



TABLE OF CONTENTS

ACRONYM LISTING	3
EXECUTIVE SUMMARY	5
PLAN SCHEDULE	6
PLAN INTRODUCTION	7
FATALITIES	13
SERIOUS BODILY INJURIES	16
IMPAIRED DRIVING	18
OCCUPANT PROTECTION	23
YOUNG DRIVERS.....	27
MOTORCYCLES	30
DANGEROUS DRIVING	33
CHILDREN.....	36
NON-MOTORISTS	39
PLANNING AND ADMINISTRATION	42
POLICE TRAFFIC SERVICES	43
COMMUNITY TRAFFIC SAFETY PROGRAMS	45
TRAFFIC RECORDS IMPROVEMENT	47
STRATEGIC COMMUNICATIONS PLAN	50
COMMUNICATIONS CALENDAR	55
STATE CERTIFICATIONS AND ASSURANCES.....	72

ACRONYM LISTING

Advanced Roadside Impaired Driving Enforcement	ARIDE
Advocates Against Impaired Driving	AAID
American Association of State Highway Transportation Officials	AASHTO
American Bikers Aimed Toward Education	ABATE
Automated Reporting Information Exchange System	ARIES
Automotive Safety Program	ASP
Big City/Big County	BCC
Blood Alcohol Content	BAC
Bureau of Motor Vehicles	BMV
Center for Criminal Justice Research	Center
Center for Road Safety	CRS
Click It or Ticket	CIOT
Cops in Shops	CIS
Crash Outcome Data Evaluation System	CODES
Dangerous Driving Enforcement	DDE
Drug Recognition Expert	DRE
electronic Citation and Warning System	eCWS
Emergency Medical Services	EMS
Fatal Alcohol Crash Team	FACT
Federal Highway Administration	FHWA
Federal Motor Carrier Safety Administration	FMCSA
Governor's Council on Impaired and Dangerous Driving	The Council
Graduated Drivers Licensing	GDL
Gross Rating Point	GRP
High Visibility Enforcement	HVE
Highway Safety Plan	HSP
Indiana Criminal Justice Institute	ICJI
Indiana Department of Education	IDOE
Indiana Department of Homeland Security	INHS
Indiana Department of Transportation	IDOT
Indiana Office of Technology	IOT
Indiana State Coroners' Association	ISCA
Indiana State Department of Health	ISDH
Indiana State Police	ISP
Indiana University	IU
Judicial Technology Automation Committee	JTAC
Law Enforcement Liaison	LEL
Law Officer Voucher and Enforcement	LOVE
National Emergency Medical Services Information System	NEMSIS

National Highway Traffic Safety Administration	NHTSA
Operation Pull Over	OPO
Rural Demonstration Project	RDP
Standard Field Sobriety Test	SFST
State Highway Safety Office	SHSO
Stop Underage Drinking and Sales	SUDS
Strategic Highway Safety Plan	SHSP
Students Against Destructive Decisions	SADD
Traffic Records Coordinating Committee	TRCC
Traffic Safety Division	TSD
Traffic Safety Resource Prosecutor	TSRP
Vehicle Miles Traveled	VMT

EXECUTIVE SUMMARY

The Indiana Criminal Justice Institute's (ICJI) Traffic Safety Division (TSD) manages federal funds allocated throughout the state that support programs designed to decrease the number of people injured or killed on Indiana roadways. The TSD remains dedicated to attaining Indiana's portion of reaching the American Association of State Highway and Transportation Officials' (AASHTO) goal to reduce the number of national fatalities in half from 2007 to 2027. During this 20 year period, the TSD seeks to reduce the number of Indiana traffic fatalities by approximately 20 each year.

The TSD is comprised of a Division Director who coordinates the efforts of support staff, including an impaired driving and motorcycle safety program manager, traffic records coordinator, traffic safety research associate, traffic services program manager, and law enforcement liaisons (LEL). TSD staff has maintained close collaborations with multiple organizations, including ICJI's Research and Planning Division, the Governor's Council on Impaired and Dangerous Driving, Indiana University's Center for Criminal Justice Research, Purdue's Center for Road Safety, and the Traffic Records Coordinating Committee to fulfill its mission of reducing traffic fatalities. Through these partnerships, 30 performance measures in the following priority areas have been established:

- Fatalities
- Serious Bodily Injuries
- Impaired Driving
- Occupant Protection
- Young Drivers
- Motorcycle Safety
- Pedestrians
- Children
- Bicyclists
- Dangerous Driving (speed, aggressive driving, disregarding traffic signal, and texting)

Primary data sources used in problem identification program evaluations 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 are monitored throughout the year by TSD staff to determine whether programming adjustments need to be made. Likewise, data from these sources inform the TSD of their grantees' impact on traffic safety. These various data sources are utilized in the development of the Indiana's Highway Safety Plan (HSP), which contains the following sections:

- Performance Plan
- Performance Measures
- Goal Identification
- Strategy to Reach Goals
- Communications Plan
- Fiscal Summary
- State Certification and Assurances.

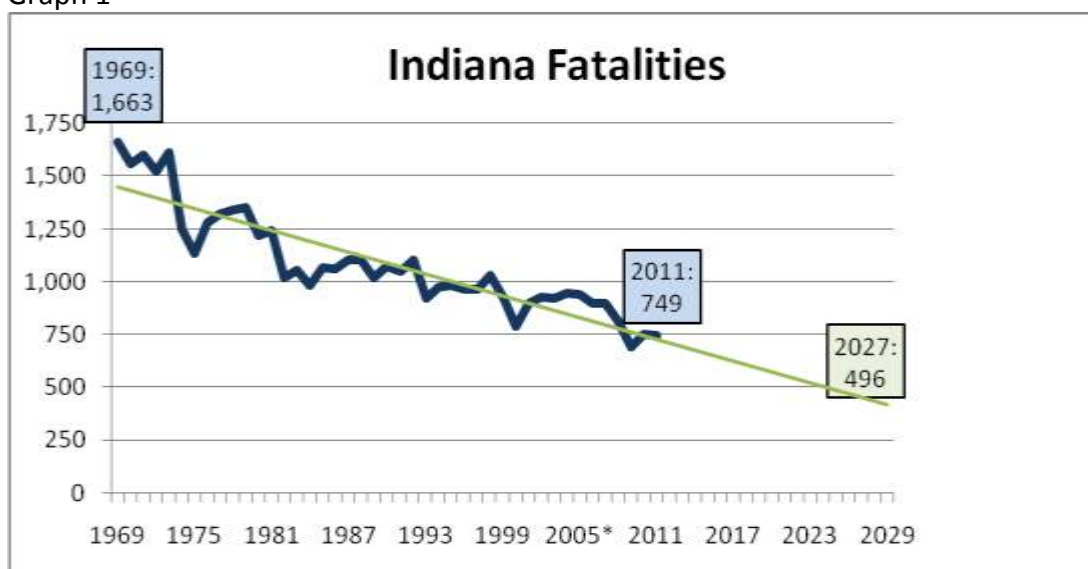
PLAN SCHEDULE

Dates	Action	Details
October and November 2012	Reevaluation of HSP by SHSO	Review past and current year activity
		Review crash data
		Obtain input from traffic safety community
December and January	Program Partner Collaborations	Meet with key program partners
		Review Annual Report
		Outline grant opportunities
		Identify long-term strategies (3 years)
February and March	Initiate Grant Development Plans	Consult with current and prospective grantees
		Identify short-term strategies (1 year)
		Validate draft strategies with program goals
		Create draft of grant development plans
		Establish draft budget
March	Finalize Grant Development Plans	Review current state and national priorities
		Identify key problem areas
		Identify short- and long-term goals
		Grant development plans finalized
		HSP team reviews programs and budget
April	Begin Formal Grant Process	Finalize administrative grants
		Notify grantees of grant trainings
		HSP budget finalized
May	Prepare FY 2014 Performance Plan and HSP	Conduct regional grant trainings
		Send grant templates
		Create draft HSP
		Administrative review of HSP
July	Approve FY 2014 Performance Plan and HSP	Approve FY 2014 HSP
		Distribute HSP to NHTSA, FHWA, state and local agencies
		Post HSP to website
August and September	Grant Approval and Implementation	Approve and start implementation of FY 2014 grants
		Submit amendments to NHTSA on HSP if applicable

PLAN INTRODUCTION

In 2007, the American Association of State Highway Transportation Officials (AASHTO) established the goal of reducing the national number of traffic fatalities by 50 percent over the next 20 years by seeking an annual reduction of one thousand deaths per year. Since 1969 when Indiana traffic fatalities accounted for three percent of all traffic fatalities, Indiana's portion of traffic deaths has decreased to two percent, at an approximate rate of 20 fewer deaths annually. To fulfill Indiana's portion of the national goal, the same rate of reducing the number of traffic fatalities by 20 per year must continue during this 20 year period.¹ Indiana has adopted this goal and seeks to reduce the number of traffic fatalities to 496 by 2027.

Graph 1



Source: Indiana State Department of Health and Center for Criminal Justice Research

Problem Identification

Each program area contains an explanation of identified problems. Data analyses of crash records and trends aid in determining where problems exist and what program areas will be addressed. Funding priority will be given to programs that have the greatest impact on reducing traffic-related injuries and fatalities. Problem areas are established by using a crash report database, Indiana traffic safety publications, and the electronic citation repository.

¹ Indiana Department of Transportation. State Highway Safety Plan: 2010 Revision.

Automated Reporting Information Exchange System (ARIES)

Nearly 100 percent of Indiana law enforcement agencies submit electronic crash reports into the Indiana State Police's (ISP) Automated Reporting Information Exchange System (ARIES). This system uses business edits to provide users with only the areas of the report that need to be completed. It also includes a mapping feature and enhanced VIN and INDOT data. Over 90 percent of agencies submit reports into ARIES within five days of a collision. This allows for TSD staff to access accurate, up-to-date crash data.

Indiana Traffic Safety Fact Sheets

Indiana University's Center for Criminal Justice Research (Center), a partner of ICJI, publishes an annual collection of the state's motor vehicle crash facts and trends. Fact sheet topics include: alcohol, children, large trucks, light trucks, young drivers, motorcycles, occupant protection, and dangerous driving. The Center also publishes county profile fact sheets for all 92 counties and a comprehensive crash fact book that contains statistics, trends, and maps of crashes that occur across the state. Fact sheets can be found under the traffic safety link

<http://www.in.gov/cji/2572.htm> on the ICJI website.

Odyssey Case Management System

The TSD has obtained access to query the Odyssey Case Management System, which allows staff to view electronically submitted traffic citations, including the charges, dispositions, file date and county in which the offense occurred. Demographic information, including gender and race, can also be obtained. This is one way that the TSD can measure law enforcement activity during grant funded periods. Although citation statistics are useful in determining law enforcement activity, the TSD does not believe this data is an accurate predictor in determining whether goals will be met. Therefore, the TSD does not use citation information to establish goals.

As an increasing number of law enforcement agencies submit citation information into the electronic citation program, the TSD would like to conduct future studies to determine the effectiveness of written traffic citations. The TSD would like to form a research collaboration between the Center and JTAC to analyze the data collected in the e-citation system.

Performance Measures

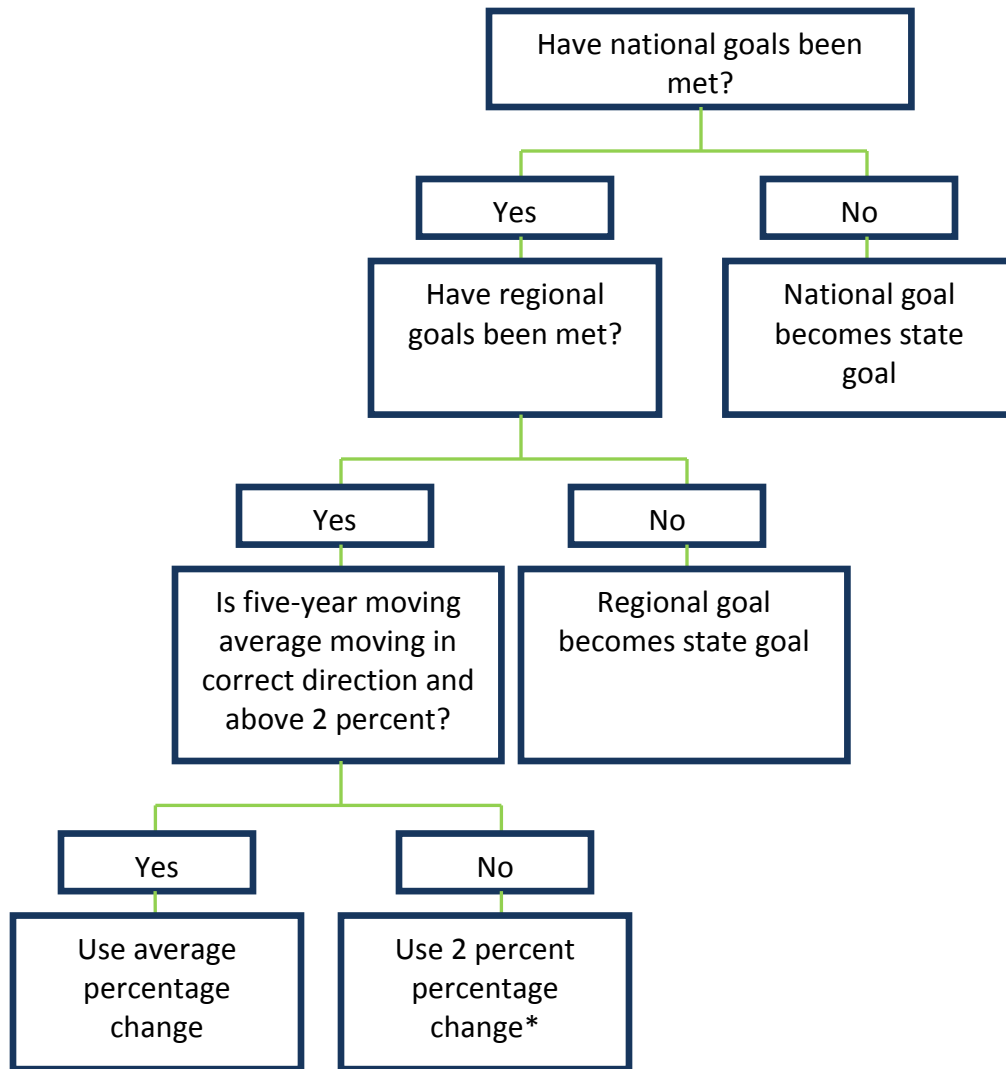
Performance measures were created by the TSD and a subcommittee of Council members, including representatives from the Center, INDOT, Indiana State Department of Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and the City of Marion Police Department. The TSD regularly analyzes subgrantee performance measure data to identify problem areas and whether programming needs to be modified to meet goals of reducing collisions and fatalities on Indiana roadways.

Setting Goals

In 2006, the Council subcommittee created short- and long-term goals² for five target areas: alcohol, seat belt usage, young drivers, motorcycles, and dangerous driving. Due to improved data collection, goals for the following additional target areas have since been established: statewide fatality and serious bodily injury numbers, children, pedestrians, and pedalcyclists. The TSD uses a hierarchal approach to establish goals, first using the NHTSA national goals, then the Regional Action Plan, and finally a state five-year moving average. (See Figure 1) Any national goals that Indiana has not met automatically become Indiana's goals. The TSD refers to the Regional Action Plan after national goal metrics have been reached. If any of the regional goals are not met, the goal set for the region becomes the Indiana goal. Finally, for those national and regional goal metrics the have been met, the TSD calculates its own goals by using a five year moving average. To establish short-term, or one year goals, the average percent change is applied to the previous year's raw number. Long-term goals are determined by calculating the percent change each year for a three-year period. An exception to this rule requires that if the percent change is moving in the wrong direction (i.e. the average percent of fatalities is increasing rather than decreasing), a standard two percent reduction will use used to establish both short- and long-term goals.

² Short-term goals:1 year; Long-term goals: 3 years

Figure 1



*Unless otherwise noted

Strategy to Reach Goals

Once short- and long-term goals are established, the TSD develops strategies to ensure that adequate resources are applied to reach each goal. Activities used for this include: program prioritization, traffic safety partner input, and the HSP.

Program Prioritization and Funding

To receive funding, law enforcement agencies are required to submit an application explaining their need for financial assistance to reduce the number of traffic fatalities in their county. Each applicant must provide a problem identification statement explaining problematic traffic trends in their county. Applicants must also describe specific countermeasures they will use to

reduce traffic collisions. The TSD will evaluate the applications to determine which agencies will implement the most effective programming to reduce the largest amount of fatalities.

Once subgrantees are determined, the TSD establishes funding amounts based on the subgrantee's county population and fatality rate. Four county population categories have been established: small (population between 0 and 29,999), medium (30,000-49,999), large (50,000-99,999), and extra large (100,000+). A base amount is associated with each population category.

Through de-obligated funds from the previous or current year, subgrantees may also be awarded additional funding based on the fatality rate in their county. Priority is given to counties with high percentages of unrestrained, speed, or alcohol-related fatalities. Extra large counties are eligible to receive additional funding to help combat aggressive driving.

Traffic Safety Partner Input

It is essential that the TSD continues to collaborate with traffic safety stakeholders to remain current about emerging traffic safety issues. This allows the TSD to take appropriate action to address any identified problems.

Serving as Indiana's traffic safety advisory group, the Council assists the TSD in developing policies, procedures, and programs that will strengthen Indiana's highway safety program. This voluntary group appointed by the Governor, coordinates aggressive public information campaigns and provides educational materials and research findings to traffic safety advocates. The Council conducts quarterly meetings where representatives from the ISP, fatal alcohol crash teams (FACTs), Automotive Safety Program (ASP), the Center, Indiana Prosecuting Attorneys Council (IPAC), Marion County Traffic Safety Partnership, Standard Field Sobriety Test/Drug Recognition Expert (SFST/DRE) coordinator, Indiana Excise Police, and law enforcement liaisons (LELs) discuss strategies that will reduce traffic collisions resulting in injuries and death. The Council also works with INDOT to coordinate traffic safety strategies outlined in the HSP and State Highway Safety Plan (SHSP).

The TSD will continue collaborating with the Traffic Records Coordinating Committee (TRCC), a group of individuals dedicated to improving the state's traffic records systems. The TRCC includes representatives from ICJI, Bureau of Motor Vehicles (BMV), Indiana Department of Transportation, (INDOT), ISP, Federal Highway Administration (FHWA), Judicial Technology Automation Committee (JTAC), Indiana State Department of Health (ISDH), and the Federal Motor Carrier Safety Administration (FMCSA). The TRCC seeks to enhance the accessibility, accuracy, uniformity, and completeness of statewide traffic-related information.

The TSD will continue its partnership with the Center to obtain a research analysis of Indiana's traffic safety trends and an evaluation of the TSD's countermeasures. The data obtained by the Center allows for the TSD and their partners to determine whether programming is effective.

Annual traffic safety fact sheets, county profile fact sheets, and a comprehensive crash fact book allow the TSD and their partners to make informed policy and program decisions.

The TSD will continue to partner with the Indiana State Department of Toxicology (ISDT). In April of 2012 the ISDT named a new Director. Since the appointment of the new Director the turnaround time for alcohol and drug confirmatory test results have improved significantly. The ISDT is also developing a plan to become an accredited lab within the next few years. With the recommendations of the Toxicology Advisory Board, the ISDT has begun to promulgate new rules for a new breath testing instrument that will be deployed across the state in 2013. Trainings on the new rules and instruments will be conducted throughout 2013 by the ISDT staff with additional help from the TSD and the Traffic Safety Resource Prosecutor (TSRP).

Lastly, the TSD will continue its partnership with Purdue University's Center for Road Safety (CRS). The CRS seeks to strengthen injury data throughout the state by tracking the progress of the linkages between crash, EMS, and hospital inpatient/outpatient databases. The CRS does not own the information in these three databases; however, they advise the owners of the data about source quality on the results of linking packages. The CRS assists the TSD by improving observational seat belt survey designs and training observers on how to correctly obtain data. Once the surveys are complete, the CRS analyzes the raw data and provides the TSD with overall seat belt and helmet usage rates and usage rates broken down into regions, vehicle type, gender, race, role (i.e., driver or passenger), and road class.

Highway Safety Plan

Through a yearly review of collision data as it relates to the key target areas, the TSD can identify programs that have reduced injuries and fatalities on Indiana roadways. Subgrantees whose program is deemed successful will be selected to receive additional funding. One of the metrics used to evaluate grantees is their activities conducted during grant funded enforcement programs. These numbers are reported into the OPO Database and evaluated regularly by LELs and programmatic staff. In FY 2011 there were 99,077 seat belt, 7,907 impaired driving and 86,702 speeding citations reported into the database during grant funded enforcement. Those programs that are not meeting agreed upon performance measures outlined in their grant will be evaluated by the program manager and appropriate adjustments will be made.

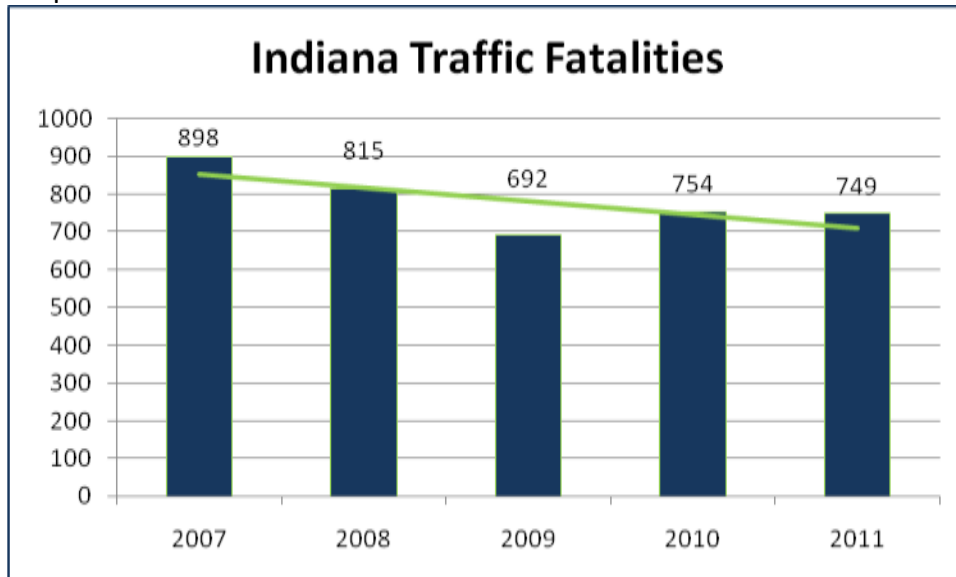
Following sections of the HSP will outline key target areas. Problem identifications, performance measures, and goals are noted with a strategy to reach set goals. Funding details are included for each priority area.

FATALITIES

Problem Identification

Over the past five years, there has been a 20 percent decrease in the number of traffic fatalities in Indiana. Despite an eight percent increase in fatalities from 2009 to 2010, there continues to be a downward trend in the number of traffic fatalities.

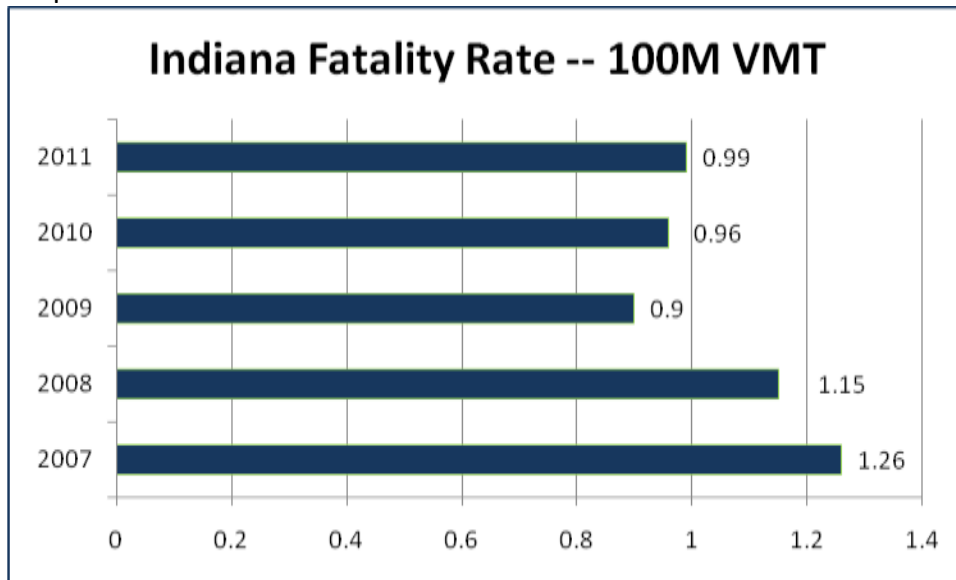
Graph 2



Source: Center for Criminal Justice Research

Since 2009, there has been less than one traffic fatality per 100 million vehicle miles traveled. Although the rate of fatalities per VMT was 22 percent lower in 2011 than in 2007, the rate has continued to rise since 2009. See Graph 3.

Graph 3



Source: Center for Criminal Justice Research

The TSD continues to use new performance measures to capture the fatality rate per 100,000 population in four locality categories: urban, suburban, exurban, and rural. The Center’s 2011 report, *Locational Classifications of Indiana Motor Vehicle Collisions*, outlines a new location identification strategy utilizing census locality that was adopted by the TSD. According to the Center, this “new 4-category (urban, suburban, exurban, and rural) locality improves upon the existing ARIES 2-category (urban and rural) locality element by providing a more informative characterization of the location of collisions.” The Center defined census-based locality classifications as:

“Census-based locality: ‘Urban’ is defined as Census 2000 Urban Areas, ‘Suburban’ as areas within 2.5 miles of urban boundaries, ‘Exurban’ as areas within 2.5 miles of suburban boundaries, and ‘Rural’ as areas beyond exurban boundaries (i.e., everything else).”³

Performance Measures

- Total number of traffic fatalities
- Fatality rate per 100,000 population
- Urban fatality rate per 100,000 population
- Rural fatality rate per 100,000 population
- Suburban fatality rate per 100,000 population

³ Newby, Bill. (2011). Improving the Locational Classifications of Indiana Motor Vehicle Collisions. *Indiana 2010 Traffic Safety Facts, 11-C10*, 1-6.

- Exurban fatality rate per 100,000 population
- Fatality rate per 100M VMT

Goals

There are no established national or regional goals regarding the number of statewide fatalities. The five-year moving average was used to determine short- and long-term goals regarding the number of traffic fatalities (4.01 percent), rate of fatalities per 100,000 population (4.54 percent), rate of suburban fatalities per 100,000 population (7.5 percent), rate of exurban population per 100,000 population (8.2 percent), and the rate of rural fatalities per 100,000 population (10.8 percent). The standard 2 percent reduction was used to determine the short- and long-term goals for reducing the rate of urban fatalities per 100,000 population.

Short-term Goals

1. Reduce the number of traffic fatalities from 749 in 2011 to 719 in 2013
2. Reduce the rate of fatalities per 100,000 population from 11.55 in 2011 to 11.03 in 2013
3. Reduce the rate of urban fatalities per 100,000 population from 7.46 in 2011 to 7.31 in 2013
4. Reduce the rate of suburban fatalities per 100,000 population from 13.54 in 2011 to 12.52 in 2013
5. Reduce the rate of exurban fatalities per 100,000 population from 18.63 in 2011 to 17.07 in 2013
6. Reduce the rate of rural fatalities per 100,000 population from 17.89 in 2011 to 15.96 in 2013
7. Reduce the number of fatalities per 100M VMT from 0.99 in 2010 to 0.94 in 2013

Long-term Goals

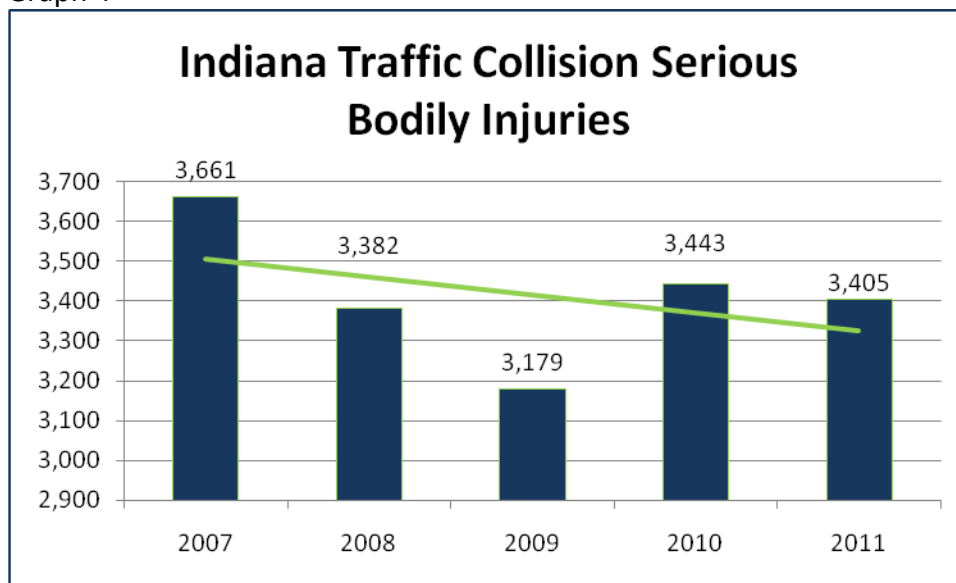
1. Reduce the number of traffic fatalities to 662 in 2015
2. Reduce the rate of fatalities per 100,000 population to 10.05 in 2015
3. Reduce the rate of urban fatalities per 100,000 population to 7.02 in 2015
4. Reduce the rate of suburban fatalities per 100,000 population 10.72 in 2015
5. Reduce the rate of exurban fatalities per 100,000 population 14.41 in 2015
6. Reduce the rate of rural fatalities per 100,000 population 12.7 in 2015
7. Reduce the number of fatalities per 100M VMT to 0.84 in 2015

SERIOUS BODILY INJURIES

Problem Identification

There has been an approximate 1.5 percent annual reduction in serious bodily injuries since 2007. The greatest decrease in serious bodily injuries occurred between 2008 and 2009, a six percent reduction. There was an approximate eight percent increase in 2010 from 2009. There was a slight (less than one percent) decrease in serious bodily injuries in 2011. Although there was an increase in fatalities in 2010, the number of serious bodily injuries continues trending in the right direction. See Graph 4.

Graph 4



Sources: The Center for Criminal Justice Research and the Indiana State Police

Performance Measures

- Number of serious bodily injuries
- Serious bodily injuries per 100,000 population
- Serious bodily injuries per 100M VMT

Goals

There are no established national or regional goals regarding statewide serious bodily injuries. A two percent reduction was used to establish the short- and long term goals for reducing the number of serious bodily injuries. The five-year moving average of 2.14 percent and 2.83 percent were used to determine goals for the number of serious bodily injuries per 100,000 population and the number of serious bodily injuries per 100M VMT respectively.

Short-term Goals

1. Reduce the number of serious bodily injuries from 3,405 in 2011 to 3,337 in 2013
2. Reduce the number of serious bodily injuries per 100,000 population from 52.52 in 2011 to 51.40 in 2013
3. Reduce the number of serious bodily injuries per 100M VMT from 4.51 in 2011 to 4.38 in 2013

Long-term Goals

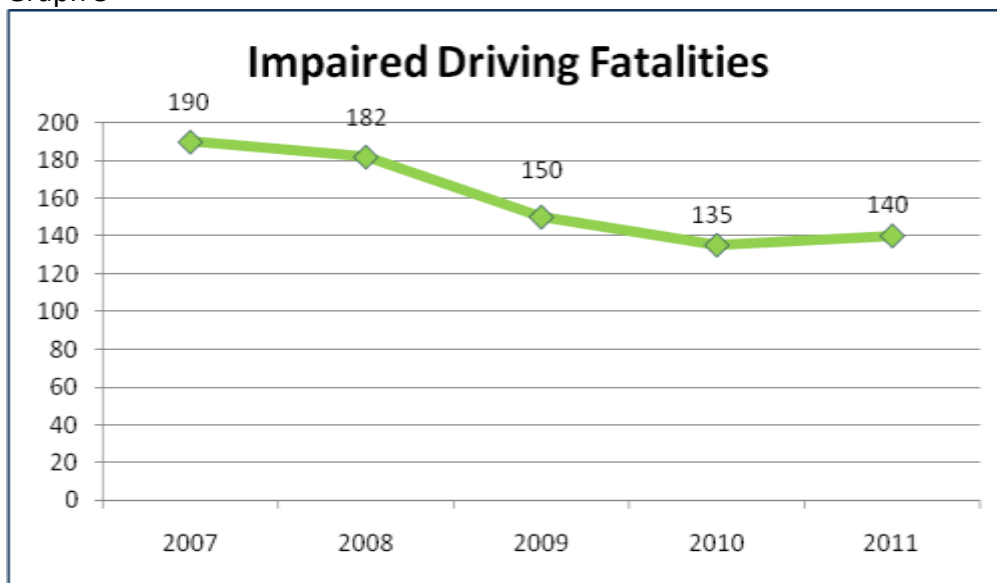
1. Reduce the number of serious bodily injuries to 3,205 in 2015
2. Reduce the number of serious bodily injuries per 100,000 population to 49.22 in 2015
3. Reduce the number of serious bodily injuries per 100M VMT to 4.14 in 2015

IMPAIRED DRIVING

Problem Identification

On average since 2007, approximately 19 percent of traffic fatalities have involved an alcohol impaired driver. Of the 749 fatalities in 2011, 140, or 18.7 percent, were the result of impaired driving. From 2007 to 2009, the number of fatalities involving an alcohol impaired driver decreased by nearly 21 percent, with the biggest decrease being in 2009. Since 2009, there has been an approximate 7 percent increase in the number of alcohol-related fatalities.⁴ See Graph 5.

Graph 5



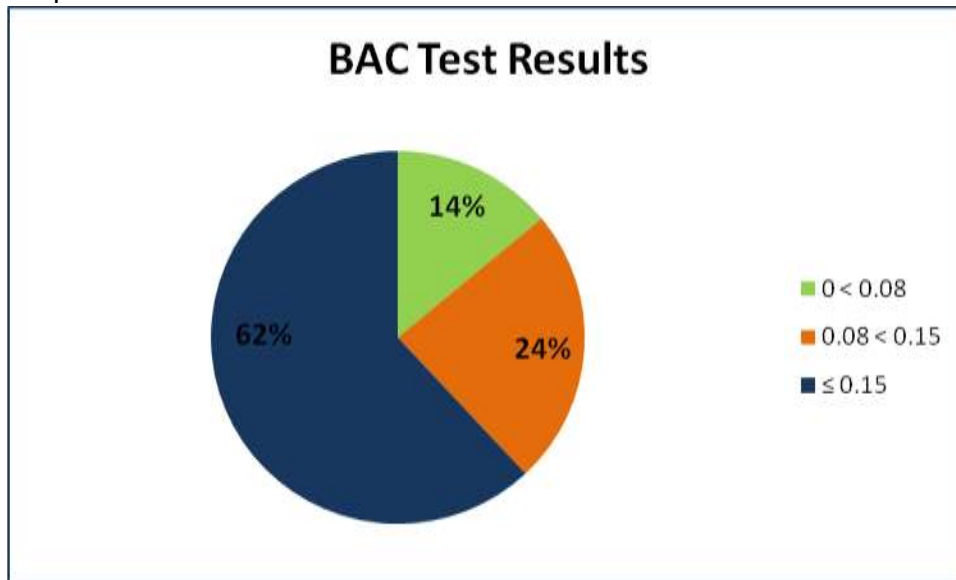
Source: Center for Criminal Justice Research

According to the Indiana Traffic Safety Facts – Alcohol, in 2011, 74 percent of surviving drivers and 71 percent of drivers killed were tested for alcohol consumption. Of those tested, 10 percent of surviving drivers and 32 percent of drivers killed had a BAC equal to or greater than 0.08. Sixty-two percent of those tested had a BAC result of 0.15 or greater.⁵ See Graph 6.

⁴ Nunn, Samuel. (2012). Alcohol, 2011. *Indiana 2011 Traffic Safety Facts, 12-C09*, 1-12.

⁵ Ibid.

Graph 6



Source: Center for Criminal Justice Research

The demographics of impaired collisions have remained consistent over the past five years. The incidence of alcohol-impaired collisions increases on Friday, peaks on Saturday, and begins to decline on Sunday. The likelihood of alcohol-impaired fatal collisions occur in the less densely populated localities, exurban and rural. Male drivers in the age ranges of 21 to 24 and 25 to 34 were most likely to be involved in alcohol-impaired collisions. Those involved in impaired driving collisions that were under 21 shared a similar impaired driving collision rate as those in the 55 and above age range.⁶

Performance Measures

- Total number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator
- Percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator
- Rate of alcohol-related fatalities per 100M VMT
- Total number of fatalities in collisions involving an alcohol-impaired motorcycle operator

⁶ Ibid.

Goals

Neither national nor regional goals regarding impaired driving have been established at this time.

The five-year moving average was used to determine the short- and long-term goals for reducing the number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator (7.02 percent), reducing the percent of fatalities in fatalities in collisions involving an alcohol-impaired driver or motorcycle operator (2.3 percent), and reducing the rate of alcohol-related fatalities per 100M VMT (7.5 percent). A standard 2 percent reduction was used to determine the number of fatalities in collisions involving an alcohol-impaired motorcycle operator.

Short-term Goals

1. Reduce the number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator from 140 in 2011 to 130 in 2013
2. Reduce the percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator from 18.7 percent in 2011 to 18.3 percent in 2013
3. Reduce the rate of alcohol-related fatalities per 100M VMT from 0.19 in 2011 to 0.18 in 2013
4. Reduce the number of fatalities in collisions involving an alcohol-impaired motorcycle operator from 34 in 2011 to 33 in 2013

Long-term Goals

1. Reduce the number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator to 113 in 2015
2. Reduce the percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator to 17.5 percent in 2015
3. Reduce the rate of alcohol-related fatalities per 100M VMT to 0.15 in 2015
4. Reduce the number of fatalities in collisions involving an alcohol-impaired motorcycle operator to 32 in 2015

Project Descriptions

Task 1: Program Management

410	\$80,000
-----	----------

Project Description: This task funds the Impaired Driving Program Manager to coordinate and monitor impaired driving countermeasure projects. Program Manager responsibilities include monitoring subgrantee compliance and performance, collaborating with local, state, and community organizations in developing and implementing impaired driving awareness campaigns, and promoting enforcement of Indiana's impaired driving laws. This task will

provide funds for the program manager’s salary, benefits, and travel costs to impaired driving related conferences and training seminars.

Task 2: Fatal Alcohol Crash Team

410	\$400,000
-----	-----------

Project Description: This task provides funds to Fatal Alcohol Crash Teams (FACT) throughout the state. FACTs develop countywide uniform policies and procedures for investigating serious bodily injury and fatal alcohol-related crashes. These teams seek to eliminate procedural mistakes that could lead to the suppression of important evidence in DUI cases.

In FY 2013, FACT grants will be competitive where grants applications will be scored on problem identification, in-kind match, and first time grantee. The TSD will award either equipment grants or funding for personnel. If a FACT applies for officer and prosecutor salary, they must provide some in-kind match. Teams that apply for personnel costs can only seek funding for officer overtime to respond to call-outs or a prosecutor’s salary, but not both. Reimbursement to FACTs will only occur if a chemical test is performed and the results are reported into FARS and ARIES.

Task 3: DUI Enforcement

410	\$1,400,000
-----	-------------

Project Description: This task funds overtime pay to officers in participating DUI taskforces. Nominal funds may be used by subgrantees to purchase equipment, including sobriety checkpoint signs and PBTs, for effective impaired driving enforcement throughout Indiana. Located in counties with high levels of impaired driver crashes, subgrantees will conduct high visibility sustained enforcement during three statewide blitzes. Saturation patrols and sobriety checkpoints will also be performed. In FY 2012, the 32 DUI task forces funded by the TSD conducted over 23,700 hours of DUI patrol. The TSD will fund 32 DUI task forces in FY 2013.

Task 4: SFST/DRE Program

410	\$180,000
-----	-----------

Program Description: This task provides funding for SFST training. Studies show that officers who completed SFST training courses are four times more successful at identifying impaired drivers. The TSD requires that all officers participating in federally funded DUI taskforces be SFST certified. SFST courses consist of 16 hours of training in how to detect and test an impaired driver and how to file cases against the offender.

Drug Recognition Expert (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) programs are also funded by this task. These programs provide training to officers to better recognize drug impaired drivers. DRE certification courses are available to officers, which consist of nine days of classroom instruction in the areas of physiology, onset and duration of drug impairment, signs and symptoms of drugs, and the administration and interpretation of the twelve-step test used in the drug recognition process. ARIDE trainings also provide officers in drug impaired driving detection. This task will pay for a SFST/DRE coordinator to instruct trainings.

Task 5: Indiana Excise Police

410	\$120,000
-----	-----------

Program Description: This task provides funds for the Indiana Excise Police’s alcohol countermeasure programs aimed at underage alcohol consumption and impaired driving. Coordinating the Cops in Shops (CIS), Stop Underage Drinking and Sales (SUDS), and bartender programs, the Excise Police take a proactive approach to reducing the sale of alcoholic beverages to persons under the age of 21 and over serving those who may drive impaired.

Funding is also used to pay investigative assistance in as FACT call outs. This task enforcement during concerts and tailgating

Impaired Driving Activities	
Total By Funding Stream	
410	\$2,180,000
Total	\$2,180,000

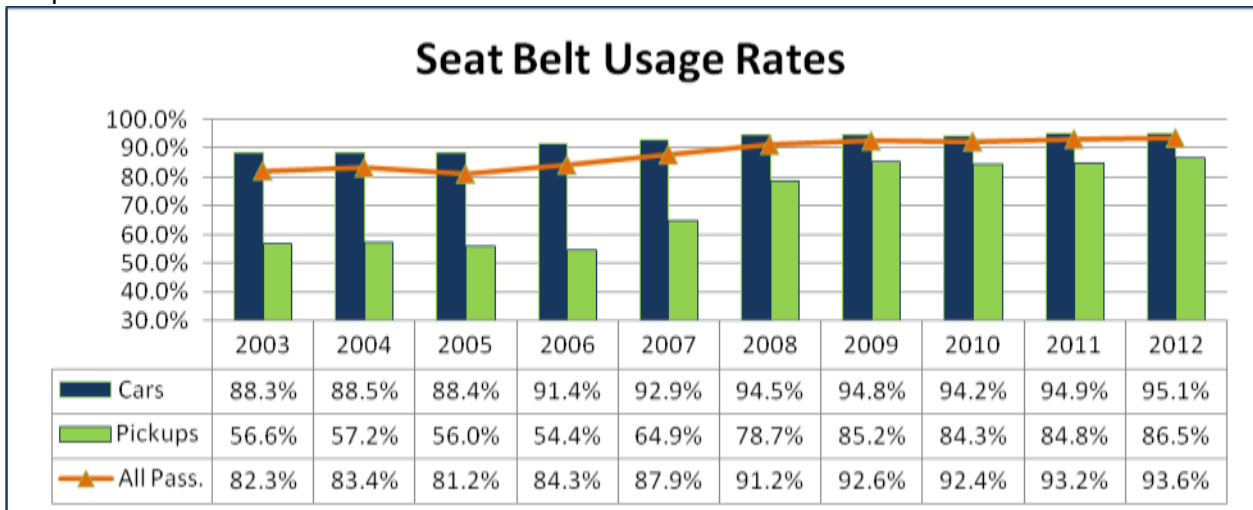
Excise Police officers for their alcohol-related crashes, such also funds overtime increased visibility patrols at events.

OCCUPANT PROTECTION

Problem Identification

The 2012 observational seat belt survey results show that over 95 percent of occupants in passenger vehicles wear their seat belts. Indiana’s passenger vehicle seat belt usage rate increased from a low of 62.1 percent in 2000 to 93.6 percent in 2012. In 2012, there was an approximate two percentage point increase in pickup occupant seat belt usage from 2011, 86.5 percent and 84.8 percent respectively. This was a major factor in the increase in overall seat belt usage.⁷ See Graph 7.

Graph 7



Source: Center for Road Safety

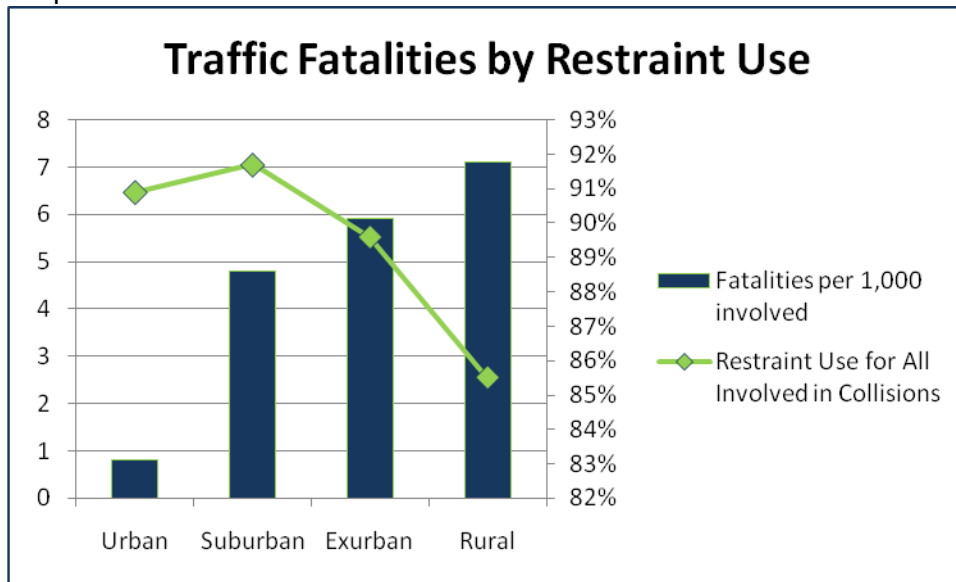
Research has shown that vehicle seating positions correlates with the rate of seat belt usage and the risk of injury for all vehicle occupants. The risk of serious injury was greater for all unrestrained passengers. In 2011, approximately 50 percent of drivers killed in a crash were not properly restrained and approximately 45 percent of individuals killed in the front passenger seat were not properly restrained. In all positions of the vehicle, individuals who

⁷ Purdue University Center for Road Safety. (2012). Indiana Safety Belt Observational Survey: June 2012 Survey Results. 1-11.

were unrestrained were approximately three times more likely to be seriously injured in a crash than those who were properly restrained.⁸

The TSD seeks to continue increasing seat belt usage across the state, but research shows that efforts should be focused on certain demographics. Data shows that of those in fatal collisions, males in the 16 to 20, 25 to 34, and 35 to 44 age ranges were more likely to be unrestrained. Seat belt usage rates for cars and pickup trucks were lower in less densely populated locales, or exurban and rural, than in urban and suburban areas. It also appears there are lower seat belt rates in the south and west than in other parts of the state.⁹ See Graph 8.

Graph 8



Performance Measures

- Number of unrestrained passenger vehicle fatalities
- Observed seat belt usage for all passenger vehicles
- Observed seat belt usage for pickup truck occupants

Goals

Neither national nor regional goals have been set for this priority program.

⁸ Sapp, Dona. (2012). Occupant Protection, 2011. *Indiana 2011 Traffic Safety Facts, 12-C04*, 1-12.

⁹ Ibid.

The moving average was used to determine all short- and long-term goals for this priority. A 7.99 percent reduction was used to determine the number of unrestrained passenger vehicle fatalities. Due to the passage of a law in 2008 requiring pickup drivers and passengers to wear seat belts, there was a large spike in seat belt usage rates for pickups and subsequently all passenger vehicles between 2008 and 2009. Therefore, a four-year moving average was used to determine the percentage point increase for seat belt usage rates. A 0.36 percentage point increase was used to determine the passenger vehicle seat belt usage rates and a 0.51 percent point increase was used to determine the pickup seat belt usage rates.

Short-term Goals

1. Reduce the number of unrestrained passenger vehicle fatalities from 260 in 2011 to 239 in 2013
2. Increase the observed seat belt usage rate for all vehicles from 93.6 percent in 2012 to 93.9 percent in 2013
3. Increase the observed seat belt usage rate for pickup truck occupants from 86.5 percent in 2012 to 86.9 percent in 2013

Long-term Goals

1. Reduce the number of unrestrained passenger vehicle fatalities to 203 in 2015
2. Increase the observed seat belt usage rate for all vehicles to 94.6 percent in 2015
3. Increase the observed seat belt usage rate for pickup truck occupants to 87.8 percent in 2015

Project Descriptions

Task 1: Program Management

402	\$63,000
-----	----------

Project Description: This task provides funds for the Occupant Protection Program Manager to coordinate and oversee occupant protection initiatives. Program Manager responsibilities include monitoring subgrantee compliance and performance, and promoting education and enforcement of occupant protection laws. Funds are used for the program manager’s salary, benefits and travel costs to conferences and trainings.

Task 2: Operation Pull Over (OPO) Enforcement

402	\$2,465,000
405	\$140,000
Total	\$2,640,000

Project Description: This task provides funds for the OPO program, which is allocated to state and local law enforcement departments to conduct enhanced, high visibility enforcement during four blitz periods. Effective in FY 2013, the program formally known as the Big City/Big County enforcement grant will merge into the OPO enforcement program, making OPO the primary seat belt enforcement program in Indiana. All agencies working in the program must work the national blitzes, Click It or Ticket and Drive Sober or Get Pulled Over, and two additional statewide blitzes occur in November and March. At least 70 percent of grant funds must be expended during the blitz periods; the remaining 30 percent can be used outside of the blitz period, but must be used for seat belt enforcement activities. Subgrantees are required to conduct at least 40 percent of nighttime enforcement during the National Click It or Ticket campaign during nighttime hours and 30 percent during the Safe Family Travels and St. Patrick's Day blitzes. Speed, school crossings, and other projects are not eligible. DUI enforcement may be eligible if the subgrantee does not have a DUI Task Force Indiana grant, and impaired driving is the focus of the blitz that occurs during that quarter. Funding will be used to pay overtime for officers to work the blitzes.

Task 3: Rural Demonstration Project

405	\$60,000
-----	----------

Project Description: Starting as a pilot project in 2005, the RDP has shown substantial impacts on increasing seat belt usage rates in rural areas of the state. Due to the majority of unrestrained fatalities occurring in rural areas and the closing of the "truck plate" loophole in 2007, the TSD implemented leading up to the Click It or month long enforcement in the greatest number of serious bodily injuries. Funds officer overtime and paid

Occupant Protection Activities	
Total By Funding Stream	
402	\$2,528,000
405	\$200,000
Total	\$2,763,000

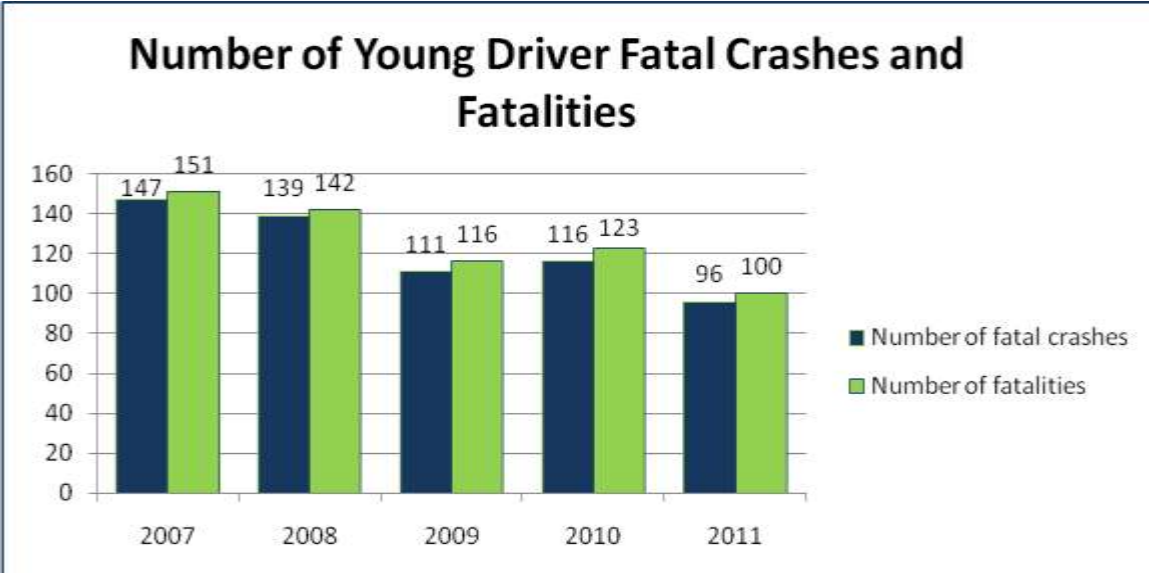
this program in the weeks Ticket campaign. This adds 30 rural counties that show unrestrained fatalities and from this task will pay for media.

YOUNG DRIVERS

Problem Identification

The number of young drivers involved in fatal crashes has decreased by one-third from 2007 to 2011, 151 and 100 respectively; however, the number of young drivers involved in fatal crashes in Indiana is still decreasing at a slower rate than other states. See Graph 9. Injuries to people involved in crashes involving young drivers decreased by 28 percent since 2007. There was a 35 percent, 21 percent and 28.3 percent reduction in fatal, incapacitating, and non-incapacitating injuries respectively. Between 2010 and 2011, there were 96 fewer serious bodily injuries in collisions involving a young driver.¹⁰

Graph 9



Source: Center for Criminal Justice Research

¹⁰ Nagle, Matt. (2012) Young Drivers, 2011. *Indiana 2011 Traffic Safety Facts, 12-C02, 1-8.*

The implementation of strengthened Graduated Driver Licensing (GDL) laws in 2009 and 2010 has caused the number of young drivers in collisions to decline by 15.6 percent between 2009 and 2011. The GDL law seeks to reduce the number of young driver collisions by building driving experience through supervision and reducing driver distractions, including young passengers, nighttime travel, and cell phone use. Since the prohibition of drivers under the age of 18 from using cell phones, there has been a sharp decline in the number of crashes.¹¹

Performance Measure

- Number of young drivers involved in fatal collisions

Goals

There are no national or regional goals established for young drivers. The state goal to reduce the number of young drivers involved in fatal collisions is based on a five-year moving average of 9.23 percent.

Short-term Goal

1. Decrease the number of young drivers involved in fatal collisions from 100 in 2011 to 91 in 2013

Long-term Goal

1. Decrease the number of young drivers involved in fatal collisions to 75 in 2015

Project Descriptions

Task 1: Indiana SADD

402	\$150,000
-----	-----------

Project Description: Funds from this task are allocated to a fulltime coordinator and program manager to implement statewide programs aimed at strengthening SADD programs at middle and high schools. SADD focuses on reducing underage drinking and driving and increasing teen seat belt usage. SADD continues to establish chapters in middle and high schools where peer-to-peer training occurs to create local teen traffic safety advocates. Funds are also used to pay for travel and equipment costs for training and activities at over 150 schools throughout the state.

Task 2: Rule the Road Teen Driving Event

¹¹ Ibid.

Young Driver Activities	
Total By Funding Stream	
402	\$170,000
Total	\$170,000

402	\$20,000
-----	----------

Project Description: This task funds the TSD’s collaborative efforts with law enforcement agencies, schools, and communities to improve teen driver safety. Young driver events, called Rule the Road, are held throughout the state to provide teens with hands-on driving training with certified emergency vehicle operator instructors. These events also educate young drivers and their parents about the GDL law, basic car maintenance, seat belt safety, and dangers of distracted and impaired driving. This task will pay for materials, supplies, and overtime for officers used to conduct Rule the Road events.

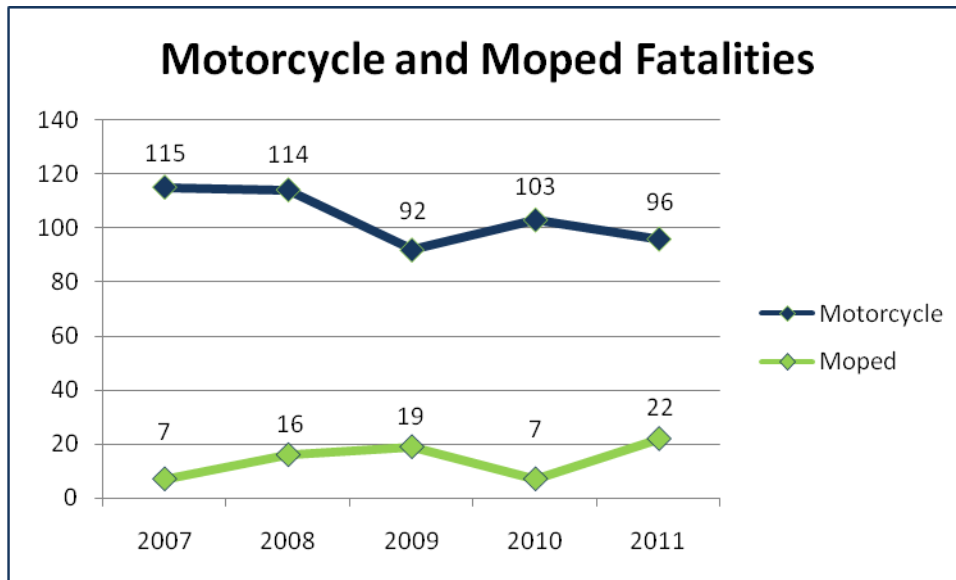
MOTORCYCLES

Problem Identification

In 2011, there were 3,551 motorcycle collisions, a 3.6 percent increase from 2010. There were 118 motorcycle fatalities, of which 92 were motorcycle operators, 21 were moped operators, 4 were motorcycle passengers, and 1 was a moped passenger. The number of motorcycle operator fatalities decreased by one since 2010; however, the number of moped operator fatalities tripled since 2010.¹² See Graph 10.

Graph 10

¹² Nunn, Samuel. (2012). Motorcycles, 2011. *Indiana 2011 Traffic Safety Facts, 12-C03*, 1-13.



Source: Center for Criminal Justice Research

The number of motorcycle operators and passengers involved in collisions increased in 2011. The number of fatalities increased by 7.3 percent since 2010; however, the number of injuries increased by less than one percent. In 2011, males had a higher fatality rate than females, but a lower injury rate. There were not any male passenger fatalities in 2011, but there were five female passenger fatalities, a decrease from 7 in the previous year.¹³

Indiana law does not require the use of helmets for riders over the age of 18. In 2011, approximately one-third, 33.9 percent, of motorcycle riders and 1.5 percent of moped riders involved in a collision were wearing a helmet. Helmets were used in less than 18 percent of fatal motorcycle crashes and five percent of moped fatal crashes. Although it is required for those under the age of 18 to wear a helmet, less than 25 percent were wearing helmets.¹⁴

Performance Measures

- Number of motorcycle rider fatalities
- Number of motorcycle and moped operators involved in fatal collisions
- Number of unhelmeted motorcycle fatalities
- Rate of motorcycles involved in fatal collisions per 10,000 motorcycle registrations

Goals

¹³ Ibid.

¹⁴ Ibid.

The national goal is to reduce the expected rate of increase in motorcycle rider highway fatalities per 10,000 motorcycle registrations from 6.95 in 2008 to 7.06 by 2013. The regional goal is to increase countermeasures intended to reduce motorcycle crashes. Because the national goal has been met, but the five-year moving average was below 2 percent, a standard 2 percent reduction was used to establish all short- and long-term goals except for the goal to reduce the rate of fatalities per 10,000 registrations. A 3.02 percent reduction was used to determine that goal.

Short-term Goals

1. Reduce the number of motorcycle fatalities from 118 in 2011 to 116 in 2013
2. Reduce the number of motorcycle and moped operators involved in fatal collisions from 113 in 2011 to 111 in 2013
3. Reduce the number of unhelmeted motorcycle fatalities from 79 in 2011 to 77 in 2013
4. Decrease the rate of motorcycle fatalities per 10,000 motorcycle registrations from 5.39 in 2011 to 5.22 in 2013

Long-term Goals

1. Reduce the number of motorcycle fatalities to 111 in 2015
2. Reduce the number of motorcycle and moped operators involved in fatal collisions to 106 in 2015
3. Reduce the number of unhelmeted motorcycle fatalities to 74 in 2015
4. Decrease the rate of motorcycle fatalities per 10,000 motorcycle registrations to 4.92 in 2015

Project Descriptions

Task 1: Media/Public Awareness Campaign for Motorcycles

2010	\$116,000
------	-----------

This task allocates funds for the purchase of televisions and radio media spots, production of printed materials, and participants with rider events to educate the public of motorcycle safety. Media messaging is also aimed at motorcycle riders to educate them about how to complete rider training courses and how to become properly licensed. Special media efforts will be conducted at various motorcycle events and rallies, including the Riley Miracle Ride, MotoGP, and Boogie. The TSD will continue its partnership with 2006 MotoGP Champion Nicky Hayden to educate the public about motorcycle safety. This task will pay for the purchase of television and radio media spots, billboards, production of printed materials, partnerships with rider events, and all other media related to motorcycle safety.

Task 2: Motorcycle Data Improvements

2010	\$54,000
------	----------

Purdue University’s CRS and 3ID will develop a project to enhance the extract capabilities of the ABATE motorcycle training data base. ABATE is contracted through the state to operate and train individuals in motorcycle rider education in Indiana. Information is obtained by ABATE for each participant who takes a rider education course. This project will allocate funds to enhance data extraction and data linkage from the motorcycle database to crash, EMS, trauma registry, BMV licensing, citations, and motorcycle licensing for use in traffic safety analysis. Further analysis will provide a better understanding of educational values provided through the training process and effective changes if needed to enhance rider training in the state.

DANGEROUS DRIVING

Problem Identification

Dangerous driving is defined engages in aggressive driving, traffic control device. In contributed to 12 percent of percent of fatal collisions.

Motorcycle Activities	
Total By Funding Stream	
2010	\$170,000
Total	\$170,000

decreased four percent from 2010 to 2011. In 2011, there were 20,097 dangerous driving collisions, of which 145 were fatal.¹⁵

in Indiana as when a driver speeding, or disregarding a 2011, dangerous driving traffic collisions and 23 Dangerous driving collisions

Although more collisions and fatalities resulted from speed-related crashes than crashes resulting from aggressive driving or disregarding a traffic signal/device, the number of speed-related crashes has decreased 5 percent during the past five years. In 2011, there were 131

¹⁵ Newby, Bill. (2012). Dangerous Driving, 2011. *Indiana 2011 Traffic Safety Facts, 12-C06, 1-13.*

speed-related fatal collisions resulting in 150 fatalities. In 2011, there were approximately 20 percent fewer fatalities resulting from speed-related crashes than there were in 2007.¹⁶

Indiana statute states that aggressive driving applies when an investigating officer determines that a driver is engaged in at least three of the following: unsafe speed, speed too fast for weather conditions, failing to yield right of way, disregarding a traffic signal/sign, improper passing/turning/ lane usage, or following too closely. In 2011, there were 4,320 aggressive driving collisions, which is a 4.5 percent increase from 2010, largely due to an increase in speeding and improper turning. As a result, there were 39 fatalities and 1,847 non-fatal injuries. The number of fatalities increased over 85 percent from 2010 to 2011.¹⁷

Of the three dangerous driving categories, disregarding a traffic signal caused the fewest number of crashes, but more injuries resulted from disregarding a traffic signal than aggressive driving. Nearly 4,000 collisions were the result of a driver disregarding a signal. As a result, in 2011, there were 17 fatalities and 2,370 non-fatal injuries.¹⁸

In 2011, drivers ages 15 to 20 were involved in collisions at a higher rate than any other age group. Males of all age groups were involved in collisions as a result of dangerous driving more than females. Over 8 percent of male drivers were found to be dangerously driving compared to 7 percent of females. The largest number of dangerous driving collisions occurred in suburban and exurban areas; however, the risk of fatal dangerous driving collisions occurred in urban and rural areas.¹⁹ See Graph 11.

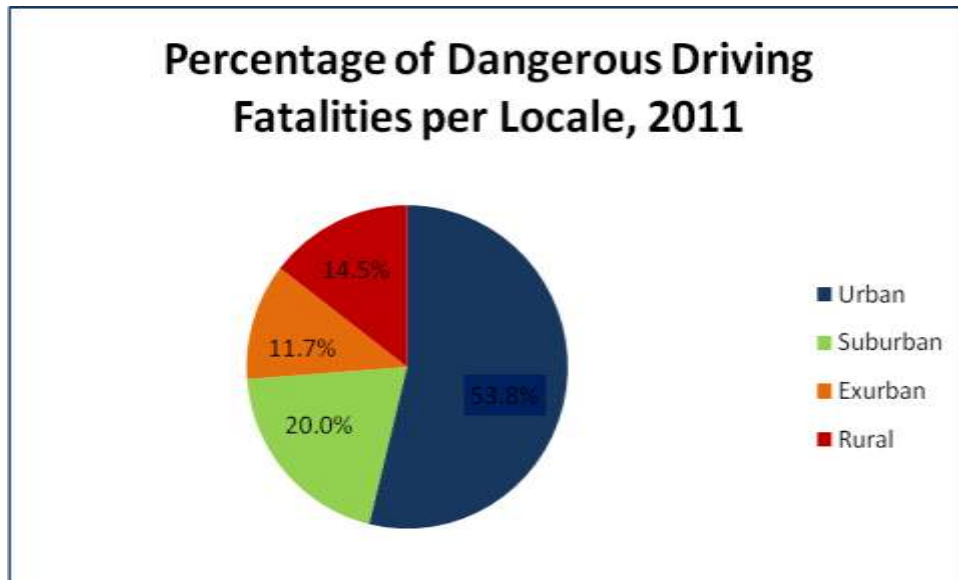
Graph 11

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ Ibid.



Performance Measures

- Number of speed-related fatalities
- Number of collisions caused by vehicles disregarding a traffic control signal

Goals

No national goals have been set for this priority area. The regional goal is to reduce the incidence of speed-related crashes. To determine short- and long-term goals, the five-year moving average was used. The TSD seeks to reduce the number of speed-related fatalities by 3.6 percent and to reduce the number of collisions caused by a vehicle that disregarded a traffic control device by 4.6 percent.

Short-term Goals

1. Reduce the number of speed-related fatalities from 150 in 2011 to 145 in 2013
2. Reduce the number of collisions caused by a vehicle that disregarded a traffic control device from 3,955 in 2011 to 3,773 in 2013

Long-term Goals

1. Reduce the number of speed-related fatalities to 134 in 2015
2. Reduce the number of collisions caused by a vehicle that disregarded a traffic control device to 3,434 in 2015

Project Descriptions

Task 1: Dangerous Driving Enforcement

402	\$200,000
-----	-----------

Project Description: This task supports funding for officers to work overtime enforcement to combat dangerous driving in areas with high collision rates. Indiana crash data shows that a large number of collisions have been the result of dangerous driving, specifically speed-related crashes, aggressive driving, and disregarding traffic signals. To lower the number of dangerous driving crashes, the TSD will fund overtime to officers who conduct saturation patrols and high visibility enforcement during the enforcement periods between the Click It or Ticket and Drive Sober or Get Pulled Over blitzes. These efforts will be located on roadways and intersections in 12 counties that the TSD and Center determined as having a higher than average rate of collisions caused by dangerous driving behaviors. Enforcement conducted will be based on the problem identification developed by the subgrantee.

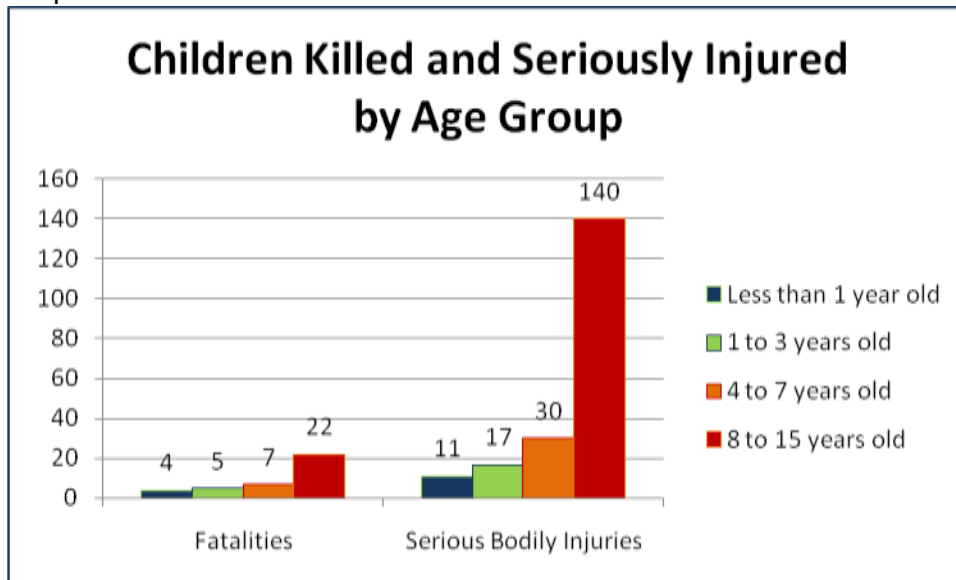
Dangerous Driving Activities	
Total By Funding Stream	
402	\$200,000
Total	\$200,000

CHILDREN

Problem Identification

In 2011, nearly 4,000 children were injured or killed in Indiana traffic collisions. There were 38 fatalities and 198 incapacitating injuries. The number of children killed in collisions increased by 15 percent from 2010, while the number of incapacitating injuries decreased by nearly 16 percent. Data shows that the largest portion of serious bodily injuries and fatalities occurred in the 8 to 15 year old age range. In 2011, 58 percent of all traffic fatalities and 71 percent of incapacitating injuries occurred in this age group. See Graph 12. Data showed that this age group also had the lowest percentage of restraint use, less than 90 percent each year since 2007.

Graph 12



Performance Measures

- Number of children killed in traffic collisions ages 15 and younger
- Number of serious bodily injuries for children ages 15 and younger

Goals

There are no national or regional goals established for children. The statewide goals were based on the five-year moving average. The TSD seeks to reduce the number of children ages 15 and under killed in traffic collisions and the number of serious bodily injuries from children ages 15 and younger by 5 percent and 9.9 percent respectively.

Short-term Goals

1. Reduce the number of children ages 15 and younger killed in traffic collisions from 38 in 2011 to 36 in 2013

2. Reduce the number of serious bodily injuries from children ages 15 and younger from 198 in 2011 to 178 in 2013

Long-term Goals

1. Reduce the number of children ages 15 and younger killed in traffic collisions to 33 in 2015
2. Reduce the number of serious bodily injuries from children ages 15 and younger to 145 in 2015

Project Descriptions

Task 1: Automotive Safety Program

2011	\$375,000
405	\$475,000
Total	\$850,000

Project Description: This task funds Indiana University’s Automotive Safety Program’s child restraint public information and education programs. The conducts the following trainings:

- Programs for school-aged children
- NHTSA child safety seat technician and instructor trainings
- Child Passenger Safety (CPS) refresher courses for technicians and instructors
- SAFE KIDS training and chapter establishment
- Trainings regarding the transportation of children with special health care needs

This task also provides funding for car seat clinics and informational presentations to law enforcement agencies and caregivers about how to properly restrain children. ASP’s Project LOVE will also be funded. This project allows for law enforcement officers to provide families with educational materials about proper use and installation of child restraints. If given a voucher, the parent can redeem the voucher for educational materials and a new car seat at the Permanent Fitting Station if deemed necessary.

Funding may also be used for car seat related items such as foam noodles and locking clips. ASP staff salary, benefits, and travel expenses to attend conferences will be funded by this task. Additionally, funding permanent fitting stations will provide a network of trained individuals throughout the state to advocate for child occupant protection. The ASP will hold regional trainings specifically for law enforcement officers to be trained as certified child passenger safety technicians. Funding will help cover class registration fees, lodging, and per diem.

Children Activities
Total By Funding Stream

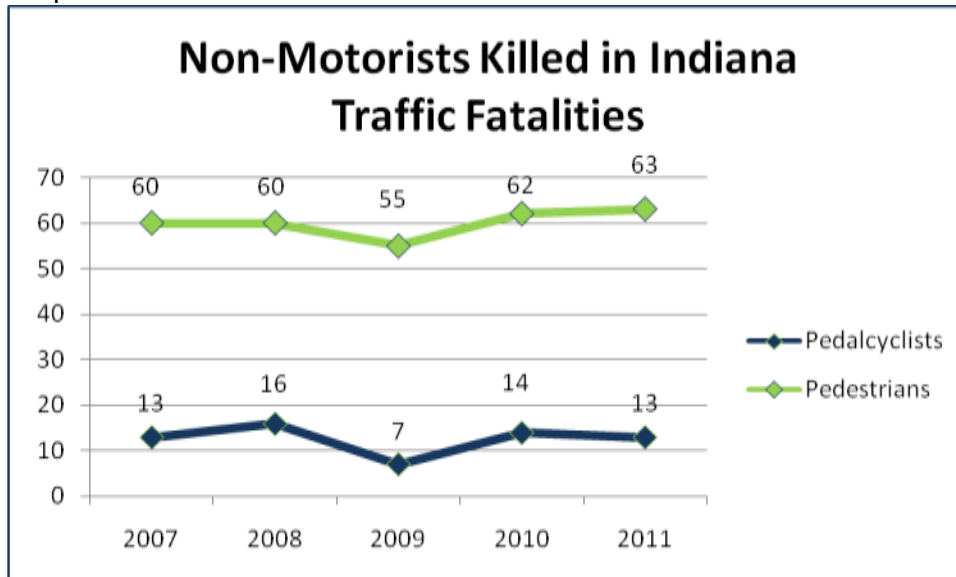
2011	\$375,000
405	\$475,000
Total	\$850,000

NON-MOTORISTS

Problem Identification

In 2011, there were a total of 76 non-motorists killed in Indiana traffic collisions, of which 63 were pedestrians and 13 were bicyclists. In 2011, there were 238 pedestrian and 82 bicyclist serious bodily injuries.²⁰ See Graph 13.

Graph 13



Source: Indiana State Police Automated Records Information Exchange System (ARIES).

Performance Measures

- Number of pedestrians killed in traffic collisions
- Number of pedestrian serious bodily injuries
- Number of pedalcyclists killed in traffic collisions
- Number of pedalcyclist serious bodily injuries

Goals

There are no national or regional goals established for pedestrians or pedalcyclists. The statewide goals to reduce the number of pedestrians and pedalcyclists killed and the numbers of pedestrians and pedalcyclists seriously injured are based on a standard two percent reduction.

Short-term Goals

²⁰ Data was obtained from the Indiana State Police Automated Records Information Exchange System (ARIES) and is accurate as of August 27, 2012.

1. Reduce the number of pedestrians killed in traffic collisions from 63 in 2011 to 62 in 2013
2. Reduce the number of pedestrian serious bodily injuries from 238 in 2011 to 233 in 2013
3. Reduce the number of pedalcyclists killed in traffic collisions from 13 in 2011 to 12 in 2013
4. Reduce the number of pedalcyclist serious bodily injuries from 82 in 2011 to 80 in 2013

Long-term Goals

1. Reduce the number of pedestrians killed in traffic collisions to 59 in 2015
2. Reduce the number of pedestrian serious bodily injuries to 224 in 2015
3. Reduce the number of pedalcyclists killed in traffic collisions to 10 in 2015
4. Reduce the number of pedalcyclist serious bodily injuries to 77 in 2015

Task 1: Bicycle Indiana

402	\$35,000
-----	----------

Program Description: This task provides funding to publish materials that educate motor vehicle drivers and bicyclists of the laws pertaining roadway use. Bicycle Indiana is a member-based organization committed to improving all aspects of bicycling in Indiana. They serve the entire state of Indiana with a mission promoting “safe bicycling; educating bicyclists, motorists, and policy-makers; and advocates for laws, policies, and infrastructure to increase bicycling in Indiana”.

The TSD will partner with Bicycle Indiana in FY 2013 to launch the *Drivers in the Know/Rider in the Know* project. The purpose is to increase knowledge and awareness of Indiana motor vehicle drivers to the laws pertaining to using the same roadways with bicyclists. This program seeks to increase knowledge and awareness of vehicular bicyclists regarding Indiana’s bicycle laws and the rights and responsibilities of bicyclists using Indiana roadways. Bicycle Indiana, partnering with INDYCOG, will develop, manage, and maintain an educational program consisting of two components: bicyclists in Marion County and all Indiana licensed drivers. Bicycle Indiana’s primary focus will be licensed drivers using the *Drivers in the Know* program while INDYCOG’s primary focus will be bicyclists using the *Riders in the Know* program. Although each organization will have a primary focus, both organizations will have activities in each program. The program components for licensed drivers will include a website with information to include motorist/bicyclist responsibilities, a video on sharing the roadways and an online quiz to test knowledge from video and BMV manual. Funds will be utilized for planning, outreach, billboards, give-away items such as bicycle lights, collateral and an on online educational course.

Non-Motorist Activities

Total By Funding Stream	
402	\$35,000
Total	\$35,000

PLANNING AND ADMINISTRATION

Project Descriptions

Task 1: State Highway Safety Office Planning and Administration

402	\$523,333
State	\$523,333
Total	\$1,046,666

Project Description: This task funds the salaries and benefits of the TSD Director, Fiscal Manager, and Research Associate. Other ICJI employees, including the executive director, deputy director, and general counsel, will bill hours for their time working on TSD assignments. Operating costs such as office rent, equipment, supplies, and IT support for the OPO database will be supported by this task. This task will also fund travel costs for staff to attend traffic safety-related conferences.

Planning and Administration Activities	
Total By Funding Stream	
402	\$523,333
State	\$523,333
Total	\$1,046,666

POLICE TRAFFIC SERVICES

Project Descriptions

Task 1: Program Management

402	\$67,000
-----	----------

Program Description: This task funds a TSD program manager to oversee the LEL, ASP, Excise Police, Indiana SADD, pedestrian, pedalcyclist, and teen driver programs. Salary, benefits, and travel costs will be paid for by this task.

Task 2: Statewide Traffic Safety Training

402	\$10,000
-----	----------

Project Description: The TSD conducts annual traffic safety updates to inform subgrantees about upcoming grant solicitations and current crash trends. At these meetings, the TSD also seeks input from subgrantees regarding types of training they deem necessary to better implement occupant protection enforcement, drug and alcohol recognition and testing, child passenger safety, and legal traffic stops. Funding will pay for training facilities, travel costs, and training materials.

Task 3: Traffic Safety Incentive Awards & Ceremony

402	\$95,000
-----	----------

Project Description: This task provides funds to host the annual OPO awards banquet. Each year the TSD recognizes subgrantees for their accomplishments during the previous grant period. Equipment grants will be awarded to top performing agencies and traffic safety partnerships. Funding will be used for banquet facilities, food, beverages, speaker fees, and equipment awards.

Task 4: Indiana State Police

402	\$600,000
410	\$600,000
Total	\$1,200,000

Project Description: This task provides funding to the ISP to enforce traffic safety laws. ISP officers will conduct saturation patrols and sobriety checkpoints to combat dangerous driving, seat belt violations, and impaired driving. The ISP is required to participate in all four OPO blitzes and must conduct at least 30 percent of their seat belt enforcement at night. The ISP will concentrate their efforts in areas of the state that have no or few agencies participating in ICJI funded programs. The ISP will also participate in RDP. Funding will be use to pay for law enforcement officers' salaries, training, and travel.

Police Traffic Services Activities	
Total By Funding Stream	
402	\$772,000
410	\$600,000
Total	\$1,372,000

COMMUNITY TRAFFIC SAFETY PROGRAMS

Project Descriptions

Task 1: Law Enforcement Liaison Program

402	\$540,000
-----	-----------

Program Description: This task provides funds for the salaries of the seven regional LELs. The LELs are responsible for meeting with representatives from law enforcement agencies to assist in developing and administering effective traffic safety programs and policies. Each year, the LELs monitor their assigned law enforcement agencies' compliance with state and federal guidelines. The LELs also help their assigned agencies with coordinating media events during the four blitz periods as well as pass out media kits to promote traffic safety messaging. This task pays for salaries, travel, lodging, and equipment associated with this program.

Task 2: Media Program Development and Management

402	\$668,000
410	\$400,000
Total	\$1,184,000

Program Description: The TSD contracts with an advertising/public relations agency to develop campaign materials. Funding is used to create campaigns that target law enforcement and the public. Media is conducted for all four blitz periods as well as targets bicycle, pedestrian, and motorcycle safety, teenage seat belt usage, impaired driving, and child passenger safety. All campaigns highlight local law enforcement efforts to help develop community support for traffic safety initiatives. Funding also provides for traffic safety planning kits for local communities, athletic events, seasonal activities, special enforcement projects, and educational brochures for public distribution.

Task 3: Traffic Safety Resource Prosecutor

402	\$185,000
-----	-----------

Project Description: This task provides funds for Indiana's Traffic Safety Resource Prosecutor (TSRP) to train law enforcement officers and prosecuting attorneys on effective methods of investigating and prosecuting traffic violators, with an emphasis on impaired driving. The TSRP holds multiple trainings throughout the year, requiring that each contains at least 20 attendees. The TSRP is available to officers and prosecutors for consultations regarding traffic offense cases. The TSRP also reviews proposed traffic safety legislation during the legislative session. This task will provide the TSRP's salary, benefits, travel, and training costs.

Community Traffic Safety Program Activities
Total By Funding Stream

402	\$1,393,000
410	\$400,000
Total	\$1,793,000

TRAFFIC RECORDS IMPROVEMENT

Project Descriptions

Task 1: Program Management

408	\$70,000
-----	----------

Project Description: This task provides funds for the Traffic Records Coordinator who is responsible for managing Indiana’s crash records system, recruiting agencies to report crashes electronically, instituting initiatives to improve the timeliness and accuracy of crash records. The program coordinator utilizes the 2008 Indiana Crash Records assessment as a guide to improve data quality. The 2008 Indiana Crash Records assessment will be referenced until a new assessment is conducted in FY 2013. Each year the program coordinator follows a strategic timeline, which outlines when each improvement activity will be conducted. This task provides for the program managers salary, benefits, and travel costs to traffic record related conferences and training seminars.

Task 2: Traffic Records Improvement Projects

408	\$511,000
-----	-----------

Project Description: This project provides funds to pay for server costs, training, and software necessary for the IDHS EMS Data Registry programs web-based on-line reporting system. This system seeks to link data submitted by EMS providers into CODES. In Indiana, there are 871 EMS providers, of which 500 are stand-alone ambulance services, and 371 are EMS providers that are co-located in 950 fire departments. This project aligns Indiana EMS run reporting data with national NEMSIS requirements.

This task will also fund improvements made to the statewide health trauma database. This data includes intake and discharge data from hospitals regarding injuries resulting from traffic crashes. There are 142 acute-care hospitals in Indiana, of which approximately 50 formally collect trauma data to be submitted into the registry. This task will pay for trauma registry software, training, data importation, customization costs, software assurance, salary and benefits for an injury epidemiologist, IOT annual housing and maintenance of state SQL server, pilot rural hospital expansion of registry project (including training/travel, user group meetings, hardware/software upgrade costs for some hospitals, and the purchase of annual maintenance of software from selected vendors).

This task also funds the expansion of Indiana’s electronic citation system, eCWS. ICJI will allocate funding to JTAC to partner with local law enforcement agencies throughout the state to deploy the e-citation system. Citation data is then uploaded into JTAC’s Odyssey Case Management System, which can be accessed by the TSD and other state agencies.

Lastly, this task will fund the Indiana State Coroners’ Association (ISCA) to review data, conduct statewide trainings on the FARS reporting system, and improve the Coroner’s ME database. ISCA will continue to work to collect and disseminate fatal crash data in Indiana.

Task 3: Center for Roadway Safety and CODES (Purdue University)

402	\$10,000
408	\$105,000
Total	\$115,000

Project Description: This task funds data analysis conducted by Purdue University’s Center for Road Safety (CRS). The CRS will release two publications regarding crash, EMS, and hospital inpatient/outpatient databases. The CRS also analyzes results from the observational seat belt usage surveys. Funding is used for salaries, benefits, indirect costs, printing, and other administrative costs associated with this program.

Task 4: Center for Criminal Justice Research (IUPUI)

402	\$350,000
-----	-----------

Project Description: This fund supports services provided by the Center, including the identification of motor vehicle crash trends and the creation of Indiana traffic trend fact sheets. Fact sheets contain traffic-related data for each of the following categories: children, motorcycles, drivers, dangerous driving, occupant protection, child passenger safety, large trucks, light trucks, and alcohol. In addition, the Center publishes an annual crash fact book specific to Indiana. The TSD utilizes this information to help set performance measures and distributes it to subgrantees to incorporate in their grant applications. Funding from this task will pay for salaries, benefits, indirect costs, travel costs, printing, and administrative costs.

Task 5: Bureau of Motor Vehicles

408	\$10,000
-----	----------

Project Description: This task will pay the BMV for access to traffic data in their database. Information the BMV provides to the TSD and Center includes, but is not limited to: aggregated counts of drivers’ licenses, vehicle registrations and citations issued, citation history and license status for individual drivers involved in collisions, number of valid operator licenses, number of driver’s licenses with motorcycle endorsements, number of suspended licenses, number of probable cause affidavits, and the number of OWI/DUI convictions.

Task 6: Racial Profiling Incentive Project

1906	\$275,000
------	-----------

Project Description: Funds will be used for agencies to purchase the necessary scanners and printers needed to utilize eCWS to help increase the access to citations in the Odyssey Case

Management System. Additionally, funding will be used to train representatives from the agencies on how to use the equipment.

Traffic Records Improvement Activities	
Total By Funding Stream	
402	\$360,000
408	\$696,000
1906	\$275,000
Total	\$1,331,000

STRATEGIC COMMUNICATIONS PLAN

The ICJI's Communication Division's goal is to develop a yearlong communications plan that compliments programs in the areas of occupant protection, motorcycle safety and awareness, child passenger safety, young drivers, impaired driving, dangerous driving, and bicyclist and pedestrian safety. This goal will be best achieved through the development of core message strategies that support specific programmatic activities and by creating marketing support materials to supplement media messages. This strategic communications plan will outline how the TSD will achieve this goal by promoting initiatives that encourage Hoosiers to enact positive

behavioral change as it relates to traffic safety. By targeting our communications efforts to targeted populations, the TSD will be better able to leverage resources, impact and engage audiences, and measure the effectiveness of its communications campaign.

Objectives

- To reduce the incidence of traffic collisions, injuries, and fatalities that result from impaired driving and motorcycle riding, speeding, non/improper restraint use, distracted and aggressive driving by executing media promotions that are highly targeted and effectively communicated;
- To raise awareness of multiple traffic safety campaigns and initiatives among the targeted audiences by placing paid, statewide advertising buys in conjunction with earned media initiatives. These efforts will publicize statewide HVE efforts;
- To build and sustain awareness of key traffic safety initiatives between statewide advertising campaigns by supporting cause-marketing partnerships, which deliver to a large target audience during non-enforcement periods. The TSD seeks continued partnerships with organizations and individuals that the target audience deems credible.
- To plan and execute a series of communication activities which effectively convey the dangers and consequences of impaired, dangerous, and distracted driving behaviors. The TSD seeks to generate a steady stream of paid and earned media exposure needed to heighten levels of awareness and increase positive behavioral change.
- To implement an integrated calendar of paid and earned media events. To do this, the TSD will continue to collaborate with key partners to amplify key messages, expand its reach, and boost the interpersonal communication of the messages.

Key Messages and Target Audiences

Occupant Protection

Target Audiences

Primary – White males, 18 to 34 years old; male teens, ages 15 to 17

Secondary – Latino males, ages 18 to 34

Tertiary – African American males, ages 18 to 34

Key Messages

- Click It or Ticket
- Buckle Up Trucks

- Buckle Up Indiana

Motorcycle Safety and Awareness

Target Audiences

Primary – Young males, ages 18 to 24; males, ages 24-55

Key Messages

- Gear Up, Indiana
- Ride Safe, Indiana
- Get Legal, Get Licensed
- Save A Life, Be Aware, Motorcycles Are Everywhere

Child Passenger Safety

Target Audiences

Primary – Parents and caregivers who transport children up to age 13

Secondary – Latino parents

Tertiary – Burmese speaking immigrants

Key Messages

- 4 Steps For Kids
- Protecting Precious Cargo
- Keeping Kids Safe Inside & Out

Young Driver Safety

Target Audiences

Primary – Teen drivers ages 15 to 20

Secondary – Parents of newly licensed drivers

Key Messages

- Put the Brakes on Distracted Driving
- Follow the Rules, Keep the Privilege
- Be a Good Road Model
- It Only Takes One

Bicyclist and Pedestrian Safety

Target Audiences

Primary – All Hoosiers, particularly adults who use alternative forms of transportation

Key Messages

- Share the Road
- Walk Safe, Walk Smart

Dangerous and Distracted Driving

Target Audiences

Primary – All drivers ages 15 to 45

Key Messages

- Stop Speeding Before Speeding Stops You
- Put the Brakes on Distracted Driving
- X the Txt

Impaired Driving and Riding

Target Audiences

Primary – While males, ages 25 to 54

Secondary – Young men, ages 21 to 24

Tertiary – Young women, ages 21 to 44

Key Messages

- Drive Sober or Get Pulled Over
- Ride Safe, Ride Sober (Motorcycles)
- Fans Don't Let Fans Drive Drunk
- None For the Road

Paid Media

Serving as an important component in Indiana traffic safety communications strategy, paid media flights are planned for enforcement periods and special initiatives supported by the TSD.

FY2013 Paid Media Flights and Dates

- Safe Family Travel (Blitz 73)
November 9 – December 2, 2012
- St. Patrick's Day (Blitz 74)
March 2 – 24, 2013
- Put the Brakes on Distracted Driving
April 2013
- Motorcycle Safety and Awareness
April 2013
- Click It or Ticket (Blitz 75)
May 11 – June 2, 2013
- Dangerous Driving Enforcement
June – August 2013
- Drive Sober or Get Pulled Over (Blitz 76)
August 10 – September 2, 2013
- Child Passenger Safety
September 15 – 21, 2013

Paid Media Strategy

In line with the communications strategy, the TSD will select only those advertising mediums that will most likely reach the defined target audience. New and traditional media forms will

be used to spread traffic safety messages. New media forms, such as online banner advertisements directing people to traffic safety splash pages, will provide reinforcement messages that are promoted on traditional forms of media, such as television and radio. By doing this, the TSD will be able to accurately gauge the impact of its traffic safety messaging.

Paid Media Evaluation

The TSD uses several tools to properly measure media campaign effectiveness, including phone surveys, post buy reports, media monitoring, partnerships recap information, and web metrics.

Phone Surveys

Pre- and post-survey campaign surveys are conducted for the Click It or Ticket and Drive Sober or Get Pulled Over blitzes. These surveys seek to determine how familiar the Indiana public is with key traffic safety messaging, particularly those involving HVE activities.

Paid Media Post Buy Reports

Post buy reporting measures the reach of traditional media. Actual audience reach can be determined by the total GRPs achieved through the amount of air time purchased.

Media Monitoring

Radio, television, print, online, and social media mentions related to the TSD's programmatic initiatives will be tracked through the Cision media database. This service provides articles and news clips for TSD staff, and provides detailed reports that depict how audiences are obtaining traffic safety-related news.

Partnership Recaps

To effectively reach target audiences, the TSD partners with several organizations, including the Indianapolis Indians and the Indianapolis Motor Speedway. At the conclusion of such partnerships, these groups provide a recap of the objectives met and deliverables received. Specifically, each recap provides the TSD with a clear measure of actual reach, audience engagement, and added value.

Web Metrics

The TSD uses Webtrends to track online presence through the state of Indiana's web portal. Using Web analytics track audience engagement in real-time, calculate the number of unique views to each webpage, and determine clock-through rates on online advertising.

Earned Media

An earned media strategy is also critical in successfully implementing traffic safety communications efforts. Indiana's highway safety earned media strategy works to inform

audiences about enforcement activities and to educate audiences about traffic safety issues, enforcement, and initiatives.

While earned media is one way to generate public interest about traffic safety initiatives, on its own, it lacks the ability to change behavior. However, enforcement alone does not reach a wide enough audience segment to actually achieve messaging goals. Therefore, when possible, the TSD will create earned media opportunities that are coupled with enforcement activities.

The TSD created a year-round media plan that helps meet its communication objectives. The TSD in conjunction with the Communications Division will determine which earned media tools would be most appropriate for each campaign.

These tools include:

- **Digital Media:** Through the use of the state’s web portal, in.gov, the TSD routinely provides feature content to both ICJI and State of Indiana homepages.
- **Media Correspondence:** News releases, media advisories, and press kits will be provided to key media sources across the state for all of the TSD’s communications efforts. Written communications will be provided in template form to LELs to allow for region-specific media opportunities.
- **Media Events:** When appropriate, media events will be held to generate interest in specified traffic safety initiatives.
- **Interviews and Speeches:** The TSD Director and LELs are routinely asked to publicly comment on various traffic safety topics. As a result, talking points are created for many media campaigns to help keep speakers on point and ensure a unified, statewide message.
- **Community Outreach:** The TSD is regularly asked to participate in community events around the state. When possible, the TSD, along with several of its subgrantees, will staff onsite booths, provide informational materials, or speak to audiences about the state’s many traffic safety initiatives.

COMMUNICATIONS CALENDAR

October 2012

Safe Halloween/Pedestrian Safety (October 26-31, 2012)

Earned Media Work Plan:

- Media correspondence

- Digital Media

National Teen Driver Safety Week (October 21-27, 2012)

Earned Media Work Plan:

- Media correspondence
- Digital media
- Media event with message appropriate promotional item

Paid Partnerships

Indiana University/Purdue University Sports

Programmatic Area: Dangerous Driving; Impaired Driving

Messaging: Fans Don't Let Fans Drive Drunk (Football); Put the Brakes on Distracted Driving (Basketball)

Funding: \$79,740.00

Indiana and Purdue Universities allow the TSD to feature impaired driving and distracted driving messaging during game play, online and onsite. Students of both universities can also engage the participation of their peers to learn more about distracted driving through Facebook.

Star Media Group

Programmatic Area: All

Messaging: All

Funding: \$150,000

While Star Media places paid media for the TSD through Yahoo, Indystar.com, and its affiliate sites, the partnership provides the TSD with the ability to develop unique, state-specific creatives for both print and online use. Mobile messaging capabilities as well as app development are also a feature of this partnership.

The Children's Museum Haunted House

Programmatic Area: Child Passenger Safety

Messaging: Protecting Precious Cargo

Funding: \$25,000.00

In an effort to educate parents and caregivers on how to properly restrain their children in motor vehicles, the TSD will partner with the Indianapolis Children's Museum to promote child passenger safety at the Children's Museum Guild Haunted House. Deliverables include on-site signage, web mentions, and message inclusions on promotional materials. To further promote the importance of child passenger safety, the TSD will encourage parents to take part in a CPS clinic set up on location at the event.

Indiana Business Journal

Programmatic Area: Dangerous Driving/Texting & Driving

Messaging: Texting and driving

Funding: \$9,180.00

The TSD is placing print advertising in the Indianapolis Business Journal's Grad Publisher to promote Indiana's texting and driving law. This is a highly targeted publication that will allow the division to reach older teens and young adults with strong messages about the dangers and consequences of texting while driving.

Through this advertising medium, the goal is to reach young/newly licensed or overly-confident drivers who are likely to disregard/disobey traffic laws and engage in distracting behaviors while driving such as talking on cell phones and texting.

Indiana Pacers Media Promotion

Programmatic Area: Impaired & Dangerous Driving

Messaging: Fans Don't Let Fans Drive Drunk

Funding: On Hold

This media partnership is dedicated to promoting the "Buzzed Driving Is Drunk Driving" social responsibility message. The goal of this partnership is to connect with the target audience through a credible brand, like the Indiana Pacers in order to achieve compliance and positive behavioral outcomes.

Media elements include: statewide radio exposure, permanent signage (Men's restrooms & Virginia Ave. Sky Bridge beams), ticker board messaging, live mentions made by game commentators and media production. The Sky Beams will be used to promote the distracted driving initiative. The message displayed will serve as a constant reminder to all motorists as they enter and exit the parking facility that distracted driving (i.e. texting while driving) is against the law in the state of Indiana.

November 2012

Safe Family Travel Enforcement (November 9-15, 2012)

Paid Media Work Plan:

- Messaging: Drive Sober or Get Pulled Over/Click It or Ticket (English and Spanish)
- Budget: \$125,000
- Mediums: Outdoor, radio, and online

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital Media
- Media Event

Other Significant Events

- Operation Pull Over Banquet (November 9, 2012)
 - Funding: \$30,000

Paid Partnerships

All Pro Dads

Programmatic Area: Dangerous Driving

Messaging: Put the Brakes on Distracted Driving

Funding: \$7,500.00

An event that promotes healthy relationships between fathers and their children, the All Pro Dads partnership allows the TSD to talk to parents and children directly about the dangers of distracted driving. The TSD partners with ICJI's Youth Division to staff a booth in the event's exposition area. Deliverables include web mentions and the inclusion of messaging in promotional materials.

December 2012

Winter Holidays

Earned Media Work Plan:

- Messaging: Friends Don't Let Friends Drive Drunk
- Media correspondence
- Digital media

New Year's Eve

Earned Media Work Plan:

Messaging: Drive Sober or Get Pulled Over

- Media correspondence
- Online advertising
- Digital media

January 2013

Safe Winter Travel

Earned Media Work Plan:

- Media correspondence
- Digital media

February 2013

Super Bowl 2013 (February 3, 2013)

Earned Media Work Plan:

Messaging: Fans Don't Let Fans Drive Drunk

- Media Correspondence
- Digital media

March 2013

St. Patrick's Day (March 2-7, 2013)

Paid Media Work Plan:

Messaging: Drive Sober or Get Pulled Over/ Click It or Ticket

- Budget: \$150,000
- Mediums: Online, radio, and online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Media event with message appropriate promotional item (designated driver wristbands)

April 2013

Motorcycle Safety & Awareness

Paid Media Work Plan:

Messaging: Save a Life. Be Aware. Motorcycles Are Everywhere.

- Budget: \$40,000
- Mediums: Outdoor, radio, online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Media event

Safe Spring Break

Earned Media Work Plan:

- Media correspondence
- Digital media

Distracted Driving

Paid Media Work Plan:

Messaging: Put the Brakes on Distracted Driving

- Budget: \$100,000
- Mediums: Online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Distracted driving brochure distribution

Rural Demonstration Project

Earned Media Work Plan:

- Media correspondence
- Digital media

Paid Partnerships

Steel Horse

Programmatic Area: Motorcycles

Messaging: None For the Road; Gear Up, Indiana

Funding: On Hold

(Runs April through September 2013)

This long-running television program has an avid motorcycle rider following. Each week, the show features a safety segment that specifically speaks to riders about the importance of safe riding practices. The TSD sponsors the Safety 101 segment for each program, as well as provides two state-specific ads for each episode.

Indianapolis Indians

Programmatic Area: Impaired Driving

Messaging: Fans Don't Let Fans Drive Drunk; Drive Sober or Get Pulled Over

Funding: \$28,500

Digital billboard signage, sponsorship of stadium cup holders, and the designation of a Traffic Safety Night are part of this partnership. The TSD will officially kick off the state's 2013 Drive Sober or Get Pulled Over campaign during this event. To further support the impaired driving message at Indians games, promotional items will be selected to distribute to fans who attend the games the night of the enforcement kickoff.

May 2012

Click It or Ticket Enforcement (May110-16, 2013)

Paid Media Work Plan:

- Budget: \$75,000
- Mediums: Outdoor, radio, and online (English and Spanish)

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event

Safe Graduation

Earned Media Work Plan:

- Media correspondence
- Digital media

National Bicycle Safety Month

Earned Media Work Plan:

- Media correspondence
- Digital media
- Message appropriate promotional item distributed through subgrantees and partnering organizations (i.e., bike lights or reflectors)
- *Ride Safe, Walk Smart* brochure distribution

National Youth Traffic Safety Month

Earned Media Work Plan:

- Media Correspondence
- Digital media
- Teen driver safety brochure distribution

Paid Partnerships

Indianapolis Motor Speedway

Programmatic Area: Occupant Protection and Motorcycle Safety & Awareness

Messaging: Buckle Up, Trucks and Gear Up, Indiana

Funding: \$65,000

This partnership provides the TSD with the opportunity to directly promote motorcycle safety messaging at an event largely attended by motorcycle riders and enthusiasts, as well as targeting the demographic for the seatbelt use. This promotion will include prominent signage, print advertising, branding entitlements, opportunities to directly interact with the target audience, distribute informational materials, and more.

Riley Miracle Ride

Programmatic Area: Motorcycles

Messaging: None For the Road; Safe A Life. Be Aware. Motorcycles Are Everywhere.

Funding: \$65,000

The TSD uses this partnership to speak directly to the target population. The TSD will promote two key motorcycle safety messages at one event. Hundreds of motorcycle riders from across the state take part in this annual, three-day event. Deliverables include the inclusion of logos and slogans on promotional materials, on-site signage, and web mentions.

June 2013

Keep Kids Safe In and Around Cars

Paid Media Work Plan:

Messaging: Keep Kids Safe In and Around Cars

- Budget: \$20,000
- Mediums: Online

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event with message specific promotional item (4 Steps of Kids magnet)
- Keep Kids Safe In and Around Cars brochure distribution (English and Spanish)

July 2013

Dangerous Driving Enforcement (June 12-August 14, 2013)

Paid Media Work Plan:

- Budget: \$100,000
- Mediums: Outdoor, radio, and online

Earned Media Work Plan

- Media correspondence
- Digital media

Paid Partnerships

ABATE of Indiana

Events: The Boogie

Programmatic Area: Motorcycles

Funding: \$10,000

Messaging: None For the Road

A partnership with ABATE of Indiana for this annual event provides the TSD to directly communicate with its target audience. The organization advocates safe riding practices among Hoosier motorcyclists and regularly helps the TSD promote initiatives over the course of the year. Deliverables for this event include on-site signage, radio mentions, print advertisements, and the inclusion of motorcycle safety messaging in their promotional material.

Indiana Black Expo

Programmatic Area: Occupant Protection

Messaging: Click It or Ticket

Funding: \$200.00

With more than 300,000 attendees per year, the Indiana Black Expo provides the TSD with an opportunity to educate the African-American demographic about Indiana's traffic safety initiatives. This partnership includes a booth in the event's exhibition area where collateral materials and promotional items can be distributed.

August 2013

Drive Sober or Get Pulled Over Enforcement (August 10-16, 2013)

Paid Media Work Plan:

- Budget: \$90,000
- Mediums: Outdoor, radio, and online (English and Spanish)

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event

Paid Partnerships

Indiana State Fair

Programmatic Area:

Messaging: Distracted Driving; Buckle Up, Trucks

Funding: \$7,000

The Indiana State Fair, the largest multi-day event in Indiana, expects more than 900,000 consumers to visit during its 17-day course. "One Text or Call Could Wreck It All" and "Trucks Don't Rock They Roll" messaging will saturate eight of the Fair's parking lots. Advertising mediums at the state fair will consist of parking lot signage, shuttle signage and an exhibitor's table to raise awareness of traffic safety messaging. Public safety messages promoted will include: "One Text or Call Could Wreck It All" and "Trucks Don't Rock They Roll".

Through this partnership, the TSD had the opportunity to raise awareness of Indiana's ban on texting and driving, educate the public and positively impact social behaviors of their target audience. Additionally, the TSD will have an opportunity to directly interface with attendees to hand out educational materials and give demonstrations on the driving simulator on the dangers of unsafe driving habits.

September 2013

Child Passenger Safety Week (September 15-21, 2013)

Paid Media Work Plan:

Messaging: Protecting Precious Cargo

- Budget: \$85,000
- Mediums: Radio, online

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event with message appropriate promotional item (English and Spanish)

- Precious Cargo brochure distributed (English, Spanish, and Burmese)

Communications Budget

Expense	402	410	406	2010
Staff Salaries	\$25,630			
Special Projects & Productions	\$6,000			
Operation Pullover Banquet (November 2012)	\$30,000			
Blitz 73 Paid Media Radio/TV <i>Safe Family Travel</i> (November 2012)	\$50,000	\$75,000		

Blitz 74 Paid Media Radio/TV <i>St. Patrick's Day (March 2013)</i>	\$100,000	\$50,000		
Blitz 75 Paid Media Radio/TV <i>Click It or Ticket (May 2013)</i>	\$75,000			
Blitz 76 Paid Media Radio/TV <i>Drive Sober or Get Pulled Over (August 2013)</i>		\$55,000		\$35,000
Dangerous Driving Paid Media Radio/TV (July 2013)	\$100,000			
Motorcycle Safety & Awareness Paid Media Radio/TV (April 2013)	\$35,000			\$35,000
Child Passenger Safety Paid Media Radio/TV (September 2013)	\$85,000			
Learfield Sports (IU and Purdue) Partnership Impaired and Distracted Driving	\$29,740	\$50,000		
Riley Miracle Ride Partnership Motorcycles	\$5,000			\$10,000
ABATE Partnership Motorcycles				\$10,000
The Children's Museum Partnership Child Passenger Safety	\$25,000			
Indianapolis Indians Partnership Impaired Driving	\$8,500	\$20,000		
Star Media Partnership All Areas- Occupant Protection, Young Drivers, Motorcycles, Impaired Driving, Distracted Driving, <i>Digital, Mobile, and Social Media</i>	\$50,000	\$100,000		
All Pro Dads Partnership Dangerous Driving	\$3,750		\$3,750	
Indianapolis Motor Speedway Partnership Occupant Protection, Motorcycles, Impaired Driving	\$13,000	\$30,000		\$22,000

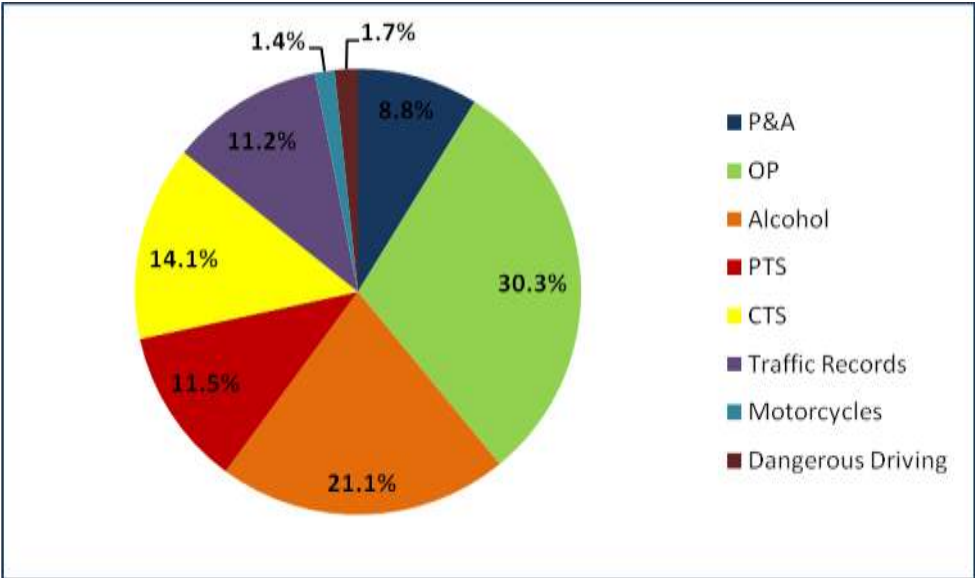
Indiana Business Journal Partnership "Grad"	\$9,180			
Indiana Black Expo Partnership	\$200			
Indiana State Fair Partnership	\$7,000			
Pre and Post Telephone Surveys <i>Click It or Ticket</i>	\$10,000		\$21,600	\$4,000
Pre and Post Telephone Surveys <i>Drive Sober or Get Pulled Over</i>			\$35,600	
Total Expenditures	\$668,000	\$400,000	\$60,950	\$116,000

FISCAL SUMMARY

Traffic Safety Budget

	406	402	410	2011	405	2010	408	1906	Match	Total
P&A		\$523,333							\$523,333	\$1,046,666
OP		\$2,563,000		\$375,000	\$675,000					\$3,613,000
Alcohol		\$335,000	\$2,180,000							\$2,515,000
PTS		\$772,000	\$600,000							\$1,372,000
CTS	\$60,950	\$1,228,000	\$400,000							\$1,688,950
Traffic Records		\$360,000					\$696,000	\$275,000		\$1,331,000
Motorcycles						\$170,000				\$170,000
Dangerous Driving		\$200,000								\$200,000
Total	\$60,950	\$5,981,333	\$3,180,000	\$375,000	\$675,000	\$170,000	\$696,000	\$275,000	\$523,333	\$11,936,616

Program Section Funding



Program Cost Summary

	2013	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Final Budget	Primary Seat Belt	General	Impaired Driving	Children	Seat Belts	Motorcycle	Traffic Records	Profiling (Est.)	Fed.Funds	Hard Match	Federal & State
<u>Planning and Administrative (P&A)</u>												
Planning & Administration-Federal	523,333	0	523,333	0	0	0	0	0	0	523,333	0	523,333
Planning & Administration-State	523,333	0	0	0	0	0	0	0	0	0	523,333	523,333
Sub-total P&A	1,046,666	0	523,333	0	0	0	0	0	0	523,333	523,333	1,046,666
<u>Section II: Occupancy Protection</u>												
Program Management	63,000		63,000	0	0	0	0	0		63,000	0	63,000
Automotive Safety Program	850,000	0	0	0	375,000	475,000	0	0		850,000	0	850,000
Seat Belt Enforcement (OPO)/Peds/Bikes	2,640,000		2,500,000	0	0	140,000	0	0		2,640,000	0	2,640,000
Rural Demonstration Project (RDP)	60,000	0	0	0	0	60,000	0	0		60,000		60,000
Sub-total OP	3,613,000	0	2,563,000	0	375,000	675,000	0	0		3,613,000	0	3,613,000
<u>Section III: Alcohol</u>												
Program Management	80,000	0	0	80,000	0	0	0	0		80,000	0	80,000
FACT Teams/Trainings	400,000	0	0	400,000	0	0	0	0		400,000	0	400,000
Enforcement (DUI Task Force)	1,400,000	0	0	1,400,000	0	0	0	0		1,400,000	0	1,400,000

	2013	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Final Budget	Primary Seat Belt	General	Impaired Driving	Children	Seat Belts	Motorcycles	Traffic Records	Profiling (Est.)	Fed.Funds	Hard Match	Federal & State
Law Enforcement Training Board (SFST/DRE)	180,000		0	180,000	0	0	0	0		180,000	0	180,000
Traffic Safety Resource Prosecutor	185,000		185,000	0	0	0	0	0		185,000	0	185,000
Excise Police	120,000		0	120,000	0	0	0	0		120,000	0	120,000
SADD	150,000		150,000		0	0	0	0		150,000	0	150,000
Sub-total Alcohol	2,515,000	0	335,000	2,180,000	0	0	0	0		2,515,000	0	2,515,000
Section IV: PTS												
Program Management	67,000		67,000	0	0	0	0	0		67,000	0	67,000
Statewide Training	10,000	0	10,000	0	0	0	0	0		10,000	0	10,000
OPO Awards Banquet	95,000		95,000	0	0	0	0	0		95,000	0	95,000
Indiana State Police	1,200,000		600,000	600,000	0	0	0	0		1,200,000	0	1,200,000
Sub-total PTS	1,372,000	0	772,000	600,000	0	0	0	0		1,372,000	0	1,372,000
Section V: Community TS			0									
LEL Program	540,000		540,000	0	0	0	0	0		540,000	0	540,000
Media / Communications Division	1,128,950	60,950	668,000	400,000	0			0		1,128,950	0	1,128,950
Young Drivers Programs	20,000	0	20,000	0	0	0	0	0		20,000	0	20,000
Sub-total Community TS	1,628,000	0	1,228,000	400,000	0	0	0	0		1,628,000	0	1,628,000
Section VI: Traffic Records/ Research												
Program Management	70,000	0	0	0	0	0	0	70,000		70,000	0	70,000

	2013	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Final Budget	Primary Seat Belt	General	Impaired Driving	Children	Seat Belts	Motorcycles	Traffic Records	Profiling (Est.)	Fed.Funds	Hard Match	Federal & State
Indiana University Center	350,000		350,000	0	0	0	0	0		350,000	0	350,000
Purdue University/ CODES	115,000		10,000	0	0	0	0	105,000		115,000		
Payment to the BMV	10,000	0	0	0	0	0	0	10,000		10,000	0	10,000
Traffic Records Improvements	511,000	0	0	0	0	0	0	511,000		511,000	0	511,000
Racial Profiling Grant	275,000	0	0	0	0	0	0	0	275,000	275,000	0	275,000
Sub-total Traffic Records	1,331,000	0	360,000	0	0	0	0	696,000		1,331,000	0	1,331,000
Section VII: Motorcycles												
Motorcycle Data Improvement Project	54,000	0	0	0	0	0	54,000	0		54,000	0	54,000
Media / Public Awareness Campaign	116,000	0	0	0	0	0	116,000	0		116,000	0	116,000
Sub-total Motorcycles	170,000	0	0	0	0	0	170,000	0		170,000	0	170,000
Section VIII: Dangerous Driving												
Dangerous Driving/ Texting	200,000	0	200,000	0	0	0	0	0		200,000	0	200,000
Sub-total Dangerous Driving	200,000	0	200,000	0	0	0	0	0		200,000	0	200,000
Total 2013 Budget Expenditures	11,936,616	60,950	5,981,333	3,180,000	375,000	675,000	170,000	696,000	275,000	11,413,283	523,333	11,936,616

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

Section 402 Requirements (as amended by Pub. L. 112-141)

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations and high-visibility law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources,
- Coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan (as defined in section 148)(a)).

(23 USC 402 (b)(1)(F));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. **(23 USC 402(j)).**

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights

Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702);

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 1. The dangers of drug abuse in the workplace.
 2. The grantee's policy of maintaining a drug-free workplace.
 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 1. Abide by the terms of the statement.
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such

conviction.

- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
 1. Taking appropriate personnel action against such an employee, up to and including termination.
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

Buy America Act

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

Political Activity (Hatch Act)

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

Certification Regarding Federal Lobbying

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering

into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Restriction on State Lobbying

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms COVERED TRANSACTION, DEBARRED, SUSPENDED, INELIGIBLE, LOWER TIER COVERED TRANSACTION, PARTICIPANT, PERSON, PRIMARY COVERED TRANSACTION, PRINCIPAL, PROPOSAL, AND VOLUNTARILY EXCLUDED, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or

agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms COVERED TRANSACTION, DEBARRED, SUSPENDED, INELIGIBLE, LOWER TIER COVERED TRANSACTION, PARTICIPANT, PERSON, PRIMARY COVERED TRANSACTION, PRINCIPAL, PROPOSAL, AND VOLUNTARILY EXCLUDED, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the

department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION -- LOWER TIER COVERED TRANSACTIONS:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
 - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

Governor's Representative for Highway Safety

State or Commonwealth

For Fiscal Year

Date



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Region 5
Illinois, Indiana, Michigan,
Minnesota, Ohio, Wisconsin

4749 Lincoln Mall Drive, Suite 300B
Matteson, IL 60443-3800

Phone: 708-503-8822
Fax: 708-503-8991

September 24, 2012

The Honorable Mitchell E. Daniels, Jr.
Governor
State of Indiana
Indianapolis, Indiana 46204-2728

Dear Governor Daniels:

We have reviewed Indiana's fiscal year 2013 Performance Plan, Highway Safety Plan, Certification Statement, and Cost Summary (HS 217) as received on September 4, 2012. Based on these submissions, we find your State's highway safety program to be in compliance with the requirements of the Section 402 program.

This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds will be effected in writing by the National Highway Traffic Safety Administration (NHTSA) Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year Highway Safety Program (carry-forward funds) will be available for immediate use by the State on October 1, 2012. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or its electronic equivalent), consistent with the requirements of 23 CFR §1200.14(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later.

We look forward to working with the Indiana Criminal Justice Institute, Division of Traffic Safety, and the many partners on the successful implementation of this Plan.

Sincerely,

Michael G. Witter
Regional Administrator

cc: J. Sebastian Smelko, Policy Director for Public Safety
Ryan Klitzsch, Indiana Criminal Justice Institute, Director of Traffic Safety





U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Region 5
Illinois, Indiana, Michigan,
Minnesota, Ohio, Wisconsin

4749 Lincoln Mall Drive, Suite 300B
Matteson, IL 60443-3800

Phone: 708-503-8822
Fax: 708-503-8991

September 25, 2012

J. Sebastian Smelko
Policy Director Public Safety
Office of the Governor
State House, Room 206
Indianapolis, IN 46204

Dear Mr. Smelko:

We have reviewed the Indiana FY 2013 Performance Plan, Highway Safety Plan, Certification Statement, and Cost Summary (HS 217), as received on September 4, 2012. Based on these submissions, we find your State's highway safety program to be in compliance with the requirements of the Section 402 program.

This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year Highway Safety Program (carry-forward funds) will be available for immediate use by the State on October 1, 2012. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or its electronic equivalent), consistent with the requirement of 23 CFR §1200.14(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later.

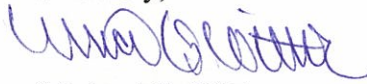
We wish to take this opportunity to recognize Traffic Safety Division (TSD) Director Ryan Klitzsch. During a difficult time of staff departures, he has provided stable leadership and enabled a continuation of valuable services by the TSD. Due in part to the efforts of TSD Indiana has again achieved an increase in seat belt use to 93.6%, an all-time high. We are hopeful that your FY 2013 plan will enable Indiana to see even greater fatality and injury reduction accomplishments.

Attached with this letter are our comments regarding the implementation of the FY 2013 Highway Safety Plan. Please review these comments and provide our office a written response no later than October 26, 2012.



We look forward to working with you and your staff to reach the performance goals established in your FY 2013 Plan.

Sincerely,



Michael G. Witter
Regional Administrator

cc: Ryan Klitzsch, Director, Division of Traffic Safety

Enclosure

INDIANA HIGHWAY SAFETY PLAN

FEDERAL FISCAL YEAR 2013

GENERAL AND SPECIFIC COMMENTS

GENERAL COMMENTS:

HIGH-VISIBILITY ENFORCEMENT

High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. HVE combines highly visible and proactive law enforcement targeting a specific traffic safety issue. All Law enforcement efforts should be combined with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law.

We recommend that all grantees implement this HVE model program. We realize that you might already have many of these aspects included in your enforcement effort that are listed in this HVE model but if you see additional opportunities to enhance your HVE efforts after reviewing this model we request you include them in all future enforcement grant plans and efforts.

EQUIPMENT AND INCENTIVE ITEMS

In light of increased scrutiny of wasteful use of Federal funds we recommend the funding of any equipment or incentive items that do not meet the goal of reducing injuries, fatalities, and crashes on the roadways be eliminated. These items will reflect negatively on the program and your successful efforts.

SPECIFIC COMMENTS:

GENERAL PROGRAM

We commend Indiana for having incorporated into the FY2013 Highway Safety Plan all Regional recommendations made concerning improving upon the FY2012 Plan.

OCCUPANT PROTECTION

The Traffic Safety Division is commended for enhancing law enforcement sub-grantee guidelines specifying when enforcement must be conducted, specifically – 70% of enforcement during defined Blitz periods and during the CIOT Mobilization 40% of enforcement at night.

IMPAIRED DRIVING

In regard to the project identified as *Task 3: DUI Enforcement*, we request additional details of the project.

FINANCIAL

We believe it prudent and timely to again mention the necessity of aggressive liquidation of federal funds. As of September 25, 2012 the Grants Tracking System (GTS) Liquidation Report shows Indiana has a liquidation rate of only 46.06% of available funds. Enhanced programming of Section 405 and Section 408 funds can contribute much to improving the State's liquidation rate.

Indiana should submit information in their Highway Safety Plan that allows NHTSA to determine if there is sufficient information to identify the funds to be expended by, or for the benefit of the political subdivision in accordance with 23 U.S.C. 402(b)(1)(C).