

STATE OF INDIANA



STRATEGIC HIGHWAY SAFETY PLAN

FEDERAL FISCAL YEAR 2009

SEPTEMBER 2008



August 28, 2008

Mr. Michael Witter
National Highway Traffic Safety Administration
Region V
1990 Governor's Drive, Suite 201
Olympia Fields, Illinois, 60461


Dear Mr. Witter:


Enclosed you will find copies of Indiana's fiscal year 2009 highway safety planning document and traffic safety action plan for your review. In the event that other traffic safety needs are identified throughout the year, we will make the necessary alterations to the plan and forward onto your office.

We anticipate a very exciting and productive year in Indiana, building off of the momentum we are gaining on improving traffic safety in Indiana. We look forward to continuing our strong working partnership with the NHTSA Region V staff.


Thank you for your past and continued support of the State of Indiana's Highway Safety Office and staff.


Sincerely,


John von Arx
Policy Director, Public Safety
Office of Governor Mitch Daniels


T. Neil Moore, Ed.D.
Executive Director,
Indiana Criminal Justice Institute


Christopher Ruhl
Director, State Budget Agency


Brian Clouse
Deputy Director
Indiana Criminal Justice Institute


Ryan Klitzsch
Division Director, Traffic Safety
Indiana Criminal Justice Institute

INDIANA STRATEGIC HIGHWAY SAFETY PLAN: FY 2009

MISSION

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

**Prepared for:
The U.S. Department of Transportation
National Highway Traffic Safety Administration**

**Prepared by:
The Traffic Safety Division
Indiana Criminal Justice Institute**

SEPTEMBER 2008

TABLE OF CONTENTS

	Page No.
<u>EXECUTIVE SUMMARY</u>	<u>5</u>
<u>ACTION PLAN</u>	<u>6</u>
<u>PERFORMANCE PLAN</u>	<u>7</u>
Problem Identification	7
Performance Measures	25
Goal Setting	27
Strategy to Reach Goals	30
<u>HIGHWAY SAFETY PLAN</u>	<u>33</u>
Occupant Protection	34
Impaired Driving	35
Police Traffic Services	38
Community Traffic Safety Programs	40
Traffic Records Improvements	41
Motorcycle Safety	43
Dangerous Driving	44
<u>TRAFFIC SAFETY MEDIA AND COMMUNICATIONS</u>	<u>45</u>
Summary and Overview	45
Media	46
Earned Media	47
Communications	48
Communications Calendar	50
Communication Budget	67
<u>FISCAL SUMMARY</u>	<u>70</u>
Traffic Safety Budget	70
Program Cost Summary	71
<u>STATE CERTIFICATION ASSURANCES</u>	<u>72</u>

EXECUTIVE SUMMARY

The traffic safety division (TSD) of the Indiana Criminal Justice Institute (ICJI) manages federal funds that are allocated throughout the state to support programs designed to reduce the number of people injured and killed in traffic related crashes each year. Aiming to put our greatest resources toward our greatest problems, ICJI will continue to focus on the areas identified as having the greatest possible impact on reducing the number of lives lost and injuries sustained on Indiana's roadways.

In keeping pace with goals set in Fiscal Year (FY) 2008, the State's plan for FY 2009 place attention on the following areas:

- Total fatalities
- Alcohol
- Seat belt usage
- Young drivers
- Motorcycle safety
- Dangerous driving (including speed, aggressive driving and red light running)

The FY 2009 highway safety planning process places emphasis on the following National Highway Traffic Safety Administration (NHTSA) identified areas of national priority: impaired driving countermeasures, occupant protection, motorcycle safety, and speed control. While Indiana's FY 2009 Highway Safety Plan (HSP) concentrates on current activities and efforts to reduce or eliminate problems in the identified areas of priority. It also focuses on the potential for a system-wide process in solving these problems. Programs that have previously shown to greatly improve areas of special interest will continue to gain support throughout the upcoming fiscal year.

Indiana's FY 2009 HSP contains the following sections:

- Performance Plan: Summarizes the identified traffic safety trends and problems
- Performance Measures
- Goal Identification
- Strategy to Reach Goals
- Highway Safety Plan: Describes the programs the state plans to implement to reach the identified goals
- Traffic Safety Communications Plan
- Fiscal Summary
- State Certification Assurances

Indiana is pleased with changes in drivers' behavior since the successful passage of HB 1237, which eliminated the pickup truck exemption in the Indiana occupant protection law, effective July 1, 2007. Funding from the Section 406 Safety Belt Performance Grant will continue to be used to strengthen existing behavioral safety programs. It will also be used to support the new Dangerous Driving initiatives.

HIGHWAY SAFETY PLAN SCHEDULE

DATES	ACTION	DETAILS
November & December 2008	Reevaluation of HSP by SHSO	<ul style="list-style-type: none"> • Review past years activity • Review current years activity • Review crash data • Obtain input from traffic safety community • Review current state and national priorities • Identify problem areas • Identify long-term goals (3 years) • Identify short-term goals (1-2 years)
January & February 2009	Program Partner Collaborations	<ul style="list-style-type: none"> • Meet with key program partners • Review Annual Report • Outline grant opportunities • Identify long term strategies (3 years)
March & April	Initiate Grant Development Plans	<ul style="list-style-type: none"> • 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
May	Finalize Grant Development Plans	<ul style="list-style-type: none"> • Grant development plans finalized • HSP management team reviews programs and budgets
June	Begin Formal Grant Process	<ul style="list-style-type: none"> • Finalize administrative grants • Notify grantees of grant trainings • HSP budget finalized
July	Prepare FY 2010 Performance Plan and HSP	<ul style="list-style-type: none"> • Conduct regional grant trainings • Send grant templates • Create draft HSP • Administrative review of HSP
August	Approve FY 2010 Performance Plan and HSP	<ul style="list-style-type: none"> • Approve FY 2010 HSP • Print and distribute HSP to: NHTSA, FHWA, State and local agencies • Post to website
September & October	Grant Approval and Implementation	<ul style="list-style-type: none"> • Approve and start implementation of FY 2010 grants • Submit amendments to NHTSA on HSP if applicable

PERFORMANCE PLAN

PROBLEM IDENTIFICATION

Fiscal Year (FY) 2008 reaffirmed the positive aspects of the shift toward the data-driven policy focus the Traffic Safety Division (TSD) of the Indiana Criminal Justice Institute (ICJI) had established in FY 2007. The TSD is the largest it has ever been at ICJI; it includes four full-time staff members to manage grants, over-see law enforcement partners and coordinate traffic records. The fifth member of the TSD directs the division in their statewide efforts. Three additional staff at ICJI focus solely on traffic safety and work with the TSD in the areas of communications and media, fiscal management and research and planning. This large team has helped data collection and analysis drastically improve since FY 2007 and it will continue to improve through FY 2009 while data analysis continues to be the foundation of problem identification.

A review and analysis of relevant traffic safety data determines what program areas will be addressed. Priority is given to the areas which have the greatest opportunity to reduce deaths and injuries on state roadways. To maintain a solid foundation for designing and implementing successful traffic safety programs, ICJI performs year-round data analysis through which traffic crash issues and trends are identified. The problem identification areas are established with the help of the following data sources:

- Automated Reporting Information Exchange System (ARIES - previously called eVCRS): With improvements in the quality and the availability of electronic crash data, members of the TSD can directly access individual crash records from the ARIES portal. This advancement greatly expedites the process of running queries and obtaining valid and up to date crash data. Due to the success of the FY 2007 electronic crash report initiative, there has been a steep increase in the number of crash reports being submitted on-line. August of 2008 boasted a monthly electronic submission rate of 97 percent. The increase in electronic submissions has given members of the TSD the ability to improve the quality and timeliness of data used in new research.
- Indiana Traffic Safety Fact Sheets: Through a partnership with the Center for Criminal Justice Research at the Indiana University Public Policy Institute (the Center), a collection of the State's motor vehicle facts and trends covering many different aspects of traffic safety are compiled and published on a yearly basis. Fact sheet topics include: alcohol, children, large trucks, light trucks, drivers, motorcycles, occupant protection and dangerous driving. They also produced county profile fact sheets for all 92 of Indiana's counties and the crash fact book which contained statistics, trends and maps of crashes that occur across the entire state during 2007. These fact sheets can be found under the traffic safety link on the www.IN.gov/cji website. The improvement of the ARIES system also enabled the Center to provide ICJI with 2007 data analysis within the first quarter of FY 2008 where in the past reliable data was not available until much later in the FY.

In FY 2007, new baseline rates were established for the target areas identified by the TSD. Trends and goals are based mainly upon data from the past five years and longer trends are used where appropriate. In keeping focus on the data-driven approach in FY 2009, the following key areas continue to be examined:

- Total fatalities
 - Number of fatalities
 - Fatality rate per 100,000 population

- Alcohol
 - Number of alcohol-related fatalities
 - Percent alcohol-related fatalities in relation to all fatalities
 - Rate of alcohol-related fatalities per 100 million VMT

- Seat belt use
 - Percent of population using seat belts
 - Percent of fatalities involving unrestrained occupants

- Young drivers
 - Number of young driver fatalities
 - Number of young drivers killed when unrestrained

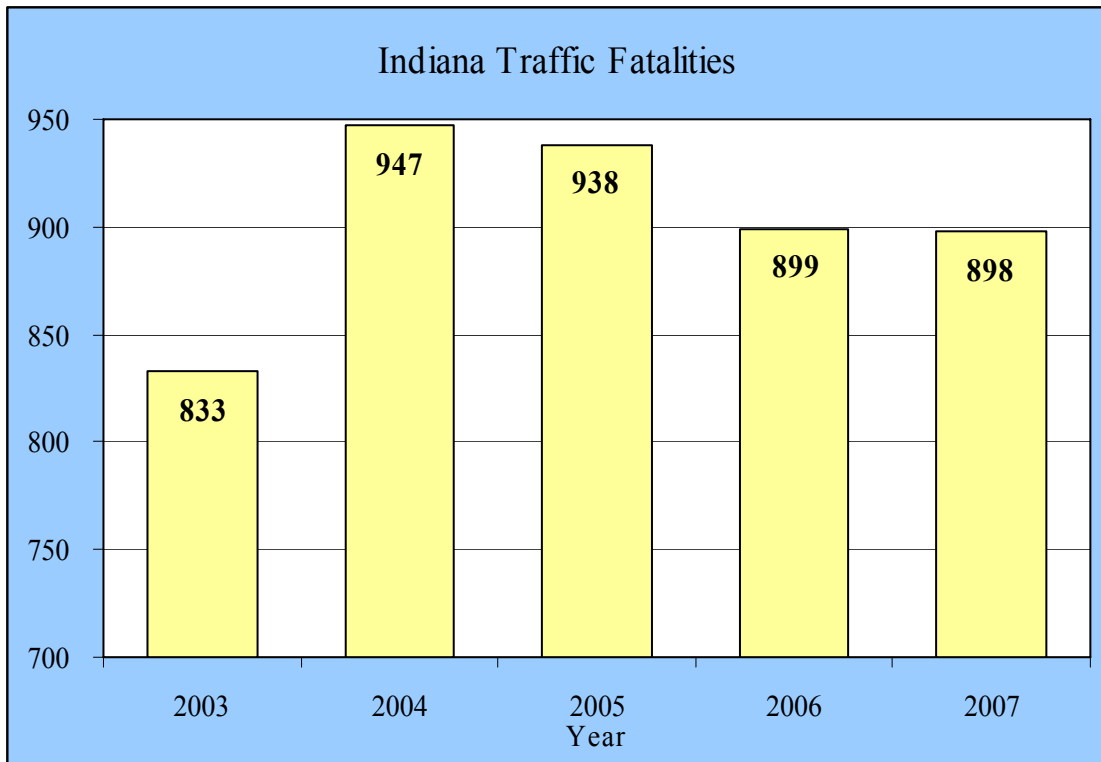
- Motorcycles
 - Number of motorcycle fatalities
 - Number of unlicensed motorcyclists involved in collisions
 - Percent of motorcycle fatalities with no helmet use
 - Number of motorcycle fatalities per 10,000 motorcycle registrations

- Dangerous driving
 - Number of speed related fatalities
 - Number of collisions caused by red light running
 - Number of aggressive driving collisions

Fatalities

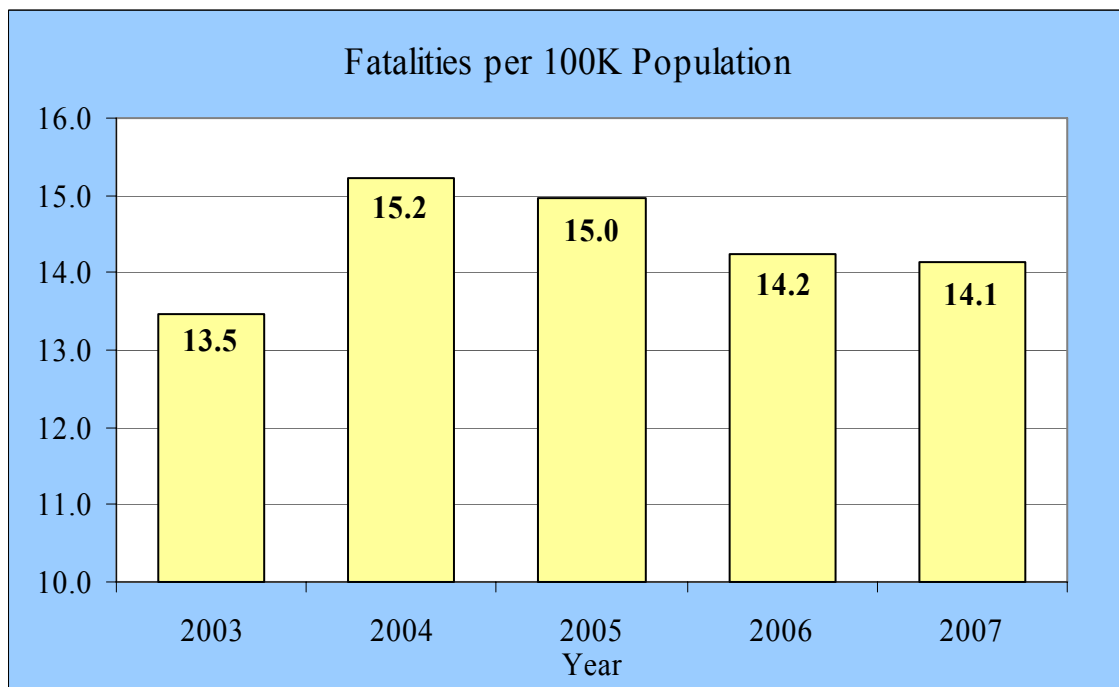
Over the past five years, Indiana has seen an overall decrease in the number of traffic fatalities (see Graph 1) and the fatality rate per 100,000 population has followed the same trends from 2003 through 2007 (see Graph 2). Data from 1998 to 2007 shows encouraging overall trends for fatalities per 100 million vehicle miles traveled (VMT) (see Table A).

Graph 1



Data derived from 2003-2007: Indiana State Police Automated Reporting Information Exchange System, as of May 4, 2008

Graph 2



Notes: Resident population data not available for 2007; values imputed from 10-year average annual change. Data derived from the Indiana State Police Automated Reporting Information Exchange System, as of May 4, 2008

Table A

Indiana Traffic Fatality Data										
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Fatalities	982	1,020	886	909	792	833	947	938	899	898
Fatalities per 100K Population	16.4	16.9	14.5	14.8	12.9	13.5	15.2	15.0	14.2	14.1
Fatalities per 100 Million VMT	1.42	1.46	1.25	1.27	1.09	1.15	1.30	1.26	1.21	1.20
National Fatality Rate per 100 Million VMT	1.58	1.55	1.53	1.51	1.51	1.48	1.44	1.46	1.41	--

Notes: Resident population data and vehicle miles traveled (VMT) not available for 2007; values for Indiana imputed from 10-year average annual change. National MVMT rate is not yet available for 2007.

Data derived from the following:

Fatal collisions and fatalities: 1998-2002: Fatality Analysis Reporting System; 2003-2007: ARIES as of May 4, 2008.

Resident population: 1998-2002: U.S. Census Bureau; 2003-2006: Indiana Business Research Center in collaboration with the National Center for Health Statistics, as of August 16, 2006.

Vehicle miles traveled: 1998-2004: Federal Highway Administration, Highway Statistics; 2005-2006: Indiana Department of Transportation, as of February 1, 2008.

Indiana has maintained a fatality rate per 100 Million VMT that is significantly lower than the national rate. The following sections will address the number of fatalities, injuries and collisions in greater detail from the factors that contribute to the collision to the type of vehicle or person involved in the collisions.

Alcohol

The proportion of fatalities in alcohol-related¹ collisions in Indiana was substantially below the national rate in 2006.² The number of fatalities in alcohol-related collisions in Indiana has fluctuated over the past five years in a pattern inconsistent with the overall traffic fatalities (see Graphs 3 and 4). From 2003 to 2007, over 1,300 lives were lost in alcohol-related collisions in Indiana.

¹ Taken from the 2007 *Indiana Traffic Safety Fact Sheet – Alcohol* compiled by the Center for Criminal Justice Research in which a collision is identified as alcohol-related if any one of the following conditions are met: (1) ‘alcoholic beverages’ is listed as the primary factor of the collision; (2) ‘alcoholic beverages’ is listed as a contributing circumstance in the collision; (3) any vehicle driver or non-motorist (pedestrian, pedalcyclist) involved in the collision had a BAC test result greater than zero; (4) the collision report lists the apparent physical condition of any driver or non-motorist involved as ‘had been drinking’; or (5) a vehicle driver is issued an Operating While Intoxicated (OWI) citation. This is the expanded definition.

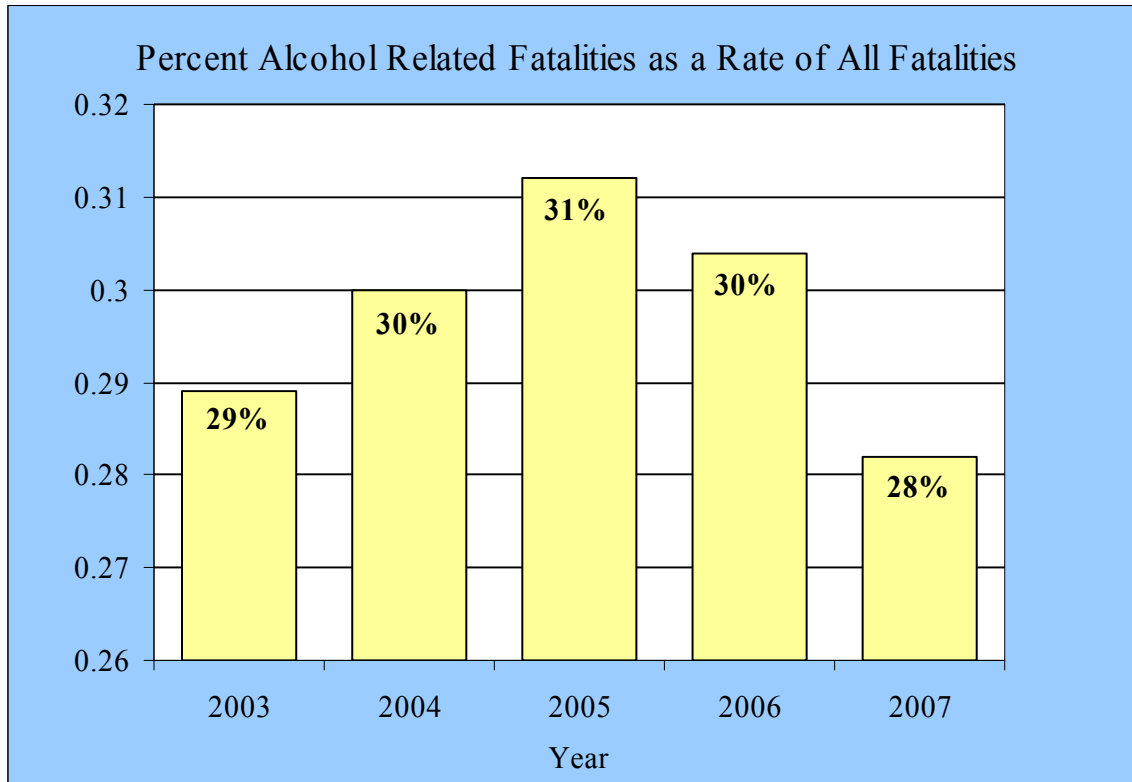
² National rate for 2006 is the most recent comparison available. Data derived from NHTSA for 2006 indicates that 41% of all fatal collisions were alcohol-related collisions. See <http://www-nrd.nhtsa.dot.gov/Pubs/810809.PDF> for reference.

Graph 3



Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Alcohol* compiled by the Center for Criminal Justice Research

Graph 4



Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Alcohol* compiled by the Center for Criminal Justice Research

During 2007, 253 people died in alcohol-related collisions (see Table B). Among those who died, 60 percent were drivers whose blood alcohol content (BAC) was greater than 0.00 g/dL. Age 21 to 29 was the most common category for alcohol-related fatalities. Regardless of age, males were more likely than females to have been killed in an alcohol-related collision. It is startling to learn that 43 percent of male drivers, ages 21 to 29, killed in a traffic collision in Indiana were legally intoxicated. The highest percent of drivers involved in fatal collisions with a BAC of 0.08 or higher was for males ages 21 to 24 (33 percent). The group identified as being most at risk includes males ages 21 to 49. While NHTSA identifies the target age range for impaired driving initiatives to be 18-34,³ Indiana's FY 2009 communications plan is designed to better target the problem age range specific to our state (21-49 years of age). These figures are incorporated into the communications plan to target the population most at risk.

Table B

2007 Driver Fatalities by Gender, Age, and BAC Results						
Drivers	Total fatalities	BAC Result				% Alcohol Related
		0.00	>0.00 <0.08	>0.08 <0.15	≥ 0.15	
Female	126	58	3	2	11	12.7%
< 16	1	0	0	0	0	0.0%
16 - 20	14	6	1	1	2	28.6%
21 - 29	24	5	2	1	8	45.8%
30 - 39	20	12	0	0	0	0.0%
40 - 49	24	16	0	0	0	0.0%
50 - 59	12	6	0	0	0	0.0%
60 - 69	10	5	0	0	1	10.0%
> 69	21	8	0	0	0	0.0%
Males	500	171	14	27	96	27.4%
< 16	4	1	0	0	0	0.0%
16 - 20	54	16	2	5	7	25.9%
21 - 29	84	21	2	7	29	45.2%
30 - 39	82	28	2	5	24	37.8%
40 - 49	99	34	6	6	19	31.3%
50 - 59	72	27	1	3	15	26.4%
60 - 69	52	26	1	1	2	7.7%
> 69	53	18	0	0	0	0.0%
Grand Total	626	229	17	29	107	24.4%

Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Alcohol* compiled by the Center for Criminal Justice Research

³ This focus group based on 2006 data which shows 33 percent of all 21 to 24 year old drivers involved in fatal collisions had a BAC of more than 0.08. Data provided by NHTSA.

Alcohol-related fatalities are blamed for 28.2 percent of all fatalities that occur on Indiana roadways. Of these fatalities during 2007, 136 (21.7 percent) of the drivers killed had a BAC at or above the legal limit of 0.08 g/dL. There were 0.36 alcohol-related fatalities per 100 million VMT in 2007⁴. As in the past, in FY 2009 DUI Taskforce agencies in Indiana will continue to target counties that have a history of high alcohol-related fatalities. Saturation patrols and sobriety checkpoint will continue to be used in an effort to reduce the number of impaired drivers throughout the state. The TSD also promotes the use of Low Manpower checkpoints and Wolf pack strategies to enforce impaired driving laws and deter people from drinking and driving.

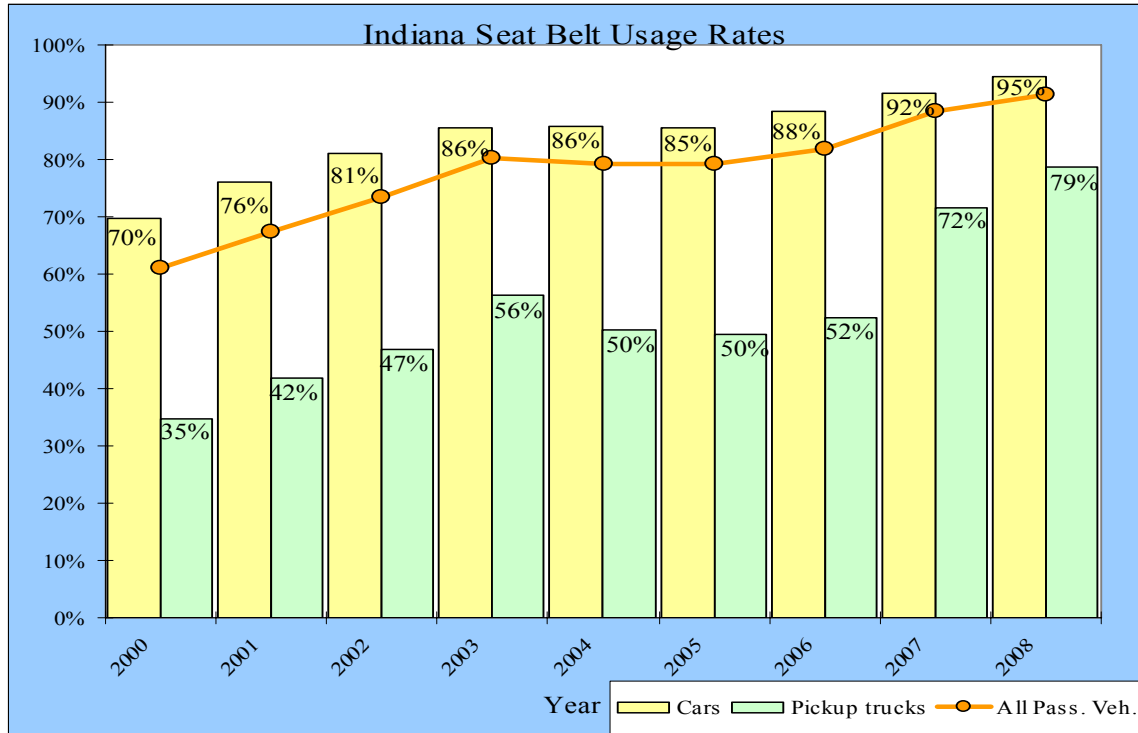
Seat Belt Use

Indiana's seat belt usage rate for all passenger vehicles has increased from a low of 62.1 percent in 2000 to a high of 91.2 percent in 2008 (see Graph 5). Indiana joined the other states who boast a seat belt usage rate higher than 90%. Additionally, Indiana surpassed the national seat belt usage rate in 2006 (see Graph 6). However, the individuals who are not buckled up are those who are being injured or killed most often in traffic collisions. Vehicle occupants who were killed in traffic collisions in 2007 were properly restrained only 44 percent of the time⁵. Likewise, only 36 percent of people with an incapacitating injury after a collision were properly restrained.

⁴ Taken from the 2007 *Indiana Traffic Safety Fact Sheet- Alcohol* compiled by the Center for Criminal Justice Research

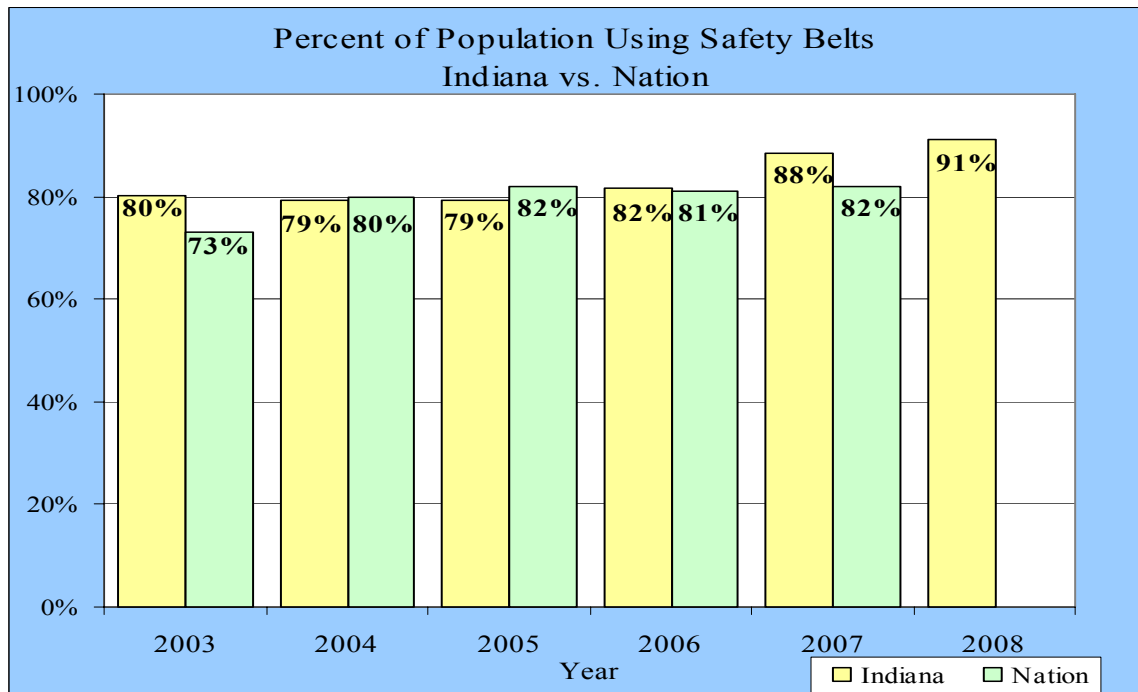
⁵ Taken from the 2007 *Indiana Traffic Safety Fact Sheet – Occupant Protection* compiled by the Center for Criminal Justice Research

Graph 5



2000- 2007 data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Occupant Protection* compiled by the Center for Criminal Justice Research. 2008 data derived from the annual roadside observational study (May 2008 results).

Graph 6



2000- 2007 data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Occupant Protection* compiled by the Center for Criminal Justice Research. 2008 data derived from the annual roadside observational study (May 2008 results). National rate provided by NHTSA, 2008 rate not available.

In 2007, 118 people were killed while driving or riding in a pickup truck. Only thirty-three percent of these people were properly restrained in the pickup truck compared to 60 percent of those killed while riding or driving passenger cars (see Table C).

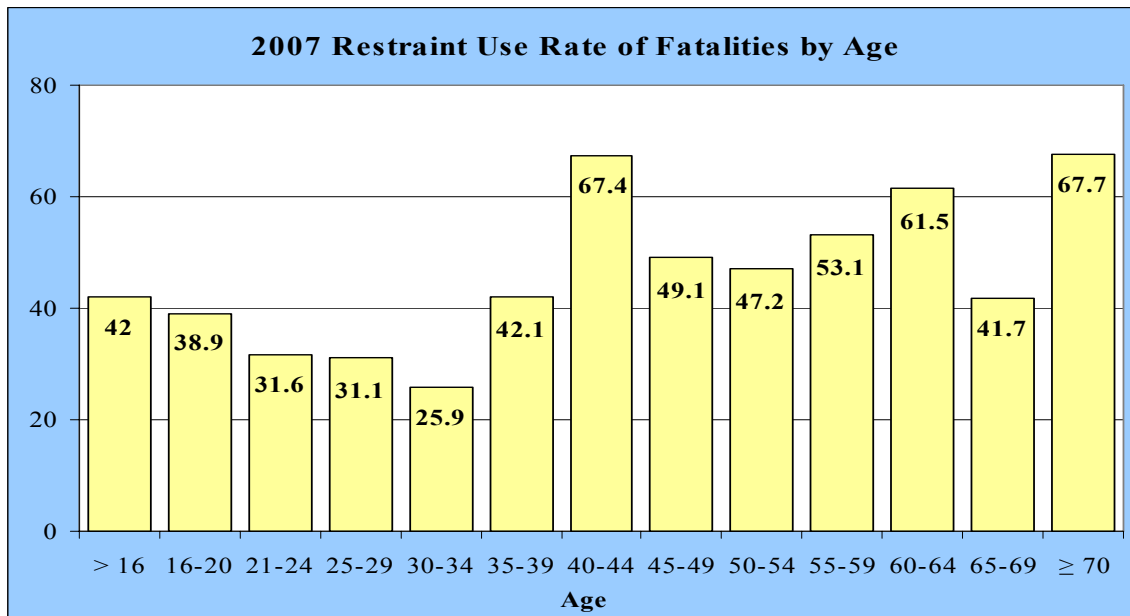
Table C

2007 Indiana Traffic Fatalities with Known Restraint Use by Vehicle Type					
Vehicle	Restraint Used		Restraint Not Used		Total
	Fatalities	%	Fatalities	%	
Passenger Car	201	60.0%	134	40.0%	335
Pickup Trucks	39	33.1%	79	66.9%	118
SUVs	22	26.8%	60	73.2%	82
Vans	33	63.5%	19	36.5%	52
Totals	295	50.3%	292	49.7%	587

Data derived from the 2007 Indiana Traffic Safety Fact Sheet- Occupant Protection compiled by the Center for Criminal Justice Research.

More than 60 percent of the occupants killed between 16 to 20 years of age were unrestrained, and less than 55 percent below 16 years of age were properly restrained when they died (see Graph 7). However, the restraint use rates for occupants killed between ages 25 to 34 were the lowest of all age groups. Restraint rates increase as the age of the occupant goes up. While NHTSA identifies the target age range for click it or ticket initiatives to be 18-34, Indiana’s communications plan is designed to additionally target individuals 35-44 while also maintaining focus on young drivers, ages 16 to 24.

Graph 7



Data derived from the 2007 Indiana Traffic Safety Fact Sheet- Occupant Protection compiled by the Center for Criminal Justice Research

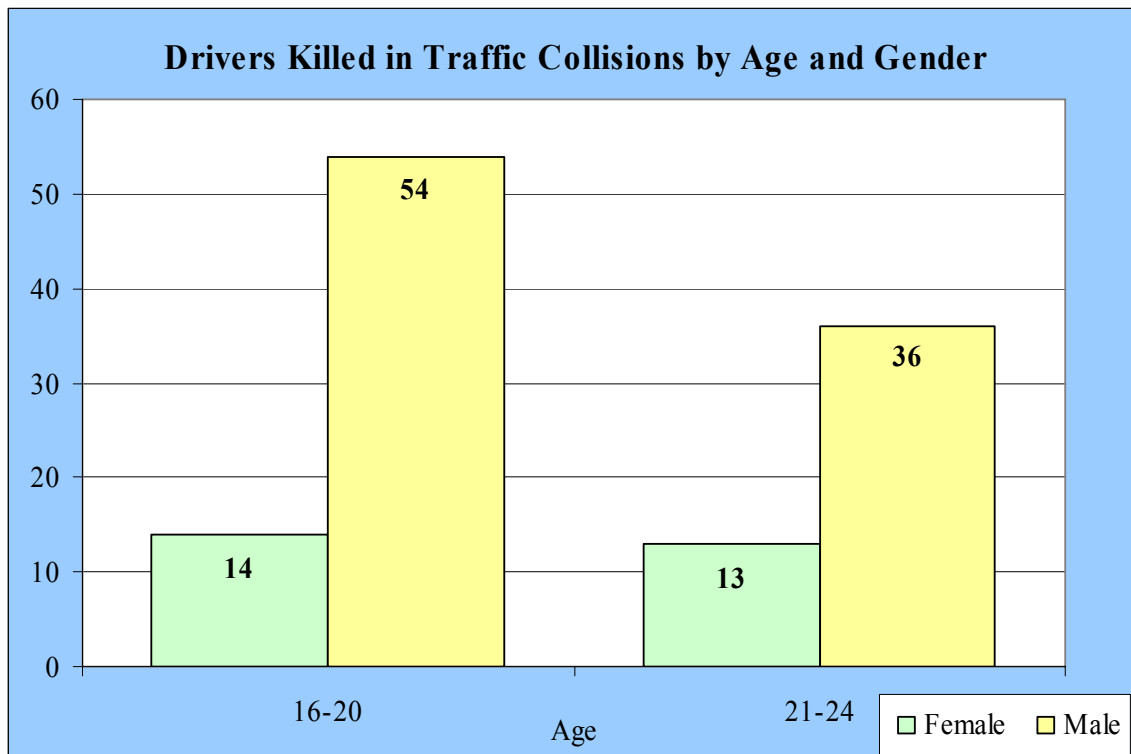
One major success for FY 2007 was the successful passage of HB 1237 eliminating the pickup truck exemption in the Indiana occupant protection law. Since the law took effect in July 2007, the seat belt usage rate for pickup trucks has been on the rise. Results from the June observational seat belt surveys far surpassed the previously set 2008 goal and the TSD decided to further increase the seat belt usage rate goals. Details will be discussed in the Goal Setting section of this report.

While Indiana surpassed the NHTSA-set Great Lakes regional goal of 87.0 percent safety belt usage in 2007, the TSD will continue to support the Operation Pull Over (OPO) program in FY 2009 to reach the state goal of 93 percent by 2009. Grant money will additionally provide for participation in Click It or Ticket Mobilization as well as year long sustained enforcement through the Big City/Big County (BCC) program.

Young Drivers

Twenty-one percent of all drivers fatally injured in a motor vehicle in 2007 were between 15 and 24 years of age. More than three times as many male drivers under the age of 24 died (90) compared to female drivers (27) for the same age range (see Graph 8).

Graph 8



Note: Counts include collisions where the driver's gender is known.
 Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Drivers* compiled by the Center for Criminal Justice Research

The number of young drivers injured in traffic collisions is disproportionately higher than the number of registered young drivers. Sixty-five percent of collisions involving young

drivers occur within Indiana’s urban localities (see Table D). Fifty-nine percent of these collisions in urban localities involve drivers ages 16 to 20.

Table D

Drivers in Non-Fatal Injury Collisions by Age and Collision Type				
	Location		Vehicles	
Age	Rural	Urban	Single-Vehicle	Multi-Vehicle
<16	40	98	48	90
16-20	4,193	6,977	3,188	7,993
21-24	2,199	4,766	1,686	5,285
Total	6,432	11,841	4,922	13,368

Note: Non-Fatal Injury includes incapacitating injury, non-incapacitating injury and possible injury. Includes only drivers with valid age.

Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Drivers* compiled by the Center for Criminal Justice Research

Young drivers involved in collisions have a similar restraint usage rate as older drivers.⁶ However, only 32.5% of young drivers who were killed in traffic collisions were properly restrained. Those who are being killed have not developed the habit of buckling up. What is more, in 2007 181 young drivers were killed in alcohol-related collisions, with 78 percent of those killed being male (see Table E). In an effort to encourage the continuing promotion of health and behavior shaping education in young drivers, the Students Against Destructive Decisions (SADD) program and Clarian Health Promotion will continue to generate support in FY 2009. Portions of the FY 2009 communications plan will also target young males ages 16-24.

Table E

2007 Young Driver Alcohol Related Fatalities by Age and Gender				
	<16	16-20	21-29	Total
Female	1	14	24	39
Male	4	54	84	142
Total	5	68	108	181

Note: Includes all persons in collisions classified as alcohol-related.

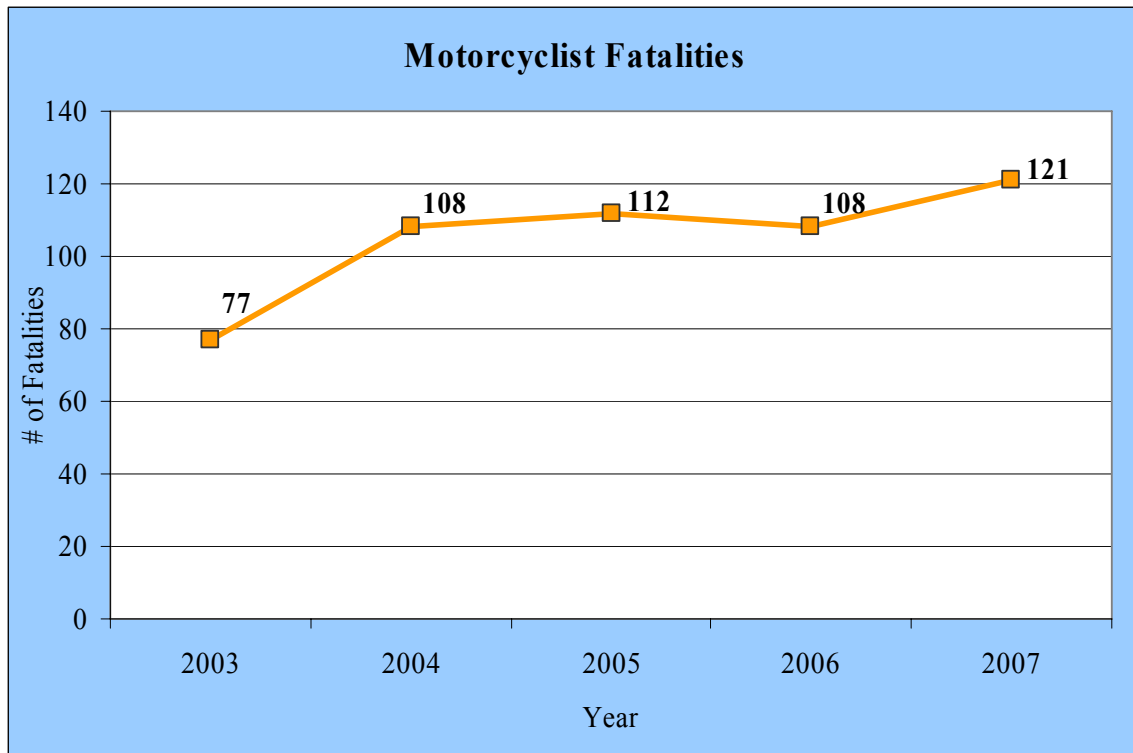
Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Alcohol* compiled by the Center for Criminal Justice Research

⁶ Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Occupant Protection* compiled by the Center for Criminal Justice Research

Motorcycle Safety

There were 3,555 motorcycle collisions in Indiana in 2007.⁷ This is the highest number of motorcycle collisions in the state since 1993. Indiana also posted a greater than 57 percent increase in motorcycle fatalities from 2003 to 2007—including 13 more fatalities in 2007 than in 2006 (see Graph 9). Motorcycles account for 3 percent of all registered vehicles on Indiana roadways, but motorcycles generated 13.8 percent of all collisions in Indiana. Based on 2006 data, there is a lower rate of motorcycle fatalities per 10,000 registered motorcycles for Indiana (6.7) than for the nation (7.4).⁸

Graph 9



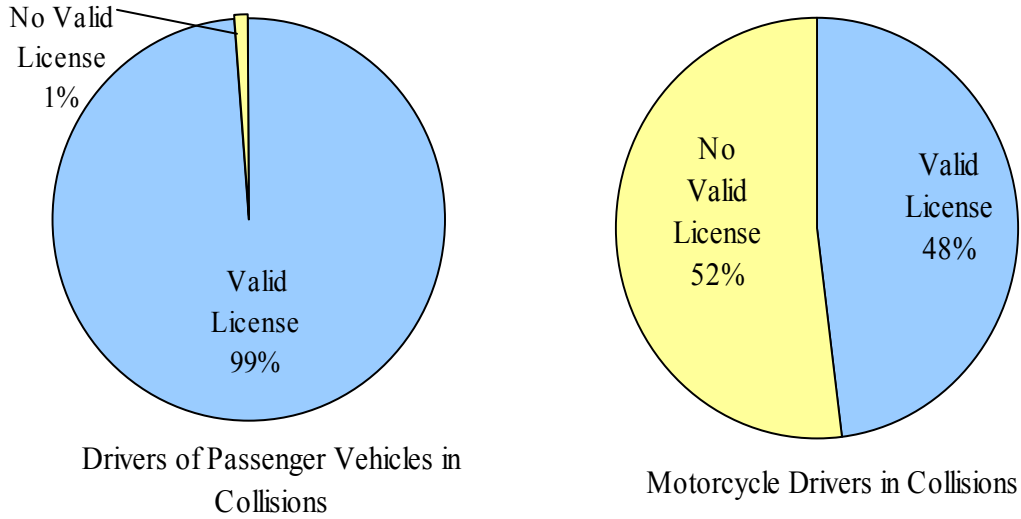
Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research

In Indiana, slightly more than one-half of motorcycle collisions involve operators who are not properly licensed for motorcycles, though the ratio has improved since 2003. While the percentage of those individuals involved in collisions who are properly licensed has increased annually since 2003, reaching 48 percent in 2007, this still reflects a disproportionate number of motorcycles operated by improperly licensed drivers. This is especially astonishing when compared to the number of unlicensed drivers involved in collisions in passenger vehicles. Only one percent of these collisions involved a driver that is not properly license. (see Graph 10).

⁷ Taken from the 2007 Indiana *Traffic Safety Fact Sheet – Motorcycles* compiled by the Center for Criminal Justice Research

⁸ Taken from the 2007 Indiana *Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research.

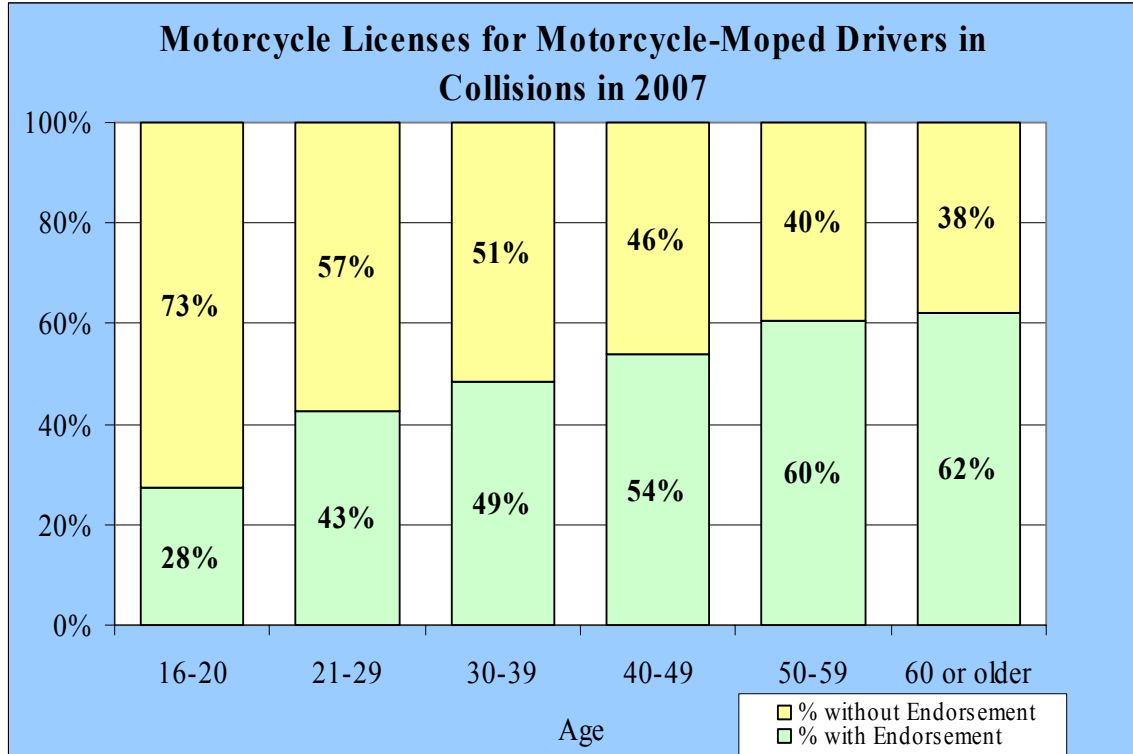
Graph 10



Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research

The likelihood of the motorcyclist having the proper license is lower for young motorcyclists and higher for older motorcyclists (see Graph 11).

Graph 11



Data derived from the 2007 Indiana *Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research

While Indiana saw a decrease in overall fatalities and motor vehicle collisions in 2007, the only area that has not improved was motorcycle collisions and fatalities. While NHTSA's set national and regional goal is to decrease the expected increase in motorcycle rider fatalities per 100,000 registered motorcycles, Indiana has failed to decrease fatalities as the TSD had hoped. In an effort to reduce the number of fatalities and crashes caused when other motor vehicles fail to yield to motorcycles, funds in FY 2009 will support an active media campaign to increase motorist awareness of motorcycles.

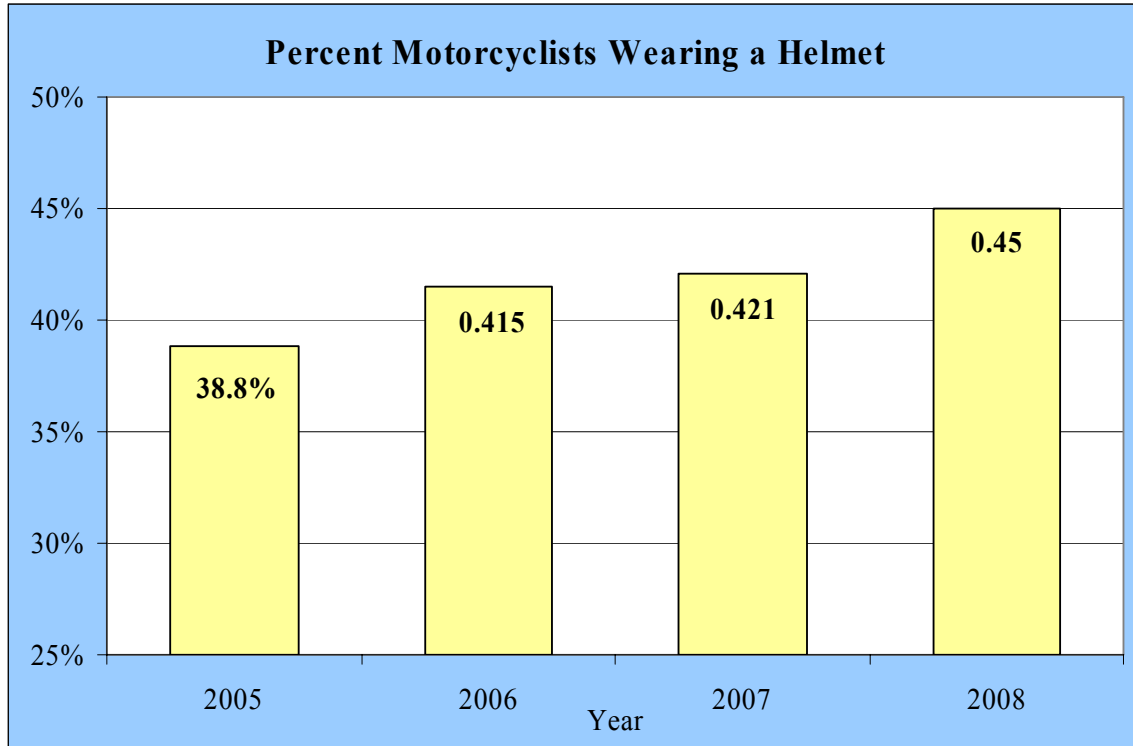
Indiana requires motorcyclists to have a motorcycle license, motorcycle endorsement or valid motorcycle permit. As seen in Graph 10, many of these riders are not licensed. Proper licensing is truly a problem in Indiana where 49.1 percent of all motorcyclists killed in 2007 in Indiana did not have the proper motorcycle license.⁹ The TSD has maintained motorcycles to be a major focus of the efforts for FY 2009 and further into FY 2011. Indiana set the long-term goal for fatal motorcycle collisions without proper licensing equal to the goal national goal for 2011. By setting the goal at 22 percent by 2011, the TSD recognizes the motorcycle licensing problems in Indiana and illustrates the intent to drastically impact the issue. FY 2009 funds will go toward the continued development and increased support of motorcycle rider training facilities, which will help increase the number of properly licensed motorcyclists. Efforts will be made to work with law enforcement to ensure that motorcycle licensing laws are upheld, citations are issued for improper licensing, and resources are available for law enforcement to tow motorcycles driven by a person without a proper license.

One factor that may contribute to the high fatality rate of motorcyclists in Indiana is the relatively low number of riders who wear a helmet (see Graph 12).¹⁰

⁹ Taken from the 2007 *Indiana Traffic Safety Fact Sheet- Motorcycles* compiled by the Center for Criminal Justice Research

¹⁰ Indiana law does not require helmets to be worn by motorcyclists with a motorcycle endorsement

Graph 12



Data derived from the Center for Road Safety at Purdue University and the annual roadside observational study (Last conducted in May 2008).

Based on recommendations from NHTSA’s motorcycle assessment, the TSD is implementing strategies to educate the public about the benefits of wearing a helmet while driving or riding a motorcycle and encourage motorcyclists to get properly licensed.

Dangerous Driving

Dangerous and hazardous driving remains a persistent problem on Indiana roadways, with one of the biggest problems being speeding. Indiana uses the Dangerous Driving to include aggressive driving, red-light running and speeding. Despite the average decrease in the total number of collisions from 2003 to 2007, the percent of speed related collisions¹¹ has increased on average from 2003 to 2007 (see Table F). Moreover, the percent of speed-related fatal collisions has not followed the same trend of the declining number of fatal collisions from 2004 to 2007 (see Graph 13).

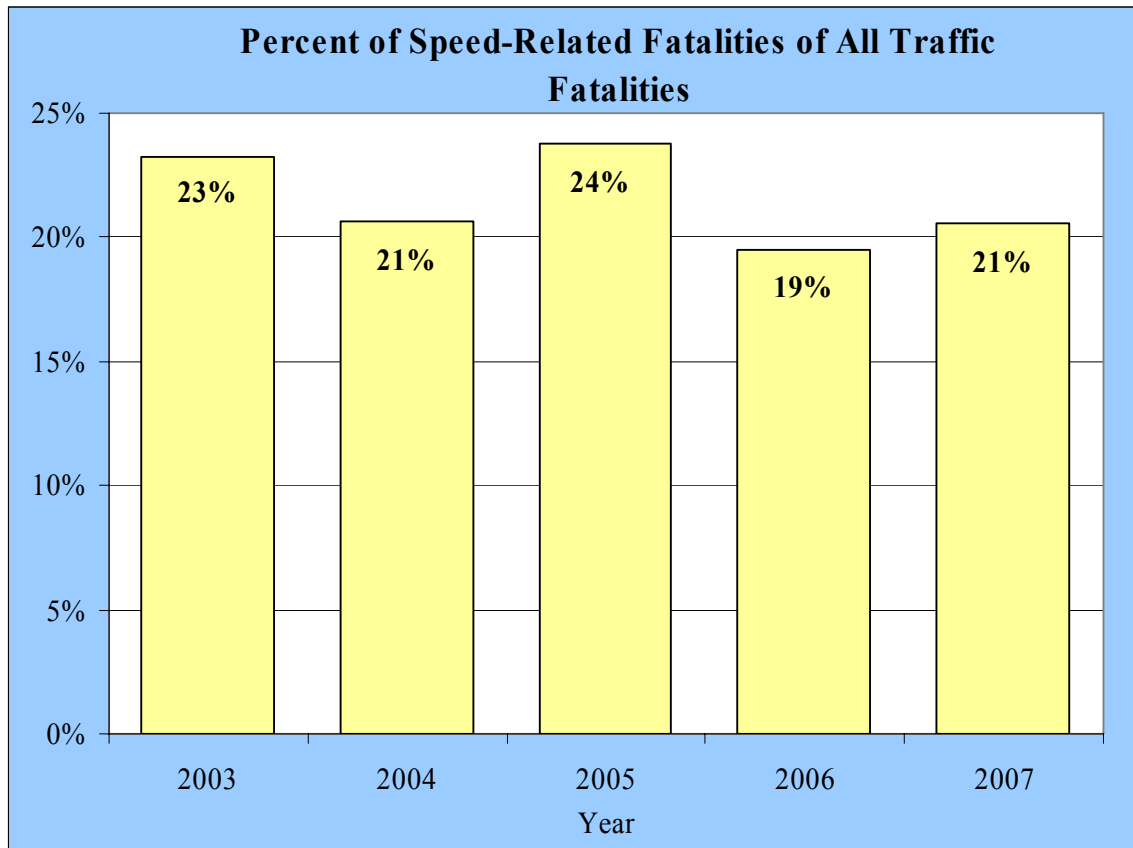
¹¹ A collision is defined as speeding-related if the driver was charged with a speeding-related offense or if an officer indicates on the collision report that the driver was driving at an unsafe speed or too fast for conditions

Table F

Indiana Total Collisions and Speed-Related Collisions							
	All Collisions		Speed-related collisions		Fatal speed-related collisions		
Year	Total	Fatal	Total	% of all collisions	Total	% of speed-related collisions	% of all fatal collisions
2003	211,731	753	18,680	8.8%	175	0.9%	23.2%
2004	208,682	857	18,812	9.0%	177	0.9%	20.7%
2005	208,359	855	20,010	9.6%	203	1.0%	23.7%
2006	192,721	817	14,570	7.6%	159	1.1%	19.5%
2007	204,943	803	18,487	9.0%	165	0.9%	20.5%

Data derived from the 2007 Indiana Traffic Safety Fact Sheet- Dangerous Driving compiled by the Center for Criminal Justice Research

Graph 13

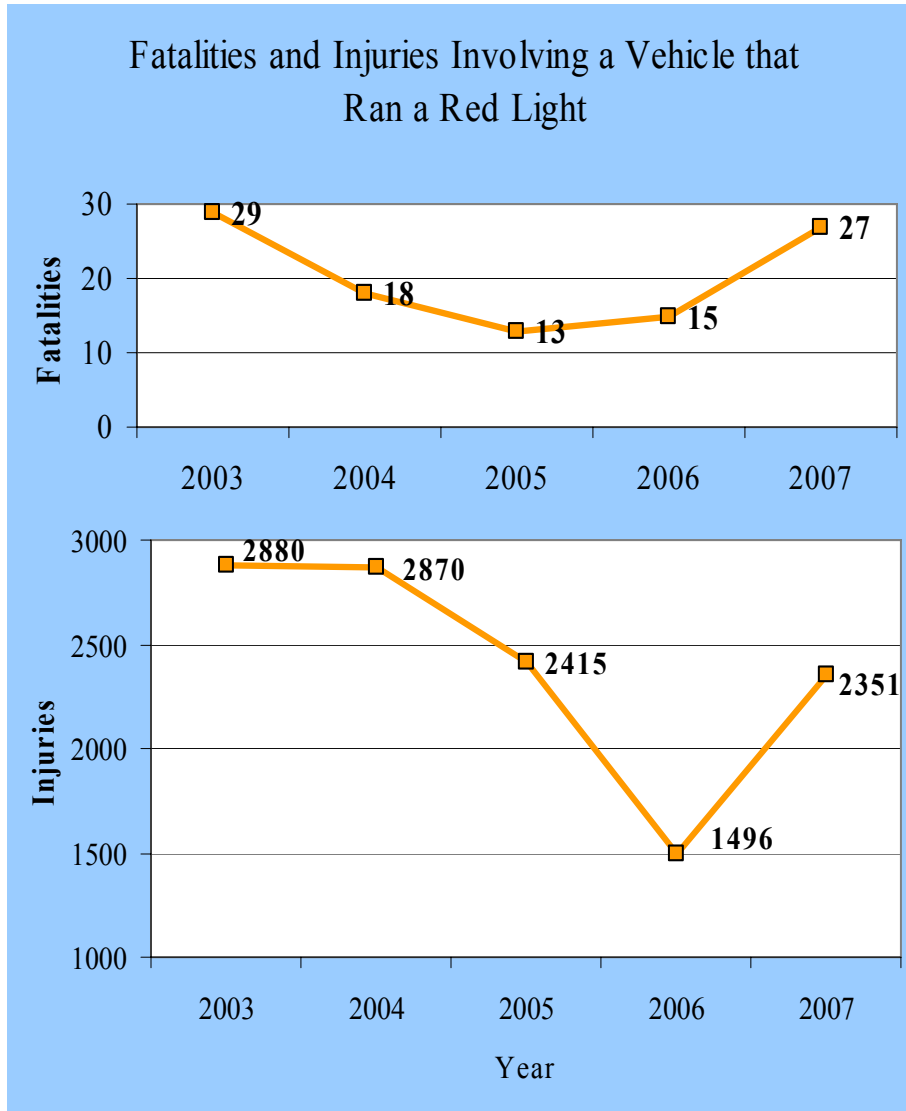


Data derived from the 2007 Indiana Traffic Safety Fact Sheet- Dangerous Driving compiled by the Center for Criminal Justice Research

In 2007, the number of speed-related collisions increased more than 26 percent. The number of fatalities from speed-related collisions also jumped nearly 4 percent. The corresponding increase between all speed-related collisions and fatal speed-related collisions suggests that speed could contribute to the severity of a collision. Funds in FY 2009 will support overtime enforcement for extra speed and traffic violation enforcement.

Collisions, non-fatal injuries and fatal injuries resulting from motor vehicles running a red light have unpredictably increased and decreased since 2003 (see Graph 14). Red-light running also causes thousands of property-damage collisions in Indiana each year.¹²

Graph 14



Data derived from the 2007 *Indiana Traffic Safety Fact Sheet- Dangerous Driving* compiled by the Center for Criminal Justice Research

Aggressive driving has been examined more closely in recent years as a major contributor to traffic collisions and fatalities. Aggressive driving collisions have decreased from 2003 to 2007 and the fatalities from aggressive driving collisions have also decreased (see Table H). However, the percent of fatalities on Indiana roads that involve aggressive driving show this to be an important issue (see Graph 15).

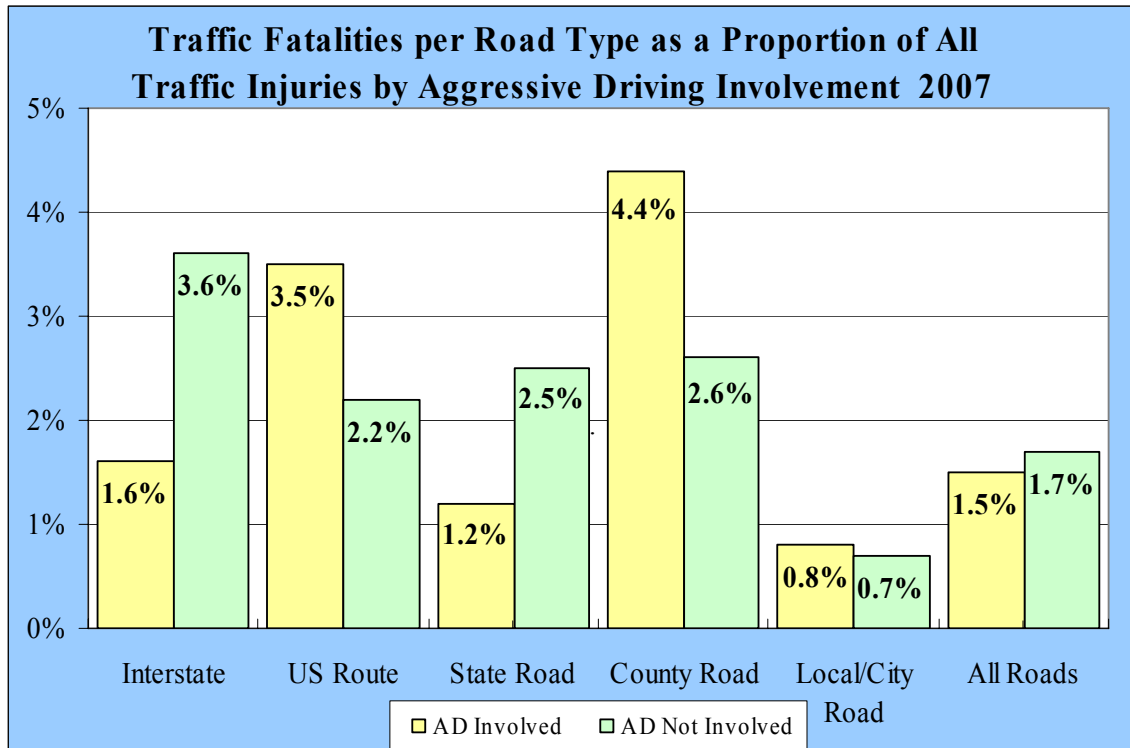
¹² Taken from the 2007 *Indiana Traffic Safety Fact Sheet – Dangerous Driving* compiled by the Center for Criminal Justice Research

Table H

Indiana Total Collisions and Aggressive Driving (AD)-Related Collisions							
	All Collisions		AD-related collisions		Fatal AD-related collisions		
Year	Total	Fatal	Total	% of all collisions	Total	% of AD collisions	% of all fatal collisions
2003	211,731	753	5,121	2.4%	27	0.5%	3.6%
2004	208,682	857	4,111	2.0%	29	0.7%	3.4%
2005	208,359	855	3,582	1.7%	23	0.6%	2.7%
2006	192,721	817	3,240	1.7%	11	0.3%	1.3%
2007	204,943	803	3,044	1.5%	21	0.7%	2.6%

Data derived from the 2007 Indiana Traffic Safety Fact Sheet- Dangerous Driving compiled by the Center for Criminal Justice Research

Graph 15



Data derived from the 2007 Indiana Traffic Safety Fact Sheet- Dangerous Driving compiled by the Center for Criminal Justice Research

Although speed-related collisions make up the majority of dangerous driving collisions, red-light running and aggressive driving are also areas where law enforcement can greatly influence driver behavior. Funds in FY 2009 will support overtime enforcement for red-light running and aggressive driving enforcement.

PERFORMANCE MEASURES

Using input gathered from a sub-committee of members from the Governor's Council for Impaired and Dangerous Driving (the Council) in 2006, performance measures were established to help move the state and the TSD in the right direction for obtaining data and any information useful to identifying problems and reducing collisions and fatalities on Indiana roadways. The members of the sub-committee included representatives from the Center, Indiana Department of Transportation (IDOT), Indiana University Medical Center – Department of Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and Marion Police Department.

Performance measures used during FY 2007 were successfully implemented and have garnered more support in FY 2008 from local law enforcement and other traffic safety partners. Because the measures have been successfully implemented and validated, the TSD will continue with the spirit of these by making only minor adjustments to the measures in FY 2009.

Total Fatalities

1. Number of traffic fatalities
2. Fatality rate per 100,000 population

Alcohol

1. Number of alcohol-related fatalities
2. Percent alcohol-related fatalities in relation to all fatalities
3. Rate of alcohol-related fatalities per 100 MVMT
4. Number of driver fatalities with BAC of .08 or higher

Safety Belt Usage

1. Percent of population using safety belts
2. Percent of pickup truck occupants wearing seat belts
3. Number of fatalities involving unrestrained occupants

Young Drivers

1. Number of fatalities for drivers 24 and younger
2. Percent of fatalities for drivers 24 and younger not using a safety restraint

Motorcycle Safety

1. Number of motorcycle fatalities
2. Number of unlicensed motorcyclists involved in collisions
3. Percent of motorcycle fatalities with no helmet use

4. Number of motorcycle fatalities per 100,000 motorcycle registrations

Dangerous Driving

1. Number of speed related fatalities
2. Percent of speed related crashes
3. Percent speed related fatalities of all traffic fatalities
4. Number of collisions caused by vehicles running a red light
5. Number of aggressive driving collisions

GOAL SETTING

In the original discussions with the sub-committee of the Council in 2006, members were asked for their input and desired goals for each of the five target areas identified by the TSD (alcohol, safety belt usage, young drivers, motorcycles, and dangerous driving). Through both re-visiting goals set in FY2008 and examining trends and successes over the last few years, it was determined that new short term (FY 2009) and long term (FY 2011) goals should be set for each priority area. Quantitative targets were based on five year trends, depending on the priority area. The method of setting the goals in FY 2008 largely remain the same for FY 2009 because of the success the TSD experience with the plan set up during FY 2008.

The first priority of the TSD was to examine the national goals set by NHTSA. For areas where Indiana did not meet the national targets, the goal for FY 2009 was the national goal. Where Indiana surpassed the national goal, the measures were compared to the NHTSA Region V goals. In areas where Indiana did not pass NHTSA Region V goals, these were the goals for FY 2009. If these goals were met, each priority area was examined to determine the average reduction in rates over the last five years.

For short term goals, it was determined by the sub-committee that the average reduction rate would be applied to the current rate in order to establish the new goal. In the event that the average either illustrated an increase in rate over the time period, or the reduction did not equal 2 percent of the total rate, then a standard 2 percent reduction in the rate would be used. Long term goal development was based on a standard 6 percent reduction in the 2007 rate¹³.

Using this strategy, the following goals were established by the TSD and its stakeholders in conjunction with the goals set by NHTSA and NHTSA's Region V office:

Total Fatalities

Short Term Goal:

1. To reduce the number of traffic fatalities from 898 in 2007 to 879 in 2009
2. To reduce the rate of fatalities per 100,000 from 14.1 in 2007 to 13.9 in 2009

Long Term Goal:

1. To reduce the number of traffic fatalities to 844 by 2011
2. To reduce the rate of traffic fatalities per 100,000 to 13.3 by 2011

Alcohol

Short Term Goals:

1. To reduce the number of alcohol related fatalities from 253 in 2007 to 248 in 2009

¹³ Strategy used when applicable to priority area. Other methods used where noted.

2. To reduce the percent of alcohol-related fatalities as a rate of all fatalities from 28.2 % in 2007 to 27.6 % in 2009
3. To reduce the rate of alcohol-related fatalities from 0.36 per MVMT in 2007 to 0.35 by 2009
4. Reduce the number of driver fatalities with a BAC of 0.08 or higher from 136 in 2007 to 133 by 2009

Long Term Goals:

1. To reduce the number of alcohol related fatalities to 238 in 2011
2. To reduce the percent of alcohol-related collisions as a rate of all collisions to 26.5 % in 2011
3. To reduce the rate of alcohol-related fatalities 0.33 per MVMT in 2011
4. To reduce the number of driver fatalities with a BAC of 0.08 or greater to 128 by 2011

Safety Belt Usage

Short Term Goals:

1. To increase the percent of the population wearing seatbelts in all vehicles from 91.2 % during June of 2008 to 93.0 % for the same time period in 2009.
2. Increase the percent of pickup truck occupants wearing seat belts from 72 % in 2007 to 82.6 % by 2009¹⁴
3. To decrease the fatalities involving unrestrained occupants from 292 in 2007 to 286 in 2009

Long Term Goals:

1. To increase the percent of the population wearing seat belts to 96.7% by 2011.
2. To increase the percent of pickup truck occupants wearing seat belts to 86.6% by 2011
3. To decrease the fatalities of unrestrained occupants to 274 by 2011

Young Drivers

NHTSA Regional Goal:

There is no NHTSA set regional goals for Young Drivers.

Short Term Goals:

1. To decrease the number of young drivers involved in fatal crashes from 256 in 2007 to 251 in 2009
2. To decrease the percent of young drivers killed in traffic collisions while not wearing their safety restraint from 67.5 percent in 2007 to 66 percent by 2009.

¹⁴ Restraint use in pickup trucks has increased greatly since the passage of the expanded seat belt law in Indiana. The incremental increases for the pickup truck restraint use are higher to reflect the drastic changes in Indiana pickup truck restraint use trends. 2009 goals are set 5% higher than 2008 rates and 2011 goals are 10% higher than 2008 rates.

Long Term Goals:

1. To decrease the number of fatalities for young drivers to 241 in 2011
2. To reduce the percent of unrestrained young driver fatalities to 64 percent in 2011

Motorcycle Safety

NHTSA National Goals:

To reduce the percent of improperly licensed motorcyclists fatally injured in motorcycle collisions to 22 percent by 2011.

Short Term Goals:

1. To reduce the number of motorcycle fatalities from 121 in 2007 to 119 in 2009
2. To decrease the percent of motorcycle fatalities per 10,000 motorcycle registrations from 6.7% in 2007 to 6.6% in 2009

Long Term Goals:

1. To reduce the number of motorcycle fatalities to 114 by 2011
2. To continue to decrease the percent of motorcycle fatalities per 10,000 motorcycle registrations to 6.3% by 2011

Dangerous Driving

Short Term Goals:

1. To reduce the number of speed related traffic fatalities from 165 in 2007 to 162 in 2009
2. To reduce the percentage of speed-related collisions from 9% in 2007 to 8.8% in 2009
3. To reduce the percentage of speed-related fatalities from 21% in 2007 to 20.1% in 2009
4. To reduce the number of collisions caused by a vehicle that red light running from 4,740 in 2007 to 4,559 in 2009
5. To reduce the number of aggressive driving collisions from 3,044 in 2007 to 2,677 in 2009

Long Term Goals:

1. To reduce the number of speed related traffic fatalities to 151 in 2011
2. To reduce the percentage of speed related collision to 8.5% in 2011
3. To reduce the percent of speed related fatalities to 19.3% in 2011
4. To reduce the number of collisions caused by red light running to 4,456 by 2011
5. To reduce the number of aggressive driving collisions to 2,570 by 2011.

STRATEGY TO REACH GOALS

Having analyzed data and trends, identified key target areas, and set short and long goals for each area, the next step is to develop a strategy to ensure that our greatest resources are being applied toward reaching our goals. The following activities are necessary to achieve these goals:

Program Prioritization

In order to determine grantee funding eligibility and award amounts in FY 2009, the TSD will continue to use its objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allows for focus to be placed on high fatality counties while still continuing funding on a statewide basis.

To create a maximum funding level for each group, the TSD established the following four county population categories: small (population fewer than 30,000); medium (population between 30,000 and 49,000); large, (population between 50,000 and 99,000); and extra large (population greater than 100,000). In the first part of the formula, the TSD will evaluate each grant proposal to determine its funding eligibility based on the following criteria: submission of an explanation of how the proposal specifically addresses Indiana's traffic fatalities, the previous effectiveness of the program for the agency and the agency's data reporting quality. While some programs concentrate on statewide or regional solutions, special emphasis will be placed on grantees to develop local solutions to local problems. The TSD's grantees operate as Operation Pull Over (OPO) agencies. Some agencies are funded for each blitz period throughout the year. Others, known as Big City/ Big County (BCC), are funded for their efforts to reduce impaired driving, enforce speed limits and seat belt use at all times during the year. Each type of agency or partnership can be eligible for funding with the DUI grant dollars.

The second part of the formula involves targeting counties with the highest fatality numbers with additional funding beyond the blanket approach. Funding will be made available through de-obligated funds carried over from the previous fiscal year's grantees. Using unrestrained, speed, and alcohol related crashes or fatalities as indicators for increased funding; ICJI will examine trends in order to identify those jurisdictions that account for the majority of the State's traffic fatalities. Those counties will become eligible for any available funds based on their ability to identify their specific problem, their ability to present new and innovative traffic strategies and their agency's data reporting quality. The TSD works with law enforcement agencies to ensure they understand the efforts and how to identify and target their problem areas. Law enforcement agencies are highly encouraged from the TSD and their LEL to participate in programs to reduce traffic fatalities regardless of whether they are funded by ICJI.

Dangerous driving grant dollars are purposely targeted at larger cities and counties throughout the state; areas that fit the large to extra-large population size requirements. These areas are targeted for this grant money because aggressive driving, speeding and red-light running incidents happen at a higher rate in larger population areas than in small

or medium populations. The grant awards are also awarded based on the grantee's total number of fatalities averaged over a three year period. Funding may be awarded to the thirty counties with the highest number of fatalities.

Traffic Safety Partner Input

It is necessary when managing state and community highway safety programs to prepare an annual Highway Safety Plan (HSP) that describes the projects to be funded in the coming year. Every year brings new traffic safety challenges that need to be addressed along with ongoing issues. Strategies and planning techniques such as clarifying a program's mission and goals, setting measurable objectives and evaluating the programs progress towards these goals must be in place. The process description, performance plan and program area sections of this HSP detail the general goals we have set for our program and the strategies, tactics and projects we intend to implement during FY 2009.

Implementation of one year's HSP occurs in conjunction with planning for the next. The TSD conducts an after action review of the previous year's process, using the Annual Report to identify successful areas and those areas in need of improvement. The TSD then makes any necessary revisions to the planning process and the HSP development action plan. This pre-planning ensures that the traffic safety planning process remains dynamic, efficient and effective. As a result, the TSD maintains year-round working partnerships with its stakeholders, support committees, grantees, and affiliates.

One of the most important TSD partnerships is the Council, which serves as the traffic safety advisory group in Indiana. The Council helps advise on developing policies, procedures, strategies, and programs to effectively manage and administer Indiana's highway safety program. The TSD will continue to work with the Council advisory board, which is a group comprised of 22 volunteers representing various traffic safety interests at the federal, state, and local levels appointed by Governor Daniels to make traffic safety policy recommendations. The Council coordinates aggressive public information campaigns designed for implementation at the state and local level, and provides materials, research findings, and information to traffic safety advocates. Monthly year-long grantee meetings will also provide a forum where members of the traffic safety community can discuss current issues, concerns, and trends.

Participants in these monthly meetings include a diverse cross section of representatives from across the state. The representatives that report out come from the Indiana State Police, Fatal Alcohol Crash Teams, Automotive Safety Program, The Center, Indiana Prosecuting Attorneys Council, Marion County Traffic Safety Partnership, Standardized Field Sobriety Testing/ Drug Recognition Expert coordinator, Indiana Excise Police and seven regional law enforcement liaisons that represent over 250 local law enforcement agencies from across the state. The information obtained at these meetings has proved to be a valuable resource for the TSD in the development of the HSP.

In FY 2009, the TSD will also continue to work closely with the Traffic Records Coordinating Committee (TRCC), a statewide stakeholder forum created to coordinate

the planning and implementation of projects to improve the state's traffic records system. The TRCC is responsible for the terrific increase in the number of electronic submissions. By August of 2008, over 97 percent of the year's motor vehicle crash reports had been submitted electronically with more than 77 percent of these reports being submitted within 5 days of the collision. Now that traffic collision data is more efficient to access and more accurate and timely, we were able to move on to greater challenges. One of the largest successes of the traffic records system in FY 2008 was the new ability to map the location of collisions and retrieve these maps online. This tool will allow us to better assess problem areas across the state and get information more easily for our partners working on traffic problems at the local level during FY 2009.

Members of the TRCC include representatives from ICJI, Indiana Bureau of Motor Vehicles, Indiana Department of Transportation, Indiana State Police, Federal Highway Administration, Judicial Technology and Automation Committee, Indiana State Department of Health, and the Federal Motor Carrier Safety Administration. The TRCC facilitates understanding among stakeholders in the development of beneficial projects for improving the accessibility, accuracy, uniformity, and completeness of statewide traffic-related information.

Additionally in FY 2009, the Center will continue to assist in the analysis and research of Indiana's traffic safety concerns. The Center provides Indiana with direction in developing, implementing, and measuring the impact of traffic safety programs. The Center will continue to annually analyze Indiana roadway crashes over a period of years to determine trends and proper countermeasures. The data produced by the Center is analyzed frequently by all partners to determine if goals set in the HSP are on track. If corrective action needs to be taken, it is discussed with the appropriate committee and stakeholders to whom it relates. The Center also compiles a collection of Indiana Traffic Safety Facts Sheets annually. Fact sheet topics include: alcohol, children, large trucks, light trucks, motorcycles, occupant protection, drivers and dangerous driving. They also produced county profile fact sheets and one comprehensive crash fact book which includes helpful trends in traffic collisions across the state and data to help inform policy and program decisions in the TSD and with local law enforcement agencies. These fact sheets can be found under the traffic safety link on the www.IN.gov/cji website.

The TSD was fortunate enough to have three separate NHTSA assessments during FY 2008. The first was the alcohol assessment, the second was the traffic records assessment and the third was the motorcycle assessment. From the assessments, the TSD is developing plans in an attempt to address the recommendations from the assessment teams, set priorities for the TSD based on feedback from key stakeholders and then develop ways to implement the strategies in an attempt to meet the recommendations.

The TSD will also continue its partnership with the Center for Roadway Safety (previously CATS) at Purdue University. CRS provides data analysis and input with regards to strengthening CODES and injury data across the state. This input, as well as input or feedback from any stakeholders, will be used in the development of new traffic safety programs or in the strengthening of existing programs.

HIGHWAY SAFETY PLAN

Through a yearly review of Indiana’s collision, injury, and fatality data as it relates to each of the key target areas, members of the TSD identify programs and activities that have been the most successful in reaching priority goals and reducing death and injury on the State’s roadways. Those programs identified as being successful are selected to receive additional support and funding in FY 2009. In the event that a program is less successful than desired, the appropriate TSD manager will re-examine the data and adjust the program as seen fit. Grantees are also given the opportunity to develop their own community specific traffic safety activities and programs to submit to the TSD for review and approval.

PLANNING AND ADMINISTRATION

Task 1: State Highway Safety Office Planning and Administration

406	\$523,333.000
State	\$523,333.000
Total	\$1,046,666.00

Project Description: This task provides funds for the salaries and benefits of the management and staff necessary to effectively administer Indiana’s traffic safety initiatives. The Traffic Safety Division Director, Fiscal Manager, and Traffic Safety Research Associate position will be fully funded under this task. Other employees, such as Deputy Directors, Executive Director, General Council and Chief Financial Officer will bill hours for time spent on traffic safety functions and assignments.

Operating costs associated with traffic safety administration, such as office rent, travel, equipment, supplies, IT support, and other office expenses will also be supported by this task.

Planning and Administration	
Total by Funding Stream	
406	\$523,333.00
State	\$523,333.00
Total	\$1,046,666.00

OCCUPANT PROTECTION

Task 1: Program Management

405a	\$62,262.00
------	-------------

Project Description: This task provides funds for an Occupant Protection Program Manager to plan coordinate and oversee occupant protection initiatives. The Program Manager will promote the importance of Indiana’s Occupant Protection Laws, in addition to monitoring grantee compliance and performance. This task will provide salary, benefits, travel costs to in and out-of-state conferences and training seminars.

Task 2: Automotive Safety Program

402	\$305,657.00
405a	\$319,537.00
406	\$99,806.00
Total	\$725,000.00

Project Description: This task provides funds to Indiana University’s Automotive Safety Program (ASP) to conduct statewide public information and education programs to increase proper use of occupant safety restraints for children. The ASP also provides education and training to conduct or support a minimum of 20 car seat clinics throughout the state; to conduct at least 20 informational presentations to targeted audiences; to conduct a minimum of 30 programs for school-aged children; to conduct at least two NHTSA Child Safety Seat Technician and Instructor trainings; to conduct a minimum of three CPS refresher courses for technicians and instructors; to continue the SAFE KIDS training and chapter establishment; and to provide a minimum of two trainings entitled “Transporting Children with Special Health Care Needs”.

ASP’s Project L.O.V.E (Law Officer Voucher and Enforcement), a child safety seat voucher program, will also be funded by this task. Funding may be used for car seat related items such as towels, locking clips, and educational materials. The salary, benefits, and travel expenses for the staff of the ASP to attend conferences will also be provided by this task. Additionally, the funding of permanent fitting stations will provide a network of trained individuals to accommodate the increase in child occupant awareness. There will be three regional trainings held specifically for law enforcement officers. Funding will help cover class registration fees, lodging and per diem.

Task 3: OPO Enforcement

402	\$604,197.00
-----	--------------

Project Description: This task provides funds for the Operation Pull - Over (OPO) program, which provides grant funding to local and state law enforcement departments for the purpose of conducting enhanced traffic enforcement during four (4) “blitz” periods. Two of the scheduled blitzes correspond with NHTSA’s national mobilizations and media campaigns. The other two occur in November and focus on safe family travel and DUI enforcement, the other blitz occurs

in March and focuses on DUI and seat belt enforcement. In Indiana, the blitzes operate for a total of two weeks per blitz period, with an emphasis on increasing seat belt and child restraint use during three of the blitzes. The overtime enforcement for the OPO program provides for saturation patrols, as well as other proven seat belt enforcement methods, which are coordinated through the seven regional law enforcement liaisons (LELs) and the TSD. The Traffic Safety Division requires OPO agencies to conduct at least 20 percent of their enforcement efforts on nighttime seat belt enforcement, provided that they are given permission by their administrations.

The program is currently supported statewide by over 250 law enforcement departments, as well as the Indiana State Police (ISP). Participating local law enforcement agencies cover over 80% of the states population. This task will support the goals and objectives of OPO program within local communities in the form of law enforcement grants to pay for overtime. Communities will coordinate their programs in conjunction with the established OPO schedule.

Occupant Protection Initiatives Total by Funding Stream	
402	\$909,854.00
405a	\$381,799.00
406	\$99,806.00
Total	\$1,391,459.00

IMPAIRED DRIVING

Task 1: Program Management

410 J8	\$72,846.00
--------	-------------

Project Description: This task provides funds for the Impaired Driving Program Manager to plan, coordinate, and monitor impaired driving countermeasure projects. The Program Manager’s responsibilities will include providing technical assistance to project directors in addition to working with local, state, and community organizations to develop and implement impaired driving awareness campaigns. This task will provide salary, benefits, travel costs to impaired driving related conferences and training seminars.

Task 2: Fatal Alcohol Crash Team

406	\$ 1,124,436.00
-----	-----------------

Project Description: This task provides funds for the Fatal Alcohol Crash Teams (FACT) and DUI Taskforce’s in Indiana. The goal of this program is to eliminate procedural mistakes that could lead to the suppression of important evidence in an OWI case. FACTs aim is to develop uniform policies and procedures for investigations of serious alcohol-related crashes.

Currently, this funding will support seven counties FACTs. As part of this task, the Indiana Criminal Justice Institute will sponsor training courses for FACT team members and DUI Taskforce officers on topics related to the investigation and adjudication of DUI serious and fatal crashes. Topics will include motorcycle crash investigation, commercial motor vehicle investigations, preparing courtroom presentations, adjudicating the DUI offender, and other related topics that may help in the conviction of DUI offenders.

Task 3: DUI Enforcement

410 J8	\$1,566,255.00
406	\$350,745.00
Total	\$ 1,917,000.00

Project Description: This task provides funds for overtime pay to DUI Taskforce officers in counties with a high percentage of alcohol-related crashes. Counties and cities determined through research to have a historically high concentration of impaired drivers are funded to conduct sustained yearlong countywide, multi-jurisdictional saturation patrols and sobriety checkpoints. This program’s success has resulted in the participation of 32 counties that cover approximately 70 percent of the state's population. Sustained enforcement will also consist of two statewide blitz periods, along with monthly saturation patrols and sobriety checkpoints.

Task 4: SFST/DRE Program

406	\$ 197,599.00
-----	---------------

Project Description: This task provides funds for Standard Field Sobriety Test (SFST) training. Studies have shown that when an officer completes the SFST training course, they are four times more successful at identifying impaired drivers. The TSD requires that all officers participating in federally funded enforcement activities be SFST certified. The SFST training consists of 16 hours of training in detecting and testing an impaired driving, as well as preparing for, and presenting a case against the impaired driver.

Also supported by this task, is the Indiana Drug Recognition Expert (DRE) program. This program is designed to reduce personal injury and deaths on Indiana roadways by training law enforcement officers to recognize drug impaired drivers. Training consists of nine days of classroom instruction in areas such as physiology, onset and duration of drug impairment, signs and symptoms of each category of drug, and the administration and interpretation of the twelve-step test used in the drug recognition process. Three DRE certification courses will be made available this fiscal year to law enforcement officers. Lastly, this task will fund an SFST/ DRE Coordinator to provide these trainings and recruit additional law enforcement personal to become certified in the state.

Task 5: Traffic Safety Resource Prosecutor

406	\$197,409.00
-----	--------------

Project Description: This task provides funds for Indiana’s Traffic Safety Resource Prosecutor (TSRP) to train law enforcement officers and prosecuting attorneys throughout the state on effective methods of investigating and prosecuting impaired drivers. The TSRP is to hold six trainings throughout the year, with at least 20 attendees at each training. The TSRP will be available for consultations on any traffic offense cases to all prosecutors and law enforcement officers in Indiana. The TSRP will also help to analyze proposed traffic safety legislation during this year’s legislative session. This task will provide salary, benefits, and travel costs for the TSRP.

Task 6: Indiana Excise Police

406	\$97,490.00
-----	-------------

Project Description: This task provides funds for the Indiana Excise Police’s alcohol countermeasure programs to reduce underage consumption of alcohol. The Excise Police coordinate the Cops in Shops (CIS), Stop Underage Drinking and Sales (SUDS,) and server training for bartenders programs. These programs are a pro-active approach to reducing the sale of alcoholic beverages to persons under 21 and to reduce the over serving of alcohol to patrons. This funding also allows for overtime enforcement for increased visibility during events at which underage drinking is likely to occur; such as concerts and tailgating events. The Excise Police also often assist FACTs and other law enforcement agents in alcohol related investigations. Funding will go towards the overtime funding of Excise Police’s salaries to work the aforementioned programs.

Task 7: SADD

406	\$ 150,000.00
-----	---------------

Project Description: This task provides funds for the Students Against Destructive Decisions (SADD) program. The SADD program focuses on reducing underage drinking and driving, as well as increasing seat belt usage rates among teens. SADD encourages schools throughout the state to implement a local SADD chapter in their schools allowing students to become traffic safety advocates and teach their peers.

This project provides funds for a full-time coordinator and administrative assistant to formulate strategies and programs statewide aimed at strengthening Indiana’s youth programs at the middle school and high school level. This task also pays for the travel and equipment costs for conducting trainings at the more than 150 schools that are SADD chapters throughout the state.

Impaired Driving Countermeasures Total by Funding Stream	
410 J8	\$1,639,101.00
406	\$2,117,679.00
Total	\$3,756,780.00

POLICE TRAFFIC SERVICES

Task 1: Program Management

402	\$62,300.00
-----	-------------

Project Description: This task provides funds for the TSD to employ a program coordinator to oversee the initiatives and grants not covered by other TSD program managers. These responsibilities include Dangerous Driving Initiatives, statewide training, collaboration with ISP, monitoring of the LELs and other programmatic efforts. This task will provide salary, benefits, travel costs to in and out-of-state conferences and training seminars.

Task 2: Statewide Traffic Safety Training

402	\$10,000.00
406	\$5,000.00
Total	\$15,000.00

Project Description: This task provides funds for various traffic safety trainings for law enforcement officers. The upgrading of skills and knowledge of Indiana's law enforcement officers is essential in providing safer roadways for all Hoosiers.

In July 2009, five grant trainings will take place throughout the state to educate all participating agencies in recent grant requirements and current traffic trends in Indiana. In conjunction with the Indiana Law Enforcement Academy, the TSD will determine what traffic safety trainings have occurred and identify additional training needs that law enforcement officers need in order to improve traffic safety throughout the state. Areas of training will include project management, traffic occupant protection strategies, recent traffic crash trends in Indiana, SFST, child passenger safety technical workshops, as well as safe and legal traffic stops. Funding will pay for the training facilities, travel costs, lodging and training materials.

Task 3: Traffic Safety Incentive Awards & Ceremony

402	\$37,500.00
406	\$37,500.00
Total	\$75,000.00

Project Description: This task provides funds for the OPO awards conference in November of 2008. The conference will feature the OPO program accomplishments for fiscal year 2008 and recognize those departments, groups and organizations that significantly contributed to the states traffic safety success. Honors will be given to the agencies that have performed above and beyond prescribed performance measures that are outlined in their grants.

Funding will procure banquet facilities, food, beverages, speaker fees and the purchase of one police cruiser that will be outfitted with police equipment and be awarded via a

random drawing to one of the best performing agencies promoting traffic safety in the state.

Task 4: Enforcement Project – Big City/Big County Enforcement

402	\$1,783,154.00
410 J8	\$178,690.00
406	\$75,000.00
Total	\$2,036,845.00

Project Description: This task provides funds for the continuation of the Big City/County Seat Belt Enforcement Program in FY 2009. During non-blitz periods the funded agencies provide sustained year long enforcement of Indiana’s occupant protection laws, utilizing saturation patrols and other proven seat belt enforcement methods allowable by law.

Funding will pay for overtime enforcement salaries of the officers working the program.

Task 5: Indiana State Police

410 J8	\$654,146.00
406	\$223,000.00
402	\$422,855.00
Total	\$1,300,000.00

Project Description: This task provides funds for the ISP to conduct sustained year long enforcement to counter dangerous driving, enforce safety belts and impaired driving laws statewide. ISP officers will be conducting seat belt saturation patrols and sobriety checkpoints to enhance Indiana’s roadway safety. Furthermore, the TSD has required that ISP conduct 20 percent of their seatbelt enforcement at night. ISP troopers will also participate in all four blitz’s in FY 2009.

High fatality and crash locations throughout the state will be identified by the traffic safety division and forwarded onto ISP for targeted enforcement. ISP will also concentrate enforcement in areas of the state that currently do not have local agencies participating in traffic safety activities paid for through other programs. As a requirement of their grant, ISP officers who have not been trained in SFST will be required to become certified in order to be able to participate in the grant funded enforcement. The funding will provide for officers’ salaries to work the programs and the grant will be monitored by the traffic safety division programmatic staff for compliance.

Police Traffic Services	
Total by Funding Stream	
402	\$2,315,809.00
410 J8	\$832,836.00
406	\$340,500.00
Total	\$3,489,145.00

COMMUNITY TRAFFIC SAFETY PROGRAMS

Task 1: Law Enforcement Liaison Program

402	\$163,333.33
405a	\$163,333.34
406	\$163,333.33
Total	\$490,000.00

Project Description: This task provides funds for the salaries and benefits for seven regional Law Enforcement Liaisons (LELs) throughout the state. Specific responsibilities include meeting with law enforcement departments throughout the state to assist them in developing and administering effective traffic safety programs and policies that mirror the strategies developed in the problem identification of the highway safety plan.

LELs also help to monitor law enforcement agency's compliance to the performance measures laid out in their grant and blitz reporting to the TSD staff. LELs conduct at least semi-annual on-site visits to all grantee law enforcement agencies in the state and conduct an evaluation of the agency with the coordinator of the grant. The LELs also help to coordinate regional media events for the four blitzes that occur throughout the year. Traffic safety media kits are disseminated to participating agencies to help promote traffic safety messaging throughout the state. This task pays for the salaries, travel, lodging and equipment associated with this program.

Task 2: Media Program Development and Management

402	\$607,755.00
405a	\$100,000.00
406	\$908,845.00
Total	\$1,616,600.00

Project Description: This task provides funds for the TSD to employ a two person communications team that will assist in statewide and local public awareness activities. This task will provide for program management services in the area of public information and education. Funding will provide for portions of the two communications employees salaries, benefits, travel and office related costs. Approximately 80 percent of the Communication Manager's position and 40 percent of the Communication Director's time will be charged to this task. Impact in this task is statewide and funding is ongoing. The TSD, through the State of Indiana, contracts with an advertising/public relations agency to develop materials for its campaigns. Funding will go towards campaigns that have an internal focus geared toward law enforcement and an external focus geared toward the public. All four enforcement blitzes target the general public. Past campaigns have targeted seat belt usage among teen-age drivers, child passenger safety among mothers with young children, and impaired driving among 21-35 year-old males. An additional \$118,289 in 2010 funds will be added to this task and media budget to focus on motorcycle safety. This makes the total for task 2 now \$1,735,881.

In all campaigns, regional news conferences, as well as print and electronic materials, will highlight the efforts of local law enforcement and help to 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 progress reports.

Task 3: Community Awareness

406	\$45,000.00
-----	-------------

Project Description: This task provides funds for the community awareness coordinator at Clarion Hospital to work with stakeholders in the traffic safety community to develop strategies to improve teen driving throughout the state. The coordinator will work to promote an increase in teen safety on the roads. Three forums will be held for high schools students and parents in each region of the state to discuss Indiana’s Graduated Driver’s License (GDL) law, and to evaluate and award mini-grants to high school groups that create a grassroots effort to improve teen driving. A number of young driver observational surveys will also be conducted around the state to determine the safety belt usage rate of young drivers in Indiana.

A portion of the salary, benefits, and travel of the coordinator will be paid out of these tasks as well as the high school mini-grants to promote safe teen driving behaviors. This grant will be monitored by the Occupant Protection program manager.

Community Traffic Safety Programs	
Total by Funding Stream	
402	\$771,089.00
405a	\$263,333.00
406	\$1,117,178.00
Total	\$2,151,600.00

TRAFFIC RECORDS IMPROVEMENTS

Task 1: Program Management

408	\$71,900.00
-----	-------------

Project Description: This task provides funds for the Traffic Records Coordinator position which will be responsible for increasing the quality of the Indiana Crash Records System, recruit agencies to report electronically, institute new initiatives to improve traffic records, and to serve as the state’s champion for traffic records. The program coordinator will oversee and manage all the traffic records initiatives. On a state and local level, the program coordinator will promote the importance of data quality and will utilize the 2008 Indiana Crash Records assessment as a guide for these improvements. The coordinator will also prepare for a revised traffic records strategic plan. This task

will provide salary, benefits, travel costs to conferences and training seminars related to traffic records.

Task 2: Crash Records Improvements

408	\$183,000.00
-----	--------------

Project Description: This task provides funds for various enhancements to Indiana’s crash records database (ARIES). Through the collaboration of members of the Traffic Records Coordinating Committee (TRCC) it has been determined that a more user friendly crash records system will improve Indiana’s MMUCC compliance. This task will provide funding for contracting fees to integrate the improvements into the crash database in the upcoming year for the release of the new version of ARIES software to law enforcement.

Task 3: Center for Criminal Justice Research (IUPUI) /Center for Roadway Safety (Purdue)

406	\$249,600.00
402	\$220,000.00
Total	\$469,600.00

Project Description: This task provides funds to the Center for Road Safety (CRS), at Purdue University. CRS will provide data analysis and information with regards to strengthening Indiana’s Crash Outcome Data Evaluation System (CODES). They will provide periodic publications on traffic crash data showing the linkages of crash, EMS, and hospital inpatient/outpatient databases. Four observational seat belt usage survey results will also be analyzed by CRS and be reported on. Funding will cover salaries, benefits, indirect costs, travel costs, printing and other administrative costs associated with this program.

This task will also provide funds to Indiana University-Purdue University’s Center for Criminal Justice Research (the Center). The Center will identify motor vehicle crashes trends and characteristics and create various fact sheets covering particular areas in traffic safety. The fact sheets will contain traffic crash information specific to Indiana. Fact sheets produced will cover: children, motorcycles, drivers, dangerous driving, occupant protection, child passenger safety, large trucks, light trucks and alcohol. The crash fact sheets will be followed by an annual Crash Facts book specific to Indiana’s crash data from the previous calendar year. The information is used in planning, policy and legislative traffic safety decisions. Through the assistance of various state and federal agencies, the Center is providing integral support for improvement of Indiana’s traffic records system. Funding will cover salaries, benefits, indirect costs, travel costs, printing and other administrative costs.

Task 4: Indiana State Department of Health Trauma Registry Program

408 TR	\$118,048.40
--------	--------------

Project Description: This task provides funds for the development of a Statewide Health Trauma Registry. This in turn will help improve the intake and discharge data from hospitals from traffic crashes that are available for analysis. There are 142 acute-care hospitals in Indiana; seven of these are American College of Surgeons Committee On Trauma (ACS-COT) certified Level I and Level II trauma centers. Currently, the seven trauma centers are the only hospitals in Indiana formally collecting trauma data in their own trauma registries.

This task will cover trauma registry software, training, data importation, customization costs, Server OS (SQL2005), software assurance, salary and benefits for an injury epidemiologist, IOT annual housing and maintenance of state SQL or Oracle server, pilot rural hospital expansion of registry project (training/travel, user group meetings, hardware/software upgrade costs for some hospitals, and the purchase of annual maintenance of software product from the selected vendor). The Crash Records coordinator will oversee the monitoring of this grant.

Task 5: Electronic Citations System

408 TR	\$154,523.60
--------	--------------

Project Description: This task provides funds for the continued implementation of an electronic citation system for law enforcement agencies in Indiana. Judicial Technology and Automation Committee (JTAC) will partner with local law enforcement agencies to deploy the e-citation system. This will allow the State to collect data from citations issued statewide by law enforcement agencies. These funds will be used for software creation, training and hardware purchases such as bar code scanners and portable printers for use with the application.

Traffic Records Improvements	
Total by Funding Stream	
402	\$220,000.00
408	\$527,472.00
406	\$249,600.00
Total	\$997,072.00

MOTORCYCLE SAFETY

Task 1: Media/Public Awareness Campaign for Motorcycles

2010	\$118,289.00
------	--------------

Project Description: This task provides funds to support an active media campaign for motorist awareness messages aimed at reminding the motoring public that motorcycles

are on the roads. The other objective is to notify current riders on how to complete rider training and how to become properly licensed to ride in Indiana since more than 50 percent of riders involved in collisions in Indiana were not properly endorsed. The increase in awareness activities will be conducted with media materials produced by the State of Indiana and will utilize television, radio, partnerships, brochures and outdoor media to keep motorcycle safety in mind during the riding season.

This task will pay for the purchase of media spots on television and radio, production of printed materials, partnerships with rider events and other media related to motorcycle safety.

Motorcycle Safety	
Total by Funding Stream	
2010	\$118,289.00
Total	\$118,289.00

DANGEROUS DRIVING

Task 1: Dangerous & Impaired Driving

406	\$1,262,528.00
-----	----------------

Project Description: This task will support funding for overtime pay for officers to be dedicated to enforcing the traffic laws of areas prone to dangerous driving habits. While important areas of traffic safety such as speeding, aggressive driving and red light running have been overlooked in previous HSP's, the evidence is clear that many crashes and fatalities can be attributed to these dangerous driving habits. Working closely with The Center and local law enforcement, the TSD has identified dangerous roadways and intersections in Indiana where persistent dangerous driving habits have resulted in crashes and fatalities. Sustained presence by law enforcement will work to eliminate dangerous driving habits by the general motoring public through proven enforcement methods. This task will support overtime enforcement for the highest fatality counties. The TSD will use the two prong-funding approach that considers both population size and traffic related injury data. The TSD will work with the Center to identify those counties with a higher than average prevalence of traffic related crashes and injuries.

Dangerous Driving	
Total by Funding Stream	
406	\$1,262,528.00
Total	\$1,262,528.00

TRAFFIC SAFETY MEDIA AND COMMUNICATIONS

SUMMARY AND OVERVIEW

Objectives

- To reduce the number of traffic crashes, injuries and fatalities resulting from impaired driving, speed, improper restraint use and non-use of motorcycle safety gear.
- Place statewide media buys in conjunction with law enforcement and bridge these efforts that occur throughout the year with a series of targeted promotional events. This will be supported by earned media to maintain communication with the core target audience who habitually do not comply with Indiana's traffic safety laws.
- To promote Indiana's Child Passenger Safety, seat belt and impaired driving laws.
- To promote motorcycle safety to motorcycle riders and their passengers with a focus on protective gear, licensing and endorsements.
- To implement a series of year-round integrated marketing and communications activities that enhance, leverage and maximize the impact of Indiana's major enforcement and advertising campaigns.
- To deliver simple and direct messages with high frequency with a targeted reach in order to best gain the target audiences' attention with a goal of creating and sustaining behavioral change.

Key Messages

- "Click It or Ticket" (enforcement)
- "Buckle Up Indiana. Every Seat, Every Trip, Every Time." (social norming)
- "Drunk Driving. Over the Limit. Under Arrest." (enforcement)
- "Drunk Riding. Over the Limit. Under Arrest." (enforcement – motorcycle)
- "Buzzed Driving Is Drunk Driving." (social norming)
- "Buzzed Riding Is Drunk Riding." (social norming – motorcycle)
- "Obey the Sign or Pay the Fine" (enforcement)
- "4 Steps For Kids" (child passenger safety)

Target

- Occupant Protection and Impaired Driving - Aimed at men who are 18-41 years of age, who live primarily in rural areas, blue-collar and tend to drive pick up trucks.
- Occupant Protection and Impaired Driving - Secondary target: Hispanic males 18-41 who speak little or no English and who are unfamiliar with Indiana's DUI, CPS and primary seat belt laws.
- Occupant Protection and Impaired Driving – tertiary target: Women/social conformists (18-34) and minority males that perceives compliance with traffic safety laws as a "weakness" residing in major metropolitan areas.
- Buzzed Driving - Aimed at young male drivers 18-41, and college students residing on college campuses that drink and drive yet do not consider themselves drunk drivers.

- Child Passenger Safety - Teach parents and grandparents about proper restraint use of children.
- Motorcycles – Aimed at motorcycle riders to inform them about the dangers of impaired riding and the importance of becoming properly licensed to ride.

PAID MEDIA

All paid media/statewide media buys consisting of radio, television, and outdoor will be placed by the state’s advertising agency (Asher) and adapted from the national advertisements.

Flight Dates

The following media flight dates will run for two weeks - taking place one week prior to each quarterly enforcement blitz, lasting through the first week of enforcement:

- Blitz 57 – November 10-23, 2008
- Blitz 58 – February 27-March 13, 2009
- Blitz 59 – May 8-23, 2009
- Blitz 60 – August 14-28, 2009

Other Paid Media Flights

- Speed – April 3-17, 2009; and
- Motorcycle Safety – 4/27-5/11.

Media Strategy

- To place radio and television advertising during the day that yield desired Gross Rating Points (GRPs) in order to reach the primary, secondary and tertiary target audiences.
- Support messages being aired on the primary forms of media with supplemental advertising such as print, targeted publications and yellow page advertising (effective medium to reach Hispanic demographic).
- To place outdoor advertising along major roadways identified as problem traffic safety areas to target vehicles or motorcycles that travel those areas.

Media Evaluation

The effectiveness of paid media (which includes flights and other paid partnerships) will be evaluated upon the conclusion of each media flight or paid media partnership in a post-buy summaries/analysis provided the state’s ad agency or media partners. These summaries will highlight:

- GRPs (Neilson/Arbitron) projected vs. achieved;
- Make goods (adjustments made by radio or television stations to make up for a shortfall in contracted advertising schedule);
- Added value (what was delivered above and beyond what was scheduled);
- Cision Media Monitoring –This media monitoring service provides a daily content analysis of television (and minimal radio) coverage that is generated as a result of

paid and earned media efforts. In addition to monitoring television coverage received for traffic safety promotional efforts this service also measures audience impressions and publicity value in all of Indiana's major media markets;

- Media Gofer – This service provides the same level of content analysis as describe above for Cision - yet this service specifically monitors print and website exposure received as a result of paid and earned media efforts;
- Telephone surveys – Results measure impressions from the CIOT and DDOTLUA campaigns; and
- Overall achievement of established traffic safety goals outlined in the HSP.

Note: Cost Per Rating Points and Cost Per Thousand Points will also be considered before and after placing advertising.

Sports Marketing, Outreach Partnerships, and Signature Programs

The Communications Plan includes strategically focused, highly visible, marketing partnerships primarily with sports organizations that appeal to the lifestyle preferences of the target audience. These partnerships will also provide the opportunity to distribute collateral and promotional materials that specifically coincide with the event and display branded traffic safety messages.

- Table-top display boards promoting traffic safety programming, campaigns and key initiatives;
- Promotional items that are given away as token reminders/incentives to inspire behavioral change;
- Bounce backs/automatic responses consisting of ancillary messaging which ties into main message (double exposure);
- PSAs and live mentions;
- On-site signage (static signs, walkway beams, stage banners, etc.);
- Radio contests with ticket giveaways crediting the Governor's Council on Impaired & Dangerous Driving - In many instances the division receives event tickets as part of our sports marketing package deliverables. Instead of returning these tickets, the Communications division will initiate third party partnerships with local radio stations to further promote traffic safety. Traffic safety "quizzes" will be developed for radio stations to conduct ticket giveaways to allow listeners to win tickets to the event in exchange for the correct answer to the traffic safety questions provided. This engages the target audience, which makes them more open to the idea of adopting positive behavioral changes that can save their lives on the roadways; and
- Turn-Key "Designated Driver Programs" (see Pacers partnership). This element consists of in-house concession vendors serving complementary soft drink coupons to patrons who sign up to be the designated driver for their group.

EARNED MEDIA

In the weeks leading up to each enforcement blitz/paid media flight, the Communications division will work to generate and sustain earned media coverage for each campaign. The division will rely on the following to achieve this:

- Editorials: Submitted under the signature of ICJI's Executive Director;
- Feature articles: Highlight and interpret the current campaign – often featured on the state's main website page;
- News releases: Distributed statewide and regionally by the LELs prior to each enforcement campaign and media flight as a way to solicit radio and television interviews;
- News conferences/media events: Will stage a media event for Blitz 57, 58, 59, and 60. Will invite state and local dignitaries (Governor and Mayor), law enforcement officers, and other traffic safety advocates to announce statewide enforcement initiatives;
- Media advisories: Distributed to statewide media contacts and LELs as an invitation to attend/or a summary of local media events that are scheduled to occur in the near future;
- Media kits: Presented at all media events (to members of the press, invited speakers, LELs and law enforcement officers) as an organized packet of information that provides background and data relevant to the campaign being announced;
- Television interviews: Typically conducted with the Executive Director who is guided by prepared talking points on a format that promotes traffic safety. LELs and law enforcement PIOs may also conduct television interviews within their regions – they too are guided by talking points that are especially prepared by the Communications division;
- Radio interviews: Interviews are typically conducted with ICJI's Executive Director. Talking points are also prepared for radio interviews;
- Electronic message boards: will utilize these boards to display static traffic safety messaging during blitz periods on roadways across the state; and
- Internet: Various state websites will feature traffic messaging that will be posted to coincide with each enforcement blitz. Will also monitor the number of hits received on a daily basis.

OUTREACH

Collateral

The Communications division will develop and produce supplemental collateral pieces to further brand, promote and enhance key messages throughout the year. Examples that will be used in FY 2009 include but are not limited to:

- Brochures & Fact Sheets: Brochures and Fact Sheets will be distributed at appropriate events and made available to law enforcement agencies (via the LELs), and the public. They will highlight detailed information as it pertains to Occupant Protection, Impaired Driving and Motorcycle Safety initiatives. These materials will also summarize state laws, codes as well as national and statewide traffic safety data as it relates to the above referenced highway safety initiatives;
- Templates: Templates will be developed for all forms of written and visual communications to convey a consistent message and look;

- Promotional signage such as banners, podium signs, and other displays will be used to promote messaging during event partnerships, media events and news conferences;
- Promotional Items: Branded token giveaways that enhance traffic safety messaging that are complementary to the campaign being promoted. Will be distributed to target audiences at promotional events, LELs, and members of the media.

Research

Prior to each media flight; the Communications division will work with ICJI's Research and Planning division to obtain relevant data, to ensure that resources for each media buy are appropriately targeted. Moreover, the goal is to saturate those regions and media markets reporting the highest incidents of traffic-related crashes and fatalities.

COMMUNICATIONS CALENDAR

OCTOBER 2008

Important Dates

- **1:** Continue Colts partnership (began August 15, 2008).
- **27-31:** Distribute Halloween Op-Ed about “buzzed” and impaired driving. This piece will also underscore the importance of designated drivers during this time.

Paid Media

- No paid media campaigns are planned for October.

Earned Media

- News releases, fact sheets, talking points, and other relevant material will be distributed to the media and law enforcement agencies prior to Halloween to increase awareness about the dangers and consequences of impaired and “buzzed” driving during this holiday.

Paid Partnerships

- **Media Partnership with Indianapolis Colts:** This media partnership began in August 2008 and will last through December 2009. This sustained partnership will span five months/approximately 25 weeks with radio as the exclusive form of media. Radio will be effective in reaching those (rural/blue collar) fans that primarily listen to games rather than attend. Seat belt and impaired driving (enforcement) spots will air in conjunction with two scheduled statewide enforcement initiatives: Blitz 56 (“Over the Limit. Under Arrest” – Aug. 08) and Blitz 57 (“Safe Family Travel” – Nov. 09). Social norming alternates (“Friendly Cop”/Buckle Up spot and “Where’s my Keys?”/Buzzed Driving spot) will air at all other times during this five month partnership to sustain messaging during non-enforcement periods.
 - **Cost Justification:** This \$20,000 partnership was funded out of the FY08 communications budget from fund 402. As referenced above, this is a targeted sports marketing partnership that will help to effectively reach the 18-41 core male demo. Through high frequency, this sustained promotion will build awareness regarding the consequences of poor behavioral (driving) choices and promote social responsibility throughout the regular football season.

NOVEMBER 2008

Important Dates

- **1:** Begin Pacers partnership.
- **1:** Begin Fox Sports Network (FSN) partnership.
- **1:** Begin Indiana State University partnership.
- **1:** Blitz 57 - Distribute pre and post Safe Family Travel news release templates to the LELs.
- **5:** Blitz 57 – Distribute news release
- **10-12:** Blitz 57 – Distribute media advisory for (local and regional) media events.
- **12:** Blitz 57 – Safe Family Travel (local and regional) media events.
- **17-21:** Distribute OPO Awards Banquet media advisory.
- **21:** OPO Awards Banquet.
- **21:** Distribute news release announcing OPO award winners.
- **30:** Begin regional radio sports partnership (Football).

Paid Media

Operation Pull Over – Blitz 57

- **Theme:** Safe Family/Holiday Travel
- ***Audience:** Men 18-41
- **Purpose:** To use the heavily traveled Thanksgiving holiday as a way to remind travelers and those who attend holiday events where alcohol is served, about the importance of seat belt usage and the dangers of impaired driving.
- **Media:** 11/10 – 11/23
- **Pre-Enforcement Media Events:** 11/10 - 11/14
- **Enforcement:** 11/14 - 11/30
- **Advertising:** Radio, network, cable television and outdoor.
- **Paid Media Budget:** \$200,000
- **Cost Justification:** The allocation for this media flight is \$200,000: \$100,000 each from 402 and 406. With each media news conference event, we estimate that \$500 will be needed for audio-video accommodations.

*We realize NHTSA's target age demographic for its anchor (Occupant Protection and Impaired Driving) initiatives is 18-34. However Indiana data indicates that males ages 18-41 are among the highest age group to experience traffic crashes that result in injury or death. For this reason, we will expand the age of our target audience for each statewide media flight and utilize (media) formats that will help us to best reach this group.

Annual Operation Pull Over Awards Banquet

- **Theme:** TBD
- **Audience:** Participating OPO agencies
- **Date:** November 21, 2008
- **Budget:** \$18,000
- **Cost Justification:** Based on current estimates and a review of prices from last year, the Communications division has budgeted \$18,000 out of 406 to fund the OPO awards banquet. A large portion of this will be allocated toward leasing the facility, which includes food, beverage, set up, AV accommodations, etc. As referenced above, with this funding, the Communications division will also purchase the "standard category" awards in addition to "special awards" given on behalf of the Communications division to those law enforcement agencies that regularly hosts media events in conjunction with the main (Marion County) events that the division stages. We realize that statewide momentum for traffic safety enforcement cannot be achieved without these ancillary events.

Earned Media

- **Blitz 57 – Safe Family/Holiday Travel:** The Traffic Safety and Communications divisions in conjunction with the agency's Law Enforcement Liaisons (LELs) will partner with local law enforcement agencies, Indiana State Police, Mothers Against Drunk Driving, Students Against Drunk Driving, Advocates Against Impaired Driving, the Commission on Latino Affairs and other traffic safety advocates in support of the Safe Family/Holiday Travel enforcement campaign. Local and regional media events are tentatively scheduled for November 12, 2008. The Communications division will stage/host an event that appeals to both the public and media alike to generate desired (broad) coverage. The division will also encourage the LELs to stage/host similar events in their respective regions in order to create statewide momentum. The Communications division will also distribute news releases, media advisories, fact sheets, talking points, and will post information on Traffic Safety's webpage to raise awareness about the state's traffic safety efforts to ensure safe holiday travel.
- **OPO Awards Banquet:** The Communications division will work collaboratively with the Traffic Safety division in preparation for the 14th Annual Operation Pull Over Awards Banquet. The banquet is scheduled for Friday, November 21 and is held in honor of state and local law enforcement partners who have worked overtime throughout the year to enforce the state's driving laws and safe driving practices in general. The banquet will once again take place at the Ritz Charles facilities in Carmel, Indiana. Creative/collateral materials, including invitations, signage, banners, etc. for the banquet will be designed by the Communications division and produced by PEN products or a comparable printing vendor. This will be a significant cost savings for the second year in a row, as in past years collateral materials have been developed by outside contractors (e.g. Dean Johnson and Asher Agency). The Communications division will also purchase plaques and other special recognition awards that will be given out during the banquet. The TSD and the Communications division will work with other states in Region V to select a keynote speaker for the banquet. A media advisory inviting the media to attend will be distributed beginning November 17-21, and a post release announcing OPO award winners will be distributed following the banquet on Friday, November 21.

Paid Partnerships

- **Partnerships with Indiana Pacers, Fox Sports Network, Indiana State University and Regional Radio Sports:** The Communications division will participate in a variety of sports marketing partnerships that have been especially crafted by each vendor to provide optimum engagement with the target (18-44 male) audience. The traffic safety media deliverables that each partnership offers serve as dynamic connectors to help influence behavior change and clearly convey key messages.
- **Pacers:** Contains a minimum of 36 designated traffic safety promotional spots to air on the Pacers network radio station, a minimum of 36 in-game branding mentions, and one additional (:30) spot to air during a minimum of 11 Pacer games that fall within the enforcement periods, prominent sky bridge signage on (sky) beams leading to the main parking garage of Conseco Fieldhouse (home of the Pacers) with the message “Buzzed Driving is Drunk Driving. Designate a Sober Driver.” This messaging is also visible to patrons who attend all other Fieldhouse events such as WWE Wrestling, Men’s and Women’s Big Ten Basketball Tournaments, Professional Bull Riding, and Indiana Black Expo, and major music concerts. This package also offers “Designated Driver” promotions with on-site beverage vendor (Airmark), pre and post game P.A. mentions encouraging designated drivers.
 - **Cost Justification:** \$50,000: \$25,000/406; \$25,000/402
- **Fox Sports Network (FSN):** While the Pacers partnership offers (statewide) network radio coverage, this partnership offers television advertising on programming that yields consistent sizable ratings with a targeted appeal. In addition to television advertising opportunities, this partnership will introduce traffic safety messaging through an interactive “Text of the Game” feature during which fans will be asked to text in questions that will be answered by announcers live during the in-game action. Traffic Safety logos will appear with simultaneously with each text question. Logos will simulate the act of buckling up and the impaired driving experience (i.e. a seat belt clicking together promoting “Click It or Ticket” and two cars colliding emphasizing the dangers of drunk/buzzed driving. Once fans text in their questions they will receive an automatic “bounce-back” traffic safety message to reinforce the visual. These messages will be determined by the Communications and Traffic Safety divisions. This partnership will increase the engagement with the target (18-41 male) audience.
 - **Cost Justification:** \$25,000: \$10,000/406; \$15,000/402
- **Partnership with Indiana State University:** This partnership offers multiple promotional opportunities to reach the target audience during the university’s basketball season. Promotional elements include: On-site media, which offers increased visibility (inclusion in three main game programs: 1 full page ad in each), signage 40 feet of rotating signage for “Click It or Ticket” and “Over the Limit. Under Arrest.” Broadcast media: Traffic Safety will receive 3 (:30) spots in all broadcast men’s games and 3 (:30) spots in all women’s games, “Click It or Ticket” and “Over the Limit. Under Arrest.” messaging featured on video boards, and a minimum of two public address announcements during men’s and women’s basketball games.
- **Cost Justification:** \$20,000/402. This partnership will increase the engagement with the target (18-44 male) audience.
- **Regional Radio Sports:** This partnership allows traffic safety messaging to be heard in an otherwise competitive media market in Northwest Indiana. Partners air high school basketball games and offers sustained coverage in a minimum of 175 games (4, :30 spots per game). Package also offers opening and closing billboards in each game and will post a Traffic Safety webpage link on homepage of media partner.
 - **Cost Justification:** Pacers = \$50,000 (even split between 406 & 402); FSN = \$25,000 (\$10,000 402/\$15,000 406); Indiana State University = \$20,000 (402); and Regional Radio Sports = \$6,000 (406).

DECEMBER 2008

Important Dates

- **1:** Distribute National Drunk & Drugged Driving month news release.
- **5:** Blitz 57 – Distribute Safe Family Travel post release.
- **21:** Distribute “Buzzed Driving Is Drunk Driving” holiday news release.
- **30:** Re-distribute “Buzzed Driving Is Drunk Driving” holiday news release to increase awareness prior New Year’s Eve celebrations.
- **31:** End Colts Partnership.

Paid Media

- No statewide paid media campaigns are planned for December.

Earned Media

- Media releases will be distributed prior to Christmas and New Year’s Eve to raise awareness about the dangers and consequences of impaired and “buzzed” driving during the holiday season. This media correspondence will encourage all motorists to make safe and responsible driving choices during the New Year’s Holiday.
- The Communications division will continue to work with local media outlets to coordinate radio and television interviews to further raise awareness about impaired and “buzzed” driving during the holiday season.
- **Cost Justification:** We do not anticipate using federal funds to support these efforts.

Paid Partnerships

- Colts partnership ends. Other paid partnerships will continue.

JANUARY 2009

Important Dates

- **5:** Begin working on Indiana Sports Corp. partnership.
- **20–31:** Earned media window of opportunity for Super Bowl Sunday; will distribute “Buzzed Driving”/Super Bowl Release and/or Op-Ed during this time; will also partner with bars and restaurants statewide and distribute premiums that promote designated driving.

Paid Media

- No statewide paid media campaigns are planned for January.

Earned Media

- The Communications division will maintain its year-round messaging strategy by working with (sports marketing) partners to ensure that “social norming” messages are sustained and kept in front of the target audience during low enforcement periods.
- **Super Bowl Op-Ed:** An Op-Ed article will be distributed to statewide media contacts from ICJI’s Executive Director reminding motorists in the state of Indiana to designate a sober driver and to make responsible choices before participating in Super Bowl celebrations. This release will also remind those who are hosting parties of their obligation to serve their guests responsibly and will discourage adults from serving alcohol to minors during this time.
- **Cost Justification:** We do not anticipate using federal funds on this project.
- **Super Bowl:** News releases and fact sheets will be made available to participating OPO agencies via a Super Bowl website created by the division. An impaired driving release will be distributed every day from February 1-3 encouraging all drivers to be responsible during Super Bowl celebration festivities.
- **Cost Justification:** We do not anticipate using federal funds on this project.
- **Partnerships with Restaurants and bars:** The Communications division will produce collateral/premium materials featuring nationally designed creatives such as coasters, posters and other signage to distribute statewide in bars and restaurants. The division will rely on the LELs to make these items available in their respective regions. This partnership will increase the engagement with the target (18-44 male) audience.
- **Cost Justification:** The Communications division estimates spending \$10,000(402) to produce the collaterals needed to support this project.

Paid Partnerships

No new paid partnerships are planned to start in January. The Communications division will begin to prepare for partnership with Indiana Sports Corporation.

FEBRUARY 2009

Important Dates

1: Super Bowl Sunday (tentative).

9-13: Begin preparing for Riley Miracle Ride & Boogie partnerships to promote motorcycle safety.

23: Blitz 58 –Distribute pre and post St. Patrick’s Day news release templates to the LELs.

25: Blitz 58 – Distribute news release.

26: Begin preparing for Ft. Wayne Wizards partnership.

27: Blitz 58 – Begin media flight.

27: Blitz 58 – Distribute media advisory.

Paid Media

- Blitz 58 will begin at the end of this month.

Earned Media

- The Communications division will maintain its year-round messaging strategy by working with (sports marketing) partners to ensure that “social norming” messages are sustained and kept in front of the target audience during law enforcement periods.

Paid Partnerships

- The Communications division will begin preparing for Ft. Wayne Wizards partnership.

MARCH 2009

Important Dates

2: Blitz 58 – Distribute media advisory.

3-4: Blitz 58 – St. Patrick’s Day (local and regional) media events.

12: Begin Big Ten Men’s and Women’s Basketball (Indiana Sports Corp.) partnership (*date not confirmed)

16-20: Begin preparing for Indy 500/ Brickyard (IRL) partnerships.

22: End FSN partnership.

30-31: Begin preparing for Cinco de Mayo partnership.

Paid Media

Operation Pull Over – Blitz 58

- **Theme:** St. Patrick’s Day - “Buzzed Driving Is Drunk Driving”
- **Audience:** Men 18-41
- **Purpose:** To remind all St. Patrick’s Day partiers about the dangers and consequences of aggressive and impaired driving, and to promote the life saving benefits of choosing to designate a sober driver before celebrating. Will also target college campus towns that have the highest incidents of alcohol-related crashes and fatalities such as Muncie, Terre Haute and Bloomington.
- **Media:** 2/27 – 3/13
- **Pre-Enforcement Media Events:** 3/2 - 3/6
- **Enforcement:** 3/6– 3/22
- **Advertising:** Radio and Television
- **Paid Media Budget:** \$150,000
- **Cost Justification:** The allocation for this media flight is \$150,000: \$100,000 each from 406; \$35,000 from 402 and \$15,000 from 405.

Earned Media

- **St. Patrick's Day:** In an effort to deter drinking and driving during this holiday, the Communications division will distribute media releases, op-ed articles, fact sheets, talking points, and other relevant materials prior to the St. Patrick's Day holiday. The Communications division will also post promotional features on Traffic Safety's webpage. Local and regional media events are tentatively scheduled March 2-6, 2009. The Communications division will stage/host an event that appeals to the public and media alike to generate desired (broad) coverage. The division will also encourage the LELs to host similar events in their respective regions in order to create statewide momentum.
- **Cost Justification:** With each media event, we estimate that \$500 will be needed for audio-video accommodations.
- **Safe Spring Break:** In an effort to encourage safe and responsible driving practices among high school and college students, the Communications division will distribute a "Safe Spring Break" release specifically targeting this demographic. The release will offer tips to parents and teens on how to celebrate safe and how to prevent tragedies from occurring during this time. The release will also reiterate the consequences of illegal and irresponsible driving behaviors. To support this endeavor, the Division will produce signage, posters and other collateral materials and distribute them to state high schools, colleges and universities through the LELs and other partners such as SADD, MADD, Safe Haven, and the Indiana Point of Youth (POY).
- **Cost Justification:** The Communications division will utilize approximately \$2500 from fund 402 to cover printing and other production costs.

Paid Partnerships

- **Indiana Sports Corporation/Big Ten Men's & Women's College Basketball:** This partnership has many moving parts and offers broadcast (television) coverage, print (full page, color ad in event's free publication) and branding opportunities through signage such as welcome banners displayed at the airport, downtown hotels and select restaurants to promote seat belt and impaired driving messaging. We will also tie this promotion into Blitz 58 and run enforcement messaging in conjunction with this blitz. This event receives national broadcast coverage and is highly attended by fans/spectators around the state.
 - **Cost Justification:** \$10,000 (\$7,000/402; \$2,500/405)
- The division will also begin to prepare to work on Indy Racing League (IRL), Miracle Ride and Cinco de Mayo partnerships.

APRIL 2009

Important Dates

- 1:** Distribute Alcohol Awareness month release.
- 3:** National Alcohol Screening Day.
- 3:** Begin Fort Wayne Wizards partnership.
- 6-30:** Window of opportunity to promote Safe Prom and Graduation (Distribute News Release and Op-Ed).
- 15:** End Pacers partnership.
- 15-16:** Distribute Motorcycle Safety & Awareness Release (focus on impaired riding, licensing and endorsements).
- 17-20:** Distribute media advisory for motorcycle safety media event.
- 20:** Begin preparing for Indy Jazz Fest.
- 22:** Motorcycle Safety Awareness Month (local and regional) media events.
- 29-30:** Distribute Cinco de Mayo news release.

Paid Media

Motorcycle Awareness Month & Speed

- **Campaign #1:** Speed: “Obey the Sign or Pay the Fine”
- **Audience:** Men 18-41
- **Purpose:** To increase awareness among the target demographic about the dangers of driving too fast or exceeding posted speed limits. This partnership will increase the engagement with the target (18-41 male) audience.
- **Media:** 4/3-4/17
- **Enforcement:** TBD
- **Advertising:** Radio and Television
- **Paid Media Budget:** \$200,000
- **Cost Justification:** \$150,000/406; \$50,000/402

- **Campaign #2:** Motorcycle Safety & Awareness
- **Audience:** Men 40-49 (Motorcycle riders and their passengers)
- **Purpose:** To remind all motorcycle operators to never operate their motorcycles while impaired and to reinforce the importance of protective gear (helmets) and the need to become properly licensed to ride. The Communications division will promote licensing and endorsements for riding legal through information brochures that will be developed to explain how riders can become compliant with the law. The Traffic Safety Division, using a motorist awareness billboard message, will identify with the assistance of our research partners the top 10 Indiana counties for motorcycle fatalities. Signage will then be located near to these high motorcycle crash and heavy motorcycle traffic areas reminding drivers to look out for motorcycles and share the road. These billboards will begin in May and run through August, which is the heaviest time frame for motorcycle deaths. The Traffic Safety and Communication divisions will produce and post motorist awareness signs for motorcycles throughout the state. The signage will be distributed to Metropolitan Planning Organizations to place in areas prone to motorcycle collisions with cars.
- **Media:** 4/27-5/11 for the radio and television advertisements and April thru October for all others.
- **Advertising:** Radio, television, roadway signage, informational brochures and billboards.
- **Paid Media Budget:** \$168,289
- **Cost Justification:** \$50,000/406; \$25,000/402; \$93,289/2010

Earned Media

- **Alcohol Awareness Month:** To raise awareness and promote April as Alcohol Awareness Month, the Communications division will distribute media releases, fact sheets, talking points, and other relevant material prior to April 1.
 - **Cost Justification:** We do not anticipate using federal funds on this project.

- **Safe Prom and Graduation:** In an effort to reduce impaired driving and increase seat belt usage during the prom and pre-graduation season, the Communications division will distribute media correspondence and coordinate interviews on behalf of ICJI's Executive Director to ensure that parents and teens are taking a proactive approach to safety during the prom and pre-graduation season. The division will call on Indiana SADD, MADD and the Indiana Point of Youth to ensure that materials are effectively targeted and that parents and teens are being reached with messaging. The division will also purchase special premium items (Operation Indiana Safe Prom ribbons) branded with key messaging to support this endeavor and will rely on the LELs and other partnering organizations (outlined above) to distribute these items to high schools throughout the state. The goal is for parents and teens to jointly become advocates for their own personal safety.
 - **Cost Justification:** The division estimates production costs for this project will be \$5,000 out of 402.

- **Speed "Obey the Sign or Pay the Fine":** In an effort to reduce the number of crashes, injuries and fatalities that result from dangerous driving behaviors such as speeding, the Communications division will distribute a news release statewide to warn motorists about the dangers and consequences of speeding. The division will also post information on the Traffic Safety webpage related to this initiative.
 - **Cost Justification:** We do not anticipate using federal funds on this project.

- **Motorcycle Safety Awareness:** The Traffic Safety and Communications divisions will host local and regional media events on April 22 to raise awareness among motorcycle riders and their passengers about the dangers and consequences of impaired riding. The target audience will also be encouraged to wear the proper safety gear (i.e. helmets), and to take advantage of training that will allow them to receive the licensing and endorsements required by Indiana law. This training will be offered at specific sites throughout the state. The Communications division will also distribute a news release detailing the state's efforts in support of this initiative, which should generate radio and television interviews during which ICJI's Executive Director can further expand upon the comprehensive approach that Indiana is taking to promote motorcycle safety. ICJI will also distribute a media advisory inviting the press and other representatives of the media to attend the event. The division will prepare media kits, talking points and FACT sheets in support of this event. The division will rely on the resources and expertise of partners such as the Department of Education, the Bureau of Motor Vehicles, motorcycle organizations, Indiana State Police, and the Indianapolis Metropolitan Police Department on this effort.
 - **Cost Justification:** With each media event, we estimate that \$500 (402 or 406) will be needed for audio-video accommodations.

 - **Cinco de Mayo:** The division will lead efforts to inform the Hispanic and Latino community about celebrating responsibly and designating a sober driver. The Division will partner with the Indiana's Senior Advisor for Latino and Immigrant Affairs to ensure that outreach efforts are targeted, clear and comprehensive. Media releases, fact sheets, talking points, and other relevant material will be available on the ICJI website during the last week of April 2009.
 - **Cost Justification:** We do not anticipate using federal funds on this project.

Paid Partnerships

- **Ft. Wayne Wizards:** Opportunity to promote traffic safety messaging that focuses on seat belt and impaired/buzzed driving enforcement and social norming messaging. This partnership with the Ft. Wayne Wizards minor league baseball organization offers various advertising mediums to effectively target Indiana's 18-41 male audience. The package features: outdoor advertising, live PA announcements, print media, radio (aired on local ESPN affiliate), and concourse signage.
 - **Cost Justification:** \$8,000/402
- The Pacers Partnership ends this month and the division will begin preparing for Jazz Fest partnership.

MAY 2009

Important Dates

- **April 30-May 4:** Distribute Safe Graduation news release.
- **5:** Cinco de Mayo.
- **5-6:** Distribute pre and post "Click It or Ticket" news release templates to the LELs.
- **8-12:** Blitz 59 – Distribute news release and media advisory.
- **13:** Blitz 59 – "Click It or Ticket" (local and regional) media events.
- **18:** Begin preparing for Indiana Black Expo and Indiana State Fair partnerships.
- **24:** Begin Indy 500 partnership.
- **29-31:** Miracle Ride partnership.

Paid Media

Operation Pullover – Blitz 59

- **Campaign:** "Click It or Ticket."
- **Audience:** Men 18-41, general driving public
- **Purpose:** Maximum enforcement visibility and publicity regarding statewide enforcement efforts to increase seat belt use.
- **Media:** 5/8 – 5/23
- **Pre-Enforcement Media Event:** 5/11 – 5/17
- **Enforcement:** 5/15 – 5/31
- **Advertising:** Radio, network & cable television (weighing heavily in Southern Indiana) and outdoor
- **Paid Media Budget:** \$225,000
- **Cost Justification:** \$225,000/406

Earned Media

- **Blitz 59 – Click It or Ticket (CIOT):** The Traffic Safety and Communications divisions in conjunction with the LELs will partner with local police departments, the Indiana State Police, and other traffic safety advocates to promote the CIOT statewide mobilization. Local and regional media events are scheduled the week of May 11-17. During this time the Communications division will stage/host an event that appeals to both the public and media alike to generate broad coverage. Since CIOT is a brand that most Hoosiers are already familiar with, the division will seek new and unique opportunities to engage the public and the media with a goal of increasing seat belt usage during enforcement and creating permanent behavioral changes among the traditional holdouts. The division will encourage the LELs to host similar events in their respective regions in order to create statewide momentum. The Communications division will also distribute news releases, media advisories, fact sheets, talking points, and will post information on Traffic Safety’s webpage to raise awareness about the state’s efforts to raise seat belt compliance.
 - **Cost Justification:** With each media event, we estimate that \$500 (402 or 406) will be needed for audio-video accommodations.
- **Safe Graduation:** In an effort to reduce impaired driving and increase seat belt usage among high school and college students, the Communications division will partner with MADD, SADD, Indiana Point of Youth and Safe Haven to distribute traffic safety promotional items and informational materials. The division will also distribute a safe graduation news release and will coordinate interviews on behalf of ICJI’s Executive Director to bring increased awareness to the issue and to ensure that all graduates and young people live to embrace the future.
 - **Cost Justification:** The Division estimates printing costs for this partnership to be \$1,000 which will be split between 402 and 406. Funding for this project will be split with ICJI’s Youth division.

Paid Partnerships

- **Cinco de Mayo:** Overview of partnership and deliverables TBD.
 - **Cost Justification:** \$2,500/405
- **Partnership with Indy Racing League:** The Communications division will purchase a media package to promote traffic safety initiatives (“CIOT” and “Over the Limit. Under Arrest”) during the Indianapolis 500 and the Allstate 400 at the Brickyard. In addition to purchasing a (radio and television) media schedule for each event, the division will supplement each partnership with promotional signage and request that (CIOT and OTLUA) signage be displayed at primary entry/exit points and other high traffic areas. This event receives local and national media coverage on network and cable television. Value-add components may include: print advertising, live mentions and other PSA’s delivered by commentators.
 - **Cost Justification:** \$10,000 for each partnership/405
- **Miracle Ride/Motorcycle Safety Partnership:** The Miracle Ride is an annual motorcycle charity event held in May that benefits Indianapolis’ Riley Hospital for Children. Through this partnership the Communications division will have the opportunity through radio and television media to raise awareness about the dangers and consequences of impaired riding. Through signage and other (visual) on-site promotions the Communications and Traffic Safety divisions will have the opportunity to interact with the core target motorcycle riding audience to encourage the use of safety gear and raise awareness as it relates to Indiana’s requirement of licensing and proper endorsements for motorcycle riders. This is a highly attended/publicized event where exposure of messaging can be greatly maximized. This event receives statewide media coverage.
 - **Cost Justification:** \$10,000/2010
 - Begin working on Indiana State Fair partnership and Boogie partnerships.

JUNE 2009

Important Dates

- **23-26:** Begin working on Colts partnership.
- **22-July 3:** Window of opportunity to engage in cause-marketing partnerships to promote the use of designated drivers for the July 4th Holiday.
- **19-21:** Blitz 59 -Distribute “Click It or Ticket” Post Release.
- **19-21:** Partnership with Indy Jazz Fest.
- **30:** Distribute “Buzzed Driving” Op/Ed for July 4 Holiday.

Paid Media

- No paid media campaigns are planned for June.

Earned Media

- **July 4th News Release:** In an effort to sustain awareness of the “Buzzed Driving is Drunk Driving” social norming message during this holiday, media releases, fact sheets, talking points, and other relevant materials will be available and distributed beginning the last week of June. The Communications division will also coordinate and request interviews on behalf of ICJI’s Executive Director who will speak about ICJI’s efforts to reduce crashes, injuries and fatalities across the state during this time. The Traffic Safety webpage will also feature visuals and information, posted by the Communications division, that encourage safe and responsible driving choices before and during the July 4th holiday.
 - **Cost Justification:** We do not anticipate using federal funds on this project.
- **“Click It or Ticket” post release:** With this release the Communications division will recap state and local law enforcement efforts during this mobilization and also highlight results and significant events that occurred. The Communications division will coordinate all interview requests received as a result of this statewide distribution.
 - **Cost Justification:** We do not anticipate using federal funds on this project.
- The Communications division will maintain its year-round messaging strategy by working with partners to ensure that “social norming” messages are sustained and kept in front of the target audience during low enforcement periods.

Paid Partnerships

- **Indy Jazz Fest:** Media partnership promoting social responsibility and safe driving behaviors (with a focus on “Buckle Up Indiana. Every Seat, Every Trip, Every Time.” and “Buzzed Driving is Drunk Driving” through an event that attracts people from all parts of Indiana. Radio and television media elements will drive this promotion that also includes large/prominent stage signage featuring key traffic safety messaging, key messaging printed on event tickets (approximately 75,000 printed), main parking garage signage, print ads featuring key messaging, website links, distribution/on-site opportunities, and inclusion on all pre-promotional event materials and media correspondence. This partnership will also include traffic safety radio contests with ticket giveaways. Ticket giveaways, on behalf of “the Governor’s Council on Impaired and Dangerous Driving will remind Hoosiers that “buzzed driving is drunk driving” and have callers participate in Q&A contests to win tickets. Package has many moving parts and is subject to include more deliverables as agreed upon by the American Pianist Association and the Communications division.
- **Cost Justification:** \$25,000: \$10,000/402; \$15,000/405
- Begin working on Colts and Moto GP partnerships.

JULY 2009

Important Dates

- **1-8:** Begin working on Moto GP Partnership to promote Motorcycle Safety.
- **16-19:** Begin “Boogie” partnership.
- **17-19:** Begin Indiana Black Expo partnership
- **26:** Begin Allstate 400 at the Brickyard partnership.

Paid Media

- No statewide paid media campaigns are planned for July.

Earned Media

- The Communications division will maintain its year-round messaging strategy by working with (sports marketing) partners to ensure that “social norming” messages are sustained and kept in front of the target audience during low enforcement periods.

Paid Partnerships

- **Boogie Partnership:** Opportunity to partner with highly active motorcycle organization that has strong ties to Indiana’s motorcycle community and hosts large scale events where promoting safe riding behaviors is critical to the success of the event. Deliverables include the following:
 - 1 10’ x 2’ Motorcycle Safety banner at the main stage
 - 1 10’ x 2’ Motorcycle Safety banner at the day stage
 - 1 10’ x 2’ Motorcycle Safety banner at the Motorsports arena
 - 1 10’ x 2’ Motorcycle Safety banner at the registration tent

Total: 4 banners
 - 7 Motorcycle Safety signs for transportation shuttles
 - 150 Motorcycle Safety flyers to be placed on port-o-lets
 - 6 Motorcycle Safety flyers to be posted at the “you are here” map stations
 - Motorcycle Safety display advertisement to appear in the daily Boogie-Times newspaper on Thursday, Friday and Saturday. Circulation is 5,000 on Thursday, 2,000 on Saturday and 5,000 on Sunday.
 - Motorcycle Safety spot to be aired on Boogie Radio. Boogie Radio is a private FM station. We will provide 30 seconds of air space every hour beginning Thursday at noon, through Sunday at noon.
- Total spots: 72**
- 1 10’ x 20’ booth space in the vendor/exhibitor area, with table, chairs and skirting to distribute printed materials such as steps to take to become properly licensed to ride.
 - Proof of Performance: ABATE will provide photo copies of all printed/promotional materials (i.e. 4 banner displays, transportation shuttle signage, port-o-let signage, Boogie-Times Ad, and “You Are Here” map signage) produced featuring designated Motorcycle (Drinking & Riding) messaging.
- **Indiana Black Expo:** Opportunity to comprehensively promote the traffic safety messaging and initiatives to more than 300,000 attendees who come from all over the state of Indiana to attend this well-known annual event (28 years) that has a major impact on the African American population in the city of Indianapolis and the state of Indiana. This partnership will consist of radio media tags reminding all Black Expo supporters to “Buckle Up” and that “Buzzed Driving is Drunk Driving.” Partnership also includes exhibitors table at the anchor event where informational brochures, fact sheets and other promotional items can be distributed.
 - **Allstate 400:** See May 2009 (Indianapolis 500)

AUGUST 2009

Important Dates

- **1:** Begin Colts partnership (2009 Season).
- **5-10:** Distribute pre and post “Over the Limit. Under Arrest.” news release templates to the LELs.
- **7-23:** Begin Indiana State Fair partnership.
- **12-14:** Blitz 60 – Distribute news release.
- **17-18:** Blitz 60 – Distribute media advisory.
- **19-21:** Blitz 60 – “Drunk Driving. Over the Limit. Under Arrest.” local and regional media events.

Paid Media

Operation Pullover – Blitz 60

- **Campaigns:** “Drunk Driving. Over the Limit. Under Arrest”
- **Audience:** Men 18-41
- **Media:** 8/14– 8/28
- **Pre-Enforcement Media Event:** 8/17 – 8/21
- **Enforcement:** 8/21 – 9/7
- **Advertising:** Radio, network & cable television and outdoor
- **Paid Media Budget:** \$225,000
- **Cost Justification:** \$100,000/406; \$125,000/402

Earned Media

- **Blitz 60 – Drunk Driving. Over the Limit. Under Arrest.:** The Traffic Safety and Communications divisions in conjunction with the agency’s Law Enforcement Liaisons (LELs) will partner with local law enforcement, Indiana State Police, Mothers Against Drunk Driving, Students Against Drunk Driving, Advocates Against Impaired Driving, the Commission on Latino Affairs and other traffic safety advocates in support of the “Over the Limit. Under Arrest.” statewide crackdown. Local and regional media events are tentatively scheduled the week of August 14-28, 2009. The Communications division will stage/host an event that appeals to both the public and media alike to generate broad coverage. The division will also encourage the LELs to host similar events in their respective regions in order to create a statewide momentum. The Communications division will also distribute news releases, media advisories, fact sheets, talking points, and will post information on Traffic Safety’s webpage to raise awareness about the state’s traffic safety efforts to ensure safe travel in anticipation of the Labor Day holiday.
 - **Cost Justification:** With each media event, we estimate that \$500 (402 or 406) will be needed for audio-video accommodations.

Paid Partnerships

- **Partnership with Indiana State Fair:** Sustained (12-day), multi-media partnership with the Indiana State Fair consisting of a paid media promotion featuring “Buckle Up Indiana” promotional tags on daily radio traffic reports, live radio liners, and a “Buckle Up Indiana” promotion at the Main Stage. Additionally, “Buckle Up Indiana” will be included on event listing board, and other prominent signage throughout the Fair, live liners (i.e. mentions of “Buckle Up Indiana” announced throughout the day, all 12 days), “Buckle Up Indiana” logo printed in 350,000 copies of State Fair Brochure, and admission ticket contest give-away on behalf of the Governor’s Council & “Buckle Up Indiana.” “Buckle Up Indiana” will be featured on signage/banners at 7 Fair exits (produced by the Fair). The partnership also offers a booth which can be staffed all 12 days of the fair or select days to distribute collateral materials and premium items branded with traffic safety messaging. A partnership with the State Fair gives us the opportunity to positively impact driving behaviors using a sustained promotion that combines several forms of media to effectively communicate with well over a half million people during a non-enforcement period.
 - **Cost Justification:** \$15,000/402
 - **Partnership with the Indianapolis Colts:** Details and deliverables TBD.
 - **Cost Justification:** \$20,000: \$5,000/406; \$15,000/402

SEPTEMBER 2009

Important Dates

- **2-4:** Distribute pre and post Child Passenger Safety news release templates to the LELs.
- **8-10:** Distribute Child Passenger Safety news release.
- **21:** Blitz 60 – Distribute “Drunk Driving. Over the Limit. Under Arrest.” post release.
- **30:** End Partnership with Ft. Wayne Wizards.

Paid Media

- **Campaign:** Child Passenger Safety
- **Audience:** Parents, grandparents and caregivers
- **Purpose:** Educate parents about requirements under Indiana’s Child Passenger Safety law.
- **Media:** 9/14– 9/21
- **Pre-Enforcement Media Event:** 9/7 – 9/11
- **Enforcement:** BCC participating agencies
- **Advertising:** Radio and television
- **Paid Media Budget:** \$100,000
- **Cost Justification:** \$50,000/402; \$50,000/406

Earned Media

- **Child Passenger Safety:** The Traffic Safety and Communications divisions in conjunction with the LELs will partner with local law enforcement, the Indiana State Police, and other traffic safety advocates to promote Child Passenger Safety. Local and regional media events are scheduled to take place between September 7-11, 2009. During this time the Communications division will host an event that appeals to both the public and media alike to generate broad coverage. Since CIOT is a brand that most Hoosiers are already familiar with, the Communications division will seek new and unique opportunities to engage the public and the media with a goal of increasing seat belt usage during enforcement and creating permanent behavioral changes among the traditional holdouts. The division will encourage the LELs to host similar events in their respective regions in order to create statewide momentum. The Communications division will also distribute news releases, media advisories, fact sheets, talking points, and will post information on Traffic Safety’s webpage to raise awareness about the state’s efforts to raise seat belt compliance.
 - **Cost Justification:** With each media event, we estimate that \$500 (402 or 406) will be needed for audio-video accommodations.

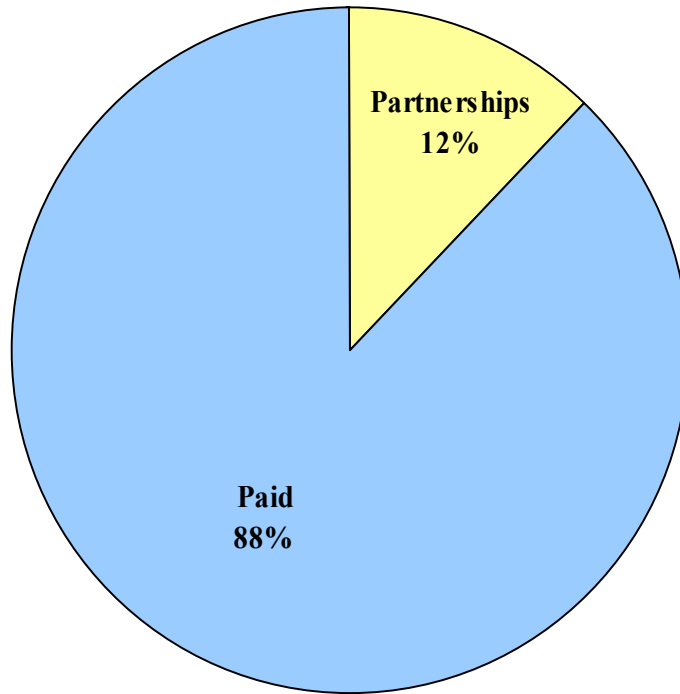
Paid Partnerships

- **Moto GP:** Deliverables and partnership would include safe motorcycle riding signage in programming material and throughout the track. This event is expected to bring in 100,000 motorcyclists into Indianapolis over this event. Targeting the riders will be essential to reduce the amount of motorcycle related crashes and fatalities during the race.
- All paid partnerships will conclude by or before the end of September.

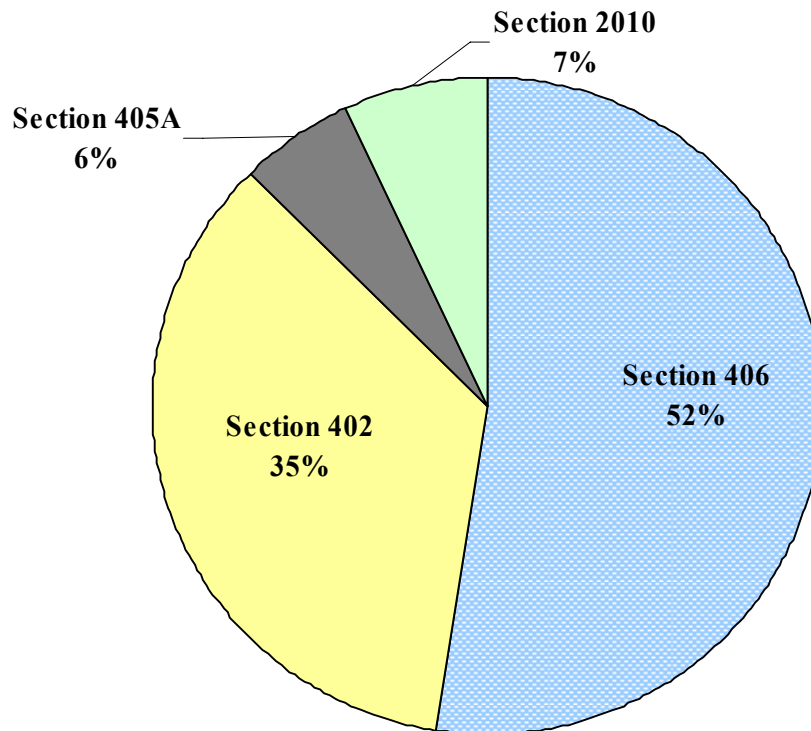
COMMUNICATIONS BUDGET

2009 Communications Budget Totals	\$908,845.00	\$607,755.00	\$100,000.00	\$118,289.00
	406	402	405A	2010
STAFF SALARIES	\$40,000.00	\$40,000.00		
MEDIA MONITORING & PRODUCTION (CISION/ MEDIA GOPHER & PRODUCTION COSTS)	\$15,000.00	\$20,000.00	\$5,000.00	
November 2008				
INDIANA PACERS PARTNERSHIP	\$25,000.00	\$25,000.00		
FOX SPORTS NETWORK (FSN) PARTNERSHIP	\$15,000.00	\$10,000.00		
INDIANA STATE UNIVERSITY PARTNERSHIP		\$20,000.00		
REGIONAL RADIO SPORTS PARTNERSHIP	\$6,000.00			
OPERATION PULL OVER AWARDS BANQUET	\$18,000.00			
OPERATION PULL OVER - BLITZ 57	\$100,000.00	\$100,000.00		
December 2008				
LEERFIELD SPORTS (IU & PURDUE)		\$30,000.00		
March 2009				
INDIANA SPORTS CORP PARTNERSHIP		\$7,500.00	\$2,500.00	
OPERATION PULL OVER - BLITZ 58	\$100,000.00	\$35,000.00	\$15,000.00	
April 2009				
FT. WAYNE WIZARDS PARTNERSHIP		\$8,000.00		
MOTORCYCLE AWARENESS MEDIA FLIGHT	\$50,000.00	\$25,000.00		\$93,289.00
SPEED MEDIA FLIGHT	\$125,000.00	\$50,000.00		
May 2009				
INDIANAPOLIS 500 PARTNERSHIP			\$10,000.00	
RILEY MIRACLE RIDE PARTNERSHIP				\$10,000.00
CINCO DE MAYO PARTNERSHIP			\$2,500.00	
OPERATION PULLOVER - BLITZ 59	\$225,000.00			
June 2009				
INDY JAZZ FEST PARTNERSHIP		\$10,000.00	\$15,000.00	
July 2009				
BRICKYARD 400 PARTNERSHIP			\$10,000.00	
THE BOOGIE PARTNERSHIP				\$10,000.00
INDIANA BLACK EXPO PARTNERSHIP		\$5,000.00		
August 2009				
INDIANA STATE FAIR PARTNERSHIP		\$15,000.00		
COLTS PARTNERSHIP		\$20,000.00		
OPERATION PULLOVER - BLITZ 60	\$100,000.00	\$125,000.00		
September 2009				
MOTO GP PARTNERSHIP				\$5,000.00
CHILD PASSENGER SAFETY CAMPAIGN	\$50,000.00	\$50,000.00		
Total Expenditures -----	\$869,000.00	\$535,500.00	\$55,000.00	\$118,289.00
Balance -----	\$39,845.00	\$72,255.00	\$45,000.00	\$0.00
Total Balance-----	\$157,100.00			

Fund Allocation by Media Type



FY 2009 Communication & Media Funding

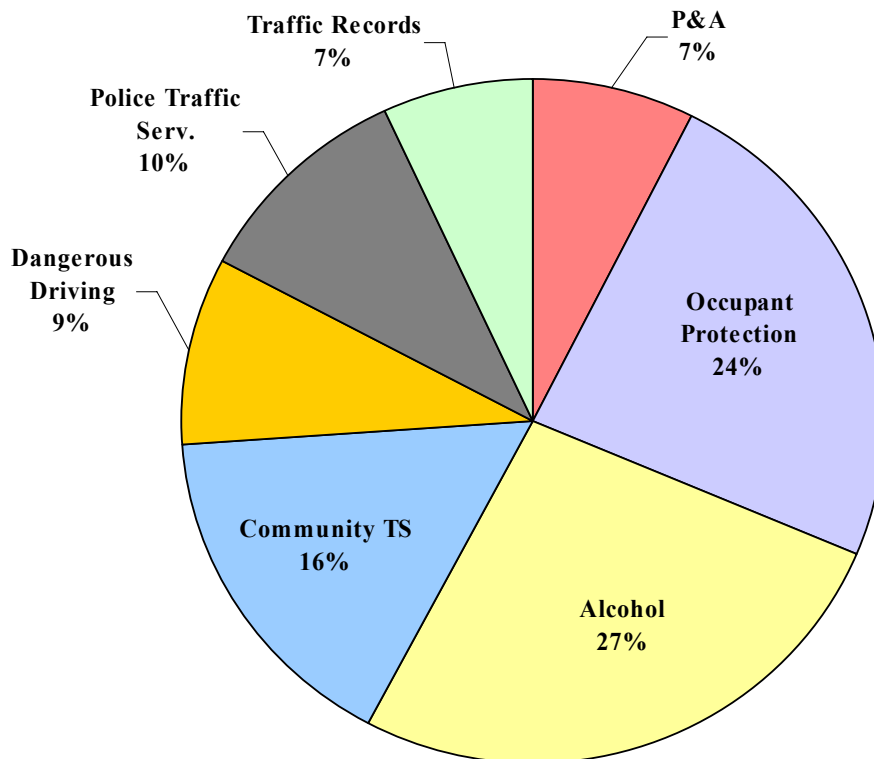


FISCAL SUMMARY

FY 2008 Traffic Safety Budget

	406	402	J8	405	2010	408	154	Match	Total
P&A	523,333							523,333	1,046,666
Occ. Protection¹⁵	174,806	2,693,008	178,690	381,799					3,428,304
Alcohol	2,117,679		1,639,101						3,756,780
PTS	265,500	532,655	654,146						1,452,300
CTS	1,117,178	771,089		263,333	118,289				2,269,889
Traffic Records	249,600	220,000				527,472			997,072
Motorcycles									-
Dangerous Driving	1,262,528								1,262,528
Total	5,710,624	4,216,752	2,471,937	645,132	118,289	527,472		523,333	14,213,539

Program Section Funding: As percent of total budget



¹⁵ Occupant Protection totals includes funding from 406, 402 and J8 for BCC enforcement grants. This funding was moved from PTS for illustration purposes.

PROGRAM COST SUMMARY

2009 Budget	406	402	J8 (New 410 Alcohol)	405A	2010 Motorcycle	408 Traffic Records	154 HE	154 AL	157 PT	Total Fed. Funds	State Hard Match	State Soft Match	Total Federal & State
----------------	-----	-----	----------------------------	------	--------------------	---------------------------	-----------	-----------	-----------	------------------------	------------------------	------------------------	-----------------------------

% of Carry Forward

n/a	21%	59%	7%	96%	118%	n/a	n/a	n/a	342%	n/a	n/a	342%
-----	-----	-----	----	-----	------	-----	-----	-----	------	-----	-----	------

Resources

Est. 2008 Carry Forward/ Beginning Bal.	10,732,337	928,827	1,308,709	45,164	118,576	624,352	12,134,610	1,519,554	3,919	27,416,048	-	-	27,416,048
FY 2009 Award Est.	-	4,478,431	2,213,451	683,287	122,952	527,472	-	-	-	8,025,593	-	-	8,025,593
2009 State Match	-	-	-	-	-	-	-	-	-	-	523,333	-	523,333
Total Resources	10,732,337	5,407,258	3,522,160	728,451	241,528	1,151,824	12,134,610	1,519,554	3,919	35,441,641	523,333	-	35,964,974

**Planning and Administrative
(P&A)**

P&A-Federal	523,333	523,333	-	-	-	-	-	-	-	523,333	-	-	523,333
P&A-State	523,333	-	-	-	-	-	-	-	-	-	523,333	-	523,333
Sub-total P&A	1,046,666	523,333	-	-	-	-	-	-	-	523,333	523,333	-	1,046,666

**Section II: Occupancy
Protection**

Program Management	62,262	-	-	62,262	-	-	-	-	-	62,262	-	-	62,262
Automotive Safety Program	725,000	99,806	305,657	319,537	-	-	-	-	-	725,000	-	-	725,000
Seat Belt Enforcement (OPO)	604,197	-	604,197	-	-	-	-	-	-	604,197	-	-	604,197
Sub-total Occ Protection	1,391,459	99,806	909,854	381,799	-	-	-	-	-	1,391,459	-	-	1,391,459

Section III: Alcohol

Program Management	72,846	-	-	72,846	-	-	-	-	-	72,846	-	-	72,846
FACT Teams	1,124,436	1,124,436	-	-	-	-	-	-	-	1,124,436	-	-	1,124,436
Enforcement (DUI Task Force)	1,917,000	350,745	-	1,566,255	-	-	-	-	-	1,917,000	-	-	1,917,000
SFST/DRE	197,599	197,599	-	-	-	-	-	-	-	197,599	-	-	197,599
Traffic Safety Resource Prosecutor	197,409	197,409	-	-	-	-	-	-	-	197,409	-	-	197,409
Excise Police	97,490	97,490	-	-	-	-	-	-	-	97,490	-	-	97,490
SADD	150,000	150,000	-	-	-	-	-	-	-	150,000	-	-	150,000
Sub-total Alcohol	3,756,780	2,117,679	-	1,639,101	-	-	-	-	-	3,756,780	-	-	3,756,780

	2009 Budget	406	402	J8 (New 410 Alcohol)	405A	2010 Motorcycle	408 Traffic Records	154 HE	154 AL	157 PT	Total Fed.Funds	State Hard Match	State Soft Match	Total Federal & State
<u>Section IV: PTS</u>														
Program Management	62,300	-	62,300	-	-	-	-	-	-	-	62,300	-	-	62,300
Statewide Training	15,000	5,000	10,000	-	-	-	-	-	-	-	15,000	-	-	15,000
OPO Awards Banquet	75,000	37,500	37,500	-	-	-	-	-	-	-	75,000	-	-	75,000
BCC Enforcement	2,036,845	75,000	1,783,154	178,690	-	-	-	-	-	-	2,036,845	-	-	2,036,845
Indiana State Police	1,300,000	223,000	422,855	654,146	-	-	-	-	-	-	1,300,000	-	-	1,300,000
Sub-total PTA	3,489,145	340,500	2,315,809	832,836	-	-	-	-	-	-	3,489,145	-	-	3,489,145
<u>Section V: Community TS</u>														
LEL Program	490,000	163,333	163,334	-	163,333	-	-	-	-	-	490,000	-	-	490,000
Media / Communications Division	1,734,889	908,845	607,755	-	100,000	118,289	-	-	-	-	1,734,889	-	-	1,734,889
Community Awareness	45,000	45,000	-	-	-	-	-	-	-	-	45,000	-	-	45,000
Sub-total Community TS	2,269,889	1,117,178	771,089	-	263,333	118,289	-	-	-	-	2,269,889	-	-	2,269,889
<u>Section VI: Traffic Records</u>														
Program Management	71,900	-	-	-	-	-	71,900	-	-	-	71,900	-	-	71,900
The Center/ Purdue	469,600	249,600	220,000	-	-	-	-	-	-	-	469,600	-	-	469,600
Trauma Registry Program	118,048	-	-	-	-	-	118,048	-	-	-	118,048	-	-	118,048
ARIES	183,000	-	-	-	-	-	183,000	-	-	-	183,000	-	-	183,000
E-Citation Program	154,524	-	-	-	-	-	154,524	-	-	-	154,524	-	-	154,524
Sub-total Traffic Records	997,072	249,600	220,000	-	-	-	527,472	-	-	-	997,072	-	-	997,072
<u>Section VII: Motorcycles</u>														
N/A for FY 09	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sub-total Motorcycles	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<u>Section VIII: Dangerous Driving</u>														
Dangerous & Impaired Driving	1,262,528	1,262,528	-	-	-	-	-	-	-	-	1,262,528	-	-	1,262,528
Sub-total Dangerous Driving	1,262,528	1,262,528	-	-	-	-	-	-	-	-	1,262,528	-	-	1,262,528
Total 09 Budget Expenditures	14,213,539	5,710,624	4,216,752	2,471,937	645,132	118,289	527,472	-	-	-	13,690,206	523,333	-	14,213,539
TOTAL ENDING BALANCE/CARRY FORWARD		5,021,712	1,190,507	1,050,223	83,319	123,239	624,352	12,134,610	1,519,554	3,919	21,751,435	-	-	21,751,435

STATE CERTIFICATION ASSURANCES

STATE OF INDIANA 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. - Highway Safety Act of 1966, as amended;
- ™ 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- ™ 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- ™ 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

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));

Cash draw downs will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and 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 18.20, 18.21, and 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;

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), which prohibits discrimination on the basis of handicaps; 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; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR P 29 Sub-part F)

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 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 (23 USC 101 Note) 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 with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

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.

4. 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.

Certification Regarding 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

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

1. 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.
2. 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 for default.
3. 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.
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 meaning set out in the Definitions and coverage sections of the rules implementing Executive Order 12549. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

5. 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.
6. 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.
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 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

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

1. 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.
2. The prospective lower tier participant shall provide immediate written notice to the person to whom 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.
3. 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.


4. 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 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.
5. The prospective lower tier participant further agrees by submitting this proposal that it will include this 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)
6. 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 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 Non-procurement List.
7. 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.
8. 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 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**

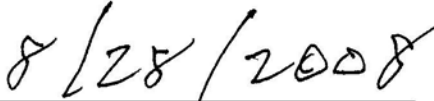
1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2.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

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year FY-2008 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.). Council on Environmental Quality regulations on compliance with the National Environmental Policy Act of 1969, as amended, 40 C.F.R. Part 1500 et seq.



Governor's Representative for Highway Safety



Date