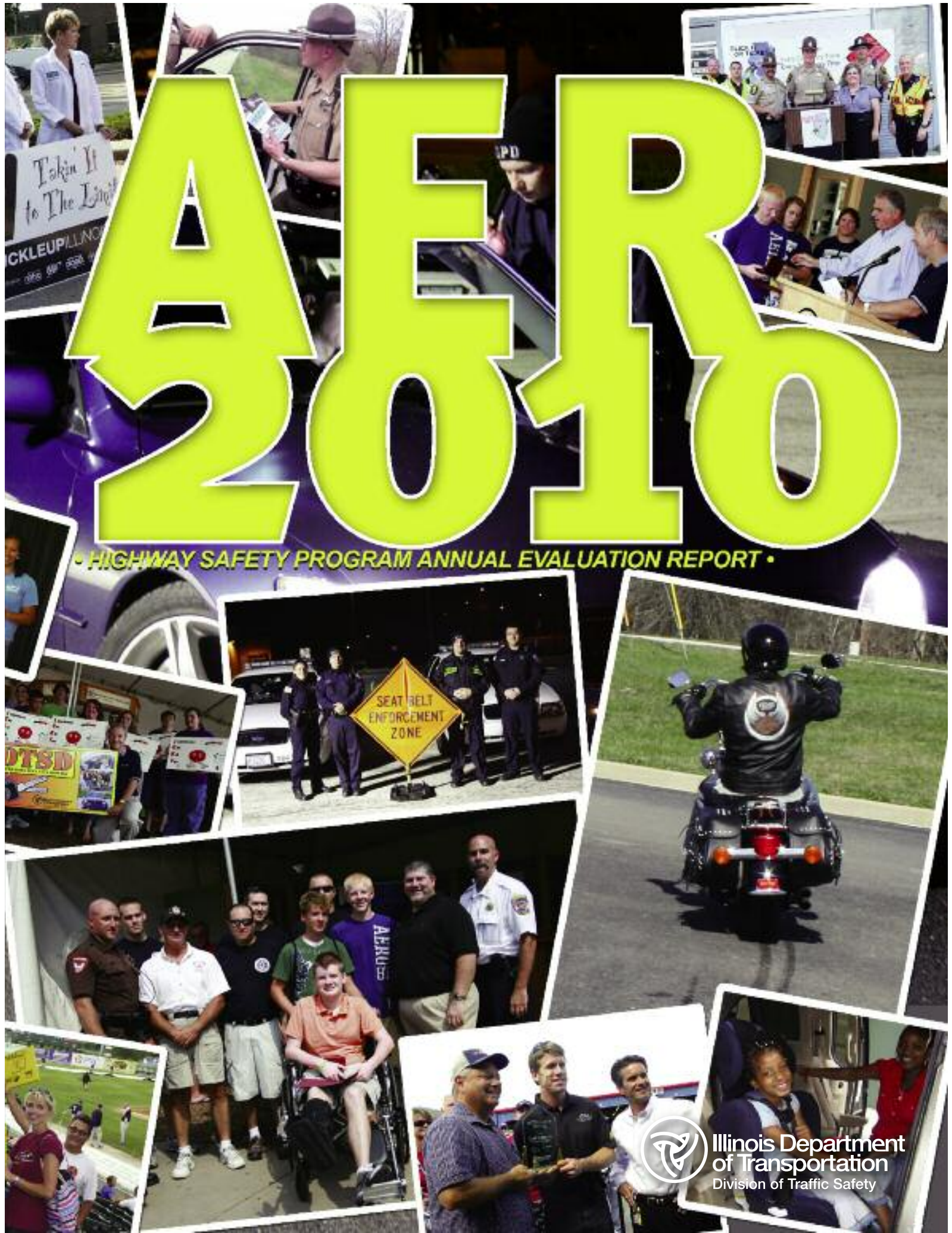


# AER 2010

• HIGHWAY SAFETY PROGRAM ANNUAL EVALUATION REPORT •



Illinois Department of Transportation  
Division of Traffic Safety



# Illinois Department of Transportation

Division of Traffic Safety

1340 North 9th Street / P.O. Box 19245 / Springfield, Illinois / 62794-9245

December 29, 2010

Mr. Michael G. Witter  
Regional Administrator  
National Highway Traffic  
Safety Administration  
Great Lakes Region  
4749 Lincoln Mall Drive, Suite 300b  
Matteson, IL 60443-3800

Dear Mr. Witter:

Enclosed are three copies of the Annual Evaluation Report for Illinois' FY 2010 Section 402 Highway Safety Program as required by U.S. Code 23 of Federal Regulations (CFR) part 1200, Uniform Procedures for State Highway Safety Programs. The report addresses activities between October 1, 2009 and September 30, 2010.

Please contact me at 217/782-4972 if you have any questions concerning this report.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael R. Stout".

Michael R. Stout  
Director

Enclosures

cc: Norman R. Stoner  
Alex Cabral

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## Division of Traffic Safety Programs

The Division of Traffic Safety offers a number of traffic safety programs and services which focus attention on specific areas of concern. Information on the programs listed below can be acquired by calling the telephone numbers listed or (217) 524-4875 (TTY) Ameritech relay number. You may also request the information by writing to the Illinois Department of Transportation, Division of Traffic Safety, at 1340 N. 9th St., Springfield, IL 62702, by calling (217) 782-4972 or by visiting our website at [www.dot.il.gov](http://www.dot.il.gov).

### Crash Information (217) 782-2575

- Local Accident Reference System (LARS) programs • State route crash data
- Crash data, such as that found in this publication • Racial Profiling (217) 785-2364
- Fatal Analysis Reporting System (FARS), including alcohol and drug-related fatal crash data

### Highway Safety Programs (217) 782-4972

- Occupant protection • Impaired driving • Traffic records • Traffic law enforcement • Motorcycle safety

### Commercial Vehicle Safety (217) 785-1181

- Motor Carrier Safety • Hazardous Materials Transportation
- Commercial Vehicle Safety Audits • Periodic Vehicle Inspection
- School Bus Safety Inspection

### Occupant Restraint Survey Information (217) 785-1181

- Safety belt and child safety seat usage observational surveys
- Motorcycle helmet usage observational surveys • Opinion surveys

### Websites

- [www.dot.il.gov](http://www.dot.il.gov) • [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

## Mission

**As part of the Illinois Department of Transportation (IDOT), the Division of Traffic Safety's mission is to formulate, coordinate and deliver information, services and programs that will mobilize public and private resources to establish effective public policy and integrated programs to improve highway safety in Illinois.**

## FY 2010 Highlights

- Achieved a safety belt usage rate of 92.6 percent.
- Continued with a statewide Traffic Records Coordinating Executive Committee and a multi-agency Illinois Traffic Records Coordinating Committee.
- Trained over 20,000 motorcyclists in calendar year 2010 through IDOT's Cycle Rider Safety Program.
- Funded over 500 local law enforcement agencies participating in the Click It or Ticket campaign.
- A total of 105 high schools were selected to participate in the statewide Operation Teen Safe Driving program.
- U.S. Secretary of Transportation Ray La Hood took part in a media event at DTS's state fair exhibit regarding distracted driving.
- Held 75 checkpoints that were manned by over 450 child passenger safety technicians on Seat Check Saturday.
- The Illinois Department of Transportation, Division of Traffic Safety won the 2009 National Law Enforcement Challenge under the Special Enforcement Agency category.
- Enhanced our enforcement efforts during the nighttime hours (11 pm to 6 am).
- Provided current fatality information at [www.dot.il.gov](http://www.dot.il.gov).

## Introduction

The Illinois Department of Transportation's (IDOT) Division of Traffic Safety (DTS) leads the state of Illinois' efforts to reduce deaths and injuries on Illinois roads. The FY 2010 Annual Evaluation Report provides an overview of the state's utilization of federal highway safety funds for the period of October 1, 2009 through September 30, 2010 and evaluations of the various highway safety programs supported by these resources.

Illinois finished 2009 with 911 traffic fatalities making it the lowest year for traffic-related deaths since 1921. DTS had set a goal to have 1,000 or fewer deaths by 2010. We reached our goal through the Primary Safety Belt Law that was enacted in July 2003, increased enforcement, paid media and legislative initiatives.

In FY 2010, DTS worked to increase Illinois law enforcement agencies to participate in the enforcement and motorist education of Illinois traffic safety laws. DTS also focused on mandating law enforcement agencies to conduct more nighttime enforcement patrols from 11 pm to 6 am.

With the continued implementation of highway safety projects in FY 2010, needless deaths and injuries on Illinois roads continue to decrease. The state of Illinois partnered with, safety advocates, law enforcement agencies, the medical community and organizations that work tirelessly to make Illinois a safer place. With us working together, our projects and programs are saving lives.

# Illinois Quick Facts

## Illinois Safety Belt Usage Rates for 2010

- Overall safety belt usage rate is 92.6 percent.
- Usage rate on weekends is 94.0 percent.
- Usage rate on weekdays is 91.0 percent.
- General information on usage rates:

By Region:	City of Chicago	88.0 percent
	Cook County	90.2 percent
	Collar Counties	94.2 percent
	Downstate	92.5 percent

By Road Type:	Residential	90.9 percent
	U.S./IL Highways	91.8 percent
	Interstates	95.6 percent

## Illinois Child Safety Seat Usage Rates for 2010

- Overall Child Safety Seat Usage Rate is 92.8 percent.

## Illinois Motorcycle Helmet Usage Rates for 2010

- Overall Motorcycle Helmet Usage Rate is 33.7 percent.

## General

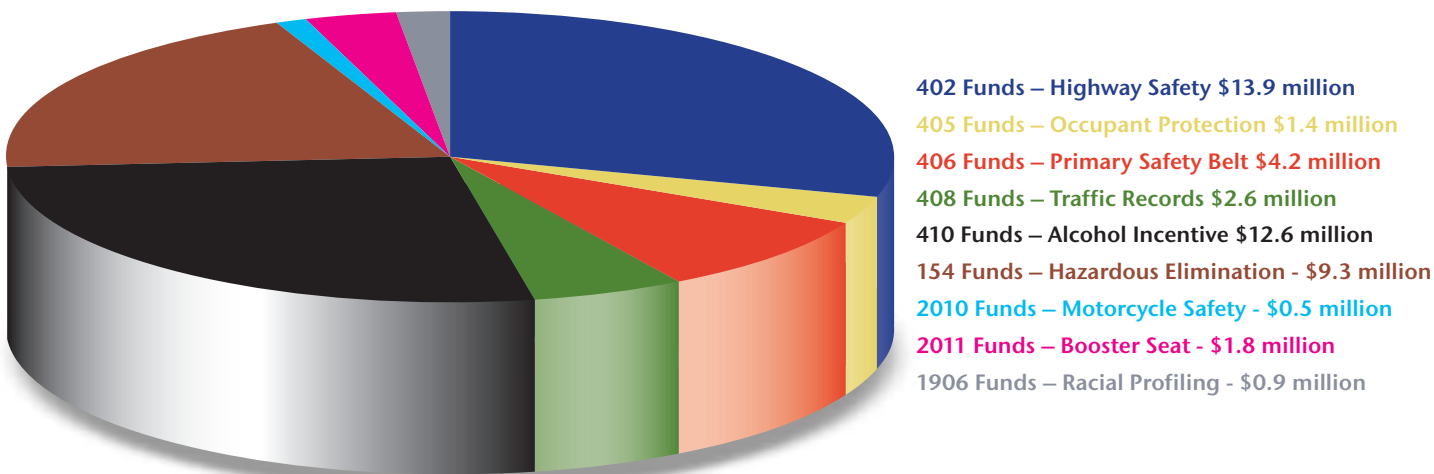
- Travel increased by 0.09 percent compared to the previous year.
- The mileage death rate decreased by 13.1 from 2008 to 2009.
- Vehicle Miles Traveled (VMT) increased from 105.6 billion in 2008 to 105.7 billion in 2009.
- Licensed drivers increased from 8.72 million in 2008 to 8.76 million in 2009.

## Illinois Fatality Rates

- 911 persons were killed in 832 fatal crashes in 2009.
- There was an average of 1.1 deaths per fatal crash.
- The 2009 fatality rate for Illinois was 0.86 (per one hundred million vehicle miles).
- 311 persons died in alcohol-related crashes in 2009.

For further crash fact information, go to [www.dot.il.gov](http://www.dot.il.gov), click on Safety Information and click on Illinois Crash Facts and Fatality Statistics.

## FY2010 Allocated Funds



**FY 2010 ALLOCATED FUNDS PER FUNDING SOURCE**  
**TOTAL - \$47,356,860 MILLION**

## Program Goals and Accomplishments

### Division of Traffic Safety Program Goals

NHTSA and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs beginning in FY 2010. These new 11 core outcome and behavior measures will be shown in the FY 2010 Annual Evaluation Report (AER).

The goals developed were determined using several quantitative data (e.g., crash data, VMT, population). The goals were established for the various program priority areas (e.g., alcohol, occupant protection, pedestrian and motorcycle). The specific thresholds and target dates were set based on past trends (five years for the fatality-related goals and three years for the injury-related goals since the injury data prior to year 2000 were incomplete and do not include all the crash data). The selected overall goals are listed by appropriate measures, targets, data source used and strategies on how to achieve these goals by selected target dates. Performance measures of selected goals include rate, ratio and percent. The main exposure data item that was used in this process is VMT.

The HSP goals are developed into six categories: overall goals, occupant protection, impaired driving, motorcycle, pedestrian and pedal cycle. The overall goals are intended to be an overall measure of the effectiveness of the HSP.

# Overall Goals

## The Problem

- 911 persons were killed in 832 fatal crashes in 2009.
- Travel increased by 0.09 percent compared to the previous year.
- There was an average of 1.1 deaths per fatal crash.
- Table 1, Illinois Five Year Statistics for 2005-2009.
- Table 2, Fatal Crashes by Day of Week, 2009.
- Table 3, Fatal Crashes by Time of Day, 2009.
- Table 4, Fatalities by Person Type, Age and Gender, 2009.

Table 1  
**Five-Year Statistics**

	2005	2006	2007	2008	2009	05vs09
Registered Motor Vehicles 1	9.85	10.08	10.21	10.15	10.01	1.6
Licensed Drivers 1	8.57	8.62	8.67	8.73	8.77	2.3
Vehicle Miles Traveled 2	107.86	106.81	107.40	105.64	105.73	-2.0
Crashes	421,522	408,670	422,778	408,258	292,106	-30.7
Injuries	112,343	106,918	103,156	94,021	89,090	-20.7
Deaths	1,363	1,254	1,248	1,043	911	-33.2
Mileage Death Rate 3	1.26	1.17	1.16	0.99	0.86	-31.7

1 Millions. Data obtained from Illinois Office of the Secretary of State. 2 Miles of travel on all roadways within Illinois, expressed in billions. 3 Per Hundred Million Vehicle Miles Traveled. Note: Crash data in this publication are taken from the state's crash records system except where noted.

Table 2  
**Fatal Crashes by Day of Week**

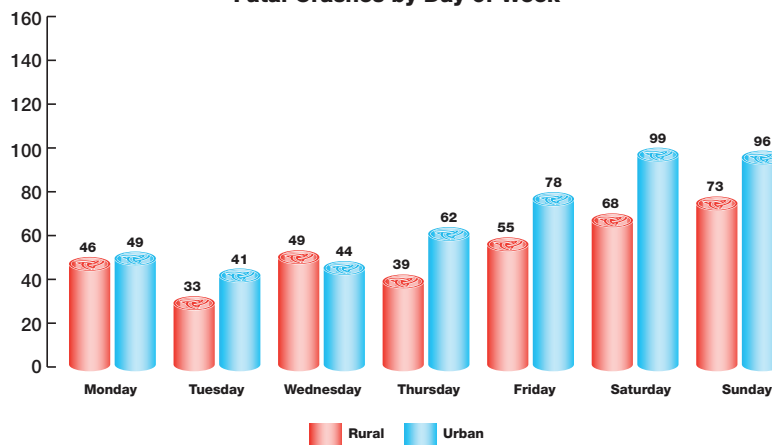


Table 3  
**Fatal Crashes by Time of Day**

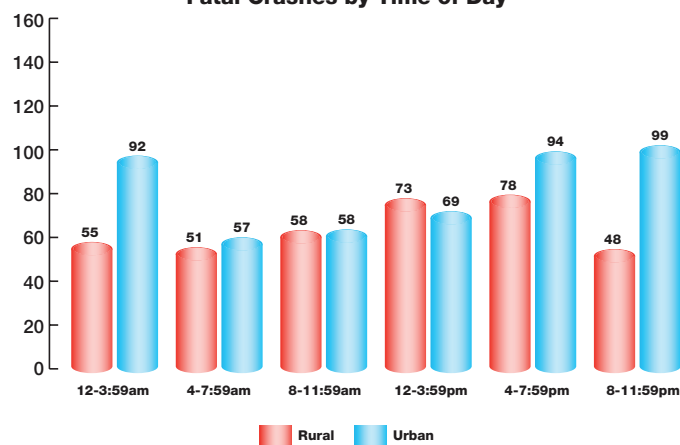


Table 4

## Fatalities by Person Type, Age and Gender

AGE	DRIVERS				PASSENGERS				TOTAL OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	0	0	0	0.0	6	4	10	4.9	6	4	10	1.3
5-9	1	0	1	0.2	3	6	9	4.4	4	6	10	1.3
10-14	0	0	0	0.0	4	1	5	2.5	4	1	5	0.6
15-19	38	7	45	7.8	20	11	31	15.2	58	18	76	9.8
20-24	64	9	73	12.7	27	7	34	16.7	91	16	107	13.7
25-34	87	20	107	18.6	23	11	34	16.7	110	31	141	18.1
35-44	72	21	93	16.2	14	10	24	11.8	86	31	117	15.0
45-54	76	22	98	17.0	5	8	13	6.4	81	30	111	14.2
55-64	50	12	62	10.8	1	11	12	5.9	51	23	74	9.5
65-74	24	10	34	5.9	1	5	6	2.9	25	15	40	5.1
75 or Older	37	25	62	10.8	9	17	26	12.7	46	42	88	11.3
<b>TOTAL</b>	<b>449</b>	<b>126</b>	<b>575</b>	<b>100.0</b>	<b>113</b>	<b>91</b>	<b>204</b>	<b>100.0</b>	<b>562</b>	<b>217</b>	<b>779</b>	<b>100.0</b>

AGE	PEDESTRIANS				PEDALCYCLISTS				TOTAL NON-OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	1	1	2	1.8	0	0	0	0.0	1	1	2	1.5
5-9	1	0	1	0.9	0	1	1	5.0	1	1	2	1.5
10-14	1	1	2	1.8	3	0	3	15.0	4	1	5	3.8
15-19	2	2	4	3.6	1	0	1	5.0	3	2	5	3.8
20-24	4	1	5	4.5	0	1	1	5.0	4	2	6	4.6
25-34	10	6	16	14.4	4	0	4	20.0	14	6	20	15.3
35-44	12	4	16	14.4	3	1	4	20.0	15	5	20	15.3
45-54	20	6	26	23.4	2	1	3	15.0	22	7	29	22.1
55-64	15	1	16	14.4	1	0	1	5.0	16	1	17	13.0
65-74	5	5	10	9.0	1	0	1	5.0	6	5	11	8.4
75 or Older	8	5	13	11.7	1	0	1	5.0	9	5	14	10.7
<b>TOTAL</b>	<b>79</b>	<b>32</b>	<b>111</b>	<b>100.0</b>	<b>16</b>	<b>4</b>	<b>20</b>	<b>100.0</b>	<b>95</b>	<b>36</b>	<b>131</b>	<b>100.0</b>

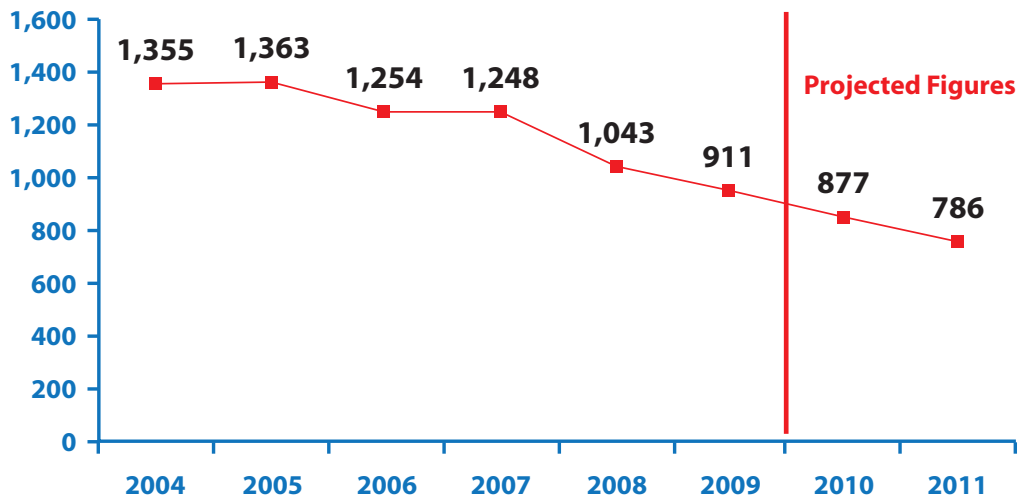
One occupant of a non-motor vehicle was also killed in 2009.

## Overall Goals

### Goal

- To reduce the statewide traffic fatalities from the 2004 level of 1,355 to 786 by December 31, 2011.

## Total Number of Traffic Fatalities

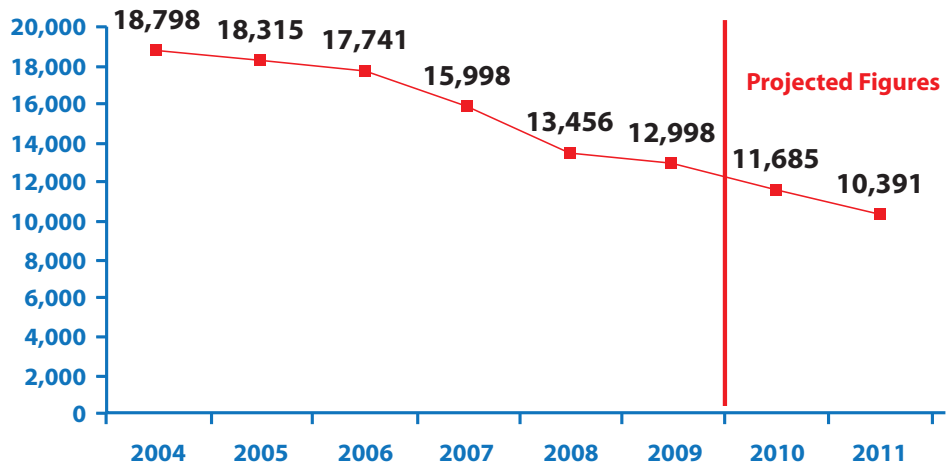




### Goal

- To reduce the statewide serious injuries in traffic crashes from the 2004 level of 18,798 to 10,391 by December 31, 2011.

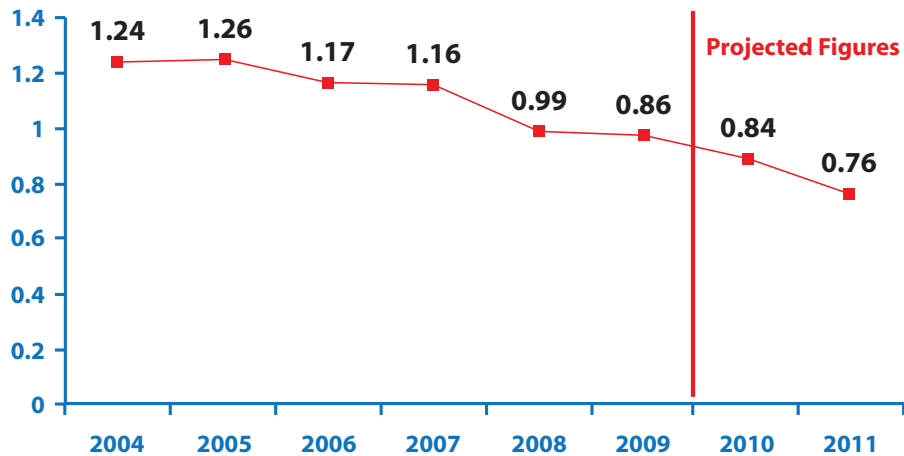
## Total Serious Injuries in Traffic Crashes



### Goal

- To reduce the statewide traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 1.24 to 0.76 by December 31, 2011.

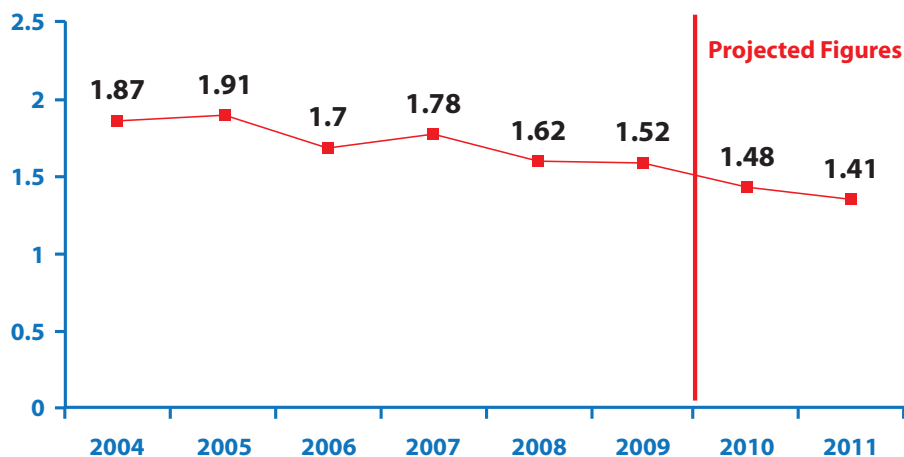
## Total Fatality Rate per 100M VMT



### Goal

- To reduce the rural traffic fatality rate per 100 million vehicle miles of travel(VMT) from the 2004 level of 1.87 to 1.41 by December 31, 2011.

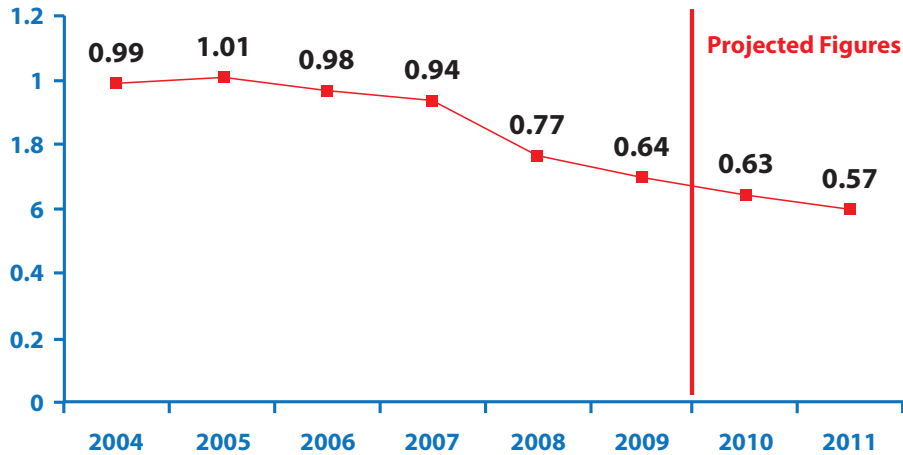
## Rural Fatality Rate per 100M VMT



**Goal**

- To reduce the urban traffic fatality rate per 100 million vehicle miles of travel (VMT) from the 2004 level of 0.99 to 0.57 by December 31, 2011.

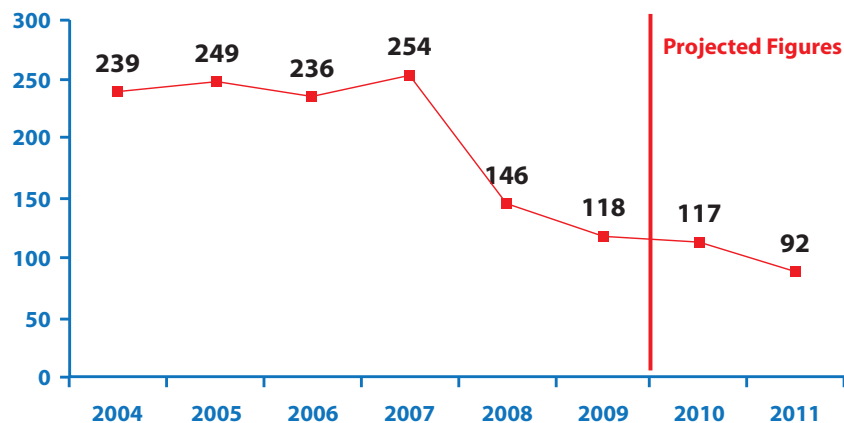
**Urban Fatality Rate per 100M VMT**



**Goal**

- To reduce the total number of drivers 20 years old or younger who are involved in fatal crashes from the 2004 level of 239 to 92 by December 31, 2011.

**Drivers 20 or Younger Involved in Fatal Crashes**



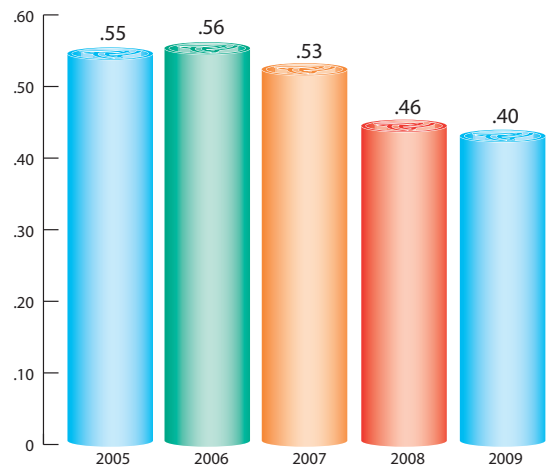
**Impaired Driving**

**2010 Overview**

The chart shows the alcohol-related motor vehicle fatality rate since 2005. This rate is an imputed number due to the large number of fatal crashes for which driver BAC is unknown. Illinois' alcohol-related fatal crash rate has dropped from 0.55 in 2005 to 0.40 to an all-time low in 2009. These rate decreases are mainly due to lower overall alcohol-related fatalities.

According to NHTSA estimates, Illinois' total number of traffic crash fatalities involving an alcohol-impaired driver in 2009 was 319 or 35 percent of the 911 fatalities occurring last year. This is a 10 percent decrease when compared to the total 2008 impaired driving fatality number of 356 (34 percent of 1043 fatalities occurring that year). Additionally, the alcohol-related fatality rate in Illinois also saw marked improvement in 2009 dropping to 0.40 alcohol-related deaths per 100 million vehicle miles traveled in Illinois. This was another significant decrease from 0.45 in 2008.

Motor Vehicle Alcohol Related Fatality Rate Per 100 Million Vehicle Miles of Travel in Illinois (2005-2009)



Throughout 2010, the Impaired Driving Program continued its emphasis on high-visibility enforcement with local, county and state law enforcement agencies and will continue to work through its annual grant program and through incentive programs to increase law enforcement participation in the holiday crackdown periods. Efforts to integrate nighttime safety belt enforcement and messaging into impaired driving periods will continue to gain momentum in the last quarter of 2010 under the new local STEP grant program. As always, the enforcement during the major impaired driving periods (Super Bowl, St. Patrick's Day, July 4th, Labor Day and Christmas/New Years) will be supported with comprehensive paid media and earned media efforts.

As is the case in every state, Illinois' annual highway safety program is capable of funding just a portion of the impaired driving enforcement needed. The program relies heavily on voluntary (non-grant-funded) support from local and state law enforcement agencies. The more voluntary enforcement (impaired driving and nighttime safety belt) conducted by non-grant-funded agencies, the more overall enforcement on the streets and the greater its deterrent effect throughout Illinois. In 2010, DTS continued to offer Illinois law enforcement agencies the chance to win enforcement equipment awards for participating in impaired driving crackdowns and safety belt mobilizations. Beginning in November 2010 and continuing throughout 2011, agencies will be asked to sign up and participate in the 2010 Thanksgiving Mobilization and every subsequent impaired driving crackdown and safety belt mobilization through July 2011 (Christmas/New Year's, Super Bowl, St. Patrick's Day and July 4th).

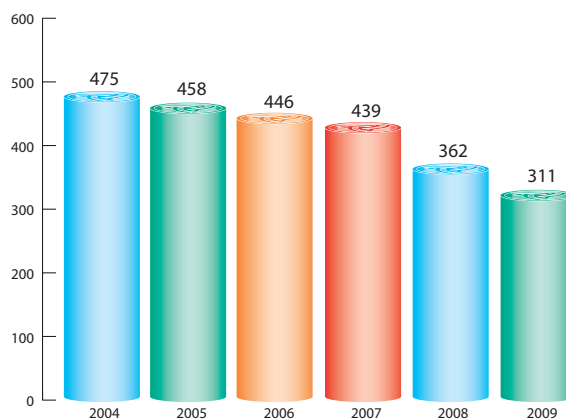
In addition to enforcement, as part of its comprehensive impaired driving program, DTS continued to utilize resources on public information and education, an impaired driving program coordinator, two traffic safety resource prosecutors, DUI Courts, court monitoring, DUI prosecutors and underage drinking prevention programs. DTS also continued its exploration for new and innovative ways to conquer the impaired driving problem.

The Illinois Traffic Safety Resource Prosecutor (TSRP) Program continued its strong presence in 2010 providing training and technical assistance to prosecutors and law enforcement throughout Illinois. The Traffic Safety Resource Prosecutor program will continue to provide training and assistance to the state's prosecutors, law enforcement officers and their traffic safety partners, particularly focusing on major traffic-related offenses, such as driving under the influence and DUI-related vehicular homicide. There are two TSRPs in Illinois. The first serves as the program's coordinator. This second attorney is located in Springfield at the Division of Traffic Safety.

In 2010, DTS maintained its support, directly and through its grant partnerships, of an aggressive public information and education impaired driving campaign. This support includes the distribution of thousands of impaired driving materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, NASCAR events, etc. In addition, each You Drink & Drive. You Lose law enforcement crackdown includes an education message (along with a strong enforcement message) in its paid and earned media materials. In addition, DTS funds numerous grants with goals to reach certain groups with an impaired driving, underage drinking and designated driver message. Examples include funding of Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving (MADD), Alliance Against Intoxicated Motorists (AAIM), Think First, the American Red Cross, the Metro-East Southwest Illinois College/ CHOICE Task Force and Operation Teen Safe Driving.

DTS also continued a strong presence in Illinois schools to combat underage drinking. Programs include SADD, that conducts prevention training for teens to provide an underage, anti-drinking message to their peers; ThinkFirst delivers a strong underage drinking/good decision-making message to youth at assemblies throughout the state; the Southwest Illinois College/CHOICE Task Force delivers a prevention message directly to young people via high schools in the Metro East St. Louis region and a Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) group on the campus of Southwest Illinois College; and DTS' Operation Teen Safe Driving which funds 105 schools throughout the state to conduct their own community traffic safety programs.

Impaired Driving Fatalities  
(0.08 BAC and Above)



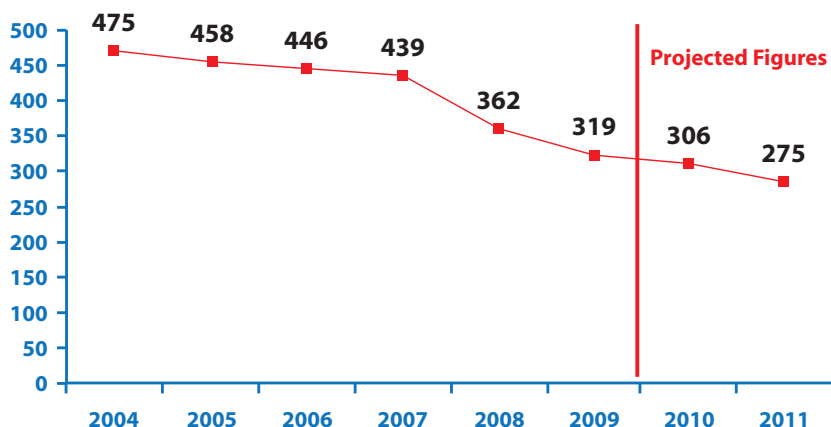
DTS also provided support to the Illinois Liquor Control Commission (ILCC) to continue its effort to provide Beverage Alcohol Sellers and Servers Education and Training (BASSET) to Illinois licensed beverage outlet employees, training those who serve alcohol throughout Illinois to do so responsibly.

In 2010, DTS Impaired Driving Program, funded the Administrative Office of the Illinois Courts (AOIC) to provide for the annual two-day seminar to address the legal, scientific and clinical issues involved in Illinois DUI cases. In addition, the University of Illinois at Springfield was funded to conduct prosecutor training on various issues concerning impaired driving.

## Goal

- To reduce the total number of fatalities in crashes involving a driver or Motorcycle operator with a BAC of 0.08 or higher from 475 in 2004 to 275 by December 31, 2011.

### Persons Killed by Driver Blood Alcohol Concentration of 0.08 and Above



## Strategies

- Continued to fund two Traffic Safety Resource Prosecutors who conducted training for prosecutors, law enforcement and other traffic safety partners throughout the state.
- Conducted High-Visibility Enforcement Campaigns at numerous times throughout the fiscal year.
- Continued to fund the Impaired Driving Program Coordinator.
- Secured paid media and earned media during the national and selected impaired driving mobilizations and campaigns.
- Recognized accomplishments of DTS's Traffic Safety Partners (i.e. LEL Luncheons, TOP Cops, Impaired Driving Incentive Program).
- Continued to encourage law enforcement agencies throughout the state to participate in holiday impaired driving crackdowns as well as sustained year-long enforcement efforts.
- Judicial Training courses through the Administrative Office of Illinois Courts (AOIC), UIS-ILLAPS and DTS.
- Promoted DUI Courts with the criminal justice system, including judges, probation departments and state's attorneys.

## Profile of an Illinois Drunk Driver

The average DUI offender is:

- male (79 percent of those arrested are men)
- 34 years old (61 percent of those arrested are under 35)
- arrested between 11 p.m. and 4 a.m. on a weekend
- caught driving with a BAC level of 0.16 percent-twice the legal limit

*Source: Office of the Illinois Secretary of State 2010 DUI Fact Book*

## **Project Summaries**

### **Section 410**

#### **Traffic Safety Resource Prosecutor (DTS) #10-13-01**

**\$250,000**

This task provided funds for DTS to continue the statewide traffic safety resource prosecutor (TSRP). Elizabeth Earleywine continues to lead DTS's TSRP program. John W. Jones is the second TSRP and works out of the Springfield DTS office. Highlights of 2010 relate primarily to the training of prosecutors and law enforcement. Among the offerings were three SFST Train the Trainer courses and one prosecutor Train the Trainer. These courses give experienced law enforcement and prosecutors the skills necessary to become effective trainers to younger colleagues. Another significant offering was ARIDE: Advanced Roadside Impaired Driving Enforcement, a course for law enforcement to educate them on how to more effectively investigate drug impaired drivers. Well over 200 officers attended this course in multiple offerings throughout the state. The TSRP Program works closely with numerous traffic safety partners, providing programming to prosecutors and law enforcement, technical assistance, and legal research. The TSRPs are also primarily responsible for collecting and writing the content found in the DTS publication, Illinois Biggest Offenders, a quarterly newsletter dedicated to educating the public on our worst DUI offenders.

#### **PI&E Materials (DTS) #10-13-07**

**\$75,000**

This task provided funds for DTS to produce and develop You Drink & Drive. You Lose. (YD&DYL) materials to distribute at DTS sponsored events. In FY 2010, DTS produced YD&DYL and Kiss It Goodbye pencils for the impaired driving program.

#### **Impaired Driving Incentive (DTS) #10-13-10**

**\$280,000**

This task provided funds for DTS to conduct an incentive program for law enforcement agencies who participated in the impaired driving enforcement campaigns. During FY 2010, DTS distributed 11 digital in-car cameras, 10 hand held radar units and 12 portable breath testers to 33 local law enforcement agencies for their active participation in all or one of the following enforcement periods – Labor Day, Thanksgiving, Christmas/New Years and July 4th.

#### **Judicial Training (AOIC) #10-13-13**

**\$37,000**

This task provided funds for the Administrative Office of the Illinois Courts (AOIC) to conduct an annual seminar for judges on issues related to cases charging driving under the influence of alcohol (DUI). On May 13-14, 2010, the AOIC presented a two-day Judicial Training session titled DUI/Traffic Issues in Illinois. A total of 30 Illinois judges from across the state attended this conference. The topics covered were: sentencing issues specific to the hard core drunk driver and female driver, HGN and a half day devoted to alcohol and drug toxicology. The DUI/Traffic Bench Book Update was completed and mailed to nearly 400 Illinois judges on CD and/or hard copy.

#### **BAIID (SOS) #10-13-15**

**\$339,400**

This task provided funds for the Office of the Secretary of State (SOS) to develop a BAIID program in Illinois. The BAIID Office within the SOS has three permanent staff to implement the BAIID reports. The BAIID staff processed an average of 50 court orders a day and approximately 40 permits a day. To date a total of 19,734 statutory summary suspensions and 4,554 MDDP court order forms have been issued.

### **Section 406**

#### **Paid Media #10-16-01 (DTS)**

**\$2,500,000**

This task provided funds for paid media in support of Illinois' impaired driving and Click It or Ticket campaigns. An evaluation of DTS's paid media begins on page 59.

## **Occupant Protection**

### **2010 Overview**

DTS believes the best way to achieve the goal of reducing injuries and fatalities on Illinois roadways is by increasing safety belt use, reducing speed and not driving impaired. Illinois' Click It or Ticket campaign, along with the National Highway Traffic Safety Administration's (NHTSA) campaign for 2010, began in early May and concluded the end of May. The statewide safety belt usage rate is determined by pre- and post-observational surveys which are conducted in conjunction with paid and earned media blitzes. In June 2010, DTS conducted a safety belt survey by observing a total of 136,674 front seat occupants. Of those, 92.6 percent were observed wearing safety belts. The Collar Counties (DuPage, Kane, Lake, McHenry and Will)

had the highest usage rate at 94.2 percent followed downstate counties (Champaign, Macon, Montgomery, Peoria, Rock Island and St. Clair) at 92.5 percent. The city of Chicago had the lowest rate at 88.0 percent. Interstate highways had the highest usage rate at 95.6 percent followed by U.S./Illinois Highways at 91.8 percent. Residential streets had the lowest rate at 90.9 percent. The safety belt rate on weekends was 94.0 percent, while the weekdays it was only 91.0 percent. Increased law enforcement, utilizing Illinois State Police, the Office of the Secretary of State, Department of Police and local law enforcement agencies throughout the state, as well as extensive public education, emphasized the importance of vehicle passengers wearing safety belts.

The base line (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by more than 76 percentage points, peaking at 92.6 percent in June 2010.

The statewide child safety seat usage rate is currently 92.8 percent based on the 2010 survey. This represents a 2.1 percent increase from 2009. Illinois ranks among the top three states in the nation for the highest number of certified CPS technicians. Statewide, there are 1,834 certified child passenger safety technicians (CPS) and 80 child passenger safety technician instructors. On average, 30 child passenger safety technician certification courses are held per year. In 2010, Illinois hosted 22 regional child passenger safety conferences with over 500 technicians in attendance. These courses assist technicians with completing their recertification requires helping Illinois to maintain one of the highest technician recertification rates in the nation.

Illinois held 75 checkpoints that were manned by over 450 technicians Seat Check Saturday, which was held during the 2010 National CPS Week. DTS partnered with AAA and Dorel to provide over 700 replacement child safety seats to participating checkpoints. The efforts of Illinois' certified child passenger safety technicians are supported by seven Regional Traffic Safety Liaisons along with the State and the Assistant State Occupant Protection Coordinator. The Regional Traffic Safety Liaisons are instrumental in disseminating the occupant protection message as well as the impaired driving message at events statewide. They are also a critical part of our earned media campaign during the mobilizations.

## The Problem

- The 2009 fatality rate decreased from 0.99 in 2008 to 0.86 in 2009.
- Illinois 2009 traffic fatalities totaled 911 in 832 fatal crashes.
- There was an average of 1.1 deaths per fatal crash in 2009.
- The 2010 statewide safety belt usage rate rose from 91.7 percent to 92.6 percent.
- Table 1, Front Seat Occupant Restraint Usage Rate.
- Table 2, Occupant Restraint Usage for Persons Killed.

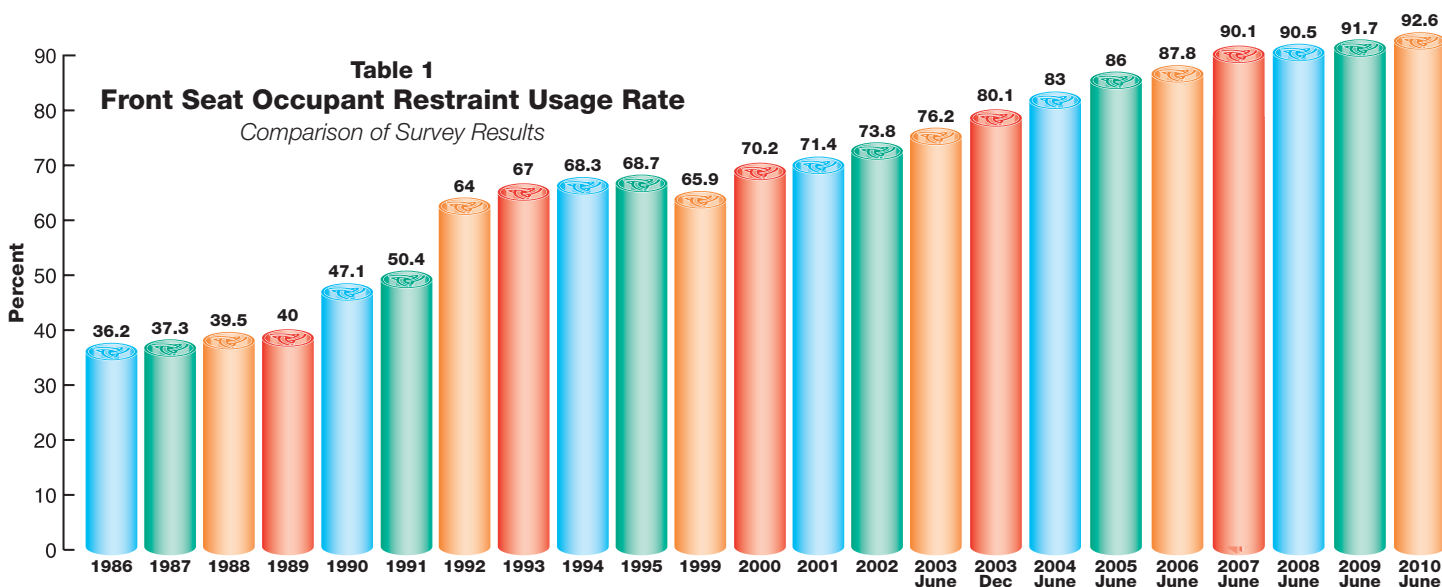


Table 2

## Occupant Restraint Usage for Persons Killed

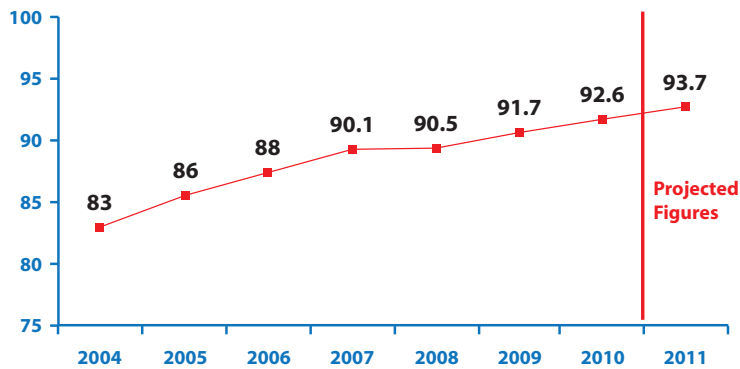
TYPE OF RESTRAINT	DRIVER	PASSENGER	TOTAL
None Used/Not Applicable	186	85	271
Safety Belt Used	223	75	298
Child Restraint Used	0	6	6
Safety Belt Used Improperly	0	0	0
Child Restraint Used Improperly	0	4	4
Unknown	40	16	56
<b>TOTAL</b>	<b>449</b>	<b>186</b>	<b>635</b>

TYPE OF RESTRAINT	AGE GROUPS					
	0-3	4-5	6-9	10-14	15-20	>20
None Used/Not Applicable	0	3	3	3	47	215
Safety Belt Used	0	0	2	1	36	259
Child Restraint Used	3	1	2	0	0	0
Safety Belt Used Improperly	0	0	0	0	0	0
Child Safety Seat Used Improperly	3	1	0	0	0	0
Unknown	0	0	0	1	4	51
<b>TOTAL</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>87</b>	<b>525</b>

### Goal

- Increase the statewide safety belt usage rate from the 2004 level of 83 percent to 93.7 percent by December 31, 2011.

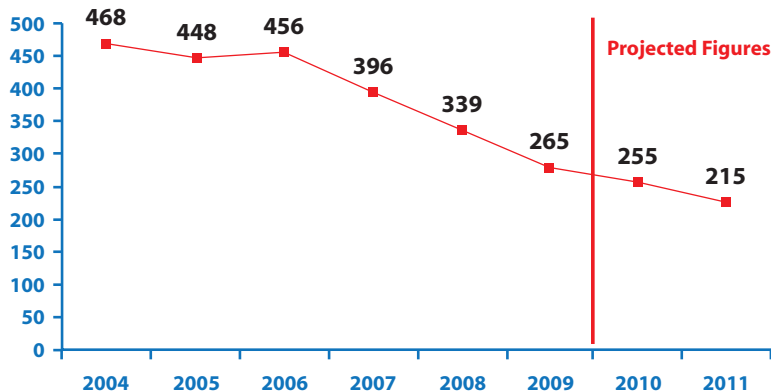
### Observed Safety Belt Use for Passenger Vehicle Front Seat Outboard Occupants



### Goal

- To reduce the number of unrestrained passenger vehicle occupant fatalities from 468 in 2004 to 215 by December 31, 2011.

### Total Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



## Strategies

- Continued to fund an Occupant Protection Coordinator to oversee all of DTS's occupant protection programs.
- Developed a paid and earned media plan.
- Supported occupant restraint and child passenger safety educational efforts (traffic safety partners, statewide and regional child passenger safety coordinators).
- Utilized network of child passenger safety advocates.
- Supported state and national child passenger safety observances.
- Conducted an Occupant Protection Assessment.

## Project Summaries

### Section 402

#### Sports Marketing Coordinator (Local) #10-02-01

**\$154,500**

This task provided funds for the Blu Moon Group, Incorporated to assist DTS with sports and entertainment outreach through campaign partner development and implementation between enforcement periods and development and oversight of ground activation components. Blu Moon worked with DTS to have displays at the Chicagoland Speedway and Gateway for NASCAR races for promoting the Click It or Ticket and impaired driving messages to race fans. Blu Moon also coordinated the outreach activities at the September 27, 2010 Chicago Bears game with the TEAM Coalition.

#### Occupant Protection Resource Centers (OPRC) #10-02-02

**\$806,765**

This task provided funds for Occupant Protection Resource Centers statewide. The Occupant Protection Resource Coordinators (OPRC) provided education to the communities within their region. Their community outreach was based on wearing safety belts, teen safe driving and child passenger safety. Each OPRC was a regional coordinator or program liaison for Operation Teen Safe Driving, which provided education to over 100 high schools in the state of Illinois on distracted driving, occupant protection, speeding, alcohol and other driving issues. Each OPC is a nationally certified Child Passenger Safety (CPS) instructor; they have taught multiple classes throughout the year to gain new CPS technicians in their regions. All OPRCs are heavily involved in the Click It or Ticket mobilizations; they each have their own way of spreading the Click It or Ticket message in their communities.

*FY 2010 OPRC projects were:*

- **Centro San Banifacio (CSB).** Wanda Vazquez taught 3 certification courses with a total of 26 individuals that became CPS technicians and 5 update courses with a total of 54 technicians receiving CEUs needed for recertification. Wanda organized and participated in 15 child safety seat checks in Chicago. For Click It or Ticket she was interviewed four times on Spanish television and radio networks. She handed out many incentive items with the Click It or Ticket message on them to Chicago organizations. She participated in 13 health fairs as well as giving 10 presentations on traffic safety information. She is a member of the National CPS Board. She served as the assistant regional coordinator for the Chicago region of Operation Teen Safe Driving.
- **Child Care Resource and Referral Network** is broken into three areas of the state within central Illinois:
  - Kathy White (Southeastern IL)** spread the Click It or Ticket message through health fairs, community carnivals, Click It or Ticket nights at minor league ballparks and at the SIU student center. Ms. White sent op-ed articles to 13 media outlets and participated in press events. Ms. White trained 22 new CPS technicians and also instructed 60 CPS technicians at update courses. Ms. White was a regional coordinator for Operation Teen Safe Driving and helped coordinate this program with 15 high schools in her region.
  - Jessi Hopkins (West Central IL)** brought on AAA to use a driving simulator that attracted hundreds of teens, and is now being used statewide by the Illinois State Police. Ms. Hopkins organized a booth at the IHSA Basketball State Finals in February and March for both boys and girls. Ms. Hopkins promoted Click It or Ticket at minor league baseball games and at the Quincy raceway. Ms. Hopkins participated in Click It or Ticket press events. Besides training new CPS technicians, Ms. Hopkins started a CPS grant program at Macomb Fire Department and joined the Quad City Safe Kids Coalition. Ms. Hopkins was a regional coordinator for Operation Teen Safe Driving, and helped coordinate this program with 17 high schools in her region.
  - Jennifer Toney (East Central IL)** worked on the State Farm Safety day in Bloomington, which is the largest in the country. For Click It or Ticket the message was spread by working with banks, restaurants, gas stations, etc. Napkins and table tents with safety belt facts on them were distributed to restaurants, notepads and bookmarks were taken to nearly a



dozen libraries and gift bags were given to large car dealerships. Ms. Toney also worked with minor league baseball parks and racetracks to spread the traffic safety message. Ms. Toney was a regional coordinator for Operation Teen Safe Driving and helped coordinate this program with 17 high schools in her region. Kerisa Fish replaced Jennifer Toney as the coordinator for this region in mid-October.

- **Children's Hospital of Illinois** distributed 3,251 brochures on proper seat usage to parents, healthcare providers, educators and CPS technicians. Children's Hospital staff also conducted 237 special needs fittings. Staff trained 23 technicians, held 3 special needs CPS courses in Chicago, Rockford and Peoria. The special needs information line received 1,148 calls, of which 479 related to special needs and loaned out 365 special needs seats.
- **Northern Illinois University.** Melanie Wingo distributed posters, pizza box stickers, bank stickers, car coasters, pencils and napkins to organizations in her region to spread the Click It or Ticket message. Ms. Wingo also used e-mail blasts, outdoor message boards, TV/newspaper articles, face book, health fairs and presentations for community outreach. Ms. Wingo certified/re-certified over 50 CPS technicians in her region, by teaching certification courses and update courses. Ms. Wingo worked with local minor league baseball teams and the Rockford speedway as well. Ms. Wingo was a regional coordinator for Operation Teen Safe Driving and helped coordinate this program with 15 high schools in her region.
- **Rush-Copley Medical Center** Bob Brasky worked at 31 child safety seat events. Mr. Brasky instructed many new CPS technicians as well as keeping other CPS technicians certified through teaching at update courses and renewal courses. Mr. Brasky taught many expectant parents classes at area hospitals. Mr. Brasky worked at health fairs, minor league baseball parks, the Chicago auto show and local racetracks to spread the safety belt and child passenger safety message. Mr. Brasky was a regional coordinator for Operation Teen Safe Driving and helped coordinate this program with 15 high schools in his region.
- **Southern Illinois University-Carbondale** Rachel Walker trained 19 new CPS technicians and also instructed 19 additional CPS technicians at update courses. Ms. Walker assisted at 16 child safety seat checks throughout Southern Illinois during FY 2010. Using the Click It or Ticket message Ms. Walker worked with minor league ballparks, chamber of commerce groups, child care providers, schools, car dealerships and other organizations to educate to her region about buckling up. Ms. Walker was a regional coordinator for Operation Teen Safe Driving, responsible for high schools in her region.

#### **DTS Travel (DTS) #10-02-06**

**\$30,000**

This task provided travel funds for DTS staff to conduct monitoring visits and attend meetings/conferences related to highway safety grants.

#### **Injury Prevention (Local) #10-02-09**

**\$2,740,734**

This task provided funds for 18 agencies to conduct injury prevention activities such as increasing awareness of safety belt usage, child passenger safety and impaired driving laws in their communities. State funds were used to fund these projects.

*The FY 2010 Injury Prevention Projects were:*

- **Alliance Against Intoxicated Motorists (AAIM)** continued the court monitoring program and implementation and publication of the annual survey of DUI arrests and Top Cops in Illinois. In FY 2010, AAIM held their annual awards banquet benefit on October 25, 2009 in Addison, Illinois. A total of 24 law enforcement officers were recognized for making 100 plus DUI arrests.
- **Alliance for Community Peace (ACP)** developed a teen/driver safety program addressing minority communities across Chicagoland to reduce the incidence of unsafe driving among teens. The Teens Alive! Program worked with non-traditional partners-church alliances, youth groups/choirs, church weekend schools and Cook County high schools. In FY 2010 ACP attended 51 citywide events in urban areas reaching over 1,500 youth, conducted 24 presentations to organizations, recruited 24 teenagers for peer mentors and 15 were hired and held 40 rap sessions for the Teen Alive! Program.
- **American Red Cross (ARC)** taught 3,680 children with 133 classes, reaching a little over a thousand more than projected for the year. ARC conducted nine bike rodeo events in the summer months, reaching 770 participants and distributed 489 helmets. ARC reached over 20,000 people in all age groups for Child Passenger Safety Week, and over 16,000 people in all age groups with CIOT promotions during FY 2010. ARC reached 2,708 teens with 9 teen traffic safety programs, mostly with crash reenactments, Operation Destinations and three Teen Victim Impact Panels in FY 2010.
- **Auxiliary of Stroger Hospital** provided education on the proper use of car seats, promoted car safety seats by providing instructions on car usage and low cost seats to low income patients. In FY 2010 Stroger Hospital distributed 2,367 child safety seats to the low income population.
- **Central DuPage Health Department** distributed 209 child safety seats throughout West Chicago, which is primarily a Hispanic and low income population. The most successful distribution, with 87 seats, was held in conjunction with an

Illinois Food Pantry Distribution in January. Staff attended 51 health fair/occupant protection events throughout the year reaching 41,274 people.

- **Centro San Bonifacio** conducted a total of 30 presentations at various locations in the community training a total of 503 individuals. In FY 2010, distributed 682 child safety seats and a total of 10 bilingual individuals were certified as technicians.
- **Chicago Police Department's Protector's program** is designed to reduce the number of traffic crashes and the resulting fatalities through education. Chicago Police Department assigned four officers to conduct traffic safety presentations to students and community groups throughout the many diverse Chicago neighborhoods. In FY 2010, Chicago Police Department conducted 444 presentations to high schools, grammar and park district classes reaching a total of 24,368 students on traffic safety-related issues.
- **Children's Memorial Hospital** focused on raising awareness and changing behaviors in neighborhoods where child passenger, pedestrian and bicycle injuries are at significantly high rate. In FY 2010, the staff taught 50 workshops at schools and social service communities with established relationships. In an attempt to prevent traumatic brain injuries resulting from head trauma from bicycle injuries, 1,540 helmets were distributed.
- **FACES 4** educated the general public, parents, students and judges on the dangers of speeding. FACES 4 conducted 467 presentations in driver education classes educating 11,413 students. Conducted 5 presentations for assemblies for a total of 1,017 students, added 5 new schools for either safety fairs or road to reality events. A total of 791 mailers were sent to private companies in the area containing posters, brochures and football field stopping distance flyers.
- **Illinois Traffic Safety Leaders** provides an organization for volunteers and professionals who share a common interest in safety. The Illinois Traffic Safety Leaders (ITSL) has over 300 members with 239 being grantees. In FY 2010 four ITSL Board Meetings and two conferences were held. The annual conference was held on May 5, 2010 in Lombard, Illinois with over 50 people in attendance. The conference topics were: OTSD, BAIID, NHTSA Updates and DUI Blood Draw/Social Hosting.
- **Jackson County Health Department** promoted child passenger safety to low income families and to discourage drinking and driving among adults age 18-24. Forty-eight businesses were recruited to participate in the Designated Driver Dawg (DD Dawg) program, including Shawnee Hills Wine Trail. New DD Dawg participant cards were printed with a new cover and all participating businesses were listed. More than 1,000 cards were distributed to local residents and students with more than 500 submitting their emails. One hundred sixty-five child safety seats were distributed to local residents through the WIC/Family Case Management voucher program and other public child safety seat checks.
- **LaRabida Children's Hospital** held 2-3 child safety seat clinics monthly at which patients and their siblings had their child safety seats checked. A total of nine staff are certified technicians in special needs and are located in the hospital. In FY 2010, 26 of the 36 the inpatients who received child safety seats were monitored for their tolerance of sitting in a car seat, while on a cardiac/apnea monitor. LaRabida recently became a satellite site for the Children's Hospital of Illinois Special Needs Child Passenger Safety Resource Center.
- **MADD Illinois** conducted the Court Monitoring Program by using trained volunteers to observe DUI cases to ensure successful prosecution, reduce inconsistencies and unwarranted dismissals. In FY 2010, MADD monitored 3,225 cases throughout the state. The MADD Heroes Banquets was held September 11, 2010 honoring the officers who make impaired driving a priority. Without the hard work of these individuals, many DUI cases would be dismissed or reduced to a lesser charge. A total of 25 officers were honored.
- **Prevention First** provided a statewide coordinator to provide training, technical assistance and outreach to SADD Chapters in Illinois. The project provided opportunities for chapters to network and share proven prevention strategies that will encourage youth to make effective decisions regarding alcohol, tobacco and other drugs and other high risk behaviors including impaired driving.
- **St. Francis Medical Center** provided for the continuation and enhancements of the Be A Buckle Buddy! Program at Children's Hospital of Illinois. Distributed 138,400 Be A Buckle Buddy! Promotional items distributed through 101 community events/health fairs. During FY 2010, the program checked 522 seats; educated 1,694 people on CPS, 198 CPS technicians participated at the events and had a total of 12 media events.
- **SIU Board of Trustees** conducted 329 presentations reaching 17,041 plus 11 health fairs for the Think First presentations and assisted with 33 passenger safety events checking over 500 child safety seats. Think First Illinois SIU School of Medicine celebrated its 20th Anniversary of Injury prevention activities this year-this chapter started activities in the fall of 1989. A reception to honor the ThinkFirst colleagues and Voices of Injury Prevention speakers was held in October, 2009. A "Spring into Safety" outdoor health fair and CPS checkpoint event was held in May, 2010.
- **SWIC for CHOICE** Choosing Healthy Options Involving Community Education (CHOICE) coalition facilitates a RADD supported Community Task Force will continue to engage in education, prevention and law-enforcement support activities to reduce alcohol-related deaths and injuries among ages 16-34 in the Metro East Region of Illinois. A total of 11 high schools have signed up for the BACCHUS, Life Savers and Coalition to promote healthy lifestyles and choices.

- **Tazewell County Health Department** promoted the safe driving message throughout the county in FY 2010. The Tazewell Teen Initiative met nine times throughout the project year to promote the program. Collaborated with the Illinois State Police and Tazewell County Sheriff's Office to implement and promote driver's education presentations, in FY 2010 a total of 1,971 students were reached. Five high schools were selected to receive mini-grants to continue safe driving projects, such as safety belt checks with local law enforcement agencies.

**CPS Survey (DTS) #10-02-03**

**\$5,450**

This task provides funds for DTS to conduct a child safety seat survey throughout the state of Illinois in 2010. The funds were used to pay for hotel and per diem for DTS staff conducting the child safety seat surveys. The statewide child safety seat usage rate is currently 92.8 percent based on the 2010 survey.

**Occupant Protection Coordinator (DTS) #10-02-10**

**\$100,000**

This task provided funds for the DTS to hire a consultant to coordinate and implement all of DTS's occupant protection and CPS programs statewide. Jennifer Toney replaced Jahari Piersol as DTS's Occupant Protection Coordinator in FY 2010.

**CIOT Safety Belt Survey (DTS) #10-02-11**

**\$5,000**

This task provided funds for DTS employees to conduct safety belt surveys throughout the state of Illinois in June 2009. The funds were used to pay for hotel and per diem for DTS staff conducting the safety belt surveys. The statewide safety belt usage rate is currently 92.6 percent based on the June 2010 survey.

**Sports Marketing Coordinator (Local) #10-02-12**

**\$32,250**

This task provided funds for the Alliance Sports Marketing in assisting DTS in partnering with minor league ball parks around the state to promote the Click It or Ticket by carrying out the "You've been Ticketed" campaign. In FY 2010, the Alliance Sports Marketing conducted outreach activities at 14 minor league ballparks throughout the state.

**PI&E Materials (DTS) #10-02-14**

**\$135,000**

This task provided funds for DTS to produce and develop CIOT materials to distribute at DTS sponsored events. In FY 2010, DTS CIOT wall calendars, CIOT awareness bracelets, CIOT magnetic clips, CIOT bumper stickers, CIOT roadside banners and CIOT static clings.

**Phone Surveys (Local) #10-02-15**

**\$91,295**

This task provided funds for the University of Illinois at Springfield to conduct a telephone survey project focusing on the topics of safety belt usage, driving under the influence, media campaign and enforcement activities. UIS conducted three surveys (May, June and September of 2010) are statewide in nature, with two of them (May and June 2010) having an over-sampling from rural counties. Another two surveys (November and December 2009) focused solely on rural counties. And another two surveys (also November and December 2009) focus on targeted areas within the city of Chicago with heavy concentrations of African American and Hispanic residents. The results from the phone surveys can be found on page 58.

**Section 405**

**Occupant Protection Assessment (DTS) #10-19-02**

**\$25,000**

This task provides funds for DTS to conduct an Occupant Protection Assessment. On August 16-20, 2010 the NHTSA Assessment team met with DTS staff and our traffic safety partners to examine components of the occupant protection program. A total of 25 recommendations were noted by the NHTSA Assessment team.

**Section 2011**

**Boost Illinois (Local) #10-21-01**

**\$111,607**

This task provided funds for 15 local agencies to conduct Boost Illinois projects statewide for booster seats and child passenger safety seats.

*FY 2010 Boost Illinois projects were:*

- **Central DuPage Hospital** distributed 209 booster seats throughout West Chicago, which primarily is a Hispanic and low income population. Their most successful distribution, with 87 seats, was done in conjunction with an Illinois Food Pantry Distribution in January. They attended 51 health fair/occupant protection events throughout FY 2010, reaching 41,274 people.

- **Centro San Bonifacio** distributed 357 booster seats at different events held in FY 2010, throughout the city of Chicago. They educated over 400 individuals on the importance of using booster seats. When working with the Latino communities in Chicago, they found that many families are not aware of the law requiring booster seats until the age of 8.
- **Child Care Resource and Referral Network** held 5 community events that specifically focused on booster seats and gave 2 educational presentations in the community regarding the importance of booster seats. They distributed 62 booster seats.
- **Clay County Health Department** was able to provide high back and low back booster seat to families enrolled in their WIC department, to help provide safe travel for their children. Car seat technicians were available during the week to provide the seats and educate recipients on how to properly install and use seats. They participated and gave out information at many local events: Keeping Baby Safe Shower, the Keep Kids Safe Carnival and the Appleknocker Kids Festival.
- **Ford-Iroquois Public Health Department** purchased 48 seats that were available for distribution during the grant year. Over 2,000 people were exposed to educational information at local expos, fairs and car seat checks.
- **Kankakee County Sheriff's Department** conducted 13 check points at the Kankakee Head Start/Grace Migrant location which caters to predominately to the Hispanic community. Conducted over 60 seminars/trainings/presentation regarding occupant restraint educating over 4,070 attendees. A total of 553 child passenger safety seats were checked and 219 seats were donated to the program.
- **Logan County Health Department** distributed 25 booster seats and checked 52 booster seats on correct use. They educated 126 parents/grandparents on the correct use of booster seats. The parents/grandparents were very appreciative of everything they were taught. Besides working with their WIC clients they also went to day care centers to educate the teachers.
- **Macoupin County Public Health Department** distributed 186 booster seats and 42 convertible seats to their community. They educated 174 students during little convincer classes that were held in their classrooms. They also educated 50 students and 17 parents during additional classes in addition to working with WIC clients.
- **McHenry County Sheriff's Office** distributed 174 booster seats to the community during FY 2010. They reached approximately 56,000 citizens while having booths at community events as well during presentations given at several different schools.
- **Perry County Health Department** distributed 129 seats while working with local head start and preschool programs. All participants watched a video, received hands-on instruction of proper installation of seats and were given a chance to receive a seat or replace an expired seat. They also worked with the local childcare centers to replace expired seats in transport vans.
- **Safe Kids Adams County** distributed 140 booster seats through a program at Early Childhood and Family Center, Seat Check Saturday and one-on-one distribution via other social service agencies in Adams County. They hosted 11 car seat events at central Fire Station in Quincy utilizing 29 different CPS technicians, checking over 125 seats and education over 200 parents and caregivers.
- **Safe Kids Champaign County** educated approximately 185 people on booster seat usage while distributing 96 booster seats at their child safety seat inspection station during FY 2010. They participated in 3 safety education events in the elementary school. They educated an estimated 900 students on the importance of booster seats.
- **Saint Francis Medical Center** distributed 169 booster seats through special events, local car seat fitting stations as well as the hospital. They were able to produce 87 media placements as well as hold 21 educational opportunities throughout FY 2010.
- **SIU Board of Trustees** held 12 booster seat events at Springfield Urban League, Beardstown and Jacksonville Head Starts, Sangamon County Health Department and Farmer's Market. They distributed over 200 booster seats and educated over 1,000 parents. They taught classes on booster seats at the Springfield Urban League as well as the Parent Place. They staffed many child passenger safety booths at fairs and schools.
- **Williamson County Sheriff's Department** has developed relationships with area social service agencies as well as the Franklin/Williamson Bi-County Health Department and Williamson County Early Childhood Cooperative. These relationships have helped when holding safety seat checks and giving presentations on booster seats to the community.

### **Child Passenger Safety (Local) #10-21-03**

**\$251,100**

This task provided funds for 19 local agencies to purchase safety seats and promotional materials for implementation of community-based safety seat programs.

*The FY 2010 Child Passenger Safety projects were:*

- **Carbondale Police Department** conducted 220 child safety seat checks and distributed 141 safety seats in FY 2010. They participated in 3 child safety seat checks and staffed a booth at 2 events. They also held 29 child safety seat presentations for parents.
- **Centro Comunitario Juan Diego** distributed 187 child safety seats during FY 2010. They distributed over 2,000 fliers and pamphlets to the community, to promote their safety seat program.

- **Child Care Resource and Referral Network** distributed a total of 482 seats during FY 2010, most of them being convertible seats. They also checked that 275 seats were installed correctly and educated those parents.
- **Children's Memorial Hospital** inspected 947 child safety seats in the city of Chicago. Of those inspected, 477 of them received a child safety seat from the program. Ten of the seats given out were for special needs children.
- **Douglas County Health Department** during FY 2010 distributed 36 seats and checked 70. All of their WIC clients receive child safety seat education during their appointments. They gave out educational materials in conjunction with the Arthur Cheese Festival, Old Navy Safety Day and the Douglas County Fair. They currently have 7 certified technicians on staff.
- **DuPage County Health Department** distributed 572 child safety seats to those families deemed low-income by either qualifying for the WIC program or for the Illinois Medicaid program. The families were given a child safety seat after participating in a class where they were instructed on proper safety seat use.
- **Edgar County Health Department** replaced 32 child safety seats and checked 48 child safety seats. At the end of FY 2010 3 new technicians were trained in Edgar county- giving them a total of 5 technicians.
- **Ford-Iroquois Public Health Department** purchased 77 seats that were available for distribution during the grant year. Over 2,000 people were exposed to educational information at local expos, fairs and child safety seat checks.
- **Good Samaritan Hospital** teaches one class at the hospital on child safety seats every month. They also reach out to parents during prenatal classes. They distributed over 400 child safety seats during FY 2010.
- **Logan County Health Department** worked with their WIC clients on a daily basis. They also worked with catholic charities parenting classes, the local farmers market and community health fairs. They educated over 600 people and checked over 300 seats.
- **Macomb Fire Department** inspected 121 child safety seats and distributed 29 child safety seats. In addition to working with local day cares and pre-schools, they participated in community events such as the Chip program and YMCA penny carnivals. They made their educational materials available at these events as well as to hospitals in the area.
- **McHenry County Sheriff's Office** distributed 81 child safety seats to the community during FY 2010. They reached approximately 56,000 citizens while having booths at community events as well during presentations given at several different schools. They were able to purchase a few infant seats with a lower weight limit- to give to families who had babies born prematurely.
- **Perry County Health Department** distributed 128 child safety seats while working with local head start and pre-school programs. Prenatal classes were held by the Health Department on a quarterly basis. Each of those classes included a child safety seat education portion. They also worked with the local childcare centers to replace expired seats in transport vans.
- **Safe Kids Champaign County** educated approximately 1,002 people at their inspection station. They checked 847 child safety seats for proper use and replaced 346 of them. They continue to have check events outside of their inspection station and works to present itself as a community resource for occupant safety.
- **St. Francis Medical Center** distributed or checked 877 child safety seats at all events during FY 2010. They held 43 child safety seat events in the Peoria Tri-County area. They trained 26 new technicians and 2 technicians became instructors.
- **Tazewell County Health Department** participated in 29 child safety seat checks during FY 2010. At these events they checked child safety seats and educated 865 people. They distributed 139 child safety seats to the low income families of Tazewell County.
- **Western Springs Police Department** distributed 11 child safety seats during FY 2010. They participated in several departmental programs and initiatives to educate the public on child passenger safety. They have been using their demonstration seat during special events and routine checks. In addition, their demo seat proved to be a valuable asset when their technicians conducted roll call training to patrol officers.
- **Whiteside County Health Department** gave 80 of their clients an opportunity to have their child safety seats inspected during their visits. They took advantage of several opportunities to provide education to over 500 families. Through this program they gave 200 child safety seats out to low income clients.
- **Williamson County Sheriff's Office** distributed a total of 144 seats, either directly to parents or indirectly to parents through the Franklin/Williamson Bi-County Health Department. Of those seats, 16 of them were distributed through child safety seat checks held by the Williamson County Early Childhood Cooperative and State Farm Insurance.

### **Child Passenger Safety Conference (DTS) #10-21-04**

**\$10,000**

This task provided funds for the DTS to conduct four regional child passenger safety conferences statewide with over 500 technicians in attendance. The conferences were held to facilitate technicians and instructors to receive the required six continuing education units (CEUs) needed for national CPS re-certification.

### **Keep Kids in Safe Seats (SOS) #10-21-05**

**\$78,100**

This task provided funds for the Illinois Office of the Secretary of State's Driver Services Department to maintain five existing child safety seat installation locations statewide and to expand the program to an additional site in southern Illinois. SOS checked 892 child safety seats at their Driver Facility sites in FY 2010. SOS speakers conducted 181 CPS/Youth Traffic Safety presentations reaching a total of 17,179 parents and children.

### **CPS Seats (DTS) #10-21-06**

**\$10,000**

This task provided funds for the DTS to purchase child safety seats for DTS's CPS programs statewide. In FY 2010 DTS purchased 70 infant car seats, 95 convertible car seats and 20 combination seats.

## **Section 406**

### **Paid Media #10-16-01 (DTS)**

**\$1,600,000**

This task provided funds for paid media in support of Illinois' impaired driving and Click It or Ticket campaigns. An evaluation of DTS's paid media begins on page 59.

## **Motorcycle/Pedestrian/Pedal Cycle Safety**

### **2010 Motorcycle Overview**

In 2010, preliminary numbers show 20,000 motorcyclists received training through the Department's Cycle Rider Safety Training Program (CRSTP). This represents a 20 percent increase over motorcyclists trained in 2009. The beginner rider course (BRC) and intermediate rider course (IRC), which are for students with no (BRC) or limited (IRC) experience, trained 19,500 students combined. Scooter riders were admitted to BRC courses where they were allowed to train on their own scooter (350 cc or less) with proof of insurance and a scooter in good mechanical condition. The experienced rider course (ERC) is for riders with at least one year and 1,000 miles of riding experience or riders who have successfully completed the BRC and have six months riding experience and 500 miles on a motorcycle. A total of 500 riders received training through the ERC. Included in the ERC numbers are Trike Courses and Sidecar Courses. All courses are offered free of charge to Illinois residents. The program is funded by Illinois motorcyclists through a portion of their license endorsement and license plate fees.



Governor Pat Quinn proclaimed May as Motorcycle Awareness Month. On April 28, 2010, DTS held three media events at Halls Cycles in Springfield, Frieze Harley Davidson in O'Fallon and Chicago Harley Davidson in downtown Chicago. DTS ran over 18,000 radio spots on the Illinois Radio Network from May through September 2010 focusing on the Start Seeing Motorcycles message.

DTS' focus in 2010 was to significantly increase the number of motorcyclists trained and continue the transformation of what had been, up until 2005, primarily a Motorcycle Training Program into a Comprehensive Motorcycle Safety Program. DTS research staff are being utilized in the study of motorcycle crashes to determine the "Who, What, When, Where, and Why" factors in hopes of identifying workable countermeasures to reduce motorcycle fatalities and injuries. Networking with other state agencies and private stakeholders in the promotion of motorcycle safety issues are showing promise. Also in 2010, work continued on our web site, [www.startseeingmotorcycles.org](http://www.startseeingmotorcycles.org). The site moved closer to being a one-stop shop for motorcycle enthusiasts and experienced over 30,000 hits in 2010.

## **2010 Pedal Cycle Overview**

In FY 2010 DTS continued to partner with the Chicago Department of Transportation (CDOT) to execute the Chicago Bicycle Safety Initiative. The Chicago Bicycle Safety Initiative began in 2001, when the DTS granted funding to CDOT to establish Mayor Daley's Bicycling Ambassadors (MDBA), a team of public outreach and education specialists. Ambassadors travel, by bicycle, to events all over Chicago and provide face-to-face safety education to bicyclists and motorists.

The Chicago Bicycle Safety Initiative partnered with ten aldermen to conduct a series of bicycle safety enforcement events in each alderman's neighborhood in 2010. These events, a part of CDOT's Share the Road campaign, sought to educate bicyclists and motorists about bicycle safety laws and change particularly dangerous behaviors.

The Bicycling Ambassadors conducted 47 Share the Road enforcement events, directly educating more than 25,629 bicyclists and motorists. Police officers stopped cyclists who ran red lights or rode at night without a front headlight (both illegal in Chicago). Similarly, officers ticketed motorists who parked in the bike lanes or opened their car door into oncoming bicycle traffic.

CDOT produced several bike safety videos this year that covered a variety of topics that concern cyclists on the road. Topics covered included: riding on the sidewalk, using a headlamp at night, avoiding the door zone, properly fitting a helmet and navigating intersections by bike. The Bicycle Safety Initiative also partnered with the Chicago Transit Authority (CTA) to produce a training video for CTA's 4,000 bus operators on how to share the road with bicyclists. The video is now be used as continuing education training for all Chicago's veteran bus operators and has now been adopted into CTA's training program for new hires.

The Bicycling Ambassador program continued to set the standard for bicycle safety outreach and education. The Ambassador team consists of seven outreach specialists who spread bicycle safety messages by attending community events, such as street festivals, block parties, neighborhood parks, farmers' markets and community health fairs.

The Ambassador program continued to reach youth with bicycle safety messages. Through a partnership with the Chicago Park District and After School Matters, the Bicycling Ambassadors were joined by 23 teenage Junior Ambassadors for six weeks in the summer.

The addition of Junior Ambassadors allowed the Bicycling Ambassadors to educate over 27,000 young people at 147 Chicago Park District Day Camps in only six weeks.

The Bicycling Ambassadors reached more than 60,000 people with face-to-face bicycle safety education at 369 community events, plus an additional 2 million through media appearances.

## **2010 Pedestrian Overview**

In FY 2010 CDOT implemented three programs to address pedestrian safety through enforcement and education. The Safe Routes for Seniors program traveled throughout the neighborhoods, bringing presentations and tips about safe pedestrian behavior to seniors across Chicago. In coordination with the Chicago Police Department, Crosswalk Enforcement Events kicked off in April 2009, accompanied by several major media stories. These events have been routinely occurring throughout Chicago during FY 2010. The Safe Routes Ambassadors continued to reach students in schools across Chicago and talk to people about pedestrian and bicycle safety for kids.

During FY 2010, Safe Routes for Seniors has addressed over 1,600 Chicago residents at 38 events across the city. These workshops were first offered to neighborhoods with a large population of seniors and a high-density of senior pedestrian crashes, and additionally offered to any center that requested the presentation. Topics at the events included pedestrian and driver behavior, Chicago-specific issues such as snow removal, and how to improve the safety of walks when there are challenging and uncontrollable elements such as daylight and weather.

The Chicago Police Department conducted 55 crosswalk enforcement missions throughout Chicago in FY 2010. The CDOT Pedestrian Program assisted with the selection of enforcement locations and the evaluation of yielding rates before and after the event. Of the 11 crosswalk locations that were evaluated, total yielding rates for all crosswalk locations increased

from 6.8 percent to 8 percent. Additionally, CDOT participated in the Nighttime Pedestrian Crash Reduction study, led by researchers at Western Michigan University. The study included speed and crosswalk enforcement events along corridors prone to high pedestrian crashes.

During FY 2010, the Safe Routes Ambassadors visited 94 Chicago schools for in-class presentations, 10 Chicago schools for follow-up workshops and 35 community events across 41 Wards and 24 Police Districts. A total of over 8,300 students and over 400 adults were reached through classroom presentations, and an additional 1,115 children and 1,756 adults were reached at community events. The Safe Routes Ambassadors are comprised of four education specialists who primarily lead classroom-based presentations for 2nd through 5th graders on pedestrian and bicycle safety.

Finally, guiding all these efforts, the Mayor's Pedestrian Advisory Council continued to meet quarterly during FY 2010. Within this group, work began on the Chicago Pedestrian Plan and the NHTSA-funded Public Awareness Campaign.

## The Problem

### MOTORCYCLE CRASHES

	2005	2006	2007	2008	2009	Previous 4 Average	% Change 08vs4yr
Total Crashes	4,483	4,119	4,819	4,901	3,846	4,581	-16.0%
Fatal Crashes	152	128	154	130	124	141	-12.1%
Injury Crashes	2,923	2,573	3,108	3,166	2,822	2,928	-3.6%
Motorcyclists Killed	158	132	157	135	130	146	-11.0%
Motorcyclists Injured	3,191	2,788	3,390	3,463	3,152	3,208	-1.7%
Non-Motorcyclists Killed	1	0	2	5	2	2	0.0%
Non-Motorcyclists Injured	147	207	253	229	172	209	-17.7%

*Comparing 2009 to the previous four year average, the number of motorcyclist killed or injured decreased by 2.1 percent, from an average of 3,354 during 2005-2008 to 3,282 in 2009.*

### PEDALCYCLE CRASHES

	2005	2006	2007	2008	2009	Previous 4 Average	% Change 08vs4yr
Total Crashes	3,407	3,204	3,888	3,853	3,255	3,588	-9.3%
Fatal Crashes	21	26	17	28	20	23	-13.0%
Injury Crashes	3,305	3,173	3,836	3,331	3,100	3,411	-9.1%
Pedalcyclists Killed	21	24	18	27	20	23	-13.0%
Pedalcyclists Injured	3,337	3,188	3,867	3,342	3,123	3,434	-9.1%

*When comparing 2009 to the previous 4-year average, the number of pedalcyclists killed or injured decreased by 9.1 percent.*

### PEDESTRIAN CRASHES

	2005	2006	2007	2008	2009	Previous 4 Average	% Change 08vs4yr
Total Crashes	5,753	6,212	6,191	5,877	5,313	6,008	-11.6%
Pedestrians Killed	168	137	172	135	111	153	-27.5%
Pedestrians Injured	5,701	6,221	6,171	5,423	5,231	5,879	-11.0%

*Comparing 2009 to the previous 4-year average, the number of pedestrians killed or injured decreased by 11.4 percent, from an average of 6,032 during 2005-2008 to 5,342 in 2009.*

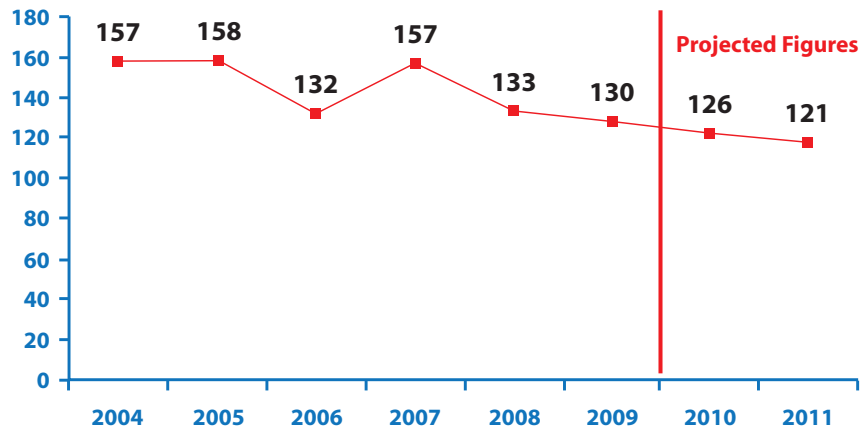


## Motorcycle/Pedestrian Program Goals

### Goal

- To reduce the statewide motorcycle fatalities from the 2004 level of 157 to 121 by December 31, 2011.

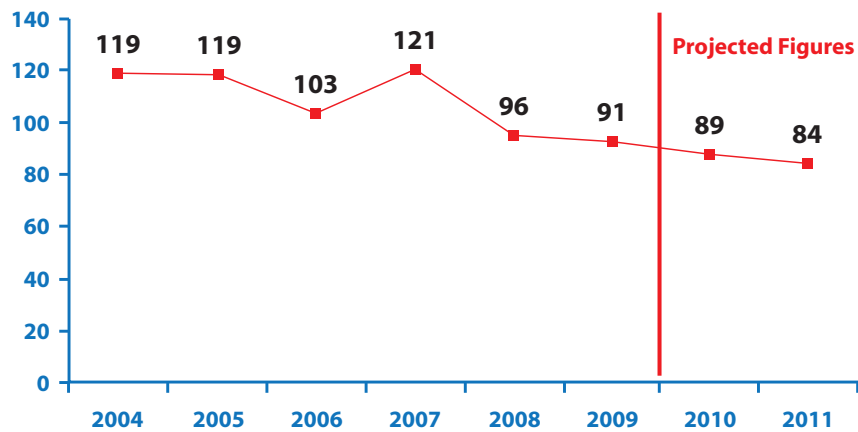
### Motorcyclist Fatalities



### Goal

- To reduce the number of unhelmeted motorcycle fatalities from the 2004 level of 119 to 84 by December 31, 2011.

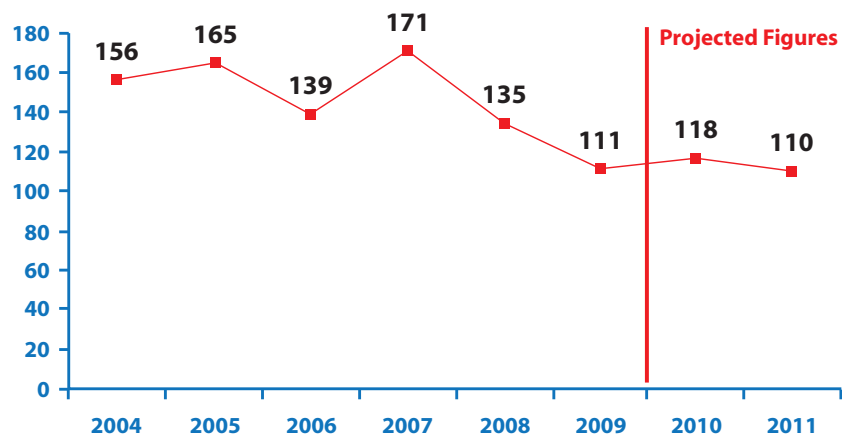
### Unhelmeted Motorcyclist Fatalities



### Goal

- To reduce the statewide number of pedestrian fatalities from the 2004 level of 156 to 110 by December 31, 2011.

### Pedestrian Fatalities



# Project Summaries

## Section 402

### Motorcycle Safety and Awareness Grant (Local) #10-09-01

**\$7,447.88**

This task provided funds for the Evanston Police Department and the Tazewell County Sheriff's Department to increase compliance in motorcycle riders and reduce crashes involving motorcycles. In FY 2010, Evanston Police Department issued a total of 71 motorcycle specific violations and observed a decrease in motorcycle involved crashes from 6 reported, with one major crash investigation in 2009, to 4 in 2010 with no major crash investigations reported. The Tazewell County Sheriff's Department stopped 57 vehicles, issued 39 speeding violations, 14 safety belt violations and released three press advisory's to the media.

### Bicycle and Pedestrian Safety (Local) #10-12-02

**\$419,990**

This task provided funds for three local agencies to conduct bicycle safety education projects. The three projects are:

- **Chicago Department of Transportation's (CDOT)** Bicycle Ambassadors program celebrated its 10th year as the leading force in bicycle safety education and outreach in Chicago. The Ambassadors are a team of community outreach specialists who promote Chicago as a world class cycling city. The team was comprised of seven Bicycling Ambassadors and 23 Junior Ambassadors. The team appeared at events all over Chicago conducting face-to-face outreach in order to reach as many Chicagoans as possible. The Bicycling Ambassadors reached more people in 2010 than ever before. Between May 17, 2010 and September 12, 2010 the Ambassadors: attended 369 events throughout the city, directly educated nearly 60,000 people through face-to-face education, properly fit 1,852 helmets on adult and youth cyclists, directly educated over 25,000 people about dangerous cyclists and motorist behaviors at 47 Share the Road events, conducted 48 Lakefront Trail outreach events and directly educated more than 16,000 people.
- **Chicago Department of Transportation's** FY 2010 Safe Routes Ambassadors project continued to reach students, parents and school leaders with traffic safety curriculum across Chicago. The goal of the project is to improve pedestrian safety through targeted education and outreach to children and communities around schools. In FY 2010, the Safe Routes Ambassadors visited: 94 Chicago schools for in-class presentations, reaching over 8,300 students and over 400 adults, 10 Chicago schools for follow-up, on-foot workshops, 35 Community events, reaching an additional 1,115 children and 1,756 adults and 24 Police Districts.
- **Chicago Police Department** conducted a Crosswalk Enforcement Initiative in FY 2010. Chicago Police Department collaborated with CDOT to determine the most appropriate sites for crosswalk enforcements. Locations were selected based on police-identified problem locations, pedestrian volume, IDOT crash data and other factors. Chicago Police Department conducted 43 crosswalk enforcement details, issued 834 citations, 10 speeding violations, 9 failure to stop at signal, 59 no valid driver's license, 7 insurance violations and 5 other violations.

## Section 2010

### Public Awareness (DTS) #10-22-02

**\$250,000**

This task provided funds for DTS to develop and produce motorcycle public information and education materials. In FY 2010, developed and produced Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from May through September 2010. DTS purchased the following motorcycle outreach materials: motorcycle eyewear cleaners, motorcycle bandanas, motorcycle clings and motorcycle banners. Over 19,000 radio spots ran on the Illinois Radio Network from May through September 2010. The radio public service announcement focused on the Start Seeing Motorcycles message for motorcyclist's awareness on Illinois roadways. UFC Welterweight Champion Matt Hughes was featured on a motorcycle awareness PSA developed by the state of Illinois for television.

### Cycle Rider Safety Training Program (CRSTP) (DTS) #10-22-03

**\$43,000**

This task provided funds for DTS to purchase training motorcycles for DTS's Cycle Rider Safety Training Program for additional training courses through the four regional training centers throughout the state. No activity occurred in this task.

### Motorcycle Advisory Council (DTS) #10-22-04

**\$5,000**

This task provided funds for DTS to conduct Motorcycle Advisory Council meetings. In FY 2010, no activity occurred in this task.

# Traffic Records

## 2010 Overview

DTS continued the coordination of a multi-agency Illinois Traffic Records Coordinating Committee (TRCC) which provides a forum for review and comment of traffic records issues within the state of Illinois. This coordinating committee includes representatives from various public and private organizations and members serve on one of four subcommittees (Planning, Engineering Safety, Information Systems and Data Quality). Over the past year, the TRCC has continued to encourage more participation from members and implemented an attendance requirement to be considered a voting member. There has been considerable discussion about the importance of the strategic plan to justify the development of relevant 408 projects. A workshop is planned for January 2011 to help project managers with performance measures. Discussion and planning has started for the upcoming Traffic Records Assessment in April 2011.

The National Highway Safety Administration (NHTSA) awarded DTS a grant to develop a CODES (Crash Outcome Data Evaluation System) program in Illinois. This project is based on collaboration between DTS and the Illinois Department of Public Health (IDPH). Under this grant, DTS continues to link existing traffic crash records with health care data sources from EMS, trauma registry, hospital discharges and vital records (death certificates). The linked database are used to support local, regional and statewide highway safety decision-making to affect decreases in deaths, non-fatal injuries (e.g., head, neck, upper extremity and lower extremity) and health care costs resulting from motor vehicle crashes. Individual databases are not always adequate for certain analyses (e.g., race, ethnicity and socioeconomic status). Two sources, law enforcement and public health track victims separately. None of the health-related data are linked back to crash data.

Currently, the crash database as well as a few small local databases, citation data, limited health care data and the exposure data (population and vehicle miles of travel) are used to identify traffic safety problems and evaluate the highway safety programs and projects. The Evaluation Unit within DTS is responsible for problem identifications, developing highway safety goals and objectives and evaluating highway safety programs and projects.

In June 2007, DTS developed a comprehensive safety data improvement strategic plan for the Section 408 application which is considered part of the multi-year Statewide Traffic Records plan required by the SAFTEA-LU. In developing the Illinois Traffic Records Strategic Plan (ITRSP) Illinois took an important step in establishing the goals, policies and actions that would lead to the development of an efficient and effective system for traffic records improvement. Illinois developed and submitted a comprehensive traffic records strategic plan and an application for funding under the Section 408 grant. The purpose of this document is to provide the ITRCC, DTS and other traffic safety stakeholders of the state of Illinois with a Strategic Plan for Traffic Records Improvements. This plan is aimed primarily at actions that the Illinois TRCC can help accomplish through its membership while pursuing the goal of improving traffic records. As such, it touches on the activities of all stakeholder agencies within the state, but it does not represent an attempt to set those agencies' agendas. Rather, it is an attempt to help the ITRCC fulfill a broad role of communication, coordination and assistance among collectors, managers and users of traffic records data in Illinois. This plan is based on the 2006 NHTSA Traffic Records Assessment. The assessment was supplemented by information from other documents provided by the state to the project team. The strategic plan includes major goals, objectives and steps to completion, an action item table and a set of Pert charts that graphically illustrate the order and interdependencies of the various steps to completion. This Strategic Plan for Traffic Records Improvement will serve as a road map on how to improve our current traffic safety-related databases and strengthen the focus of our efforts on the factors contributing to the most transportation-related fatalities and injuries and will encourage safety programs and practices that address other significant safety problems.

On July 1, 2010, the results from the Illinois racial profiling study were released. The report was first submitted to the Governor and General Assembly. Then, with a media release from the governor, the results were released to the public via IDOT's website.

IDOT received data from 970 law enforcement agencies that reported 2,470,554 traffic stops for the year 2009. There were 48 agencies that either did not make any stops or failed to provide their data to IDOT. In FY 2010, DTS continued to contract with University of Illinois at Chicago to analyze the data collected by IDOT for the Illinois Traffic Stop Study.

The report compared the number of minorities stopped by an agency compared to the benchmark, estimated Minority Driving Population, provided for the particular agency. Also, the reason for the stop, outcome of stop and whether a consent

search was conducted were analyzed for Caucasian vs. Minority drivers. Once the report was completed, each agency was given the opportunity to provide a comment with their analysis before the report was given to the Governor and General Assembly. The Racial Profiling Study has been continued until July 2011.

## The Problem

- Timely, accurate, complete, consistent, accessible and integrated crash-related databases.

## Goals

1. Provide better data that is absolutely essential to reducing the human and economic cost of motor vehicle crashes.
2. Improve agency-specific data systems through identifying an information gathering process that includes interviews, technical group sessions and systems analysis.

## Project Summaries

### Section 402

#### UIS Evaluation Project #10-02-05 (Local)

**\$230,900**

This task provided funds for the University of Illinois at Springfield (UIS) to conduct comprehensive and high-quality program evaluation work as needed by DTS. There are three staff members who report directly to the DTS Evaluation Unit Chief. The goal of the project is to improve the effectiveness of the highway safety projects conducted by IDOT through expanded program evaluation.

#### Imaging Enhancement (SOS) #10-05-03

**\$34,700**

This task provided funds for the Office of the Secretary of State's, Driver Services Department to hire one contractual service employees for data entry of backlog of old crash reports and certification of cases for suspension action. The contractual employee completed the soundexing, screening, abstract printing and suspending of 1,339 accident files and 5,906 telephone calls.

#### Temporary Personnel Services (DTS) #10-05-04

**\$25,000**

This task provided funds for the DTS to hire one temporary person to conduct data entry of the backlog of police reports in our Safety Data Bureau. No activity occurred in this task.

#### Data Analysis (IDPH) #10-05-07

**\$108,700**

This task provided funds for the Illinois Department of Public Health to conduct a data analysis project. During FY 2010 the Data Reporting System was updated with the following calendar years of data: 2009 Traffic Crash Report, 2006 and 2007 Trauma Registry, 2006 Mortality data and 2008 Hospital Discharge data. Using calendar year 2005 Illinois Prehospital Care Report data, EMSC staff conducted during FY 2010 a data quality review of a selected list of data elements that were identified as critical for the IDOT CODES project. The study focused on completeness and accuracy of the selected data elements.

### Section 406

#### MCR Printers #10-16-02 (Local)

**\$125,000**

This task provides funds for local law enforcement agencies to purchase printers for the MCR program. In FY 2010 a total of 55 printers were purchased by six local police departments.

#### MCR Training #10-16-03 (Local)

**\$545,102**

This task provided funds to conduct and implement the Mobile Data Crash Reporting (MCR) program to law enforcement agencies throughout the state. During this transition year, staff continued routine supports for all remaining MCR users while at the same time assisting DTS with planning for a replacement crash reporting system. Ongoing supports included limited amounts of training and also technical assistance over the phone and through e-mail for police agencies. Assistance was provided by full time staff during regular work-hours and through the contract with the UIS IT Department for after-hours support. Throughout the year, over 150 agencies continued to submit about 10,000 crash reports through MCR monthly. Staff worked with the Chicago Police Department in its development of their own system while investigating whether the proposed new TraCS system is the best future option for a statewide IDOT electronic crash reporting. Also during the year, a private firm was contracted for emergency notification services: automatically calling all 150 MCR users

when the MCR system is down centrally. With the departure of two UIS grant-funded staff, one in January 2010 and another in August, by the end of the grant year, only one full-time on-site staff person was left working on the project. Also this year, a survey was developed in the spring of 2010 and sent to a large number of MCR and non-MCR police agencies. Questions were asked about desirable features of a new electronic crash reporting system and the hardware and software being used by those police agencies. Preliminary data analyses were completed.

## **Section 408**

### **NEMSYS (IDPH) #10-18-02**

**\$150,000**

This task provided funds for the Illinois Department of Public Health (IDPH) to convert Illinois to a NEMSYS-compliant dataset/system. EMS run report data are currently and will continue to be accepted in electronic format or on scannable paper forms. A web-based submission option was completed at the end of the 2010 state fiscal year and is now being piloted in EMS Regions 1 (northwest and north central Illinois) and 5 (southern Illinois). This pilot includes training and the distribution of draft administrator and user manuals. Statewide implementation is projected for the end of the calendar year.

### **Chicago Data Integration (Local) #10-18-03**

**\$70,000**

This task provided funds for the city of Chicago to coordinate and integrate the crash databases maintained by the city of Chicago and IDOT. After much delay, the project vendor, Oracle, started working on this project with the Diagramming Tool as the first module. The contractual issues Oracle had with Chicago Police Department (CPD)/City has been resolved. As of September 30th, about 60 percent of the work is completed on the Diagramming tool. In FY 2011, Oracle will continue working on the Diagramming tool and then move on the R-Case Integration module. R-Case is the comprehensive case reporting system CPD is developing through Oracle. Our project is built as an add-on to the R-Case system. The progress on the Data Integration/Web MCR project is depended on the progress made at CPD in rolling out the R-Case system. A technical committee comprising of representatives from IDOT, CPD, Oracle and CDOT have been formed for periodic review of the project.

### **Chicago – DOT (Local) #10-18-04**

**\$250,000**

This task provided funds for the Chicago Department of Transportation (CDOT) to enhance the quality of the crash data recorded for the city of Chicago. Chicago Police Academy and CDOT have completed work on a new e-learning training module to accurately report Intersection-Related Traffic Crashes. The new module can be taken independently or through an instructor lead online training. A facility is being developed at the Chicago Police Academy for delivering instructor lead training programs on a permanent basis. CDOT has developed a poster and a pocket insert/brochure to supplement the online training efforts. These printed materials should help highlight the importance of traffic crash data and serve as a quick reference tool to the police officers. In FY2010 CDOT also completed a before and after review of 2009 training efforts and have discovered that significant improvements have been achieved since the start of the data quality improvement efforts. However, there is much more work that needs to be done on a sustained basis to achieve 90 to 100 percent accurate reports from the field. Since 2009 CDOT noticed that the intersection crashes increased 8 percent to 10 percent whereas crashes overall reduced significantly. CDOT believes this is due to the increased diligence in reporting intersection crashes.

### **Mobile Incident-Electronic Citation (ISP) #10-18-05**

**\$190,000**

This task provided funds for the Illinois State Police (ISP) to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2010 IDOT decided to change the direction of MCR therefore ISP did not move forward with the pilot project. The consultants are now preparing an XML Data Transfer Web Service Technical Guide and updated the E-Citation database schema similar to what has been done for E-Crash.

### **Crash Reconstruction (ISP) #10-18-06**

**\$23,000**

This task provided funds for the ISP to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2010, 17 officers completed crash reconstruction update training in May. Officers were chosen because of their location in the state (Chicago, Joliet, Peoria, Springfield and Collinsville). The Traffic Crash Reconstruction Unit (TCRU) purchased an upgraded CDR kit for downloading data from vehicles involved in fatal motor vehicle crashes.

### **CODES (DTS) #10-18-07**

**\$120,000**

This task provided funds for the DTS to conduct a CODES program in FY 2010. DTS analyzes hospital data on the number of discharges, average length of stay, primary injuries, types of crash controlling demographics, belt status, vehicle type, expected payment source and discharge status. DTS is developing analytical models to study the relationship between hospital discharges, belt status and alcohol impairment, controlling for several demographic, vehicle and crash characteristics.

### **Safety Analyst Software (DOH) #10-18-09**

**\$50,000**

This task provided funds for the IDOT/Division of Highways to finalize the data conversion to support the use and implementation of Safety Analyst as an analytical tool that can be used to identify and manage a system-wide program of site-specific improvements, conduct necessary analyses and develop strategies to prevent motor vehicle crashes.

### **Scanner (DTS) #10-18-11**

**\$21,200**

This task provided funds for the DTS to purchase one production scanner to input crash data. In July 2010, DTS purchased the production scanner for the Bureau of Safety Data and Data Services.

## **Section 1906**

### **Racial Profiling Study (Local) #10-23-01**

**\$123,218**

This task provided funds for the University of Illinois at Chicago to develop a Racial Profiling Data Collection and Analysis study. For the year 2009, 970 law enforcement agencies submitted 2,470,554 traffic stops to IDOT. There were 48 law enforcement agencies that failed to provide their data to IDOT.

## **Police Traffic Services**

### **2010 Overview**

DTS continues to believe the most effective tool in reducing injuries and fatalities is through high-visibility enforcement. Increase enforcement maximizes the likelihood of detecting and arresting drivers who violate highway safety-related laws. DTS encouraged local, county and state agencies to establish strong policies regarding occupant protection and impaired driving enforcement, using innovative techniques and available technology to increase apprehension and the public's perception of the risk of apprehension. Enforcement of occupant protection and DUI laws focus in Illinois' 23 county breakdown and other counties where DTS determines a need.



In FY 2010, DTS began to place an emphasis on nighttime enforcement, regarding safety belt use in relation to alcohol-involved crashes. In FY 2010, law enforcement agencies that participated in Click It or Ticket were required to conduct a minimum of 50 percent of their enforcement activities that were performed after 11 pm and before 6 am. Looking at the 9 pm to 6 am timeframe, more people die in motor vehicle crashes during this time than other time of day and more people die during this time in alcohol-involved and unbelted crashes as well. DTS crash data shows, of the 632 people killed in car crashes in 2009, 106 drivers or occupants were killed between the hours of 12:00 am and 3:00 am, far and away the deadliest hours of the day. The number of people killed during this three hour period accounted for nearly 17 percent of all fatalities last year. Of those 106 fatalities, just two out of ten vehicle occupants were buckled up when they were killed.



## Click It or Ticket Campaigns

DTS's goal was to achieve 94 percent safety belt compliance through high-visibility enforcement, nighttime belt enforcement and increased public outreach.

DTS conducted a Click It or Ticket (CIOT) campaign from November 1 – December 5, 2009. This campaign coincided with the Thanksgiving holiday. A total of 24,125 patrol hours were logged by 144 local departments and the Illinois State Police (ISP) resulting in 32,062 being issued during the campaign.

In 2010, DTS conducted two statewide CIOT campaigns during the month of May 2010 with special emphasis on increasing safety belt usage among Illinois' rural population. During the statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 35,484 enforcement hours and wrote 52,737 citations, 30,682 (58.2%) of which were safety belt and child safety seat citations.

On May 25th, DTS held nine statewide evening press events to kick off the mobilization with the clear message that law enforcement is on duty both day and night. Late night safety belt enforcement has become a cornerstone of the CIOT campaign because late evening hours are the deadliest time on our roadways.

Public education was another large component of the CIOT campaign in FY 2010. DTS partnered with Casey's General Stores to promote the CIOT message. Bottle tags with buckle up and drive sober message were distributed to all 377 Casey's General Stores in Illinois. Casey employees placed these tags on soda bottles and beer bottles to remind customers to drive responsibly. This outreach program was geared at reaching the large rural population in Illinois which is served by Casey's General Stores.

## Impaired Driving Campaign

During DTS's You Drink & Drive. You Lose campaign a total of 174 local law enforcement agencies and all ISP districts participated in the 2010 Labor Day Crackdown. A total of 190 roadside safety checks and 2,396 saturation patrols were conducted during August 20 to September 6, 2010 enforcement period. Local law enforcement and ISP logged a total of 26,419.5 patrol hours and issued 25,964 citations during the campaign. Local law enforcement and ISP issues a total of 1,034 DUI citations, an average of one DUI citation written every 25.6 patrol hours.

## Enforcement Techniques

In FY 2010, DTS supported the following enforcement techniques that were utilized by local, county, university and state law enforcement agencies:

- Saturation patrols
- Mobilization enforcement
- Occupant protection enforcement zone
- Sustained enforcement
- Overt operations for youth parties
- Covert operations – package liquor checks
- Flexible roadside safety checks

## Training

The Illinois Law Enforcement Training and Standards Board (ILETSB) trained 1,717 local law enforcement officers and conducted 85 courses in FY 2010. These trainings are conducted through the ILETBSB's mobile training units located in 16 locations throughout Illinois. The goal of this program is to provide traffic safety-related training for Illinois local law enforcement officers on a statewide basis.

### Comparison of Safety Belt Usage Rates in Illinois, Region 5\* and United States

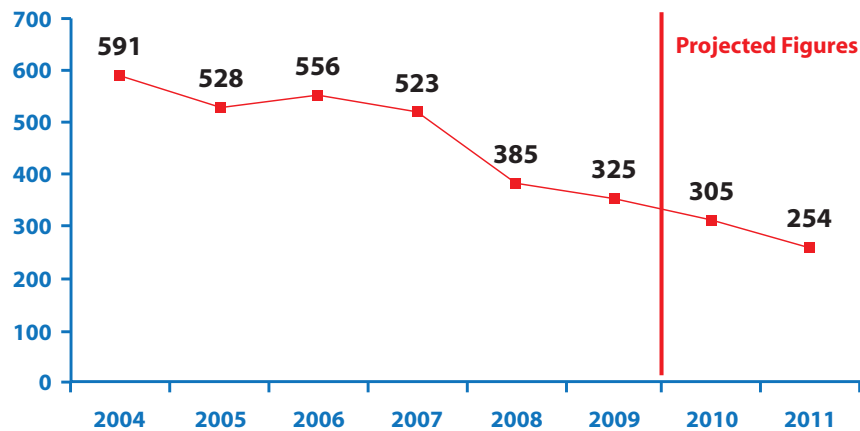
	ILLINOIS		REGION 5		NATIONAL	
	No.	%	No.	%	No.	%
<b>2010 Safety Belt Usage Rate</b>	<b>NA</b>	<b>92.6</b>	<b>NA</b>	<b>89.6</b>	<b>NA</b>	<b>85.0</b>

\*Region 5 includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin

## Goal

- To reduce the statewide speed-related fatalities from the 2004 level of 591 to 254 by December 31, 2011.

## Speed-Related Fatalities



### Law Enforcement Liaison (LEL) Program #10-02-08 & #10-03-04

**\$1,212,720**

This task provided funds to implement and maintain the Law Enforcement Liaison (LEL) program in Illinois. The program staff consists of one LEL Coordinator, seven LELs, one clerical supervisor, one clerical, one claims coordinator, one Statewide Alcohol Program Coordinator. The Statewide Alcohol Program manager initiated several initiatives including the planning of five alcohol campaigns coordinated with night time seat belt enforcement. The primary responsibility of a LEL continues to be as managers of law enforcement highway safety projects. The LELs also accomplished the following in FY 2010, managed over 240 year-long, local law enforcement agency highway safety projects and assisted with 35 mini-grants focusing on labor Day, managed six year-long state agency highway safety enforcement projects, continued the highly successful May CIOT Mobilization Incentive Program to increase safety belt compliance in Illinois, assisted with the Operation Teen Safe Driving Program funded in part by the Ford Motor Company and The Allstate Foundation held throughout Illinois, attended the Great Lakes Region LEL conference in Minneapolis, Minnesota, was represented at the international Chiefs Association Conference in Philadelphia, Penn., Illinois Chiefs Association Annual Training Conference, the Illinois Sheriff's Association Annual Training Conference and the Southern Illinois Police Summit, participated in the conduct of 354 safety belt surveys plus 50 pre- and post- night surveys throughout Illinois following the May/June CIOT campaign, planned, organized and assisted in executing multiple major media events throughout the year during highway safety mobilization campaigns, participated in the annual judging of the Illinois Traffic Safety Challenge including awards ceremony, served as members of the Illinois Chiefs Associations Highway Safety Committee and Legislative Committee, planned and organized three LEL meetings in Springfield and worked with local law enforcement agencies to identify and recruit Saved By the Safety Belt Awardees, staffed traffic safety details at the IHSA boys and girls state tournament in Peoria and staffed three NASCAR and two NHRA race events.

### Driving Under the Influence Enforcement (DUIE) #10-03-02

**\$812,400**

This task provided funds for the Illinois State Police to reduce the incidence of driving under the influence (DUI) of alcohol and other drugs enforce the occupant restraint laws of Illinois and, in general, make the public cognizant of driving safely on Illinois roadways. For FY 2010, there were 261 RSC's conducted and 8,737.5 enforcement hours used to produce 9,617 citations and written warnings. There were 445 DUI and 992 drug/alcohol-related and zero tolerance arrests issued for the year. This represents one DUI, drug/alcohol-related or zero tolerance citation being issued every six hours and five minutes.

### Anti-Drunk Driving Enforcement Project (ADDEP) #10-03-05

**\$181,000**

This task provided funds for the Office of the Secretary of State's, Department of Police to conduct hire-back patrols on Friday and Saturday evenings from 10:00 p.m. to 4:00 a.m. in IDOT's 23-county breakdown. In FY 2010, SOS Police conducted 1,895.5 patrol hours, issued a total of 1,617 and 179 written warnings.

### Police Traffic Training (ILETSB) #10-04-01

**\$50,000**

This task provided funds for the ILETSB to conduct police traffic training courses for local law enforcement officers. In FY 2010, the ILETSB conducted 11 training courses training 160 local law enforcement officers.



**Traffic Law Enforcement Projects (TLEP) #10-04-04** **\$665,836**

This task provided funds for DeKalb Police Department, Stephenson County Sheriff's Department and Winnebago County Sheriff's Department to conduct enforcement of specific traffic laws at selected high crash locations and to conduct a public information/education campaign. The TLEP projects fall within IDOT's 23-county breakdown. Preliminary figures for the FY 2010 TLEP projects resulted in a total of 8,718 citations; 2,380 occupant restraint violations; 3,315 speeding violations; 6,321 vehicles stopped and 7,853 hours of patrol.

**Special Traffic Enforcement Project (sTEP) #10-04-05** **\$1,124,075**

This task provided funds for the ISP to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding, occupant restraint and impaired driving laws. ISP conducted increased patrols during both Click It or Ticket mobilizations in FY 2010. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2010, ISP worked 13,098 enforcement hours and issued a total of 28,515 citations and written warnings. Officers issued 15,138 speeding citations and 5,322 occupant restraint citations. ISP issued 1,754 media releases, conducted 632 radio interviews, 258 television interviews and 864 interviews for print during FY 2010.

**Illinois Traffic Safety Awards (Local) #10-04-07** **\$135,325**

This task provided funds for Hoffman Estates Police Department to administer the Illinois Traffic Safety Awards program. The Hoffman Estates Police Department hosted four educational seminars for law enforcement agencies to promote the Traffic Safety Challenge in Hoffman Estates, Springfield and Rockford. All of the applications reviewed by the judging team in Evanston on April 22-24, 2010 and were then forwarded to Washington, D.C. to the International Association of Chiefs of Police for consideration in the National Chiefs Challenge. Illinois garnered 15 awards in the National Challenge. The Illinois Traffic Safety Awards program recognized 28 police departments awarding the following: 19 radars, three digital squad car video system, 10 CMI PBTs, six alco-sensor FST's, one all traffic solutions speed sentry shield radar speed sign, one Decatur on-site 200 speed dolly and one traffic crash training series from Northwestern University.

**Speed Traffic Accident Reduction (STAR) (SOS) #10-04-08** **\$136,200**

This task provided funds for the Illinois Office of the Secretary of State, Department of Police (SOS Police) to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding and occupant restraint. During FY 2010, the SOS Police issued 2,249 total citations, 1,719 speeding citations and 285 safety belt citations. SOS Police concentrated their enforcement in IDOT's 23-county breakdown.

**Motorcycle Patrol Unit (ISP) #10-04-09** **\$363,800**

This task provided funds to the ISP to establish a centralized Motorcycle Patrol Unit. These high-visibility patrols, coupled with an aggressive enforcement protocol targets the "Fatal Five" violations. In FY 2010, the motorcycle patrol unit issued 39,635 citations, 39,635 speed citations, 35 DUI citations and 9,557 safety belt citations. ISP conducted three media events in Springfield, Collinsville and Chicago to promote Motorcycle Awareness Month in May 2010.

**Mobilization Equipment (DTS) #10-04-10** **\$140,000**

This task provided funds for DTS to purchase equipment for law enforcement departments who participated in the May 2010 Click It or Ticket and the August 2010 Labor Day mobilizations. DTS purchased 20 hand held radar units, 20 PBT's, 7 LIDAR units and 10 moving radar units for local law enforcement agencies.

**Mobilization Luncheons (DTS) #10-04-11** **\$20,000**

This task provided funds for the DTS to conduct two impaired driving awards banquets on February 17, 2010 in Des Plaines with over 190 people attending and February 19, 2010 in Springfield with over 70 people attending. DTS held two CIOT awards banquets on July 14, 2010 in Des Plaines with over 190 people attending and July 16, 2010 in Springfield with over 75 people attending. These banquets were held to honor those law enforcement agencies that participated in the YD&D YL and CIOT mobilizations and reported their results to IDOT. During the banquet, equipment was distributed at a random drawing.

## **Holiday Mobilization Plus (Local) #10-04-12**

**\$2,831,7090**

This task provided funds for 74 local law enforcement agencies to conduct special enforcement for impaired driving and/or occupant protection mobilizations during one or more of the following campaigns in FY 2010: Thanksgiving campaign, Christmas/New Year campaign, Super Bowl campaign, St. Patrick's Day campaign, Cinco de Mayo campaign, Memorial Day campaign, Fourth of July campaign, Labor Day campaign and additional RSCs and SBEZ details. In FY 2010, local law enforcement agencies conducted 12,204 day-time hours and 43,650.8 nighttime hours of patrol, issued 62,194 total citations, 1,771 DUI's, 28,618 safety belt citations and 1,329 child safety seat citations.

## **Section 405**

### **Occupant Restraint Enforcement Project (OREP) #10-19-01**

**\$1,496,300**

This task provided funds for the ISP to conduct two four-hour patrols twice a month, consisting of four officers each, in ten selected ISP districts. Patrols were limited to Illinois state routes and U.S. Routes. The ten ISP districts were located in IDOT's 23-county breakdown (Cook, DuPage, Kane, Will, Rock Island, Peoria, Sangamon, Madison, St. Clair, Williamson, Winnebago and Kankakee). In FY 2010, officers worked 17,156.5 hours and issued 35,352 citations and warnings. Officers issued a total of 16,511 citations for occupant restraint which represents one citation every one hour and 2 minutes of hire back and 69 percent of the citations issued were for occupant restraint violations.

## **Section 410**

### **Operation Straight ID (OPSID) #10-13-02**

**\$59,100**

This task provided funds for the SOS Police to conduct educational presentations to inform law enforcement officers, employees, communities and businesses of the penalties for using fake ID's and how to detect fraudulent driver license and State identification cards. In FY 2010, SOS Police taught 161 Operation Straight ID (OPSID) classes training 1,174 participants. The Cops in Shops details conducted 200 hours of patrol and issued 89 arrests.

### **Breath Analysis Instruments (ISP) #10-13-03**

**\$90,800**

This task provided funds for ISP to purchase breath-testing instruments to train local law enforcement officers as breath analysis operators. In FY 2010, ISP purchased 8 EC/IR II instruments, 1 I-8000 instruments, 6 RBT-IV instruments and 6 Lenovo IdeaPad notebook computers. ISP hired a consultant for the BAO web based training program-linking current license database to new web based system.

### **Alcohol Countermeasures (IDNR) #10-13-04**

**\$199,800**

This task provided funds for the Illinois Department of Natural Resources (IDNR) to conduct hireback patrols to intercept and arrest drivers who are under the influence of alcohol at state parks and launch ramps. IDNR issued 952 citations, 2,427 warnings and conducted 2,641 hours of patrol.

### **Specialized Alcohol Training (ILETSB) #10-13-06**

**\$200,000**

This task provided funds for the ILETSB to conduct statewide DUI law enforcement training for law enforcement officers. In FY 2010, the ILETSB conducted 74 training courses training 1,557 local law enforcement officers.

### **Mini-Alcohol Program (MAP) (Local) #10-13-08**

**\$644,413**

This task provided funds for 31 local law enforcement agencies to conduct increased enforcement. The Mini-Alcohol Program (MAP) is to reduce the incidence of alcohol-related motor vehicle crashes, and the resulting injuries and fatalities, through highly-visible increased enforcement of impaired driving laws. Each participating agency is required to participate in eight enforcement campaigns over the project year. The MAP projects concentrate in IDOT's 23 county breakdown. Preliminary figures for the FY 2010 MAP projects are: 31 local law enforcement agencies conducted a total of 9,213.3 hours of patrol; a vehicle contact rate of 54.6 resulting in 10,128 vehicles stopped during these campaigns. There were 3,001 speeding, 897 DUI and 787 safety belt citations were issued during the campaigns. The 31 MAP projects generated 2,062 PI&E opportunities ranging from media releases, media events, displays and presentations during the enforcement periods. This is another phase of IDOT's earned media efforts during FY 2010.

*The FY 2010 MAP projects were:*

Alton Police Department	Quincy Police Department	Lake in the Hills Police Department
Morton Police Department	Creve Coeur Police Department	Troy Police Department
Bartlett Police Department	Richmond Police Department	Lake Zurich Police Department
Niles Police Department	Edwardsville Police Department	Villa Park Police Department
Bloomington Police Department	Rock Island Police Department	Lombard Police Department
Palatine Police Department	Elmhurst Police Department	Williamson County Sheriff's Department
Boone County Sheriff's Department	South Elgin Police Department	Millstadt Police Department
Palos Heights Police Department	Glendale Heights Police Department	Wood Dale Police Department
Carbondale Police Department	St. Charles Police Department	Minooka Police Department
Park Ridge Police Department	Granite City Police Department	
Carpentersville Police Department	Sterling Police Department	

**Alcohol Countermeasures Enforcement (ACE) (ISP) #10-13-11 \$1,365,608**

This task provided funds for the ISP to conduct additional enforcement efforts to deter adult and youth involvement in alcohol-related crashes. Driving under the influence and other alcohol-related laws are enforced using both overt and covert enforcement techniques. In FY 2009, ISP Troopers worked 10,631.5 hireback hours on saturation patrols and 4,131.5 hours on covert details. There were a total of 18,731 citations and warnings issued this fiscal year. Officers made 1,640 arrests for DUI, drug/alcohol-related or zero tolerance offenses during saturation patrols. During alcohol compliance checks there were 2,441 establishments surveyed which resulted in an 89 percent compliance rate.

**Local Alcohol Program (LAP) (Local) #10-13-12 (Local) \$2,527,350**

This task provided funds for 17 local law enforcement agencies to conduct the local alcohol project (LAP) in IDOT's 23-county breakdown. LAP's require local law enforcement agencies to conduct comprehensive DUI countermeasure activities. Preliminary figures for the FY 2010 LAP projects are: issued 25,110 citations, 1,259 occupant restraint violations, 3,714 alcohol-related citations, 2,736 DUI's, conducted 21,705.51 hours of patrol and stopped a total of 13,338 vehicles.

*The FY 2010 LAP projects were:*

Buffalo Grove Police Department	Chicago Police Department	East Peoria Police Department
Robinson Police Department	Springfield Police Department	Wheeling Police Department
Charleston Police Department	Cook County Sheriff's Department	Elgin Police Department
Sangamon County Sheriff's Department	St. Clair Police Department	Will County Sheriff's Department
Chicago Heights Police Department	Decatur Police Department	Macon County Sheriff's Department
Skokie Police Department	Waukegan Police Department	

**Section 406**

**Integrated Mini-Grant Enforcement Program (IMaGE) #10-16-04 \$1,905,961**

This task provided funds for 60 local police agencies to conduct overtime enforcement with hire-back officers during selected integrated enforcement periods. There were five enforcement campaign periods, certified officers working overtime to concentrate on enforcement for all traffic laws and special emphasis on occupant restraint, impaired driving and speed violations. Preliminary figures for the FY 2010 IMaGE projects total 32,599.5 patrol hours; a total of 41,998 vehicles were stopped during these campaigns with a motorists contact rate of one for every 46.6 minutes; there were 11,324 speeding citations issued during the five enforcement periods; there were 19,098 safety belt citations; a total of 1,006 child safety seat citations; and 419 DUI citations were issued during the enforcement campaigns. The 60 IMaGE projects generated 6,157 public information and education events, these events ranged from media releases, media events, displays and presentations during the enforcement periods. This is another phase of IDOT's earned media efforts during FY 2010.

*The FY 2010 IMaGE projects were:*

Alton Police Department	Berwyn Police Department	Brookfield Police Department
Lincolnwood Police Department	Maywood Police Department	Midlothian Police Department
Belvidere Police Department	Blue Island Police Department	Burnham Police Department
Matteson Police Department	McHenry County Sheriff's Department	Moline Police Department

Cahokia Police Department  
Oak Forest Police Department  
Calumet City Police Department  
Oak Lawn Police Department  
Compton Hills Police Department  
O'Fallon Police Department  
Carol Stream Police Department  
Olympia Fields Police Department  
Caseyville Police Department  
Orland Park Police Department  
Collinsville Police Department  
Oswego Police Department  
Danville Police Department  
Park Ridge Police Department  
Decatur Police Department  
Pekin Police Department

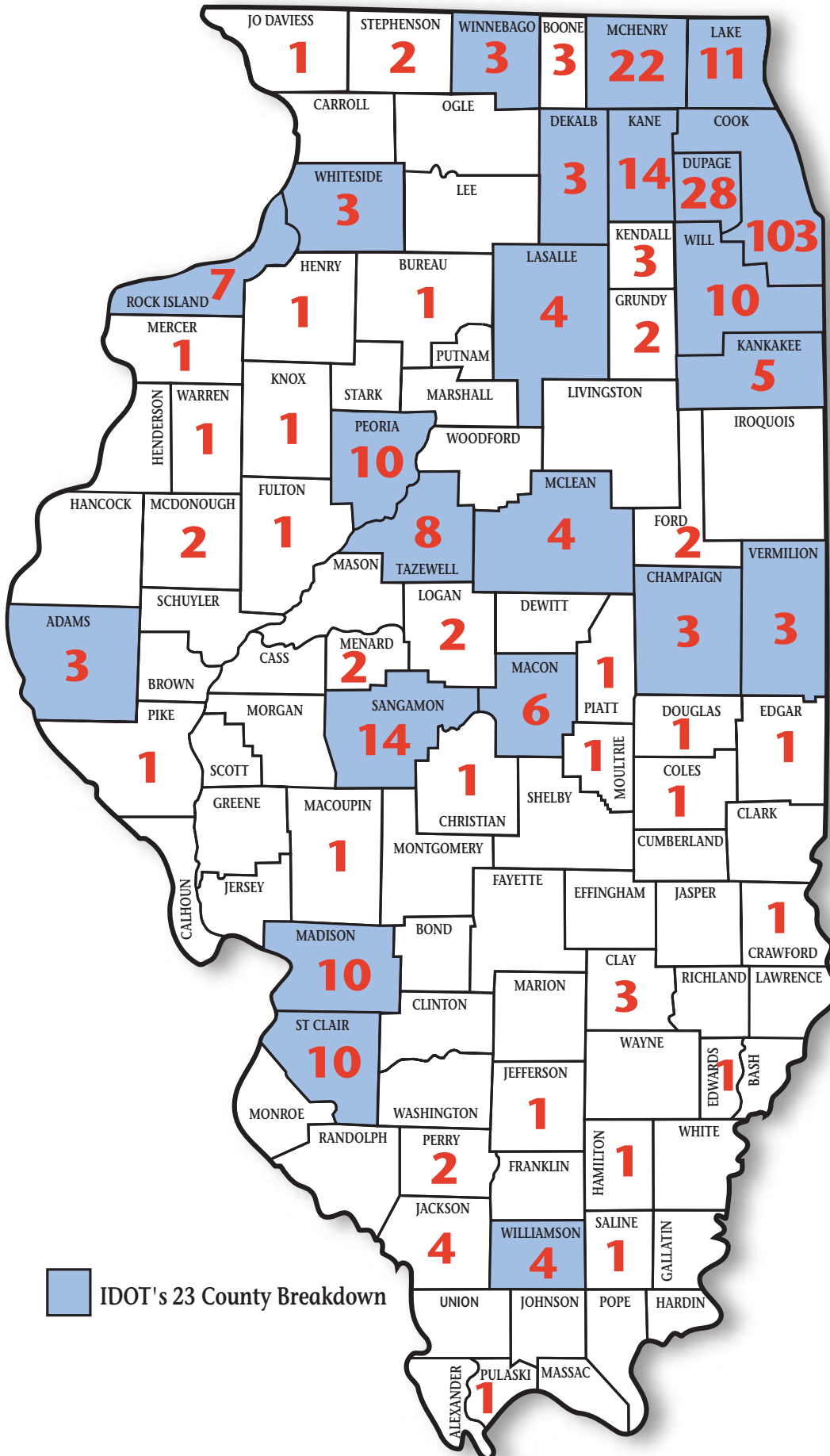
East Moline Police Department  
Quincy Police Department  
East Peoria Police Department  
Riverdale Police Department  
Elgin Police Department  
Riverside Police Department  
Flossmoor Police Department  
Rock Island County Sheriff's Department  
Freeport Police Department  
Rolling Meadows Police Department  
Grundy County Sheriff's Department  
Schaumburg Police Department  
Hickory Hills Police Department  
Shorewood Police Department  
Hillside Police Department  
Summitt Police Department

Hoffman Estates Police Department  
Swansea Police Department  
Homewood Police Department  
Tinley Park Police Department  
Jo Daviess County Sheriff's Dept  
West Chicago Police Department  
Johnsburg Police Department  
Westchester Police Department  
Joliet Police Department  
Willowbrook Police Department  
Justice Police Department  
Wilmette Police Department  
Homewood Police Department  
Winnetka Police Department  
Kendall County Sheriff's Department  
Yorkville Police Department

# Local Highway Safety Programs

- 1. Boost Illinois Program** is designed to reduce the death and injury rate of children by providing booster seats to local agencies for distribution to parents, grandparents and/or guardians.
- 2. Child Safety Seat Program** is designed to reduce the death and injury rate of infants and young children by providing safety seats to local agencies for distribution to parents, grandparents and/or guardians.
- 3. Electronic Submittal of Crash Reports Program** is designed to assist local law enforcement agencies in developing a system for the timely submittal of crash reports. Grants provide for the purchase of in-car printers for agencies who adopt or expand the use of Mobile Crash Reporting system.
- 4. Holiday Mobilization Plus Programs** are designed to increase occupant protection usage and to reduce DUI through hire back enforcement. The program provides for participation in special enforcement Campaigns such as “Click It or Ticket” and “You Drink & Drive. You Lose.”
- 5. Injury Prevention Programs** implement educational injury prevention programs in communities to promote behaviors that reduce motor vehicle collisions, death and injury.
- 6. Integrated Mini-Grant Enforcement Program** (IMaGE) is designed to obtain motorist compliance with occupant protection, impaired driving and speed laws through law enforcement agencies conducting increased enforcement and education activities during specific time periods.
- 7. Law Enforcement Liaison Program** (LEL) is to maintain contact with local law enforcement agencies statewide and encourage their enforcement of laws and promotion of the occupant protection and impaired driving issues while incorporating other traffic safety issues within their agencies.
- 8. Local Alcohol Program** (LAP) encompasses all of the interrelated countermeasures required to produce a significant impact on a local community’s DUI problem, including task force formation, enforcement, public information and education, prosecution and adjudication.
- 9. Mini-Alcohol Program** (MAP) is to reduce the incidence of alcohol-related motor vehicle crashes, and the resulting injuries and fatalities, through highly-visible increased enforcement of impaired driving laws, with a focus on state and national mobilizations.
- 10. Motorcycle Safety and Awareness Program** (MSA) is designed to enlist local agencies and organizations to improve motorcycle safety and motorist awareness through various types of activities.
- 11. Occupant Protection Resource Centers** provide training, on-going safety seat checks, and assist parents in safety seat decision making. These centers also assist IDOT in the belt and alcohol mobilizations and the implementation of the primary safety belt law.
- 12. Pedestrian and Bicycle Safety Program** is designed to aid public agencies in funding cost-effective projects that improve pedestrian and bicycle safety through education and enforcement.
- 13. Traffic Law Enforcement Program** (TLEP) is designed to address traffic safety problems which might be effectively resolved by education and increased traffic enforcement. A two-phase project approach is utilized for the establishment of a TLEP. Phase I provides for the selection of personnel, their training and the upgrade of the local traffic records system to include an accident location file. Phase II is the actual enforcement of the identified high-crash areas and the contributing traffic violations.

# Number of Local Projects by County



## Refer to page 35 for the appropriate acronyms for local projects.

### **Adams**

1 IMaGE Project  
1 MAP  
1 Boost Illinois Project

### **Boone**

1 IMaGE Project  
1 MAP  
1 Mini Grant Project

### **Bureau**

1 Mini Grant Project

### **Champaign**

1 Boost Illinois Project  
1 CPS Project  
1 ROPRC Project

### **Christian**

1 Mini Grant Project

### **Clay**

1 Boost Illinois Project  
1 CPS Project  
1 Mini Grant Project

### **Coles**

1 LAP

### **Cook**

3 Bicycle/Pedestrian Projects  
1 Boost Illinois Project  
3 CPS Projects  
1 Crash Data Project  
25 Holiday Mobilization Projects  
29 IMaGE Projects  
7 Injury Prevention Projects  
5 LAP Projects  
5 MAP Projects  
2 MCR Projects  
4 MCR-P Projects  
15 Mini Grants Projects  
1 Motorcycle Awareness Project  
1 OPRC Project  
1 Traffic Records Project

### **Crawford**

1 LAP Project

### **DeKalb**

1 Mini grant Project  
1 ROPRC  
1 TLEP

### **Douglas**

1 CPS Project

### **DuPage**

1 Boost Illinois Project  
1 CPS Project  
9 Holiday Mobilization Projects  
3 IMaGE Projects  
2 Injury Prevention Projects  
5 MAP Projects  
7 Mini Grant Projects

### **Edgar**

1 CPS Project

### **Edwards**

1 Mini Grant Project

### **Ford**

1 Boost Illinois Project  
1 CPS Project

### **Fulton**

1 Mini Grant Project

### **Grundy**

1 IMaGE Project  
1 MAP Project

### **Hamilton**

1 Mini Grant Project

### **Henry**

1 Mini Grant Project

### **Jackson**

1 CPS Project  
1 Injury Prevention  
1 MAP Project  
1 ROPRC Project

### **Jefferson**

1 CPS Project

### **Jo Daviess**

1 IMaGE Project

### **Kane**

4 Holiday Mobilization Projects  
2 IMaGE Projects  
1 LAP Project  
3 MAP Projects  
3 Mini Grant Projects  
1 ROPRC Projects

### **Kankakee**

1 Boost Illinois Project  
2 MCR Projects  
1 MCR-P Project  
1 Mini Grant Project

### **Kendall**

3 IMaGE Projects

### **Knox**

1 Mini Grant Project

### **Lake**

5 Holiday Mobilization Projects  
2 LAP Projects  
1 MAP Project  
2 Mini Grant Projects  
1 MCR-P Project

### **LaSalle**

1 Holiday Mobilization Project  
3 Mini Grant Projects

### **Logan**

1 Boost Illinois Project  
1 CPS Project

### **Macon**

1 Holiday Mobilization Project

1 IMaGE Project

3 LAP Projects

1 Mini Grant Project

### **Macoupin**

1 Boost Illinois Project

### **Madison**

2 Holiday Mobilization Projects  
2 IMaGE Projects  
4 MAP Projects  
2 Mini Grant Projects

### **McDonough**

1 CPS Project  
1 Mini Grant Project

### **McHenry**

1 Boost Illinois Project  
1 CPS Project  
7 Holiday Mobilization Plus Projects  
2 IMaGE Projects  
2 MAP Projects  
1 MCR Project  
8 Mini Grant Projects

### **McLean**

1 Boost Illinois Project  
1 CPS Project  
1 Holiday Mobilization Project  
1 MAP Project

### **Menard**

2 Holiday Mobilization Projects

### **Mercer**

1 Holiday Mobilization Project

### **Moultrie**

1 Mini Grant Project

### **Peoria**

1 Boost Illinois Project  
1 CPS Project  
2 Holiday Mobilization Project

1 IMaGE Project

4 Injury Prevention Projects

1 Mini Grant Project

### **Perry**

1 Boost Illinois Project  
1 CPS Project

### **Piatt**

1 Holiday Mobilization Project

### **Pike**

1 Holiday Mobilization Project

### **Pulaski**

1 Holiday Mobilization Project

### **Rock Island**

3 Holiday Mobilization Projects  
3 IMaGE Projects  
1 MAP Project

### **Saline**

1 Holiday Mobilization Project

### **Sangamon**

1 Boost Illinois Project  
1 Holiday Mobilization Project  
8 Injury Prevention Projects  
2 LAP Projects  
2 Mini Grant Projects

### **St. Clair**

4 IMaGE Projects  
2 Injury Prevention Projects  
1 LAP Project  
1 MAP Project  
2 Mini Grant Projects

### **Stephenson**

1 IMaGE Project  
1 TLEP II Project

### **Tazewell**

- 1 CPS Project
- 2 Holiday Mobilization Projects
- 1 IMaGE Project
- 1 Injury Prevention Project
- 1 LAP Projects
- 2 MAP Projects

### **Vermillion**

- 1 IMaGE Project
- 2 Mini Grant Projects

### **Warren**

- 1 Holiday Mobilization Project

### **Whiteside**

- 2 CPS Projects
- 1 MAP Project

### **Will**

- 5 Holiday Mobilization Projects
- 2 IMaGE Projects
- 1 LAP Project
- 2 Mini Grant Projects

### **Williamson**

- 1 Boost Illinois Project
- 1 CPS Project
- 1 Holiday Mobilization Project
- 1 MAP Project

### **Winnebago**

- 1 Holiday Mobilization Project
- 1 Mini Grant Project
- 1 TLEP II Project

### **State Agency Projects -Statewide Emphasis Illinois Department of Public Health**

- Data Analysis Program
- Pre-hospital Run Report Data Project

### **Illinois State Police**

- DUI Enforcement
- Alcohol Countermeasures Enforcement
- Breath Analysis Training
- Special Traffic Enforcement Program (sTEP)
- Occupant Restraint Enforcement Project (OREP)
- Motorcycle Patrol Unit
- Electronic Citation
- Crash Reconstruction

### **Illinois Law Enforcement Training and Standards Board**

- Police Traffic Training
- Specialized Alcohol Police Traffic Training

### **Office of the Secretary of State**

- DUI Enforcement – ADDEP
- Speed Traffic Accident Reduction (STAR)
- Imaging Enhancement
- Ignition Interlock
- Operation Straight ID
- Keep Kids in Safe Seats

### **Administrative Office of the Illinois Courts**

- Judicial Training

### **Illinois Department of Natural Resources**

- Alcohol Countermeasures

## **Other Program Areas/Events**

### **Division of Traffic Safety Outreach Program**

In an effort to educate the public on the messages of Click It or Ticket and the You Drink & Drive. You Lose. DTS continued with community outreach through various means. These efforts consisted of DTS coordinators staffing booths at the events listed below. The goals of the program are to educate and inform the public on our safety programs as well as to answer any questions they might have concerning traffic safety. In addition to educating the public, DTS used these opportunities to make contact with grassroots organizations that are interested in DTS safety issues.

- Chicago Auto Show – February 2010.
- Girls High School State Basketball Tournaments – Illinois State University – February and March 2010.
- March Madness High School Boys State Basketball Tournaments – Peoria – March 2010.
- Fan Appreciation at Chicago Land Speedway – Joliet – June 2010.
- NHRA, Route 66 Raceway – Joliet – June 2010.
- Two NASCAR, Chicago Land Speedway – Joliet – July and October 2010.
- Minor League ball parks throughout Illinois – DTS participated with outreach efforts at the following parks:
  - o Normal Cornbelters – June 2, 2010
  - o Danville Dans – June 9, 2010
  - o Quincy Gems – June 25, 2010
  - o Southern Illinois Miners – June 29, 2010
  - o Windy City Thunderbolts – June 29, 2010
  - o Schaumburg Flyers – July 6, 2010
  - o Gateway Grizzlies – July 6, 2010
  - o Kane County Cougars – July 12, 2010
  - o Peoria Chiefs – July 15, 2010
  - o DuPage Dragons – July 16, 2010
  - o Lake County Fielders – July 26, 2010
  - o Springfield Sliders – July 27, 2010
  - o Joliet Jackhammers – July 29, 2010
  - o Rockford Riverhawks – July 29, 2010
- Illinois State Fair – Springfield – August 2010.
- ARCA/IRL, Chicago Land Speedway – Joliet – August 2010.
- DuQuoin State Fair – August and September 2010.





## Illinois State Fair

The theme of the 2010 Illinois State Fair was “Cream of the Crop,” paying tribute to Illinois’ agricultural heritage. DTS creatively used the theme as a method of spreading traffic safety messages. Fair highlights included a visit from U.S. Secretary of Transportation, Secretary Ray La Hood, Operation Teen Safe Driving (OTSD) student speakers, Saved by the Belt awards and the return of the one of a kind authentic baseball dugout. Each day of the fair’s 10-day run was dedicated to a specific IDOT/DTS program.

A press conference held on August 20, 2010, brought U.S. Secretary Ray La Hood who spoke on the traffic safety issues currently facing our nation. Secretary La Hood touched on a range of topics including distracted driving, teen driving and safety belt use. Secretary La Hood also took time to present the Saved by the Belt Award to teens who were saved by their safety belts after a horrific crash. Students from the OTSD program also spoke, encouraging teens to make safe driving decisions.

## Partnership with NASCAR

For the fourth consecutive year, IDOT/DTS partnered with NASCAR to promote the Buckle Up America and the Friends Don’t Let Friends Drive Drunk campaigns. Multiple events were held at Chicagoland Speedway, Joliet and Gateway International Speedway, Madison, where almost 11,000 people signed a pledge saying they would “...buckle up, every trip every time” and “...designate a driver.”



Director Mike Stout presented Carl Edwards, Roush Fenway Racing’s driver of the No. 99 Aflac Ford Fusion, with the Traffic Safety Advocate Award for his continued support with the Buckle Up America campaign. Illinois Governor Pat Quinn proclaimed July 8, 2010 as NASCAR Day in Illinois and Director Stout was honored to present a copy of the proclamation to Craig Rust, President of the Chicagoland Speedway.



Justin Allgaier, who drives the No. 12 Verizon Dodge in the NASCAR Nationwide series, joined other NASCAR drivers in supporting the Buckle Up America challenge. Allgaier recorded a second PSA for IDOT/DTS, continuing his long-standing support of the program.

## Child Passenger Safety Instructor Meeting

During February 3-4, 2010, over 60 Child Passenger Safety (CPS) instructors were in Rosemont, Illinois to receive important updates on Child Passenger Safety. On February 3rd, Tanya Chin-Ross, Senior Public Policy Associate for Safe Kids Worldwide and Kim Herrmann, CPS Certification Specialist for Safe Kids Worldwide spoke to the instructors. There was also a manufacturer’s workshop featuring representatives from Britax, Combi, Chicco and First Years. On February 4th, the agenda for the 2010 Update Courses was reviewed. The instructors at this meeting were the instructors at all of the 2010 Update Courses for technicians.

## National CPS Week

The goal of National Child Passenger Safety (CPS) Week is to bring public attention to the importance of safely transporting children. To kick off CPS Week, National Seat Check Saturday was held on September 25, 2010. Illinois held 75 child safety seat checkpoints that were manned by over 450 technicians. DTS partnered with AAA and Dorel to provide over 700 replacement child safety seats to the participating checkpoints.



## Windshield Washing Project

As part of the Windshield Washing Project, during the weekends in May 2010, approximately 30 motorcycle organizations and Chapters including 296 volunteers washed 1,646 windshields at rest areas throughout Illinois. Share the Road brochures were also distributed to remind motorists that the number of motorcycles in the traffic environment increases during the summer months. The program’s goal is to increase motorist’s awareness of motorcycles and reduce the number of motorists/motorcycle-related crashes.

## Operation Teen Safe Driving

Operation Teen Safe Driving (OTSD) was launched in rural Tazewell County after authorities noticed that automobile crashes took the lives of 15 teens over 15 consecutive months. In the three years since OTSD has been implemented, there have been no additional teen fatalities in Tazewell County. There was a 49 percent three year reduction of teen fatalities (age 16-29) on Illinois roadways, while in 2007 there were 155 teen fatalities, 2008 that number fell to 93 and even more so in 2009 to 79 teen fatalities.

After the success in rural Tazewell County, the Ford Motor Company Fund and the Governor's Highway Safety Association agreed to team up, once again, with IDOT/DTS and The Allstate Foundation, to take this lifesaving program statewide in 2008. Our mission is to provide the initiative and resources required to challenge the creativity of Illinois teens to develop and implement community-based programs to reduce fatalities and injuries due to traffic crashes among their peers.



Financial assistance is a key component to the success of this program as it provides the incentive to challenge students and their communities to participate. The selection process requires students to identify issues relating to traffic safety in their community (i.e., underage drinking, safety belt use, impaired and distracted driving and speeding). Students are required to provide information explaining how they would combat the traffic safety problem and implement a teen awareness program in their school and community. In 2010, 105 high schools were selected to participate in OTSD across the state. The OTSD program has reached more than 106,000 teens and over 3.2 million people within the OTSD communities.



## Please Return on Monday (PROM)

DTS's "Please Return on Monday" (PROM) was a success. Information was distributed through the safety webpage, through OTSD coordinators and through e-mail solicitation to high school principals throughout Illinois. A total of 150 applications were received by DTS. Each school that participated in the PROM program received a package of materials that included 30 t-shirts for teachers to wear on the last school day before prom, 100 pens, 100 lanyards, 100 key chains and 100 copies of a teen safe driving fact sheet. The schools were encouraged to have the teachers wear the t-shirts on the last school day before they held their prom. They were also asked to distribute the PROM materials to students in the week leading up to prom and to pass on information from the fact sheets encouraging the students to "Please Return on Monday." The 150 schools reported that the PROM events reached a total of 154,839 students/parents/community members.



# Assessments

## Impaired Driving Re-Assessment

Illinois conducted an Impaired Driving Re-Assessment in September 2003 and efforts are underway to incorporate resulting recommendations into DTS program efforts continue.

*The current status of the 28 Priority Recommendations:*

### 1-A: State Program Planning

NHTSA and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs in beginning in FY 2010. DTS's Evaluation Unit used these goals for Illinois' FY 2010 Highway Safety Plan. The unit is also involved in several activities including problem identification, highway safety goals and objectives, project and program evaluation, survey activities and traffic safety data improvement projects. The alcohol program continues to work closely with the evaluation unit.

### 1-C: State and Local Task Forces and Safe Communities Programs

Past efforts in this area include the now dis-banded DUI Advisory Council, the Governor's Alcohol Abuse Task Force and DTS public hearings held in various communities throughout the state, among others.

DTS continues to encourage the establishment of local law enforcement Traffic Task Forces in willing communities in Illinois. One particularly effective DUI Task Force has begun in Macon County and involves local, county and state law enforcement agencies. This task force has brought about a significant increase in DUI arrests in its jurisdiction.

### 1-D: Data and Records

DTS remains very committed to the overall improvements of traffic records, but faces the reality of the difficulties of implementing a full-blown DUI tracking system. However, establishment of a DUI tracking system remains a long-term goal of DTS. In the interim, DTS has many ongoing efforts to improve its traffic records system, including maintaining an active TRCC, CODES projects and consistent efforts to bring more agencies into the Mobile Capture and Reporting crash records program. In the future DTS will also look into funding the Traffic and Criminal Software (TraCS). TraCS software provides law enforcement officers with all of the functionality needed to record and retrieve incident information wherever and whenever an incident occurs.

### 2-A: Public Information and Education (PI&E) for Prevention

DTS continues a strong prevention PI&E effort regarding impaired driving with the distribution of thousands of impaired driving materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, NASCAR events, etc. In addition, each You Drink & Drive. You Lose. crackdown includes an education message (along with a strong enforcement message) in its earned media materials. Examples include: funding the Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving, Alliance Against Intoxicated Motorists, ThinkFirst, the Metro-East CHOICE/RADD Task Force and Operation Teen Safe Driving.

### 2-B: School Programs & Community Youth Programs

DTS continued a strong presence in Illinois schools with underage drinking programs. Programs include SADD, that conducts prevention training for teens to provide an underage, anti-drinking message to their peers; ThinkFirst delivers a strong underage drinking/decision making message to youth at assemblies throughout the state; the Southwest Illinois College/CHOICE Task Force delivers a prevention message directly to young people via high schools in the Metro East St. Louis region and a Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) group; and DTS's Operation Teen Safe Driving which funds 105 schools throughout the state to conduct their own community traffic safety programs.

### 2-C: Alcohol Availability and Responsible Alcohol Service

While DTS feels keg registration and server training could be potentially effective countermeasures to impaired driving, past efforts to make the necessary changes to Illinois law have failed to move forward in the General Assembly. Experience has shown many in Illinois believe these issues are better handled on a local level.

The Illinois Liquor Control Commission (ILCC) continues its solid effort to provide BASSET training to Illinois licensed beverage outlet employee servers. BASSET training is now available online increasing availability to servers. Individual communities throughout Illinois require training for employee servers of local alcohol retailers and the ILCC's efforts have resulted in small increases in the number of Illinois communities doing so.

### **3-A: Laws to Deter Impaired Driving**

Illinois continues to enhance its DUI laws each year keeping up its standing among states with the strongest DUI laws.

On January 1, 2009, Illinois became the largest state with a first-offender, ignition interlock law that removes the court's jurisdiction to issue judicial driving permits to first-time offenders during periods of summary suspensions, replacing it with a requirement that the suspended offender drive only vehicles equipped with ignition interlock devices have been installed on the vehicles of Illinois drivers and the number continues to grow as the infant program matures.

*Other laws strengthening DUI statutes in Illinois that have passed in recent legislative sessions include:*

- **SB.3732 – DUI Test Refusal, Revoke Public Act 96.1344:** Amends the Illinois Vehicle Code, providing that refusing to submit to chemical testing after causing an accident resulting in personal injury or death to another, will be revoked of their driving privileges and will also be disqualified from operating a commercial motor vehicle if he/she is a CDL holder. Effective July 1, 2011.
- **HB.5341 – Intoxicated Instructors Public Act 96.1237:** Amends the Illinois Vehicle Code providing that a person who accompanies or instructs a minor driving a motor vehicle pursuant to an instruction permit and is under the influence of alcohol, drugs or intoxicating compounds violates the regulations governing the movement of motor vehicles and is guilty of a class A misdemeanor, depending on the violation. Effective January 1, 2011.

*IDOT continues to pursue the following recommendations, but to date these changes to Illinois laws have not yet happened:*

- Abolish statutory court supervision for first-time DUI offenders pleading guilty.
- Grant exclusive jurisdiction to SOS for administratively imposing and adjudicating summary suspensions for DUI offenders.
- Decriminalize minor traffic offenses and enact legislation providing for disposition of such offenses through non-judicial personnel.

### **3- B: Public Information and Education (PI&E) for Deterrence**

IDOT continues to strongly support each of its state and local enforcement grants with a paid and earned media efforts to maximize the deterrent effect of enforcement activity. High-visibility alcohol enforcement crackdowns take place a minimum of four times each year, and each crackdown includes a statewide paid and earned media effort. In addition, each grantee is required to conduct local earned media efforts during the holiday enforcement crackdowns.

Major media markets once again were utilized in TV, radio, and alternate media outlets. On December 23, 2009, eight nighttime safety belt enforcement zones/press events were held in Belvidere, Pekin, Chicago, Rock Island, Decatur, Springfield, O'Fallon and Marion in an effort reduce fatalities and injuries through safety belts and impaired driving.

Press conferences have been held throughout the state during these Traffic Safety Campaigns. The press conferences have been very successful in alerting the motoring public regarding heightened enforcement and therefore helping to reduce the number of crashes and fatalities during high-traffic holidays. They also have the added benefit of continuing to strengthen the relationship between DTS and law enforcement partners.

### **3-C: Enforcement**

Throughout 2010, the Impaired Driving Program continued its emphasis on high-visibility enforcement with local, county and state law enforcement agencies and will continue to work through its annual grant program and through incentive programs to increase law enforcement participation in the holiday crackdown periods. Efforts to integrate nighttime safety belt enforcement and messaging into impaired driving periods will continue to gain momentum in the last quarter of 2010 under the new local STEP grant program. As always, the enforcement during the major impaired driving periods (Super Bowl, St. Patrick's Day, July 4th, Labor Day and Christmas/New Years) will be supported with comprehensive paid media and earned media efforts.

IDOT/DTS continues to address recommendations in this section with its Traffic Safety Resource Prosecutor who interacts with Illinois DUI law enforcement, prosecutors and judges and also through its law enforcement liaison program closely monitoring IDOT/DTS alcohol grantee activity.

DTS continues its requirement, which began in FY 2009, that all officers conducting impaired driving enforcement via grant funds must have had either the NHTSA 24-hour SFST course or the 8-hour refresher course every two years. The Traffic Safety Resource Prosecutor Program works hard to organize statewide SFST training acting as the Illinois SFST coordinator.

Regarding the mandated use of a Uniformed Traffic Citation, the Illinois Criminal Justice System Review Committee determined this should not be mandatory.

Research into these issues is ongoing.

### **3-D: Prosecution**

IDOT/DTS created a position of Traffic Safety Resource Prosecutor in 2006. The addition in FY 2009 of another TSRP has made this program even stronger.

In addition, IDOT continues to fund a DUI-specific prosecutor grant in Macon County allowing DTS to review the effect this will have on the adjudication of DUI cases. The Criminal Justice Review Committee disagreed with both the mandating of prosecutor DUI training and prohibiting putting limitations on plea negotiations.

Research and work on this section is ongoing.

### **3-E: Adjudication**

The issue of repealing Circuit Courts authority to adjudicate summary suspensions in DUI cases was considered by the Criminal Justice System Review Committee and it determined that more research needs to be done on this issue. This issue has moved to the forefront as the new ignition interlock law changes the landscape of summary suspensions in Illinois. Effects of the new interlock law continue to be evaluated in this regard.

In addition, post-adjudication DUI courts are becoming more prominent around Illinois and DTS is taking a leadership role to help ensure their use is encouraged and properly applied. DTS funded a DUI Court Training via the UIS in FY 2009 and will do so again in FY 2010. In addition, DTS monitors closely and assists, when possible, with the formation of new DUI courts in Illinois. DTS continues its funding of a DUI Court in Peoria County in FY 2010 giving it an opportunity to closely evaluate its effectiveness.

The remaining recommendations are identical to those in 3-A above and have been addressed.

### **4-A: Deterrence**

IDOT/DTS continues research in this area regarding the support of Circuit Court Clerks (who frequently receive licenses as bond). IDOT/DTS continues discussions with SOS about the possibility of supporting legislation requiring that law enforcement officers confiscate driver licenses at the time of a DUI arrest. Delivery of the license to SOS would be a requirement. Currently, most offenders who have licenses post them as bond along with \$100.

### **5-A: Diagnosis and Screening**

Under an IDOT grant, the UIS Institute for Legal and Policy Studies continues to provide excellent training for prosecutors, including a session led by the Illinois Department of Human Services Division of Alcohol and Substance Abuse, educating about screening and rendering appropriate sentencing. This information is also included in the manuals that are prepared for judicial training sessions.

Previously, IDOT has determined that UIS and the larger, multi-agency Risk Reduction Workgroup, has demonstrated that there is sufficient dissatisfaction with the current instruments among those who utilize the information, including judges, probation officers, evaluators and SOS hearing officers to warrant continuation of the current screening instrument. Focus group and survey results are available to support this conclusion.

As such, the DUI Risk Reduction Project was initiated through the Administrative Office of the Illinois Courts and IDOT/DTS, and determined the Alcohol Substance Use and Driving Survey (ASUDS-RI) met the largest portion of Illinois' needs. ASUDS-RI is currently in use throughout the state.

## **5-B: Treatment and Rehabilitation**

As previously stated in recommendation 3-E, DUI Courts are becoming more prominent around Illinois and DTS is taking a leadership role to help ensure their use is encouraged and properly applied. DTS funded a DUI Court Training session via the UIS in FY 2009 and will do so again in FY 2010. DTS continues its funding of a DUI Court in Peoria County in FY 2010 giving it an opportunity to closely evaluate its effectiveness.

The UIS Institute for Legal, Legislative and Policy Studies (ILLAPS), continues to receive a grant from DTS. Illinois is at the forefront of developing new and effective evaluation, treatment and probation tools related to the DUI offender. As mentioned in item 5-A, Illinois developed a new evaluation tool, the ASUDS-RI, which is in use throughout the state. UIS-ILLAPS has also developed the "Hard Core Drunk Driver" checklist and toolkit, to assist probation officers in identifying the potential repeat offender and giving them options in treatment that will reduce the risk. The hardcore drunk driver project will continued in FY 2010 with the training of additional probation officers in its use and presenting it for the first time to judges, prosecutors and law enforcement for use at all stages of the criminal justice process.

## **Traffic Records Assessment**

On May 1-5, 2006, Illinois conducted a traffic records assessment. The purpose was to determine whether the Illinois traffic records system is capable of supporting management's needs to identify the state's safety problems, to manage countermeasures applied to reduce or eliminate those problems and to evaluate those programs for their effectiveness. The assessment identified 21 major recommendations in eight sections.

*The scope of this assessment covered all the components of a traffic records system. The main components of traffic records were:*

- Crash Records System
- Citation Records System
- Driver Records System
- Roadway Information System
- Healthcare Data Systems
- Traffic Records Coordinating Committee (TRCC)
- Strategic Planning

*The main recommendations, and the current status of each recommendation, are listed below:*

### **Crash Data**

1. Implement the CIS revision to support electronic transfer and image creation from reports created using MCR.  
*Status:* This has been implemented. All the MCR reports are electronically entered into the Crash Information System (CIS). IDOT is exploring a new data collection system, called The Traffic and Criminal Software (TraCS). This is an application software that combined with laptop computers, one or more PCs in a central office, and data communications, provides officers with all of the functionality needed to record and retrieve crash information wherever and whenever an crash occurs.
2. Plan long-term for CIS to accept crash report data from other (non-MCR) field data collection software used by law enforcement agencies.  
*Status:* Since this recommendation is required to inventory the availability of other electronic data collection systems at the local police departments, DTS has identified the other electronic data systems some local agencies are using to collect and process their data. DTS contractors continue to work with the local agencies to receive their data electronically through XML.
3. Invest in automation for Chicago Police Department (CPD) to reduce the number of paper crash reports processed manually at IDOT.  
*Status:* DTS staff and IT contractors continue to meet with Chicago Police Department. Several meetings have been held to date.
4. Develop a set of standard quality control matrix for reporting crash data quality on a routine, repeatable basis periodically throughout the year.

*Status:* DTS has implemented the quality metrics on a monthly basis for the 2007 and 2008 crash data. In addition, IDOT received a total of \$50,000 grant from the Federal Highway Administration to develop strategies to implement data quality performance measures for the state crash data system addressing timeliness and accuracy of the statewide crash data. Specifically, this project will address specific data quality issues recommended by the Crash Data Improvement Program team.

During the last year, IDOT has developed the “Safety Data Mart” system (a web-based user-friendly crash reporting system) for the highway safety professionals and the public to access crash data without confidential and personal items.

### **Citation Data**

1. Promote and assist local courts without computerized case management systems and/or electronic conviction filing, in obtaining computerized management systems and in electronically filing convictions with the SOS.

*Status:* No activity to date. SOS is responsible for this recommendation.

2. Establish a statewide citation tracking system.

*Status:* The Illinois State Police received a Section 408 grant to develop a citation tracking system in Illinois. The project is expected to be completed by 2011.

### **Driver and Vehicle Data**

1. Begin recording owner names and addresses for persons with the identical requirements.

*Status:* No activity to date. SOS is responsible for this recommendation.

2. Record the driver histories from previous states of record on non-commercial drivers.

*Status:* No activity to date. SOS is responsible for this recommendation.

3. Coordinate the overlapping requirements of the crash file processing with those of the SOS.

*Status:* This recommendation has been accomplished.

### **Roadway Data**

1. Accelerate the development and use of the Geographic Information System (GIS) as the IDOT enterprise system for all road and road-related information systems.

*Status:* The Bureau of Information Processing at IDOT has developed an interactive database system entitled “Safety Data Mart.” The Safety Data Mart includes GIS as a main mapping tool.

2. Accelerate the deployment and use of Global Positioning System (GPS) devices for the capture of location data by latitude/longitude coordinates for road and crash data.

*Status:* IDOT uses GPS for capturing some of the location data through latitude/longitude coordinates for road and crash data.

3. Allow all legitimate users of IDOT data direct access to the GIS or provide them with the information in a medium and format for their manipulation and analysis.

*Status:* The Bureau of Information Processing at IDOT has developed the safety data mart that is available to IDOT employees.

### **Health Care Data**

1. Use one data format for the EMS run form.

*Status:* This has been accomplished. Starting in 2006, all the EMS facilities are using one form. Per NHTSA’s request, IDPH is working to upgrade the EMS data collection form in order to be in compliance with the National EMS Information System (NEMSIS) requirements. In addition, IDPH was awarded a grant to improve the EMS data collection process.

2. Move forward with a total electronic data submission process for EMS run reports.

*Status:* IDPH is currently working on this recommendation based on their Section 408 project agreement.

3. Refine the CODES Board of Directors to include only the data owners. This will encourage discussion of data quality issues and data linking processes.

*Status:* Completed. The Board of Directors of ITRCC is also in charge of this function.

4. Establish a CODES Advisory Group (data users) that can provide direction and vision for the use of the linked CODES data.

*Status:* Completed.

5. Promote the availability and accessibility of the healthcare data, e.g., a State of Healthcare in Illinois Legislative Report.  
*Status:* DTS has been able to link the 2002, 2003 and 2005 crash data to the hospital discharge data. Results of the linked data have been presented and published. DTS is in the process of linking the 2009 crash data to 2009 hospital inpatient and outpatient (Emergency Department) discharge data. DTS's intent is for the CODES Advisory Group to promote the accessibility of the data. In addition, IDOT provided funding for IDPH to develop a web-based data query and interactive system to promote accessibility of the health care data.

### **Traffic Records Coordinating Committee (TRCC)**

1. Identify an "executive group" from the leadership of participating agencies within the TRCC. *Status:* Completed.

### **Motorcycle Safety Program Assessment**

On October 24-28, 2005, the Illinois Department of Transportation, in cooperation with the National Highway Traffic Safety Administration, hosted a team of four program experts who conducted Illinois' first Motorcycle Safety Program Assessment. The four experts conducted a thorough review of the state's motorcycle safety efforts, identified strengths and provided recommendations to enhance the program.

*Listed below are the 13 recommendations to enhance Illinois' program:*

1. Increase the annual Cycle Rider Safety Training Program (CRSTP) appropriation to at least \$3.5 million by July 1, 2006.  
*Status:* The CRSTP appropriation for FY 2010 (July 1, 2009-June 30, 2010) was \$4,500,000.
2. Convene a technical working committee comprised of key stakeholders to develop a strategic motorcycle safety plan for Illinois.  
*Status:* Completed. DTS contracted with Science Applications International Corporation (SAIC) to develop a Motorcycle Strategic Plan. SAIC met with representatives from DTS, training universities and rider groups on developing a strategic plan. The final strategic plan was presented to DTS in August 2007. DTS submitted a copy of the strategic plan to NHTSA in October 2007.
3. Use federal funds wherever possible to address other motorcycle safety issues (impaired driving, aggressive driving, conspicuity, motorist awareness, etc.).  
*Status:* In FY 2010, DTS used Section 2010 Motorcyclist Safety funds to fund a public information and education campaign. DTS developed and distributed Start Seeing Motorcycles banners to local law enforcement agencies and motorcycle groups throughout the state. The banners were displayed from May through September 2010. DTS also developed and purchased the following Don't Drink and Ride and Start Seeing Motorcycles promotional materials: key fobs, bumper stickers, sunglass cases, sunscreen packets and micro-fiber cloths for cleaning glasses.
4. Create a task force of representatives from the insurance industry, law enforcement, medical professionals, motorcycle dealers, motorcycle organizations, safety advocates and other interested entities to explore ways to increase the use of helmets and protective clothing.  
*Status:* DTS created a Motorcycle Safety Advisory Council holding their first meeting in March 2007 in Normal, Illinois. Many groups were represented on the council including, rider groups, trainers, advocacy groups, enforcement officials and state agency representatives. In FY 2010, members were solicited to submit issue papers for upcoming meeting agendas. To date, no submissions have been received.
5. Continue to seek support for passage of a helmet law for all motorcycle operators and passengers.  
*Status:* Various forms of helmet legislation were introduced in 2010. All versions were defeated due to the vigorous lobbying efforts of ABATE of Illinois. The Department will continue to support helmet usage by motorcyclists in Illinois, but realizes, due to past efforts, that the prospect of enactment is dim.
6. Enact legislation to establish a provisional licensing system for motorcycles.  
*Status:* DTS continues to work with the Office of the Secretary of State and the Motorcycle Safety Advisory Council to address this issue. There has been no progress beyond the discussion stage.
7. Enact legislation to reduce the period for which an instruction permit is valid to six months for motorcycle or motor driven cycle applicants and limit the number of renewals.  
*Status:* DTS continues to work with the Office of the Secretary of State and the Motorcycle Advisory Council during 2010.
8. Establish a protocol and timeline to conduct comprehensive annual program evaluations.  
*Status:* The DTS evaluation unit evaluates every DTS program.



9. Establish a five-year plan for program development that includes milestones to meet forecasted training demand.  
*Status:* During the 2005 training year, DTS training programs registered 13,857 students. By 2010 training numbers have surged to 20,000, a 47 percent increase over 2005. The budget for the 2011 training year will accommodate the training of 25,000 students. If the 2011 goals are met, the 2005 to 2011 period will have experienced training increases exceeding 80 percent. After such increases, an evaluation of supply/demand dynamics will be considered.
10. Design and implement a comprehensive impaired riding PI&E campaign.  
*Status:* In FY 2010 DTS continued to use Section 2010 Motorcyclist Safety funds to develop a public information and education campaign. DTS developed and distributed Start Seeing Motorcycles banners to local law enforcement agencies and motorcycle clubs throughout the state. The banners were displayed from May through September 2010. DTS also developed and purchased the following Don't Drink and Ride materials: key fobs, bumper stickers and sunglass cases. DTS also ran over 18,000 spots on the Illinois Radio Network from May through September, 2010, promoting motorcycle safety messages. Television commercials were also aired featuring Matt Hughes (UFC Champion) promoting the usage of the proper gear by motorcyclists. DTS continued to improve our web site dedicated to motorcycling and motorcycle safety. The site experienced over 30,000 hits in 2010. The web site is [www.startseeingmotorcycles.org](http://www.startseeingmotorcycles.org)
11. Develop and implement a comprehensive and coordinated statewide plan to address both conspicuity and motorist awareness.  
*Status:* DTS plans to develop a plan but limited funding is a problem with implementation. Conspicuity and sharing the road with motorcycles is currently being taught in the CRSTP classes. Additionally, DTS supports the efforts of ABATE of Illinois' high school presentations to drivers education classes. The course was developed with the new and inexperienced driver in mind and teaches them how to look for and interact in traffic with motorcycles. The presentation was developed from materials supplied by the Motorcycle Safety Foundation, IDOT, the Motorcycle Safety and Awareness Program of Greater Illinois and the Safety and Education Department of ABATE. Annually, DTS partners with motorcycle clubs in the "Windshield Wash Project" in which motorcycle club members wash windshields for the motoring public at rest areas across the state and disseminate "Share the Road" materials.
12. Develop a coordinated statewide plan for motorcycle safety and PI&E efforts.  
*Status:* DTS plans to develop a plan, but limited funding is a problem with implementation. DTS interacted with motorcyclists as well as with the motoring public in general at the Niehaus Customer Appreciation Days, the Springfield Mile Motorcycle Races, The Busch Grand National TT Races and the Illinois State Fair in an effort to promote motorcycle safety concepts.
13. Encourage the use of full protective equipment by motorcyclists through PI&E campaigns. *Status:* There is a classroom module in the CRSTP training classes which addresses the correct use of protective gear. The students are required to wear the correct protective gear in class and use three-quarter or full-face helmet in the beginner rider course.

## **Standard Field Sobriety Testing (SFST) Assessment**

On February 6-9, 2007 NHTSA conducted an assessment of Illinois' Standard Field Sobriety Testing (SFST) program.

*Listed below are the Administrative Priority Recommendations identified by the Assessment Team based on information presented during the assessment:*

1. Establish a full-time State SFST Coordinator to manage and maintain the Illinois SFST program.  
*Status:* As of December 2009, Elizabeth Earleywine formally assumed the duties of SFST and DRE program coordinator, along with her position as TSRP program coordinator.
2. Establish a multi-disciplinary group to serve in an advisory capacity to the state.  
*Status:* Elizabeth Earleywine works with the DUI Advisory Council of the University of Illinois-Springfield, Institute for Legal and Policy Studies (UIS-ILAPS). This group meets annually and makes recommendations for future training needs and methods. Those recommendations are then implemented in the following grant year.
3. Develop specific plans to address the issue that some police officers who have previously completed SFST training were not trained to administer Horizontal Gaze Nystagmus (HGN) test. This test is a critical part of the NHTSA/IACP SFST test battery and should be employed in the field on a regular, standardized basis.  
*Status:* Prior to 2005, there was no requirement for DUI training to cover any set material during academy training. Often, the Academies would truncate the 24-hour course and not present instruction on HGN. In 2005, the ILETSB required the academies to present the entire 24 hour SFST curriculum. To address this requirement, DTS developed a one-day refresher course. This course has been available to law enforcement agencies and Mobile Training Units since January 2008. Additionally, all participating alcohol enforcement grantees who received training more than two years ago, are required to attend either the NHTSA 24 hour SFST course or the one-day refresher course.

In 2010, Elizabeth Earlewyine, working with grantee UIS-ILLAPS brought Dr. Carl Citek to Illinois to conduct two one-day training classes to law enforcement and prosecutors. Nearly 200 people attended over the two days.

ARIDE: Advanced Roadside Impaired Driving Enforcement has been offered to hundreds of officers on several occasions. Three SFST Train the Trainer Courses were conducted throughout the state, training over 50 officers as instructors in the SFSTs.

Finally, a new training scenario and video is in the process of development that will show the proper methods for DUI detection, utilizing the DUI Detection and SFST protocol.

4. Ensure all SFST instructional materials in Illinois follows the NHTSA/IACP SFST curriculum. Any potential modification should be presented to the NHTSA Great Lakes Regional Office for review before any action is taken.

*Status:* All teaching entities use the 2006 NHTSA SFST curriculum without modification.

5. Recommend that IDOT work with the ILETSB to create a mechanism to provide SFST updates to instructors and practitioners with assurances that this has been accomplished. The update should be conducted every other year or when a revision of the SFST curriculum is released. This update should include an active, individual proficiency demonstration in the presence of an instructor.

*Status:* SFST update training is mandated for alcohol-related grant activities. Grantees are required to attend refresher training every two years. The TSRP/SFST Program Coordinator is planning an annual instructor meeting to address changes to the curriculum, case law and legislative updates. The first of these meetings will take place in 2011.

## **Occupant Protection Program Assessment**

On August 15-20, 2010, NHTSA conducted an assessment of Illinois' Occupant Protection program. The Occupant Protection Program Assessment establishes criteria against which statewide and community programs are measured.

The assessment examined significant components of the occupant protection programs.

*Listed below are the key recommendations by the Assessment Team based on information presented during the assessment:*

1. Dedicate a full-time staff person to the planning, implementation, coordination and evaluation of a comprehensive Illinois occupant protection program.
2. Establish a state-level occupant protection coalition composed of state leaders to provide input, gain a broad-based sense of ownership and provide support and resources to the occupant protection program.
3. Expand the planning process to utilize carry-forward funds, proactively soliciting projects in high-need areas.
4. Develop and implement a comprehensive strategic plan for occupant protection including child passenger safety goals, identifying significant partners and addressing all age groups.
5. Increase the solicitation of highway safety grantees and new projects through multiple marketing channels such as distribution of requests for proposals, posting information on various websites and addressing targeted constituencies.
6. Require that all passengers in all seating positions be appropriately secured in an approved seat belt or child restraint system.
7. Prohibit the transportation of unrestrained children in all cases, particularly in the cargo bed of a pickup or open flat bed truck.
8. Distribute correct and consistent information on the state's occupant protection laws and ensure that all spokespersons are consistent in their communications about state law.
9. Periodically re-evaluate the Law Enforcement Liaison's (LELs) duties for maximum effectiveness as well as needs for more personnel to handle the increasing demands of their time and expertise.
10. In an effort to increase safety belt use statewide, utilize data to determine locations across the state with low safety belt usage rates and higher incidents of unbelted fatalities and then mobilize targeted high-visibility traffic enforcement and Safety Belt Enforcement Zones in those identified areas.
11. Develop a "white paper" explaining the liability issue as it pertains to hospital discharges and child passenger safety (CPS). Using members of the Illinois CPS Board, schedule an appointment and distribute the "white paper" to hospital risk managers in maternity and children's hospitals and public health departments.
12. Clearly define the key elements and penalties for violations of the recently revised child restraint law. Make grantees aware of the changes and update all websites to reflect consistent messaging.
13. Focus program attention on children aged 7-10, 11-12 and 13-14 to ensure that continued restraint use is promoted for children at the upper end of booster seats through teen drivers.
14. Explore use of Skype or webinar (GoToMeeting) interactions a few times a year (perhaps when weather is inclement) to have "face to face" meetings with grantees that are in good stead.

15. Appoint an Outreach Coordinator to be responsible for developing and implementing a comprehensive outreach program, marketing traffic safety to a wide variety of organizations, including those having an interest in traffic safety/injury control (for example, Emergency Nurses Association, Emergency Physicians Association), civil rights (National Urban League, NAACP), the faith community, civic organizations (Rotary, Elks, Lions, etc.), employers, etc. These organizations should be enlisted to actively support law enforcement during Click It or Ticket mobilizations at press events, in presentations and with articles and/or letters to the editor advocating for stepped up enforcement as a method to save lives and protect the motoring public.
16. Establish a statewide communications network to disseminate information efficiently and accurately and to foster collaboration among all partners.
17. Develop and implement an annual communications plan that outlines each priority program area in terms of the target audience (based on state data), marketing platforms (for example, social norming--Buckle Up America; enforcement—Click It or Ticket), length of campaign and available resources (paid advertising, PSAs, materials).
18. Develop linguistically and culturally relevant media materials and actively promote them to minority media outlets to reach Illinois' diverse populations.
19. At state and regional meetings and conferences, provide grantees with media/public relations training, information on using DTS template press releases and materials and ideas to increase local earned media.
20. Develop a reward program, in addition to the Traffic Safety Challenge, for law enforcement agencies that implement innovative earned media activities and are successful at generating favorable press.
21. Update all websites containing occupant protection information and ensure the information in each is accurate, current and user-friendly.
22. Emphasize the necessity for observer precision in all aspects of conducting safety belt and child safety seat surveys.
23. Outsource data collection for occupant protection observational surveys instead of tasking program participants and advocates.
24. Require all grants to include an evaluation component that is specific and measurable. Formalize an administrative performance review process such that grantees are held accountable for evaluation objectives.

## Evaluation of Fiscal Year 2010 Mobilizations

### Introduction

Click It or Ticket (CIOT) and You Drink & Drive. You Lose. (YD&DYL) are high-visibility, massive enforcement efforts designed to detect violators of Illinois traffic laws with special emphasis on occupant protection and alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the benefits of safety belt use and not driving impaired. During this four to six week campaign the CIOT or YD&DYL messages are repeated in the media and enforcement of safety belt laws and DUI laws are stepped up. The goal of each campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate and reducing the incidence of driving impaired in Illinois. A CIOT or YD&DYL mobilization includes the following components:

- |                              |                |
|------------------------------|----------------|
| 1. Earned Media <sup>1</sup> | 3. Enforcement |
| 2. Paid Media                | 4. Evaluation  |

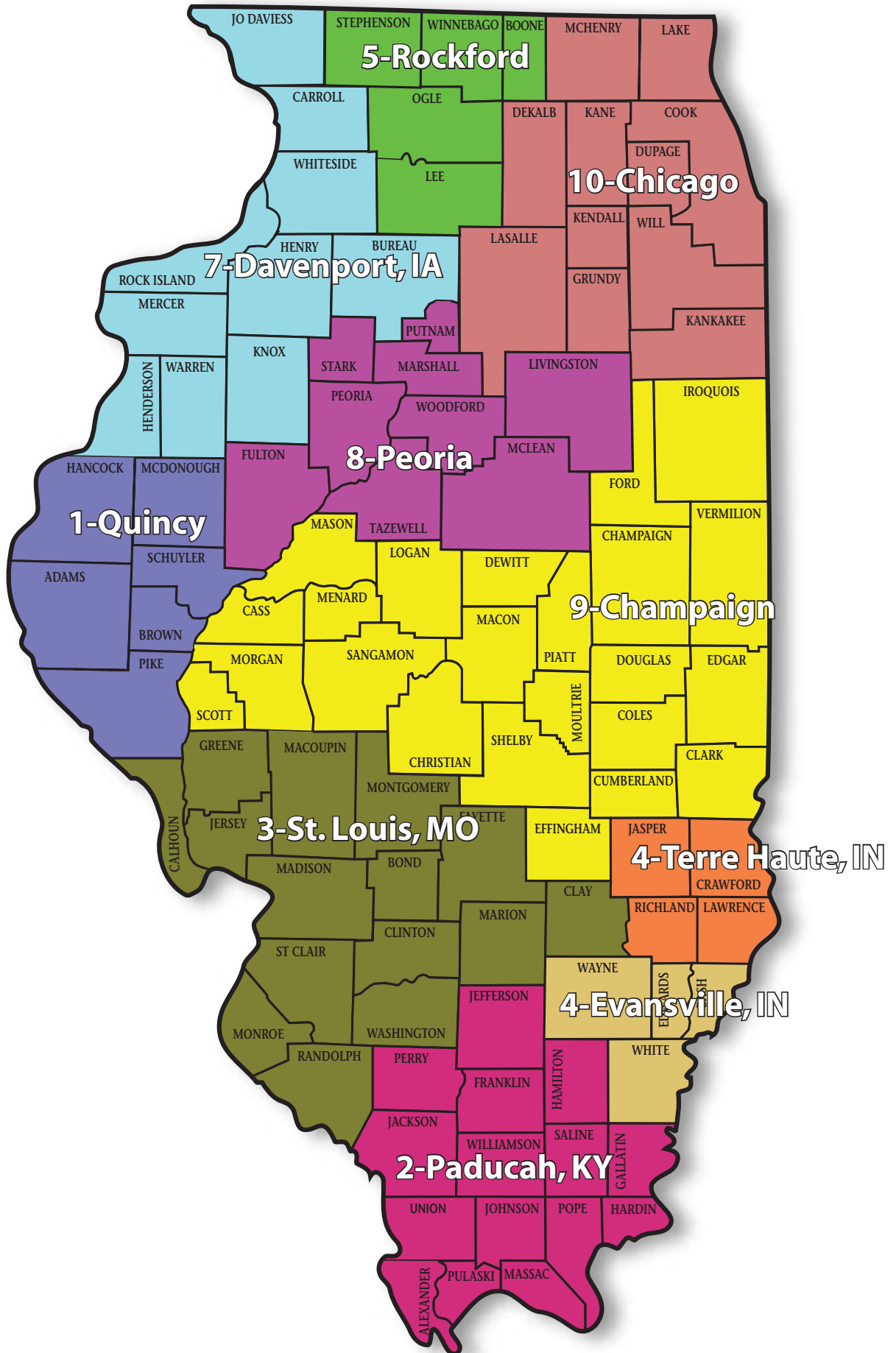
In FY 2010, the Division of Traffic Safety (DTS) conducted two major CIOT mobilizations and one major YD&DYL (impaired driving) mobilization. The first CIOT mobilization was conducted in November/December 2009 with a special focus on rural areas and two minority communities (African American and Hispanic) in the city of Chicago. The second CIOT mobilization was conducted in May/June 2010 and focused on rural areas. The YD&DYL mobilization was conducted in August/September 2010 with a special emphasis on impaired driving.

### 2009 Thanksgiving Campaign: November 1 – December 5, 2009<sup>2</sup>

DTS conducted a CIOT campaign from November 1-December 5, 2009. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among African American and Hispanic populations in the city of Chicago, as well as belt use among Illinois' rural population. Safety belt enforcement was paired with the CIOT message in targeted media markets in an effort to encourage these groups to buckle up. Figure 1 depicts Illinois' media markets.

<sup>1</sup> Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.  
<sup>2</sup> The complete 2008 Thanksgiving CIOT report is available at <http://www.dot.il.gov/trafficsafety/2008%20Thanksgiving%20Report.doc>

# Media Markets

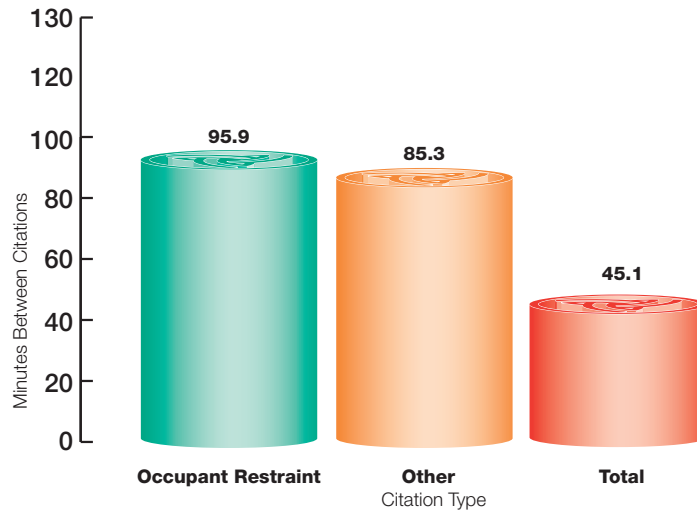


# ENFORCEMENT

A total of 24,125 patrol hours were logged by 144 local departments and ISP resulting in 32,062 citations being issued during the Thanksgiving campaign. One citation was written every 45.1 minutes of enforcement. Of the citations issued during enforcement, 15,090 (47.1%) were safety belt and child safety seat violations. One occupant restraint citation was issued every 95.9 minutes of enforcement. Figure 2 depicts the total minutes of Thanksgiving CIOT patrol per citation by citation type.

**Total Minutes of Patrol Per Citation Type During 2009 Thanksgiving Campaign in Illinois**

*(Total Patrol Hours=24,125 and Total Citations=32,062)*



Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

## Minority Population

Focusing on safety belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 1,165 hours of enforcement issuing 2,313 citations, 1,841 (79.6%) of which were safety belt citations. Chicago police wrote an average of one safety belt citation every 30.2 minutes in the identified communities.

## Rural Population

During the rural enforcement, 40 police agencies conducted a total of 4,394.5 patrol hours and issued 4,770 citations, an average of one citation every 55.3 minutes. Only 37.3 percent of the citations issued (1,780 citations) were safety belt and child safety seat violations. One safety belt and child safety seat citation was issued every 148.1 minutes.

# EVALUATION

Observational pre- and post-safety belt surveys in Hispanic communities indicated the safety belt usage rate increased from 75.9 percent during the pre-mobilization to 79.0 percent during the post-mobilization. In African-American Communities, the safety belt usage rate increased from 80.5 percent during the pre-mobilization to 81.1 percent during the post-mobilization.

Observational survey results indicated that safety belt usage in pickup trucks and passenger cars observed in rural areas increased from 88.8 percent during the pre-mobilization to 90.4 percent during the post-mobilization.

Telephone surveys indicated that rural and minority residents were aware of special efforts by the police to ticket for safety belt violators during the Thanksgiving CIOT. The percent of minorities who indicated that they had “seen or heard of any special effort by police to ticket drivers in [their] community for safety belt violations” increased from 17 percent in November to 30 percent in December.

# May 2010 Click It or Ticket Campaign

April 19 - June 14, 2010

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2010 with special emphasis on increasing safety belt usage among Illinois' rural population. Although the Illinois Rural Demonstration Project (RDP), a CIOT specifically designed to promote safety belt use in rural communities, was completed in 2006, Illinois extended its commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities. (See Figure 1 for a map of the media markets.) CIOT activities began April 19 and concluded June 14, 2010. A timeline of CIOT activities appears in Table 1.

Table 1

## Timeline of CIOT Activities

April 26 - May 9, 2010	Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign, as well as earned media; pre-CIOT safety belt observation and telephone surveys were conducted.
May 10 – May 16, 2010	Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
May 14 – May 31, 2010	Statewide including rural CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide including rural CIOT ran on television and radio statewide; earned media continued.
June 1 – June 14, 2010	Post statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone surveys were conducted.

During the May mobilization campaigns, Illinois spent a total of \$794,109 on paid media. A total of 7,339 television and 8,935 radio advertisements ran during the campaigns to promote CIOT. In addition to television and radio advertisements, advertising for the campaign was on electronic boards and announcements placed along highways and at gas stations across the state.

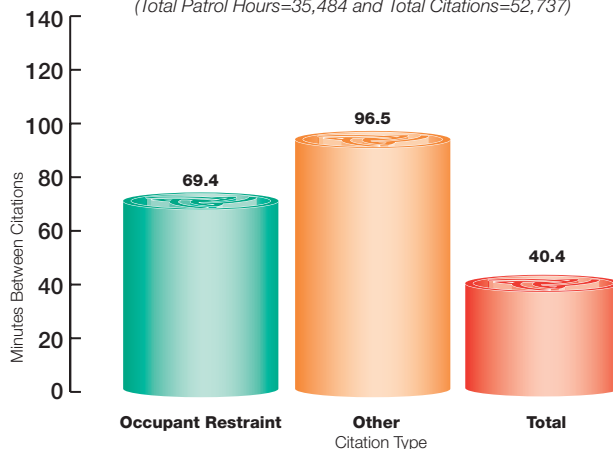
Nine media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement.

Twenty-one conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 138 stories related to CIOT ran across the state. Throughout the campaign, 22 radio stories were aired; 105 print news stories ran; and 11 television news stories aired.

## ENFORCEMENT

During statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 35,484 enforcement hours and wrote 52,737 citations, 30,682 (58.2%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 69.4 minutes throughout the May campaigns. Overall, one citation was written every 40.4 minutes of enforcement (see Figure 3). An additional 44,187 safety belt and child safety seat citations were written by incentive and earned enforcement agencies. Adding these citations to 52,737 citations resulted in 96,924 citations. One citation was written by the ISP every 36.7 minutes of enforcement, while the local agencies wrote one citation for every 42.2 minutes of enforcement.

Figure 3  
Total Minutes of Patrol Per Citation Type  
During 2010 Statewide Click It or Ticket Campaign in Illinois  
(Total Patrol Hours=35,484 and Total Citations=52,737)



Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

For the ISP, of the citations issued during the enforcement, 8,015 (45.9%) were safety belt violations and child safety seat violations. For the local agencies, of the citations issued during enforcement, 22,667 (64.3%) were safety belt and child safety seat violations.

## **Cost Effectiveness of Enforcement Activities**

The agencies included in the CIOT cost/effectiveness analysis conducted a total of 35,484 patrol hours and issued 52,737 citations during CIOT statewide and rural enforcements at a total cost of \$1,993,367. On average, citations were written every 40.4 minutes during enforcement at a cost of \$37.80 per citation, or \$56.18 per patrol hour.

Ninety-nine holiday mobilization grantees issued one citation every 38.8 minutes. The cost per citation for these agencies was \$28.89 and cost per patrol hour was \$44.71. Fifty-five regular grantees issued one citation every 47.7 minutes. The cost per citation for these agencies was \$43.56 and cost per patrol hour was \$54.78. Thirty-nine grantees with multiple grants issued one citation every 42.4 minutes of patrol. The cost per citation for these agencies was \$36.92 and the cost per patrol hour was \$52.30. The ISP issued one citation every 36.7 minutes. The cost per citation for the ISP was \$42.12 and cost per patrol hour was \$68.94.

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

## **Statewide Observational Survey**

The statewide safety belt survey was conducted at 258 sites during June 2010. Of the total of 136,674 front seat occupants observed in passenger cars and pickup trucks, almost 93 percent were wearing safety belts. The collar counties had the highest usage rate at 94.2 percent closely followed by the downstate counties at 92.5 percent. Cook County, excluding the city of Chicago, had a usage rate of 91.0 percent. The city of Chicago had the lowest usage rate at 88.0 percent.

Based on road type, Interstate highway travelers had the highest usage rate at 95.6 percent followed by U.S./Illinois Highway travelers at 91.8 percent. Motorists traveling on residential streets had the lowest usage rate at 90.9 percent.

Of the total of 122,323 observations of drivers and passengers in cars (excluding pickup trucks), 93.1 percent were wearing safety belts. The safety belt usage rate for drivers was slightly higher than that for passengers (93.1 percent versus 92.8 percent).

A total of 14,351 pickup truck occupants were observed. Drivers had a slightly higher safety belt usage rate than passengers (88.0 percent versus 86.5 percent).

Overall, the safety belt usage rate among drivers and front seat passengers increased by 1.1 percentage points from the pre-mobilization survey to the post-mobilization survey. The collar counties had the highest increase in belt use of 2.9 percentage points. The downstate counties had an increase in belt use of 1.1 percentage points. On the other hand, the city of Chicago and Cook County had decreases of 2.2 percentage points and 2.1 percentage points respectively.

Safety belt use among front seat passenger car occupants increased 1.9 percentage points from 92.2 percent during the pre-mobilization to 93.1 percent during the post-mobilization. The safety belt usage rate increased by 3.3 percentage points for pickup truck occupants from 84.4 percent during the pre-mobilization to 87.7 percent during the post-mobilization.

There were 5,866 vehicles observed during the rural pre-mobilization survey, of which, 4,426 were passenger cars and 1,440 were pickup trucks. During the rural post-mobilization, there were 6,293 total vehicles observed, of which, 4,709 were passenger cars and 1,584 were pickup trucks.

The safety belt usage rate in rural areas for all vehicles, which includes pickup trucks and passenger cars, increased from 89.1 percent during the pre-mobilization to 91.9 percent during the post-mobilization.

Based on media market in rural areas, during the pre-mobilization survey, the St. Louis media market had the highest usage rate and the Rockford media market had the second highest usage rate at 91.2 percent. The safety belt usage rate in the Peoria media market was 88.7 percent, while the lowest safety belt usage rate was in the Champaign media market at 78.9 percent. During the post-mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria and Champaign media markets. The safety belt usage rate increased by 8.6 percentage points in the Champaign media market. In the Peoria media market the usage rates increased by 1.6 percentage points. In the Rockford and St. Louis media markets, the safety belt usage rate increased by 1.4 percentage points and 1.3 percentage points respectively.

On residential roads, there was an increase from 86.6 percent during the pre-mobilization to 89.6 percent during the post-mobilization. On U.S./IL Highways, the safety belt usage rate increased from 90.3 percent during the pre-mobilization to 92.8 percent during the post-mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.1 percent during the pre-mobilization to 93.5 percent during the post-mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 82.8 percent during the pre-mobilization to 86.9 percent during the post-mobilization resulting in a 4.1 percentage point increase.

For pickup trucks, the St. Louis media market had the highest usage rate during the pre-mobilization survey. The Peoria and Rockford media markets had safety belt usage rates of 85.3 and 81.4 percent respectively, while the Champaign media market only had a usage rate of 68.6 percent. During the post-mobilization survey, the St. Louis media market had a safety belt usage rate of more than 93 percent. The Rockford and Peoria media markets had a safety belt usage rate of 85.4 percent and 85.6 percent respectively, while the Champaign media market had a usage rate of 80.6 percent.

During the pre-campaign survey, there were 10,272 observations during the day and 2,507 observations during the night. After the statewide campaign (media and enforcement) a total of 11,154 occupants were observed during the day and 2,569 occupants were observed during night.

Overall, during the pre- and post- campaign, the nighttime usage rate was slightly lower than the daytime usage rate (87.5 percent at night versus 92.1 percent at day during pre-campaign and 89.8 percent at night versus 92.5 percent at day during post campaign), differences of 4.6 and 2.7 percentage points respectively. As expected, the post-campaign usage rate difference between nighttime and daytime was smaller than that of the pre-campaign usage rate difference.

Although the differences were small, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre- and post- mobilization periods. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt use figures reported here cannot necessarily be considered descriptive of the entire state of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole state. However, there is similarity of the current findings to a representative daytime and nighttime safety belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.



## Statewide Telephone Survey

The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their safety belts” increased from 62 percent in the April pre-test survey to 72 percent at the time of the June post-test survey.

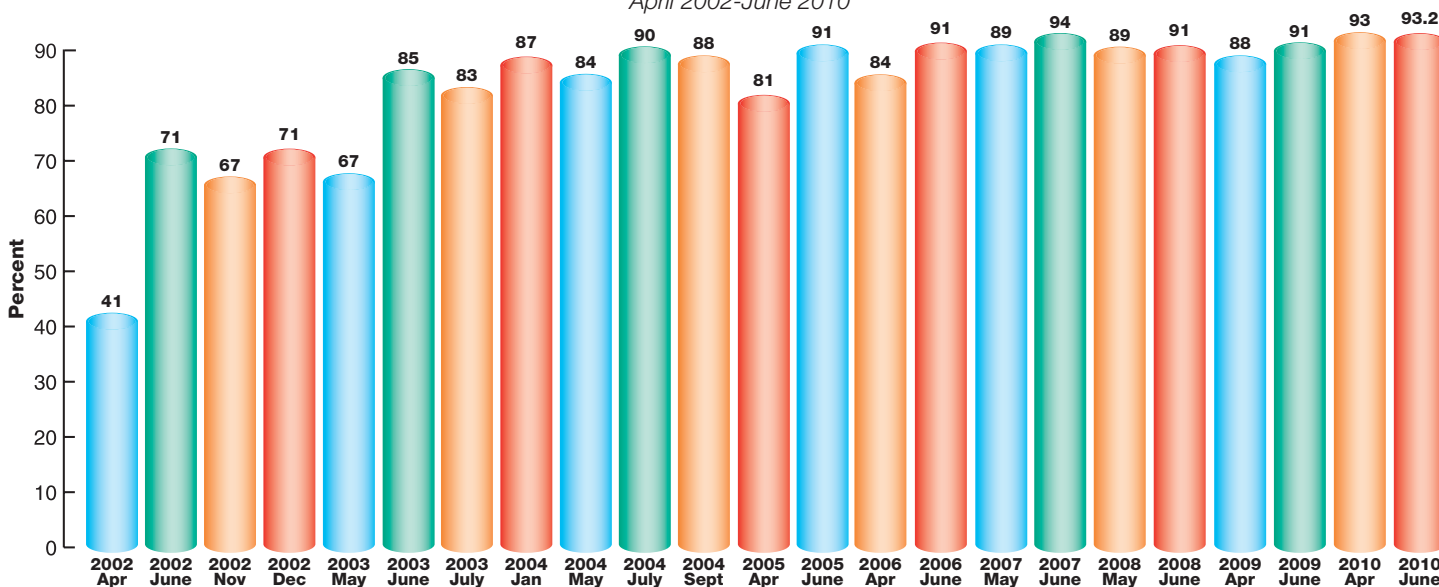
Those who had seen or heard messages encouraging people to wear safety belts were asked whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.” The percent of these respondents choosing “more than usual” increased from 16 percent in April to 24 percent in June.

Of those June respondents who had seen or heard messages encouraging safety belt use, most respondents indicated exposure through billboards/road signs (81%) and television (64%). Newspapers accounted for 15 percent of exposure, followed by friends/relatives (14%).

The 2010 April and June awareness levels were at 93 percent. So far, the 2010 trend looks similar to the 2009 trend – and, more generally, the 2007 through 2010 trends going into the September 2010 survey are a departure from the earlier awareness trends in that the April awareness is starting at a higher level (see Figure 4).

**Figure 4**  
**Awareness of the You Drink & Drive. You Lose. Slogan**

*April 2002-June 2010*



Awareness of special police efforts to ticket for safety belt violations. The percent of respondents who indicated that, “in the past thirty days,” they had “seen or heard of any special effort by police to ticket drivers in [their] community for safety belt violations” increased from 18 percent in April to about 32 percent in June.

Individuals aware of special safety belt enforcement report hearing about it via television (39%) and radio and newspapers (30% and 24%, respectively). Only 18 percent of those surveyed learned of the special enforcement from friends/family.

Agree/disagree: Police in your community are writing more safety belt tickets now than they were a few months ago. Respondents across Illinois who agree with this statement stayed stable at 33 percent in both surveys. About 37 percent of downstate residents and 31 percent of Chicago area residents agree that police are writing more safety belt tickets, showing somewhat of a regional difference in perception.

Hypothetical question: Suppose you didn’t wear your safety belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a safety belt during this time? The percent of respondents who answered “very likely” to this question increased statewide from April to June from 43 percent to 45 percent, while those who believed getting a ticket was “somewhat likely” or “very likely” increased from 70 percent in April to 75 percent in June.

# 2010 Labor Day You Drink & Drive. You Lose. Campaign August 1 - September 15, 2010

## Earned Media

IDOT/DTS held five press conferences in Chicago, Collinsville (Metro East), Du Quoin, Moline and Springfield on September 1, 2010. Table 2 lists the earned media items obtained during the YD&DYL campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

**Table 2**  
**Earned Media Items Obtained During the YDDYL campaign by Media Market**

Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters/Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	108	9	1	116	31	1,981	18	228	37	84
Metro East	8	3	3	6	6	0	0	15	2	6
Moline	6	5	10	1	1	138	1	8	1	3
Paducah	1	0	0	2	1	1	0	3	0	2
Springfield										
/Champaign	7	1	1	1	1	37	1	11	0	89
Media Markets which did not conduct a YDDYL Press Conference	15	2	4	4	3	0	0	28	2	3
<b>TOTAL</b>	<b>145</b>	<b>20</b>	<b>19</b>	<b>130</b>	<b>43</b>	<b>2,157</b>	<b>20</b>	<b>293</b>	<b>42</b>	<b>187</b>

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 145 print stories, 20 radio stories, and 19 TV news stories were generated as a result of the YD&DYL enforcement efforts. There were several other earned media activities, such announcement, banners, posters, press releases and messages during this mobilization (see Table 2).

In an effort to help reduce alcohol-related crashes and fatalities on roadways, IDOT/DTS created public service announcements titled “Loser.” The public service announcement titled “Loser” portrayed DUI offenders at different stages in their lives. This was done to demonstrate how a DUI can permanently brand a person’s image for life.

Finally, DTS Director Mike Stout participated in a series of radio interviews that played on approximately 13 stations across the state to remind motorists not to drink and drive.

## Paid Media

Paid alcohol enforcement messages are aired repeatedly during the YD&DYL campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. YD&DYL paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the YD&DYL message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of motor vehicle crashes occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

DTS spent \$745,655 on broadcast television, cable and radio to promote the National YD&DYL campaign beginning August 20 and ending September 6, 2010. Table 3 lists the cost of paid media by media market for the YD&DYL campaign.

**Table 3**  
**Labor Day You Drink & Drive. You Lose. Campaign**  
**Cost of Paid Media by Media Market**

Media Market	\$ Spent-TV	Ran-TV	\$ Spent-Radio	Ran-Radio	Total \$ Spent	Total Ads
Champaign	\$19,999.50	1,765	\$16,874.60	3,414	\$36,874.10	3,414
Chicago	\$297,305.00	1,883	\$282,894.00	8,281	\$580,199.00	8,281
Davenport	\$3,950.00	685	\$4,100.00	853	\$8,050.00	853
Marion	\$9,624.00	1,610	\$4,939.20	2,282	\$14,563.20	2,282
Metro East	\$20,000.00	486	\$15,283.00	915	\$35,283.00	915
Peoria	\$13,194.00	277	\$9,894.00	789	\$23,389.00	789
Quincy	\$5,200.00	519	\$995.50	738	\$6,195.00	738
Rockford	\$13,995.00	512	\$8,890.00	846	\$22,975.00	846
Total TV & Radio	\$363,569.00	5,972	\$327,085.70	14,704	\$690,654.70	14,704
Internet	N/A	N/A	N/A	N/A	\$25,000.00	See below <sup>1</sup>
Alternative Media	N/A	N/A	N/A	N/A	\$30,000.00	See below <sup>2</sup>
<b>Total</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$745,654.70</b>	<b>N/A</b>

1 Internet advertising was done through the following websites: Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.

2 Alternative media consisted of digital and print advertisements posted in bars and fitness centers, located on pumptoppers at gas stations, and 10 to 15 second advertisements on metro station video screens.

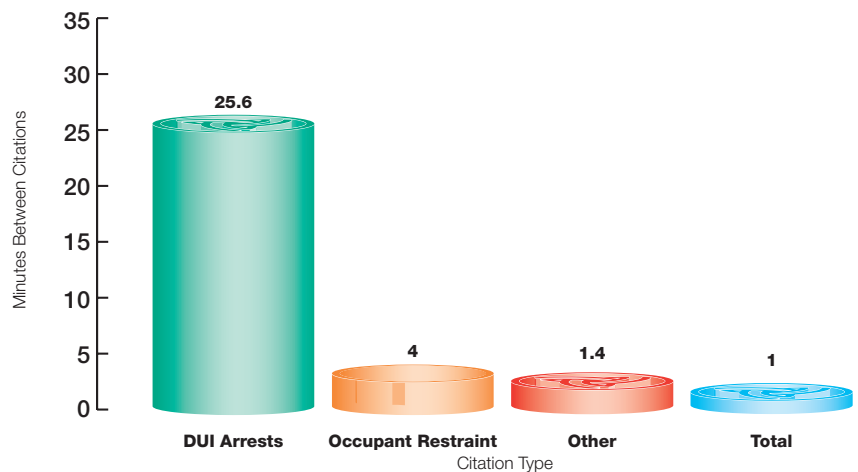
## Enforcement

The “You Drink & Drive. You Lose.” (YD&DYL) Labor Day campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred seventy-four (174) local law enforcement agencies and all ISP districts participated in the 2010 Labor Day alcohol mobilization. Seventy-eight of the 174 grant-funded agencies and 45 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 190 roadside safety checks and 2,396 saturation patrols were conducted during the August 20 to September 6, 2010 enforcement period. Local law enforcement and ISP logged a total of 26,419.5 patrol hours and issued 25,964 citations during the campaign. One citation was written every 61.1 minutes of enforcement. Local law enforcement and ISP issued a combined total of 1,034 DUI citations, an average of one DUI citation written every 25.6 patrol hours. A total of 6,627 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 4.0 patrol hours. Figure 5 depicts the number of hours of Labor Day YD&DYL patrol per citation by citation type.

## Local Police Agencies

Local police agencies worked 22,034 hours on Labor Day alcohol enforcement, conducting 129 roadside safety checks and 2,346 saturation patrols. A total of 22,695 citations were written by local law enforcement agencies, or one citation was written every 58.3 minutes of enforcement. Eight hundred fifty-nine DUI citations were issued, or one DUI citation, was written every 25.7 patrol hours. In addition, 5,863 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat, an average of one occupant protection citation every 3.8 patrol hours. Total estimated enforcement cost was \$1,495,140.

**Figure 5**  
**Total Minutes of Patrol Per Citation Type**  
**During 2010 Labor Day Campaign in Illinois**  
*(Total Patrol Hours=26,419 and Total Citations=25,964)*



Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

## Evaluation

YD&DYL programs are evaluated in a number of ways. For a short and immediate impact of the program, DTS conducted comprehensive pre- and post- telephone surveys in order to measure the impact of paid/earned media and enforcement activities on the public's knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Center at UIS. In addition to the evaluation of public perception to the campaign, DTS will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available.

### Telephone Survey Results Messages about alcohol-impaired driving

**Awareness of messages about alcohol-impaired driving.** The percent who indicated that, "in the past (thirty) days," they had "read, seen or heard anything about alcohol impaired driving in Illinois," increased from slightly more than 66 percent in June to nearly 70 percent in September. In April, it stood at 62 percent.

**By recent drinking activity.** In both the June and September surveys, recent drinkers were more apt than non-drinkers to report awareness of these messages. For recent drinkers, there was an increase in awareness from June to September (64% to 72%).

**Sources of messages.** Of those who had seen or heard such messages, by far the greatest exposure source is found for television (about 80% in September). In September, television was followed by billboards/bus signs (60%), then radio (46%), then newspapers (44%) and posters/bumper stickers (41%). Friends/relatives (21%) came next followed by brochures/pamphlets (18%).

### Awareness of selected traffic safety slogans

**The question.** Respondents were asked about their awareness of 15 selected traffic safety "slogans," asked in a random order. Eight are related to drinking and driving, with seven other are traffic safety-related slogans.

**The September results and recent trends.** The following Table 4 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the most recent slogan which is in non-italic bold, "You Drink & Drive. You Lose." This table shows that the "You Drink & Drive. You Lose." slogan is second in awareness level, at 81.7 percent. The only slogan above this in awareness is "Click It or Ticket" (at 91.7%).

Table 4  
Slogans Awareness Levels in September 2009

Order	Slogan	Sept level
1	Click It or Ticket	91.7%
2	You drink and drive. You lose.	81.7%
3	Friends don't let friends drive drunk	81.5%
4	Drive smart. Drive sober.	55.3%
5	Police in Illinois arrest drunk drivers	52.6%
6	Buckle Up America	46.9%
7	Drunk driving. Over the limit. Under arrest	38.0%
8	Cells phones save lives. Pull over and report a drunken driver	33.3%
9	Wanna drink and drive, police in Illinois will show you the bars	25.4%
10	Drink and drive? Police in Illinois have your number	21.1%
11	Children in back	19.5%
12	Start seeing motorcycles	16.3%
13	Rest area = text area	16.4%
14	55 still the law for trucks in Chicago area	14.0%
15	CSA 2010: Get the facts, know the law – what's your score?	8.5%

**Further analyses for the “You Drink & Drive. You Lose” major campaign slogan.** DTS focused on the major slogan in the recent 2010 Labor Day holiday initiative, “You Drink & Drive. You Lose.” for further analyses regarding trends and subgroups.

May to June to September trends. Statewide, reported awareness of the major DUI campaign slogan, “You Drink & Drive. You Lose,” decreased from 78.4 percent in the April survey to 77.6 percent in the June survey, but awareness of this slogan increased to 81.7 percent in the September survey.

In all three surveys, “You Drink and Drive. You Lose” was the third-most recognized slogan. In all three surveys, its recognition was about 10 percentage points behind the most-recognized “Click It or Ticket” slogan. In the April survey, it was about 1 percentage points ahead the second-most recognized slogan, “Friends Don’t Let Friends Drive Drunk.” During the June survey it was 5 percentage points behind the “Friends Don’t Let Friends Drive Drunk slogan,” but, during the September survey it had pulled equal with the “Friends Don’t Let Friends Drive Drunk.” slogan.

## **Paid Media Summary**

In FY 2010, DTS continued with the use of paid media with a total of three, two-week periods (Click It or Ticket in Thanksgiving 2009 and May 2010 and You Drink & Drive. You Lose August/September 2010). DTS incorporated additional campaigns around holidays that traditionally are considered drinking holidays such as Christmas/New Years 2009, and Independence Day 2010. DTS expended over \$3.3 million in federal funds for paid media during FY 2010. DTS brought all media buying in-house in FY 2010 realizing a savings of over \$267,000 that was used to purchase additional media.

In selecting media for its paid media efforts, DTS focused on the demographic of male drivers between 18 and 34 years of age for our campaigns focusing on safety belts. Emphasis was placed on reaching the lowest occupant restraint use rate populations for the Click It or Ticket campaign and the highest at-risk populations for the You Drink & Drive. You Lose campaign. The demographic for IDOT’s You Drink & Drive. You Lose campaigns are males between 21 and 34 years of age. DTS placed emphasis on reaching the male African-American and Hispanic populations in the Chicago metropolitan area and the rural pickup truck driving males in the downstate markets of Illinois.

Through extensive evaluation, DTS has shown its paid media efforts to be quite successful at delivering a specific message to a particular portion of the Illinois driving population (i.e., the 18-34 year old males for IDOT’s anti-impaired driving campaigns). DTS considers paid media a vital and necessary part of the Illinois Highway Safety Plan and is planning its continued use in FY 2011.

## **Earned Media Summary**

During FY 2010, DTS encouraged all of its highway safety projects to engage in earned media activities throughout the project year. Earned media activities include: media events, letters to the editor of local newspapers, and media releases. DTS believes this is another method to deliver a specific message to the public. Some examples of earned media activities can be found in Addendum 1 on page 83.

Following are details about FY 2010 statewide media purchases.

# CLICK IT OR TICKET

## 2009 Thanksgiving Media Buy • November 12-29

	Spots	Budget	Added Value
<b>Chicago TV</b>			
Telemundo (WSNS)	73	\$18,750.00	29 paid spots, 44 bonus spots, ROS Leaderboard and link(728x90)
Univision WGBO-TV 66/ 60	86	\$26,000.00	WGBO: 30 spots, WXFT: 56 spots, banner ad on each station with 200,000 guaranteed impressions
Telefutura WFXT			
Comcast (Cable)	8,024	\$41,250.00	Interconnect 236 spots x 34 zones, >1:1, banner ROS banner ad, Added Value--Also included in our PSA reel. Emphasis- Sports
Comcast Sports Net (Cable)	89	\$23,000.00	38 paid spots, 51 bonus spots, Either 728x90 or 300x250 rotating banner ad for entire campaign, 30x Scoreboard tickers, CSN footprint
WBBM-TV	22	\$15,000.00	10 paid spots, 12 bonus spots, web presence- skyscrapers, leaderboards and message units
WGN-TV	61	\$30,100.00	49 paid spots, 12 bonus spots, 780x90 banner ad on wgnv.com
CLTV (WGN)	74	\$4,500.00	37 paid spots, 37 bonus spots, 1:1 ROS Ad on CLTV.com w/link
WCIU TV	64	\$12,000.00	64 total spots
WPWR TV	30	\$7,000.00	15 paid spots, 15 bonus spots,
WFLD TV (FOX 32)	38	\$34,000.00	22 paid spots, 16 bonus spots
WLS-TV (7)	24	\$7,500.00	12 paid spots, 12 bonus spots (1:1), banner ad
WMAQ-TV (NBC 5)	11 spots on WMAQ, 30 spots on Universal Sports 5.2	\$7,475.00	11 total spots on WMAQ, banner ad, 30 N/C spots on Universal Sports 5.2
<b>Chicago Radio</b>			
WOJO-FM	98	\$18,700.00	59 paid spots, 49 bonus spots, 3 week banner ad on Univision.com, 2 separate banners with 728x90 and 300x250, Banner Ad to be rotated in all 4 radio stations and 2 TV stations, live on-air interview, custom bounce back message "text" to wrin promotions
WLEY-FM (La Ley)	148	\$16,500.00	141 paid spots, 7 :10 bonus spots; IDOT 728x90 Banner Ad w/link, interview
WCCQ-FM, WIIL-FM, WERV-FM, WJOL-AM, WSSR-FM, WXLC-FM and WWYW-FM	861	\$11,250.00	287 paid spots in AM & PM Drive on each of the 7 stations, Total 574 PSAs on each station of 7 stations, Added Value on WIIL- Live interview, 41 streaming spots on WIIL, Added Value on WJOL, WSSR and WCCQ - website logo on WCCQ & WSSR for 2 weeks on, live interview ith WJOL morning, interview on WCCQ and WSSR, 123 streaming spots on WCCQ & WSSR and WJOL, Added Value on WERV- website logo, on-air interview broadcast 41 streaming spots, Added Value on WXLC, WWYW- taped on-air interviews, 82 streaming spots
WBBM-FM	168	\$16,800.00	123 total 30x spots, 45x :10 bonus spots, interview, 2 e-mail blasts with ad and, 30 words of text and link, bounce back text message,:15x :10 second rotating sponsorships, 75 streaming spots, 15x :10 rotating sponsorships per week
WLIT FM	173	\$31,750.00	39 :30 on-air and 100 :30 online streaming commercials on WLIT, WLIT holiday e-blast with logo and hyperlink , 70 adlets to run Mon-Sun 6a-12am, banner ads with logo and hyperlink include 728x90, 300x250, 234x60, partnership with Edison the Lite Nosed Reindeer for 3 weeks, 15 name mentions billboards, 15 :15 PSAs to run BTA, interview on WLIT's Community Affairs Program Show, three week feature on WLIT Contest Page with content, logo and hyperlink
Clear Channel Traffic	60 :15 spots	\$5,000.00	:15 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WLS, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WWYW, WXLC, WZSR
WNUA-FM	164	\$5,000.00	82 on-air spots, 82 :30 online spots, interview logo with hyperlnk, :15 PSAs
Illinois Radio Network	2,400	\$12,000.00	1,200 paid announcements, 1,200 guaranteed bonus and 1,200 conditional bonus spots (2:1)
WMVP-AM	113	\$13,375.00	63 paid spots, 50 bonus spots,daily sponsorship of 1x on-air hour, minimum of 1 live mention per your hour, :05 tagline, 3x weekly N/C SportsCenter Updates, on-air pre-recorded interview during "Beyond Sports". Possible on-air giveaways.
WPWX-FM	173	\$16,500.00	126 paid spots, 40 bonus spots (:30), 7x :10 spots, IDOT web banner hotlink and logo, interview
WKQX-FM	129	\$15,000.00	129 total spots, 100x streaming spots, on-air in-car digital message, banner ad, digital radio screen ads
WLUP-FM	49	\$5,300.00	49 total spots , 100x streaming , on-air in car message, banner ad, digital radio screen ads
WSCR-AM	60	\$6,000.00	30 paid spots, 30 bonus spots, banner ad, matching stream schedule
WGN AM	118	\$24,786.00	54x :30 pre-in-post game announcements during Cubs broadcast, 54x :30 pre-in-post stream announcements during Cubs broadcast, Added value- 10x :30 PSAs on regular programming,, interview
WUSN	50	\$4,500.00	20 paid, 30 bonus spots, matching online stream, banner ad, interview on WUSN, WCFS, WJMK

WBBM-AM	54	\$6,000.00	27 paid spots, 27 bonus spots, 11 streaming commercials, 180x150 banner ad
WTMX-FM	26	\$4,000.00	18 paid spots, 8 bonus spots; matching stream schedule, banner ad
WDRV-FM	17	\$2,000.00	17 paid spots, weekly e-blast with traffic safety message
<b>Chicago Alternative Budget</b>			
Zoom Media & Marketing	285 boards	\$18,750.00	(255) 210 Social Male Classic Boards+ 15 social male classic billboards+ -Chicago and Suburbs, 5 venues-Champaign and Urbana, 5 venues- Bloomington-Normal; (30) 25+5 added value Social Digital venues- Chicago and Suburbs; (30) 20+10Added Value Fitness Male Classic Boards-Chicago and Suburbs; free poster production
<b>Rockford TV</b>			
Fox 39 (WQRF TV)	32 Spots on WQRF, 50 spots on Rockford's My Network	\$3,750.00	32paid spots (WQRF) , 50 bonus spots on Rockford's My Network, ROS banner ad
**Comcast Spotlight	458	\$6,745.00	122 paid spots, 336 bonus spots.
<b>Rockford Radio</b>			
WZOK-FM	120	\$2,600.00	40 paid spots, 80 bonus spots, banner ad, matching stream ads, interview on WROK
WXXQ-FM	114	\$2,200.00	46 paid spots, 68 bonus spots, banner ad, matching stream ads, interview on WROK
<b>Quad Cities TV</b>			
OnMedia Cable	476	\$5,600.00	236 paid spots, 240 bonus spots, VOD Entry
<b>Quad Cities Radio</b>			
KBOB-FM	53	\$1,150.00	23 paid spots, 30 PSAs, interview, banner ad
WXLN-FM	59	\$1,870.00	29 paid spots, 30 bonus spots, interview, banner ad
WLLR-FM	34	\$1,725.00	17 paid spots, 17 bonus spots, 1:1, 100% matching stream schedule,
KCQQ-FM	48	\$1,050.00	24 paid spots, 24 bonus spots, matching stream schedule
<b>Peoria/Bloomington TV</b>			
WYZZ (Fox 43),	63	\$4,500.00	21 paid spots, 42 bonus spots, :15 video pre-roll spot, ROS prime banner, ROS skyscraper banner, ROS rectangle banner, fixed prime banner on local High School Sports pages
WMBD (CBS) (WYZZ TV)			
Comcast Cable	274	\$6,000.00	274 total spots
<b>Peoria/Bloomington Radio</b>			
WBBE/WIHN Radio	101	\$4,065.00	56 paid, 45 bonus spots, and interview on both WBBE and WIHN, banner ad
WGLO-FM	45	\$900.00	15 paid spots, 30 bonus spots, 102x90 banner ad, 25 :30 stream schedule, :60 interview
WIXO-FM	57	\$750.00	25 paid spots, 32 bonus spots, 102x90 banner ad, 25 :30 stream schedule, :60 interview
WZPW-FM	39	\$510.00	13 paid spots, 26 bonus spots, banner ad, matching stream schedule
WBNQ-FM	102	\$750.00	34 paid spots, 68 bonus spots, 25 ads streaming on WBNQ, WBWN, WTRX, WJEZ at no charge. Banner w/link on streaming audio player, 300x250, 728x90, interview on WJBC
<b>Champaign/Springfield TV</b>			
Cass Cable	1,125	\$4,875.00	750 paid spots, 375 bonus spots
Comcast/Cable	606	\$7,498.68	147 paid spots, 459 bonus spots, weather crawl channel 17 and 44, internet banner ad statewide and link
<b>Champaign/Springfield Radio</b>			
WDBR-FM	170	\$1,360.00	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WABZ-FM	170	\$924.80	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WTAX-FM	170	\$1,700.00	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WYMG-FM	170	\$1,020.00	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WFMB-FM	122	\$2,013.00	122 total spots, banner ad, interview, matching stream schedule
WFMB-AM	124	\$899.00	124 total spots, banner ad, matching stream schedule, interview
WXAJ-FM	124	\$682.00	124 total spots, banner ad, interview, matching stream schedule
WCVS-FM	134	\$680.00	134 total spots, banner ad, interview, matching stream schedule
WQLZ-FM	155	\$1,799.00	61 paid spots, 94 bonus spots, interview, banner ad w/link
WIXY-FM	88	\$1,496.00	44 paid spots, 44 bonus spots, streaming on all four stations (WIXY, WLRW, WCFF and WXTT for) total of 244 additional spots
<b>Metro East TV</b>			
Charter/Cable	417	\$15,100.00	292 paid spots, 125 bonus spots

## Metro East Radio

KPNT-FM	69	\$3,720.00	24 paid spots, 45 bonus spots, 80 streaming spots, banner ad, interview
KSHE-FM	37 :30 spots, 35 :15 spots	\$3,700.00	37, :30 spots, 35 paid :15 spots, Added Value- 35 (30) :15 recorded commercials, 30 weather sponsorships with Dave Murray; 05 recorded commercial, IDOT logo and link, 100x spots on stream schedule, sponsorship of Katy's 80's. 20 weather report sponsorships (:05's), 100x streaming spots, e-blast, banner ad and newsletters, event sponsorships
KSLZ-FM	96	\$2,602.00	32 paid spots, 64 bonus spots, interview,
KATZ-FM	117	\$2,268.00	39 paid spots, 78 bonus spots (1:1), interview
WIL Radio	50	\$1,500.00	50 total spots, interview

## Quincy TV

Comcast Cable	384	\$2,000.00	384 total spots
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## Marion TV

On-Media Cable	1547	\$4,945.00	1547 total spots
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## Marion Radio

WDDD FM	154	\$2,002.00	77 paid spots, 77 bonus spots, 1:1, interview, banner ad,
WDDD-AM	154	\$770.00	77 paid spots, 77 bonus spots, 1:1, interview, banner ad,
WTAO-FM	154	\$1,062.50	77 paid spots, 77 bonus spots, 1:1, interview, banner ad, Top 5 reasons for wearing your seat belt, Top 5 worst reasons for not wearing your seat belt; 1 Live 2 hour broadcast with 6 live breaks and 30 live promos
WHET	154	\$385.00	77 paid spots, 77 bonus spots, 1:1, interview, banner ad,

## Statewide Alternative Media:

National Cinemedia Advertising	349	\$8,000.00	349 screens
Pacific Media, Inc.	27 gas stations (50% coverage at each gas station)	\$8,000.00	Ads on Pumptoppers at 27 stations (50% coverage) for 2 weeks and production , printing and installation costs.
Metro Networks	328 (:10 and :15 spots)	\$6,000.00	328 sponsorships of :10 and :15 spots (depending on the stations), 164 bonus sponsorships included, interview in Spfld
US Marketing Inc.	banner ads, language, maintenance and daily updates Unified ad campaigns on MySpace, Facebook, Twitter, Blog, YouTube, a pervasive social media presence on all major social utility websites	\$7,500.00	Online banner ads, daily updates language, maintenance and continual updates MySpace, Facebook, Twitter, Blog, You Tube, a pervasive social media presence on all major social utility websites from August 20th-September 7th.
Screen Vision	7336	\$4,000.00	7336 total spots (2 weeks bonus) on 72 screens; Screens in Bloomington, Champaign Decatur and Forsyth

\$602,452.98

## 2009

Media Market	\$ Spent – TV	Ads Ran - TV	\$ Spent – Radio
Chicago (Minority Communities)	\$226,575.00	8,626	\$220,461.00
Downstate (Rural)	\$61,013.68	5,432	\$48,835.30
Total TV & Radio	\$287,588.68	14,058	\$269,296.30
Internet	N/A	N/A	N/A
In Theatre Ads	N/A	N/A	N/A
Pump Top Ads	N/A	N/A	N/A
Social Venue Ads (In bars and in fitness clubs)	N/A	N/A	N/A
<b>Total Dollars Spent</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>



# YOU DRINK & DRIVE. YOU LOSE

## Christmas/New Year's • December 16, 2009-January 2, 2010

	Spots	Budget	Added Value
<b>Chicago TV</b>			
WSNS (Telemundo)	86	\$18,750.00	43 paid spots, 43 bonus spots, ROS Leaderboard and link(728x90)
Univision WGBO-TV 66/ Telefutura WFXT 60	86	\$26,000.00	WGBO: 30 spots, WXFT: 56 spots, banner ad on each station with 200,000 guaranteed impressions
Comcast (Cable)	9,826	\$40,000.00	Interconnect 289 spots x 34 zones, >1:1, banner ROS banner ad, Added Value--Also included in our PSA reel. Emphasis- Sports
Comcast Sports Net (Cable)	86	\$23,000.00	37 paid spots, 49 bonus spots, Either 728x90 or 300x250 rotating banner ad for entire campaign, 30x Scoreboard tickers, CSN footprint
WBBM-TV	26	\$15,000.00	15 paid spots, 11bonus spots, web presence- skyscrapers, leaderboards and message units
WGN-TV	64	\$30,100.00	40 paid spots, 24 bonus spots, 780x90 banner ad on wgmtv.com
CLTV (WGN)	74	\$4,500.00	37 paid spots, 37 bonus spots, 1:1 ROS Ad on CLTV.com w/link
WCIU TV	61	\$13,000.00	61 total spots, vignette, 445,000 impressions
WPWR TV	39	\$7,000.00	17 paid spots,22 bonus spots,
WFLD TV (FOX 32)	49	\$32,000.00	22 paid spots, 27 bonus spots
WLS-TV (7)	24	\$7,500.00	12 paid spots, 12 bonus spots (1:1), banner ad
WMAQ-TV (NBC 5)	11 spots on WMAQ, 49 spots on Universal Sports 5.2	\$7,500.00	11 total spots on WMAQ, banner ad, 49 N/C spots on Universal Sports 5.2
RCN/WOW Network	1101 spots	\$5,000.00	486 paid spots, 567 bonus spots, 48 sports spots
<b>Chicago Radio</b>			
WOJO-FM	120	\$18,700.00	49 paid spots, 71 bonus spots, 3 week banner ad on Univision.com, 2 separate banners with 728x90 and 300x250, Banner Ad to be rotated in all 4 radio stations and 2 TV stations, live on-air interview, custom bounce back message "text" to wrin promotions
WLEY-FM (La Ley)	155	\$16,500.00	140 paid spots, 15 :10 bonus spots; IDOT 728x90 Banner Ad w/link, interview
WCCQ-FM, WIIL-FM, WERV-FM WJOL-AM, WSSR-FM, WXLC-FM and WWYW-FM	921	\$11,250.00	287 paid spots in AM & PM Drive on each of the 7 stations, Total 487 PSAs on each station of 7 stations, Added Value on WIIL- Live interview, 147 :10 spots streaming spots on WIIL, Added Value on WJOL, WSSR and WCCQ - website logo on WCCQ & WSSR for 2 weeks on, live interview ith WJOL morning, interview on WCCQ and WSSR, matching stream schedule on WCCQ & WSSR and WJOL, Added Value on WERV- website logo, on-air interview broadcast streaming spots, Added Value on WXLC, WWYW- taped on-air interviews
WBBM-FM	150	\$16,000.00	123 total 30x spots, 45x :10 bonus spots, interview, 2 e-mail blasts with ad and, 30 words of text and link, bounce back text message,:15x :10 second rotating sponsorships, 75 streaming spots, 15x :10 rotating sponsorships per week
WLIT FM	148	\$11,750.00	148 on-air and online commercials 5: 15 PSAs, 5 :15 streaming PSAs WLIT holiday e-blast with logo and hyperlink , 10 adlets to run 3 weeks, banner ads with logo and hyperlink include 728x90, 300x250, 234x60, partnership with Edison the Lite Nosed Reindeer for 3 weeks, 15 name mentions billboards, 15 :15 PSAs to run BTA, interview on WLIT's Community Affairs Program Show, three week feature on WLIT Contest Page with content, logo and hyperlink
Clear Channel Traffic	60 :15 spots	\$5,000.00	:15 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WLS, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WWYW, WXLC, WZSR
WGCI	69	\$7,000.00	27 :30 on-air and 42 :30 online streaming commercials, 5: 15 PSAs, 5 :15 streaming PSAs WLIT holiday e-blast with logo and hyperlink , 10 adlets to run 3 weeks, banner ads with logo and hyperlink include 728x90, 300x250, 234x60, partnership with Edison the Lite Nosed Reindeer for 3 weeks, 15 name mentions billboards, 15 :15 PSAs to run BTA, interview on WLIT's Community Affairs Program Show, three week feature on WLIT Contest Page with content, logo and hyperlink
WKSC	75	\$7,000.00	25 :30 on air spots, 50 streaming spots, 5:15 on air PSA's, 5 :15 streaming Psas, 10 :05 adlets, inclusion on KISS FM Entertainment Guide with logo and hyperlink
WNUA-FM	164	\$5,000.00	36 on-air spots, 32 :30 online spots, interview logo with hyperlnk, 5 :15 PSAs, 5 :15 PSAs, 10 :05, 1 public affairs show
Illinois Radio Network WMVP-AM	2,200 102	\$11,000.00 \$13,375.00	1,100 paid announcements, 1,100 guaranteed bonus and 1,100 conditional bonus spots (2:1) 44 paid spots, 68 bonus spots,daily sponsorship of 1x on-air hour, minimum of 1 live mention per your hour, :05 tagline, 3x weekly N/C SportsCenter Updates, on-air pre-recorded interview during "Beyond Sports". Possible on-air giveaways..
WPWX-FM	164	\$16,500.00	92 paid spots, 72 bonus spots (:30), 7x :10 spots, IDOT web banner hotlink and logo, interview
WKQX-FM	114	\$14,200.00	114 total spots, 100x streaming spots, on-air in-car digital message, 300x113 and 116x116 banner ad, digital radio screen ads

WLUP-FM	39	\$5,100.00	49 total spots , 100x streaming , on-air in car message, banner ad, digital radio screen ads
WSCR-AM	60	\$6,000.00	41 paid spots, 19 bonus spots, banner ad, matching stream schedule
WGN AM	118	\$24,800.00	54x :30 pre-in-post game announcements during Cubs broadcast, 54x :30 pre-in-post stream announcements during Cubs broadcast, Added value- 10x :30 PSAs on regular programming., interview
WUSN	73	\$5,500.00	19 paid, 54 bonus spots, banner ad, interview on WUSN, WCFS, WJMK
WBBM-AM	71	\$6,000.00	27 paid spots, 54 bonus spots, streaming commercials, 180x150 banner ad
WTMX-FM	20	\$3,000.00	18 paid spots, 8 bonus spots; matching stream schedule, banner ad
WDRV-FM	28	\$3,000.00	23 paid spots, 100 streaming ads will run from 4-6 weeks, 4 onsite announcements, logo on WDRV
WXRT	88	\$3,000.00	36 paid, 52 bonus spots, banner ad, interview

### Chicago Alternative Budget

Zoom Media & Marketing	235 billboards	\$14,000.00	170 Social Male Classic Boards+ 15 social male digital billboards+ -Chicago and Suburbs, venues-Champaign and Urbana, venues- Bloomington-Normal; 20 fitness classic boards added value 15 Social Classic billboards- 10 fitness male classiv billboards, 5 additional social digital billboards Chicago and Suburbs; free poster production
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### Rockford TV

Fox 39 (WQRF TV)	37 Spots on WQRF, 50 spots on Rockford's My Network	\$3,750.00	37paid spots (WQRF) , 50 bonus spots on Rockford's My Network, ROS banner ad
**Comcast Spotlight	458	\$6,745.00	134 paid spots, 268 bonus spots.

### Rockford Radio

WZOK-FM	120	\$2,600.00	40 paid spots, 80 bonus spots, banner ad, matching stream ads, interview on WROK
WXXQ-FM	102	\$2,198.00	46 paid spots, 68 bonus spots, banner ad, matching stream ads, interview on WROK

### Quad Cities TV

OnMedia Cable	310	\$5,600.00	140 paid spots, 260 bonus spots, VOD Entry
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### Quad Cities Radio

KBOB-FM	53	\$1,150.00	23 paid spots, 30 PSAs, interview, banner ad
WXLP-FM	59	\$1,870.00	29 paid spots, 30 bonus spots, interview, banner ad
WLLR-FM	34	\$1,725.00	17 paid spots, 17 bonus spots, 1:1, 100% matching stream schedule,
KCQQ-FM	48	\$1,050.00	24 paid spots, 24 bonus spots, matching stream schedule

### Peoria/Bloomington TV

WYZZ (Fox 43),	68	\$4,500.00	19 paid spots, 49 bonus spots, :15 video pre-roll spot, ROS prime banner, ROS skyscraper banner, ROS rectangle banner,
WMBD (CBS) (WYZZ TV)			
Comcast Cable	259	\$5,500.00	259 total spots

### Peoria/Bloomington Radio

WBBE/WIHN Radio	84	\$4,000.00	84 total spots, and interview on both WBBE and WIHN, banner ad
WGLO-FM	45	\$900.00	15 paid spots, 30 bonus spots, 102x90 banner ad, 25 :30 stream schedule, :60 interview
WIXO-FM	57	\$750.00	25 paid spots, 32 bonus spots, 102x90 banner ad, 25 :30 stream schedule, :60 interview
WZPW-FM	39	\$510.00	13 paid spots, 26 bonus spots, banner ad, matching stream schedule
WBNQ-FM	102	\$750.00	34 paid spots, 68 bonus spots, 25 ads streaming on WBNQ, WBWN, WTRX, WJEZ at no charge. Banner w/link on streaming audio player, 300x250, 728x90, interview on WJBC

### Champaign/Springfield TV

Cass Cable	805	\$3,497.00	538 paid spots, 267 bonus spots
Comcast/Cable	606	\$6,000.00	147 paid spots, 459 bonus spots, weather crawl channel 17 and 44, internet banner ad statewide and link
WRSP (FOX)/WCCU-TV/WBUI TV	40	\$3,500.00	20 paid spots, 20 bouns spots, interview opp

### Champaign/Springfield Radio

WDBR-FM	170	\$1,360.00	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WABZ-FM	170	\$924.80	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WTAX-FM	170	\$1,700.00	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WYMG-FM	170	\$1,020.00	68 paid spots, 102 bonus spots, 1:1 matching streaming schedule , banner, interview
WFMB-FM	140	\$2,030.00	140 total spots, banner ad, interview, matching stream schedule
WFMB-AM	150	\$895.00	150 total spots, banner ad, matching stream schedule, interview

WXAJ-FM	196	\$686.00	196 total spots, banner ad, interview, matching stream schedule
WCVS-FM	196	\$686.00	196 total spots, banner ad, interview, matching stream schedule
WQLZ-FM	195	\$2,000.00	65 paid spots, 130 bonus spots, interview, banner ad w/link
WIXY-FM	88	\$1,496.00	44 paid spots, 44 bonus spots, streaming on all four stations (WIXY, WLRW, WCFF and WXTT for) total of 244 additional spots

### Metro East TV

Charter/Cable	385	\$15,000.00	260 paid spots, 125 bonus spots (Inclusion of Univision and BET)
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### Metro East Radio

KSLZ-FM	78	\$2,620.00	39 paid spots, 39 bonus spots, interview,
KSD-FM	84	\$2,250.00	42 paid spots, 42 bonus spots (1:1), interview
KPNT-FM	69	\$3,720.00	54 paid spots, 15 bonus spots, streaming spots, banner ad, interview
KSHE-FM	32 :30 spots, 40 :15 spots	\$3,700.00	32, :30 spots, 40 paid :15 spots, Added Value- 35 (30) :15 recorded commercials, 30 weather sponsorships with Dave Murray; 05 recorded commercial, IDOT logo and link, 100x spots on stream schedule, sponsorship of Katy's 80's. 20 weather report sponsorships (:05's), streaming spots, e-blast, banner ad and newsletters, event sponsorships
WIL Radio	39	\$1,500.00	39 total spots, interview

### Quincy TV

Comcast Cable	446	\$2,000.00	446 total spots
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### Marion TV

On-Media Cable	1547	\$5,000.00	1547 total spots, weather crawl, VOD
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### Marion Radio

WDDD FM	166	\$2,000.00	83 paid spots, 83 bonus spots, 1:1, interview, banner ad,
WDDD-AM	130	\$746.00	65 paid spots, 65 bonus spots, 1:1, interview, banner ad,
WTAO-FM	136	\$1,062.00	68 paid spots, 68 bonus spots, 1:1, interview, banner ad, Top 5 reasons for wearing your seat belt, Top 5 worst reasons for not wearing your seat belt; 1 Live 2 hour broadcast with 6 live breaks and 30 live promos
WHET	136	\$390.00	68 paid spots, 68 bonus spots, 1:1, interview, banner ad,

### Statewide Alternative Media:

National Cinemedia Advertising	337	\$8,000.00	337 screens
Pacific Media, Inc.	27 gas stations (50% coverage at each gas station)	\$8,000.00	Ads on Pumptoppers at 27 stations (50% coverage) for 2 weeks and production, printing and installation costs.
Metro Networks	328 (:10 and :15 spots)	\$6,000.00	328 sponsorships of :10 and :15 spots (depending on the stations), 164 bonus sponsorships included, interview in Spfld
US Marketing Inc.	banner ads, language, maintenance and daily updates Unified ad campaigns on MySpace, Facebook, Twitter, Blog, YouTube, a pervasive social media presence on all major social utility websites	\$7,000.00	Online banner ads, daily updates language, maintenance and continual updates MySpace, Facebook, Twitter, Blog, You Tube, a pervasive social media presence on all major social utility websites from August 20th-September 7th.
Screen Vision	7336	\$4,000.00	7336 total spots (2 weeks bonus) on 72 screens; Screens in Bloomington, Champaign Decatur and Forsyth

**TOTALS 31,123 \$595,405.80**

**645,000 guaranteed impressions**

## CLICK IT OR TICKET

### 2010 Memorial Day Media Buy • May 17-31, 2010

	Spots	Budget	Added Value
<b>Chicago TV</b>			
Telemundo	110	\$25,000.00	57 paid spots, 53 bonus spots, ROS 300x250 ROS display ad with hyperlink, 64.1 GRPs.
Univision WGB0-TV 66/ Telefutura WFXT 60	86	\$34,625.00	86 total on-air spots. 366 GRPs, 622,300 impressions.
Comcast (Cable)	382	\$56,000.00	382 total spots, ROS banner ads on comcast.net--Includes 250,000 impressions, Included on PSA reel. 151. 5 GRPs
Comcast Sports Net (Cable)	61	\$30,775.00	5x :30 spots in Chicago Cubs Games, 5x :30 spots in Chicago White Sox Games, 2x :30 spots in Cubs/pre/post, 3x :30 spots in White Sox pre/post, 16x :30 spots in Sports Nite, 30x :30 bonus spots, internet banner ads on CSN Chicago website for duration of campaign, 728x90 or 300x250.

WBBM-TV	35	\$20,000.00	35 total spots, includes web extension of skyscrapers, leaderboards and message units. 12.3 GRPs
WGN-TV	58	\$38,500.00	58 total spots, 21 bonus spots, 780x90 banner on wgn.tv.com
CLTV (WGN)	84	\$5,925.00	84 total spots, 42 paid spots, 42 bonus spots, CLTV Cube Ad 300x250 Tile and :15 commercial in cube position, 60,000 impressions
WCIU TV	102	\$18,000.00	102 total spots, compilation of spots to be played on WCIU, WWME and WMEU TV, \$18,000 proposal
WFLD TV (FOX 32)	72	\$45,000.00	72 total spots banner on myfoxchicago.com, will also include ROS bonus spots on WPWR and WFLD and also a few spots in WVE on WPWR; 1019300 impressions
WLS-TV (7)	36	\$10,000.00	36 total spots, 18 paid spots, 18 bonus spots, banner ad
WMAQ-TV (NBC 5)	9 spots on WMAQ TV, 60 spots on Universal Sports	\$7,500.00	9 paid spots, 60 bonus spots on Universal Sports Bonus Rotation, 38.9 GRPs
RCN/WOW Network	788	\$5,980.00	788 total spots

## Chicago Radio

WOJO-FM	163	\$25,000.00	163 total commercials, 2 week banner ad with 200,000 guaranteed impressions, 2 separate IDOT banners, 728x90, 300x250, 40x, 30 second online streaming commercaia, 300x250 banner with link and :30 audio spot.
WLEY-FM (La Ley)	168	\$22,000.00	168 total spots, :10 PSAs, 300x250 or 728x90 banner ads, 40,000 average monthly unique visitors, interview.
WJOL/WIIL/WXLC/WERV/ WVYV/WSSR/WCCQ	1176	\$15,000.00	1,176 total on air spots, 392 in stream spots, interviews, website logos, :10 billboards, broad rotators, 96.6 GRPs,
WBBM-FM	198	\$22,500.00	198 total spots, inclusion of an ad in one e-mail blast during each flight. Ad includes a 100x100 logo, 30 words of text and link to IDOT website URL. Database 125,000. Bounce back messaging, IDOT will be featured. An estimated 10,000 bounce back messages (60 characters), 75x :60 second streaming commercials, M-Sun, 6a-12m per campaign., 15x :10 second rotating sponsorships per week per IDOT campaign. Interview with Mike Stout on B96 Chicago Connection Saturday.
WGCI FM	186	\$16,990.00	56 paid spots, 130 online streaming spots, plus one blast with logo/hyperlink. The schedule will reach 87,200 men ages 21-34. 190500 gross impressions.
WKSC FM	184	\$18,030.00	184 total spots, 54 paid on air spots, 130 online streaming spots, reach-- 273,800. Total 126,100 gross impressions...
Clear Channel Traffic	75 :10 spots on network	\$6,000.00	75 x total spots:10 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WLS, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WVYV, WXLC, WZSR
Illinois Radio Network	3,200	\$16,000.00	3, 200 individual announcements statewide (1,600 paid and 1,600 bonus); 1,600 conditional bonus spots.
WMVP-AM	121	\$18,000.00	121 total spots, 300x250 ROS ads, 25000, streaming 70,000 impressions, 78 bonus spots, 5x weekly SportsCenter updates (15x), interview opportunity for an IDOT official for our weekly "Beyond Sports" PSA Show. 97.8 total GRPs.
WPWX-FM	195	\$22,000.00	195 total spots, 5 :10 AM drive traffic sponsorships, PSAs to run M-Sunday 6a-12mid, interview, hotlink and logo.
WKQX-FM	158	\$20,000.00	158 total spots, 60.2 GRPs, 2:1 bonus to paid schedules, 100x streaming spots, 300x113 banner, in car digital radio screen technology
WLUP-FM	64	\$7,100.00	64 total spots, 14.6 GRPs, 2:1 bonus to paid, 100x streaming spots, 116x116 banner ad.
WSCR-AM	73	\$7,875.00	73, 2:1 promotional PSA schedule, matching streaming schedule, interview opportunity, banner ad on 670thescore.com ROS 30,000 guaranteed impressions
WGN AM	39	\$30,000.00	13 :30 second commercial per game on the Cubs Radio Network, 13 :30 commercials per game on the flagship, WGN Radio, rotating banner ad on WGNRadio.com on-line and mobile sites, 300x250 (65,000 impressions), 13 :30 streaming commercials, on WGNRadio.com PSA announcements on the Cubs Radio Network--5x, interviewing opportunity.
WNUA-FM	164	\$7,000.00	164 total spots, 34 on air spots, 130 streaming spots; online presence will deliver 100,000 gross impressions
WUSN	66	\$7,000.00	66 total spots, 33 bonus spots, banner ROS, interview on-air will run on WUSN, WCFS and WJMK, matching stream schedule. Banner ad. 36.7
WTMX	37	\$6,450.00	37 total spots, 12 bonus spots. 14. 1 GRPs, matching streaming schedule and banner ad.
WBBM-AM	29	\$6,449.00	29 total spots, no bonus, 6.2 total GRPs.
WDRV-FM	42	\$4,500.00	42 total spots on a-ir. Reach of 565,800 males between 21-34. 8.8 GRPs
WXRT-FM	60	\$5,000.00	60 spots, 20 paid spots, 40 bonus spots, 20.1 GRPs, net reach of 92,400.

## Chicago Alternative Budget

Zoom Media & Marketing	\$25,000.00	(70,560 :30 digital spots, 205 classic boards in male washrooms, 8400 motion spots, 30 male class boards in the men's locker room, Added value-- 15 social male classic boards, 10 additional fitness male classic billboards, 5 additional social digital billboards, 5 additional fitness digital billboards, free poster production. 8,612,662 impressions
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## Rockford TV

Fox 39 (WQRF TV) FOX	128	\$4,995.00	128 total spots, 53 paid spots, 75 bonus spots, banner
**Comcast Spotlight	384	\$9,000.00	192 paid spots, 192 bonus spots. 95,247 impressions.

## Rockford Radio

WZOK-FM	116	\$3,500.00	116 total spots, streaming schedule on WZOK, WXXQ and WROK, banner ad on web pages for WZOK, WXXQ, WROK, interview, WZOK impressions per website 390 per day.
WXXQ-FM	108	\$2,980.00	108 total spots, streaming schedule on WZOK, WXXQ and WROK, banner ad on web pages for WZOK, WXXQ, WROK, interview, WXXQ impressions per website 345 per day.
WROK AM	110	\$2,500.00	110 total spots, streaming schedule on WZOK, WXXQ and WROK, banner ad on web pages for WZOK, WXXQ, WROK, interview, WROK impressions per website 351 per day.

## Quad Cities TV

OnMedia Cable	537	\$750.00	537 total spots, banner ad on homepage..
KBCW TV (FOX TV)	148	\$3,200.00	148 total spots, 68.4 Men 21-34 GRPs and 44000 Men 21-34 impressions. Banner ad.

## Quad Cities Radio

WLLR-FM	44	\$2,300.00	44 total spots, 1:1 on air and matching stream schedule., 86.3 GRPs, Net reach is 7,696.
KCQQ-FM	58	\$1,305.00	58 total spots, 1:1 on air, matching streaming schedule, 73.6 GRPs, 6,365 total reach.
WFXN-FM	66	\$495.00	66 total spots, 1:1 on -air, matching stream schedule. 30.2 GRPs, 34,393 reach.

## Peoria/Bloomington TV

WYZZ (Fox 43), WMBD (CBS) (WYZZ TV)	88	\$5,500.00	88 total spots
Comcast Cable	189	\$7,995.00	189 total spots

## Peoria/Bloomington Radio

WBBE/WIHN Radio	101	\$4,500.00	101 total spots. Banner ad on each station and interview
WGLO-FM	99	\$1,987.00	99 total on-air spots, banner ad, matching stream schedule on each of the websites, short messages randomly on all four stations, 5,980 weekly unique impressions.
WIXO	90	\$1,193.00	90 total on-air spots, banner ad, matching stream schedule on each of the websites, short messages randomly on all four stations, 9113 weekly unique impressions.
WZPW-FM	84	\$1,120.00	84 total on-air spots, banner ad, matching stream schedule on each of the websites, short messages randomly on all four stations, 2920 weekly unique impressions.
WBNQ-FM	138	\$1,094.00	138 total on-air spots, 46 paid spots, 92 bonus spots, 50 commercials on the following web streams: WJBC AM/FM, WBNQ FM, WBWN FM, WJEZ FM. Banner and link. 45,000 unique visitors each month.

## Champaign/Springfield TV

Cass Cable	1,227	\$5,999.50	1227 total spots, 923 paid spots, 304 bonus spots
Comcast/Cable	461	\$9,000.00	461, 114 paid spots, 347 bonus spots, 589 total GRPs
WRSP TV (FOX)/ WCCU-TV/WBUI TV	77	\$5,000.00	77 total spots, 23 paid spots, 54 bonus spots, banner ad on myfoxillinois.com, 121 GRPs

## Champaign/Springfield Radio

WDBR-FM	228	\$1,820.00	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WABZ-FM	228	\$1,237.60	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WTAX-FM	228	\$2,275.00	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WYMG-FM	228	\$1,365.00	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WFMB-FM	144	\$2,698.00	144 total spots, matching stream schedule, banner ad, interview
WFMB-AM	130	\$1,185.00	130 total spots, matching stream schedule, banner ad, interview
WXAJ-FM	120	\$900.00	120 total spots, matching stream schedule, banner ad, interview
WCVS-FM	134	\$900.00	134 total spots, matching stream schedule, banner ad, interview
WQLZ-FM	89	\$2,499.00	89 total spots, 65 bonus PSAs, news sponsorship, Each sponsorship mention includes a 10 second live read. All commercials included in radio flights will stream online at www.wqlz.com, banner ad on wqlz.com home page.
WIXY-FM	120	\$1,995.00	120 total spots, 60 bonus spots, 60 no charge streaming spots on WIXY, WLRW, WCFE, WYXY.

## Metro East TV

Charter/Cable	486	\$20,000.00	486 total spots, 336 paid spots, 150 bonus spots.
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## Metro East Radio

KPNT-FM	78	\$4,785.00	78 total on- air spots, 181.5 GRPs, reach of 122,800 listeners, streaming and banner ad.
KSHE-FM	84	\$3,500.00	84 total spots, includes reach of 89,500 men aged 21-3, :30, :15 and :05 PSAs.
KSD FM/RSD FM	95	\$2,500.00	95 total on air spots.
KSLZ FM/RSLZ	92	\$2,998.00	92 total on air spots, matching stream scheduled, banner ad
WIL Radio	80	\$1,500.00	80 total spots, reach- 33,800 men aged 21-34. 20 bonus spots.

## Quincy TV

Charter Cable	386	\$2,000.00	386 total spots.
WGEM TV (NBC)/FOX	133	\$3,200.00	133 total spots, 86 spots on CGEM, 47 spots on WGEM, 309.50 GRPs

## Quincy Radio

WGEM News/Talk 105	87	\$500.25	87 total spots, 29 paid spots, 58 bonus spots, interview
WGEM Sports Center	132	\$495.25	132 total spots, 44 paid spots, 88 bonus spots

## Marion TV

On-Media	1526	\$6,624.00	1526 total spots, 506 paid spots, 1020 bonus spots, weather crawl throughout campaign with IDOT message.
KBSI TV (FOX)/MY 49 WDKA	84	\$3,000.00	84 total spots, 28 paid spots, 56 total bonus spots, net reach 25,195 males 18-34, banner ad on kbsi23.com

## Marion Radio

WDDD FM	168	\$2,419.20	84 paid spots, 84 bonus spots, interview, banner ad with link
WDDD-AM	168	\$406.56	84 paid spots, 84 bonus spots, interview, banner ad with link,
WTAO-FM	168	\$1,172.64	84 paid spots, 84 bonus spots, interview, banner ad with link, 2 hour broadcast on WTAO with 6 live breaks during the two hours to talk about your message. Plus 30 live promos that will air the week prior to your live broadcast.
WHET	168	\$940.80	84 paid spots, 84 bonus spots, banner ad with link,

## Statewide Alternative Media:

National Cinemedia Advertising	286 screens	\$8,000.00	:30 spots at 286 screens at strategic locations.
Pacific Media, Inc.	50% coverage 27 gas stations.	\$8,000.00	Ads on Pumptoppers only at 27 stations for 2 weeks , 50 coverage at each station with a maximum of 4 signs., bonus ads will run for additional 2 weeks.
Metro Networks	266: 10 and : 15 network sponsorships	\$8,000.00	266: 10 and :15 network sponsorships
ECAST		\$6,000.00	1,500,000 interactive screens :30 second video, Bonus- Interactive video 1,500,000, 728x90 leaderboard on 150,000 screens, 120x600 skyscraper on 150,000 screens, 1024x295 jumbo leaderboards on 80,000 screens, 1024x768 full screen closer on 15,000 screens, IDOT interactive site on Ecast, Reaches 58% of the targeted audience, 91% are in the Chicago DMA, total impressions: 3,395,000, 59% composition of A21-34, 65% male. IDOT supplies video, Ecast provides any ad units not provided by IDOT

<b>TOTALS</b>	<b>17,974</b>	<b>\$782,528.80</b>	<b>11,583,313 Quaranteed Impressions</b>
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# YOU DRINK & DRIVE. YOU LOSE

## 4th of July • June 17-July 4

	Spots	Budget	Added Value
<b>Chicago TV</b>			
Telemundo WSNS	92	\$19,000.00	92 total spots, 42 paid spots, 50 bonus spots, 300x250 creative, web address and link. 37.6 GRPs
Univision WGBO-TV 66/ Telefutura WFXT 60	65	\$21,950.00	65 total spots; 32 spots on WGBO; 33 spots on WXFT. 251.2 GRPs, 426,200 impressions
Comcast (Cable)	277	\$41,776.00	Interconnect 277 spots x 34 zones, 250000 impressions on comcast.et, ROS banner ads (48 total spots) 3x :30 sec units in Chicago Cubs games, 3x 2 :30 units in White Sox Games, 2:30 sec units in Cubs pre/post, 8x :30 in Sports Nite, 30x :30 sec bonus commercials
Comcast Sports Net (Cable)	48	\$22,950.00	6a-1a, internet banner ads on CSN Chicago website for duration of the ad flight, either 728x90 or 300x250, 12 additional DMAA including Rockford, Fort Wayne, Quad Cities, Champaign, Peoria, Normal Bloomington and more...
WBBM-TV	50	\$14,950.00	50 total spots, partnership includes web extension of skyscrapers, leaderboards and message units. 11.5 GRPs.
WGN-TV	65	\$28,900.00	39 paid spots, 26 bonus spots, 780x90 ( 80,000 impressions)

CLTV (WGN)	82	\$5,300.00	82 total spots, 41 paid spots, 41 bonus spots, CLTV cube ad 300x250 tile ad, 60,000 impressions, :15 commercial in cube position
WCIU TV	34	\$15,200.00	34 spots
WFLD TV (FOX 32)	72	\$40,000.00	72 total spots myfoxchicago.com banner, includes ROS bonus spots and spots on WWE.
WLS-TV (7)	24	\$7,600.00	12 paid spots, 12 bonus spots, ROS banner on abc7chicago.com and will run through campaign.
WMAQ-TV (NBC 5)	8 spots on WMAQ TV, 45 spots on Universal Sports	\$5,700.00	8 paid spots, 45 bonus spots on Universal Sports Bonus Rotation.
RCN/WOW Network	788	\$5,000.00	788 total spots

## Chicago Radio

WOJO-FM	130	\$19,000.00	130 total spots, 78 paid spots, 62 paid spots, 25x streaming commercials, 728x90 and 300x250 banners has 166,000 guaranteed impressions, 25x :30 online streaming commercials to run M-Su 6-12m, 300x250 banner with link will also appear with :30 audio, interview.
WLEY-FM (La Ley)	139	\$17,000.00	139 total spots (including 12 :10 spots); banner ad on www.laley1079.com and link, interview, 40,000 average monthly unique visitors
WJOL/WIIL/WXLC/WERV/ WWYW/WSSR/WCCQ	903	\$11,400.00	903 total on air spots, 301 total in stream spots, WIIL FM- 43 streaming spots, interview, 43 paid spots, 67 PSAs, 19 sponsor billboards; WJOL AM/WSSR/WCCQ: 129 streaming spots, website logo, live on air interview, 129 paid spots, 201 PSAs broad rotators, 57 bill board sponsors; WERV FM- 43 streaming spots, live on air interview, website logo, 43 paid spots, 67 PSA broad rotators, 19 billboard sponsors: WXLC, WWYW--streaming spots, taped on air interviews, 86 paid spots, 1134 PSA broad rotators, 38 sponsor billboards.
WBBM-FM	158	\$17,000.00	158 total spots, 88 paid spots, 70 bonus spots, Inclusion of ad in one e-mail blast during each flight, ad includes 100x100 logo, 30 words of text and link to IDOT website URL. Database 125,000, 75 :60 second streaming commercials M-Sun 6a-12m, 15x :10 rotating sponsorships per week per IDOT campaign, interview.
WGCI FM	175	\$17,000.00	55 paid spots, 120 online spots, 3 name mention billboards per week, 5:15 PSAs will run best time available per week, per station for all three campaigns, 5:15 streaming PSAs will run best time available pwe week, per station for all three campaigns, 10, :05 adlets per station will run in prime time per week, per station, plus one blast with logo/hyperlink. 235,500 gross impressions and will reach 95,500 men ages 21-34
WKSC FM	164	\$16,915.00	44 paid spots, 120 online spots, 3 name mention billboards per week, 5:15 PSAs will run best time available per week, per station for all three campaigns, 5:15 streaming PSAs will run best time available pwe week, per station for all three campaigns, 10, adlets per station will run in prime time per week, per statioplus one blast with logo/hyperlink. 235,500 gross impressions and will reach 130,600 men ages 21-34.. A total of 295,900 gross impressions will be delivered.
Clear Channel Traffic	62 :10 sec spots	\$5,000.00	62 :10 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WLS, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WWYW, WXLC, WZSR; Gross impressions of 18-34 males-- 420,700
Illinois Radio Network	2,700	\$13,500.00	2,700 individual announcements statewide (1,350x paid and 1,350x guaranteed bonus) 1,350 conditional bonus
WMVP-AM	97	\$13,700.00	97 total spots, Reach--160,300, 300x250 ROS ads=25,000 impressions, streaming=70 impressions, 64 bonus spots, 3x weekly N/C Sports Center Updates (15x total), weekly interviews on "Beyond Sports" PSA Show.
WPWX-FM	199	\$19,000.00	199 total spots, 57.1 GRPs, 5: 10 AM Drive Sponsorships, interview, banner and hotlink.
WKQX-FM	120	\$16,000.00	120 total spots, 61.2 GRPs, 2:1 bonus to paid spots, additional 100x streaming spots, 300x113 size tile ad, digital radio screen technology
WLUP-FM	42	\$5,000.00	42 total on-air spots, 9.4 GRPs, 2:1 bonus to paid, 116x116 banner ad, streaming spots and in car digital radio screen technology.
WSCR-AM	60	\$5,850.00	32 paid spots, 28 bonus spots, 2:1 promotional schedule, matching stream schedule, interview opportunity, banner ad on 670thescore.com ROS with 30,000 guaranteed impressions
WGN AM	34	\$22,500.00	16 :30 second commercials (1 per game) on the Cubs Radio Network, June 17th-July 4th (12 IL stations), 9 :30 second commercial (1 per game) on the flaship, WGN Radio, June 17th-July 4th. Rotating banner ad on WGNRadio.com online and mobile sites--300x250 65,000 impressions, 9 :30 streaming commercials on WGNRadio, PSA announcements on Cusb Radio Network, interview
WNUA-FM	84	\$3,000.00	18 paid spots,66 online spots, 3 name mention billboards per week, 5:15 PSAs will run best time available per week, per station for all three campaigns, 5:15 streaming PSAs will run best time available pwe week, per station for all three campaigns, 10, adlets per station will run in prime time per week, per station plus one blast with gross impressions and will reach 49,800 men ages 21-34.. A total of 94,800 gross impressions will be delivered.
WUSN	55	\$5,000.00	55 total spots, 25 paid spots, on-air interview that will run on WUSN, WCFS and WJMK, ROS banner, matching streaming schedule. 30.5 GRPs.
WTMX	16	\$2,000.00	10 paid spots, 6 bonus spots, interview
WBBM-AM	26	4999	26 paid spots, 5.3 GRPs

## Chicago Alternative Budget

Zoom Media & Marketing		\$16,000.00	30,240 spots on 15 venues, 165 class board/restrooms, 4,200 spots on 10 venues for fitness screens, 20 males classic boards/locker rooms, Added value--10 additional social males classic boards, 5 additional fitness male classic boards, 5 additional social digital billboards, 5 additional fitness digital billboards, free poster production.
<b>Rockford TV</b>			
Fox 39 (WQRF TV) FOX	135	\$3,600.00	60 paid spots, 75 bonus spots on My TV, banner ad
**Comcast Spotlight	300	\$6,990.00	300 total spots, 150 paid, 150 bonus spots
<b>Rockford Radio</b>			
WZOK-FM	106	\$2,599.00	106 spots, streaming schedule, banner ad on web pages and logo/link. Interview
WXXQ-FM	93	\$2,300.00	93 spots, streaming schedule, banner ad on web pages, interview
<b>Quad Cities TV</b>			
OnMedia Cable	526	\$6,000.00	526 spots, this is a combined geneseo and Chillicothe markets, banner ads on homepage
<b>Quad Cities Radio</b>			
WLLR-FM	32	\$1,680.00	32 total spots, 16 paid, 16 bonus, 1:1 PSA match to air 6a-6a, matching stream schedule to stream on WLLR.com, 64.4 GRP;
KCQQ-FM	44	\$990.00	44 total spots, 22 paid spots, 22 bonus spots, 56 GRPs, 1:1, matching stream schedule on Q106online.com
<b>Peoria/Bloomington TV</b>			
WYZZ (Fox 43),	77	\$4,000.00	77 total spots, website presence ciproud.com, 2,000 pre roll commercials and
WMBD (CBS) (WYZZ TV)			90,000 banner impressions each flight..
Comcast Cable	146	\$5,985.00	146 total spots.
<b>Peoria/Bloomington Radio</b>			
WBBE/WIHN Radio	220	\$4,200.00	220 spots, 2:1, interviews, web links, no charge commercials, banner ads on each station, bob79.com, 967irock.com
WGLO-FM	54	\$1,076.00	54 total spots, 1:1, banner ad on WGLO website, matching :30 streaming ads, short random messages, on WGLO, WIXO, WFYR, WZPW, Unique impressions, 5,980
WIXO	51	\$680.00	51 total spots; 1:1, banner ad on WGLO website, matching :30 streaming ads, short random messages, on WGLO, WIXO, WFYR, WZPW Unique impressions: 9,113
WZPW-FM	48	\$640.00	48 total spots; 1:1, banner ad on WGLO website, matching :30 streaming ads, short random messages, on WGLO, WIXO, WFYR, WZPW: 2,920
<b>Champaign/Springfield TV</b>			
Cass Cable	1,085	\$5,297.50	1,085 total spots. 815 paid spots, 270 bonus spots.
Comcast/Cable	837	\$6,800.00	837 total spots, 187 paid spots, 650 bonus spots, weather crawl, 297,000 households,
<b>Champaign/Springfield Radio</b>			
WDBR-FM	155	\$1,300.00	155 total spots, 65 paid spots, 90 bonus spots, matching streaming spots with banner, total of 155 bonus spots per station
WABZ-FM	150	\$900.00	150 total spots, 60 paid units, 90 on air bonus spots, matching streaming schedule with banner
WTAX-FM	325	\$1,699.75	325 total spots, 65 paid spots, 260 bonus spots, matching streaming spots with banner, total of 155 bonus spots per station, WTAX doesn't stream but WQQL will stream a 1! Match of paid schedule, interview.
WYMG-FM	155	\$997.75	155 total spots, 65 paid spots, 90 bonus spots, matching streaming spots with banner, total of 155 bonus spots per station
WFMB-FM	106	\$1,982.00	106 total spots, matching stream schedule, banner ads, interview opportunities
WFMB-AM	98	\$905.00	98 total spots, matching stream schedule, banner ads, interview opportunities
WXAJ-FM	90	\$700.00	90 total spots, matching stream schedule, banner ads, interview opportunities
WCVS-FM	104	\$700.00	104 total spots, matching stream schedule, banner ads, interview opportunities
WQLZ-FM	68	\$1,900.00	68 total spots, news sponsorship on WQLZ at 7:56 each Monday, Wednesday, Fri., 10: live readings, streaming online, website banner on wqlz.com home page.
WIXY-FM	90	\$1,494.00	90 total on air spots, 45 paid, 45 bonus spots, 45 no charge streaming spots on WIXY, WLRW, WCFE and WXTT for an additional 180 spots
<b>Metro East TV</b>			
Charter/Cable	413	\$15,000.00	413 total spots, 288 paid spots, 125 PSAs



## Metro East Radio

KPNT-FM	69	\$3,480.00	69 total spots, streaming and banner ad on www.1057thepoint.com, GRPs 155.1, reach 117,200.
KSHE-FM	82	\$3,500.00	82 total spots, banner ad and link, reach 77,400 males aged 21-34. Includes :30, :15, and :05 rotators
KSD-FM/RSD-FM	86	2000	86 total spots, matching stream schedule, banner ad
KSLZ	88	2500	88 total spots, matching streaming schedule, banner ad
WIL Radio	80	\$1,500.00	80 total spots. Reach 33,800 men aged 21-34. 20 bonus spots.

## Quincy TV

Charter Cable	382	\$1,999.00	382 total spots
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## Marion TV

On-Media	1152	\$5,096.00	382 paid spots, 770 bonus spots, weather crawl throughout campaign. Banner ad.
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## Marion Radio

WDDD FM	122	\$1,756.80	122 total spots, 61 paid spots, 61 bonus spots, matching stream schedule, interview, banner ad
WDDD-AM	122	\$295.24	122 total spots, 61 paid spots, 61 bonus spots, matching stream schedule, interview, banner ad
WTAO-FM	122	\$683.20	122 total spots, 61 paid spots, 61 bonus spots, matching stream schedule, interview, banner ad, live 2 hour broadcast on WTAO with 6 live breaks during two hours to talk about message. WTAO morning show segment. "You Drink & Drive. You Lose"
WHET	122	\$864.37	122 total spots, 61 paid spots, 61 bonus spots, matching stream schedule, banner ad

## Statewide Alternative Media:

National Cinemedia Advertising	262 screens	\$7,000.00	262s screens
Pacific Media, Inc.	17 gas stations	\$5,000.00	Ads on Pumptoppers only at 17 stations for weeks and production, bonus ads will run for additional weeks. IDOT will receive 50% coverage at gas station with a maximum of 4 signs.
Metro Networks	165 :10 and :15 sponsorships	\$4,980.00	165, :10 and :15 sponsorships across the Rockford, Central/Southern IL & IL Farm Bureau Networks, interview, 18,100 gross impressions, 27.8 GRP's
ECAST		\$6,000.00	1,500,000 interactive screens :30 second video, Bonus- Interactive video 1,500,000, 728x90 leaderboard on 150,000 screens, 120x600 skyscraper on 150,000 screens, 1024x295 jumbo leaderboards on 80,000 screens, 1024x768 full screen closer on 15,000 screens, IDOT interactive site on Ecast, Reaches 58% of the targeted audience, 91% are in the Chicago DMA, total impressions: 3,395,000, 59% composition of A21-34, 65% male. IDOT supplies video, Ecast provides any ad units not provided by IDOT.

**TOTALS** **14,634** **\$585,260.61** **6,209,703 Impressions**

# YOU DRINK & DRIVE. YOU LOSE

## 2010 Labor Day • August 21-September 6

	Spots	Budget	Added Value
<b>Chicago TV</b>			
Telemundo	110	\$25,000.00	57 paid spots, 53 bonus spots, ROS 300x250 ROS display ad with hyperlink, 64.1 GRPs.
Univision WGBO-TV 66/ Telefutera WFXT 60	86	\$34,625.00	86 total on-air spots. 366 GRPs, 622,300 impressions.
Comcast (Cable)	382	\$56,000.00	382 total spots, ROS banner ads on comcast.net--Includes 250,000 impressions, Included on PSA reel. 151. 5 GRPs
Comcast Sports Net (Cable)	61	\$30,775.00	5x :30 spots in Chicago Cubs Games, 5x :30 spots in Chicago White Sox Games, 2x :30 spots in Cubs/pre/post, 3x :30 spots in White Sox pre/post, 16x :30 spots in Sports Nite, 30x :30 bonus spots, internet banner ads on CSN Chicago website for duration of campaign, 728x90 or 300x250.
WBBM-TV	35	\$20,000.00	35 total spots, includes web extension of skyscrapers, leaderboards and message units. 12.3 GRPs
WGN-TV	58	\$38,500.00	58 total spots, 21 bonus spots, 780x90 banner on wgn.tv.com
CLTV (WGN)	84	\$5,925.00	84 total spots, 42 paid spots, 42 bonus spots, CLTV Cube Ad 300x250 Tile and :15 commercial in cube position, 60,000 impressions
WCIU TV	102	\$18,000.00	102 total spots, compilation of spots to be played on WCIU, WWME and WMEU TV, \$18,000 proposal
WFLD TV (FOX 32)	72	\$45,000.00	72 total spots banner on myfoxchicago.com, will also include ROS bonus spots on WPWR and WFLD and also a few spots in WVE on WPWR; 1,019,300 impressions
WLS-TV (7)	36	\$10,000.00	36 total spots, 18 paid spots, 18 bonus spots, banner ad
WMAQ-TV (NBC 5)	9 spots on WMAQ TV, 60 spots on Universal Sports	\$7,500.00	9 paid spots, 60 bonus spots on Universal Sports Bonus Rotation, 38.9 GRPs
RCN/WOW Network	788	\$5,980.00	788 total spots

## Chicago Radio

WOJO-FM	163	\$25,000.00	163 total commercials, 2 week banner ad with 200,000 guaranteed impressions, 2 separate IDOT banners, 728x90, 300x250, 40x, 30 second online streaming commercial, 300x250 banner with link and :30 audio spot.
WLEY-FM (La Ley)	168	\$22,000.00	168 total spots, :10 PSAs, 300x250 or 728x90 banner ads, 40,000 average monthly unique visitors, interview.
WJOL/WIIL/WXLC/ WERV/WYVW/WSSR/WCCQ	1176	\$15,000.00	1,176 total on air spots, 392 in stream spots, interviews, website logos, :10 billboards, broad rotators, 96.6 GRPs,
WBBM-FM	198	\$22,500.00	198 total spots, inclusion of an ad in one e-mail blast during each flight. Ad includes a 100x100 logo, 30 words of text and link to IDOT website URL. Database 125,000. Bounce back messaging, IDOT will be featured. An estimated 10,000 bounce back messages (60 characters), 75x :60 second streaming commercials, M-Sun, 6a-12m per campaign., 15x :10 second rotating sponsorships per week per IDOT campaign. Interview with Mike Stout on B96 Chicago Connection Saturday.
WGCI FM	186	\$16,990.00	56 paid spots, 130 online streaming spots, plus one blast with logo/hyperlink. The schedule will reach 87,200 men ages 21-34. 190,500 gross impressions.
WKSC FM	184	\$18,030.00	184 total spots, 54 paid on air spots, 130 online streaming spots, reach-- 273,800. Total 126,100 gross impressions...
Clear Channel Traffic	75 :10 spots on network	\$6,000.00	75 x total spots:10 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WLS, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WYVW, WXLC, WZSR
Illinois Radio Network	3,200	\$16,000.00	3, 200 individual announcements statewide (1,600 paid and 1,600 bonus); 1,600 conditional bonus spots.
WMVP-AM	121	\$18,000.00	121 total spots, 300x250 ROS ads, 25000, streaming 70,000 impressions, 78 bonus spots, 5x weekly SportsCenter updates (15x), interview opportunity for an IDOT official for our weekly "Beyond Sports" PSA Show. 97.8 total GRPs.
WPWX-FM	195	\$22,000.00	195 total spots, 5 :10 AM drive traffic sponsorships, PSAs to run M-Sunday 6a-12mid, interview, hotlink and logo.
WKQX-FM	158	\$20,000.00	158 total spots, 60.2 GRPs, 2:1 bonus to paid schedules, 100x streaming spots, 300x113 banner, in car digital radio screen technology
WLUP-FM	64	\$7,100.00	64 total spots, 14.6 GRPs, 2:1 bonus to paid, 100x streaming spots, 116x116 banner ad.
WSCR-AM	73	\$7,875.00	73, 2:1 promotional PSA schedule, matching streaming schedule, interview opportunity, banner ad on 670thescore.com ROS 30,000 guaranteed impressions
WGN AM	39	\$30,000.00	13 :30 second commercial per game on the Cubs Radio Network, 13 :30 commercials per game on the flagship, WGN Radio, rotating banner ad on WGNRadio.com on-line and mobile sites, 300x250 (65,000 impressions), 13 :30 streaming commercials, on WGNRadio.com, PSA announcements on the Cubs Radio Network--5x, interviewing opportunity.
WNUA-FM	164	\$7,000.00	164 total spots, 34 on air spots, 130 streaming spots; online presence will deliver 100,000 gross impressions
WUSN	66	\$7,000.00	66 total spots, 33 bonus spots, banner ROS, interview on-air will run on WUSN, WCFS and WJMK, matching stream schedule. Banner ad. 36.7
WTMX	37	\$6,450.00	37 total spots, 12 bonus spots. 14. 1 GRPs, matching streaming schedule and banner ad.
WBBM-AM	29	6449	29 total spots, no bonus, 6.2 total GRPs.
WDRV-FM	42	4500	42 total spots on a-ir. Reach of 565,800 males between 21-34. 8.8 GRPs
WXRT-FM	60	5000	60 spots, 20 paid spots, 40 bonus spots, 20.1 GRPs, net reach of 92,400.

## Chicago Alternative Budget

Zoom Media & Marketing		\$25,000.00	70,560 :30 digital spots, 205 classic boards in male washrooms, 8400 motion spots, 30 male class boards in the men's locker room, Added value-- 15 social male classic boards, 10 additional fitness male classic billboards, 5 additional social digital billboards, 5 additional fitness digital billboards, free poster production. 8,612,662 impressions
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## Rockford TV

Fox 39 (WQRF TV) FOX	128	\$4,995.00	128 total spots, 53 paid spots, 75 bonus spots, banner
**Comcast Spotlight	384	\$9,000.00	192 paid spots, 192 bonus spots. 95,247 impressions.

## Rockford Radio

WZOK-FM	116	\$3,500.00	116 total spots, streaming schedule on WZOK, WXXQ and WROK, banner ad on web pages for WZOK, WXXQ, WROK, interview, WZOK impressions per website 390 per day.
WXXQ-FM	108	\$2,980.00	108 total spots, streaming schedule on WZOK, WXXQ and WROK, banner ad on web pages for WZOK, WXXQ, WROK, interview, WXXQ impressions per website 345 per day.
WROK AM	110	\$2,500.00	110 total spots, streaming schedule on WZOK, WXXQ and WROK, banner ad on web pages for WZOK, WXXQ, WROK, interview, WROK impressions per website 351 per day.

## Quad Cities TV

OnMedia Cable	537	\$750.00	537 total spots, banner ad on homepage..
KBCW TV (FOX TV)	148	\$3,200.00	148 total spots, 68.4 Men 21-34 GRPs and 44000 Men 21-34 impressions. Banner ad.

## Quad Cities Radio

WLLR-FM	44	\$2,300.00	44 total spots, 1:1 on air and matching stream schedule., 86.3 GRPs, Net reach is 7,696.
KCQQ-FM	58	\$1,305.00	58 total spots, 1:1 on air, matching streaming schedule, 73.6 GRPs, 6,365 total reach.
WFXN-FM	66	\$495.00	66 total spots, 1:1 on -air, matching stream schedule. 30.2 GRPs, 34,393 reach.

## Peoria/Bloomington TV

WYZZ (Fox 43),	88	\$5,500.00	88 total spots
WMBD (CBS) (WYZZ TV)			
Comcast Cable	189	\$7,995.00	189 total spots

## Peoria/Bloomington Radio

WBBE/WIHN Radio	101	\$4,500.00	101 total spots. Banner ad on each station and interview
WGLO-FM	99	\$1,987.00	99 total on-air spots, banner ad, matching stream schedule on each of the websites, short messages randomly on all four stations, 5,980 weekly unique impressions.
WIXO	90	\$1,193.00	90 total on-air spots, banner ad, matching stream schedule on each of the websites, short messages randomly on all four stations, 9113 weekly unique impressions.
WZPW-FM	84	\$1,120.00	84 total on-air spots, banner ad, matching stream schedule on each of the websites, short messages randomly on all four stations, 2920 weekly unique impressions.
WBNQ-FM	138	\$1,094.00	138 total on-air spots, 46 paid spots, 92 bonus spots, 50 commercials on the following web streams: WJBC AM/FM, WBNQ FM, WBWN FM, WJEZ FM. Banner and link. 45,000 unique visitors each month.

## Champaign/Springfield TV

Cass Cable	1,227	\$5,999.50	1227 total spots, 923 paid spots, 304 bonus spots
Comcast/Cable	461	\$9,000.00	461, 114 paid spots, 347 bonus spots, 589 total GRPs
WRSP TV (FOX)/WCCU-TV/WBUI TV77		5000	77 total spots, 23 paid spots, 54 bonus spots, banner ad on myfoxillinois.com, 121 GRPs

## Champaign/Springfield Radio

WDBR-FM	228	\$1,820.00	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WABZ-FM	228	\$1,237.60	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WTAX-FM	228	\$2,275.00	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WYMG-FM	228	\$1,365.00	228 total on air spots, 91 paid spots, 137 bonus spots, 1048 streaming on each station, web exposure, live interview.
WFMB-FM	144	\$2,698.00	144 total spots, matching stream schedule, banner ad, interview
WFMB-AM	130	\$1,185.00	130 total spots, matching stream schedule, banner ad, interview
WXAJ-FM	120	\$900.00	120 total spots, matching stream schedule, banner ad, interview
WCVS-FM	134	\$900.00	134 total spots, matching stream schedule, banner ad, interview
WQLZ-FM	89	\$2,499.00	89 total spots, 65 bonus PSAs, news sponsorship, Each sponsorship mention includes a 10 second live read. All commercials included in radio flights will stream online at <a href="http://www.wqlz.com">www.wqlz.com</a> , banner ad on <a href="http://wqlz.com">wqlz.com</a> home page.
WIXY-FM	120	\$1,995.00	120 total spots, 60bonus spots, 60 no charge streaming spots on WIXY, WLRW, WCFE,
WYXY.			

## Metro East TV

Charter/Cable	486	\$20,000.00	486 total spots, 336 paid spots, 150 bonus spots.
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## Metro East Radio

KPNT-FM	78	\$4,785.00	78 total on- air spots, 181.5 GRPs, reach of 122,800 listeners, streaming and banner ad.
KSHE-FM	84	\$3,500.00	84 total spots, includes reach of 89,500 men aged 21-3, :30, :15 and :05 PSAs.
KSD FM/RSD FM	95	2500	95 total on air spots.
KSLZ FM/RSLZ	92	2998	92 total on air spots, matching stream scheduled, banner ad
WIL Radio	80	\$1,500.00	80 total spots, reach- 33,800 men aged 21-34. 20 bonus spots.

## Quincy TV

Charter Cable	386	\$2,000.00	386 total spots.
WGEM TV (NBC)/FOX	133	\$3,200.00	133 total spots, 86 spots on CGEM, 47 spots on WGEM, 309.50 GRPs

### Quincy Radio

WGEM News/Talk 105	87	\$500.25	87 total spots, 29 paid spots, 58 bonus spots, interview
WGEM Sports Center	132	\$495.25	132 total spots, 44 paid spots, 88 bonus spots

### Marion TV

On-Media	1526	\$6,624.00	1526 total spots, 506 paid spots, 1020 bonus spots, weather crawl throughout campaign with IDOT message.
KBSI TV (FOX)/MY 49 WDKA	84	\$3,000.00	84 total spots, 28 paid spots, 56 total bonus spots, net reach 25,195 males 18-34, banner ad on kbsi23.com

### Marion Radio

WDDD FM	168	\$2,419.20	84 paid spots, 84 bonus spots, interview, banner ad with link
WDDD-AM	168	\$406.56	84 paid spots, 84 bonus spots, interview, banner ad with link,
WTAO-FM	168	\$1,172.64	84 paid spots, 84 bonus spots, interview, banner ad with link, 2 hour broadcast on WTAO with 6 live breaks during the two hours to talk about your message. Plus 30 live promos that will air the week prior to your live broadcast.
WHET	168	\$940.80	84 paid spots, 84 bonus spots, banner ad with link,

### Statewide Alternative Media:

National Cinemedia Advertising	286 screens	\$8,000.00	:30 spots at 286 screens at strategic locations.
Pacific Media, Inc.	27 gas stations	\$8,000.00	Ads on Pumptoppers only at 27 stations for 2 weeks , 50 coverage at each station with a maximum of 4 signs., bonus ads will run for additional 2 weeks.
Metro Networks	266: 10 and :15 network sponsorships	\$8,000.00	266: 10 and :15 network sponsorships
ECAST		\$6,000.00	1,500,000 interactive screens :30 second video, Bonus- Interactive video 1,500,000, 728x90 leaderboard on 150,000 screens, 120x600 skyscraper on 150,000 screens, 1024x295 jumbo leaderboards on 80,000 screens, 1024x768 full screen closer on 15,000 screens, IDOT interactive site on Ecast, Reaches 58% of the targeted audience, 91% are in the Chicago DMA, total impressions: 3,395,000, 59% composition of A21-34, 65% male. IDOT supplies video, Ecast provides any ad units not provided by IDOT.

<b>TOTALS</b>	<b>17,974</b>	<b>\$782,528.80</b>	<b>15,584,834 Impressions</b>
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# 2010 Legislation

## 2010 Legislation Signed into Law

### HB.4580 - Suspension Caused Death

**Public Act 96.1305:** Amends the Illinois Vehicle Code by requiring the Secretary of State to revoke the license or permit of any person convicted of a violation of the IVC or similar ordinance where the violation resulted in the death of another person. *Effective January 1, 2011.*

### HB.4691 – Amends Child Passenger Safety Fines

**Public Act 96.0914:** Amends the Illinois Vehicle Code by decreasing the fines for a first offense from \$100 to \$75 and from \$500 to \$200 for a second offense of the Child Passenger Protection Act. *Effective January 1, 2011.*

### HB.4776 - DUI Permanent Disability

**Public Act 96.1230:** Amends the Unified Code of Corrections, providing that in certain undue hardship cases where a person's driving privileges have been revoked or suspended, the Secretary of State may issue a restricted driving permit allowing that person to transport children and elderly/disabled persons to and from daycare who do not hold driving privileges and who live in the person's household. *Effective January 1, 2011.*

### HB.4779 – Emergency Responders

**Public Act 96.1173:** Amends the Illinois Vehicle Code changing the fines required for the emergency response resulting from reckless driving or excess speeding of 40 mph to not exceed \$100 per public agency and \$500 for a subsequent violation. *Effective July 22, 2010.*

### HB.5095 - Disabled Pedestrian Safety

**Public Act 96.1167:** Amends the Illinois Vehicle Code by creating the Pedestrians with Disabilities Safety Act in efforts to protect pedestrians with disabilities by granting them certain rights when using streets and highways. *Effective July 22, 2011.*

### HB.5120 - School Bus Driver Telecommunications

**Public Act 96.1066:** Amends the Illinois Vehicle Code, providing that a school bus must contain an operating two way radio or cellular radio telecommunications device while the school bus driver is in possession of a school bus. *Effective July 16, 2010.*

### HB.5285 – Serious Traffic Violations

**Public Act 96.1175:** Increases certain fines assessed by circuit clerks against those who plea or are found guilty of certain serious crimes under the Illinois Vehicle Code; the current fine is increased to \$35. *Effective September 20, 2010.*

### HB.5330 – Accident Reports

**Public Act 96.1147:** Amends the Illinois Vehicle Code requesting the Department of Transportation provide copies of its written accident reports to Federal, State and local agencies that are engaged in highway safety research and studies. *Effective July 21, 2010.*

### HB.5341 – Intoxicated Instructors

**Public Act 96.1237:** Amends the Illinois Vehicle Code providing that a person who accompanies or instructs a minor driving a motor vehicle pursuant to an instruction permit and is under the influence of alcohol, drugs or intoxicating compounds violates the regulations governing the movement of motor vehicles and is guilty of a class A misdemeanor, depending on the violation. *Effective January 1, 2011.*

### HB.6239 – Administration Adjudication

**Public Act 96.1386:** Amends the Illinois Vehicle Code by allowing administrative adjudication of traffic violations in counties with populations of more than 750,000 or home rule counties; would allow for the qualifying counties to establish a municipal traffic court rather than filing with the Circuit Court. *Effective July 29, 2010.*

### **SB.0935 – Automated Enforcement**

**Public Act 96.1016:** Amends the Illinois Vehicle Code, by modifying the Automated Enforcement Section; requiring a sworn officer to review each violation prior to sending; the recorded images must be viewable online through a municipality maintained website; will require intersection stop light sequences to now conform to Illinois Manual on Uniform Traffic Control devices. *Effective January 1, 2011.*

### **SB.2804 – Residence District Speed Limit**

**Public Act 96.0987:** Amends the Illinois Vehicle Code by redefining a residence district for purposes of establishing maximum speed limits. States a residence district shall be at least a quarter mile long with residences or businesses spaced no more than 500 feet apart (previously 300ft). *Effective immediately.*

### **SB.2951 – Bicyclist Safety**

**Public Act 96.1007:** Amends the Illinois Vehicle Code by criminalizing the overcrowding/threatening of bicyclists by those operating vehicles. Makes this offense a Class A misdemeanor; or Class 4 felony in the event of great bodily harm or permanent disfigurement to the bicyclist. *Effective January 1, 2011.*

### **SB.3029 – Vehicle Forfeiture**

**Public Act 96.1289:** Amends the Criminal Code of 1961, relating to the forfeiture of vehicles for various DUI offenses; describes the offenses rather than cross referencing the clauses of the DUI statute. *Effective January 1, 2011.*

### **SB.3272 – Passenger Safety Belt**

**Public Act 96.0991:** Amends the Illinois Vehicle Code to now require the driver of a motor vehicle to properly fasten the seat belts of any passengers being transported who are incapable due to infirmity, illness or age. *Effective January 1, 2011.*

### **SB.3732 – DUI Test Refusal, Revoke**

**Public Act 96.1344:** Amends the Illinois Vehicle Code, providing that refusing to submit to chemical testing after causing an accident resulting in personal injury or death to another, will be revoked of their driving privileges and will also be disqualified from operating a commercial motor vehicle if he/she is a CDL holder. *Effective July 1, 2011.*

### **SB.3796 – Excessive Speeding**

**Public Act 96.1002:** Amends the Illinois Vehicle Code stating that a person driving in excess of 30mph but less than 40mph over the posted limit commits a Class B misdemeanor. *Effective January 1, 2011.*

Federal Reimbursement Voucher

U.S. Department of Transportation National Highway Traffic Safety Administration  
**Federal Reimbursement Voucher**

State: Illinois

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2010-FINAL

Report Date: 12/28/2010

Reimbursement Info: Total: \$ 00

Claim Period: 10/01/2009 - 09/30/2010

Posted: 12/28/2010

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2010-01-01-00	FBA (NHTSA)	\$234,430.25	\$ 00	\$468,860.52	\$234,430.25	\$234,430.25	\$ 00
		<b>Administration Total</b>	<b>\$234,430.25</b>	<b>\$ 00</b>	<b>\$468,860.52</b>	<b>\$234,430.25</b>	<b>\$234,430.25</b>	<b>\$ 00</b>
<b>Alcohol</b>								
	AL-2010-03-01-00	N&E	\$134,280.78	\$ 00	\$134,280.78	\$134,280.78	\$134,280.78	\$ 00
	AL-2010-03-02-00	DUJE (ISP)	\$740,635.55	\$541,845.63	\$740,635.55	\$740,635.55	\$740,635.55	\$ 00
	AL-2010-03-04-00	Law Enforcement Liaison (Local)	\$618,440.93	\$91,251.39	\$618,440.93	\$618,440.93	\$618,440.93	\$ 00
	AL-2010-03-05-00	ADDEP (SOS)	\$124,446.49	\$ 00	\$124,446.49	\$124,446.49	\$124,446.49	\$ 00
		<b>Alcohol Total</b>	<b>\$1,617,803.75</b>	<b>\$633,098.02</b>	<b>\$1,617,803.75</b>	<b>\$1,617,803.75</b>	<b>\$1,617,803.75</b>	<b>\$ 00</b>
<b>Emergency Medical Services</b>								
	EM-2010-06-01-00	N&E	\$16,011.86	\$ 00	\$16,011.86	\$16,011.86	\$16,011.86	\$ 00
		<b>Emergency Medical Services Total</b>	<b>\$16,011.86</b>	<b>\$ 00</b>	<b>\$16,011.86</b>	<b>\$16,011.86</b>	<b>\$16,011.86</b>	<b>\$ 00</b>
<b>Motorcycle Safety</b>								
	MC-2010-09-01-00	Motorcycle Safety Awareness Program (Loc	\$5,770.88	\$5,770.88	\$5,770.88	\$5,770.88	\$5,770.88	\$ 00
	MC-2010-09-02-00	FY09 MC2010 Correction	\$22,865.40	\$22,865.40	\$22,865.40	\$22,865.40	\$22,865.40	\$ 00
		<b>Motorcycle Safety Total</b>	<b>\$28,636.28</b>	<b>\$28,636.28</b>	<b>\$28,636.28</b>	<b>\$28,636.28</b>	<b>\$28,636.28</b>	<b>\$ 00</b>
<b>Occupant Protection</b>								
	OP-2010-02-01-00	Sports Marketing Coordinator (DTS)	\$106,306.48	\$ 00	\$106,306.48	\$106,306.48	\$106,306.48	\$ 00
	OP-2010-02-02-00	Occupant Protection Resource Centers (Lo	\$907,610.49	\$204,087.32	\$907,610.49	\$907,610.49	\$907,610.49	\$ 00
	OP-2010-02-03-00	CPS Survey	\$5,450.00	\$ 00	\$5,450.00	\$5,450.00	\$5,450.00	\$ 00
	OP-2010-02-05-00	UIS Evaluation (Local)	\$70,640.12	\$ 00	\$70,640.12	\$70,640.12	\$70,640.12	\$ 00
	OP-2010-02-06-00	DTS Travel (DTS)	\$32,622.88	\$ 00	\$32,622.88	\$32,622.88	\$32,622.88	\$ 00

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Illinois

**Federal Reimbursement Voucher**

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2010-FINAL

Report Date: 12/28/2010

Reimbursement Info: Total: \$ 00

Posted: 12/28/2010

Claim Period: 10/01/2009 - 09/30/2010

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	OP-2010-02-07-00	N&E	\$214,070.04	\$ 00	\$214,070.04	\$214,070.04	\$214,070.04	\$ 00
	OP-2010-02-08-00	Law Enforcement Liaison (Local)	\$654,299.98	\$91,251.37	\$654,299.98	\$654,299.98	\$654,299.98	\$ 00
	OP-2010-02-09-00	State Match (Local)	\$ 00	\$ 00	\$1,544,838.86	\$ 00	\$ 00	\$ 00
	OP-2010-02-10-00	Occupant Protection Coordinator (DTS)	\$12,967.79	\$ 00	\$12,967.79	\$12,967.79	\$12,967.79	\$ 00
	OP-2010-02-11-00	Safer Belt Survey (DTS)	\$1,343.35	\$ 00	\$1,343.35	\$1,343.35	\$1,343.35	\$ 00
	OP-2010-02-12-00	Alliance Sport Marketing	\$32,250.00	\$ 00	\$32,250.00	\$32,250.00	\$32,250.00	\$ 00
	OP-2010-02-14-00	CICT PBE Materials (DTS)	\$110,708.14	\$ 00	\$110,708.14	\$110,708.14	\$110,708.14	\$ 00
	OP-2010-02-15-00	Phone Surveys (Local)	\$89,740.95	\$ 00	\$89,740.95	\$89,740.95	\$89,740.95	\$ 00
	<b>Occupant Protection Total</b>		<b>\$2,238,010.22</b>	<b>\$298,338.69</b>	<b>\$3,782,849.08</b>	<b>\$2,238,010.22</b>	<b>\$2,238,010.22</b>	<b>\$ 00</b>
	<b>Pedestrian/Bicycle Safety</b>							
	PS-2010-12-02-00	Bike/Pedestrian Safety (Local)	\$325,196.70	\$254,612.19	\$325,196.70	\$325,196.70	\$325,196.70	\$ 00
	<b>Pedestrian/Bicycle Safety Total</b>		<b>\$325,196.70</b>	<b>\$254,612.19</b>	<b>\$325,196.70</b>	<b>\$325,196.70</b>	<b>\$325,196.70</b>	<b>\$ 00</b>
	<b>Police Traffic Services</b>							
	PT-2010-04-01-00	Police Training (LETSB)	\$40,696.18	\$40,696.18	\$40,696.18	\$40,696.18	\$40,696.18	\$ 00
	PT-2010-04-03-00	ISP Match	\$ 00	\$ 00	\$40,294.74	\$ 00	\$ 00	\$ 00
	PT-2010-04-04-00	TLEP (Local)	\$578,016.48	\$578,016.48	\$578,016.48	\$578,016.48	\$578,016.48	\$ 00
	PT-2010-04-05-00	STEP (ISP)	\$1,124,074.49	\$ 00	\$1,124,074.49	\$1,124,074.49	\$1,124,074.49	\$ 00
	PT-2010-04-06-00	M&E	\$104,882.94	\$ 00	\$104,882.94	\$104,882.94	\$104,882.94	\$ 00
	PT-2010-04-07-00	IL Traffic Safety Awards (Local)	\$135,545.50	\$135,545.50	\$135,545.50	\$135,545.50	\$135,545.50	\$ 00
	PT-2010-04-08-00	STAR (SCS)	\$103,465.79	\$ 00	\$103,465.79	\$103,465.79	\$103,465.79	\$ 00
	PT-2010-04-09-00	MC Patrol Unit (ISP)	\$226,973.45	\$ 00	\$226,973.45	\$226,973.45	\$226,973.45	\$ 00
	PT-2010-04-10-00	Mobilization Equipment (DTS)	\$125,119.55	\$17,600.00	\$125,119.55	\$125,119.55	\$125,119.55	\$ 00
	PT-2010-04-11-00	Mobilization Lunches (DTS)	\$12,833.97	\$12,833.97	\$12,833.97	\$12,833.97	\$12,833.97	\$ 00
	PT-2010-04-12-00	Mobilization Plus (Locals)	\$2,308,101.97	\$2,308,101.97	\$2,308,101.97	\$2,308,101.97	\$2,308,101.97	\$ 00

State: Illinois

**Federal Reimbursement Voucher**

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2010-FINAL

Report Date: 12/28/2010



Federal Reimbursement Voucher

Reimbursement Info: Total: \$ 0.00

Posted: 12/28/2010

Claim Period: 10/01/2009 - 09/30/2010  
Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
PT-2010-04-13-00 CIOT Mobilizations			\$318,107.15	\$318,066.91	\$318,107.15	\$318,107.15	\$318,107.15	\$ 0.00
<b>Police Traffic Services Total</b>			<b>\$5,077,817.47</b>	<b>\$3,405,861.61</b>	<b>\$5,718,112.21</b>	<b>\$5,077,817.47</b>	<b>\$5,077,817.47</b>	<b>\$ 0.00</b>
<b>Traffic Records</b>								
TR-2010-05-03-00	Imaging Enhancement (SOS)		\$17,106.91	\$ 0.00	\$17,106.91	\$17,106.91	\$17,106.91	\$ 0.00
TR-2010-05-05-00	M&E		\$31,952.81	\$ 0.00	\$31,952.81	\$31,952.81	\$31,952.81	\$ 0.00
TR-2010-05-07-00	Data Analysis		\$91,289.23	\$ 0.00	\$91,289.23	\$91,289.23	\$91,289.23	\$ 0.00
<b>Traffic Records Total</b>			<b>\$140,348.95</b>	<b>\$ 0.00</b>	<b>\$140,348.95</b>	<b>\$140,348.95</b>	<b>\$140,348.95</b>	<b>\$ 0.00</b>
<b>NHTSA 402 Total</b>			<b>\$9,678,255.48</b>	<b>\$4,617,546.19</b>	<b>\$12,097,819.35</b>	<b>\$9,678,255.48</b>	<b>\$9,678,255.48</b>	<b>\$ 0.00</b>
<b>405 OP SAFETEA-LU</b>								
K2-2010-19-01-00	ORLP (ISP)		\$1,317,807.28	\$ 0.00	\$1,317,807.28	\$1,317,807.28	\$1,317,807.28	\$ 0.00
K2-2010-19-02-00	OP Assessment (DTS)		\$ 0.00	\$ 0.00	\$22,577.42	\$ 0.00	\$ 0.00	\$ 0.00
K2-2010-19-03-00	ISP Match		\$ 0.00	\$ 0.00	\$4,576,600.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>405 Occupant Protection Total</b>			<b>\$1,317,807.28</b>	<b>\$ 0.00</b>	<b>\$5,916,984.70</b>	<b>\$1,317,807.28</b>	<b>\$1,317,807.28</b>	<b>\$ 0.00</b>
<b>405 OP SAFETEA-LU Total</b>			<b>\$1,317,807.28</b>	<b>\$ 0.00</b>	<b>\$5,916,984.70</b>	<b>\$1,317,807.28</b>	<b>\$1,317,807.28</b>	<b>\$ 0.00</b>
<b>NHTSA 406</b>								
K4PM-2010-16-01-00	Paid Media (DTS)		\$1,533,183.58	\$ 0.00	\$1,533,183.58	\$1,533,183.58	\$1,533,183.58	\$ 0.00
<b>406 Safety Belts Paid Media Total</b>			<b>\$1,533,183.58</b>	<b>\$ 0.00</b>	<b>\$1,533,183.58</b>	<b>\$1,533,183.58</b>	<b>\$1,533,183.58</b>	<b>\$ 0.00</b>
<b>406 Occupant Protection</b>								
K4OP-2010-16-04-00	IMAGE (Local)		\$1,769,730.34	\$1,769,730.34	\$1,769,730.34	\$1,769,730.34	\$1,769,730.34	\$ 0.00
<b>406 Occupant Protection Total</b>			<b>\$1,769,730.34</b>	<b>\$1,769,730.34</b>	<b>\$1,769,730.34</b>	<b>\$1,769,730.34</b>	<b>\$1,769,730.34</b>	<b>\$ 0.00</b>
<b>406 Traffic Records</b>								
K4TR-2010-16-02-00	MCR Printers (Local)		\$49,446.08	\$49,446.08	\$49,446.08	\$49,446.08	\$49,446.08	\$ 0.00
K4TR-2010-16-03-00	UES-MCR (Local)		\$239,018.84	\$239,018.84	\$239,018.84	\$239,018.84	\$239,018.84	\$ 0.00
<b>406 Traffic Records Total</b>			<b>\$288,464.92</b>	<b>\$288,464.92</b>	<b>\$288,464.92</b>	<b>\$288,464.92</b>	<b>\$288,464.92</b>	<b>\$ 0.00</b>

U.S. Department of Transportation National Highway Traffic Safety Administration  
**Federal Reimbursement Voucher**

State: Illinois

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2010-PTNAL

Report Date: 12/28/2010

Reimbursement Info: Total: \$ 0.00

Posted: 12/28/2010

Claim Period: 10/01/2009 - 09/30/2010

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
<b>NHTSA 406 Total</b>			<b>\$3,591,378.84</b>	<b>\$2,058,195.26</b>	<b>\$3,591,378.84</b>	<b>\$3,591,378.84</b>	<b>\$3,591,378.84</b>	<b>\$ 00</b>
<b>408 Data Program SAFETEA-LU</b>								
	K9-2010-18-02-00	NEMESIS (IDPH)	\$150,000.00	\$ 00	\$150,000.00	\$150,000.00	\$150,000.00	\$ 00
	K9-2010-18-03-00	Chicago-Date Integration (Local)	\$61,232.11	\$63,045.76	\$61,232.11	\$61,232.11	\$61,232.11	\$ 00
	K9-2010-18-04-00	Chicago-DOT (Local)	\$68,974.36	\$ 00	\$68,974.36	\$68,974.36	\$68,974.36	\$ 00
	K9-2010-18-05-00	Electronic Citation (ISP)	\$61,046.00	\$ 00	\$61,046.00	\$61,046.00	\$61,046.00	\$ 00
	K9-2010-18-06-00	Crash Reconstruction (ISP)	\$17,353.10	\$ 00	\$17,353.10	\$17,353.10	\$17,353.10	\$ 00
	K9-2010-18-07-00	COOES (DTS)	\$60,925.29	\$ 00	\$60,925.29	\$60,925.29	\$60,925.29	\$ 00
	K9-2010-18-08-00	ISP Match	\$ 00	\$ 00	\$595,200.00	\$ 00	\$ 00	\$ 00
	K9-2010-18-11-00	Scanner (DTS)	\$20,172.00	\$ 00	\$20,172.00	\$20,172.00	\$20,172.00	\$ 00
	<b>408 Data Program Incentive Total</b>		<b>\$439,702.86</b>	<b>\$43,045.76</b>	<b>\$1,035,902.86</b>	<b>\$439,702.86</b>	<b>\$439,702.86</b>	<b>\$ 00</b>
	<b>408 Data Program SAFETEA-LU Total</b>		<b>\$439,702.86</b>	<b>\$43,045.76</b>	<b>\$1,035,902.86</b>	<b>\$439,702.86</b>	<b>\$439,702.86</b>	<b>\$ 00</b>
<b>410 Alcohol SAFETEA-LU</b>								
	K8-2010-13-01-00	TSRP (DTS)	\$221,574.63	\$ 00	\$221,574.63	\$221,574.63	\$221,574.63	\$ 00
	K8-2010-13-02-00	Operation Straight I.D. (SOS)	\$33,538.00	\$ 00	\$33,538.00	\$33,538.00	\$33,538.00	\$ 00
	K8-2010-13-03-00	Breath Analysis (ISP)	\$89,229.90	\$ 00	\$89,229.90	\$89,229.90	\$89,229.90	\$ 00
	K9-2010-13-04-00	Alcohol Countermeasures (IDNR)	\$164,226.74	\$ 00	\$164,226.74	\$164,226.74	\$164,226.74	\$ 00
	K9-2010-13-05-00	UTS-Court (Local)	\$267,682.67	\$144,427.26	\$267,682.67	\$267,682.67	\$267,682.67	\$ 00
	K9-2010-13-06-00	Alcohol Police Training (ILETSB)	\$135,300.51	\$ 00	\$135,300.51	\$135,300.51	\$135,300.51	\$ 00
	K8-2010-13-07-00	Imp. Driving P&E Materials (DTS)	\$25,155.00	\$ 00	\$25,155.00	\$25,155.00	\$25,155.00	\$ 00
	K8-2010-13-08-00	Mini-Alcohol Programs (Local)	\$541,171.02	\$465,043.16	\$541,171.02	\$541,171.02	\$541,171.02	\$ 00
	K8-2010-13-09-00	Probation Services Match	\$ 00	\$ 00	\$34,400,000.00	\$ 00	\$ 00	\$ 00
	K8-2010-13-10-00	Impaired Driving Incentive (DTS)	\$272,948.21	\$ 00	\$272,948.21	\$272,948.21	\$272,948.21	\$ 00
	K8-2010-13-11-00	ACF (ISP)	\$1,199,892.21	\$ 00	\$1,199,892.21	\$1,199,892.21	\$1,199,892.21	\$ 00

**U.S. Department of Transportation National Highway Traffic Safety Administration  
Federal Reimbursement Voucher**

State: Illinois Page: 5  
 Reimbursement Info: Total: \$:00 Report Date: 12/28/2010  
 Posted: 12/28/2010 Claim Period: 10/01/2009 - 09/30/2010  
Net Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	K8-2010-13-12-00	Local Alcohol Project (Local)	\$2,318,099.00	\$2,318,099.00	\$2,318,099.00	\$2,318,099.00	\$0.00	\$0.00
	K8-2010-13-13-00	Judicial Training (AOTC)	\$20,394.61	\$0.00	\$20,394.61	\$20,394.61	\$0.00	\$0.00
	K8-2010-13-14-00	Paid Media (DTS)	\$1,811,351.75	\$0.00	\$1,811,351.75	\$1,811,351.75	\$0.00	\$0.00
	K8-2010-13-15-00	BATID (SOS)	\$46,787.66	\$0.00	\$46,787.66	\$46,787.66	\$0.00	\$0.00
	K8-2010-13-16-00	Labor Day Mobilizations	\$159,714.51	\$9,354.13	\$159,714.51	\$159,714.51	\$0.00	\$0.00
	<b>410 Alcohol SAFETEA-LU Total</b>		<b>\$7,307,066.42</b>	<b>\$2,936,923.55</b>	<b>\$41,707,066.42</b>	<b>\$7,307,066.42</b>	<b>\$7,307,066.42</b>	<b>\$0.00</b>
	<b>2010 Motorcycle Safety</b>							
	K6-2010-22-01-00	MC Safety Awareness (Local)	\$12,673.42	\$3,036.85	\$12,673.42	\$12,673.42	\$0.00	\$0.00
	K6-2010-22-02-00	Public Awareness (DTS)	\$279,690.56	\$0.00	\$279,690.56	\$279,690.56	\$0.00	\$0.00
	<b>2010 Motorcycle Safety Incentive Total</b>		<b>\$292,363.98</b>	<b>\$3,036.85</b>	<b>\$292,363.98</b>	<b>\$292,363.98</b>	<b>\$292,363.98</b>	<b>\$0.00</b>
	<b>2010 Motorcycle Safety Total</b>		<b>\$292,363.98</b>	<b>\$3,036.85</b>	<b>\$292,363.98</b>	<b>\$292,363.98</b>	<b>\$292,363.98</b>	<b>\$0.00</b>
	<b>2011 Child Seats</b>							
	K3-2010-21-01-00	Boost Illinois (Local)	\$89,240.91	\$85,473.49	\$89,240.91	\$89,240.91	\$0.00	\$0.00
	K3-2010-21-02-00	ISP Match	\$0.00	\$0.00	\$339,300.00	\$0.00	\$0.00	\$0.00
	K3-2010-21-03-00	CPS (Local)	\$462,006.61	\$382,417.03	\$462,006.61	\$462,006.61	\$0.00	\$0.00
	K3-2010-21-04-00	CPS Conference (DTS)	\$4,920.26	\$0.00	\$4,920.26	\$4,920.26	\$0.00	\$0.00
	K3-2010-21-05-00	KISS (SOS)	\$55,823.40	\$0.00	\$55,823.40	\$55,823.40	\$0.00	\$0.00
	K3-2010-21-08-00	State Match	\$0.00	\$0.00	\$233,500.00	\$0.00	\$0.00	\$0.00
	K3-2010-21-09-00	CPS Seats (DTS)	\$8,923.09	\$0.00	\$8,923.09	\$8,923.09	\$0.00	\$0.00
	<b>2011 Child Seat Incentive Total</b>		<b>\$620,914.27</b>	<b>\$467,890.52</b>	<b>\$1,193,714.27</b>	<b>\$620,914.27</b>	<b>\$620,914.27</b>	<b>\$0.00</b>
	<b>2011 Child Seats Total</b>		<b>\$620,914.27</b>	<b>\$467,890.52</b>	<b>\$1,193,714.27</b>	<b>\$620,914.27</b>	<b>\$620,914.27</b>	<b>\$0.00</b>
	<b>1906 Prohibit Racial Profiling</b>							
	K10-2010-23-01-00	Racial Profiling (Local)	\$121,061.75	\$0.00	\$121,061.75	\$121,061.75	\$0.00	\$0.00
	K10-2010-23-02-00	LSP Match	\$0.00	\$0.00	\$209,200.00	\$0.00	\$0.00	\$0.00

**U.S. Department of Transportation National Highway Traffic Safety Administration  
Federal Reimbursement Voucher**

State: Illinois  
 Reimbursement Info: Total: \$0.00  
 Posted: 12/28/2010  
 Claim Period: 10/01/2009 - 09/30/2010  
 Report Date: 12/28/2010  
 Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
<b>1906 Prohibit Racial Profiling Total</b>			<b>\$121,061.75</b>	<b>\$0.00</b>	<b>\$330,261.75</b>	<b>\$121,061.75</b>	<b>\$121,061.75</b>	<b>\$0.00</b>
<b>154 Transfer Funds</b>								
	154HE-2010-24-01-00	Hazardous Elimination (COH)	\$2,574,070.22	\$0.00	\$2,574,070.22	\$2,574,070.22	\$2,574,070.22	\$0.00
		<b>154 Hazard Elimination Total</b>	<b>\$2,574,070.22</b>	<b>\$0.00</b>	<b>\$2,574,070.22</b>	<b>\$2,574,070.22</b>	<b>\$2,574,070.22</b>	<b>\$0.00</b>
		<b>154 Transfer Funds Total</b>	<b>\$2,574,070.22</b>	<b>\$0.00</b>	<b>\$2,574,070.22</b>	<b>\$2,574,070.22</b>	<b>\$2,574,070.22</b>	<b>\$0.00</b>
		<b>NHTSA Total</b>	<b>\$25,942,621.10</b>	<b>\$10,126,638.13</b>	<b>\$68,739,562.39</b>	<b>\$25,942,621.10</b>	<b>\$25,942,621.10</b>	<b>\$0.00</b>
		<b>Total</b>	<b>\$25,942,621.10</b>	<b>\$10,126,638.13</b>	<b>\$68,739,562.39</b>	<b>\$25,942,621.10</b>	<b>\$25,942,621.10</b>	<b>\$0.00</b>

I CERTIFY, that in accordance with the laws of the state and under the terms of (APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT the approved program(s) area that actual costs claimed have been incurred and OR OTHER APPROPRIATE REVIEW)

State Official:

## Police campaigns result in many tickets issued

The Police Department conducted 45 additional DUI grant enforcement hours during the You Drink, You Drive, You Lose campaign, according to a press release.

The campaign ran during the weeks surrounding Memorial Day.

Between May 14-31, the Police Department stopped 55 vehicles for various driving violations, made five arrests for driving under the influence of alcohol and wrote 64 citations for

other violations.

The Police Department also participated in the Click it, or Ticket campaign, which ran during May.

The Police Department issued 195 state tickets, 114 compliance tickets and 125 warning tickets for failure to wear a safety belt.

The next scheduled You Drink, You Drive, You Lose DUI campaign will be during the weeks surrounding the July 4, holiday.

## Lemont to have zones for seat belt reinforcement

The Lemont Police Department will have seat belt enforcement zones from Nov. 13 to 29.

These zones will coincide with the national and state "Click it or Ticket" Thanksgiving holiday mobilization.

This special enforcement period is part of the state's annual effort to increase seat belt use through a combination of highly visible aggressive enforcement, advertising and public awareness campaigns. This project is funded by the Illinois Department of Transportation.

Lemont police will be look-

ing for drivers and passengers who don't buckle up, including drivers who fail to properly restrain child passengers. Motorists should expect to encounter the seat belt zones during the day and night.

The goal of the "Click it or Ticket" program is not to give out tickets but rather to influence people to buckle up to prevent injuries or fatalities. According to IDOT, motor vehicle crashes are the leading cause of death and disability for Americans between 4 and 34 years old.

In Illinois, 1,248 persons

died in 1,129 fatal crashes in 2007. The average cost for a critically injured survivor of a vehicle crash is estimated at \$1.1 million over a lifetime. This figure does not begin to reflect the physical and psychological suffering of the victims and their families.

Illinois has a primary seat belt law, which requires that every occupant in the vehicle must be properly restrained at all times. If stopped and found in violation, Lemont police will issue tickets without warnings.

Seat belt violation tickets range from \$50 to \$750.

### LEMONT

#### Police officer to conduct roadside seat belt checks

The Lemont Police Department will establish Occupant Protection Enforcement Zones to conduct seat belt checks Nov. 13 to 29. The enforcement zones will coincide with the national and state "Click It or Ticket" mobilization.

Officers will be looking for drivers and passengers who do not buckle up, including drivers who fail to properly restrain child passengers.

If stopped and found in violation, Lemont police will issue tickets without warning. Tickets for occupant protection violation range from \$50 to \$750, according to police.

## Police set seatbelt campaign

The Plainfield Police Department remains dedicated to reducing fatal traffic crashes and injuries by aggressively enforcing occupant restraint laws. Police will conduct a "Click It or Ticket" enforcement campaign through Memorial Day.

According to police, more than 42,000 people die each year in the United States in traffic crashes and over 2.5 million people are injured.

The State of Illinois has set a goal of reaching a 93 percent seat belt usage rate within the state.

In order to help achieve that goal, the Plainfield Police Department will participate in the Memorial Day "Click it or Ticket" campaign, sponsored by the Illinois Department of Transportation.

The campaign runs throughout the entire month of May.

Plainfield Police officers will focus a large amount of their efforts on occupant restraint violations and will take a zero-tolerance approach.

Police will conduct enforcement both from their vehicles and on foot at various locations throughout the village.

A part of the enforcement efforts will be funded through a grant from the Illinois Department of Transportation Division of Traffic Safety.



## Village of Algonquin Police Department



### NEWS

#### FOR IMMEDIATE RELEASE

Date: June 1, 2010

#### For Information Contact:

Sgt. Jeff Sutrick  
847-568-2720  
jeffs@algonquin.org

### The Algonquin Police Department announces a very successful Click it or Ticket Campaign.

*(Algonquin, Illinois)* – The Algonquin Police Department joined hundreds of departments statewide in a seatbelt enforcement mobilization effort for the month of May culminating with the Memorial Day weekend. The Algonquin Police Department placed special emphasis on two areas, night time enforcement and child occupant restraint.

According to information from IDOT's Division of Traffic Safety and the National Highway Safety Administration (NHTSA), in 2009 the midnight to 3:00am timeframe was the deadliest time on Illinois roads with 106 occupant deaths. Not coincidentally, motorists buckle up at a much lower rate during nighttime hours and only 23 percent of those who died during that timeframe were properly restrained.

Parents and responsible adults should always buckle children in approved child restraint systems and safety belts even for short trips such as to school or to the store. As a reminder, all children under the age of eight (8) need to be buckled in an approved child restraint system and children 8-16 need to be in safety belts.

During the month of May for the Click it or Ticket Campaign the Algonquin Police Department conducted 16 seatbelt enforcement zones in addition to regular patrol and traffic assignments. This resulted in 507 safety belt citations issued with 82 of those for child passenger safety violations and 81 citations issued between midnight and 3:00am. In addition, the Algonquin Police Department made 9 arrests for DUI, 18 arrests for Driving on a Suspended License and 10 arrests for Driving without a Valid License.

The Algonquin Police Department is committed to making the roads in our community safer for our residents and guests. Please remember to buckle up each and every time you drive and arrive alive at your destination.

## Police to provide special drunk driving campaign

The Police Department will conduct special patrols this Super Bowl weekend, looking for and cracking down on impaired drivers, according to a press release.

This campaign will continue through Feb. 14.

The Police Department reminds everyone: If you drink and drive in the village this weekend, you lose.

If you plan on drinking alcohol while cheering your team on to victory, pass

your keys to a sober, designated driver before the Super Bowl party begins.

Follow the rules or law enforcement will penalize you for driving impaired.

The law enforcement crackdown is funded by federal traffic safety funds through IDOT's Division of Traffic Safety and is coupled with a media campaign that will remind motorists: "You Drink & Drive. You Lose."

## Police begin late-night crackdown

The Plainfield Police Department will be placing extra officers on the street at night to focus on the deadliest time of day for motor vehicle fatalities.

The intensified enforcement effort against the overwhelming number of late-night impaired drivers and unbelted motorists underscores the disproportionate number of traffic deaths occurring during late night hours in Illinois.

According to data from the Illinois Department of Transportation (IDOT) and the National Highway Traffic Safety Administration (NHTSA), the late night hours during the summer months in Illinois is the deadliest time for alcohol-involved motor vehicle crash-

es.

In the last five years, during the summer months of June through August in Illinois, 149 of the 253 fatalities occurring between midnight and 3 a.m. involved a drinking driver.

The numbers don't lie. Nighttime is the critical time for motor vehicle fatalities, so enforcement will be stepped up for late-night enforcement efforts, making sure impaired drivers are off the road and motorists are buckled up.

To avoid a tragic crash or a drunk driving arrest, police are advising motorists to designate a sober driver and make sure friends don't drink.

Other important tips in-

clude:

- Plan ahead. Designate a sober driver before going out and give that person your keys.

- If you are impaired, call a taxi, use mass transit or call a sober friend or family member to get you home safely.

- Promptly report impaired drivers you see on the roadways to law enforcement by pulling over and dialing 811.

- Make sure everyone in your vehicle wears their safety belt. It is your best defense against an impaired driver.

The law enforcement crackdown is funded by federal Division of Traffic Safety and is runs concurrently with motorists. "You Drink & Drive. You Lose."

## Child passenger safety seat check set for April 17

Child safety seats can reduce the chance of death and/or injury to infants by as much as 71 percent and reducing toddler deaths by 54 percent when used correctly. They are 69 percent effective in reducing hospitalization. Unfortunately, recent statistics show that 90 percent of child safety seats are improperly installed.

The Illinois Department of Transportation's Division of Traffic Safety, Jackson County Health Department, Carbondale Police Department, Southern Illinois Child Passenger Safety Resource Center and Vogler Ford of Carbondale urge parents and caregivers to make sure their child safety seats are properly installed in their vehicles at a free Child Passenger Safety Check Day from 9 a.m. until 1 p.m. on Saturday, April 17 at Vogler Ford on Route 13 East in Carbondale. Rain or shine, nationally certified child passenger safety technicians will be available to check safety seats and provide education on proper installation.

Parents will learn how to properly install their child's safety seat, learn about alternative restraint systems, and learn more safety laws at the event.

"It's the responsibility of every parent and caregiver out there to make sure their children are safely restrained -- every trip, every time," said Angie Bailey, a nationally certified child passenger safety technician. "We are urging everyone to get their child safety seats inspected. When it comes to the safety of a child, there is no room for mistakes."

These quick tips can be used to make sure children are properly restrained while in the car:

- At a minimum, children who are under one year old and less than 20 pounds should be in an infant safety seat or rear-facing convertible. Rear-facing to the maximum rear-facing limit of the seat is preferred.

- Children who are over one year and between 20-24 pounds should be in a forward-facing child safety seat once they have outgrown their rear-facing seat.

- Children who are between the ages of 4-8, or under 4-foot-9-inches tall, should be in a booster seat.

- Children are at least eight years old, or over 4-foot-9 and 80 pounds should be in a safety belt.

For more information about this event, please contact the Jackson County Health Department at 618-684-3143 ext. 159.

## Local police talk turkey with holiday enforcement campaign

The Plainfield Police Department is participating in the Thanksgiving holiday "Click It or Ticket" campaign until Sunday, Nov. 29.

The first day of the campaign was Nov. 18.

The program is funded by a grant through the Illinois Department of Transportation.

Traffic Sgt. Eric Munson said Plainfield police will fo-

cus a large amount of their efforts on occupant restraint violations and will take a "zero tolerance" approach.

Plainfield police will conduct the enforcement during daytime and nighttime hours, both from vehicles and on foot at various locations throughout the village, said Munson.

"Anyone stopped for failing to buckle up can expect a citation," he warned.

"The Plainfield Police Department remains dedicated to reducing (injuries) and fatal traffic crashes," he said.

"One of the best ways to do this is by aggressively enforcing occupant restraint laws."

More than 42,000 people die each year in the United States in traffic crashes and more than 2.5 million people are injured, said Munson.

**If you DRINK, please DON'T DRIVE!**



State of Illinois  
Illinois Department of Transportation