contracted with seven regional OPC Coordinators to provide occupant restraint programming to all

88 Ohio counties. This program was responsible for coordinating the child safety seat distribution program for low-income families. Last year this program distributed a total of 4,994 seats. Other activities conducted by the regional OPC coordinators are listed below. During FFY2016, OPC coordinators and ODH received \$12,401 in donations from local businesses. An additional \$55,933 in value was donated to the program in items and in-kind contributions. The seven regional OPC Coordinators not only helped get children properly restrained in child safety seats and/or booster seats, they distributed 15,293 pieces of occupant protection educational materials, 9,767 pieces of booster seat educational materials and 1,274 law enforcement cards. This program not only ensures children are properly restrained, but also stresses the importance of buckling up to the adults and older children.

Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
Car Seat Check Events	137	114	121	127	107
Car Seats Checked at Events	1,699	1,402	1,542	1,506	1,287
32-Hour Technician Classes	14	17	12	14	13
New CPS Technicians	167	174	134	143	186
Refresher/Continuing Education Courses	67	63	49	0	24
Refresher/Continuing Education Course Attendees	585	317	155	0	339

Media Activity	FFY2016
Newspaper Articles Written	37
Number of Publications Published	31
Radio/TV Interviews	34
Number of Times Broadcasted	28
TV or Radio PSAs Developed	10
Number of Times Broadcasted	502
Number of Press Conferences	3
Number of Media Present	4
Social Media Messages	314

**Awarded:** 427,830.44 **Expended:** 355,769.26 **Funding Source:** 405b

**Project Number:** M2X-2016-00-00-00  
**Project Title:** University Evaluation  
**Funded Agency:** Miami University of Ohio  
**Project Description:**

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

## Project Results:

### **Statewide Observation Survey of Seat Belt Use FFY2016**

During 2011, the National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for conducting state observational surveys of seat belt use. The ARC's Director and staff submitted a proposal adhering to those guidelines, which was approved; consequently, the methodology used in the observational surveys of seat belt use in 2012 through 2016 uses the NHTSA's updated requirements.

The policy-related goal of this annual research is to determine the percentage of Ohio drivers and/or passengers who wear seat belts while traveling in a motor vehicle. The observation survey was conducted by retired Ohio State Highway Patrol officers during April/May and June of FFY2016. For this project, the ARC reviewed, monitored, and, when necessary, updated observation site information for newly selected sites between 2012 and 2016; collected data from observers; completed data entry and statistical analysis; and reported the findings of the annual statewide observation survey data to the OTSO and NHTSA. Data was collected in the 57 Ohio counties that comprise 85 percent of highway fatalities. During the April/May survey, direct observations were made of 17,956 drivers and 3,219 front-seat passengers throughout the state; Ohio's baseline seat belt use rate for 2016 was 80.6 percent with a standard error of .01 and a 95 percent confidence interval between 78.4 percent and 82.8 percent. In June, 19,083 drivers and 3,999 passengers were observed, and the seat belt use rate increased to 83.5 percent, with a standard error of .01 and a 95 percent confidence interval from 82.4 percent to 85.1 percent. This represents an increase of approximately three percent.

NHTSA's updated statewide seat belt observation survey requirements stipulate that new sites must be selected every five years. In accordance with this, site selection is ongoing and will be completed by December 15, 2016. Selecting these new sites requires drawing a simple random sample stratified by county and road type (i.e., interstate highways, U.S. and state routes, and municipal routes) in counties which comprise 85% of Ohio's traffic fatalities. The total number of counties and sites is yet to be determined, but should be nearly identical to the numbers sampled between 2012 and 2016. Once sites are selected, each site is subjected to initial quality control using publicly available satellite and street view imagery. This helps avoid sending observers to sites that are dangerous and ensures accurate data can easily be collected.

### **County Seat Belt Survey FFY2016**

Prior to FFY2013, OTSO required county sub-recipients to conduct seat belt observations to determine a county seat belt rate. Beginning in FFY2013, OTSO removed this requirement from sub-recipients and requested the surveys, as well as the analysis, to be conducted by the ARC. In 2016, the ARC used the same sites (sampling additional sites as necessary in counties not already covered in the statewide survey) and methodology as in the statewide survey to collect data for the county surveys, including the use of trained retired Ohio State Highway Patrolmen to conduct vehicle observations.

The ARC completed data entry, analyzed the data, and prepared reports for sub-grantees on the findings. In April and May, 24,721 drivers and front-seat passengers were observed for the county surveys; in June, 26,927 drivers and front-seat passengers were observed. The seat belt use rate

for the baseline observations in April/May 2016 was 83 percent, and the rate for the June 2016 follow-up observations increased to 85 percent, an increase of two percent. The improved methodology will continue to provide more consistent and accurate data collection, so subsequent years' results can be directly compared to results from 2013 through 2016.

**Report Collaboration**

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

**Awarded: 240,000.00 Expended: 218,387.91 Funding Source: 405b**

**Project Number:** OP-2016-00-00-00  
**Project Title:** Occupant Protection Assessment  
**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Ohio conducted an OP Assessment to meet the funding requirements of MAP21 405b.

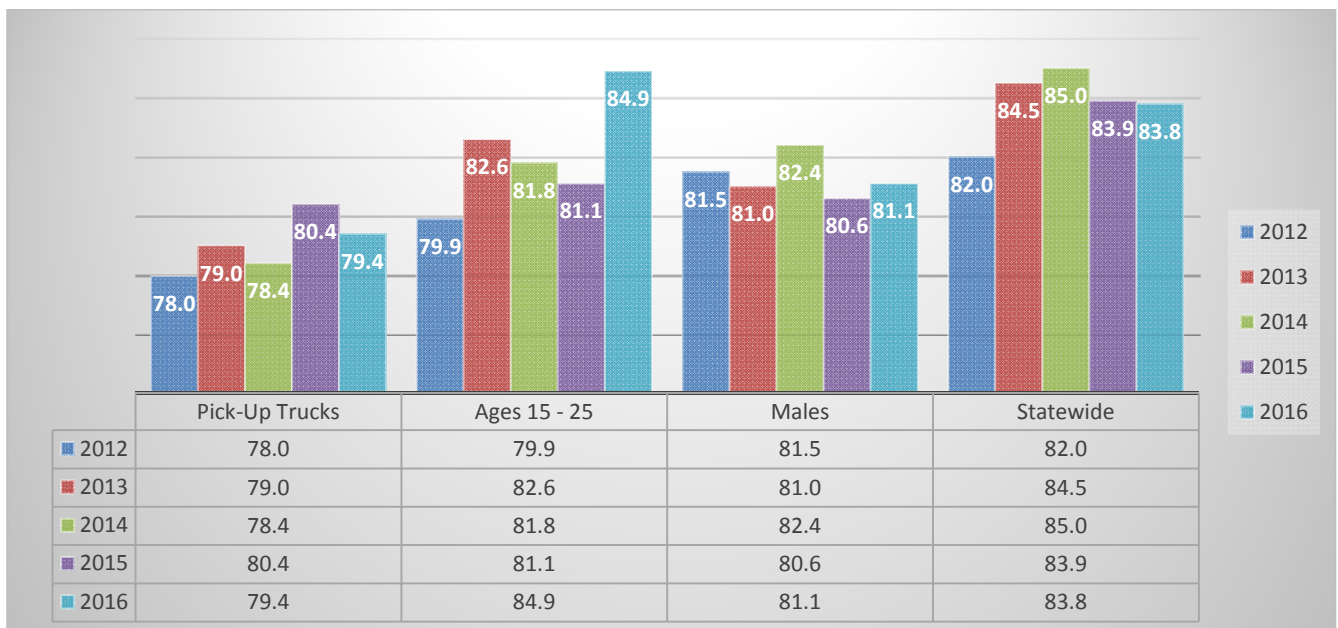
**Project Results:**

Funds were utilized for the facility rental and the assessment team members.

**Awarded: 35,000.00 Expended: 22,067.12 Funding Source: 402 OP**

**Evaluation**

- C-4) Ohio had 385 unrestrained passenger vehicle occupant fatalities (all seat positions) in 2015. The goal was to reduce unrestrained fatalities to 377 by 2016. Ohio did not meet this goal.
- B-1) Ohio's certified 2016 observed seat belt compliance rate is 83.8 percent. The goal was to reach 85.4 percent by 2016. Ohio did not meet this goal.



Ohio's seat belt observations were completed using the new NHTSA approved methodology. Ohio did not meet either the Core Performance Measure or the Core Behavior Measure. Ohio's Statewide observed seat belt usage rate declined again in 2016. In FFY2016, Ohio expanded the Seat Belt Tac Squad pilot program with all OSHP Districts to concentrate enforcement efforts on unbelted fatalities.

## Speed Program Area

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### Overview

- C-1) Reduce total fatalities by 2.00 percent from 1,046 (2009 – 2013 average) to 1,025 by 2016.\*
- C-2) Reduce serious traffic injuries 2.00 percent from 9,727 (2009 – 2013 average) to 9,532 by 2016.\*
- C-3a) Reduce fatalities/VMT rate by 2.00 percent from 0.93 (2009 – 2013 average) to 0.91 by 2016.\*
- C-3b) Reduce rural fatalities/VMT rate by 3.80 percent from 1.78 (2009 – 2013 average) to 1.71 by 2016.
- C-3c) Reduce urban fatalities/VMT rate by 0.53 percent from .53 (2009 – 2013 average) to .52 by 2016.
- C-6) Reduce speeding-related fatalities by 1.25 percent from 307 (2009 – 2013 average) to 303 by 2016.\*\*\*
- C-7) Reduce motorcyclist fatalities by 5.22 percent from 159 (2009 – 2013 average) to 151 by 2016.
- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 8.19 percent from 153 (2009 – 2013 average) to 141 by 2016.

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

\*\*\*The trends for speed, pedestrian, and bicycle were increases. A standard 1.25 percent per year from 2009 – 2013 average reduction was used for each of these goals to ensure the goal was a reduction by 2016.

### Programming Efforts

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**Project Number:** PT-2016-00-00-00

**Project Title:** Selective Traffic Enforcement Program

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

#### **Project Description:**

High Visibility is designed to convince the public that there are consequences to traffic violations. Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2012, 2013 and 2014. Each agency conducted enforcement activity (i.e., speed, seat belt, aggressive, etc.) to impact their fatal crashes.



## Project Results:

### Funded Agencies

57 Sheriff's Office and 28 local jurisdictions

Agency	County	Population	Award Amount	Total Expended
Allen Co. Sheriff's Office	Allen	106,331	19,831.17	19,119.29
Lima Police Department	Allen		17,841.20	15,667.22
Ashland Co. Sheriff's Office	Ashland	53,139	11,679.46	6,214.39
Athens Co. Sheriff's Office	Athens*	64,757	11,993.78	11,314.31
Auglaize Co. Sheriff's Office	Auglaize*	45,949	14,435.95	8,502.21
Brown Co. Sheriff's Office	Brown*	44,846	12,163.84	2,630.11
Butler Co. Sheriff's Office	Butler	368,130	36,176.02	35,355.98
Hamilton Police Dept.	Butler		18,386.58	15,069.06
Middletown Police Dept.	Butler		21,514.01	8,036.47
Carroll Co. Sheriff's Office	Carroll*	28,836	7,532.78	5,238.06
Clark Co. Sheriff's Office	Clark	138,333	20,387.21	18,249.87
Springfield Police Dept.	Clark		15,543.28	8,633.67
Clermont Co. Sheriff's Office	Clermont	197,363	19,098.01	15,089.53
Union Twp. Police Dept.	Clermont		18,502.60	16,576.12
Crawford Co. Sheriff's Office	Crawford	43,784	10,572.75	10,394.31
Cuyahoga Co. Sheriff's Office	Cuyahoga	1,280,122	33,654.37	29,030.56
Cleveland Police Dept.	Cuyahoga		27,951.93	20,150.11
Euclid Police Dept.	Cuyahoga		19,843.70	17,520.48
North Olmsted Police Dept	Cuyahoga		16,377.38	15,752.79
Delaware Co. Sheriff's Office	Delaware	174,214	30,187.29	21,748.32
Erie Co. Sheriff's Office	Erie	77,079	16,050.82	10,248.76
Perkins Twp. Police Dept.	Erie		16,491.81	5,834.21
Franklin Co. Sheriff's Office	Franklin	1,163,414	43,356.15	37,472.38
Columbus Police Dept.	Franklin		45,096.41	38,386.40
Fulton Co. Sheriff's Office	Fulton*	42,698	14,062.22	11,497.68
Geauga Co. Sheriff's Office	Geauga	93,389	19,607.94	17,808.40
Greene Co. Sheriff's Office	Greene*	161,573	24,533.98	18,969.49
Beavercreek Police Dept.	Greene		18,629.68	13,127.92
Guernsey Co. Sheriff's Office	Guernsey*	40,087	6,025.50	5,996.83
Hamilton Co. Sheriff's Office	Hamilton	802,374	26,131.25	16,071.57
Cincinnati Police Dept.	Hamilton		40,672.97	26,822.32
Colerain Twp. Police Dept.	Hamilton		11,832.87	9,311.96
Springfield Twp. Police Dept.	Hamilton		20,137.88	9,831.01
Hancock Co. Sheriff's Office	Hancock	74,782	14,988.34	13,942.86
Hardin Co. Sheriff's Office	Hardin	32,058	13,116.45	7,180.80
Harrison Co. Sheriff's Office	Harrison	15,864	10,546.38	9,322.10
Highland Co. Sheriff's Office	Highland	43,589	11,174.36	9,269.32
Holmes Co. Sheriff's Office	Holmes*	42,366	12,948.04	11,459.16
Jefferson Co. Sheriff's Office	Jefferson	69,709	12,216.04	8,220.83
Knox Co. Sheriff's Office	Knox*	60,921	12,763.88	1,808.25
Lake Co. Sheriff's Office	Lake	230,041	18,044.83	10,719.11
Licking Co. Sheriff's Office	Licking	166,492	16,681.82	1,402.69
Newark Police Department	Licking		6,218.13	4,961.00
Logan Co. Sheriff's Office	Logan	45,858	15,837.35	12,034.11
Lorain Co. Sheriff's Office	Lorain	301,356	24,015.50	23,912.51
Lucas Co. Sheriff's Office	Lucas	441,815	27,918.80	17,354.63

Sylvania Twp. Police Dept.	Lucas		13,362.00	9,174.64
Toledo Police Dept.	Lucas		28,992.48	17,354.63
Mahoning Co. Sheriff's Office	Mahoning	238,823	24,885.99	18,494.87
Boardman Police Dept.	Mahoning		17,884.09	15,729.16
Youngstown Police Dept.	Mahoning		14,614.88	11,528.99
Marion Co. Sheriff's Office	Marion	66,501	17,271.86	16,499.42
Medina Co. Sheriff's Office	Medina	172,332	27,538.43	25,354.25
Mercer Co. Sheriff's Office	Mercer*	40,814	11,159.68	9,755.36
Miami Co. Sheriff's Office	Miami	102,506	22,754.02	21,189.23
Monroe Co. Sheriff's Office**	Monroe*		9,843.12	3,779.06
Montgomery Co Sheriff's Office	Montgomery	535,153	36,484.97	27,314.63
Dayton Police Dept.	Montgomery		30,324.12	25,287.83
Moraine Police Division	Montgomery		18,068.24	5,300.37
Trotwood Police Dept.	Montgomery		16,837.72	6,586.98
Morrow Co. Sheriff's Office	Morrow	34,827	9,332.24	9,045.72
Muskingum Co. Sheriff's Office	Muskingum	86,074	11,358.64	7,344.83
Ottawa Co. Sheriff's Office	Ottawa	41,428	12,125.69	2,813.03
Paulding Co. Sheriff's Office	Paulding*	19,614	12,374.46	8,863.53
Pickaway Co. Sheriff's Office	Pickaway	55,698	13,090.42	11,204.90
Portage Co. Sheriff's Office	Portage	161,419	11,205.94	5,792.61
Putnam Co. Sheriff's Office	Putnam	34,499	13,301.67	10,474.92
Richland Co. Sheriff's Office	Richland	124,475	22,111.93	14,677.76
Sandusky Co. Sheriff's Office	Sandusky	60,944	15,823.94	12,564.07
Scioto Co. Sheriff's Office	Scioto	79,499	14,358.87	13,635.07
Seneca Co. Sheriff's Office	Seneca	56,745	13,516.84	10,302.18
Stark Co. Sheriff's Office	Stark	375,586	31,952.27	19,484.46
Canton Police Dept.	Stark		17,738.03	14,534.44
Jackson Twp. Police Dept.	Stark		18,933.01	14,425.06
Summit Co. Sheriff's Office	Summit	541,781	35,604.96	26,345.25
Akron Police Dept.	Summit		28,630.85	16,006.29
Cuyahoga Falls Police Dept.	Summit		13,894.18	10,731.30
Trumbull Co. Sheriff's Office	Trumbull	210,312	20,112.22	19,157.76
Howland Twp. Police Dept.	Trumbull		9,080.15	2,732.49
Tuscarawas Co. Sheriff's Office	Tuscarawas	92,582	13,257.91	8,563.55
Warren Co. Sheriff's Office	Warren	212,693	26,551.57	25,786.22
Clearcreek Twp. Police Dept.	Warren		18,311.43	14,477.72
Washington Co. Sheriff's Office**	Washington*		15,753.11	837.22
Wayne Co. Sheriff's Office	Wayne*	114,520	20,006.99	11,959.89
Williams Co. Sheriff's Office	Williams*	37,642	14,570.29	11,049.44
Wood Co. Sheriff's Office	Wood	125,488	23,359.39	18,713.00
Wyandot Co. Sheriff's Office	Wyandot	22,615	12,491.47	11,745.81

\*Counties that did not have HVEO activities in all years (2012 – 2016). Crash numbers are not included for these counties in the table below.

\*\*Monroe and Washington Counties cancelled their grant with minimal activity – the population for these counties is not included.

Highly visible enforcement activities were conducted at strategic times throughout the year consistent with the NHTSA Communications Calendar.

Dates	Blitz/National Campaign
November 20 – November 29, 2015	Thanksgiving
April – May 2016	Prom
May 23 – June 5, 2016	Click It or Ticket
October 2015 and/or September 2016	Homecoming

Year	Fatal Crashes	Injury Crashes
2012	728	60,002
2013	649	57,652
2014	669	58,319
2015	748	63,210
2016*	588	51,336

\*2016 only includes preliminary numbers (January 1, 2016 through October 31, 2016). It is only included to show progress toward stated goals.

Total Overtime Enforcement	FFY2012	FFY2013	FFY2014	FFY2015***	FFY2016
Daytime Overtime Hours	23,277	25,752	31,323	15,026	14,418
Nighttime Overtime Hours	30,333	30,008	34,471	10,360	7,927
Total Overtime Hours	53,610	55,760	65,794	25,386	22,345
Number of Traffic Stops	77,832	82,998	98,130	37,962	34,217
OVI Arrests Under 21	90	73	112	24	28
OVI Arrests 21 and Over	767	737	685	149	138
Refusals	*	185	171	49	39
Adult Restraint Citations	5,829	5,874	6,371	2,323	2,058
Child Restraint Citations	352	445	464	174	183
Speed Citations	27,194	27,687	32,585	12,916	12,580
Distracted Driving	*	173	320	102	62
Driving Under Suspension	4,106	3,601	4,199	1,728	1,464
No Operator License Citations	*	1,378	1,694	663	593
Felony Arrests	330	391	454	143	134
Other Citations Issued	*	10,828	11,869	3,952	1,968

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

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

\*Data was not collected that FFY.

\*\*Data was not broken out into daytime/nighttime prior to FFY2013.

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

STEP agencies reached 87.51 percent of Ohio's population (approximately 10.1 million people) through earned media and high visibility enforcement.

**Awarded: 1,641,642.78 Expended: 1,208,678.44 Funding Source: 402 PT**

**Project Number:** PT-2016-00-00-00

**Project Title:** Statewide STEP and Training

**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

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

**Project Results:**

The OSHP focused on increasing manpower at problem locations throughout the year to be more visible on Ohio roads during blitz periods and mandatory campaigns. The OSHP offered training courses through the OSHP Academy to train law enforcement officers throughout the state on issues relating to speed and crash investigation.

Total Overtime Enforcement	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
Daytime Overtime Hours	13,237	15,097	12,111	9,026	9,454
Nighttime Overtime Hours	6,096	6,258	674	273	61
Total Overtime Hours	19,333	21,355	12,785	9,299	9,515
Number of Traffic Stops	38,285	40,747	27,619	19,350	17,951
OVI Arrests Under 21	44	78	7	7	11
OVI Arrests 21 and Over	459	340	62	25	31
Refusals	*	70	15	5	11
Adult Restraint Citations	5,896	6,430	4,649	3,426	3,434
Child Restraint Citations	129	143	73	55	70
Speed Citations	16,691	21,581	15,340	11,381	9,795
Distracted Driving	*	33	18	35	143
Driving Under Suspension	906	995	483	357	408
No Operator License Citations	*	227	174	108	133
Felony Arrests	65	80	34	25	29
Other Citations Issued	2,584	3,814	1,934	1,085	1,161

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

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

## Crash Related Training

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Electronic Speed Measuring Device (ESMD) Instructor	1	15	10
Basic Traffic Crash Investigation	2	51	32
Intermediate Traffic Crash Investigation	1	16	14
Technical Crash Investigation	1	10	10
Collision Reconstruction	1	21	5

<b>Total Awarded:</b>	<b>754,121.45</b>	<b>Expended:</b>	<b>\$ 652,964.79</b>	<b>Funding Source:</b>	<b>402 PT</b>
<b>Enforcement</b>	540,683.95		468,332.30		
<b>Travel</b>	1,288.00		119.25		
<b>Training</b>	41,099.50		33,006.54		
<b>Education</b>	90,000.00		70,456.70		
<b>Equipment</b>	81,050.00		81,050.00		

**Project Number:** PT-2016-00-00-00

**Project Title:** Officer Training

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

### Project Description:

The Attorney General's Office/Ohio Peace Officer Training Academy (OPOTA) offered training to law enforcement throughout the state. Training Ohio's officers will allowed them to conduct effective enforcement programs to remove speeding and drivers displaying other unsafe driving behaviors from Ohio's roads before fatal crashes occur.

### Project Results:

OPOTA continued to train Ohio officers in speed enforcement and crash investigation. Under grant OPOTA provided law enforcement training to 190 officers in the various courses listed in the following chart. OPOTA trained an additional 18 students in RADAR and LIDAR Instructor; an additional 11 students in RADAR and LIDAR Operator; and 40 students in Vehicle Dynamics outside of the grant funded activity.

Grant Funded Training Course	Number of Courses	Number of Students Taught	Number of Agencies
RADAR and LIDAR Instructor	1	22	20
RADAR and LIDAR Operator	3	35	32
Traffic Collision Investigation Level I	4	108	63
Advanced Traffic Collision Investigation Level II	1	25	38

<b>Awarded:</b>	<b>90,000.00</b>	<b>Expended:</b>	<b>90,000.00</b>	<b>Funding Source:</b>	<b>402PT</b>
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**Project Number:** SF-2016-00-00-00  
**Project Title:** Construction Zone Safety Project  
**Funded Agency:** See chart under Project Results

**Project Description:**

ODOT and ODPS formalized a partnership to reduce crashes in Ohio’s construction zones. The purpose of this program was to have an enforcement presence and education campaign in identified interstate highway construction zones. Grants were awarded to sub-grantees (local police departments, county sheriff’s offices and / or the Ohio State Highway Patrol) to conduct traffic enforcement in an effort to reduce construction zone crashes. Between 2011 and 2015, there were 95 fatal crashes and 6,397 injury crashes in construction zones.

**Project Results:**

**Funded Agencies**

Agency	County	Award Amount	Expended Amount
Cincinnati Police Department	Hamilton	54,937.61	35,414.74
Cleveland Police Department	Cuyahoga	9,994.08	9,991.27
Dayton Police Department	Montgomery	29,994.78	29,475.53
Ohio State Highway Patrol	Cuyahoga, Hancock, Lucas, Mahoning, Miami, Montgomery, Summit, Trumbull, Wood	218,457.78	131,559.91

The Ohio Department of Transportation (ODOT) designated federal safety funds to be spent directly on work zone enforcement presence in the 2016 construction season. The ODOT, the ODPS, and the agencies listed above formalized a partnership to reduce crashes in Ohio’s work zones. The work zones targeted in FFY2016 were:

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

Enforcement Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
Daytime Enforcement Hours	5,062	4,746	5,568	5,325	3,295
Nighttime Enforcement Hours	760	868	1,041	1,086	724
Total Enforcement Hours	5,822	5,614	6,609	6,411	4,019
Number of Traffic Stops	10,678	12,472	10,853	10,724	6,737
OVI Arrests Under 21	0	0	5	5	0
OVI Arrests 21 and Over	11	5	8	12	5
Refusals	*	0	7	4	0
Adult Restraint Citations	638	406	546	950	627
Child Restraint Citations	54	22	14	34	19
Speed Citations	7,493	9,157	7,497	6,833	4,362
Distracted Driving	*	9	34	45	68
Driving Under Suspension	641	603	180	307	136
No Operators License Citations	*	154	86	130	80
Felony Arrests	14	8	15	14	10
Other Citations	1,169	1,244	910	1,216	472

Daytime Enforcement Activity**	FFY2013	FFY2014	FFY2015	FFY2016
Daytime Enforcement Hours	4,746.21	5,568	5,325	3,295
Number of Traffic Stops	9,464	9,541	9,132	5,647
OVI Arrests Under 21	0	3	4	0
OVI Arrests 21 and Over	3	5	8	4
Refusals	0	3	2	0
Adult Restraint Citations	311	502	919	590
Child Restraint Citations	19	11	31	15
Speed Citations	6,873	6,607	5,942	3,757
Distracted Driving	9	33	42	60
Driving Under Suspension	323	134	219	101
No Operators License Citations	0	61	83	49
Felony Arrests	0	10	10	6
Other Citations	878	788	1,007	368

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

\*Data was not collected that FFY.

\*\*Data was not broken out into daytime/nighttime prior to FFY2013.

**Awarded: 313,384.25 Expended: 206,441.45 Funding Source: ODOT**



## Evaluation

- C-1) Ohio had 1,110 traffic fatalities in 2015. The goal was to reduce traffic fatalities to 1,025 by 2016. Ohio did not meet this goal.
- C-2) Ohio had 9,079 serious traffic injuries in 2015. The goal was to reduce serious injuries to 9,532 by 2016. Ohio met this goal.
- C-3a) Ohio's fatalities/VMT rate for 2015 was 0.94. The goal was to reduce it to 0.91 by 2016. Ohio did not meet this goal.
- C-3b) Ohio's rural fatalities/VMT rate for 2015 was 1.39. The goal was to reduce it to 1.71 by 2016. Ohio met this goal.
- C-3c) Ohio's urban fatalities/VMT rate for 2015 was 0.74. The goal was to reduce it to 0.52 by 2016. Ohio did not meet this goal.
- C-6) Ohio had 207 speeding-related fatalities in 2015. The goal was to reduce speeding-related fatalities to 303 by 2016. Ohio met this goal.
- C-7) Ohio had 168 motorcycle fatalities in 2015. The goal was to reduce motorcycle fatalities to 151 by 2016. Ohio did not meet this goal.
- C-9) Ohio had 153 drivers aged 20 or younger involved in fatal crashes in 2015. The goal was to reduce this number to 141 by 2016. Ohio did not meet this goal.

Ohio met the speed Core Measure goal set in the 2016 HSP. Ohio implemented speed measuring devices (trailers) statewide in FFY2014 and FFY2016 to address speed.

## Motorcycle Safety Program Area

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### Overview

- C-7) Reduce motorcyclist fatalities by 5.22 percent from 159 (2009 – 2013 average) to 151 by 2016.
- C-8) Reduce un-helmeted motorcyclist fatalities by 8.59 percent from 117 (2009 – 2013 average) to 107 by 2016.

### Programming Efforts

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**Project Number:** NF-2016-00-00-00

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

**Project Description:**

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

**Project Results:**

Ohio used many different networks to ensure earned media is achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc.) Ohio's earned media plan spanned the entire motorcycle riding season. Ohio's messaging contained messages to both the motorcyclist about riding "SMART" (Sober, Motorcycle endorsed, Alert, with the Right gear,

and properly Trained) and to the motoring public about sharing the road with motorcyclists. The earned media plan consisted of the following components:

- Campaign toolkit developed for distribution to Ohio’s law enforcement partners, Safe Communities programs, corporate partners and others that have a vested interest in traffic safety.
- The toolkit included updated sample new releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) web site as the mini-planners are released.
- Coordinated media kick off events by both the Ohio Department of Public Safety (ODPS) and Ohio’s Safe Communities programs.
- Weekly traffic safety e-mail broadcast.

<b>Awarded:</b>	<b>N/A</b>	<b>Expended:</b>	<b>N/A</b>	<b>Funding Source:</b>	<b>N/A</b>
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**Project Number:** K6-2016-00-00-00  
M9MA-2016-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

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

**Project Results:**

In FFY2016, Section 2010 and Section 405f funding were used to purchase motorcycle awareness outreach/educational materials aimed to increase motorists’ awareness of motorcyclists. Materials purchased in FFY2016 include bumper magnets, banners, and table cloths with messaging for on ground events. Materials were distributed to Safe Communities, law enforcement, and business partners to raise awareness among their community and/or employees of the importance of sharing the road. The materials provide a visual reminder to the public and provide our partners an educational opportunity while engaging the public. In FFY2016, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at increasing motorcycle awareness.

<b>Awarded:</b>	<b>60,670.90</b>	<b>Expended:</b>	<b>60,670.90</b>	<b>Funding Source:</b>	<b>2010</b>
	<b>169,329.10</b>		<b>165,393.10</b>		<b>405f</b>

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**Project Number:** MC-2016-00-00-00  
**Project Title:** Motorcyclist Safety Materials  
**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

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

**Project Results:**

Section 402 funding was used to purchase motorcycle awareness outreach/educational materials aimed to increase motorcyclists’ awareness of riding “SMART”. Materials purchased in FFY2016 include napkins, litter bags and coasters. Materials were distributed to Safe Communities, law enforcement, and business partners to raise awareness among their community and/or employees of the importance of riding “SMART”. The materials provided a visual reminder to the public and provided our partners a great educational opportunity while engaging the public. In FFY2016, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at increasing motorcyclist awareness.

<b>Awarded:</b>	<b>50,000.00</b>	<b>Expended:</b>	<b>31,880.80</b>	<b>Funding Source:</b>	<b>402 MC</b>
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**Project Number:** PM-2016-00-00-00  
M9MA-2016-00-00-00  
**Project Title:** Motorcycle Safety Paid Media  
**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

Ohio’s messaging contained messages to both the motorcyclist about riding “SMART” (Sober, Motorcycle endorsed, Alert, with the Right gear, and properly Trained) and to the motoring public about sharing the road with motorcyclists. Messaging was sustained throughout the riding season. Ride SMART messaging was funded with 402 PM. Share the Road messaging was funded with 405f.


**Project Results:**


An emphasis was placed on working with media partners who not only reached our target audience, but also embraced traffic safety messages and were willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talent, on the ground events and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that helped reach specific segments of our targeted audience.

The Fox Sports Ohio (FSO) partnership continued to be a good fit in reaching our male target audience. This partnership has grown to include seat belt use, impaired driving, motorcycles,

distracted driving, and teen driving messages. In addition to television/radio advertising, FSO conducted several on ground events and added social media to increase the reach of our message.

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for motorcycle safety. There were no non-paid PSA airing or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 65,837,173. The size of the audience reached with the Share the Road Message exceeded 48,688,154. The size of the audience reached with the Motorcyclist Safety Message exceeded 17,149,019.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
<b>TV/Cable</b>	173	173	346	\$ 99,529.37
<b>Radio</b>	5,440	5,440	10,880	\$ 53,131.21
<b>Print</b>				\$ 4,826.90
<b>Internet</b>				\$ 46,863.19
			<b>Total Media Cost</b>	<b>\$ 204,350.67</b>

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
<b>Out of Home</b>				\$ 160,257.04
<b>Internet</b>				\$ 2,415.71
			<b>Total Media Cost</b>	<b>\$ 162,672.75</b>

<b>Awarded:</b>	<b>205,000.00</b>	<b>Expended:</b>	<b>204,350.67</b>	<b>Funding Source:</b>	<b>402 PM</b>
	<b>200,000.00</b>		<b>162,672.75</b>		<b>405f</b>

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**Project Number:** SC-2016-00-00-00

**Project Title:** Safe Communities

**Funded Agencies:** See Fatal/Serious Injury Program Area for full list of Safe Communities

**Project Description:**

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe Communities program conducted activity in their grant for the motorcycle riding season. Each Safe Communities developed partnerships and held events at the grassroots level to reach motorcyclists in their communities. Safe Communities provided the education/earned media portion of the motorcycle campaign while our law enforcement agencies including the OSHP conducted motorcycle enforcement.

**Project Results:**

See Fatal/Serious Injury Program Area for full description and funding information. Since FFY 2008, each Safe Communities program has been required to conduct motorcycle safety activities. Some examples of education/earned media that were provided last year are participation in local bike nights, safety awareness rides, safety fairs, kickoff events for the riding season and distributing materials. Safe Communities also spoke to the motoring public at community events (fairs, safety events, etc.) about the importance of sharing the road with motorcyclists. They distributed safety materials branded with the “Look Out for Motorcycles” message. The reported events reached over 600,000 people in person. These events received the following gross impressions:

Type of Media	Gross Impressions
Print	3,297,264
Radio	13,262,213
Television	5,324,910
Web	2,285,960
Facebook	224,076
Twitter	6,771
Instagram	939
Other	27,711

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

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**Project Number:** SF-2016-00-00-00

**Project Title:** Motorcycle Ohio Program

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

**Project Description:**

NHTSA’s Motorcycle Safety Program Plan states that motorcycle rider training provides opportunities for novice riders to learn basic skills and returning riders can refresh and refine their skills. This plan recommends that States conduct frequent training. This training is also a component in the Section 405f funding. The state-mandated Motorcycle Ohio (MO) program provided motorcycle

safety courses to the public. In addition to training Ohio motorcyclists, MO develops and distributes public information and education materials, makes presentations regarding motorcycle safety issues and works to improve the driver licensing system for motorcyclists. MO is funded from \$6.00 of each motorcycle registration. Course tuition of \$50.00 also helps support program costs. Separate courses are available for experienced riders and motorcyclists interested in becoming a motorcycle instructor; tuition is charged for all three of these courses.

**Project Results:**

The state-mandated Motorcycle Ohio (MO) program, a section under the Office of Criminal Justice Services, provided motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO developed and distributed public information and education materials to the public. MO provided sub-grantees and instructors with funding and program materials to make presentations regarding motorcycle safety. MO continued to work to improve the drivers licensing system for motorcyclists.

The program’s 16-hour Basic Riding Course (BRC) is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. Successful completion of the basic course waives the state on-cycle skill test.

In 2016, MO trained 11,740 students at 37 training sites across the state. Private providers trained an additional 1,644 students.

Motorcycle Ohio gained 25 new instructors in 2016.

<b>Awarded:</b>	<b>3,280,563.00</b>	<b>Expended:</b>	<b>3,295,644.00</b>	<b>Funding Source:</b>	<b>State</b>
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**Project Number:** PT-2016-00-00-00

**Project Title:** Selective Traffic Enforcement Program

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

**Project Description:**

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

**Project Results:**

See Speed Program Areas for full description and funding information. Selective Traffic Enforcement Program grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2013, 2014 and 2015. All agencies were required to conduct highly visible enforcement activities during the following strategic periods:

Homecoming	Click It or Ticket
Thanksgiving	Prom Season

All funded agencies were required to focus on these goals: reduce the number of traffic-related fatalities and increase seat belt usage. In addition to these goals, jurisdictions including OSHP whose problem identification indicates a motorcycle problem were encouraged to conduct motorcycle enforcement. Enforcement efforts were conducted on locations and times where high visibility enforcement would achieve success in these goals.

## Funding: Included in Speed Program Area

**Project Number:** M6OT-2016-00-00-00

**Project Title:** Impaired Driving Enforcement Program

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

**Project Description:**

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

**Project Results:**

See Impaired Driving Program Area for full description and funding information. Impaired Driving Enforcement Program grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2013, 2014 and 2015. All agencies were required to conduct highly visible enforcement activities during the following strategic periods:

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

All funded agencies were required to focus on these goals: reduce the number of traffic-related fatalities and decrease the number of alcohol-related fatalities. In addition to these goals, jurisdictions including OSHP whose problem identification indicates a motorcycle/alcohol problem were encouraged to conduct motorcycle/alcohol enforcement. Enforcement efforts were conducted on locations and times where high visibility enforcement would achieve success in these goals.

## Funding: Included in Impaired Driving Program Area

**Project Number:** CP-2016-00-00-00

**Project Title:** Motorcycle Campaign Evaluation (University Evaluation)

**Funded Agency:** Miami University

**Project Description:**

As required in the national model, campaign components will include earned media (education and outreach), paid media, high visibility law enforcement and evaluation. See Evaluation under Traffic Safety Program Management for evaluation description.

## Funding: Included in Traffic Safety Management Program Area

## Evaluation

- C-7) Ohio had 168 motorcycle fatalities in 2015. The goal was to reduce motorcycle fatalities to 151 by 2016. Ohio did not meet this goal.
- C-8) Ohio had 112 un-helmeted fatalities in 2015. The goal was to reduce un-helmeted motorcycle fatalities to 107 by 2016. Ohio did not meet this goal.

Motorcycle Crashes		
Year	Motorcycle Crashes	Motorcycle Fatal Crashes
2012	4,511	156
2013	3,768	132
2014	3,651	134
2015	3,800	158
2016*	3,789	164

\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

Ohio did not meet either of the Core Performance Measures goals listed in the FFY2016 HSP. Ohio continues to analyze the data to determine what programming will best address the motorcycle issues. Ohio will continue to make motorcycle safety a priority and will continue to allocate funding based on problem identification.

## Youthful Driver Program Area

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### Overview

- C-9) Reduce drivers age 20 or younger involved in fatal crashes by 8.19 percent from 153 (2009 – 2013 average) to 141 by 2016.
- Reduce distracted driving fatal crashes 1.25 percent from 20 (2009 – 2013 average) to 19 by 2016.\*\*\*\*
- Reduce distracted driving injury crashes 1.25 percent from 2,340 (2009 – 2013 average) to 2,311 by 2016.\*\*\*\*

\*\*\*\* In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The standard 1.25 percent was used to ensure the goal was a reduction by 2016, however the goals may need to be re-evaluated as the new data becomes available.

### Programming Efforts

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**Project Number:** TSP-2016-00-00-00

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

**Funded Agency:** Students Against Destructive Decisions



### Project Description:

Students Against Destructive Decisions (SADD) used evidence-based programming to facilitate peer-to-peer education statewide in FFY2016. SADD partnered with RADD with the Drugged Driving pilot in Ohio.

### Project Results:

SADD physically reached out to 129 Ohio communities to educate teens about the risks teens face on the road. Over 900 students and 80 advisors/parents were reached at events throughout the state. These events include Dome Shift, Cleveland Cavaliers events, leadership conferences, presentations and county fairs.

Additionally, SADD had a web presence through Speeches, a leadership web series, Facebook and Twitter.

**Awarded: 165,000.00 Expended: 153,863.16 Funding Source: 402 TSP**

**Project Number:** SC-2016-00-00-00

**Project Title:** Safe Communities

**Funded Agencies:** See Fatal/Serious Injury Program Area for full list of Safe Communities

### Project Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe communities program had activity in their grant for Prom and Homecoming in addition to activities throughout the year. Safe Communities conducted programming in schools that is evidence based.

### Project Results:

Safe Communities coordinators reported 296 events during FFY2016 that focused on youth. Some examples include mock car crashes, prom/homecoming events, teen mentoring programs, Impact Teen Driver, seat belt challenges, etc. Youth messages reached approximately 200,000 people at the event and the following gross impressions.

Type of Media	Gross Impressions
Print	2,949,347
Radio	4,813,040
Television	2,360,748
Web	5,303,775
Facebook	270,205
Twitter	32,154
Instagram	916
Other	51,187

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

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**Project Number:** PT-2016-00-00-00

**Project Title:** Selective Traffic Enforcement Program

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

**Project Description:**

See Speed Program Area for full description of Selective Traffic Enforcement Program (STEP). Each STEP grant must have overtime enforcement for Prom and Homecoming. The goal of this program is to publicize the fact that enforcement will be conducted around Prom and Homecoming events and then follow through with the enforcement to reduce the risky behaviors that could lead to teen traffic fatalities and serious injuries.

**Project Results:**

Each STEP grant was required to work prom and homecoming. See Appendix A for Prom Activity.

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**Funding: Included in Speed Program Area**

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**Project Number:** M6OT-2016-00-00-00

**Project Title:** Impaired Driving Enforcement Program

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

**Project Description:**

See Impaired Driving Program Area for full description of Impaired Driving Enforcement Program (IDEP). Each IDEP grant must have overtime enforcement for Prom and Homecoming. High Visibility is designed to convince the public that there are consequences to traffic violations. The goal of this program is to publicize the fact that enforcement will be conducted around Prom and Homecoming events and then follow through with the enforcement to reduce the risky behaviors that could lead to teen traffic fatalities and serious injuries.

**Project Results:**

Each IDEP grant was required to work prom and homecoming. See Appendix A for Prom Activity.

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**Funding: Included in Speed Program Area**

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## Evaluation

- C-9) Ohio had 153 drivers aged 20 or younger involved in fatal crashes in 2015. The goal was to reduce this number to 141 by 2016. Ohio did not meet this goal.
- Ohio had 15 distracted driving fatal crashes in 2015. The goal was to reduce this to 19 by 2016. Ohio met this goal.
- Ohio had 3,523 distracted driving injury crashes in 2015. The goal was to reduce this to 2,311 by 2016. Ohio did not meet this goal.

Youth Crashes		
Year	Youth Crashes	Youth Fatal Crashes
2012	63,371	155
2013	61,407	128
2014	60,246	134
2015	60,963	161
2016*	48,802	127

\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

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

## Pedestrian Safety Program Area

### Overview

- C-10) Reduce pedestrian fatalities by 1.25 percent from 96 (2009 – 2013 average) to 95 by 2016.\*\*\*

\*\*\*The trends for speed, pedestrian, and bicycle were increases. A standard 1.25 percent per year from 2009 – 2013 average reduction was used for each of these goals to ensure the goal was a reduction by 2016.

### Programming Efforts

**Project Number:** SA-2016-00-00-00

**Project Title:** Safe Communities

**Funded Agencies:** See Fatal/Serious Injury Program Area for full list of Safe Communities

#### Project Description:

See Fatal/Serious Injury Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Franklin County had 25 pedestrian fatalities in 2011, 13 in 2012 and 12 in 2013. Hamilton County had 5 pedestrian fatalities in 2011, 8 in 2012 and 5 in 2013. These fatalities are 22.37 percent of the statewide pedestrian fatalities in those years.

#### Project Results:



See Fatal/Serious Injury Program Area for full description and funding information. The Franklin County Safe Communities program (Columbus Health Department) conducted four Columbus Area Pedestrian Safety (CAPS) meetings. Franklin County reached 2,680 people directly with events/activities.

There were 549,000 gross impressions for the event and over 2,500 pedestrian safety brochures were distributed. The Hamilton County Safe Communities program (Bethesda North Hospital) worked with the Cincinnati City Council and City Engineering/Planning and identified at risk

intersections within the county. Pedestrian Safety Sheets and book marks were distributed and an emphasis on pedestrian awareness was included in teen driving presentations.

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

**Project Number:** NF-2016-00-00-00

**Project Title:** SHSP Pedestrian Programs

**Project Description:**

Through the SHSP, ODOT works with local governments to identify areas with a disproportionate number of pedestrian crashes and to make recommendations and investments that improve safety for pedestrians.

**Project Results:**

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

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

**Evaluation**

- C-10) Ohio had 116 pedestrian fatalities in 2015. The goal was to reduce pedestrian fatalities to 95 by 2016. Ohio did not meet this goal.

Pedestrian Fatalities	
Year	Fatalities
2012	113
2013	85
2014	87
2015	116
2016*	84

\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

Ohio did not meet the Core Performance Measure goal set in the FFY2016 HSP. Ohio will continue to monitor and analyze pedestrian fatality data to support local programming.

**Distracted Driving Program Area**

**Overview**

- Reduce distracted driving fatal crashes 1.25 percent from 20 (2009 – 2013 average) to 19 by 2016.\*\*\*\*
- Reduce distracted driving injury crashes 1.25 percent from 2,340 (2009 – 2013 average) to 2,311 by 2016.\*\*\*\*

\*\*\*\* In 2011, Ohio began adding fields to the OH-1 (Crash Report) to capture distracted driving data. The revised OH-1 was available for use in 2012, but was not mandatory until 2013. Distracted driving data is incomplete for 2011 and 2012. The standard 1.25 percent was used to ensure the goal was a reduction by 2016, however the goals may need to be re-evaluated as the new data becomes available.

## Programming Efforts

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**Project Number:** NF-2016-00-00-00

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

**Project Description:**

Ohio's earned media plan spanned the entire year.

**Project Results:**

Ohio used many different networks to ensure earned media was achieved statewide (e.g. law enforcement, Safe Communities, Ohio Partnership for Traffic Safety (OPTS), etc. The earned media plan consisted of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others that have a vested interest in traffic safety.
- The toolkit will include updated sample new releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) web site as the mini-planners are released.
- Coordinated media kick off events by both the Ohio Department of Public Safety (ODPS) and Ohio's Safe Communities programs.
- Weekly traffic safety e-mail broadcast.

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<b>Awarded:</b>	N/A	<b>Expended:</b>	N/A	<b>Funding Source:</b>	N/A
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**Project Number:** DD-2016-00-00-00

**Project Title:** Distracted Driving Outreach/Educational Materials

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

In FFY2016, money was allocated to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc.) around the state with outreach/educational materials (e.g. banners, signs, posters, etc.) to promote the distracted driving message.

**Project Results:**

OTSO purchased/printed materials to promote the distracted driving message. Materials purchased in FFY2016 litter bags, bumper magnets, banners and table cloths with messaging for on ground events. Materials were distributed to Safe Communities, Law Enforcement, and business partners to raise awareness among their community and/or employees



of the dangers of texting and driving. The materials provided a visual reminder to the public and provided our partners a great educational opportunity while engaging the public. In FFY2016, Ohio budgeted funds for uniform collateral pieces to be used throughout the state to provide earned media to compliment the paid media and enforcement efforts aimed at reducing distracted driving.

**Awarded: 250,000.00 Expended: 251,537.00 Funding Source: 402 DD**

**Project Number:** PM-2016-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office

### **Project Description:**

A limited amount of paid media was used on distracted driving. An emphasis was being placed on working with media partners who not only reached all the driving population, but also embraced traffic safety messages and were willing to go above and beyond the traditional media buy to provide additional bonus spots, public service announcements with high profile talent, and integrating traffic safety messaging into social media and enforcement campaigns, live reads during major events and other innovative and unique options that will help reach specific segments of our targeted audience.

### **Project Results:**

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

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

The Fox Sports Ohio (FSO) partnership continued to be a good fit in reaching our male target audience. This partnership has grown to include seat belt use, impaired driving, motorcycles, distracted driving, and teen driving messages. In addition to television/radio advertising, FSO conducted several on ground events and added social media to increase the reach of our message.

The OTSO's paid media components consisted primarily of outdoor combined with earned media. The following is a summary of information from the paid media plan for motorcycle safety. There were no non-paid PSA airing or print ads prior to FFY1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 16,155,888.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
Out of Home				\$ 112,873.46
Internet				\$ 129,080.92
			<b>Total Media Cost</b>	<b>\$ 241,954.38</b>

**Awarded: 200,000.00    Expended: 241,954.38    Funding Source: 402 PM**

**Project Number:** PT-2016-00-00-00

**Project Title:** Selective Traffic Enforcement Program

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

**Project Description:**

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

**Project Results:**

See Speed Program Area for full description, funding information and results. Selective Traffic Enforcement Program (STEP) grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2013, 2014 and 2015. Highly visible enforcement activities were conducted at strategic times throughout the year consistent with the NHTSA Communication Calendar.

**Funding: Included in Speed Program Area**

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**Project Number:** PT-2016-00-00-00

**Project Title:** Statewide STEP and Training

**Funded Agency:** Ohio State Highway Patrol

**Project Description:**

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

**Project Results:**

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

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

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**Project Number:** SA-2016-00-00-00

**Project Title:** Safe Communities

**Funded Agencies:** See Fatal/Serious Injury Program Area for full list of Safe Communities

**Project Description:**

See Fatal/Serious Injury Program Area for full description of Safe Communities. Our Safe Community partners support the Distracted Driving blitzes by providing outreach, earned media and education on the dangers of distracted driving and the legal consequences. One blitz was during National Distracted Driving Month in April. The second blitz was the last week of July through the first week of August. Educational and promotional materials were sustained throughout the year educating motorists on Ohio's texting law.

**Project Results:**

Safe Communities conducted over 600 events addressing distracted driving. These events reached approximately 700,000 people at the events FFY2016. Events reached all audiences, however many events were conducted at high schools or intended to reach high school students.

Type of Media	Gross Impressions
Print	6,362,667
Radio	8,547,559
Television	4,936,484
Web	8,126,353
Facebook	1,118,962
Twitter	32,380
Instagram	1,736
Other	27,812

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

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**Project Number:** CP-2016-00-00-00

**Project Title:** Distracted Driving Campaign Evaluation (University Evaluation)

**Funded Agency:** Miami University of Ohio

**Project Description:**

As required in the national model, campaign components included earned media (education and outreach), paid media, high visibility law enforcement and evaluation. See Evaluation under Traffic Safety Program Management for evaluation description.

**Evaluating Effectiveness of Distracted Driving Media Messages**

As previously mentioned, during 2016, the Miami University Applied Research Center conducted four statewide random-digit dialing telephone surveys of 4,156 drivers. Survey results were stratified by the nine designated Ohio State Highway Patrol districts. For comparative purposes, the 2016 survey replicated questions about drivers' distraction, speeding and overall driving safety practices that were used during the 2009 through 2015 surveys. As previously reported, it is important to note that the 2009 through 2012 survey results were stratified by five specified Ohio regions; the 2013 and 2014 survey results were stratified by eight specified Ohio regions; and the 2015 and 2016 survey results were stratified by nine specified Ohio regions. The following information summarizes the 2016 survey results regarding survey issues.

Respondents were asked if they recalled hearing or seeing the slogan *Stay Alive! Don't Text and Drive*. On the baseline survey, approximately 88 percent indicated they had definitely or probably heard or seen the slogan. On the final survey, it increased to 89 percent who reported they had definitely or probably heard or seen the slogan.

Nearly 90 percent of respondents acknowledged seeing other drivers talk on a cell phone daily or almost every day. In addition, 56 percent of respondents reported seeing other drivers text messaging daily or almost every day.

When asked about their own driving behavior, 36 percent of respondents said they personally used a cell phone to make or receive a call while driving always, most of the time, or some of the time. In addition, four percent of respondents indicated they use a cell phone to send or receive a text message while driving either always, most of the time, or some of the time.

Nearly 34 percent of respondents agreed that they can determine when it is safe to use a cell phone to make a call while driving; however, 83 percent said that it is dangerous to make a call while driving, and 73 percent indicated they would feel uncomfortable as a passenger with the driver talking on a cell phone. Furthermore, 55 percent agreed that using a hands-free device makes calling safe while driving.

Approximately four percent of those surveyed agreed they can determine when it is safe to text while driving; conversely, 99 percent reported it is dangerous to text while driving and 98 percent indicated they would feel uncomfortable as a passenger with the driver texting on a cell phone.

Fifty-seven percent of respondents said that Ohio definitely or probably has a law banning cell phone use while behind the wheel. Less than one percent of respondents reported to have received a ticket or warning in Ohio for cell phone use while driving; however, approximately 30 percent of

respondents think the chances of getting a ticket for using a cell phone while driving are somewhat or very likely.

**Funding: Incl. in Traffic Safety Program Management**

## Evaluation

- Ohio had 15 distracted driving fatal crashes in 2015. The goal was to reduce this to 19 by 2016. Ohio met this goal.
- Ohio had 3,523 distracted driving injury crashes in 2015. The goal was to reduce this to 2,311 by 2016. Ohio did not meet this goal.

Distracted Driving Crashes		
Year	Fatal Crashes	Injury Crashes
2012	4	857
2013	53	5,907
2014	45	5,931
2015	15	3,523
2016*	8	3,112

\*2016 only includes preliminary numbers January 1, 2016 through October 31, 2016. It is only included to show progress toward stated goals.

Ohio met the fatal Distracted Driving Goal, but not the injury Distracted Driving goal listed in the FFY2016 HSP. However, due to incomplete/lack of data these goals need to be re-evaluated for FFY2017. Ohio will continue to monitor and analyze distracted driving fatality and serious injury data to determine problem identification.

## Traffic Records Program Area

### Overview

- Currently 46 percent of Ohio’s crash reports are submitted electronically. Ohio’s goal is to increase this to 48 percent by December 31, 2016.
- Revise the TRCC Strategic Plan by December 31, 2016.

### Programming Efforts

**Project Number:** NF-2016-00-00-00

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

**Project Description:**

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

### Project Results:

OTSO participated in the TRCC working group which met three times. In FFY2016, the TRCC focused on implementing the priority projects that were identified in the 2015 Traffic Records Assessment.

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

**Project Number:** K9-2016-00-00-00

**Project Title:** Crash Mapping

**Funded Agency:** Ohio Department of Transportation

### Project Description:

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

### Project Results:

This project has not yet begun incurring costs. ODOT will continue working on this project in FFY2017.

**Awarded:** 293,127.00 **Expended:** 0.00 **Funding Source:** 408

**Project Numbers:** M3DA-2016-00-00-00

**Project Title:** TRCC Projects Grant

**Funded Agency:** Ohio State Highway Patrol

### Project Description:

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

### Electronic Crash Submissions

#### Description:

Agencies with existing electronic records management systems still have to submit hard copy crash reports to ODPS. In order for those agencies to submit electronically, their existing software needs to be modified to be compatible with ODPS' software. After the modifications, these agencies will be able to submit crash reports electronically which will increase the accuracy and reduce processing time.

## Results:

Currently 65% of crashes are reported electronically through 115 agencies.

<b>Awarded:</b>	<b>200,000.00</b>	<b>Expended:</b>	<b>9,840.00</b>
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## EMS Rehabilitation Registry

### Description:

The project upgraded the Rehabilitation Registry to the same standards and the Trauma Registry.

### Results:

The Rehabilitation Registry is slated for completion in December 2016.

<b>Awarded:</b>	<b>200,000.00</b>	<b>Expended:</b>	<b>85,000.00</b>
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## Citation Tracking System

### Description:

This project will be based on documents from federal and state sources and interviews with key personnel from representative agencies and stakeholders within the State. Ohio's goal for FFY2016 was to continue the pilot project with electronic submission to courts.

### Results:

Ohio has 63 courts that are fully capable of receiving electronic citations and 100 courts are receiving paper versions of electronic reports.

<b>Awarded:</b>	<b>2,943,016.27</b>	<b>Expended:</b>	<b>240,342.05</b>
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## Printer Project for E-Citation/E-Crash

### Description:

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

### Results:

This project was expanded in 2016 to include the purchase of printers for any agency (county and local) to encourage agencies to participate in both the E-Citation and the E-Crash program. 2,400 printers were purchased at the end of the grant year and these printers are in the process of being inventoried and distributed.

<b>Awarded:</b>	<b>1,200,000.00</b>	<b>Expended:</b>	<b>1,042,822.62</b>
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## Crash Reconstruction

### Description:

This project equipped the OSHP Crash Reconstruction Unit with the additional equipment and software needed to meet the increased demand for services. These services are available for all

fatal and serious crashes in Ohio regardless of the agency (state, county, local) that is handling the crash. Crash reconstruction provides Ohio with valuable information that will improve the timeliness, accuracy, and completeness of crash data.

### Results:

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

<b>Awarded:</b>	<b>600,000.00</b>	<b>Expended:</b>	<b>521,786.61</b>
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<b>Awarded:</b>	<b>5,143,016.27</b>	<b>Expended:</b>	<b>1,899,791.28</b>	<b>Funding Source:</b>	<b>405c</b>
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## Evaluation

- Ohio had 65 percent of Ohio's crash reports submitted electronically. The goal was to have 48% submitting crash reports electronically by December 31, 2016. Ohio met this goal.
- Ohio is currently revising the TRCC Strategic Plan. The goal was to have it revised by December 31, 2016. Ohio has revised the TRCC Strategic Plan and met this goal.

The LBRS project has been completed in 78 of Ohio's 88 counties and an additional nine counties are either developing, reviewing a Memorandum of Agreement or have requested information about the project. This leaves one more county. The Crash Data Export project is taking longer than expected, but is progressing as Ohio adds more agencies that are submitting crash reports electronically. The other projects will continue into FFY2016 as mentioned in the individual descriptions. As these projects continue and as new projects are added, Ohio continues to improve the timeliness and accuracy of traffic records. This improves the problem identification used to determine funding and programming.

## Bicycle Safety Program Area

### Overview

- C-11) Reduce bicycle fatalities by 1.25 percent from 17 (2009 – 2013 average) to 16 by 2016.\*\*\*

\*\*\*The trends for speed, pedestrian, and bicycle were increases. A standard 1.25 percent per year from 2009 – 2013 average reduction was used for each of these goals to ensure the goal was a reduction by 2016.

### Programming Efforts

**Project Number:** NF-2016-00-00-00

**Project Title:** SHSP Bicycle Programs

#### Project Description:

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

## Project Results:

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

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

- C-11) Ohio had 25 bicycle fatalities in 2015. The goal was to reduce bicycle fatalities to 16 by 2016. Ohio did not meet this goal.

Ohio did not meet the Core Performance Measure goal set in the FFY2016 HSP. Ohio will continue to monitor and analyze bicycle fatality data to support local programming.

## Traffic Safety Program Management Program Area

### Overview

- Ohio will process sub-recipient reimbursement claims in an average of 6 days.
- Ohio will award at least 45 percent of awarded grant funds to local benefit. Currently 54.1 percent is awarded to local benefit.
- Ohio will liquidate 60 percent of its funds in FFY2016.\*\*\*\*\*
- Ohio will increase mobilization reporting to 85 percent from 64 percent..

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

### Programming Efforts

**Project Number:** PA-2016-00-00-00  
CP-2016-00-00-00

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

**Funded Agency:** Ohio Traffic Safety Office

#### Project Description:

Housed under the Ohio Department of Public Safety (ODPS) within the Ohio State Highway Patrol (OSHP), OTSO administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives and contracts for traffic safety activities.

#### Project Results:

The OTSO administered the Section 402 State and Community grants, related NHTSA awards and initiatives, and contracts for traffic safety activities. In addition to direct office expenditures, OTSO incurred the cost for staff salaries, benefits, office expenses such as travel, equipment, supplies and other indirect costs necessary to carry out the functions of the office. OCJS's Grants Fiscal Monitoring and Compliance Section monitored the traffic safety grants.

<b>Awarded:</b>	<b>900,000.00</b>	<b>Expended:</b>	<b>697,021.76</b>	<b>Funding Source:</b>	<b>402 PA</b>
	315,000.00		331,124.03		402 CP
	900,000.00		697,021.76		State Soft Match

**Project Number:** PA-2016-00-00-00

**Project Title:** Web-Based Grants Management System

**Funded Agency:** Ohio Traffic Safety Office

**Project Description:**

The Web-based grants management system called GRANTS (Grant Records and Application Network for Traffic Safety) was launched in 2005 to receive grant proposals for FFY 2006. The online system makes the entire grant management process more efficient and accessible. This system eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims and grant revisions through the online system. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. In FFY2016, the grant management system began the eleventh year of use. The funding allocated to this project was for maintenance service, training and system enhancements.



**Project Results:**

The OTSO continued to use the web-based grants management system called GRANTS (Grant Records and Application Network for Traffic Safety). Using a web-based grants management system has enhanced grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims, and grant revision through the GRANTS system. Funds were used for annual maintenance and for upgrades to enhance the system.

<b>Awarded:</b>	<b>109,500.00</b>	<b>Expended:</b>	<b>68,962.00</b>	<b>Funding Source:</b>	<b>402 PA</b>
	109,500.00		68,962.00		State Soft Match

**Project Number:** NF-2016-00-00-00

**Project Title:** Regional Strategy

**Project Description:**

The programmatic staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into patrol districts and a planner is assigned to manage most agreements within each district.

**Project Results:**

Ohio has found that the regional approach encourages staff to build relationships with a broader array of traffic safety advocates in a geographic area of the State; allows for more consistency for sub-grantees by reducing the number of staff assigned to a sub-grantee agency; and broadens staff’s knowledge of all grant program areas.

Quarterly meetings, chaired by the OSHP District Captain, were a requirement for each FFY2016 sub-grantee. Other agencies were encouraged to attend as well. These quarterly meetings were designed to have all sub-grantees coordinating activities and resources within each district.

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

**Project Number:** NF-2016-00-00-00

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

**Project Description:**

Ohio's Strategic Highway Safety Plan (SHSP) identifies the State's most critical traffic safety issues and problems, countermeasures being implemented and partners contributing resources to impact those problems and issues.

**Project Results:**

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

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

**Project Number:** CP-2016-00-00-00

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

**Funded Agency:** Ohio Department of Public Safety

**Project Description:**

A Traffic Safety Resource Prosecutor's (TSRP) role was designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The TSRP works with the Law Enforcement Liaisons (LELs) and was a valuable resource to the office and to all of our partners.

**Project Results:**

Ohio did not have a TSRP in FFY2016. A TSRP was hired and she started 10/1/2016 for FFY2017.

**Awarded:** 225,000.00 **Expended:** 0.00 **Funding Source:** 402 CP

**Project Number:** PT-2016-00-00-00  
PA-2016-00-00-00

**Project Title:** Law Enforcement Liaisons

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



### Project Description:

The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of OTSO's relationship with Ohio's law enforcement agencies. The LEL Program consists of a state LEL Coordinator and five field LELs who are placed geographically throughout Ohio.

### Project Results:

Agency	OSHP Districts	Awarded	Expended
Blue Ash Police Department	Wilmington, Piqua	87,887.37	59,864.78
Hilliard Police Department	All	86,686.22	74,364.68
Sharon Twp. Police Department	Cambridge, Columbus, Jackson	87,619.00	55,842.49
Shawnee Twp. Police Department	Findlay, Bucyrus	86,623.13	59,188.15
Summit County Sheriff's Office	Cleveland, Warren	89,383.76	55,407.71

In FFY2016, the Ohio Traffic Safety Office (OTSO) continued with five Law Enforcement Liaisons (LEL). The LELs worked with law enforcement agencies across the state to encourage participation in both the *Click It or Ticket* and the *Drive Sober or Get Pulled Over* national mobilizations. Two of the LELs facilitated large media events in Southern Ohio which involved Indiana, Kentucky, West Virginia and Ohio law enforcement. In addition to working closely with law enforcement, the LELs worked with the Safe Community programs throughout the state on projects including motorcycle safety, occupant protection, and teen driving. The LELs assisted with the Drug Recognition Expert (DRE) program recruiting applicants and arranging Advanced Roadside Impaired Driving Enforcement (ARIDE) classes and attended National Lifesavers.

<b>Awarded:</b>	<b>351,513.26</b>	<b>Expended:</b>	<b>230,303.13</b>	<b>Funding Source:</b>	<b>402 PT</b>
	86,686.22		74,364.68		402 PA

**Project Number:** CP-2016-00-00-00

**Project Title:** University Evaluation

**Funded Agency:** Miami University of Ohio

### Project Description:

Miami University of Ohio (MU) assisted by evaluating the effectiveness of several campaigns and programs such as the seat belt mobilization, the alcohol crackdowns, and motorcycle safety initiatives.

### Project Results:

#### A Geographical and Temporal Analysis of Fatal Crashes in Ohio

In consultation with ODPS personnel, the Geographical and Temporal Analysis of Fatal Crashes in Ohio has been restricted to developing and geocoding new sites as mandated by the 2012 NHTSA seat belt observation protocol.

## Report Collaboration

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

**Awarded: 240,000.00 Expended: 240,000.00 Funding Source: 402 CP**

## Evaluation

- Ohio processed FFY2016 sub-recipient reimbursement claims in an average of 8 days. The goal was 6 days. Ohio did not meet this goal.
- Ohio spent 38.3 percent of grant funds to local benefit. The goal was 45 percent. Ohio did not meet this goal.
- Ohio liquidated 46.04 percent of its funds in FFY2016. The goal was 60 percent. Ohio did not meet this goal.
- Ohio had 60 percent of agencies report mobilization efforts in FFY2016. The goal was 85 percent. Ohio did not meet this goal.

The OTSO administered the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs; planned for the coordinated highway safety activities listed in this document; and used strategic resources effectively to reduce traffic related fatalities and injuries. Ohio did not meet the 6 day review goal due to staffing issues. Ohio will work in FFY2017 to get this back on track. Ohio did not meet the 45 percent local benefit goal; however on the funds with a required 40 percent local benefit (402 and 164AL), Ohio exceeded both the required 40 percent and the goal of 45 percent. The local benefit on Section 402 was 50.8 percent and the local benefit on Section 164AL was 100 percent. Ohio did not meet the liquidation, goal but increased the overall liquidation 27.43 percent over FFY2015 overall liquidation. Ohio also showed a significant improvement in Sections 164 AL, 164 HE, 410, 2010, 405b, 405c, 405d and 405f. Ohio liquidated Sections 164HE, 2010 and 410 from FFY2012. The remaining Section 408 funds from FFY2012 are scheduled to be liquidated in FFY2017. Ohio continues to analyze liquidation and anticipates another increase in FFY2017. Ohio did not meet the mobilization goal. Ohio continues to encourage law enforcement to not only participate but to report.

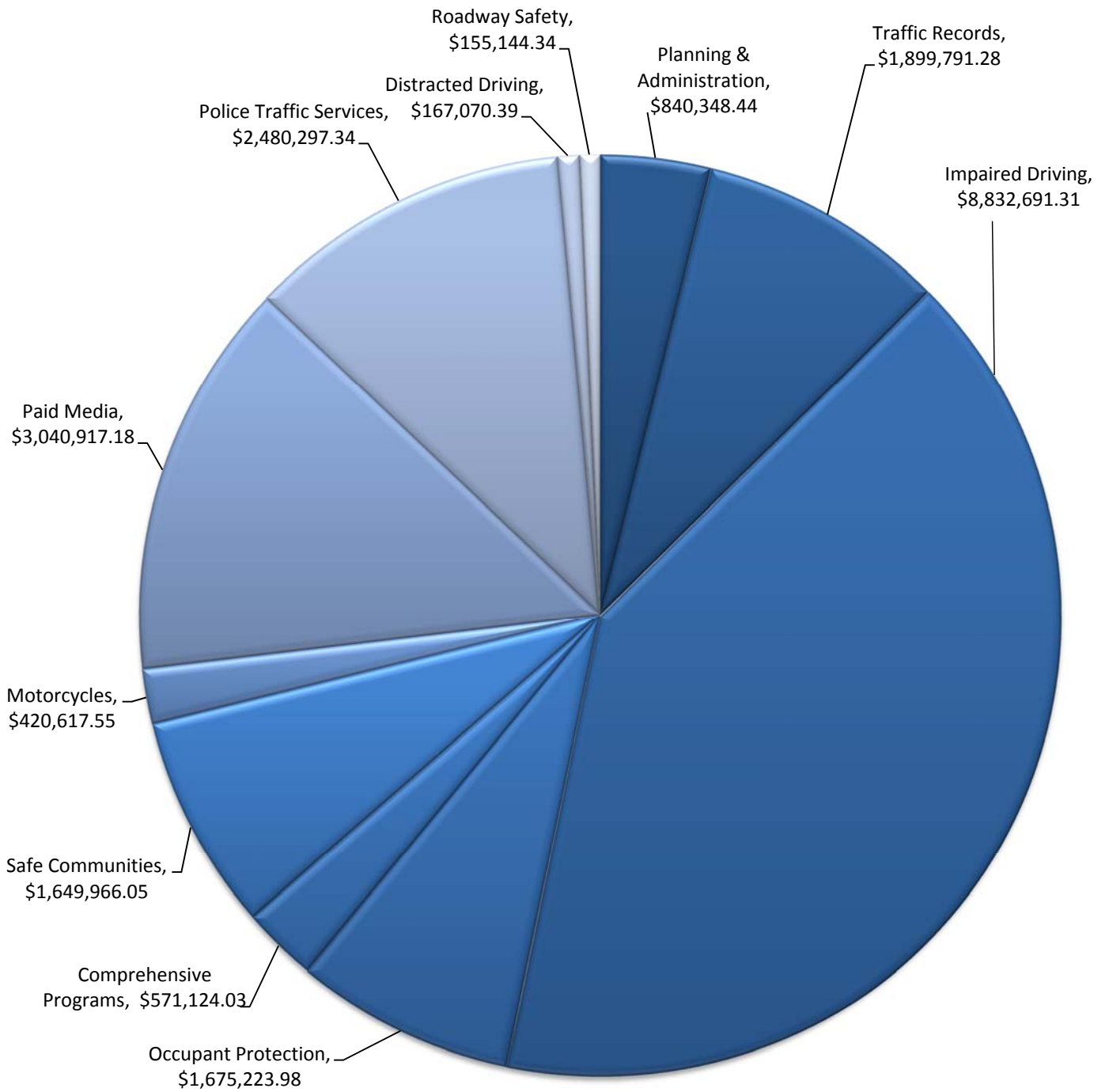
## FFY2016 Financial Summary Table

Federal Fund	Code	Program Descriptions	Federal Obligated	Expended	% Spent	Local Benefit	% Local
402	PA	Administration	2,837,343.90	840,348.44	29.6	0.00	0
402	MC	Motorcycle Safety	50,000.00	31,880.80	63.8	31,880.80	100
402	OP	Occupant Protection	30,000.00	22,067.12	73.6	0.00	0
402	PT	Police Traffic Services	4,933,763.28	2,483,121.36	50.3	1,298,678.44	52.3
402	CP	Comprehensive Programs	750,000.00	571,124.03	76.1	0.00	0
402	RS	Roadway Safety	158,000.00	90,267.16	57.1	90,267.16	100
402	SA	Safe Communities	2,400,000.00	1,649,786.05	68.7	1,649,786.05	100
402	PM	Paid Advertising	500,000.00	446,305.05	89.3	0.00	0
402	DD	Distracted Driving	255,000.00	251,537.00	98.6	251,537.00	100
402	TSP	Teen Safety Program	165,000.00	153,863.16	93.3	0.00	0
<b>402 Total</b>			<b>12,079,107.18</b>	<b>6,540,300.17</b>	<b>54.1</b>	<b>3,322,149.45</b>	<b>50.8</b>
<b>408 Total</b>	<b>K9</b>	<b>Data Program</b>	<b>365,720.00</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0</b>
<b>410 Total</b>	<b>K8PM</b>	<b>Paid Advertising</b>	<b>1,238,929.85</b>	<b>1,238,929.85</b>	<b>100</b>	<b>0.00</b>	<b>0</b>
<b>410 Total</b>		<b>Section 410 Impaired Driving</b>	<b>1,238,929.85</b>	<b>1,238,929.85</b>	<b>100</b>	<b>0.00</b>	<b>0</b>
<b>2010 Total</b>	<b>K6</b>	<b>Motorcycle Safety</b>	<b>60,670.90</b>	<b>60,670.90</b>	<b>100</b>	<b>60,670.90</b>	<b>100</b>
<b>164 Total</b>	<b>164AL</b>	<b>Section 164 Alcohol Programs</b>	<b>3,222,299.22</b>	<b>1,981,928.69</b>	<b>61.5</b>	<b>1,981,928.69</b>	<b>100</b>
<b>164 Total</b>	<b>164HE</b>	<b>Section 164 Hazard Elimination</b>	<b>2,028,015.78</b>	<b>2,028,015.75</b>	<b>100</b>	<b>0.00</b>	<b>0</b>
<b>164 Total</b>		<b>164 Transfer Funds Total</b>	<b>5,250,315.00</b>	<b>4,009,944.44</b>	<b>76.8</b>	<b>1,981,928.69</b>	<b>49.4</b>
<b>405b Total</b>	<b>M2</b>	<b>405 OP Low</b>	<b>5,557,362.95</b>	<b>2,903,860.30</b>	<b>52.3</b>	<b>631,534.88</b>	<b>21.7</b>
<b>405c Total</b>	<b>M3</b>	<b>Data Program</b>	<b>5,952,760.28</b>	<b>1,899,791.28</b>	<b>31.9</b>	<b>0.00</b>	<b>0</b>
<b>405d Total</b>	<b>M6</b>	<b>Impaired Driving Low</b>	<b>14,877,821.99</b>	<b>5,716,811.63</b>	<b>38.4</b>	<b>1,760,263.24</b>	<b>30.8</b>
<b>405f Total</b>	<b>M9</b>	<b>Motorcycle Programs</b>	<b>508,230.89</b>	<b>328,065.85</b>	<b>65.6</b>	<b>165,393.10</b>	<b>50.4</b>
<b>Total GTS</b>			<b>45,890,919.04</b>	<b>22,698,374.42</b>	<b>49.1</b>	<b>7,921,940.26</b>	<b>38.3</b>

Note:

Total GTS Percent Local figured on Total Local Benefit / Total Expended (excluding 164HE)

# FFY2016 Financial Summary Chart



**Total Enforcement Activity**

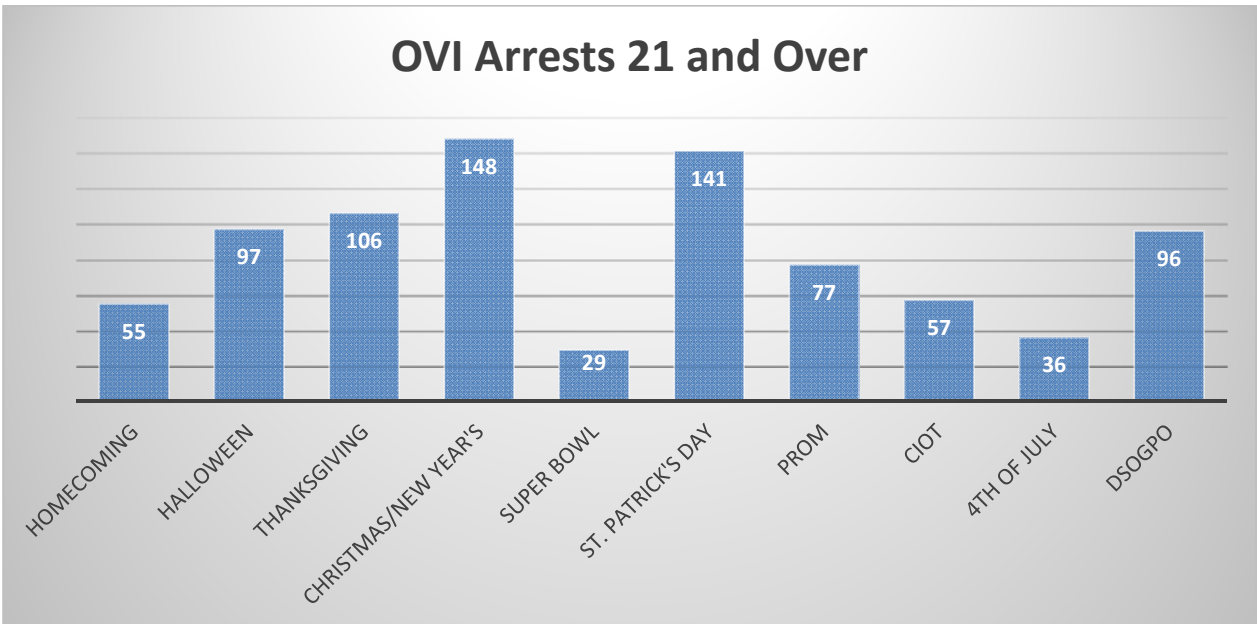
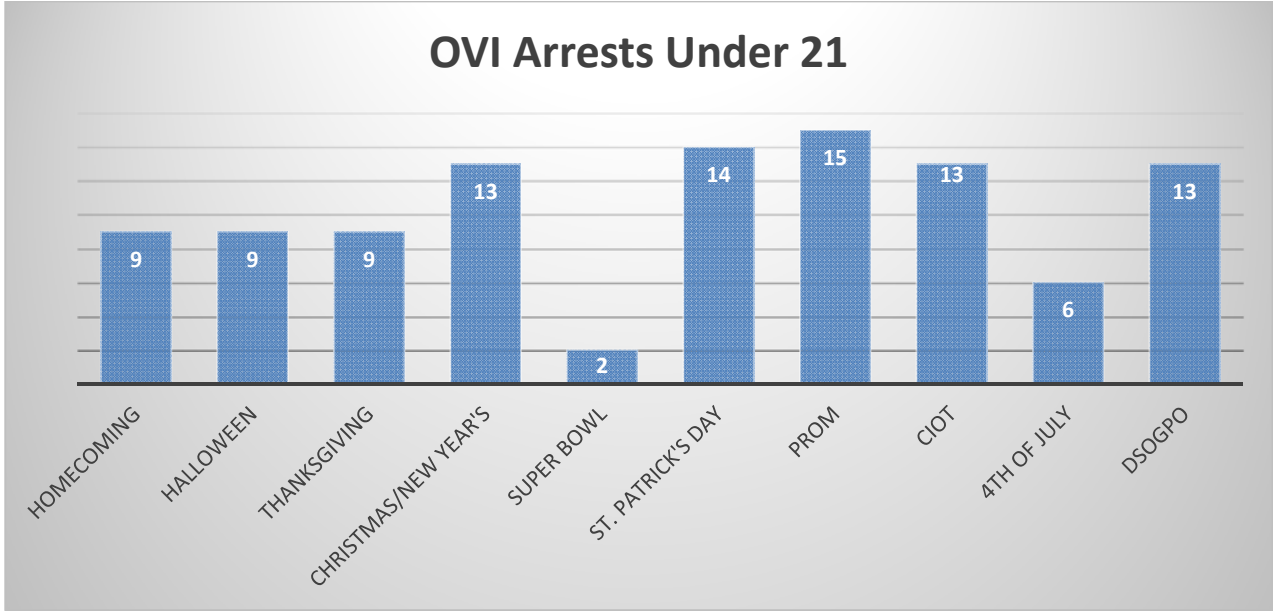
Activity	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016
Overtime Enforcement Hours	374,989	469,084	385,688	449,758	467,419
Number of Traffic Stops	421,887	475,378	200,285	466,396	226,295
OVI Arrests Under 21	322	348	346	384	463
OVI Arrests 21 and Over	7,987	7,797	6,813	3,053	8,884
Refusals**	161	686	837	941	989
Adult Restraint Citations	40,503	44,471	36,854	42,898	53,064
Child Restraint Citations	1,586	2,059	1,920	1,749	2,012
Speed Violations	135,981	159,299	274,572	161,413	157,995
Distracted Driving	*	419	528	655	1,378
Driving Under Suspension	21,036	23,406	22,828	22,837	24,008
No Operator License Citations**	378	2,645	3,179	3,242	3,585
Felony Arrests	3,818	4,614	5,241	4,286	5,263
Other Citations Issued**	50,861	83,077	23,989	65,382	23,913
OVI Checkpoints Conducted	421	457	503	400	337
Vehicles through Checkpoint	168,114	186,537	188,466	140,129	144,050
Vehicles Checked	139,236	158,730	172,028	125,575	129,463
Vehicles Seized	345	318	358	314	336

Activity includes Construction Zone Activity.

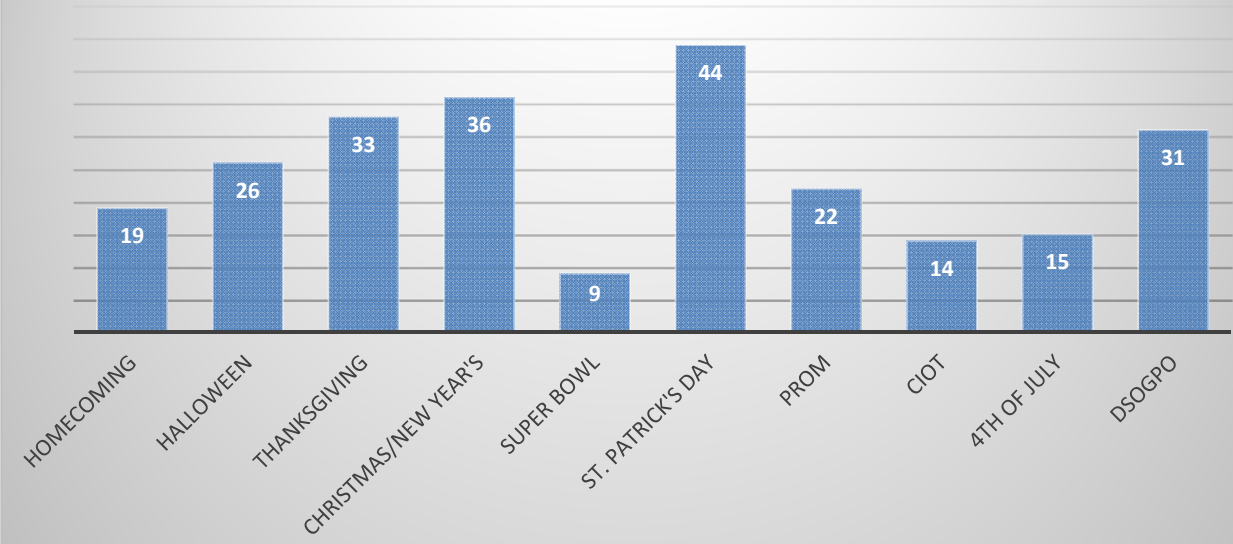
\*Data not collected prior to FFY2013.

\*\* Data not collected on all reporting forms prior to FFY2013.

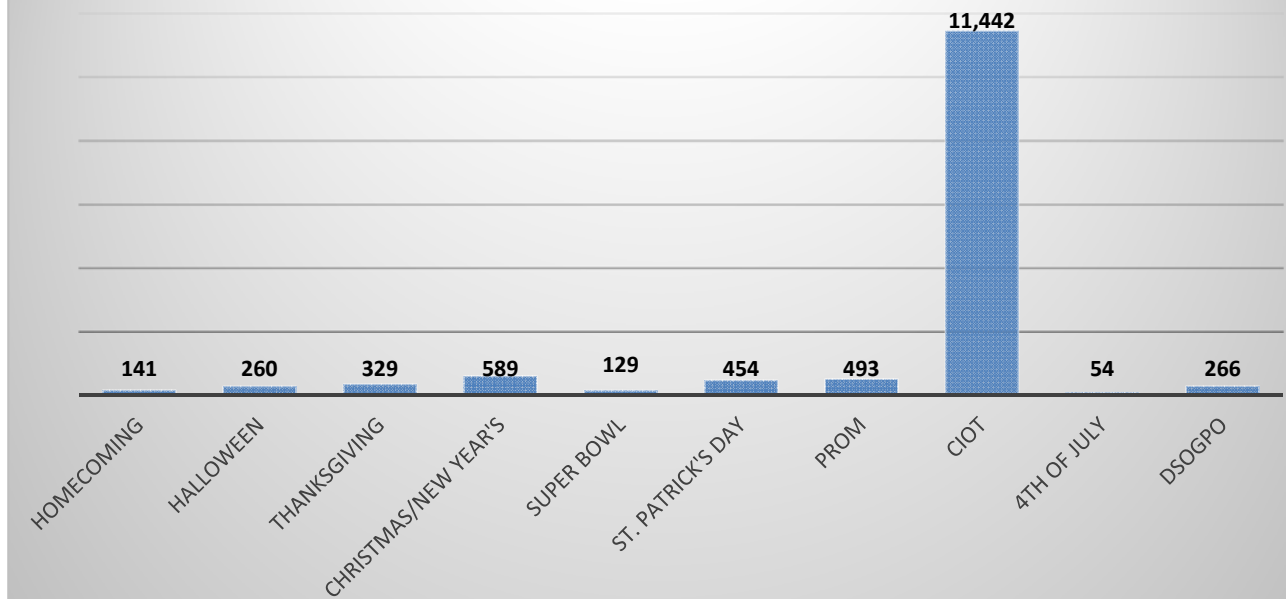
## Grant Funded Enforcement Activity by Blitz/Mobilization



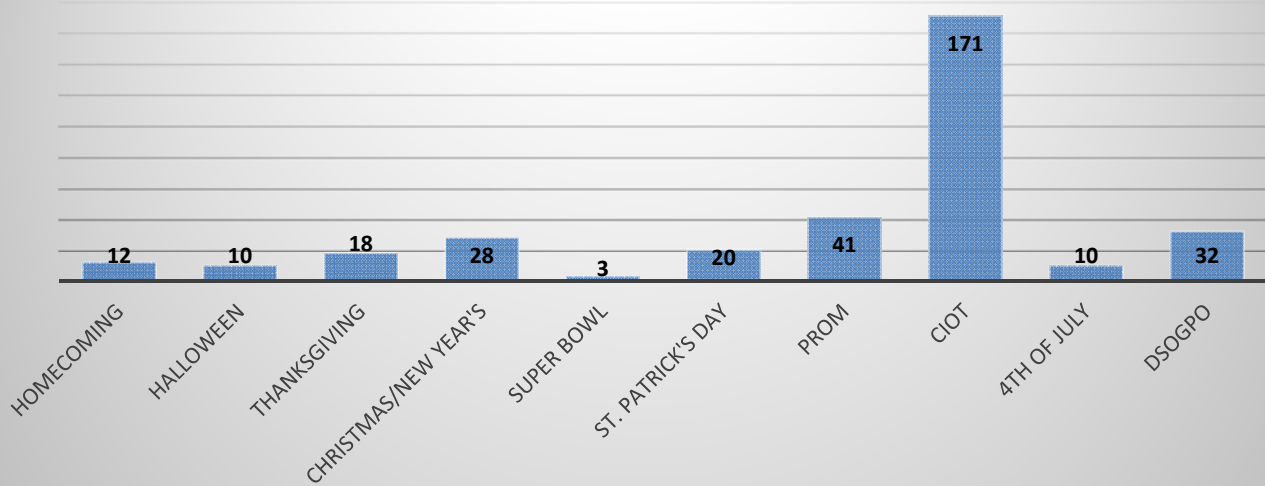
## Refusals



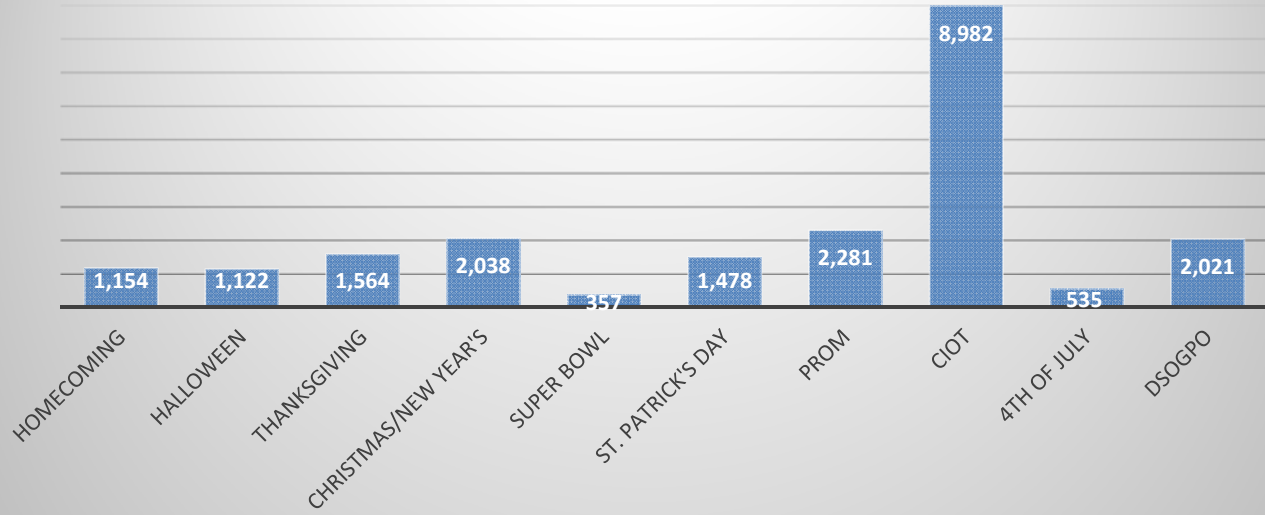
## Adult Restraint Citations



### Child Restraint Citations

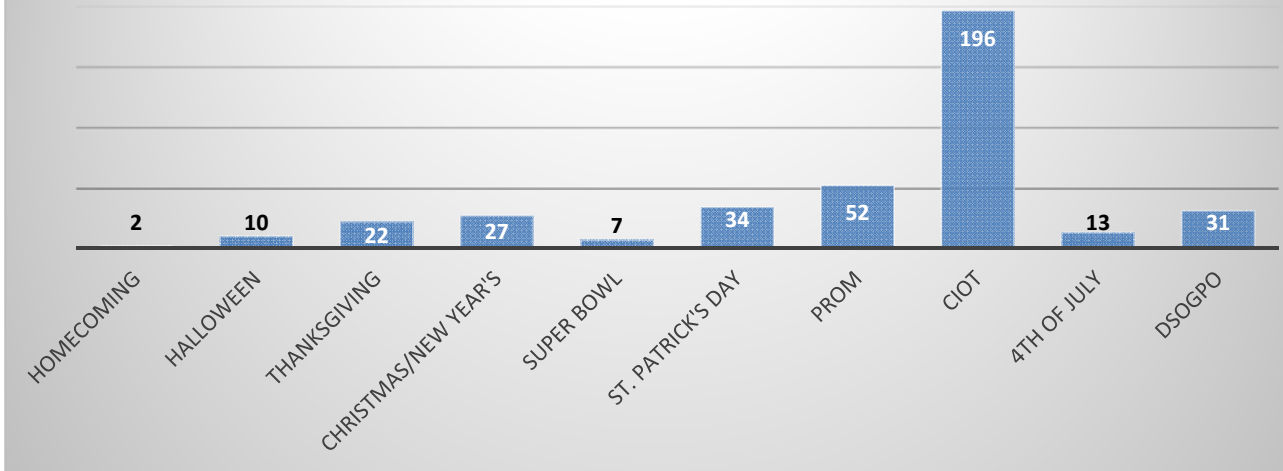


### Speed Citations

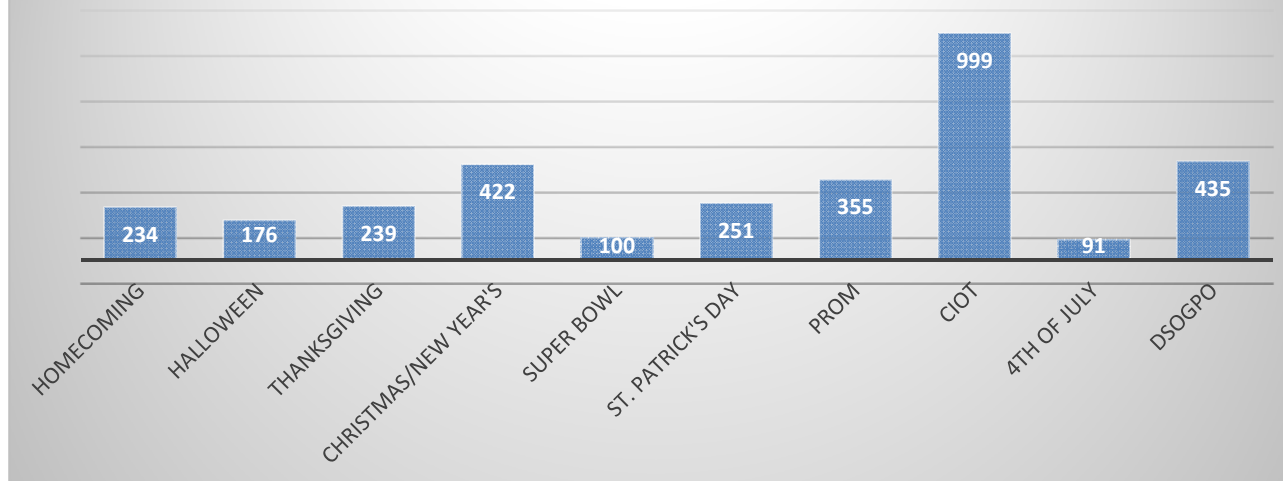




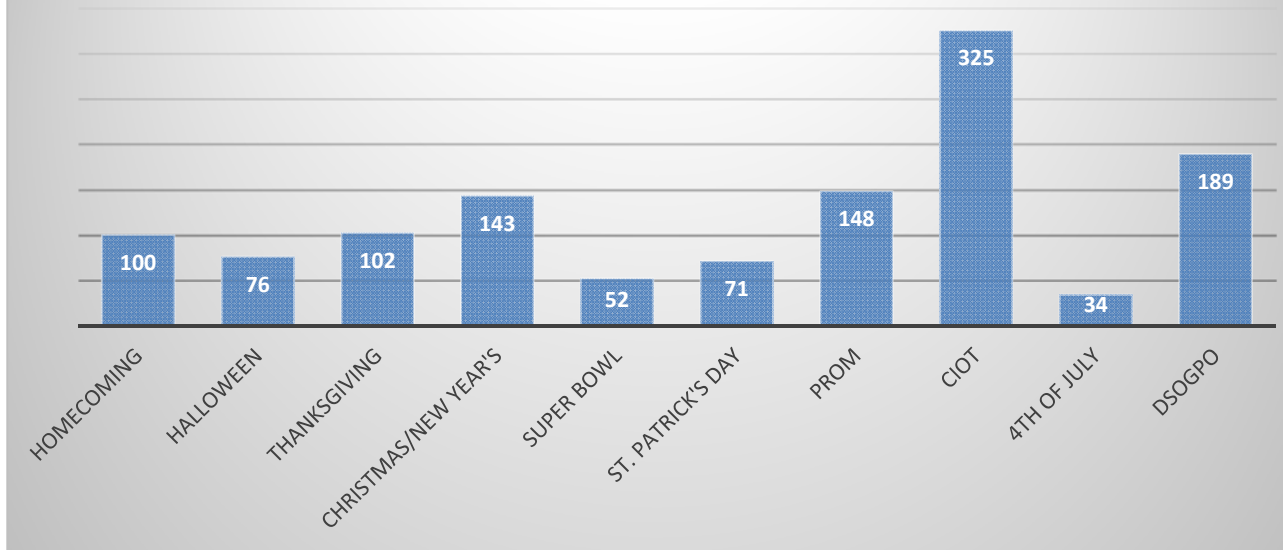
## Distracted Driving



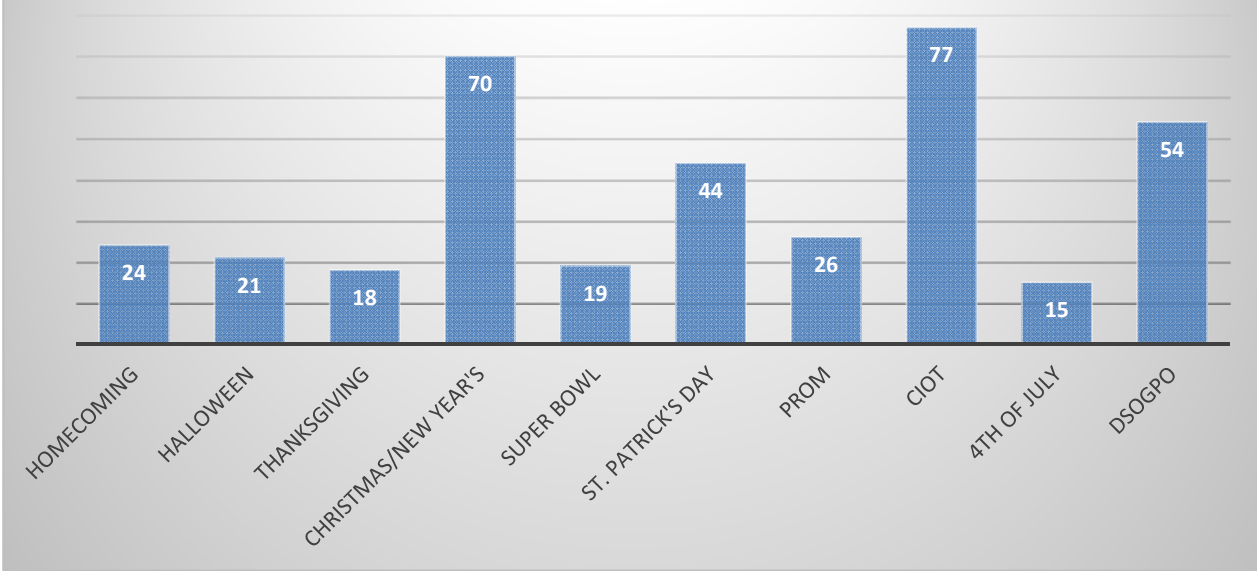
## DUS



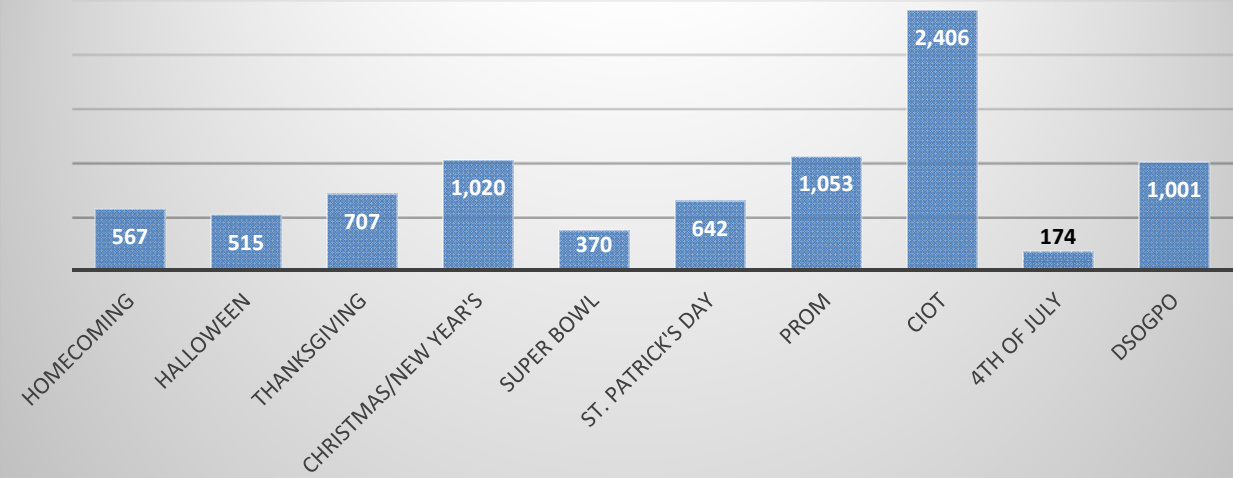
## No Operators License



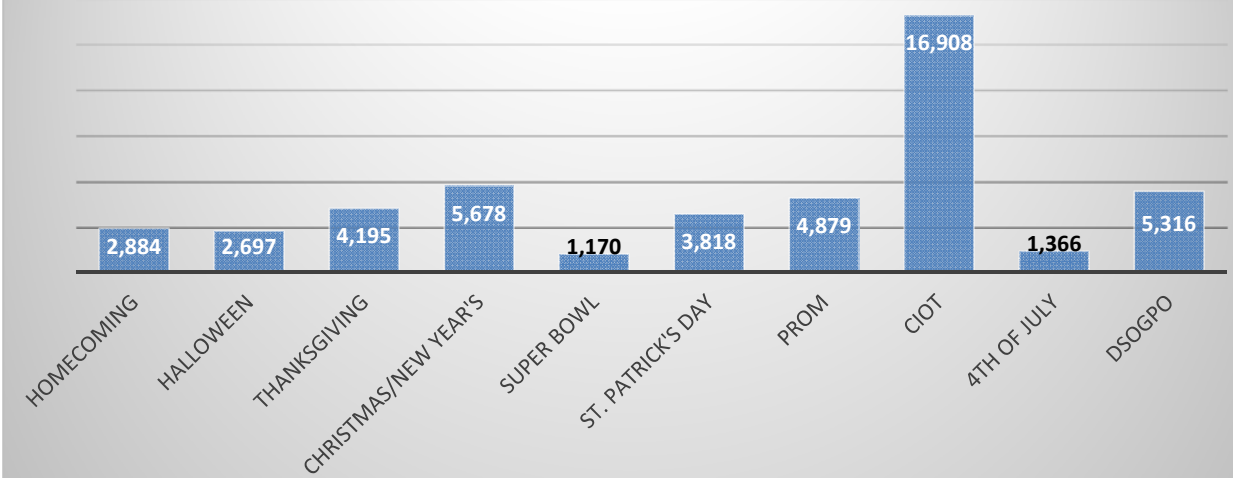
## Felony Arrests



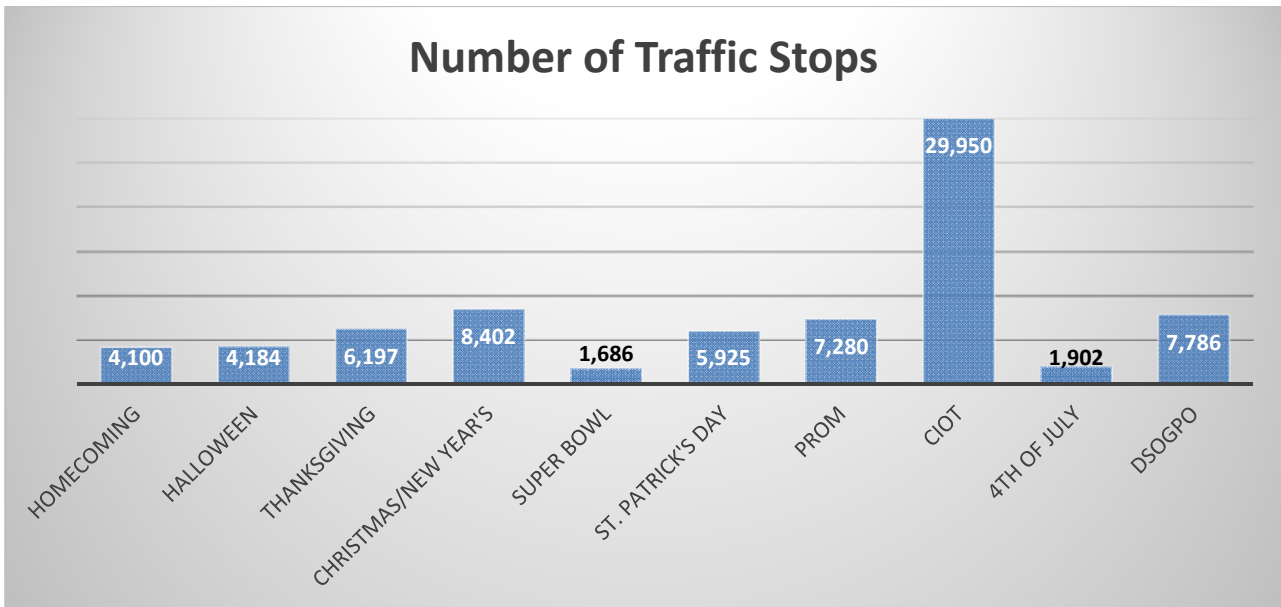
## Other Citations



## Overtime Enforcement Hours



## Number of Traffic Stops



## Total Mobilization/Blitz Citations

