

FY 2012

Indiana's Annual Traffic Safety Report



December 31, 2012

FISCAL YEAR 2012 ANNUAL REPORT

Traffic Safety Division of the Indiana Criminal Justice Institute

PREPARED FOR:

U.S. DEPARTMENT OF TRANSPORTATION

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

PREPARED BY:

THE INDIANA CRIMINAL JUSTICE INSTITUTE'S

TRAFFIC SAFETY DIVISION



TABLE OF CONTENTS

FISCAL YEAR 2012 HIGHLIGHTS 4

INTRODUCTION 5

PERFORMANCE PLAN..... 6

PROGRAM REPORTS 7

IMPAIRED DRIVING 11

OCCUPANT PROTECTION 27

YOUNG DRIVERS 34

MOTORCYCLES 38

DANGEROUS DRIVING..... 44

CHILDREN 49

PEDESTRIANS 53

BICYCLES 54

TRAFFIC RECORDS 55

FISCAL YEAR 2012 EXTRAS 58

FEDERAL FUNDS..... 59

LEGISLATIVE SUMMARY 64

FISCAL SUMMARY 62

FISCAL YEAR 2012 HIGHLIGHTS

Indiana continues to see most traffic safety areas trending in the right direction. Although some of the aggressive short term goals previously set in the Highway Safety Plan were not met, the overall long term goal of reducing fatalities in half by 2027 appears to be on track.

- As of December 19, 2012, there were 731 traffic fatalities in Indiana, the second lowest recorded number of fatalities in nearly 70 years
- Since 2001, the number of traffic fatalities has decreased over 12 percent and continues trending in the right direction
- The rate of fatalities per 100,000 population decreased to 11.27 from 11.55 in 2011, a 2.4 percent decrease
- NHTSA funding to law enforcement that was administered by the Traffic Safety Division resulted in nearly 8,000 DUI arrests, 86,000 seat belt and child restraint citations, and over 56,000 speed citations
- The observed seat belt usage rate for all passenger vehicles continued increasing to an all-time high of 93.6 percent
- The observed seat belt usage rate for pickup trucks increased to an all-time high
- In 2012, over 91 percent of crash reports were submitted into ARIES within five days of the crash
- The rate of alcohol-related fatalities per 100M VMT reduced from 0.18 in 2011 to 0.15 in 2012

INTRODUCTION

The Traffic Safety Division (TSD) of the Indiana Criminal Justice Institute (ICJI) manages federal funds that are allocated throughout Indiana to support programs designed to fulfill its mission:

“To reduce death, injury, property damage and economic cost associated with traffic crashes on Indiana’s roadways.”

By using up-to-date crash data, the TSD is able to implement countermeasures in specific areas that will reduce collisions throughout the state.

The ICJI’s TSD consists of a Division Director who coordinates the efforts of the support staff including an Impaired Driving Program Manager, Motorcycle Safety and Traffic Records Coordinator, Traffic Safety Research Associate, Traffic Services Program Manager, Program and Law Enforcement Liaison Coordinator, and seven Law Enforcement Liaisons (LELs) located regionally across Indiana. The TSD maintains a close working relationship with ICJI’s Research and Planning Division and the Indiana State Budget Agency. The TSD also utilizes the resources and expertise of the Center for Criminal Justice Research within the Indiana University-Purdue University of Indianapolis’ School of Public and Environmental Affairs (Center), the Center for Road Safety (CRS) located at Purdue University, the Governor’s Council on Impaired and Dangerous Driving (Council) and the Traffic Records Coordinating Committee (TRCC).

The TSD promotes traffic safety initiatives on state and local roadways through the implementation of a comprehensive HSP. The HSP describes the projects and activities planned to help the TSD reach national and state traffic safety goals in areas identified for priority programs. The Annual Report (AR) is an account of the previous fiscal year’s activities and accomplishments in response to the goals set forth in the HSP. The performance plan explains the evaluation process and whether the goals were reached. Each program report section details the goals and achievements, project details, media activities and evaluation (where applicable) for each program area. This is followed by sections on program funding, LEL highlights and finally the fiscal and legislative summaries. It is the goal of the TSD that this document not only illustrate the activities of FY 2012 to those outside of ICJI, but also that this document is utilized internally as a tool for reflection and help to stimulate ideas and improvements that can be made in FY 2013 and years to come.

PERFORMANCE PLAN

Consistent review and analysis of relevant traffic safety data identified problem areas and helped determine resource allocation during FY 2012. Priority was given to the areas that would have the greatest possible impact in reducing the number of lives lost, injuries sustained, and costs incurred from traffic crashes on Indiana roadways.

The TSD identified ten data-driven target areas for focus in FY 2012. The FY 2012 HSP included trends and corresponding goals for these priority areas:

- *Total fatalities*
- *Impaired driving*
- *Motorcycle safety*
- *Occupant Protection*
- *Young drivers*
- *Bicycles*
- *Pedestrians*
- *Children*
- *Total serious bodily injuries*
- *Dangerous driving (speed and disregarding traffic signal)*







The primary sources of data used in problem identification for FY 2012 include the Fatality Analysis Reporting System (FARS), driver and vehicle reports maintained by the Bureau of Motor Vehicles (BMV), and the Indiana State Police (ISP) Automated Reporting Information Exchange System (ARIES). Data from these sources were monitored throughout the year by TSD staff and, if deemed necessary, adjustments in priority areas were made. Likewise, these data sources informed the TSD of the grantees' impact on traffic safety and indicated progress toward or attainment of the FY 2012 goals.

Members of the TSD continued to work with representatives of the Council on performance measures that are appropriate for the state and the initiatives that work simultaneously with TSD programs. The Council is comprised of representatives from several traffic safety partners including the Center, Indiana Department of Transportation (INDOT), Indiana University Medical Center – Department of Toxicology, Riley Hospital for Children, National Highway Traffic Safety Administration (NHTSA), and local law enforcement agencies. In addition to members of the TSD and the Council, other stakeholders involved in setting performance goals for FY 2012 included members of the TRCC and the state's LELs. With the TSD's continued partnership with the Center, the detail of the performance measures continues to improve. The TSD continues to examine trends over the last five years for determining short- and long-term goals for each priority area.

PROGRAM REPORTS

The Traffic Safety Division (TSD) is responsible for implementing programs in key program areas that reduce the number of individuals killed and injured on Indiana roadways. This section is divided into the six key program areas with sub-sections including goals and achievements, project details, and media support. When applicable, an evaluation of the program's public information campaign will be included.

GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Reduce the number of traffic fatalities from 754 in 2010 to 722 in 2012	731	
Reduce the rate of fatalities per 100,000 population from 11.63 in 2010 to 11.02 in 2012	11.27	
Reduce the rate of urban fatalities per 100,000 population from 6.91 in 2010 to 6.77 in 2012	Data will be available in the spring of 2013	TBD
Reduce the rate of suburban fatalities per 100,000 population from 12.56 in 2010 to 11.96 in 2012	Data will be available in the spring of 2013	TBD
Reduce the rate of exurban fatalities per 100,000 population from 22.58 in 2010 to 22.13 in 2012	Data will be available in the spring of 2013	TBD
Reduce the rate of rural fatalities per 100,000 population from 17.70 in 2010 to 16.89 in 2012	Data will be available in the spring of 2013	TBD
Reduce the number of fatalities per 100M VMT from 0.96 in 2010 to 0.90 in 2012	1.15	
Reduce the number of serious bodily injuries from 3,443 in 2010 to 3,357 in 2012	3,630	
Reduce the number of serious bodily injuries per 100,000 population from 53.10 in 2010 to 51.40 in 2012	55.98	
Reduce the number of serious bodily injuries per 100M VMT from 4.38 in 2010 to 4.17 in 2012	5.7	

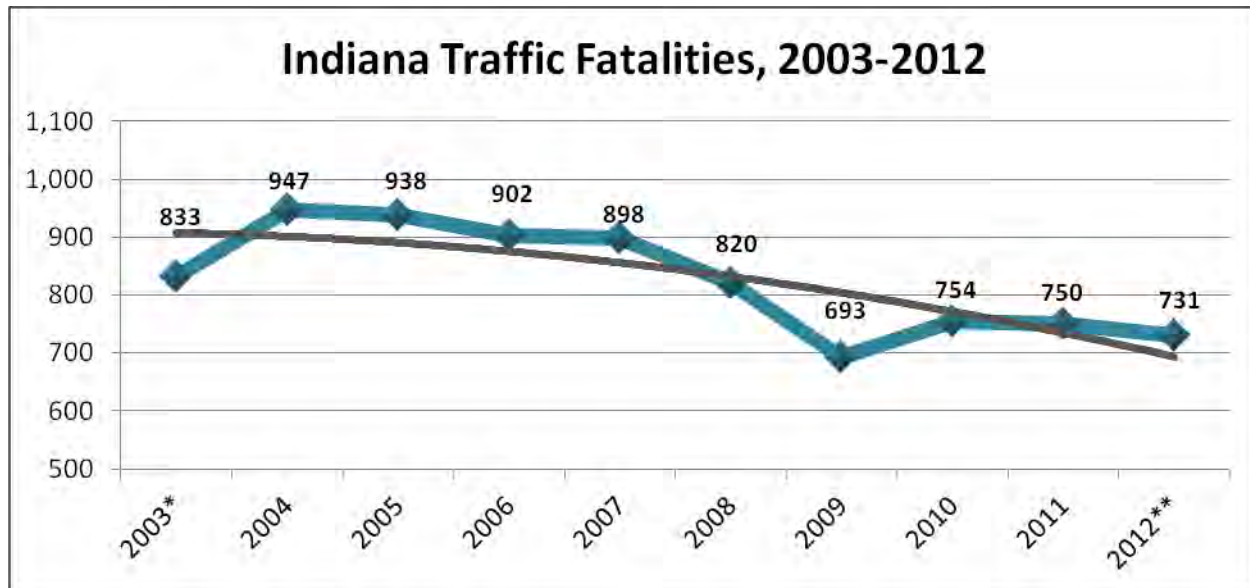
As of December 19, 2012, there have been 731 traffic fatalities in Indiana.¹ Although this number exceeds the goal of 643 fatalities, this is the second fewest number of fatalities in the past ten years. Since 2001, the number of traffic fatalities has decreased by 12.24 percent and continues in a downward trend (see Graph A).

The rate of fatalities per 100,000 population decreased to 11.27 during 2012.² Even though the 2012 goal was not met, this rate was lower than the previous year's of 11.55.³ Additionally, the rate of fatalities per 100,000 population decreased by nearly 12 percent (11.68 percent) in the past five years.

¹ Indiana State Police Automated Information Records Exchange System. Data accurate as of December 19, 2012.

The goal of reducing fatalities to 0.90 per 100M VMT was not reached.⁴ As of December 19, 2012, there were 1.15 fatalities per 100M VMT, which is a 15 percent increase from the 2011 rate of 1.0 fatalities per 100M VMT.⁵ Both the number of vehicle miles traveled and the rate of fatalities increased in 2012 from 2011.⁶ The rates of fatalities per vehicle miles travelled in urban, suburban, exurban, and rural localities is currently not available. Whether the goals have been met will be determined in the spring of 2013.

GRAPH A



Source: FARS. Submitted by the Indiana State Police to the National Highway Traffic Safety Administration.

*2003 fatalities are suspected to be drastically underreported due to missing crash reports.

** Source: Indiana State Police Automated Record Information Exchange System. Accurate as of December 17, 2012

The TSD’s goal to reduce the number of serious bodily injuries to 3,357 in 2012 was not met. As of December 19, 2012, there were 3,630 serious bodily injuries,⁷ a 6.6 percent increase from the previous year.⁸ The general trend of serious bodily injuries continued trending upward for the second year (see Graph B).

The goal to reduce the number of serious bodily injuries to 51.4 per 100,000 population was not met. As of December 19, 2012, there were 55.98 injuries per 100,000 population. This is the highest rate of serious bodily injuries per 100,000 population since 2007.⁹

² 2010 Census data was used to calculate 2012 population. Data is available at www.2010.census.gov.

³ Data obtained from the Center for Criminal Justice Research.

⁴ Vehicle miles traveled for 2012 provided by INDOT. VMT totals through October 2012.

⁵ Data obtained from FARS

⁶ Vehicle miles traveled for January through December 2011 were provided by INDOT.

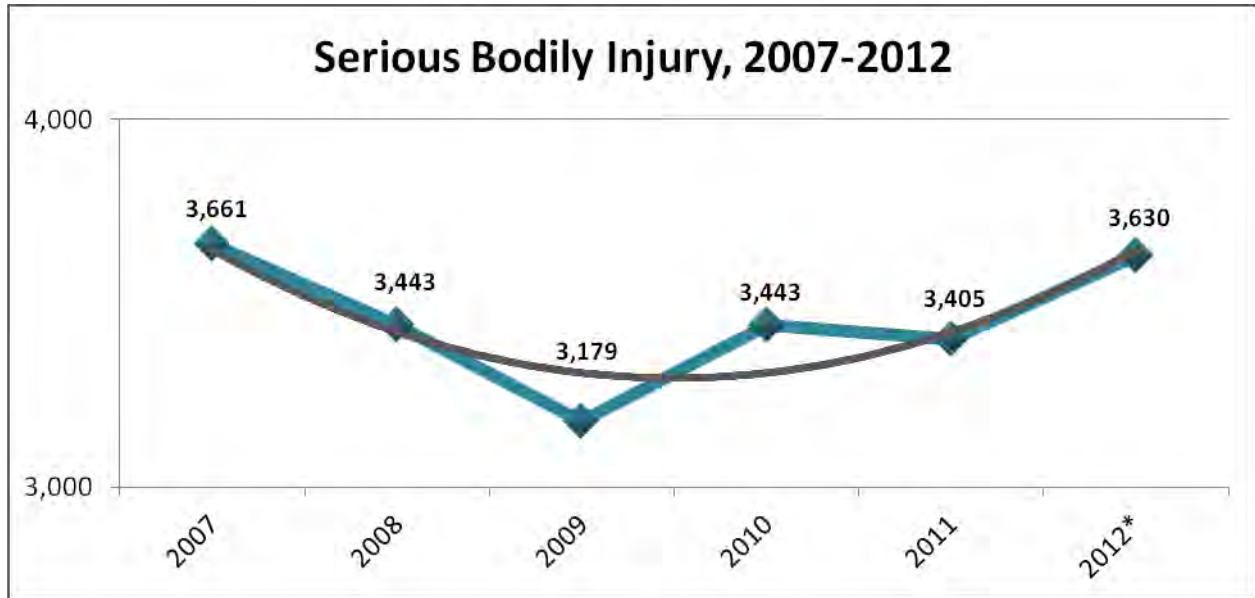
⁷ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 19, 2012.

⁸ 2011 Indiana Crash Facts compiled by the Center for Criminal Justice Research

⁹ 2007 data obtained from the Center for Criminal Justice Research

The goal to reduce serious bodily injuries per 100M VMT was not achieved. Based on the number of VMT through October 2012¹⁰, the rate of serious bodily injuries per 100M VMT increased to 5.7. This is a 26.39 percent increase over the 2011 rate of 4.51 serious bodily injuries per 100M VMT.¹¹

GRAPH B



Source: Center for Criminal Justice Research

*Source: Indiana State Police Automated Records Information Exchange System

¹⁰ Vehicle miles traveled for 2012 provided by INDOT. VMT totals through October 2012.

¹¹ Center for Criminal Justice Research 2011 Crash Fact Book

To reduce traffic fatalities, injuries, and crashes, the TSD supported multiple yearlong, special overtime traffic enforcement patrols by administering NHTSA funds to state and local law enforcement agencies. During the patrols, law enforcement officers issued citations or arrested those who disobeyed traffic laws. The chart below represents the number of citations and arrests made during TSD funded patrols.¹²

CITATIONS DURING GRANT FUNDED ENFORCEMENT ACTIVITIES, FY 2012					
Citations	Seat Belt Patrols	Sobriety Checkpoints	Impaired Driving Patrols	Other Patrols	Total 2012
Seat Belt	65,133	335	6,653	10,840	82,961
Child Restraint	1,951	65	576	475	3,067
Misdemeanor DUI	221	224	6,485	90	7,020
Felony DUI	41	13	874	2	930
Suspended License	3,516	246	4,587	1,637	9,986
Speed	10,838	35	16,583	28,725	56,181
Motorcycle Permit/ License Violation	213	15	374	65	667
Criminal Misdemeanor	1,147	178	3,619	367	5,311
Criminal Felony	395	33	1,197	160	1,785
All Others	11,794	1,087	23,476	5,781	42,138
Grand Total	95,249	2,231	64,424	48,142	210,046

¹² Data was obtained from the Operation Pull Over Report Activities Application located at <https://secure.in.gov/icji-opo/system/main.aspx>.

IMPAIRED DRIVING

Reducing impaired driving continued being one of the TSD's primary focuses. Although Indiana has historically had a lower percentage of overall fatalities as a result of impaired driving than that of the national level, during 2012, the TSD continued implementing enforcement efforts and public information campaigns to reduce impaired driving crashes, injuries, and fatalities.

GOALS & ACHIEVEMENTS

2011 GOAL	RESULT	ACHIEVED
Reduce the number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator from 135 in 2010 to 122 in 2012	119	✓
Reduce the percent of fatalities in collisions involving and alcohol-impaired driver or motorcycle operator from 18.57 percent in 2010 to 17.57 percent in 2012	16.28	✓
Reduce the rate of alcohol-related fatalities per 100M VMT from 0.18 in 2010 to 0.16 in 2012	0.15	✓
Reduce the number of fatalities in collisions involving an alcohol-impaired motorcycle operator from 23 in 2010 to 21 in 2012	32	✗

As of December 19, 2012, there have been 119 alcohol-impaired fatalities;¹³ therefore, appearing that the FY 2012 goal of 122 alcohol-related fatalities could be met (see Graph C).¹⁴ This figure is preliminary and will most likely increase as BAC samples continue to be tested and supplemented on crash reports.

As of December 19, 2012, there were 94 alcohol-related fatalities.¹⁵ Based on the number of alcohol-related fatal collisions, the goal to reduce the rate of alcohol-related fatalities per 100M VMT was met.¹⁶

As of December 19, 2012, there were 32 fatalities involving a motorcycle operator with a BAC of 0.08 or higher.¹⁷ Therefore, the TSD did not reach the goal of 21 or fewer alcohol-impaired motorcycle fatalities. Due to pending operator BAC tests, the number of fatalities may increase.

¹³ Indiana State Police Automated Reporting Information Exchange System. Data is accurate as of December 19, 2012.

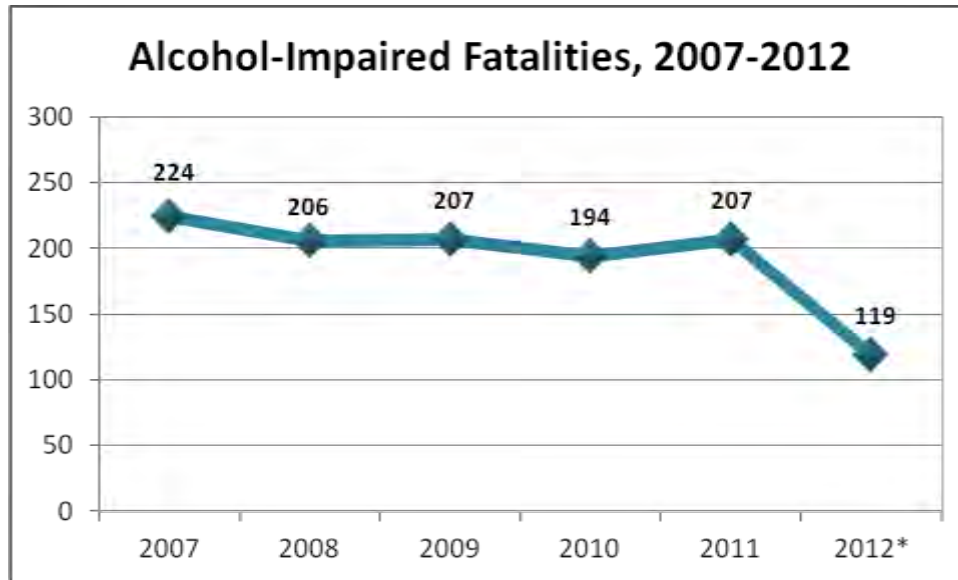
¹⁴ Alcohol-impaired is defined by the Center for Criminal Justice Research as a driver has a BAC test result at or above 0.08 g/dL.

¹⁵ Indiana State Police Automated Reporting Information Exchange System. Data is accurate as of December 19, 2012.

¹⁶ Vehicle miles traveled for 2012 provided by INDOT. VMT totals through October 2012.

¹⁷ Indiana State Police Automated Reporting Information Exchange System. Data is accurate as of December 19, 2012.

GRAPH C



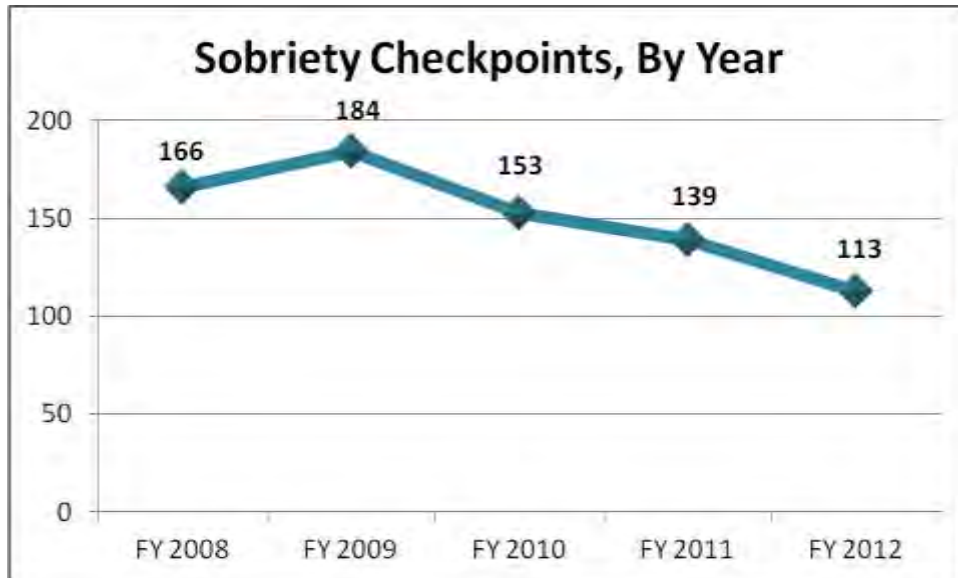
Source: FARS. Submitted by the Indiana State Police to the National Highway Traffic Safety Administration.

**Source: Indiana State Police Automated Records Information Exchange System

PROJECT DETAILS

In FY 2012, the ISP and local law enforcement agencies conducted 113 sobriety checkpoints, 39 of which were conducted by DUI Task Forces. During the past five fiscal years, over 750 sobriety checkpoints (755) have been conducted (see Graph D).

GRAPH D



DUI TASK FORCE

In FY 2012, 146 local law enforcement agencies in 34 counties comprised the DUI Task Force. These agencies, strategically located in areas of the state with the highest representations of alcohol-related crashes, were provided overtime funding for officers to detect and arrest impaired drivers. DUI Task Force agencies used high visibility enforcement (HVE) approaches such as sobriety checkpoints. In FY 2012, the DUI Task Force program issued 43,435 citations, of which 4,946 were misdemeanor DUI citations and 623 were felony DUI citations. DUI Task Force details also made 2,699 criminal misdemeanor arrests, 880 criminal felony arrests, and arrested 3,156 suspended drivers.



DUI sobriety checkpoint conducted in Indianapolis, IN

Looking Beyond the Ticket

Some highlights written by the officers working DUI Task Forces include:

- *While working a routine DUI Taskforce patrol on July 27, 2012, Fortville Police Officer Matt Fox encountered what he suspected to be an impaired driver. Officer Fox stopped the driver for a broken taillight. After the stop was initiated, the driver fled the scene at a high rate of speed. When Officer Fox stopped the vehicle for the second time, the driver exited his vehicle and started firing multiple shots at Officer Fox through the patrol car's windshield and driver's side window. Remarkably, Officer Fox survived the ambush, receiving gunshot wounds to the hand, forehead, and chest (round impacted his bulletproof vest). The suspect was later killed in a shootout with police. A search of the suspect's car revealed an assault rifle, ammunition, and other firearms.*
- *During a DUI patrol in January 2012, IMPD Officer Robert Ferguson, of the Marion County Traffic Safety Partnership, stopped a vehicle for an improper turn. During the traffic stop, Officer Ferguson recovered a stolen gun and also made arrests for the following offenses: Possession of Cocaine (FC), Possession of Marijuana (MA), Possession of Firearm, no license (MA), and Theft (FD).*
- *While on patrol, Officer Ryan Metcalf of Franklin/Ripley County Traffic Safety Partnership stopped a car for speeding on I-74 during DUI Taskforce enforcement. When the officer approached the vehicle, he observed smoke coming out of the window and smelled marijuana. A search revealed marijuana and a large amount of cash. As a result of the stop, three people were arrested and \$11,570.00 was confiscated. Forfeiture proceedings are in progress due to the money being tied to drug trafficking.*

INDIANA STATE EXCISE POLICE-UNDERAGE DRINKING PROGRAMS

The Indiana State Excise Police (Excise Police), the law enforcement division of the Indiana Alcohol & Tobacco Commission, has full police powers to enforce alcohol and tobacco laws. During FY 2012, the Excise Police received funding from the TSD to conduct two enforcement initiatives, Stop Underage Drinking and Sales (SUDS) and Cops in Shops (CIS), which focused on reducing the availability of alcoholic beverages to persons who cannot legally possess, consume, transport, or purchase alcohol.

SUDS provided Excise officers the opportunity to work overtime initiatives to enforce alcoholic beverage laws at events that have historically produced a crowd that is known to illegally consume or possess alcoholic beverages. In FY 2012, the Excise Police conducted 152 SUDS details in 23 counties at events such as Indiana University's Little 500, Purdue University's Grand Prix, the Indianapolis 500, Super Bowl events, Evansville's West Side Nut Club Fall Festival, and concerts at Klipsch Music Center.



Alcohol seized by Indiana Excise Police detail in FY 2012

SUDS details provided 4,020 additional hours of manpower, which resulted in 1,509 contacts with minors who illegally consumed or possessed alcohol. Subsequently, 1,925 charges were filed against minors. Excise officers cited 42 businesses on 75 charges and issued 32 warnings to 26 businesses.

CIS allowed Excise officers, in cooperation with owners of alcohol sales shops, to pose as both customers and employees in stores across Indiana. These officers intercepted persons under the legal age who were inside of a package store or attempting to purchase alcoholic beverages. Additionally, persons observed purchasing alcoholic beverages for minors in or around these locations were also arrested. In FY 2012, CIS conducted 38 details in 9 counties, resulting in 82 arrests. The CIS program gained media attention on Indianapolis and Lafayette news programs and in local college town newspapers.

FATAL ALCOHOL CRASH TEAMS

The Fatal Alcohol Crash Team (FACT) program was designed to aid in the successful adjudication of impaired drivers who have caused serious bodily injury or death. In FY 2012, the state's FACTs were called out to 113 suspected alcohol related crashes, an increase from 103 call outs in 2011. In addition to responding to call outs for alcohol related serious bodily injury and fatality crashes, the FACTs in Allen, Elkhart, Hamilton, Kosciusko, Marion, Saint Joseph, and Tippecanoe counties also utilized grant funds to help increase the screening of all serious bodily injury and fatal crashes for blood alcohol levels.

Fact Evaluation

Since 2006, the TSD has funded seven FACTs throughout the state. Seeking to eliminate procedural mistakes that lead to the suppression of important evidence in DUI cases, these countywide teams developed uniform policies and procedures for the investigation of serious bodily injury and fatal alcohol-related crashes. Theoretically, these investigations aid prosecutors in successful adjudications of impaired drivers who have caused serious bodily injuries or death. In 2012, ICJI conducted an evaluation to deem whether the FACT concept can be used as an impaired driving countermeasure and be replicated in other states.

This evaluation sought to determine whether suspected impaired drivers who have caused either a serious bodily injury or death to another are charged and convicted at a higher rate when FACTs investigate and prosecute the defendant than in counties where FACTs are not established. Three categories were established: cases known to be investigated by FACTs, cases in counties where FACTs exist, but the FACT was not called out, and cases in a random sample of counties that do not have FACTs. Once the cases were determined, the defendant's online court docket was retrieved and analyzed to determine of what the defendant was charged and convicted.

Data showed that defendants in FACT counties where the FACT was not activated were charged with the most counts; however, there were a higher percentage of convictions for those cases that were investigated and prosecuted by FACTs than those that were not. Data also showed that defendants were charged with more felonies than misdemeanors. It was found that there were a higher percentage of guilty convictions for felonies in FACT and non-FACT investigated cases than misdemeanors. As a result, there is evidence that alcohol-related serious bodily injury and fatal collisions result in more guilty convictions even if on average a defendant is charged with fewer counts.

CRASH INVESTIGATION AND DUI TRAINING PROGRAM

TSD staff attended trainings that discussed the legal aspects of sobriety checkpoints and HVE activities. The Impaired Driving Program Manager spent two days in Hamilton County, north of Indianapolis, for a multijurisdictional training seminar aimed at providing legal and planning assistance for designing and implementing sobriety checkpoints. The TSD provided information aimed at promoting HVE in the suburban counties around the Indianapolis Metro area. The two day training seminar, totaling eight hours, was conducted by the Hamilton County Traffic Safety Partnership.

STANDARDIZED FIELD SOBRIETY TESTING & DRUG RECOGNITION EXPERT PROGRAMS

The Standardized Field Sobriety Testing (SFST) program continued training officers about the best methods for identifying alcohol impaired drivers. Over 400 officers (421) were trained in SFST and 491 officers took recertification courses. In addition, two training courses, one conducted in Fort Wayne and the other in Indianapolis, were held for officers to become Drug Recognition Experts (DREs), allowing for 28 officers to be successfully trained and 12 officers being certified as DREs. As of December 2012, there are 165 certified DREs throughout Indiana.

TRAFFIC SAFETY RESOURCE PROSECUTOR

The Traffic Safety Resource Prosecutor (TSRP) provided comprehensive training to prosecutors and law enforcement officers about the most effective methods of investigating and prosecuting impaired drivers or other traffic-related offenders. During FY 2012, the TSRP hosted four statewide conferences that taught the following courses: Train the Trainer, SFST and OWI, Legal and Ethical Update, and Trial Advocacy. In addition, the TSRP presented at the IPAC Winter, Spring, and Summer conferences. These trainings provided over 75 hours of Continuing Legal Education hours.

In 2012, the TSRP spoke at numerous law enforcement trainings, including the ILEA Academy, ISP ARIDE class, DRE Instructor Course, the DRE Academy, the SFST Instructor Refresher course, the Chiefs of Police, and numerous regional law enforcement agencies, providing training on case law updates, sobriety checkpoints, cops in court, trial strategy, and OWI enforcement. In 2012, the TSRP trained over 500 officers.

MEDIA AND COMMUNICATIONS

Safe Family Travel/Blitz 69: November 2011

MEDIA FOCUS: *Drive Sober or Get Pulled Over/Click It or Ticket*

Using radio and online advertising as the primary paid promotional mediums, the TSD continued to push for high levels of awareness about the dangers and consequences of impaired driving during the heavily traveled Thanksgiving holiday period. To maximize resources, the TSD weighted most of the buy in radio advertisement and placed television advertising on cable programming in Indiana's southern DMA.

The TSD continued supporting a multi-campaign partnership with the Star Media to connect with target audiences through online media advertising. The online promotion delivered high impressions and the number of click through rates achieved were at or above industry averages.

The communications goal of the *Safe Family Travel* campaign was to leverage special attention and public focus surrounding the heavily traveled Thanksgiving holiday period by reminding those at risk for drinking and driving to *Drive Sober or Get Pulled Over*.

The campaign posted well in all of Indiana's major DMAs – achieving an overall 100.4 percent rating. The number of spots aired during the FY 2012 campaign more than doubled those aired during the FY 2011 campaign and nearly doubled in impressions in comparison to the previous year's campaign.

Earned media activities in support of the campaign included a statewide news release and distribution of regional media correspondence. Distributing regional correspondence allowed the TSD to reach smaller and rural DMAs through local papers and radio stations.



CAMPAIGN: SAFE FAMILY TRAVEL. DRIVE SOBER OR GET PULLED OVER
FORMAT: RADIO/ TELEVISION

POST DATES: 11/14 - 11/27/2011

PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,941	\$139,812.00	2,937	\$137,899.00	\$3,399,023	N/A	N/A

ONLINE CAMPAIGN	PRODUCT	START/END DATES	UNIQUE IMPRESSIONS	CLICK THROUGHS	CTR%	AMOUNT INVESTED
"Safe Family Travel" FOCUS: IMPAIRED DRIVING & SEAT BELTS	IndyStar Mobile	11/1/11-11/30/11	51,071	116	0.02%	
	IndyStar ROS, Males 18-44	11/11/11-11/27/11	50,003	11	0.02%	
	Yahoo! Indy, Males 18-44	11/11/11-11/27/11	2,004,601	442	0.02%	
	MetroMix	11/11/11-11/27/11	287,142	88	0.03%	
	Network Sites	11/11/11-11/27/11	251,030	92	0.04%	
	IndyStar Homepage Billboard	11/17/2011	226,363	142	0.06%	
						\$21,800.00
Campaign Totals			2,870,210	891	0.19%	\$21,800

Social Norming Messaging: Christmas, New Year's and Super Bowl 2012:

MEDIA FOCUS: Buzzed Driving is Drunk Driving

Following the *Safe Family Travel* statewide enforcement blitz, the TSD sustained communication with the target audience during the winter holidays and other seasonal events by promoting the *Buzzed Driving is Drunk Driving* message. Given that HVE efforts are minimal in Indiana during winter holidays, the TSD specifically targeted Christmas, New Year's and the Super Bowl as opportunities to bridge communication between the November 2011 and March 2012 impaired driving crackdowns.

Through a series of key partnerships, online promotions and other collaborations, Indiana motorists were reacquainted with the *Buzzed Driving Is Drunk Driving* message. While a great deal of the TSD's success in facilitating change of high-risk behaviors behind the wheel relies on high visibility crackdowns to deter those behaviors, during periods of law enforcement activity, the TSD continued to encourage Indiana motorists to engage in socially responsible driving behaviors. That is why *Buzzed Driving* holiday messaging was aimed at

urging those who planned to celebrate the seasonal occasions with alcohol, to designate a sober driver, call a taxi and moreover, to plan ahead.

By distributing news releases and other media materials, the TSD’s communications efforts sought to change the perception of the word “buzzed.” Therefore a great deal of focus was placed on emphasizing that the terms “buzzed” and “drunk” are in fact interchangeable and dispelling the notion that being “buzzed” means that one is still in “control” and therefore able to drive.

ONLINE CAMPAIGN	PRODUCT	START/END DATES	UNIQUE IMPRESSIONS	CLICK THROUGHS	CTR%	AMOUNT INVESTED
"Buzzed Driving is Drunk Driving" FOCUS: IMPAIRED DRIVING	IndyStar Superbowl Front	12/15/11-01/02/12	50,019	18	0.04%	
	Yahoo!, Indy Males 18-44	12/15/11-01/02/12	2,190,582	743	0.03%	
	IndyStar Mobile	12/15/11-01/02/12	38,112	81	0.21%	
	MetroMix	12/15/11-01/02/12	345,125	55	0.01%	
						\$19,800
Campaign Totals			2,623,838	897	0.29%	\$19,800

Impaired Driving – St. Patrick’s Day/Blitz 70: March 2012

MEDIA FOCUS: Drive Sober or Get Pulled Over.

In support of the statewide crackdown on Impaired Driving/Blitz 70, the TSD aimed public awareness efforts by promoting the *Drive Sober or Get Pulled Over* advertising campaign. The TSD invested \$150,000 in a statewide radio and cable television advertising schedule to make motorists aware of HVE efforts taking place from March 3-18, covering the St. Patrick’s Day holiday.

The month of March brought a great deal of activity to the state of Indiana, particularly downtown Indianapolis, as a record number of fans and spectators from throughout the midwest converged in the capital city to participate in the *2012 Big Ten Men’s and Women’s* basketball tournaments held at the Bankers Life Fieldhouse. Because it was a high trafficked area, the TSD capitalized on its partnership with the Pacers to bold the Blitz 70 kickoff at Bankers Life Fieldhouse.



TSD Director, Ryan Klitzsch addresses the media at the Blitz 70 kickoff event

In addition to accommodating the “Big Ten” crowds, many downtown bars and restaurants also hosted St. Patrick’s Day celebrations. The goal of the kickoff event was to use a series of pre-existing activities to spotlight the concurrent enforcement effort. As the state of Indiana was tuned into all of the events taking place in downtown Indianapolis, the TSD sought to make the public aware of the consequences they would face if they were caught driving impaired anywhere in the state.

Earned media efforts for Blitz 70 included a statewide news release, media advisory, talking points, and a dedicated website feature tying in the effort with March basketball activities and the St. Patrick’s Day holiday.

CAMPAIGN: DRIVE SOBER OR GET PULLED OVER. FORMAT: RADIO/ TELEVISION						
POST DATES: 3/5 - 3/17/12						
PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
4,674	\$170,142.00	4,452	\$167,111.00	3,512,927	N/A	N/A

Impaired Driving, Labor Day/Blitz 72: August, 2012
 MEDIA FOCUS: *Drive Sober or Get Pulled Over.*

During the Labor Day Blitz 72, the TSD did not place a radio or television advertising schedule to publicize the enforcement effort, but rather used its resources to purchase a robust outdoor advertising schedule in conjunction with an online campaign. The outdoor campaign encompassed Indiana’s major DMAs and saturated each market area with outdoor advertising consisting of traditional billboards, frozen billboards



(i.e. ice coolers), and “Johnny on the Spot” restroom



advertisements. The outdoor billboards also informed the public of the statewide crackdown, and encouraged them to designate a sober driver if they planned to drink over the Labor Day holiday. The intent of the frozen billboards and “Johnny” ads were to grab the attention of the target audience and keep messaging top-of-mind while they are actively engaged in decision-making. Restroom advertising placement was very strategic and limited to the most popular, highly attended bars and restaurants throughout the state. Similarly, outdoor billboards were purchased in Indiana’s DMAs reporting the most alcohol-related collisions.

The TSD continued to raise awareness about impaired motorcycle riding by placing an outdoor ad featuring Motorcycle Safety & Awareness spokesperson, Nicky Hayden, on the side of a prominent Indianapolis downtown building. In addition to being located on a major thoroughfare, this poster was at the center of an annual motorcycle event that attracts large crowds of motorcyclists throughout the state. The Hayden poster was also placed on a billboard located near the



Indianapolis Motor Speedway and was seen by a large number of motorcycle enthusiasts who attended the *Indianapolis Red Bull GP*, which took place in the middle of the crackdown.

In support of earned media efforts for the statewide crackdown, the TSD hosted a news conference outside of the Indianapolis Motor Speedway on the opening day of the *Red Bull GP* events. The purpose of this event was to increase the public’s awareness of the impending enforcement efforts and to further target motorcycle riders with the *Ride Sober or Get Pulled Over* campaign. Other earned media efforts included statewide distribution of a news release announcing Blitz 72, talking points and a dedicated website feature detailing the enforcement effort and the impact of impaired driving and riding.

CAMPAIGN: DRIVE SOBER OR GET PULLED OVER.						
FORMAT: RADIO/ TELEVISION						
FLIGHT DATES: 8/18 - 8/29/12						
PURCHASED		ACTUAL				
# Boards	Investment	# Boards	Investment	Type	Bonus	Bonus Total
96	\$71,922.00	96	\$62,961.48	Outdoor	N/A	N/A
109	\$9,314.00	109	\$8,154.41	Frozen Billboard		
281	\$7,352.94	281	\$6,437.50	“Johnny” Advertisemen t/Restroom Signage		

ONLINE CAMPAIGN	PRODUCT	START/END DATES	UNIQUE IMPRESSIONS	CLICK THROUGHS	CTR%	AMOUNT INVESTED
"Drive Sober or Get Pulled Over" FOCUS: IMPAIRED DRIVING	IndyStar Mobil	8/20/12-8/31/12	47,005	98	0.20%	
	Yahoo!	8/20/12-8/31/12	1,006,000	486	0.04%	
	Network Sites	8/20/12-8/31/12	372,146	148	0.04%	
	IndyStar ROS	8/20/12-8/31/12	150,024	39	0.03%	
						\$14,200
Campaign Totals			1,575,175	771	0.31%	\$14,200

Indiana Pacers: February, 2012 – June, 2012

In an effort to sustain communication with the target audience, males ages 18-44, especially during periods when enforcement efforts were low, the TSD supported a sustained sports-marketing partnership with the Indiana Pacers. This partnership provided multiple media platforms to reach the public with the *Drive Sober or Get Pulled Over* messaging, during and after Indiana Pacer basketball games and all other events held at Bankers Life Fieldhouse.

The goal of the partnership was to engage the target audience through a credible sports brand in order to achieve compliance with state traffic laws and inspire positive behavioral outcomes behind the wheel without having to threaten them with the consequences, such as arrest, jail time, and loss of driver's license.



"Johnny on the Spot"
Advertisements posted in the Men's restrooms at Bankers Life Fieldhouse

The majority of this sports-marketing partnership was dedicated to promoting the *Buzzed Driving is Drunk Driving* social responsibility message during non-blitz periods. However, the distracted driving message *Heads Up. Phones Down. Put the Brakes on Distracted Driving.* was introduced as the secondary message by way of

sky beams located in a cross-walk that leads to a major parking garage in downtown Indianapolis. The message served as a reminder to all motorists as they entered and exited the parking facility that distracted driving is against the law in the state of Indiana.



Sky beams leading to a parking garage from Bankers Life Fieldhouse

Media elements included in this partnership were:

- One :30 network radio spot in the play-by-play portion of the broadcast in 46 Pacers games
 - One In-Game live Radio Feature in all 46 games. Forty-six total branding mentions featured the following brief message: *The Governor’s Council on Impaired and Dangerous driving would like to say “Remember Pacers Fans, Buzzed Driving is Drunk Driving. Pass your keys to a designated driver.”*
- Bonus Value – One additional :30 spot per game in up to 22 Pacers games that fell within “enforcement periods”
- Added Value – During the 2011-12 season the Pacers were able to bonus approximately 60 spots over and above what was promised



Buzzed Driving is Drunk Driving messaging at Bankers Life Fieldhouse

Indiana Sports Corporation/Big Ten Basketball Tournaments: March, 2012

The partnership between the TSD and Indiana Sports Corporation consisted of a *Buzzed Driving is Drunk Driving* social responsibility promotion during the *Big Ten Men's and Women's Basketball Tournaments*. This event also encompassed the March Impaired Driving/Blitz 70 crackdown.

2012 marked the 18th year for Indianapolis to host the Women's Basketball Tournament and the 9th year to host the Men's Basketball Tournament. The tournament games along with the Career Expo, Race Day 5k, pep rallies, youth clinic and other ancillary events provided an outstanding opportunity for the TSD to raise awareness of the *"Buzzed Driving"* message among fans throughout Indiana. Attendance for both the Women's and Men's 2012 Tournaments exceeded 140,000.

The tournaments spanned two weeks of basketball themed events creating a festival atmosphere throughout downtown Indianapolis, which could influence alcohol consumption. Therefore, the goal of the promotion was to increase message awareness among the target audience during a time when they are at risk of drinking and driving.

Events such as the *Big Ten Tournaments* have been instrumental in helping the TSD raise awareness as it relates to the dangers of impaired driving and the consequences that drivers face during the corresponding statewide impaired driving crackdown.

Promotional elements included print media, broadcast media, live mentions and PSAs, web placement and *"Buzzed Driving"* logo branding on event collateral materials, such as banners and other signage. *"Buzzed Driving"* messaging was prominently displayed in Banker's Life Fieldhouse during the tournaments and outside of the stadium at other downtown locations and ancillary events where event signage was displayed. The breakdown of promotional elements is as follows:

- *"Buzzed Driving"* logo was displayed on 100 commercial announcements that aired on WISH TV 8 and sister station WNDY Channel 23.
- Logo recognition appeared in all appropriate elements of the marketing campaign, including print advertising and ticket brochures as approved by the Big Ten Conference.
- A full panel, four color ad appeared in the official Fan Guide that was distributed free to fans attending both tournaments. More than 15,000 fan guides were published and distributed.
- The TSD logo was displayed in a "Thank You" ad placed in local media following the conclusion of the Men's tournament.

Indianapolis Indians: April – August, 2012

The TSD used this partnership as another platform to promote social responsibility during Indianapolis Indians baseball games. During the 2012 regular season, the Indians posted an attendance of 595,043 fans. The TSD's, *Fans Don't Let Fans Drive Drunk* message was displayed across various promotional mediums and could be seen on half of the stadium's drink holders (6,500) and on digital outfield signage. The message was also delivered during in-game announcements and a live radio broadcast interview, which featured state and local officers talking about the dangers and consequences of impaired driving and the coinciding Blitz 72 enforcement crackdown. The TSD also had an opportunity to host *Traffic Safety Night* at the ballpark. The TSD used this night to interface with more than 9,000 fans and used a local law enforcement officer to speak to the crowd about the importance of designating a sober driver at all times.



Digital signage at Victory Field reminds fans not to let fans drive drunk

Indianapolis Motor Speedway: May – August, 2012

The TSD partnered with the Indianapolis Motor Speedway (IMS) from May to August 2012 to promote the *Buzzed Driving is Drunk Driving* social responsibility campaign. The TSD targeted three highly attended events that took place at the IMS to raise awareness of the dangers of “buzzed” driving and impaired motorcycle riding among the target audience throughout the riding season. These events included the Indianapolis 500, which is the world’s largest attended single-day sporting event with an estimated attendance of 400,000 in 2012; the Brickyard 400, one of the largest attended NASCAR races; and Red Bull Indianapolis GP, the largest attended motorcycle race in the United States. In all, more than 1.1 million people visited the IMS in 2012.



IMS shuttles advertise the “Buzzed Driving is Drunk Driving” message

Supporting the IMS multi-event package allowed the TSD to reach the target audience with each impaired driving campaign as well as Indiana motorcycle riders and enthusiasts who participated in any or all of the events with a special focus on the Red Bull Indianapolis GP. With each event, the goal was to ensure that the *Buzzed Driving is Drunk Driving* and the *Ride Safe. Ride Sober.* messages were widely exposed, visible and prominent in an effort to keep safe and sober driving and motorcycle riding top-of-mind during each event and at all other times beyond the events.



***Ride Safe. Ride Sober.* carousel featuring Moto GP Champion Nicky Hayden**

To most effectively reach Indiana motorcycle riders and enthusiasts, the TSD used Motorcycle Safety spokesperson Nicky Hayden. Using a credible "human brand," who resonates with the target audience, increases awareness of messaging, promotes recall and ultimately inspires positive behavioral changes. Nicky Hayden appeared on various forms of *Ride Safe. Ride Sober.* advertising displayed during each IMS event.

Other promotional elements included event shuttle signage, print advertising, prominent carousel signage, PA announcements, and more.

EVALUATION

TELEPHONE SURVEYS




Pre- and post-telephone surveys were conducted regarding the August DUI crackdown to determine how well the media campaigns reached the public. A sample of 1,000 Indiana residents were surveyed about their knowledge of a variety of traffic safety messages, specifically *Buzzed Driving is Drunk Driving.*, *Over the Limit. Under Arrest.*, and *You Drink. You Drive. You Lose.* The post-survey revealed that 60.6 percent of the respondents saw or heard a message encouraging people to avoid impaired driving over the past 30 days, which was an increase from 46.8 percent prior to the campaign. Because sobriety checkpoints were a large focus of this blitz, it was noteworthy that 22.7 percent of respondents saw or heard about sobriety checkpoints prior to the campaign, whereas 32.2 percent of the post-survey respondents saw or heard of the checkpoints.

IMPAIRED DRIVING SURVEY, SLOGAN RECOGNITION 2010-2012						
SLOGAN	2010		2011		2012	
	PRE	POST	PRE	POST	PRE	POST
Buzzed Driving is Drunk Driving	38.6%	41.6%	40.4%	42.3%	44.1%	45.5%
Drunk Driving. Over the Limit -- Under Arrest.	39.6%	46.9%	40.2%	44.0%	36.1%	38.5%
You Drink. You Drive. You Lose.	57.8%	51.6%	47.2%	54.6%	49.1%	51.5%

OCCUPANT PROTECTION

The occupant protection program was designed to increase seat belt usage by educating the public about the proper use of seat belts and child restraint systems coupled with law enforcement efforts to enforce the occupant protection laws in Indiana.

GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Decrease the number of unrestrained passenger vehicle fatalities from 207 in 2010 to 187 in 2012	263	
Increase the observed seat belt usage rate for all vehicles from 93.2 percent during June of 2011 to 94.1 percent for the same time period in 2012	93.6% overall seat belt usage in June 2011	
Increase the observed seat belt usage rate for pickup truck occupants from 84.8 percent in 2010 to 86.5 percent in 2012	86.5% seat belt usage in pickup trucks in June 2011	

In 2011, there were 263 unrestrained passenger vehicle fatalities; therefore, the goal was not met.¹⁸ This is the fourth consecutive year that the number of unrestrained passenger fatalities increased from the prior year. Although there has been a continual increase, there was a 12 percent decrease of unrestrained fatalities since 2006.¹⁹

In June, the LELs conducted an observational seat belt survey to determine usage rates for drivers and passengers of all vehicles. In 2012, seat belt usage rates increased to 93.6 percent from 93.2 percent in 2011. Historically, seat belt usage rates of pickup truck occupants have been lower than cars; therefore, one of the TSD's primary focuses was targeting this class of occupants. The survey results found that pickup truck occupant usage rates increased from the previous year to 86.5 percent, reaching the goal set by the TSD.

¹⁸ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 19, 2012.

¹⁹ Data derived from FARS.

PROJECT DETAILS

OPERATION PULL OVER AND BIG CITY/ BIG COUNTY

The TSD continued working toward increasing Indiana's seat belt usage rate by funding overtime enforcement during the Operation Pull Over (OPO) and Big City/Big County (BCC) enforcement programs. During FY 2012, three new agencies and six new partnerships joined the OPO and BCC programs.

OPO agencies averaged 3.30 contacts per hour and issued 1.88 seat belt/child restraint (SB/CR) citations per hour. BCC agencies averaged 3.56 contacts per hour and issued 2.01 SB/CR citations per hour. Although impaired driving was not a priority for these programs, OPO agencies arrested an impaired driver every 8.12 hours. Together, OPO and BCC officers working enforcement programs issued 265,312 citations and warnings, of which 62.8 percent were citations.

RURAL DEMONSTRATION PROJECT

The Rural Demonstration Project (RDP) increased seat belt and proper child restraint enforcement in rural areas with high unrestrained fatality and injury rates. During the two week enforcement period, April 27 to May 13, 2012, 27 law enforcement agencies and ISP increased patrols in rural areas that have consistently low seat belt usage rates. As a result, 2,697 seat belt and 73 child restraint citations were issued. In addition, 31 DUI arrests and 21 criminal felony arrests were made during the enforcement period.

Looking Beyond the Ticket

Law enforcement agencies reported the following significant events that occurred while working TSD occupant protection enforcement programs.

- *Martinsville Police Officer John Richards garnered critical and national acclaim during the National Click It or Ticket campaign when he observed a pick-up truck traveling on a public roadway with 10 children in the bed of the truck. After taking a further look in the vehicle, Officer Richards noticed neither the driver nor his passenger were wearing their seat belts. Officer Richards issued citations to both adults for not wearing their seat belt. The driver was written 10 additional citations, one for each child in the bed of the pickup truck. A total of 12 citations were written.*
- *During BCC enforcement, Sgt. David Eads from the Vanderburgh County Sheriff's Department stopped a vehicle for speeding. Sgt. Eads discovered that the driver had a protective order against his girlfriend and her son, who were also in the vehicle. There was also a warrant for the driver's arrest for a parole violation in California. The driver was a known gang member and had served time for at least one stabbing and a firearms violation in California. The driver was arrested on the warrant.*
- *While working the Rural Demonstration Project, the Noble County Traffic Safety Partnership arrested an underage drunk driver after a rollover crash; made an arrest for OVWI and leaving the scene of a crash resulting in one felony and three misdemeanor charges; during a seat belt stop, apprehended a wanted suspect for Dealing in Schedule II Drugs; during a seat belt stop, arrested an individual for several drug-related charges resulting in one felony and three misdemeanors; located an elderly diabetic male face down in a field with nobody around – he had become dizzy, fallen, and could not get up to call for help; during a seat belt stop, the driver fled on foot and was apprehended and charged with HTV, OVWI, and Resisting Law Enforcement.*

- *While working BCC enforcement in February 2012, Michigan City Police Officer Kevin Havlin stopped a vehicle for not wearing a seat belt. During the traffic stop, the officer recovered marijuana and seized \$5,600 in U.S. currency. The Narcotics Task Force assisted with the case.*
- *While finishing an OPO shift in September 2012, Delaware County Sheriff's Deputies Tony Johnson and Eric McBride were approached by an oncoming motorist who was flashing their lights to get the deputies' attention. In the back seat of the motorist's vehicle was the driver's two month old choking baby. Deputy Johnson retrieved the baby from the vehicle and began giving back blows. While doing so, Deputy McBride radioed for EMS. Deputy Johnson was able to free the obstruction and the child began crying. The baby was later transferred to Indiana University Ball Memorial Hospital for further care.*

MEDIA AND COMMUNICATIONS

During FY 2012, the TSD continued seeking opportunities to effectively communicate traffic safety messages to Hoosier audiences. New and existing partnerships allowed the TSD to create interactive communication strategies, specifically ones that relied heavily on generating year-long momentum for each campaign. As a result, paid and earned media efforts contributed to the success of statewide public awareness campaigns.

Safe Family Travel/Blitz 69: November 2011

MEDIA FOCUS: *Drive Sober or Get Pulled Over/Click It or Ticket*

Click It or Ticket messaging during the *Safe Family Travel* blitz was combined with impaired driving messaging. Information regarding messaging for this campaign is located on page 16 of this document.

Occupant Protection/Blitz 71: May, 2012

MEDIA FOCUS: *Click It or Ticket*

Although Indiana's current seat belt usage rate is 93.6 percent – there are a significant number of drivers who are at an increased risk for death or injury because they fail to buckle up. In order to maximize resources allocated in support of this campaign, the TSD targeted advertising efforts at the top five Indiana counties reporting the highest number of crashes involving unrestrained drivers and occupants. The TSD specifically targeted the male aged 16-25 demographic.

Although *Click It or Ticket* is a well-branded campaign that most motorists respond to, the TSD’s advertising objectives continued focusing on communicating the dangers and consequences that face drivers who do not wear seat belts. In order to effectively bring awareness to the mobilization on a statewide level, the TSD advanced its paid media efforts by hosting a news conference at a Ford dealership in Evansville, Indiana. The TSD partnered with local law enforcement and used the media event as an opportunity to bring awareness to *Click It or Ticket* specifically among pickup truck drivers who continue to have the lowest rate of seat belt use among all drivers. Through its strategic advertising efforts, the TSD was able to extend the reach of national ad campaigns by enhancing it with additional statewide paid and earned public awareness efforts. Earned media efforts included statewide news release distribution, talking points and a dedicated *Click It or Ticket* website feature.



Vanderburgh County Chief Deputy Sheriff Dave Wedding speaks to the media at a news conference in Evansville, IN about the upcoming *Click It or Ticket Blitz*

CAMPAIGN: CLICK IT OR TICKET.						
FORMAT: RADIO						
POST DATES: 5/16 - 5/30/12						
PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,029	\$85,479.00	2,024	\$85,378.00	702,558	N/A	N/A

Online Campaign	Product	Start/End Dates	Unique Impressions	Click Throughs	CTR%	Amount Invested
"Click It or Ticket" FOCUS: SEAT BELTS	IndyStar Homepage Billboard	5/18/2012	192,168	896	0.47%	
	MetroMix	5/19/12- 5/28/12	126,104	75	0.06%	
	IndyStar ROS, Males 18-44	5/19/12- 5/28/12	123,799	24	0.02%	
	IndyStar Mobile	5/19/12- 5/28/12	33,393	86	0.26%	
	Yahoo!, Indy Males 18-44	5/19/12- 5/28/12	2,008,025	968	0.05%	
						\$19,800
Campaign Totals			2,483,489	2,049	0.86%	\$19,800

Indiana Black Expo (IBE): July, 2012

In an effort to build awareness of Indiana traffic laws and key traffic safety initiatives, the TSD partnered with IBE for its *Summer Celebration* to reach its more than 300,000 attendees over a three-day weekend.

Since *Summer Celebration* is currently the largest African American event in the nation, supporting this partnership allowed the TSD to effectively engage a large number Indiana's African American demographic. This event also helped the TSD to bridge the gap in communication that often results from this demographic being underrepresented in statewide media buys. During this event, the TSD distributed informational materials that promoted Indiana's occupant protection laws including child passenger safety, teen driver safety and distracted driving.

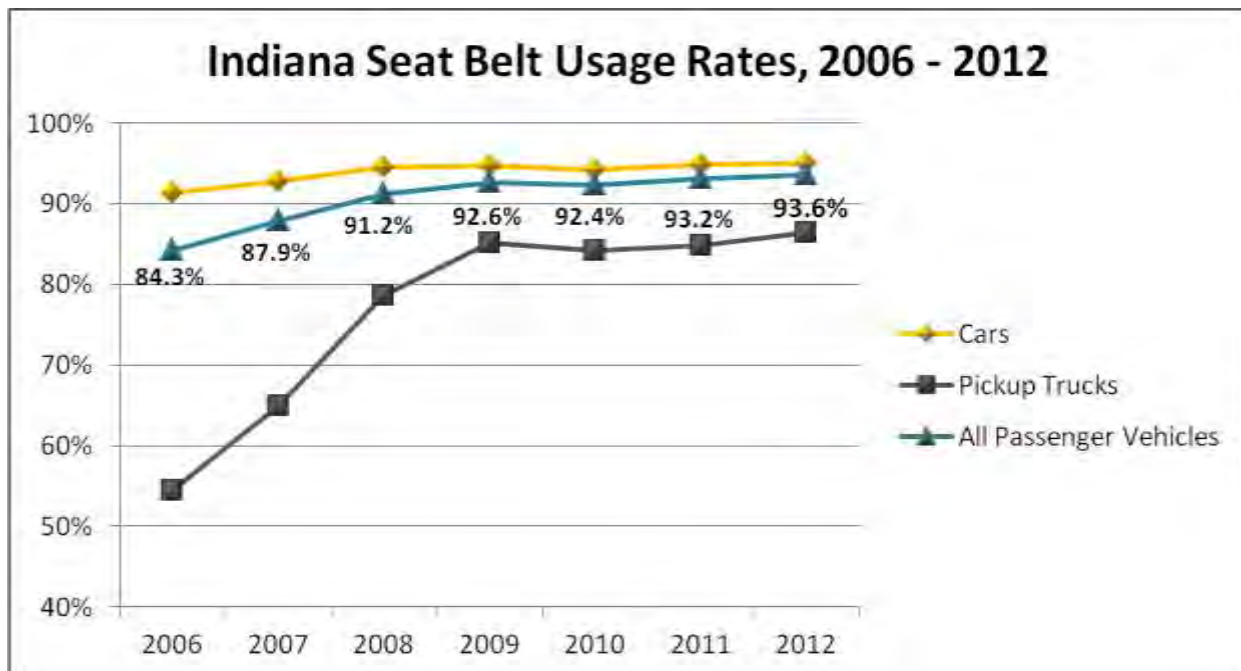
The centerpiece of this promotion was the driving simulator featured at the exhibitor's table. The simulator presented a fun and interactive way to get drivers talking about and acknowledging the importance of making positive behavioral choices behind the wheel.

EVALUATION

OBSERVATIONAL SEAT BELT SURVEYS

Each year the TSD conducts a roadside observational survey to calculate the state’s seat belt usage rate. Stationed at 113 randomly selected sites provided by Purdue’s Center for Road Safety (CRS), the LELs tracked whether drivers and passengers wore their seat belts. Results from the survey showed an increase in Indiana’s overall seat belt usage rate, reaching an all-time high of 93.6 percent.²⁰ Seat belt usage rates increased over the past year for both car and pickup truck occupants (see Graph E). Most notable, however, was that the seat belt usage rate for passengers in cars was over 95 percent.

GRAPH E



2007 to 2012 data derived from the annual roadside observational surveys conducted during June of each year.

²⁰ Indiana Safety Belt Observational Survey: June 2011 Survey Results by the Center for Road Safety.

TELEPHONE SURVEYS


A pre- and post-telephone survey was conducted for the 2012 May *Click It or Ticket* blitz. A sample of 1,000 randomly selected residents was surveyed about their impressions and knowledge of a variety of traffic safety messages. Over half (55.0 percent) of the post survey respondents stated they saw or heard a message encouraging people to wear seat belts to reduce or prevent injury in a traffic crash. This is an increase from the 44.8 percent of pre-survey respondents. Of those who heard the campaign, 74.9 percent of the respondents saw the message on television. The number of respondents hearing campaigns for *Operation Pull Over*, and *Click It or Ticket*, and *Buckle Up Trucks* campaigns increased from pre-survey results to post-survey results.

DRIVING HABITS SURVEY, SLOGAN RECOGNITION 2010-2012						
SLOGAN	2010		2011		2012	
	PRE	POST	PRE	POST	PRE	POST
Operation Pull Over	35.0%	35.9%	22.3%	35.6%	29.1%	40.4%
Click It or Ticket	74.5%	84.1%	68.2%	80.7%	71.8%	79.9%
Buckle Up Trucks	8.5%	8.5%	9.5%	8.5%	7.9%	9.2%

YOUNG DRIVERS

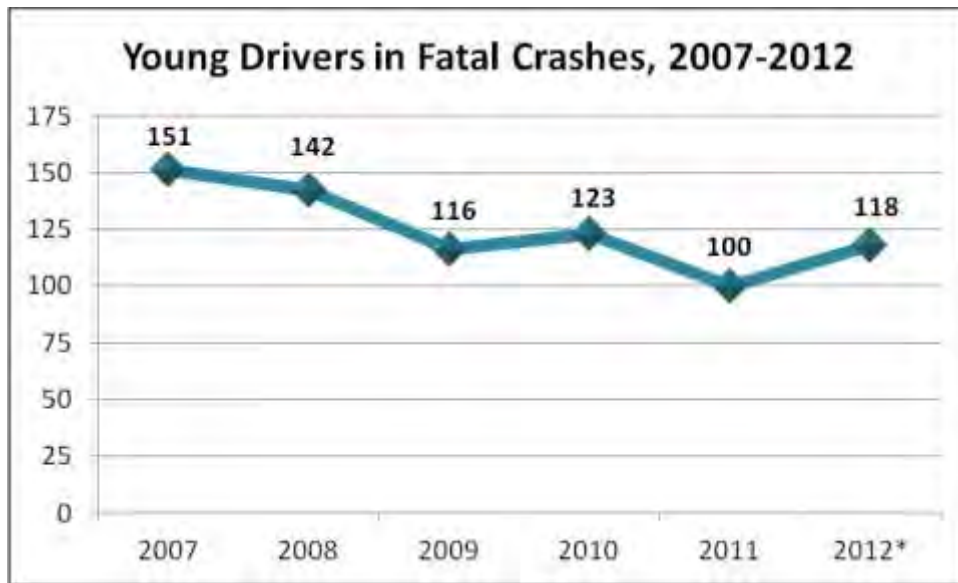
During FY 2012, young driver programming targeted drivers ages 15 to 20 and their parents.

GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Decrease the number of drivers age 15 to 20 involved in fatal crashes from 123 in 2010 to 112 in 2012	118	

During FY 2012, the TSD focused efforts toward reducing young driver fatalities. The goal which is to reduce the number of fatal crashes for this age group to 112 was not met. As of December 19, 2012, 118 young drivers were involved in a fatal crash (see Graph F).²¹

GRAPH F



Source: Center for Criminal Justice Research

*Source: Indiana State Police Automated Records Information Exchange System

²¹ Indiana State Police Automated Records Information Exchange System. Accurate as of December 19, 2012.

PROJECT DETAIL

INDIANA STUDENTS AGAINST DESTRUCTIVE DECISIONS

The Indiana Students Against Destructive Decisions (SADD) chapter's mission is to provide students with the best prevention tools possible to deal with the issues of underage drinking, other drug use, impaired driving, and other destructive decisions²². Throughout the state, 248 schools have adopted the peer-to-peer philosophy of empowerment and responsibility to promote a "no use" message. There are 213 registered chapters in high schools and 35 in middle schools.

Fifty-five schools participated in the second year of the *It Only Takes One* campaign, which emphasizes that it takes one text, song, drink, glance, or distraction to cause a fatal moment. Students created a second 30 second PSA that was produced and distributed to 18 of the largest movie theaters across Indiana. In May, Global Youth Traffic Safety Month, there was an estimated 900,000 views of the PSA. AAA Hoosier Motor Club provided \$25,000 to fund this campaign.



Students at Salem High School promoting the "It Only Takes One" campaign

The Indiana SADD chapter also held six *Meet in the Middle* events with 22 participating high schools. At these events, students from chapters throughout the state meet to discuss upcoming SADD events and students can network, exchange ideas, and, oftentimes, plan a project together. In April 2012, over 320 registered students from over 34 schools participated in the Annual Indiana SADD Celebration. Additionally, in October 2012, Indiana SADD created and promoted Rock the Belt Day, which was held during National Teen Driver Safety Week. The purpose of this event was to encourage SADD chapters and other groups to educate students on the importance of wearing seat belts. Education includes announcements, print materials, demonstrating seat belt surveys, and other creative activities. A basic toolkit, including suggestions for the day, Quick-Click Challenge rules, and seat belt survey forms, was available online. Sixty Rock the Belt kits were shipped to chapters committed to this event.

²² <http://www.indianasadd.org/>

RULE THE ROAD INDIANA

In FY 2012, the TSD continued the teen driving initiative, *Rule the Road*, which targeted youth ages 15 through 18 to learn safe driving skills. The events, supported by the TSD, Indiana SADD, and local law enforcement agencies, provided young drivers with hands-on driving experiences with the assistance of certified emergency vehicle operators.

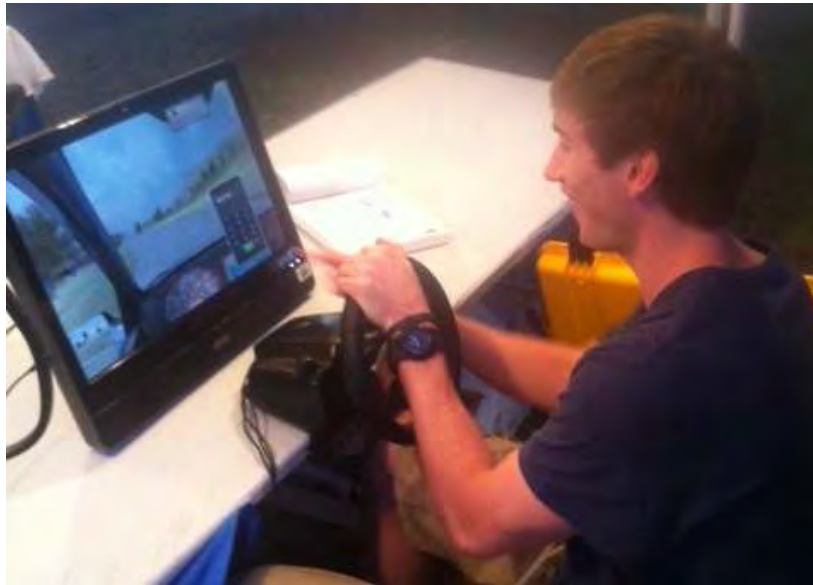
In FY 2012, two Rule the Road events were conducted, one in Richmond, Indiana and the other in Boone County. Approximately 114 youth participants took part in one of these events hosted by either the Richmond Police Department or Boone County Sheriff's Department. The teens were provided with a variety of activities throughout the day, including hands-on driving exercises, a distracted driving simulator, seat belt convincer, Fatal Vision course, field sobriety tests, a Distractology quiz, and the Quick Click Seat Belt Challenge. At the Boone County event, students listened to a man speak about the tragedy his family endured as a result of his niece being killed in a fatal crash as a result from distracted driving. Positive feedback was provided by students and parents who would like to participate in future events.



Students at the Richmond Rule the Road Teen Driving Event use Impaired Driving Goggles

DRIVING SIMULATOR

The TSD continued utilizing the driving simulator throughout the state to educate and demonstrate to students and the public about the dangers of distracted driving. When using the simulator, participants are prompted to make calls and text on an onscreen phone while driving the course. This allows participants to “live through” the real-life consequences of distracted driving without putting any lives at risk. The driving simulator has been used at many community events throughout the state, including Rule the Road Teen Driving Events, the Indiana State Fair, and the Indiana Black Expo, as well as through schools and youth activities. A total of 720 individuals utilized the simulator in 2012.







Indiana native and Utah Jazz basketball player Gordon Hayward uses the distracted driving simulator at the Indiana State Fair

MOTORCYCLES

The motorcycle program was designed to increase the general motoring public's awareness of motorcycles on the roadway. This program also served to educate riders of training opportunities on how to improve their riding skills, become properly licensed, and the importance of protective gear.

GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Reduce the number of motorcycle fatalities from 110 in 2010 to 108 in 2012	144	
Reduce the number of motorcycle and moped operators involved in fatal collisions from 112 in 2010 to 110 in 2012	129	
Reduce the number of unhelmeted motorcycle fatalities from 85 in 2010 to 84 in 2012	116	
Decrease the rate of motorcycle fatalities per 10,000 motorcycle registrations from 4.95 in 2010 to 4.68 in 2012	6.95	

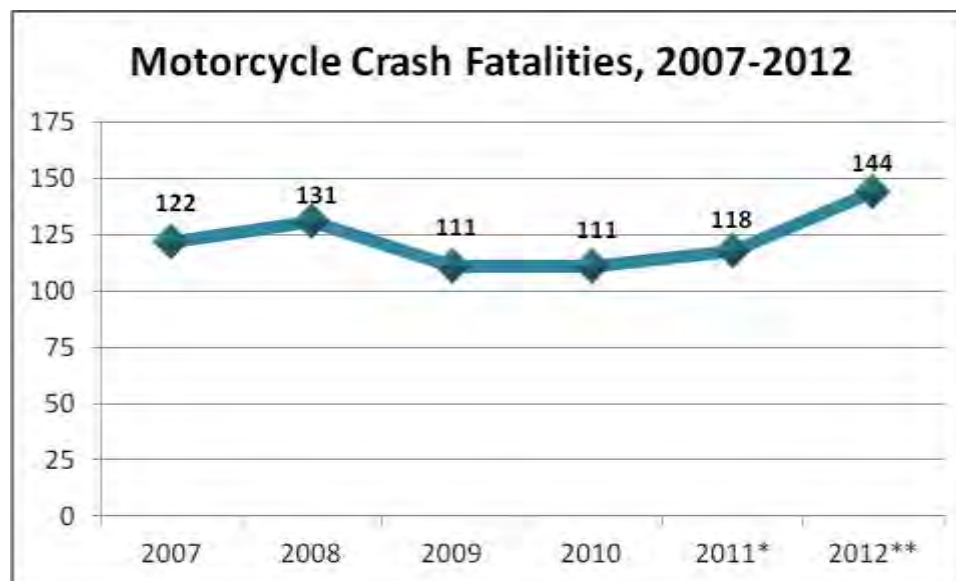
As of December 19, 2012, there have been 144 motorcycle fatalities in Indiana; therefore, the goal of reducing the number of motorcycle fatalities to 108 was not met (see Graph G).²³ One possible reason for the spike in motorcycle fatalities is that Indiana had a very mild winter, which resulted in an extended riding season. The TSD did not meet its goal of decreasing the rate of motorcycle fatalities per 10,000 motorcycle registrations to 4.68.²⁴

Indiana law does not require helmets to be worn by motorcyclists with a motorcycle endorsement, if they are over the age of 18. However, the TSD would like to increase motorcycle helmet usage across the state, which will contribute to a decrease in total motorcycle fatalities. In 2012, only 28 of the 144 motorcycle or moped operators and passengers involved in fatal collisions were wearing helmets; therefore, 80 percent of motorcycle operators or passengers were not helmeted at the time of the fatal collision.

²³ Indiana State Police Automated Records Information Exchange System. Accurate as of December 19, 2012.

²⁴ Per the BMV, as of December 17, 2012, there were 207,333 motorcycle registrations

GRAPH G



Source: FARS. Submitted by the Indiana State Police to the National Highway Traffic Safety Administration.

**Source: Center for Criminal Justice Research

***Source: Indiana State Police Automated Record Information Exchange System

PROJECT DETAILS

In FY 2012, the focus of the TSD's motorcycle program concentrated more on motorcycle riders rather than the general motoring public's awareness of motorcycles. Specifically, emphasis was placed on reducing alcohol impaired riding, promoting formal rider training, and increasing the percentage of motorcycle riders who were properly licensed. During FY 2012, law enforcement officers issued 667 citations to riders who did not possess a valid license or endorsement on their license.

Informational brochures outlining how to become properly licensed, rider training course information, and recommended proper protective motorcycle gear were distributed at events heavily attended by riders. These events included the Riley Hospital for Children Miracle Ride, the ABATE of Indiana Boogie, the Motorcycle Awareness Month Kickoff, Motorcycles on Meridian, and the Red Bull Moto GP. Informational cards for law enforcement officers and the general public were also produced, detailing how to spot impaired motorcycle riders and posters featuring Moto GP Rider Nicky Hayden promoted the message to riders to wear protective gear.



In 2012, NHTSA initiated the Impaired Riding Crackdown project, in which Indiana was selected as one of four states to participate. The purpose of this project was to increase high visibility enforcement in areas with high amounts of motorcycle traffic. Increased enforcement was conducted at the ABATE Boogie located in Lawrence County and Marion County Bike Nights. As a result, a total of 51 citations were issued to motorcycle operators for suspended/revoked licenses, no motorcycle endorsement, vehicle equipment violations, helmet

violations, tags, and other violations. Over 1,100 citations were issued to drivers or other types of vehicles. Seven misdemeanor and six felony arrests were made during the enforcement periods. A final report of the initiative is currently being compiled by NHTSA contractors and should be available in 2013.

MEDIA AND COMMUNICATIONS

Motorcycle Safety & Awareness: April 2012

MEDIA FOCUS: *Ride Safe. Ride Sober/ Save a Life. Be aware. Motorcycles are Everywhere*

The TSD continued to make considerable progress in FY 2012 in communicating with Indiana’s motorcycle audience. In addition to placing targeted advertising and online media campaigns just before the start of motorcycle season, the TSD also aligned with partners and events that offered access to large numbers of motorcycle enthusiasts to raise awareness of various motorcycle initiatives throughout the year.

The TSD used each motorcycle event it supported to raise awareness of motorcycle safety initiatives with a focus on promoting *Ride Safe. Ride Sober.*, the use of safety gear and proper endorsement. The TSD recognizes that to reach this demographic and achieve desired behavioral changes, it must support partnerships that offer unique and credible communication platforms.

CAMPAIGN: MOTORCYCLE SAFETY & AWARENESS.						
FORMAT: RADIO						
POST DATES: 4/8 - 4/18/12						
PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
1,283	\$45,394	1,283	\$45,155	1,454,797	N/A	N/A

ONLINE CAMPAIGN	PRODUCT	START/END DATES	UNIQUE IMPRESSIONS	CLICK THROUGHS	CTR%	AMOUNT INVESTED
"Ride Safe. Ride Sober" FOCUS: MOTORCYCLE SAFETY	Yahoo!, Indy Male 30-49	4/14/12-4/23/12	2,008,025	968	0.05%	
	IndyStar Mobile	4/14/12-4/23/12	20,370	37	0.02%	
	IndyStar ROS, Male 30-49	4/14/12-4/23/12	175,045	42	0.02%	
	MetroMix, Bars and Clubs, Males	4/14/12-4/23/12	401,362	153	0.04%	
	IndyStar Homepage Billboard	4/16/2012	212,592	623	0.29%	
						\$20,800
Campaign Totals			2,817,394	1,823	0.42%	\$20,800

Steel Horse: April – August, 2012

During the spring and summer of 2012 the TSD supported a motorcycle safety partnership on a local motorcycle television program entitled *Steel Horse*. The TSD supported this partnership for a number of years as a way to brand existing motorcycle campaigns and to introduce new motorcycle safety initiatives to the target audience. Due to unforeseen circumstances *Steel Horse* was canceled and the promotion ended in August, just one month shy from its original end date. Other benefits of this partnership included:

- One 30 second commercial aired each week in *Steel Horse* for the duration of the promotion.
- TSD Motorcycle Safety was the presenting partner of the "Safety 101" segment. This segment offered the viewing audience valuable motorcycle safety tips and was brought to them by *Drive. Safe Drive Sober.*
- Live link from steelhorsetv.com TSD web page.
- Placed TSD's motorcycle events on the *Steel Horse* calendar.
- Motorcycle Safety commercials posted on *Steel Horse* You Tube Channel.
- Promotional booth at *Steel Horse* Bike Night.



Nielsen viewing shows approximately 25,000 households per week, 2.5HH rating.

Miracle Ride: May 2012

The Miracle Ride provided the TSD with an excellent opportunity to reach Indiana motorcycle riders and enthusiasts with safety messaging at the start of Indiana's motorcycle season. In FY 2012, the TSD used the partnership to raise awareness about the importance of motorcyclists getting proper and legal endorsements.

Motorcyclists from across Indiana, including Indiana Governor Mitch Daniels who led the ride, participated in the event benefitting Riley Hospital for Children.

Event partners and related messages were promoted on eight Indiana radio stations, reaching two-thirds of the state's population.

The *Ride Smart. Ride Legal.* motorcycle safety logo was displayed on event banners, placed in 100,000 printed and distributed event brochures, and all other printed materials including "Hoosier Motorcyclist Magazine". The motorcycle safety logo was also included in all event news releases and Poker Run cards. Additionally, the Motorcycle Safety logo was placed on the top of eight different tee-shirt backs making those who wore the t-shirts walking advertisements for motorcycle safety.

The Boogie: July, 2012

The partnership with ABATE of Indiana allowed the TSD to bring impaired riding messaging to motorcycle riders and enthusiasts at an annual motorcycle event, known as the Boogie. This event spans over four days and is attended by motorcycle riders and enthusiasts from across the state. Media deliverables included shuttle, map, restroom and prominent stage signage. Other elements that the TSD used to deliver messaging included video media advertising featuring an impaired riding TV spot appearing on two 15 foot projection screens. These spots were aired on the main stage when bands were not performing; audio media advertisement featuring an impaired riding radio spot that aired on Boogie Radio. Boogie Radio is a private FM station that provided the TSD with an advertising schedule that aired 30 second impaired riding radio spots every hour beginning Thursday at 12:00 p.m. and ended at Sunday at 12:00 p.m. with a total of 72 motorcycle safety spots aired.



The TSD also received a 10' x 20' booth in the exhibitors' area to distribute informational and educational materials. The highest attended night was Saturday, with an estimated attendance of more than 10,000 participants.

EVALUATION


A pre- and post-telephone survey of a sample of 1,000 randomly selected respondents was conducted to gauge the public's knowledge of a variety of traffic safety messaging, including motorcycle promotional media. The post-survey results showed that after the campaign, slogan recognition is greater than prior to the campaign.

DRIVING HABITS SURVEY, SLOGAN RECOGNITION 2010-2012						
SLOGAN	2010		2011		2012	
	PRE	POST	PRE	POST	PRE	POST
Save a Life! Be Aware! Motorcycles are Everywhere!	47.2%	50.0%	48.8%	57.7%	56.5%	57.4%
Ride Safe. Ride Sober.	35.8%	32.3%	28.1%	32.5%	31.5%	35.4%
NONE for the Road	8.4%	9.0%	7.2%	7.4%	7.6%	10.8%

DANGEROUS DRIVING

The Dangerous Driving program focused on speed, aggressive driving and disregarding an intersection traffic control device and was designed to educate the public of the risks of all deviant driving behavior.

GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Reduce the number of speed-related fatalities from 145 in 2010 to 138 in 2012	152	
Reduce the number of collisions caused by a vehicle that disregarded a traffic control device from 4,011 in 2010 to 3,931 in 2012	Data will be available in the spring of 2013	TBD

As of December 19, 2012, there were 152 speed-related fatalities; therefore, the goal was not met.²⁵ This is a slight increase in this type of fatality from 2011. Approximately 20 percent of all fatalities were speed-related.

The number of collisions caused by a vehicle that disregarded a traffic control device is not currently available. This data will be available in the Spring of 2013.

PROJECT DETAILS

The TSD developed the Dangerous Driving Enforcement (DDE) grant to provide overtime funding to officers who conducted zero tolerance patrols in high crash and traffic areas. The purpose of these patrols was to prevent crashes by stopping drivers exhibiting dangerous behaviors. Local agencies were allowed to address traffic safety concerns specific to their community. Although historically this was a yearlong program, in FY 2012, the extra enforcement was conducted for a three month period. Twenty-one DDE grants were awarded to agencies in over 20 counties. DDE funds supported 5,404.5 patrol hours, which resulted in 14,524 citations and arrests.

Looking Beyond the Ticket

Some highlights written by the DDE program officers include:

- *While working DDE, a Frankfort Police Officer stopped a van after noticing an occupant between the two front seats. As a result they found 17 of the 19 occupants were not wearing seat belts. All 17 received seat belt citations and the driver was arrested for being unlicensed and having expired, fictitious plates. The vehicle was impounded.*

²⁵ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 19, 2012.

MEDIA AND COMMUNICATIONS

All Pro Dads: September 2012

All Pro Dads is an event that uses professional athletes and coaches, such as Indianapolis Colts' former head coach Jim Caldwell, to endorse the values of fatherhood. In 2012, Coach Caldwell served as the main guest speaker for the event, which attracted 1,159 fathers and kids. As an event partner, the TSD promoted impaired and dangerous driving messaging that appealed to fathers and youth. One of the highlights of the event was the Impaired Vision Goggles.

Facilitated by an IMPD officer, this interactive demonstration allowed fathers as well as current and prospective teen drivers to experience first-hand how being impaired impacts cognitive, visual and motor skills while doing simple tasks such as throwing a football or walking a yard line. Failing these easy tasks underscored how dangerous it would be to operate a motor vehicle while impaired even at half the legal limit.



An IMPD officer administers a field sobriety test to a participant wearing Impaired Vision Goggles

TSD messaging logos were featured in pre and post event promotions, which included radio and TV tags and mentions, website blasts, news releases, and other event signage.

Additionally, the TSD had the opportunity to display banners and signage featuring the "Put It Down" anti-texting and driving message and distributed promotional and informational materials to educate fathers and children about state distracted driving laws. TSD Director, Ryan Klitzsch had an opportunity to even further reinforce the dangers of texting and driving by addressing multiple groups of fathers and kids that rotated through the TSD's designated event station.

Indiana University & Purdue University: October, 2011 – April 2012

This customized partnership provided the TSD with multiple platforms to brand the *Distracted Driving* message primarily to male college students. For the duration of this partnership, fans, students and alumni from Indiana University and Purdue University, two of Indiana's most prominent universities, were exposed to the *Distracted Driving* message in various forms. Beyond just being exposed to messaging, students from each university were personally vested and engaged in the promotion through a social responsibility campaign.

The “Responsibility/Distracted Driving” campaign leveraged different mediums across both schools, including in-venue signage messaging, “register to win”, call to action promotions, and three email blasts sent to student season ticket holders promoting the “Responsible Driver” campaign. The campaign directly targeted the IU and Purdue student populations as well as those who attended each school’s basketball games. Students and fans who signed a pledge to refrain from texting and drinking while driving at all times were automatically registered to win \$1,000.



Distracted Driving messaging at IU’s Assembly Hall

“Sounds of the Game” was a social media promotion supported by Facebook. This element consisted of each school posting a 1-2 minute audio clip on their Facebook page featuring a commentary game highlight taken from the radio broadcast. The opening and closing of the clip was tagged with a reminder not to text and drive “brought to” fans by the Governor’s Council on Impaired & Dangerous Driving. During the football season, “Sounds of the Game” was posted on Facebook each Monday and also once a week during basketball season.

There were a total of 56 “Sounds of the Game” posted during the course of the partnership, resulting in 840,000 delivered impressions.



Distracted Driving messaging at Mackey Arena

Other promotional elements included:

Purdue Sports Network and IU Sports Network

- Basketball game broadcasts
 - One 30 second spot per game per school Total radio spots during the season: 2,580 spots*
 - *BONUS/ADDED VALUE: TSD received an additional 28 radio commercial spots across the statewide networks during the basketball season (1 additional radio commercial spot during 14 games for both schools).
- Official athletic websites 150,000 impressions per each school

Indiana State Fair: August 3-19, 2012

The Indiana State Fair is the largest multi-day event in Indiana. Total attendance in 2012 reached 853,941 visitors during its 17-day course. The TSD partnered with the Indiana State Fair to bring additional awareness to the *One Text or Call Could Wreck It All* distracted driving message. The message was displayed on pole banners in eight of the Fair's parking lots and could also be seen by non-fair goers, as the majority of the parking lot pole banners were visible from two of Indianapolis' major streets.



Aerial view of "Wreck It All" pole banners that saturated Fair parking lots.

In addition to parking lot signage, the promotional approach involved a variety of advertising mediums including shuttle signage, and an exhibitor's table where informational materials were distributed to raise awareness of other occupant protection initiatives such as child passenger and teen driver safety. As part of its exhibitor's table, the TSD further engaged visitors with the driving simulator.

Indianapolis Business Journal (IBJ): September, 2012

Although many of the TSD's advertising efforts have moved largely toward supporting digital media, social media and other online promotions, the best promotional efforts take a multi-media approach. The goal of the TSD's print advertising campaign with IBJ was to promote Indiana's texting and driving law in the magazine's *Grad Publisher* issue. IBJ *Grad* is a highly targeted publication that appeals to high school graduates entering college and college students.

EVALUATION



TELEPHONE SURVEYS

Pre- and post-telephone surveys were conducted to gauge driving habits before and after speed messages were delivered through media. A random sample of 1,000 residents was surveyed about their impressions and knowledge of a variety of traffic safety messages, including *Obey the Sign or Pay the Fine* and *Stop Speeding Before Speeding Stops You*.

DRIVING HABITS SURVEY, SPEED SLOGAN RECOGNITION 2010-2012						
SLOGAN	2010		2011		2012	
	PRE	POST	PRE	POST	PRE	POST
Obey the Sign or Pay the Fine	38.4%	35.7%	24.5%	33.1%	31.3%	30.5%
Stop Speeding Before Speeding Stops You.	19.3%	17.1%	12.0%	15.2%	14.9%	14.8%

CHILDREN

GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Reduce the number of children ages 15 and younger killed in traffic collisions from 33 in 2010 to 30 in 2012	30	
Reduce the number of serious bodily injuries for children 15 and younger from 235 in 2010 to 223 in 2012	234	

As of December 18, 2012, the goal of reducing the number of child fatalities to 30 has been met. The TSD did not reach the goal of reducing child serious bodily injuries.²⁶ As of that date, the number of fatalities decreased from 2011 by 21 percent. The number of serious bodily injuries increased during the past year by 18 percent. The TSD continues its collaboration with law enforcement agencies and Automotive Safety Program (ASP) to reduce child fatalities and serious bodily injuries.

AUTOMOTIVE SAFETY PROGRAM

During FY 2012, the TSD continued to support the ASP at the Indiana University School of Medicine, which sought to reduce injuries and fatalities resulting from motor vehicle crashes in Indiana. The primary focus of the ASP was to educate the public about the proper use of child restraints. The ASP provided statewide public information and education programs to increase the correct use of child restraints. To do this, the ASP oversaw a network of 121 Permanent Fitting Stations, including 25 satellite sites with locations in 63 counties. These sites offered child safety seat inspections and education throughout the year. In addition to the Permanent Fitting Stations, the ASP funded 70 child safety seat clinics throughout the state.

In FY 2012, ASP conducted 24 Child Passenger Safety Technician (CPST) classes throughout the state of Indiana, adding 253 new CPS technicians, 27 of whom were law enforcement officers. In addition, the ASP attempted to maintain the number of CPS technicians by providing annual refresher courses which aid the technician in their recertification process. The CPS technician recertification rate in Indiana is 54.5 percent, which is just below the national average of 55.9 percent. There are a total of 1,005 CPS technicians and instructors throughout Indiana.

The addition of these new technicians aided ASP's effort to increase the number of child safety seats provided to the public. Throughout FY 2012, with funding from ASP, 11,144 car seats were inspected throughout the state. Of those inspected, 4,700 were deemed defective or unsafe and were replaced.

The ASP also continued to administer Project L.O.V.E. (Law Officer Voucher and Enforcement). This program was designed specifically for law enforcement to provide families with education on the proper use and

²⁶ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 18, 2012.

installation of child restraints. The ASP provided law enforcement officers with vouchers they could distribute during a traffic stop, at the scene of a crash, or during an OPO event to parents or caregivers who were traveling with children who were not properly restrained in a child safety seat. Parents and caregivers could redeem the vouchers at the Permanent Fitting Station nearest to their home where they were provided with education on the proper use and installation of child safety seats as well as a new seat, if deemed necessary. In FY 2012, officers issued 920 vouchers, of which 210 were redeemed. The voucher was not intended to replace a citation.

The ASP continued outreach to minority populations in an effort to educate immigrant families on child passenger safety, focusing primarily on the increasing Hispanic population. Fifty-four of the Permanent Fitting Stations offered services to Spanish speaking families. Furthermore, the ASP's Latino Project Manager received a \$5,000 grant from the Indiana Clinical and Translational Sciences Institute to address statewide passenger safety in the Latino community.

Also in 2012, ASP conducted 23 ninety minute education programs, *Transporting Children Safely in Cars*, for employees of the Indiana Department of Child Services. Over 550 people participated in the trainings.



Marnita Louzon of Automated Safety explains car seat installation instructions with a family during a car seat check at the Indianapolis Zoo.

CHILD RESTRAINT DISTRIBUTION GRANT

As a result of the Indiana Child Restraint law that requires children to ride in child restraints until they turn eight years of age, a state child restraint system account was created. Funds generated from fines collected as judgments for violations, appropriations from the General Assembly, grants, gifts, donations, and interest are granted by ICJI to private and public organizations for the purpose of purchasing and distributing child restraints to those who may not be able to afford proper child restraints. During the 2012 state fiscal year, July 1, 2011 through June 30, 2012, 12 agencies across Indiana received child restraint distribution funds from ICJI. As a result of this grant, in state FY 2012, 2,070 child restraints were inspected for proper installation and 2,014 child restraints were distributed to families in need, of which 1,457 child seats were distributed for free or at a reduced cost.

MEDIA AND COMMUNICATIONS

Occupant Protection/Child Passenger Safety: October, 2012

MEDIA FOCUS: *Give Your Kid a Boost.*

In an effort to raise awareness about the importance of proper child restraint use, the TSD scheduled a statewide radio advertising campaign in conjunction with *National Child Passenger Safety Week* to promote Indiana's booster seat law. The campaign was however pushed back to October due to limited inventory. Other paid media efforts included an online ad campaign.

Paid and earned media efforts were aimed at raising awareness among women and caregivers aged 18-45 with small children aged 0-8. The TSD specifically targeted parents who believed that their children were "too old" or "too big" for safety seats. This type of thinking lends to minimizing the importance of child restraints, which could result in them not using any type of child restraint at all.

The TSD also aimed to communicate with low income families and families with limited space in their vehicles and unable to accommodate multiple safety seats as a result of having multiple children around the same age.

Earned media efforts included written media materials such as a news release and talking points and a website feature, which explained the importance of child restraints and provided parents and caregivers with a listing of safety seat clinics being held throughout the state during the months of September and October.

These clinics allowed parents, grandparents and other caregivers to bring their kids, their cars and car seats to be inspected by certified child passenger safety technicians at no charge. These clinics were designed to teach parents and caregivers how to properly install seats to ensure that their child passengers are safe inside the vehicle at all times. Technicians also helped many families determine whether their child was ready to use a seat belt without a booster seat.

CAMPAIGN: CHILD PASSENGER SAFETY
FORMAT: RADIO

POST DATES: 10/1- 10/7/12

PURCHASED		ACTUAL				
# Spots	Station Investment	# of Spots	Station Investment	Gross Impressions	Added Value Spots	Added Value Total
2,724	\$96,740	2710	\$95,923	2,338,959	N/A	N/A



ONLINE CAMPAIGN	PRODUCT	START/END DATES	UNIQUE IMPRESSIONS	CLICK THROUGHGS	CTR%	AMOUNT INVESTED
"Child Passenger Safety Week" FOCUS: CHILD PASSENGER SAFETY	IndyStar Homepage Billboard	8/18/2012	179,145	346	0.19%	
	Yahoo!	9/17/12-9/22/12	2,054,276	851	0.04%	
	IndyStar ROS	9/17/12-9/22/12	47,299	30	0.06%	
	IndyStar Mobile	9/17/12-9/22/12	48,924	87	0.17%	
	Network Sites	9/17/12-9/22/12	105,008	150	0.14%	
						\$18,120
Campaign Totals			2,434,652	1,464	0.60%	\$18,120

Children's Museum

ICJI partnered with The Children's Museum to "Keep Kids Safe in Cars" during their annual Haunted House. This year's theme was "Vampire Vacation." The Museum assisted with promoting a Child Passenger Safety Clinic which took place on Sunday, October 30, 2011. In addition to partnering with The Children's Museum, Radio Disney was onsite for two hours to pass out promotional items and provide music and fun activities for the children. During the Clinic, which had 28 volunteers, 20 of whom were Certified Child Passenger Safety Technicians, a total of 157 car seat inspections were completed (43 of which were conducted in Spanish) and 125 seats were provided to families in need.

PEDESTRIANS

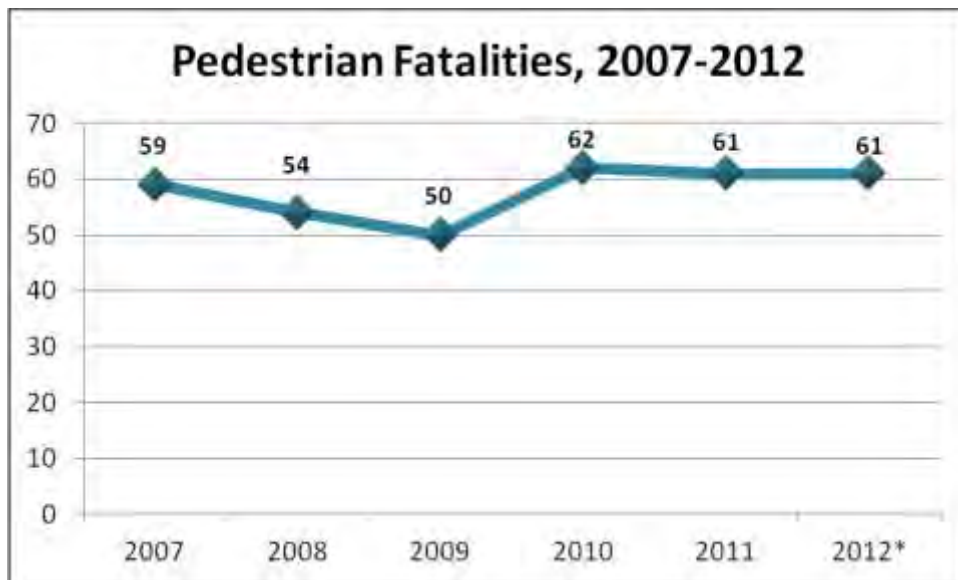
GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Reduce the number of pedestrians killed in traffic collisions from 62 in 2010 to 59 in 2012	61	
Reduce the number of pedestrian serious bodily injuries from 251 in 2010 to 246 in 2012	210	

In 2012, there were 61 pedestrian fatalities.²⁷ Therefore, the goal has not been reached. The goal to reduce the number of pedestrians who sustained serious bodily injuries as a result of a collision was met. In 2012, there were 210 serious bodily injuries, which is a decrease of 28 from 2011.

In 2012, the TSD provided the Automotive Safety Program with funds to support SAFE KIDS Indiana. SAFE KIDS Indiana awards traffic safety initiative grants to SAFE KIDS chapters and coalitions throughout the state. Seven SAFE KIDS Indiana chapters and coalitions conducted Walk to School Day events to promote pedestrian safety. SAFE KIDS Indiana conducted two pedestrian safety events throughout the year and participated in National Walk to School Day on October 3, 2012.

GRAPH H



Source: FARS. Submitted by the Indiana State Police to the National Highway Traffic Safety Administration.

*Source: Indiana State Police Automated Records Information Exchange System



²⁷ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 18, 2012.

BICYCLES

In 2012, the TSD partnered with the Indiana Bicycle Coalition, Inc. to implement the *Share the Road* program, which provides information to students in driver’s education programs about sharing the road with bicyclists. The goal of this program is to reduce the number of collisions and fatalities involving bicyclists.

A short video, *Share the Road*, was created and distributed to ten driver’s education schools and was also available online. Over 160 students (166) viewed the video. Students were then quizzed on the contents of the video.

GOALS & ACHIEVEMENTS

2012 GOAL	RESULT	ACHIEVED
Reduce the number of pedalcyclists killed in traffic collisions from 14 in 2010 to 13 in 2012	13	
Reduce the number of pedalcyclist serious bodily injuries from 81 in 2010 to 79 in 2012	97	

The goal to reduce the number of pedalcyclist fatalities was met in 2012; however the goal to reduce the number of serious bodily injuries was not.²⁸ The TSD will continue partnering with these organizations to increase the public’s knowledge regarding the legal rights and responsibilities of motor vehicle drivers and bicyclists who use Indiana roadways.

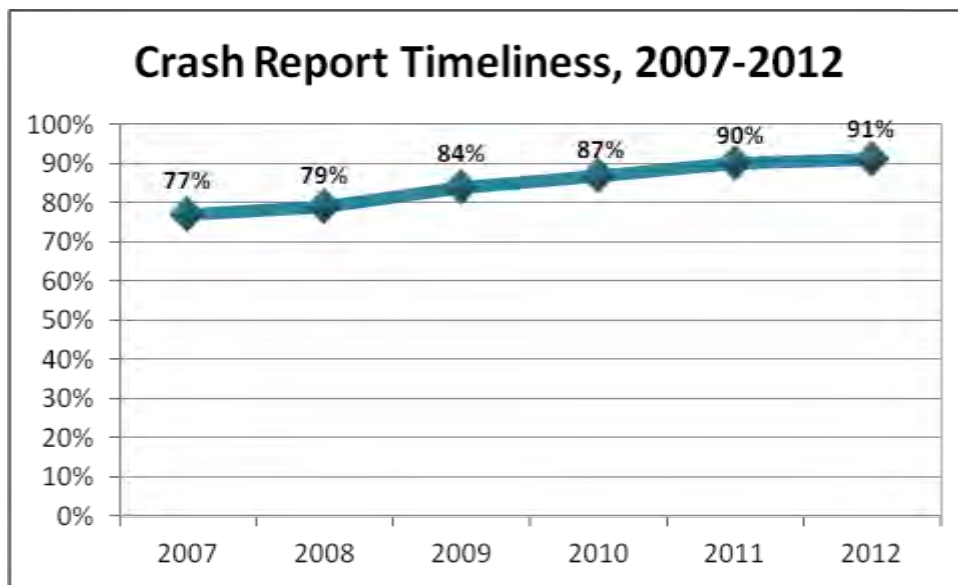
²⁸ Indiana State Police Automated Reporting Information Exchange System. Accurate as of December 18, 2012.

TRAFFIC RECORDS

The goal of the Traffic Records program is to create an integrated traffic records system through a collaboration of all local, state and federal entities responsible for motor vehicle safety. The program was designed to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of state data that is needed to identify priorities for national, state and local roadway and traffic safety programs.

The TSD depended on the accuracy and timeliness of crash reports submitted into the crash database for program decisions, resource allocation, and requests for statewide and local crash statistics. As of December 20, 2012, 91.3 percent of all crash reports for the year were submitted within five days of the crash.

GRAPH I



PROJECT DETAILS

ELECTRONIC VEHICLE CRASH REPORTING SYSTEM

During 2012, law enforcement agencies continued to enroll into Indiana’s newest electronic vehicle crash program, ARIES version 5. The number of electronic crash report submissions year to date has stabilized to the present level of 99.9. As of December 20, 2012, only 95 paper reports had been submitted throughout the year.

TRAUMA REGISTRY PROJECT

The Indiana Trauma Registry (ITR) is the foundation component of the Indiana trauma system, providing the means to monitor the system for efficiency and effectiveness in hopes of improving injury data submitted by hospitals for those involved in a traffic crash. During FY 2012, the number of submitting hospitals increased from 54 to 70. With the increase in submitting trauma centers, the number of trauma patient records available for analysis continues to increase. In 2012, the number of patient records increased to over 74,000 from 51,238 in 2011. The timeliness of the data submissions has dramatically improved throughout FY 2012. At the beginning of the fiscal year the number of days from the incident to entry in the Trauma Registry was 221 days, at the end of the fiscal year it was cut down to 42 days.

E - CODING PROJECT

The electronic coding (E-codes) of trauma victim injuries provides information as to the specific location and cause of the injury being treated in a trauma facility. The baseline percentage of hospital discharge records associated with E-codes at the beginning of this project was 58 percent. At the end of the 2011 (latest year available), the percentage of hospital records with E-codes increased to 64.6 percent. With the increase in submissions, as well as the increase in diagnostic fields, the true picture on how the injury took place, costs associated with the crash, as well as the location of the injury will assist in developing policy.

CRASH OUTCOME DATA EVALUATION SYSTEM

Purdue University's Center for Roadway Safety completed reports that investigated the safety effects on commercial driver education on reducing crashes, recent changes to the states Graduate Driver Licensing (GDL), and the effect of citations on young drivers. The report on commercial driver's education indicated that drivers who participated in commercial driving education were involved in six percent fewer crashes during their probationary period than their peers who did not complete the education. However, this effect was not permanent as this effect could not be detected in the following years.

The analysis of changes in the state's GDL regulations showed that the added restrictions of the first GDL change reduced the risk of crashes for teen drivers by six percent and the second GDL change reduced the risk another four percent. The total 10 percent reduction in the crash risk faced by teen drivers during the probationary period was attributed to the changes in the GDL regulations.

The final analysis looked at the effect traffic citations had on young drivers. Results indicated a considerable positive effect from a driver receiving the first citation after obtaining a driver license. However, this effect weakened considerably with consecutive citations. It was concluded that young drivers not receiving traffic citations at all may have a considerably negative effect on the safety performance of drivers in that category.

ELECTRONIC CITATION AND WARNING SYSTEM

The Judicial Technology and Automation Committee (JTAC), a division of the Indiana Supreme Court's Division of State Court Administration accepted the role of designing an electronic traffic citation system. The purpose of this project was to provide a statewide end-to-end solution for the electronic transmission of a traffic violation. This program also brings together systems that will build on a statewide case management system,

Odyssey, which will include information sharing between Indiana's court, clerks, Indiana BMV, and law enforcement agencies.

As of December 2012 there have been 134 courts in 43 of the 92 counties trained and using the Odyssey case management system. In FY 2012 over 300 law enforcement agencies have been trained in the eCWS (or e-ticket) system. Currently, 62 sheriff's departments, 225 local agencies and 3 state agencies are utilizing eCWS. Furthermore, in 2012 the percentage of uniformed citations found in the Odyssey case management system for analysis jumped from 55 percent in 2009 to 69 percent in 2011, the latest year information is available.

FISCAL YEAR 2010 EXTRAS

LEL HIGHLIGHTS

Seven regional LELs, located throughout Indiana, are the liaison between the TSD and local and state law enforcement agencies. Their primary focus was to recruit law enforcement agencies, implement traffic safety programs, monitor, and administrate traffic safety initiatives throughout the state. The LELs were the local agencies' primary contact for state traffic safety programs by assisting subgrantees with retrieving crash reports, BAC results, and coroner's reports. To ensure subgrantee performance and fiscal accountability, during FY 2012, they conducted a combined total of 359 hours of on-site monitoring, 791 hours of meetings, and 122 hours of media outreach.

LEL Highlights:

- The Rushville High School SADD Chapter recognized the southeast region LEL, John Mull, for 25 years of supporting SADD campaigns and initiatives
- Southwest regional LEL, Mark Hartman, was invited to present at the NHTSA Region V's second round of Law Enforcement Liaison Training and Guidelines (LEL/TAG) Training in Orland Park, Illinois. He presented an LEL Overview and about occupant protection, rural/urban communication issues, and distracted driving.

FEDERAL FUNDS

PROGRAM FUNDING

PROGRAM FUNDING

SECTION 402

Based on traffic safety problems identified by the state, Section 402 program funds are used to support the state's highway safety plan. Section 402 funds act as a resource to support programs that address a wide range of highway safety problems related to human factors that contribute to the reduction of crashes, deaths, and injuries.

In FY 2012, a majority of Section 402 funds supported Indiana's communications efforts for traffic safety messaging, dangerous driving programs, occupant protection and statewide training efforts of law enforcement.

SECTION 406

After the passage of Indiana's primary seat belt bill in 2007, Indiana received \$15.7 million in Section 406 funds. These funds have been reduced over the last few years and in FY 2012 they were utilized to help support research efforts, LEL program, occupant protection and media efforts to enhance traffic safety in Indiana.

SECTION 410

Section 410 funds are used to support the development, implementation, or continued enforcement of programs aimed at reducing traffic safety problems from persons driving under the influence of alcohol or controlled substances.

In FY 2012, over half of Section 410 funds supported impaired driving countermeasures such as DUI Taskforce enforcement and the Fatal Alcohol Crash Teams. The remaining funds were used to support additional impaired driving, community traffic service, program management, media and police traffic service programs.

SECTION 405

The occupant protection incentive grant provides funds to be used for the development, implementation, or continued enforcement of programs aimed at reducing highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles.

In FY 2012, the Section 405 funds were distributed to Indiana's occupant protection programs. Funds supported seat belt enforcement initiatives.

SECTION 2010

Section 2010 of SAFETEA-LU provides an incentive grant to encourage the adoption and implementation of effective programs to reduce the number of single and multi-vehicle crashes involving motorcyclists. Section 2010 funds are used for motorcyclist safety training and motorcyclist awareness programs, including improvement of training curricula, delivery of training as well as public awareness and outreach programs.

In FY 2012, section 2010 funds supported motorcycle training in the state as well as public awareness media campaigns regarding motorcycles.

SECTION 408

Section 408 provides funding for the development and implementation of traffic records system improvements. Section 408 funds provide for the improvement of timeliness, accuracy and uniformity of safety data. Funds also support the linking of state data systems, specifically traffic records with other data systems within the state.

In FY 2012, 408 funds were used to support the traffic records e-citation program, with the rest of the funds supporting the trauma registry program, traffic records coordinator, CODES and data payment to the Bureau of Motor Vehicles.

SECTION 2011

Legislation was passed in the 2009 Indiana legislative session to clean up the statutory language of the child passenger safety restraint code. These changes were later determined by NHTSA to qualify Indiana for the section 2011 child safety and child booster seat incentive grant. These funds were used to help reduce the number of unrestrained and improperly restrained children injured or killed in motor vehicle crashes.

In FY 2012, Section 2011 funds were used by the Automotive Safety Program to purchase additional child restraint devices for distribution, car seat clinics and to enhance their educational efforts to inform the public on proper child restraint device usage.

SECTION 1906

Section 1906 was established as a new grant program available to encourage states to enact and enforce a law that prohibits the use of racial profiling in highway law enforcement and to maintain and allow public inspection of statistical information for each motor vehicle stop in the State regarding the race and ethnicity of the driver and any passengers.

In FY 2012, these funds continue to be used to help increase the number of law enforcement agencies in the state who generate citations using the eCWS program. These citations are then submitted into the statewide Odyssey Case Management System, which is administered by the Judicial Technology and Automation Committee. This system has a public access point for the public to utilize to query citation data based on the demographics of the offender.

NON-PROGRAM FUNDING

MADD

In FY 2012, the TSD was again awarded a grant for \$25,000 from the MADD national office to help increase the BAC testing rate of those involved in fatal crashes in Indiana. This grant was utilized as an incentive grant to law enforcement agencies that collected BAC testing results in all of their fatal crashes in 2012. This funding served as an incentive to other agencies to increase their testing so they too could potentially qualify for DUI related enforcement equipment if funding were made available.

FUNDING STRATEGY

In order to determine grantee funding eligibility and award amounts in FY 2012, ICJI continued to use its objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allows for focus to be placed on high fatality counties while still continuing funding on a statewide basis.

To create a maximum funding level for each group, the TSD established the following four county population categories: small (population fewer than 30,000); medium (population between 30,000 and 49,000); large, (population between 50,000 and 99,000); and extra large (population greater than 100,000). In following the first part of the formula, the TSD evaluates each grant proposal to determine its funding eligibility based on the following criteria: submission of an explanation of how the proposal specifically addresses Indiana's traffic fatalities, the previous effectiveness of the program for the agency and the agency's data reporting quality. While some programs concentrate on statewide or regional solutions, special emphasis will be placed on grantees to develop local solutions to local problems.

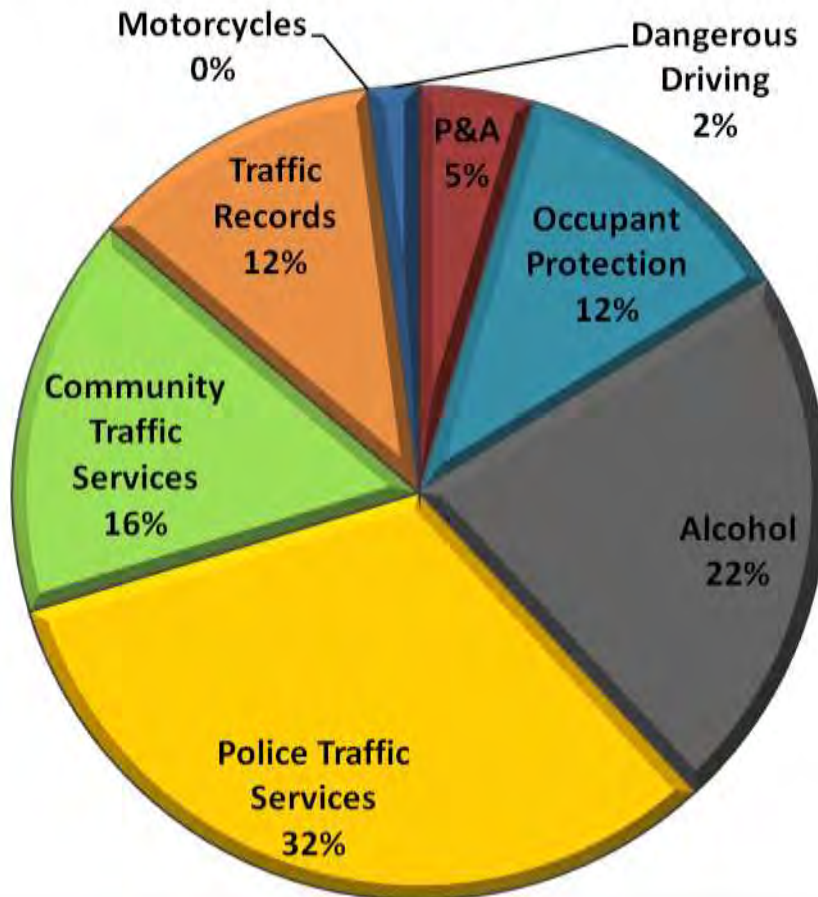
The second part of the formula involves targeting counties with the highest fatality numbers with additional funding beyond the blanket approach. Funding will be made available through de-obligated funds carried over from the previous fiscal year's grantees. Using unrestrained, dangerous driving and alcohol related crashes or fatalities as indicators for increased funding, ICJI will continue to examine trends in order to identify those jurisdictions that account for the majority of the State's traffic fatalities. Those counties will then become eligible for any available funding based on their ability to identify their specific problem through data and to present new and innovative traffic strategies with formalized evaluation of the programs.

FISCAL SUMMARY

TRAFFIC SAFETY BUDGET BREAKDOWN, BY PROGRAM AREA

	402	405A OP	406	408 Traffic Records	410 Alcohol	2011 Boosters	2010 Motorcycle	1906	Total
P&A	248,893								497,785
Occupant Protection	37,758	532,760	348,364			375,000			1,293,882
Alcohol	232,576		76,000		2,090,432				2,399,008
PTS	2,908,498	79,247			545,723				3,533,468
CTS	606,004		705,279		287,896		161,291		1,760,470
Traffic Records			351,581	518,052				415,000	1,284,633
Motorcycles									0
Dangerous Driving	220,851								220,851
Total	4,254,580	612,007	1,481,224	518,052	2,924,051	375,000	161,291	415,000	10,990,097

Traffic Safety Budget, by Percent



FY 2012 Actual Expenditures as of December 21, 2012

	2012 Budget	406 Primary Seat Belt	402 General	410 Impaired Driving	2011 Child Pass	405 Seat Belts	2010 Motorcycle	408 Traffic Records	1906 Profiling (Est.)	Total Fed.Funds	State Hard Match	Total Federal & State
Planning and Administrative (P&A)												
Planning & Administration-Federal	523,333	0	248,893	0	0	0	0	0		248,893	0	248,893
Planning & Administration-State	523,333	0	0	0	0	0	0	0		0	248,893	248,893
Sub-total P&A	1,046,666	0	248,893	0	0	0	0	0		248,893	248,893	497,785
Section II: Occupancy Protection												
Program Management	61,000		37,758	0	0	0	0	0		37,758	0	37,758
Automotive Safety Program	850,000	0	0	0	375,000	475,000	0	0		850,000	0	850,000
Seat Belt Enforcement (OPO)	475,000	348,364		0	0	13,000	0	0		361,364	0	361,364
Rural Demonstration Project (RDP)	60,000	0	0	0	0	44,760	0	0		44,760		44,760
Sub-total Occ Protection	1,446,000	348,364	37,758	0	375,000	532,760	0	0		1,293,882	0	1,293,882
Section III: Alcohol												
Program Management	76,000	0	0	66,695	0	0	0	0		66,695	0	66,695
FACT Teams	550,000	0	0	441,173	0	0	0	0		441,173	0	441,173
Enforcement (DUI Task Force)	1,400,000	0	0	1,281,353	0	0	0	0		1,281,353	0	1,281,353
Law Enforcement Training Board (SFST/DRE)	190,000		0	176,496	0	0	0	0		176,496	0	176,496
Traffic Safety Resource Prosecutor	190,000	0	154,076	0	0	0	0	0		154,076	0	154,076
Excise Police	125,000		0	124,716	0	0	0	0		124,716	0	124,716
SADD	152,000	76,000	78,500	0	0	0	0	0		154,500	0	154,500
Sub-total Alcohol	2,683,000	76,000	232,576	2,090,432	0	0	0	0		2,399,009	0	2,399,009
Section IV: PTS												
Program Management	65,000		60,221	0	0	0	0	0		60,221	0	60,221
Statewide Training	10,000	0	7,690	0	0	0	0	0		7,690	0	7,690
OPO Awards Banquet	95,000		85,684	0	0	0	0	0		85,684	0	85,684
BCC Enforcement	2,200,000		1,932,973	0	0	70,247	0	0		2,003,220	0	2,003,220
Indiana State Police	1,400,000		821,929	545,723	0	9,000	0	0		1,376,652	0	1,376,652
Sub-total PTA	3,770,000	0	2,908,498	545,723	0	79,247	0	0		3,533,469	0	3,533,469
Section V: Community TS												
LEL Program	540,000	540,000		0	0	0	0	0		540,000	0	540,000
Media / Communications Division	1,350,000	165,279	599,209	287,896	0		161,291	0		1,213,675	0	1,213,675
Young Drivers Programs	20,000	0	6,795	0	0	0	0	0		6,795	0	6,795
Sub-total Community TS	1,910,000	705,279	606,004	287,896	0	0	161,291	0		1,760,470	0	1,760,470
Section VI: Traffic Records/ Research												
Program Management	67,000	0	0	0	0	0	0	52,944		67,000	0	67,000
Indiana University Center	350,000	335,888	0	0	0	0	0	0		335,888	0	335,888
Purdue University/ CODES	115,000	15,693	0	0	0	0	0	104,537		120,231		
Payment to the BMV	10,000	0	0	0	0	0	0	20,000		20,000	0	20,000
Traffic Records Improvements	546,000	0	0	0	0	0	0	340,570		340,570	0	340,570
Racial Profiling Grant	885,460	0	0	0	0	0	0	0	415,000	415,000	0	415,000
Sub-total Traffic Records	1,973,460	351,581	0	0	0	0	0	518,052		1,298,688	0	1,298,688
Section VII: Motorcycles												
Lease Purchase of Facility	10,000	0	0	0	0	0	0	0		0	0	0
Training Motorcycles	10,000	0	0	0	0	0	0	0		0	0	0
Media / Public Awareness Campaign	0	0	0	0	0	0	0	0		0	0	0
Sub-total Motorcycles	20,000	0	0	0	0	0	0	0		0	0	0
Section VIII: Dangerous Driving												
Dangerous Driving/ Texting	250,000	0	220,851	0	0	0	0	0		220,851	0	220,851
Sub-total Dangerous Driving	250,000	0	220,851	0	0	0	0	0		220,851	0	220,851
Total 2012 Budget Expenditures	13,099,126	1,481,225	4,254,579	2,924,052	375,000	612,008	161,291	518,052	885,460	11,211,667	248,893	11,460,559

LEGISLATIVE SUMMARY

In 2012 there was minimal legislation that directly affected traffic safety in Indiana, but the legislation that did occur was important. There were a few minor enhancements to the traffic code to further improve safety on Indiana roadways. All legislation was effective July 1, 2012 unless otherwise noted.

LABORATORY TECHNICIAN TESTIMONY

With the heavy workload placed upon our lab technicians, it has been costly and inefficient to require a lab technician's presence at every trial to verify their report, especially when the evidence they intended to present was not the primary issue in a case. This led to lab staff being out of the office for days at a time, at cost to themselves and the lab.

This bill required the State to file a motion if they intended to introduce evidence presented by a lab technician. After filing this motion, the defendant has a limited period of time before the trial to indicate their desire to cross examine the witness. If the defense fails to indicate that they wish to cross examine the witness, they waive their right to confrontation.

I.C. 35-36-11

Sec. 1. As used in this chapter, "laboratory report" means a written report or affidavit relating to the results of a scientific test that is prepared for use at trial or to assist in a law enforcement investigation.

Sec. 2. If the prosecuting attorney intends to introduce a laboratory report as evidence in a criminal trial, the prosecuting attorney must file a notice of intent to introduce the laboratory report not later than twenty (20) days before the trial date, unless the court establishes a different time.

Sec. 3. If the defendant wishes for the person who prepared the laboratory report to be present at the trial for cross-examination, the defendant must file a demand for cross-examination not later than ten (10) days after the defendant receives the notice filed under section 2 of this chapter, unless the court establishes a different time.

Sec. 4. If the prosecuting attorney does not comply with section 2 of this chapter, the prosecuting attorney may not introduce the laboratory report into evidence without the testimony of the person who conducted the test and prepared the laboratory report.

Sec. 5. If the prosecuting attorney complies with section 2 of this chapter and the defendant does not comply with section 3 of this chapter, the defendant waives the right to confront and cross-examine the person who prepared the laboratory report.

PUBLIC INTOXICATION

Changes were made to the Public Intoxication law to address the issue of car passengers and others that may be impaired but not causing any disruption to society.

IC 7.1-5-1-3

Public intoxication prohibited; failure to enforce by a law enforcement officer

Sec. 3. (a) Subject to section 6.5 of this chapter, it is a Class B misdemeanor for a person to be in a public place or a place of public resort in a state of intoxication caused by the person's use of alcohol or a controlled substance (as defined in IC 35-48-1-9), if the person:

- (1) endangers the person's life;
- (2) endangers the life of another person;
- (3) breaches the peace or is in imminent danger of breaching the peace; or
- (4) harasses, annoys, or alarms another person.

(b) A person may not initiate or maintain an action against a law enforcement officer based on the officer's failure to enforce this section.

(Formerly: Acts 1973, P.L.55, SEC.1.) As amended by Acts 1978, P.L.2, SEC.702; P.L.213-2001, SEC.2; P.L.93-2012, SEC.2; P.L.117-2012, SEC.1.

IMMUNITY FOR CERTAIN ALCOHOL OFFENSES

To help ensure that people call for necessary medical aid in the event of an emergency, this statute was passed to provide immunity to the caller.

IC 7.1-5-1-6.5

Request medical assistance; prohibited from being taken into custody; immune from criminal prosecution; prohibited from initiating action against law enforcement officer

Sec. 6.5. (a) A law enforcement officer may not take a person into custody based solely on the commission of an offense involving alcohol described in subsection (b) if the law enforcement officer, after making a reasonable determination and considering the facts and surrounding circumstances, reasonably believes that all of the following apply:

- (1) The law enforcement officer has contact with the person because the person either:
 - (A) requested emergency medical assistance; or
 - (B) acted in concert with another person who requested emergency medical assistance;
 for an individual who reasonably appeared to be in need of medical assistance due to alcohol consumption.

(2) The person described in subdivision (1)(A) or (1)(B):

(A) provided:

- (i) the person's full name; and
- (ii) any other relevant information requested by the law enforcement officer;

(B) remained at the scene with the individual who reasonably appeared to be in need of medical

assistance due to alcohol consumption until emergency medical assistance arrived; and

(C) cooperated with emergency medical assistance personnel and law enforcement officers at the scene.

(b) A person who meets the criteria of subsection (a)(1) and (a)(2) is immune from criminal prosecution for an offense under:

(1) section 3 of this chapter if the offense involved a state of intoxication caused by the person's use of alcohol;

(2) section 6 of this chapter if the offense involved the person being, or becoming, intoxicated as a result of the person's use of alcohol; and

(3) IC 7.1-5-7-7.

(c) A person may not initiate or maintain an action against a law enforcement officer based on the officer's compliance or failure to comply with this section.

As added by P.L.93-2012, SEC.4.

BOATING WHILE INTOXICATED

This statute was moved from Title 14 to Title 35, and the language was modified to bring it in line with the current Operating a Motor Vehicle While Intoxicated statute.

IC 35-46-9-6

Operating a motorboat while intoxicated

Sec. 6. (a) Except as provided in subsections (b) and (c), a person who operates a motorboat while:

(1) having an alcohol concentration equivalent (as defined in IC 9-13-2-2.4) to at least eight-hundredths (0.08) gram of alcohol per:

(A) one hundred (100) milliliters of the person's blood; or

(B) two hundred ten (210) liters of the person's breath;

(2) having a controlled substance listed in schedule I or II of IC 35-48-2 or its metabolite in the person's body; or

(3) intoxicated;

commits a Class C misdemeanor.

(b) The offense is a Class D felony if:

(1) the person has a previous conviction under:

(A) IC 14-1-5 (repealed); or

(B) this chapter; or

(2) the offense results in serious bodily injury to another person.

(c) The offense is a Class C felony if the offense results in the death of another person.

(d) It is a defense to a prosecution under subsection (a)(2) that the accused person consumed the controlled substance under a valid prescription or order of a practitioner (as defined in IC 35-48-1-24) who acted in the

course of the practitioner's professional practice.

As added by P.L.40-2012, SEC.21.

DRIVING WHILE SUSPENDED

A technical fix was necessary to IC 9-24-19-2. Clarifies that a person with a suspended license who operates a vehicle on a highway *less than 10 years after the date of judgment was entered* for a prior driving suspended commits a Class A misdemeanor.

GOLF CARTS

Further rules set on the restrictions for adopting golf cart ordinances.

IC 9-21-1-3.3

Ordinances regarding use of golf carts on highway

Sec. 3.3. (a) A city, county, or town may adopt by ordinance traffic regulations concerning the use of golf carts on a highway under the jurisdiction of the city, county, or town. An ordinance adopted under this subsection may not:

- (1) conflict with or duplicate another state law; or
- (2) conflict with a driver's licensing requirement of another

provision of the Indiana Code.

(b) A fine assessed for a violation of a traffic ordinance adopted by a city, county, or town under this section shall be deposited into the general fund of the city, county, or town.

(c) Notwithstanding subsection (a), an ordinance adopted by a county under this section:

- (1) may allow an operator of a golf cart to cross a highway in the state highway system, at right angles, in order to travel from one (1) highway under the jurisdiction of the county to another highway under the jurisdiction of the county when the operation can be done safely; and
- (2) must set a limit as to the number of passengers (other than the operator) that may be permitted on a golf cart.

(d) A violation of an ordinance adopted under this section that is committed on a state highway by the operator of a golf cart is considered to be an ordinance violation.

As added by P.L.150-2009, SEC.12. Amended by P.L.182-2009(ss), SEC.292; P.L.60-2012, SEC.1.

BLUE LIGHTS

This statute was amended to help officers deal with vehicles displaying illegal blue lights.

IC 9-19-14-5.5

Red and white, red and blue, red, or amber lights

Sec. 5.5. (a) Except for a:

- (1) vehicle utilized in a funeral procession; or
- (2) funeral escort vehicle bearing markings as described in IC 9-21-13-0.7;

a vehicle that is not described by sections 2 or 5 of this chapter may not display a red and white lamp or a red and blue lamp.

(b) A person who:

- (1) possesses a vehicle with equipment described by sections 2 or 5 of this chapter; and
- (2) is not authorized to display a red and white or red and blue lamp upon the vehicle;

shall immediately remove the red and white or red and blue lamp from the vehicle.

(c) A funeral escort vehicle, other than an authorized emergency vehicle used in a funeral procession or as a funeral escort vehicle, may display only red and white, red, or amber lights.

As added by P.L.99-1991, SEC.2. Amended by P.L.80-2012, SEC.2.

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