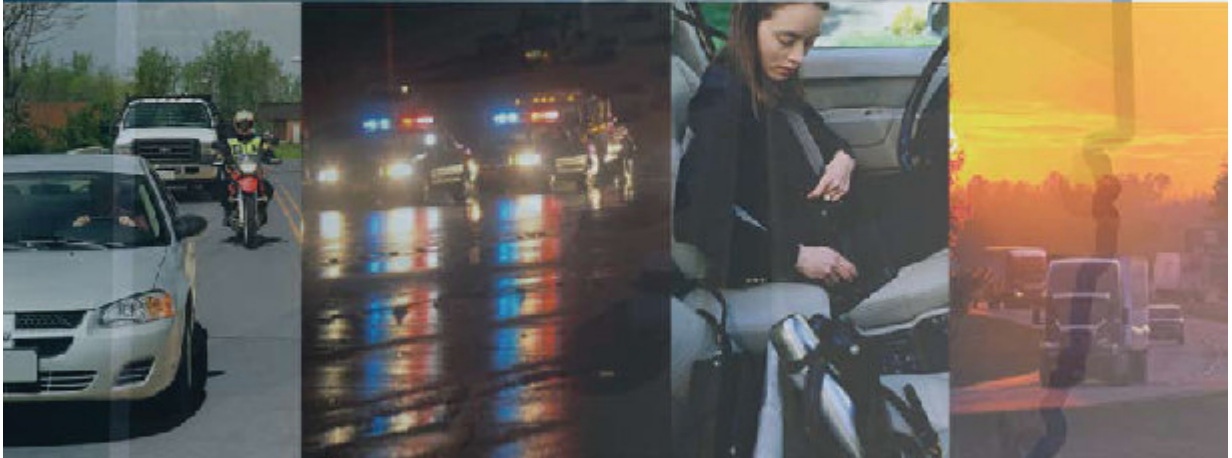


# State of Ohio Traffic Safety Action Plan Federal Fiscal Year 2008



**OHIO DEPARTMENT  
OF PUBLIC SAFETY**  
The Department, Division  
Investigative Services, Columbus  
[www.ohiodps.gov](http://www.ohiodps.gov)

**GHSO**  
Governor's  
Highway Safety Office

# State of Ohio

## FFY 2008 Traffic Safety Action Plan

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# Executive Summary

The Governor's Highway Safety Office (GHSO) joined Ohio's other highway safety partners in 2004 by adopting the federal goal of one fatality per 100 million vehicle miles traveled (MVMT) by the end of 2008. With this goal in mind, the GHSO places resources and efforts in program areas that are anticipated to have the greatest impact on the State's motor vehicle crash fatalities. Since the adoption of this goal, Ohio has moved from 1.31 to 1.1 fatalities per 100 MVMT. From a federal perspective, the national fatality goal has been reset and now targets 2011.

Major initiatives and projects in FFY 2008 will focus on restraint use, impaired driving, data record system improvements, reducing motorcycle crashes, implementation of speed management concepts and continued collaboration to implement a comprehensive highway safety plan.

- Increasing the seat belt use rate to 85% in FFY 2008 is a key strategy for reducing the state's overall fatality rate. The spring *Click It or Ticket* (CIOT) seat belt mobilization will combine high-visibility enforcement with earned and paid media to impact usage throughout the state. In addition, a sustained public education campaign throughout the year will deliver the *What's Holding You Back?* (WHYB) message in conjunction with enforcement blitzes. The GHSO and its partners will focus their efforts on the State's high-risk, low-use demographics and regions.
- Key strategies to reduce alcohol-related crashes and fatalities will include increased enforcement, increased earned media opportunities, improvements to the arrest process and additional court programs to address impaired driving. Law enforcement agencies and GHSO partners will participate in the national *Over the Limit. Under Arrest.* crackdown and December/January media blitz. In addition to the crackdown efforts, a sustained education campaign throughout the year will deliver the *You Drink and Drive. You Lose.* (YDDYL) message in conjunction with enforcement blitzes. GHSO funding will encourage multi-jurisdictional sobriety checkpoints, especially low staffing checkpoints, combined with OVI saturation patrols. In addition to funding three DUI Courts, the GHSO will work to increase awareness of impaired driving, and other traffic safety issues, among court personnel. The "BatMobile" concept will be explored to increase training and assistance with sobriety checkpoint for local law enforcement agencies, as well as increase public awareness and garner support for combating impaired driving.
- Improvements to the traffic records system will focus on working with the Traffic Records Coordinating Committee to implement two priority crash location projects that are deemed essential to improving Ohio's traffic records and increasing the number of agencies submitting crash report electronically.
- The GHSO will continue its leadership role in implementing components of the motorcycle safety strategic plan through partnerships with motorcyclists, key stakeholders and the traffic safety community. The focus in FFY 2008 will be on implementing motorcycle campaigns for release in the 2008 riding season.
- Ohio's *Comprehensive Highway Safety Plan* (CHSP) identifies the State's most critical traffic safety issues and problems, countermeasures being implemented and partners contributing resources to impact those problems and issues. The GHSO will continue as an active CHSP partner and will lead the High-Risk Behaviors/Drivers subcommittee.
- The GHSO will take the lead in incorporating speed management concepts into the CHSP, assist with the development of educational materials and partner in a speed management pilot project.
- The revised Graduated Driver License Law, which went into effect April 6, 2007, will require the support of the GHSO to publicize and promote.

The GHSO appreciates the support and guidance received from the National Highway Traffic Safety Administration (NHTSA) Region V office, as well as the support and efforts of our many partners who have worked so hard toward reaching the State's fatality goal. The GHSO staff looks forward to continuing our positive working relationship as both federal and state partners work together toward saving lives and meeting both national and state traffic safety goals and priorities.

# Ohio's Traffic Safety Plan Overview

The Federal Highway Safety Act of 1966 directed the U.S. Department of Transportation to administer various highway safety programs. This grant program provides federal funds administered through the Ohio Department of Public Safety (ODPS) / Governor's Highway Safety Office (GHSO) to eligible entities to be used for such projects as traffic safety education, enforcement and engineering projects.

The GHSO is responsible for administering the Section 402 State and Community Highway Safety funds and related NHTSA grant awards received from NHTSA. Funds are to be used for short-term highway safety support, with the intent that other sources of funding will sustain programs over the long term. The GHSO operates this federal grant program on a reimbursement basis.

The mission of the GHSO, which is consistent with that of the ODPS, is to save lives and reduce injuries on Ohio roads, through leadership and partnering efforts with others interested in traffic safety, utilizing the most innovative and efficient methods possible of managing state and federal resources.

In 2004, Ohio adopted the national goal of one fatality per 100 million vehicle miles traveled (MVMT) by the end of 2008. (From a federal perspective, the national fatality goal has been reset and now targets 2011.) 2002 was established as the baseline year for Ohio's fatality rate which was 1.31 fatalities per 100 MVMT. Since the adoption of this goal, Ohio has moved from 1.31 to 1.1 fatalities per 100 MVMT in 2006. 2006 was an historic year for highway safety in Ohio, with the traffic crash fatality rate reaching a 70-year low. It is clear that the effort of Ohio's many state and local agencies and organizations working cooperatively to maximize resources have resulted in our success in reducing motor vehicle fatalities.

Competitive grant proposals are accepted and reviewed annually by the GHSO, with funds awarded to traffic safety projects that will have the greatest impact on fatal crashes or significantly improve traffic safety systems. It is the responsibility of the proposing agency to show how its programming can impact motor vehicle crashes and help achieve the state's goals. Since partnerships are critical to the long-term success of a local project effort, applicants are encouraged to develop broad-based support and commitment by local officials and constituent groups toward addressing local traffic safety concerns.

Each grant proposal must focus on one or more of these priority program areas - restraint use, impaired driving, high visibility enforcement, motorcycle safety, speed management, traffic records and/or engineering. In addition, competitive grant proposals must include an evaluation strategy designed to assess the impact of proposed project activities on the selected priority area(s). Based on the proposed strategies, each grant proposal must show how the effectiveness of the proposed activities will be measured.

The FFY 2008 competitive grant process solicited grant proposals for highway safety activities from state agencies, non-profit organizations, colleges, universities, hospitals, political subdivisions and other interested groups within selected Ohio counties and jurisdictions (based upon the number of fatal crashes). The GHSO uses a targeted approach to ensure a statewide effort that will satisfy state highway safety goals and that a minimum of 40% of federal funds are allocated to local jurisdictions. One hundred forty-nine grant proposals were received for FFY 2008.

Many components of the *FFY 2008 Traffic Safety Action Plan* are reflected in Ohio's *Comprehensive Highway Safety Plan (CHSP)*. The CHSP strategically addresses Ohio's most problematic traffic safety issues and relies on a collaborative approach by the State's many safety partners to implement effective programs that impact fatal motor vehicle crashes on Ohio's roadways.

# Highway Safety Planning Process

The highway safety planning process is actually circular and continuous. At any one time during the year the GHSO may be working on previous, current and upcoming fiscal year plans. While the planning process may be interrupted by unforeseen events and mandates, there is a general “rhythm” to putting an annual plan together.

The following timeline details the major steps typically taken in planning the *Traffic Safety Action Plan*. Please note that meetings with federal, state and local partners occur continuously throughout the year; these meetings assist in identifying traffic safety problems and infrastructure needs.

## Highway Safety Planning Timeline

Completion Dates	Process to be Completed
October – March	Obtain Input for Future Programming
December - January	Evaluate Previous Programs and Begin Problem ID Discussion
January - February	Finalize Problem ID Process and Establish Targeted Jurisdictions
March 15	Competitive Grants Notice Mailed to Eligible Agencies
March 20	Finalize Program Direction for Local Grant Awards
April 1	Finalize Grant Solicitation Package
April 15	Grant Package Released and On-line Proposal Submission Opens
May 5	Pre-Proposal Meeting And On-Line Instruction
May 15	Ohio Crash Facts Available (previous calendar year)
July 1	On-line Grant Proposal Submission Deadline
July 1	Review NHTSA priority letter and NHTSA Regional Action Plan
July 1	Finalize Review of Applicable Strategic Plans (CHSP, TRCC, etc.)
July 2	GHSO Grant Team Reviews Begin
August 1	Finalize Direction for All Funded Activities
August 15	GHSO Grant Application Review Completed
August 22	Grant Award Recommendations Approved by GR
August 31	Traffic Safety Action Plan Sent to NHTSA and FHWA
September 15	GHSO Grant Award Notification Completed
September 15 - 30	Pre-Activity Meetings and On-Line Instruction with Grantees
October 1	GHSO Grant Year Begins

## Problem Identification Process

A variety of resources are used to determine and prioritize the State’s traffic safety problems and traffic safety-related infrastructure needs. Federal priorities, including NHTSA’s priority letter and the NHTSA Region V regional action plan, are reviewed. Past evaluations and recommendations are reviewed from resources such as the *Governor’s Task Force on Impaired Driving* report, four NHTSA assessments (alcohol, occupant protection for children, traffic records and program impact), results from annual observational seat belt surveys and telephone surveys, and three Data Nexus reports (*Timeliness of Crash Data Uploads to SafetyNet in Ohio*, *Ohio OVI Tracking System Plan*, and *Ohio Citation Tracking System Plan*) to identify program direction.

Meetings with federal, state and local partners throughout the year also assist in identifying problems and infrastructure needs. Some of these meetings include meetings for the Ohio’s CHSP planning committee and subcommittees, Traffic Records Coordinating Committee, Safety Conscious Planning workshops (hosted by the local Metropolitan Planning Organizations), motorcycle safety strategic planning committee, CODES Board of Directors, *Commercial Vehicle Strategic Plan* planning committee, as well as the Chicago Speed Management Workshop, federal and regional NHTSA meetings, the Governor’s Highway Safety Association annual meeting and the national conference LifeSavers. Strategic plans developed as a result of several of these meetings provide clear direction on prioritizing the state’s problems and countermeasures that will be funded.

In addition to the document review and participation in meetings, the GHSO analyzes Ohio's demographics, plus traffic safety and crash data. For FFY 2008, the GHSO conducted an in-depth analysis of traffic crash data to not only identify and prioritize the state's traffic safety problems, but to target fatal crash locations for traffic safety programming. The traffic crash data used for this analysis were from calendar years 2004, 2005 and 2006. Ohio's demographics, plus traffic safety and crash data can be found on pages 7 - 11.

## **Project Selection Process**

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The grant solicitation package is made available online at <http://ghsogrants.dps.state.oh.us/Portal.asp> each April 15<sup>th</sup>. The solicitation package identifies the types of grants that will be considered for review (e.g., high visibility enforcement overtime, OVI Task Force, Safe Communities program, Occupant Protection Coordinator program, traffic engineering and general). Depending upon the type of grant, required goals, project activities and evaluation activities may also be identified.

A pre-proposal meeting is held in early May to discuss the statewide goals, GHSO's expectations and answer questions. A review team consisting of all GHSO grant management staff (Administrator, Federal Programs Manager, Regional Programs Manager and Business Manager), and the appropriate regional Planner and regional law enforcement liaison review the grant proposals. ODOT district and headquarters staffs assist in reviewing traffic engineering grants to ensure they align with their planned projects. The review team determines if each proposal: meets the submission requirements; addresses an identified problem; is likely to have an impact; and if there is a level of confidence in the project personnel; if proposed activities are clearly stated; if the evaluation plan is adequate; and if the budget is cost effective. When appropriate, the review team also looks at mapped locations of fatalities to verify that they match the areas proposed for activities.

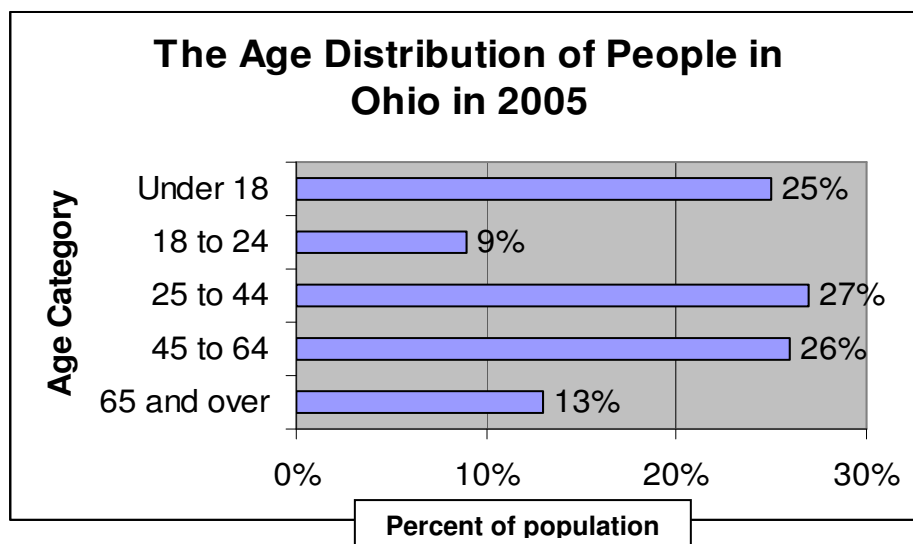
The GHSO grant management staff compiles a list of all proposals received. The list is submitted to the ODPS Director (who is the Governor's Representative for Highway Safety or GR) with funding recommendations. The GR makes the final decision on which proposals will be funded.

Ohio focuses the majority of its grant funding toward counties and jurisdictions with the most fatal crashes because programming in these locations is likely to have the most impact on statewide goals. As an example, in FFY 2008 the GHSO set a minimum eligibility requirement to apply for a high visibility enforcement overtime grant. To be eligible to submit a proposal, the jurisdiction had to experience an annual average of 2.25 or more fatal crashes over 2004, 2005 and 2006. To direct resources where the state's alcohol-related fatal crashes occur, the top 10 counties for alcohol-related fatal crashes were identified and countywide multi-jurisdictional OVI (operating vehicle impaired) task forces in these counties are awarded funding. The remaining funding supports statewide initiatives or traffic safety infrastructure needs. Throughout the year grants are monitored to verify that funding is being utilized as stipulated in the project's work plan, unused funds are reallocated to other grants or new projects.

# Ohio Demographics

The following Ohio-specific information is from the U.S. Census Bureau's *American Community Survey, 2005 Data Profile* and represents the latest year for which complete data are available.

**POPULATION OF Ohio:** In 2005, Ohio had a household population of 11.2 million - 5.7 million (51 percent) females and 5.4 million (49 percent) males. The median age was 37.6 years. Twenty-five percent of the population were under 18 years and 13 percent were 65 years and older.



Source: American Community Survey, 2005

For people reporting one race alone, 86 percent were White; 12 percent were Black or African American; less than 0.5 percent were American Indian and Alaska Native; 1 percent were Asian; less than 0.5 percent were Native Hawaiian and Other Pacific Islander, and 1 percent were Some other race. One percent reported Two or more races. Two percent of the people in Ohio were Hispanic. Eighty-three percent of the people in Ohio were White non-Hispanic. People of Hispanic origin may be of any race.

**NATIVITY AND LANGUAGE:** Three percent of the people living in Ohio in 2005 were foreign born. Ninety-seven percent were native, including 75 percent who were born in Ohio.

Among people at least five years old living in Ohio in 2005, 6 percent spoke a language other than English at home. Of those speaking a language other than English at home, 33 percent spoke Spanish and 67 percent spoke some other language; 35 percent reported that they did not speak English "very well."

**EDUCATION:** In 2005, 86 percent of people 25 years and over had at least graduated from high school and 23 percent had a bachelor's degree or higher. Among people 16 to 19 years old, 6 percent were dropouts; they were not enrolled in school and had not graduated from high school.

The total school enrollment in Ohio was 2.8 million in 2005. Nursery school and kindergarten enrollment was 321,000 and elementary or high school enrollment was 1.9 million children. College enrollment was 661,000.

**TRAVEL TO WORK:** Eighty-four percent of Ohio workers drove to work alone in 2005, 8 percent carpoolled, 2 percent took public transportation, and 3 percent used other means. The remaining 3 percent worked at home. Among those who commuted to work, it took them on average 22.4 minutes to get to work.



# Ohio Traffic Safety Data

## Ohio Crash Data

- In 2006, 1,239 people were killed and 122,979 were injured in traffic crashes.
- According to the June 2007 statewide seat belt observational survey, 81.6% of front seat motor vehicle occupants were observed wearing their seat belt.
- As observed seat belt use increases statewide, there remains lower use among male drivers and passengers; drivers and passengers ages 15½-25, and pick-up truck drivers and passengers.
- In 2006, alcohol-related crashes killed 495 and injured 9,751 people. Alcohol-impaired drivers in error were involved in 34.6% of all fatal crashes.
- In 2006, 15.7% of the fatal crashes involved speed.
- In 2006, 152,780 drivers between the ages of 16 and 25 were involved in traffic crashes, including 430 drivers being involved in fatal crashes. Of these drivers, 91,253 or 59.7% were the driver in error.
- In 2006, 93,080 senior drivers (ages 56 and older) were involved in traffic crashes, including 379 fatal crashes. Of these drivers, 40,712 or 43.7% were the driver in error.
- There were 166 fatal motorcycle-related crashes in 2006; this represents a 15.3% increase since 2002.

### Ohio Traffic Crash Data and Measures of Exposure 2002 – 2006

	2002*	2003	2004	2005	2006	% Change 2002-06
Total Crashes	386,076	392,683	381,639	358,127	334,206	- 15.52%
Fatal Crashes	1,284	1,168	1,162	1,227	1,142	- 12.43%
Injury Crashes	95,374	94,970	94,058	88,533	83,297	- 14.50%
Fatal/Injury Crash Rate per 1,000 crashes	250.36	244.82	249.50	250.63	252.65	0.91%
People Killed	1,417	1,278	1,285	1,326	1,239	- 14.37%
People Seriously/Visibly Injured	67,864	66,466	66,842	63,650	59,810	- 13.47%
Death Rate per 100,000 licensed drivers	18.02	16.20	16.24	16.68	15.57	- 15.74%
Fatal Crash Rate per 100,000 licensed drivers	16.33	14.81	14.69	15.43	14.36	- 13.80%
Ohio Licensed Drivers	7,860,831	7,884,809	7,910,971	7,948,601	7,955,998	1.20%
Death rate per 100 MVMT	1.313	1.162	1.143	1.188	1.105	- 18.82%

Source: Ohio Traffic Crash Facts 2006

\* 2002 is included in the chart because 2002 data were used as the baseline to determine progress toward the 2008 goal.

### Ohio Vehicle Miles of Travel

Year	Vehicle Miles of Travel
2002	107,887,513,959
2003	109,906,245,000
2004	112,388,055,200
2005	111,534,896,900
2006	112,097,916,700
% Change 2002 - 2006	3.76%

Supplied by the Ohio Department of Transportation

**Probable Causes of Crashes by Contributing Circumstances  
2006**

	Fatal	% Total Fatal	Injury	Property Damage	Unknown	Total
<b>MOTORIST IN ERROR</b>						
None	4	0.4%	789	2,863	53	3,709
Failure to Yield	140	12.3%	14,314	27,984	360	42,798
Ran Red Light, or Stop Sign	72	6.3%	5,377	7,653	120	13,222
Exceeded Speed Limit	8	0.7%	140	198	9	355
Unsafe Speed	172	15.1%	4,144	6,351	180	10,847
Improper Turn	6	0.5%	1,674	6,342	107	8,129
Left of Center	96	8.4%	1,670	2,782	65	4,613
Followed Too Closely/ACDA	53	4.6%	21,037	55,786	556	77,432
Improper Lane Change	131	11.5%	4,688	16,674	405	21,898
Improper Backing	0	0.0%	506	10,860	129	11,495
Improper Start	0	0.0%	248	1,311	20	1,579
Stopped or Parked Illegally	1	0.1%	70	263	2	336
Operating Veh. In Erratic Manner	78	6.8%	1,717	3,009	183	4,987
Swerving to Avoid	6	0.5%	722	2,163	25	2,916
Failure to Control	176	15.4%	11,767	27,634	644	40,221
Vision Obstruction	1	0.1%	102	468	10	581
Driver Inattention	14	1.2%	2,264	6,980	122	9,380
Fatigue/Asleep	8	0.7%	1,005	1,270	9	2,292
Operating Defective Equipment	9	0.8%	634	2,567	16	3,226
Load Shifting/Falling/Spilling	0	0.0%	100	1,448	12	1,560
Other Improper Action	11	1.0%	536	2,162	42	2,751
Unknown (motorist)	37	3.2%	1,411	5,895	887	8,230
<b>Subtotal</b>	<b>1,023</b>	<b>89.6%</b>	<b>74,915</b>	<b>192,663</b>	<b>3,956</b>	<b>272,557</b>
<b>NON-MOTORIST IN ERROR</b>						
None (Non-Motorist)	1	0.1%	104	564	49	718
Improper Crossing	21	1.8%	611	76	24	732
Darting	8	0.7%	344	54	12	418
Lying and/or Illegally in Roadway	10	0.9%	80	15	4	109
Failure To Yield Right of Way	5	0.4%	161	36	3	205
Not Visible (Dark Clothing)	5	0.4%	41	6	1	53
Inattentive	4	0.4%	93	23	4	124
Failure to Obey Traffic Signs	4	0.4%	115	24	6	149
Wrong Side of The Road	1	0.1%	59	21	3	84
Other	4	0.4%	142	356	32	534
Unknown	1	0.1%	894	5,601	502	6,998
<b>Subtotal</b>	<b>64</b>	<b>5.6%</b>	<b>2,644</b>	<b>6,776</b>	<b>640</b>	<b>10,124</b>
Animal in Error	15	1.3%	1,287	28,647	77	30,026
No Error/Unknown/Not Stated	40	3.5%	4,451	16,401	607	21,499
<b>TOTAL</b>	<b>1,142</b>	<b>100%</b>	<b>83,297</b>	<b>244,487</b>	<b>5,280</b>	<b>334,206</b>

Source: Ohio Traffic Crash Facts 2006

**Observed Seat Belt Use in Ohio  
2003 – 2006\***

	2003	2004	2005	2006
Overall Safety Belt Use Rate	74.7%	74.1%	78.7%	81.7%
Restraint Use by Driver	75.4%	74.5%	79.3%	82.0%
Restraint Use by Passengers	70.2%	72.0%	76.7%	80.7%
Restraint Use by Males	70.7%	68.8%	75.8%	79.0%
Restraint Use by Females	78.9%	80.2%	81.9%	85.6%
Restraint Use in Passenger Cars	76.2%	75.7%	79.3%	82.0%
Restraint Use in Pick-up Trucks	64.6%	63.7%	72.5%	74.5%

Source: Observational Survey of Safety Belt Use in Ohio

\* The final seat belt observational survey for 2007 has not been completed; a revision to the FFY 2008 Traffic Safety Action Plan will be submitted once final data are available.

### Restraint Use of Persons Killed

**2002 – 2006**

Year	Used	Percent Used	Not Used	Not Available	Total
2002	414	35.7%	638	108	1,160
2003	371	36.9%	552	83	1,006
2004	368	36.9%	538	92	998
2005	409	39.8%	522	96	1,027
2006	374	40.1%	457	102	933

Source: Ohio Traffic Crash Facts 2006

Table Data Fatalities involved: Drivers and Occupants; Restraint (Safety Equipment) used includes Shoulder Belt Only, Lap Belt Only, Shoulder/Lap Belt, Child Safety Seat, None Used, Use Unknown, and Unknown; all unit types included.

### Alcohol-Related Crashes in Ohio

**2003 – 2006**

	2003	2004	2005	2006	% Change 2003-2006
Total Crashes	392,683	381,639	358,127	334,206	- 17.5%
Total Alcohol-Related Crashes	17,361	17,244	16,474	16,082	-7.95%
Fatal Alcohol-Related Crashes	427	425	446	462	7.58%
Injury Alcohol-Related Crashes	7,265	7,261	7,130	6,794	- 6.93%
People Killed in Alcohol-Related Crashes	463	477	474	495	6.46%
Alcohol-Related Fatalities rate per 1,000 Total Crashes	1.18	1.25	1.32	1.48	20.27%
People Seriously / Visibly Injured in Alcohol-Related Crashes	10,645	10,568	10,510	9,751	- 9.17%
Alcohol-Related Crash Rate per 100,000 licensed drivers	220.18	217.98	207.26	202.14	-8.92%
Ohio Licensed Drivers	7,884,809	7,910,971	7,948,601	7,955,998	0.89%

Source: Ohio Traffic Crash Facts 2006

### Motorcycle Crashes in Ohio

**2003 – 2006**

	2003	2004	2005	2006	% Change 2003 - 2006
Motorcycle Licenses/Endorsements	620,706	632,729	646,050	657,124	5.54%
Motorcycle Registrations	300,345	312,161	333,145	350,666	14.41%
Total Vehicular Crashes	392,683	381,639	358,127	334,206	-17.50%
Total Motorcycle-Related Crashes	3,940	4,161	4,430	4,235	6.97%
Fatal Motorcycle-Related Crashes	136	130	172	156	12.82%
Total Fatal Crashes	1,168	1,162	1,227	1,142	-2.28%
% of Motorcycle-Related Fatal Crashes	15.28%	9.5%	14%	14.5%	-5.38%
Injury Motorcycle-Related Crashes	3,043	3,084	3,318	3,154	3.52%
Fatal/Injury Motorcycle-Related Crash Rate per 1,000 Total Crashes	8.12	8.40	9.74	9.90	17.98%
Motorcycle-Related Crash Rate Per 1,000 Motorcycle Registrations	13.52	13.70	13.29	12.07	-12.01%

Source: Ohio Traffic Crash Facts 2006

**Drivers in Crashes by Age Group  
2006**

<b>Age Group</b>	<b>Fatal</b>	<b>Injury</b>	<b>Property Damage</b>	<b>Unknown</b>	<b>Total</b>	<b>Drivers in Error</b>	<b>Percent of Drivers in Error by Age</b>	<b>Percent of Total Crashes in Error</b>
0-15	10	1,168	808	28	2,014	1,424	70.7%	0.3%
16-20	224	23,851	59,665	506	84,246	54,344	64.5%	9.7%
21-25	206	19,201	48,493	634	68,534	36,909	53.8%	6.6%
26-30	165	14,586	37,613	496	52,860	24,873	47.0%	4.4%
31-35	142	13,303	34,660	463	48,568	21,021	43.2%	3.8%
36-40	146	12,944	34,283	396	47,769	19,847	41.5%	3.5%
41-45	188	13,260	35,279	424	49,151	19,821	40.3%	3.5%
46-50	158	12,696	34,042	444	47,340	18,325	38.7%	3.3%
51-55	119	10,620	28,555	327	39,621	14,872	37.5%	2.7%
56-60	105	7,914	22,869	256	31,144	11,743	37.7%	2.1%
61-65	75	5,458	14,658	168	20,359	8,078	39.6%	1.4%
66-70	50	3,726	10,114	106	13,996	5,789	41.3%	1.0%
71-75	53	2,901	7,552	88	10,594	5,015	47.3%	0.9%
76 and Over	96	4,617	12,148	126	16,987	10,087	59.3%	1.8%
Not Stated	0	3,559	19,871	2,913	26,343	25,764	97.8%	4.6%
<b>Total</b>	<b>1,737</b>	<b>149,804</b>	<b>400,610</b>	<b>7,375</b>	<b>559,526</b>	<b>277,912</b>	<b>49.7%</b>	<b>49.7%</b>

Source: Ohio Traffic Crash Facts 2006

Note: 1,737 drivers involved in fatal crashes is not the number of fatal crashes, but the number of drivers involved in the fatal crashes which occurred in Ohio for 2006. Drivers include operators of motorized and non-motorized units; Age 0 consists of occupants under 12 months; Percent in Error = Drivers in Error / Total x 100; Table Data - Drivers does not include parked units.

# Ohio's FFY 2008 Traffic Safety Action Plan

## GHSO Mission Statement

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

## Grant Program Management Goal

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- To administer the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs; to plan for coordinated highway safety activities; to use strategic resources most effectively; and to decrease traffic crashes, deaths and injuries.

## Performance Measures

- Submission of compliant annual programs plans, grant applications and evaluation reports by required deadlines
- Number of statewide, multidisciplinary transportation safety, public safety and injury control programs in which the GHSO actively participates

## Grant Program Management Strategies

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- **GHSO Grant Program Management** – Housed in the Administration Division within the Ohio Department of Public Safety, the GHSO administers the Section 402 State and Community grants, related NHTSA awards and initiatives, and contracts for traffic safety activities, as well as the state-funded Driver Training and Motorcycle Ohio programs. In addition to direct office expenditures, the GHSO incurs the cost for staff salaries, benefits, office expenses such as travel, equipment, supplies, and other indirect costs necessary to carry out the functions of the GHSO.

<b>Funding Level:</b>	\$1,420,000*	<b>Funding Source:</b>	402
	\$ 732,500		State
	*(732,500 is P&A)		

- **Web-Based Grants Management System** – In FFY 2005, the GHSO contracted with a vendor to develop a web-based grants management system called GRANTS (Grants Records and Application Network for Traffic Safety). GRANTS was launched on April 15, 2005 to receive grant proposals for FFY 2006. The online system makes the entire grant management process more efficient and accessible. This system nearly eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims, and grant revisions through the website. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. GRANTS is also used to register and track law enforcement agencies for mobilizations. In FFY 2008 the grants management system begins the third year of use. The funding allocated to this project is for maintenance service, training and system enhancements.

<b>Funding Level:</b>	\$ 54,500	<b>Funding Source:</b>	402
	\$ 54,500		State

- **GHSO's Regional Strategy** – In FFY 2005, the GHSO decided to redirect the duties of its planning staff to oversee a geographical region of the state, rather than focusing solely on grant program area(s). The state was divided into four regions and a Planner was assigned to manage most agreements within each region. Engineering-related, most Occupant Protection Coordinator, and statewide diversity-related grants were initially excluded from this regional strategy. The regional approach will continue in FFY 2008 with the Occupant Protection Coordinator and engineering grants also divided among the four regions.

The regional strategy:

- Reinforces the national fatality goal by focusing planning staff on lowering the fatal crashes within their region;
- Encourages staff to build relationships with a broader array of traffic safety advocates who have interests in a geographic area of the State and allows staff to identify potential partners who are not involved in the planning and implementation of traffic safety initiatives;
- Reduces the number of planning staff assigned to a grantee agency, allowing for more consistency;
- Broadens planning staff's knowledge of other grant program areas; and
- Encourages communications among planning staff which results in more consistency in the management of grants, both within their region and across the state.

For FFY 2008 each Planner, with the assistance of their respective Law Enforcement Liaison (LEL), will develop a regional action plan. Each regional action plan will include statistics for the region, planned broadcasts to partners, anticipated regional meetings, LEL involvement in the action plan implementation, a strategy to increase partnerships, training and equipment needs in the region, how best practices will be identified, strategies to promote partner involvement in the mobilizations and additional activities proposed to aid in the reduction of fatalities in the region.

At least one regional meeting will be held in each region during this funding cycle. At these meetings, grantees and traffic safety partners are informed about current national and state traffic safety programs and initiatives, best practices are shared, and participants are asked for input for planning future programs.

## **GHSO Partnerships**

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- **Ohio Comprehensive Highway Safety Plan (CHSP) Coordinating Committee** - Ohio's CHSP identifies the State's most critical traffic safety issues and problems, countermeasures being implemented, and partners contributing resources to impact those problems and issues. The GHSO participates in the CHSP coordinating committee and chairs the High-Risk Behaviors/Drivers subcommittee. This committee's focus in FFY 2008 is revising the plan and encouraging more active participation in the subcommittees.
- **Traffic Records Coordinating Committee** – The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversee implementation of the *Traffic Records Strategic Plan* and assist in development of the 408 application. The GHSO participates in the TRCC working group which meets monthly and in a newly formed subcommittee that will be developing a recommendations and plan for implementation of a citation tracking system. In FFY 2008, the TRCC is focused on implementing the priority projects that were identified in the FFY 2006 and 2007 Section 408 grants and studying implementation of a citation tracking system.
- **Motorcycle Safety Strategic Planning Work Group** – This work group was established in 2005 to provide input to the GHSO and Motorcycle Ohio on development of the motorcycle safety strategic plan. The Ohio Department of Transportation (ODOT), the Ohio State Highway Patrol (OSHP), Miami University, motorcycle dealers, the American Motorcyclist Association (AMA), motorcyclist organizations, and motorcycle-related businesses will continue to participate in the meetings and assist with implementation of the strategic plan in FFY 2008.
- **ODOT/ODPS Meetings** – The GHSO and ODOT's Systems Planning and Program Management staff will continue to meet to share information, discuss common problems and identify joint ventures to address Ohio's crash problems. Benefits of this closer partnership between the two agencies include sharing of crash problem identification, assistance with grant proposal review, better coordination of local safety efforts and collaboration on joint projects such as Safety Conscious Planning workshops.
- **Safe Routes to School (SRTS) Advisory Committee** – The ODOT houses the state's SRTS Program. The GHSO participates on the program's advisory committee which reviews and comments on

applications for funding and provides other technical assistance as requested. The GHSO also provides a communication and distribution network to the SRTS Coordinator.

- **DUI Court State Policy Workgroup** – The GHSO will continue to participate in the State DUI Court Policy Workgroup. This group is comprised of representatives from the ODPS (the GHSO and Office of Criminal Justice Services), The Supreme Court of Ohio and the Ohio Department of Alcohol and Drug Addiction Services. The committee develops and oversees the GHSO's DUI Court pilot project; three DUI Courts have been established. This group will continue to meet regularly to monitor each court's progress and make recommendations to insure a successful pilot project. The group will also identify opportunities to share the benefits and experiences of the DUI Courts with other court personnel.
- **Ohio Partnership for Traffic Safety** – The GHSO has recognized that in order to impact the 21- 40 year old age group, a partnership between the GHSO and the business community is an important element in the overall plan to reduce fatalities among this age group. Since October 1992, the GHSO has coordinated a statewide network of employers and safety advocates entitled the Ohio Partnership for Traffic Safety (OPTS). The purpose of this network is to unite government and the private sector by combining the safety expertise and resources of ODPS with the knowledge and insight of Ohio business leaders. This partnership can increase profits, reduce operating costs, and minimize the public cost to citizens by reducing vehicle-related deaths and injuries. Presently this employee network represents more than 298,000 employees and more than 90,000 company vehicles.

This year the GHSO developed a new partnership with Cedar Fair, L.P. This company is the sole owner of every major theme park in Ohio including Cedar Point in Sandusky, Kings Island just north of Cincinnati and Geauga Lake & Wildwater Kingdom in Aurora. Although this partnership is new, metal buckle-up signs have been erected along the causeway as patrons are leaving Cedar Point. The goal will be to expand the partnership statewide in 2008. It is estimated that over 1,000,000 park attendees will be exposed to the messages.

In FFY 2008, the GHSO will continue to network with and expand its OPTS membership of more than 190 employers to increase seat belt use and reduce the incidence of alcohol-impaired driving by employees, both on and off the job, as well as to address other traffic safety issues. The GHSO's special projects staff will serve as a resource by coordinating information through the GHSO website and encouraging participation in the seat belt and alcohol campaigns. Additionally, OPTS members who receive the weekly traffic safety e-mail broadcast from the GHSO will be further expanded in 2008. The GHSO, with input from the OPTS partners, will review, print, and distribute new posters that promote traffic safety for the corporate sector. The OPTS advisory committee will be reorganized and encouraged to make recommendations to the GHSO on how the OPTS program can better serve the corporate community. This committee will be made up of various members of the private and public sectors.

**Funding Level:** \$ 50,000                      **Funding Source:** 402

**Estimated Funding for Grant Program Management and Partnerships in FFY 2008**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
GHSO Program Administration	\$2,152,500	402/State
Web-Based Grants Management System	\$ 109,000	402/State
Ohio Partnership for Traffic Safety	\$ 50,000	402
<b>TOTAL</b>	<b>\$2,311,500*</b>	

\* Note: There is no cost attributed to all other strategies and activities listed in this section because they are a part of the work duties of the respective participants.

# Ohio's FFY 2008 Traffic Safety Action Plan

## National Fatality Goal

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- Ohio has adopted the national goal of 1.0 fatality per 100 million vehicle miles traveled by the end of 2008.

## Performance Measure

- The number of fatalities each year per 100 million vehicle miles traveled

## Baseline

- Ohio's fatality rate in 2002 was 1.31 fatalities per 100 million vehicle miles traveled. (1,417 fatalities and 107,887,513,950 vehicle miles of travel)

## Law Enforcement Strategies

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- **Law Enforcement Liaisons** – The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of the GHSO's relationship with Ohio's law enforcement agencies. The LEL Program consists of a state LEL coordinator and four field LELs who are placed geographically throughout Ohio. The LELs primary role is to:
  - Seek commitments from agencies to participate in the national mobilizations.
  - Increase participation in the mobilizations to over 875 agencies in 2008.
  - Visit law enforcement agencies to encourage the agencies to issue citations for seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists.
  - Educate agencies on the need for their officers to wear seat belts at all times and on motorcycle safety issues.
  - Disseminate information and materials on GHSO programs and projects.
  - Disseminate information and address any law enforcement related issues that arise around the state.
  - Encourage accurate and timely submission of crash reports.
  - Assist with training for law enforcement agencies.

**Funding Level:**    \$ 350,000                      **Funding Source:** 402

- **High Visibility Enforcement Overtime Grants** – Grants will be awarded to law enforcement agencies whose jurisdictions experienced an average of 2.25 or more fatal crashes over the three-year period of 2004, 2005 and 2006. In addition to the Ohio State Highway Patrol (OSHP), all sheriffs offices who conduct traffic enforcement are eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio's fatal crash goal. With the intent to conduct highly visible enforcement activities at strategic times throughout the year, awarded grantees will be required to conduct enforcement blitzes during the following periods.

### Required High Visibility Enforcement Blitzes

Halloween – Oct. 26 – Nov. 1, 2007	Thanksgiving – November 16 - 25, 2007
Christmas/New Years – Dec. 7, 2007 – Jan. 1, 2008	Super Bowl – February 1 - 3, 2008
St. Patrick's Day – March 14 - 18, 2008	Prom Season – April / May 2008
4 <sup>th</sup> of July – July 3 - July 6, 2008	Homecoming – September / October 2008

All law enforcement agencies will be required to participate in two national mobilizations - the Memorial Day *Click It or Ticket* (CIOT) mobilization and the Labor Day *Over the Limit. Under Arrest.* crackdown.



All High Visibility Enforcement Overtime Grants must include three primary goals to their FFY 2008 proposals. These goals are: 1) reduce the number of traffic-related fatalities; 2) increase seat belt usage; and 3) decrease the number of alcohol-related fatal crashes.

Agencies funded in FFY 2008 will be required to focus their enforcement efforts on locations and times where there is a high crash problem. All agencies receiving funding must certify that any personnel operating as an arresting officer has completed Standard Field Sobriety Testing (SFST) or Advanced Detection, Apprehension and Prosecution (ADAP) training. All relevant agencies will be encouraged to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. Law enforcement agencies will include the OSHP (statewide), ODNR Park Rangers (representing 14 state parks), county sheriff offices and local law enforcement agencies.

<b>Funding Level:</b>	\$1,650,000	<b>Funding Source:</b>	402
	\$1,425,000		410

- **Judicial and Officers Training** –The Ohio Judicial College will also receive funding to offer the classes in OVI laws, speed enforcement, administrative license suspension, law enforcement procedures, and underage drinking. These courses are offered to judges and magistrates at locations across the state. The Judicial College will provide the GHSO will an opportunity to make presentations at association meetings for judges and magistrates, and is considering bringing instructors from the National Judicial College to Ohio to make training available to a larger number of court personnel.

The GHSO will continue to fund Advance Detection, Apprehension and Prosecution (ADAP) courses through the OSHP Academy and the Ohio Peace Officers Training Academy (OPOTA) to train law enforcement officers on issues relating to impaired driving. Additionally, OSHP and OPOTA will train officers in speed enforcement techniques to satisfy criteria for implementing federally funded speed enforcement grants. Training will include the five-day Electronic Speed Measuring Devices instructor course that will cover the NHTSA radar and laser training curriculum. Successful completion will qualify the student as a radar and laser instructor in Ohio. Other courses offered by the academies may include breath testing instrument, Traffic Crash Judicial Seminar and the NHTSA/OSHP Media School.

<b>Funding Level:</b>	\$ 175,000	<b>Funding Source:</b>	402
	\$ 26,000		410

- **Aggressive Driving / Commercial Vehicle Project** – State and federal agencies are participating in the TRIAD (Targeting Reckless, Intimidating and Aggressive Drivers) project to reduce aggressive driving around commercial motor vehicles. The OSHP is taking the lead on this Federal Motor Carrier Safety Administration (FMCSA) funded project by conducting enforcement in selected high crash corridors and placing paid media to increase awareness about the project. The GHSO is assisting with the project evaluation which will be done through Miami University’s evaluation contract. Other agencies participating include the PUCO, ODOT and NHTSA.
- **ODOT’s Work Zone Safety Project** - The Ohio Departments of Transportation and Public Safety, through the OSHP and the GHSO, have formalized a partnership to reduce crashes in Ohio’s work zones. The purpose of this program is to initiate an enforcement presence and education campaign in identified interstate highway work zones. This activity will continue in FFY 2008.

<b>Funding Level:</b>	\$ 100,000	<b>Funding Source:</b>	ODOT
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- **ODOT’s Safe Commute Project** – The GHSO will again work with the ODOT’s Systems Planning and Program Management Office to reduce the number of traffic crashes and raise awareness of the role motorists play in improving safety on our highways. This partnership identifies high crash areas in Cuyahoga County, Franklin County, Hamilton County, Lucas County and Montgomery County for high visibility enforcement activity provided by the OHSP and local law enforcement agencies.

<b>Funding Level:</b>	\$ 800,000	<b>Funding Source:</b>	ODOT
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## Speed Management Strategies

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- **Speed Management** – The CHSP planning committee approved incorporating speed management concepts into the *Comprehensive Highway Safety Plan* in FFY 2007. In FFY 2008, the GHSO will take the lead in adding speed management strategies under the CHSP High-Risk Behaviors/Drivers subcommittee. Strategies will include initiating meetings to discuss development of a state speed management policy, identifying best practices, development of educational materials, and implementation of a joint speed management pilot project with ODOT.

**Funding Level:** \$ 25,000

**Funding Source:** 402

## Community Based Strategies

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- **Safe Communities** – With a diverse population of more than 11 million people, three major metropolitan areas, six cities with populations in excess of 100,000 and 100 cities with more than 23,000 people, the GHSO remains committed to the countywide Safe Communities concept. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level.

For FFY 2008, Ohio will fund 34 countywide Safe Communities programs which will involve over 280 separate communities. These coordinated communities will play an active role in addressing traffic safety issues. In FFY 2008, each program must include strategies focusing on the statewide goals and national fatality goal. Each Safe Communities grant for FFY 2008 must focus on seat belt use, impaired driving and motorcycle safety.

In addition, each Safe Communities program may address other traffic safety issues that will impact the overall goal of reduction of traffic fatalities in their community provided that it is based on local crash problem identification. To increase public awareness of traffic safety issues, each Safe Communities program must:

- Coordinate a Fatal Crash Data Review Committee to review each fatal crash occurring in their county.
- Submit a quarterly traffic fatalities update to their local media.
- Actively participate in eight GHSO designated blitzes, a summer motorcycle safety campaign, the CIOT seat belt mobilization and the *Over the Limit. Under Arrest.* alcohol crackdown.
- Coordinate a press event to include multi-jurisdictional representation focusing on traffic safety efforts including a kickoff event for the CIOT seat belt campaign.
- Conduct restraint usage surveys using GHSO approved methodology.
- Participate in their county fair or another summer event to promote traffic safety.

Safe Communities programs in the targeted alcohol counties will support their respective OVI Task Forces' activities. This includes coordinating meetings with the countywide OVI task forces, pursuing media and public awareness opportunities and coordination of training opportunities.

With Safe Communities programs being multi-jurisdictional with many different agencies and organizations making up the coalitions, traffic safety will be addressed through partnerships with local businesses, schools, faith-based organizations, community groups and others interested in traffic safety.

**Funding Level:** \$1,425,000

**Funding Source:** 402

- **Safety Conscious Planning Project** – Since FFY 2005, the GHSO has partnered with ODOT's Systems Planning and Program Management Office to coordinate and conduct Safety Conscious Planning Workshops in cooperation with the state's 17 Metropolitan Planning Organizations (MPOs). The purpose of these workshops was to meet with local officials from a variety of disciplines to identify and discuss high-crash locations and develop regional safety work plans aimed at reducing these crashes. Completion of the work plan results in eligibility of local governments to apply for ODOT funding for projects on the local highway system and possibly to the GHSO for behavioral related traffic safety projects. Workshops or individuals meetings have been conducted at all MPOs, however not every workshop resulted in

submission of a regional safety work plan. The GHSO will continue to fund eligible projects from regional safety work plans submitted in FFY 2008.

**Funding Level:** \$ 200,000

**Funding Source:** 402

### **Occupant Protection for Children Strategies**

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- **Occupant Protection Coordinators** - The GHSO, in partnership with the Ohio Department of Health, will fund nine Occupant Protection Coordinators (OPC). These regional coordinators provide occupant restraint programming to all 88 Ohio counties. The OPC responsibilities include coordinating a child safety seat distribution program for low-income families, conducting car seat check up events, coordinating the NHTSA 32-hour Standardized CPS Technician Training Course and associated refresher course, disseminating occupant protection education and training for youth, as well as safety belt and air bag safety education and tips for the entire family. The coordinators are also charged with identifying and utilizing traffic safety related resources for local communities and identifying local partners to work with youth-related traffic safety initiatives. The coordinators will continue to distribute materials to address proper installation of child restraints, child restraint design, selection and placement, harness threading and adjustment and use of restraint devices for the entire family. In FFY 2008, the coordinators are expected to increase programming and/or training opportunities targeted at the specific demographic populations within their region.

**Funding Level:** \$ 581,000

**Funding Source:** 402

- **Booster Seat Education Program** – Beginning in FFY 2008, the GHSO will use state funds collected from seat belt fines to raise awareness among booster seat age children. The Occupant Protection Coordinators will assist in distributing NHTSA's *The Booster Club* booster seat program to children in grades kindergarten through second grade. Funding for this project is for materials.

**Funding Level:** \$ 150,000

**Funding Source:** State

- **CPS Liaison** – The GHSO will contract with a Child Passenger Safety (CPS) Instructor to assist with Occupant Protection for Youth programming. This contractor will help organize and conduct one NHTSA *32-Hour Standardized Child Passenger Technician Training* course and up to two CPS recertification courses to re-certify technicians whose license has expired. Additionally, the contractor will provide assistance at two additional NHTSA *32-Hour Standardized Child Passenger Technician Training* courses. The liaison will also maintain the database system for fitting stations, newly certified technicians, Safe Kids and all regional and state sponsored car seat checks. The liaison will assist in recertifying technicians as needed in Ohio's nine OPC regions. This contractor will also coordinate the *The Booster Club* booster seat program implementation, as well as provide CPS technical assistance and technical update information to Ohio's CPS list serve.

**Funding Level:** \$ 32,000

**Funding Source:** 402

- **Special Needs Program** – This child restraint program will provide awareness and education training on the use of child restraints for children with special needs. The program will provide specialized restraints for passengers up to age sixteen that have medical conditions where traditional restraints may not be adequate. An interactive website with up to date changes on special need technologies that can be accessed by parents, medical professionals, social service providers, certified technicians and school personnel will be maintained.

The program will train parents, physicians, member of professional groups and other school age children on special medical needs issues. The program, headquartered in Montgomery County, will provide special needs assistance statewide.

**Funding Level:** \$ 40,000

**Funding Source:** 402

## Strategies for Diverse Populations

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- **Faith Based Initiatives** – Churches in Akron, Cincinnati, Columbus, Dayton, Toledo, Warren, and Youngstown will participate in activities to deliver messages to their congregation on the importance of buckling up. This injury prevention faith-based program will use education and awareness training on the importance of occupant restraints. A series of messages addressing restraint use will be delivered to all family members, with a special emphasis on young people ages 14 - 20. These faith-based programs enlist trusted opinion leaders within the African American religious community to provide recurring and consistent traffic safety messages with the recommended injury prevention behaviors and role modeling.

**Funding Level:** \$ 125,000      **Funding Source:** 402

- **Hispanic Initiatives** – This diversity grant with the Ohio Hispanic Coalition reaches the Hispanic communities in the Columbus and surrounding area to provide traffic safety awareness and education. Workshops are held that provide a cultural awareness on the benefits of knowing laws that pertain to traffic safety messaging and how to travel safely on Ohio roads. The grant includes conducting one NHTSA 32-Hour Standardized CPS Technician Training course to train Spanish-speaking CPS technicians. The course will be offered in Columbus. The GHSO will seek to expand the distribution of traffic safety materials and programming into the Ohio's other Hispanic communities in FFY 2008.

**Funding Level:** \$ 75,000      **Funding Source:** 402

- **Asian Initiatives** – This diversity grant reaches the Central Ohio Asian community. Asian American Community Services provides awareness and education training and materials for specific ethnic groups in their native language. Workshops are held that provide a cultural awareness on the benefits of knowing laws that pertain to traffic safety messaging and how to travel safely on Ohio roads.

**Funding Level:** \$ 56,000      **Funding Source:** 402

- **Amish Initiative** – This grant with The Ohio State University Extension (OSUE) will provide programs on alcohol awareness, occupant restraint education, and buggy visibility to the Amish community. Signage will be placed in highly Amish - populated areas to increase motorist awareness of buggies. The OSUE project coordinator will continue to foster relationships and share materials with Amish Elders, County Extension offices, law enforcement, and Safe Communities programs. The OSUE coordinator will also oversee all Amish safety-related media activities, such as articles for Ohio magazines and news releases for rural and statewide newspapers. In 2008 program activity will expand into Belmont and Monroe Counties where the Amish population is increasing.

**Funding Level:** \$ 55,000      **Funding Source:** 402

## Strategies for Mature Drivers

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- **GHSO Mature Driver Presentations** – Statistics show that the age of the Ohio driver is increasing and that the number of mature drivers continues to grow annually. The GHSO's Mature Driver Program was developed to provide information on topics that affect this age group. Ten fifteen minutes modules covering subjects such as: "When to Give up the Keys", "Freeway Driving", "Collision Avoidance", "Simple Rules of the Road", "Signs, Signals and Markings" and "Care of Your Vehicle" are presented in a PowerPoint presentation/discussion format. The audience receives a handout that covers the module as it is being shown on the screen.

The goal of this project is to keep the mature driver population informed and up to date with the ever changing highway environment, information on the current Ohio traffic laws, vehicle research and technology issues by offering training to at least 400 mature drivers in 2008. The presentation materials will be made available on the GHSO website in 2008 so other traffic safety partners can use the materials for presentations in their communities.

**Funding Level:** \$ 5,000      **Funding Source:** 402

## Strategies to Reduce Motorcycle Crashes

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- **Motorcycle Ohio Program** – The state-mandated Motorcycle Ohio (MO) program, housed in the GHSO, provides motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO develops and distributes public information and education materials, makes presentations regarding motorcycle safety issues and works to improve the drivers licensing system for motorcyclists. MO is funded from each motorcycle registration, currently \$6.00. Course tuition also helps support the program costs.

A 16-hour basic riding course is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. The basic course is offered at 20 fixed and 23 mobile training sites across the state. Successful completion of the basic course waives the state on-cycle skill test. In 2007, an eight-hour *Basic Rider Course 2* was pilot tested at the ODPS-operated Columbus training site. This course, which also waives the state on-cycle skill test if completed, is designed for riders who are already proficient in the most basic riding skills. Evaluation of the pilot test is not completed and will determine if the course is offered statewide in 2008.

Separate courses are available for experienced riders and motorcyclists interested in becoming a motorcycle instructor; tuition is charged for all three of these courses. The experienced rider course is offered at seven of these sites, while the instructor preparation course is offered on an as needed basis at select training sites across the state. It is anticipated that over 13,500 Ohioans will participate in MO courses in 2008.

In 2003, legislation passed which allowed the ODPS to set a reasonable fee for the basic course tuition (free to minors; \$25.00 is charged to all other participants). Additionally, the legislation allowed the basic course to be offered by third parties. As a result, twelve private providers are now providing the basic rider course with a tuition cost of approximately \$300.

Section 2010 Motorcyclist Safety grant funds were received in FFY 2007. The funds were used to purchase training motorcycles, and the Motorcycle Safety Foundation's *A Common Road* CD and leaders guide which was distributed to all the state's driver training schools. In FFY 2008 the Section 2010 funding, if received, will be used to open additional fixed training sites.

<b>Funding Level:</b>	\$2,391,172	<b>Funding Source:</b>	State
	\$ 180,080		2010

- **Motorcycle Strategic Plan** – A strategic plan was developed in FFY 2006 based upon input from key stakeholders. The plan identifies 16 strategies to address the following seven areas: impaired riding, personal protective equipment, training and education, licensing, motorist education, highway and environment and partnerships. In FFY 2008, the GHSO will work to:
  - expand partnerships;
  - gain acceptance of the plan among motorcyclist organizations and businesses and their commitment to assist with implementation of plan components;
  - develop and implement an impaired rider campaign; and
  - increase law enforcement's understanding of motorcycle issues and gain their commitment to actively enforce penalties for operating a motorcycle without a proper license.

In FFY 2008, the GHSO will continue to take the leadership role in implementing components of the strategic plan. All Safe Communities programs are required to conduct a summer motorcycle campaign to increase public awareness about motorcycle safety issues. The GHSO will provide earned media tools and marketing materials for the summer RideSMART motorcycle campaign to the Safe Communities programs and our other traffic safety partners. A media planner (i.e., news releases, letters to the editor, op-ed articles, and a campaign specific fact sheet) will be made available as well as banners and other materials. The GHSO will develop and distribute campaign materials that address other components of the strategic plan as well.

<b>Funding Level:</b>	\$ 150,000	<b>Funding Source:</b>	402
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- **Motorcycle Safety Assessment** – Ohio hosted the first motorcycle safety assessment ever conducted in 1995. A great deal has changed since that time: NHTSA has updated guideline number 3 on motorcycle safety in the *Uniform Guidelines for State Highway Safety Programs*; Ohio saw a dramatic increase in motorcycle fatalities in 2005; and significant changes have occurred in Ohio’s approach to motorcycle safety. As a result, the NHTSA regional office suggested a re-assessment be conducted.

The assessment process gives States an opportunity to conduct a review of their motorcycle safety efforts by an outside team of nationally recognized experts. Each assessment examines a State's overall program and presents recommendations to improve or enhance it. Motorcycle safety assessments provide feedback and recommendations on legislation and regulation, program management, rider education and training, impaired riding, operator licensing, personal protective equipment, motorist awareness, law enforcement, highway engineering, communications program and evaluation and data.

Ohio’s motorcycle safety assessment is scheduled for October 2007 in Columbus.

**Funding Level:** \$ 25,000                      **Funding Source:** 402

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### Engineering Strategies

- **Traffic Safety Engineering** – These projects focus on improvements to the roadway environment by supporting roadway analysis focusing on intersection and corridor studies. Studies associated with regional safety work plans developed through a MPO’s Safety Conscious Planning effort will be given first consideration for funding.

**Funding Level:** \$ 225,000                      **Funding Source:** 402

- **Engineering Training** – The Ohio Department of Transportation will continue to provide on-site training to assist local government agencies in conforming to the Ohio Manual of Uniform Traffic Control Devices (OMUTCD) concerning roadway engineering issues.

**Funding Level:** \$ 75,000                      **Funding Source:** 402

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### Traffic Records Systems Improvement Strategies

- **Traffic Records Coordinating Committee** – The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. By understanding how each member agency uses the crash data and how the system works, agencies are able to identify collaborative efforts for data projects that will improve the system’s effectiveness; this is translated into the State’s Traffic Records Strategic Plan.

- **State Traffic Safety Information System Improvement (Section 408 Grant) Projects -** The TRCC reorganized Ohio’s *Traffic Records Strategic Plan* in FFY 2006 and identified the following four priority projects which would most impact the systems effectiveness: on-line crash data accessibility, upgrading the EMS Incident Reporting System to comply with the National EMS Information System (NEMSIS) requirements, contracting with a vendor to conduct of a citation tracking system study and expanding work on the statewide road inventory and Location Based Response System (LBRS). These four projects were submitted for and received Section 408 funding in FFY 2006. Continuation of the LBRS project and an Accurate Crash Location project, which would purchase global positioning system (GPS) units for select law enforcement agencies, were submitted for funding in the FFY 2007 Section 408 application. For a detailed description of these projects and the complete TRCC strategic plan, reference Ohio’s FFY 2007 Section 408 application.

**Funding Level:** \$1,380,514                      **Funding Source:** 408

- Crash Outcomes Data Evaluation System Project** – The Crash Outcomes Data Evaluation System (CODES) model uses linked electronic data to track persons involved in motor vehicle crashes from the scene, and, if injured, through the health care system to a final destination. By linking crash, vehicle and behavior characteristics to their specific medical and financial outcomes, prevention factors can be identified. The linked data can yield information to determine statistically which highway safety strategies are most effective for reducing injury and death associated with motor vehicle crashes. Ohio's CODES project started in August 2004, with the Center for Injury Research and Policy (CIRP) of the Columbus Children's Research Institute at Columbus Children's Hospital under contract to oversee the project on a daily basis.

In FFY 2007, the CODES Program conducted a comprehensive statistical analysis to determine the effect that enactment of a standard enforcement safety belt law in Ohio would have on hospital charges and direct medical costs due to motor vehicle crashes in Ohio, focusing on the impact to the state's Medicaid system. project released its first report using linked crash and hospital data. The report is titled *The Impact of a Standard Enforcement Safety Belt Law on Fatalities and Hospital Charges in Ohio*. In FFY 2008, the project will study and release reports addressing teen, tween and pick-up truck crashes and their costs. The initial cooperative agreement with NHTSA expired in May 2007. The CODES project office at NHTSA in Washington, DC has indicated a desire to continue funding the Ohio CODES project despite funding cuts at the national level. Given NHTSA's interest in maintaining Ohio as a CODES state, and pending additional funds from NHTSA, the GHSO will provide funding to allow CIRP to continue the project in 2008.

**Funding Level:**    \$ 150,000                      **Funding Source:** 402

**Estimated Funding for Traffic Safety Programs in FFY 2008**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
Law Enforcement Liaisons	\$ 350,000	402
High Visibility Enforcement Overtime Grants	\$3,075,000	402 and 410
Judicial and Officers Training	\$ 201,000	402 and 410
Speed Management	\$ 25,000	402
Safe Communities	\$1,425,000	402
Safety Conscious Planning Project	\$ 200,000	402
Occupant Protection Coordinators	\$ 581,000	402
Booster Seat Education Program	\$ 150,000	State
CPS Liaison	\$ 32,000	402
Special Needs Program	\$ 40,000	402
Faith Based Initiatives	\$ 125,000	402
Hispanic Initiatives	\$ 75,000	402
Asian Initiatives	\$ 56,000	402
Amish-Related Initiative	\$ 55,000	402
GHSO Senior Driver Presentations	\$ 5,000	402
Motorcycle Ohio	\$ 180,080	2010
Motorcycle Strategic Plan	\$ 100,000	402
Motorcycle Assessment	\$ 25,000	402
Traffic Safety Engineering	\$ 225,000	402
Engineering Training	\$ 75,000	402
TRCC Priority Projects	\$1,380,514	408
CODES Project	\$ 150,000	402
Subtotal	\$8,530,594	
<b>Additional Programs and Activities</b>		
ODOT's Work Zone Safety	\$ 100,000	ODOT
ODOT's Safe Commute	\$ 800,000	ODOT
Motorcycle Ohio	\$ 2,391,172	State
Subtotal	\$ 3,291,172	
<b>TOTAL</b>	<b>\$11,821,766</b>	

# Ohio's FFY 2008 Traffic Safety Action Plan

## Seat Belt Usage Goal

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- To increase the overall seat belt usage rate in Ohio to 85% or above in 2008.

## Performance Measure

- Statewide observational seat belt surveys will be conducted in 2008

## Baseline

- According to the 2006 statewide observational surveys, 81.7% of Ohio motorists use seat belts.

**Note:** The final seat belt observational survey for 2007 has not been completed, a revision to the *Traffic Safety Action Plan* will be submitted once final data are available.

## Seat Belt Usage Strategies

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- **Click It or Ticket (CIOT)** - Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY 2008. Following the national model, campaign components will include high visibility law enforcement, paid media, earned media and evaluation.

The GHSO will work to increase the level of law enforcement participation, partner reporting level, and expand its partnership network. The GHSO expects to have over 875 agencies committed to participate in the 2008 enforcement mobilization. In 2007, more than 130 African American churches, 34 Safe Communities programs, 90 Ohio Partners for Traffic Safety (corporate) partners, six major insurance companies, 36 fire stations/EMS/EMT providers, 14 entertainment venues and six state agencies participated. The GHSO will seek to increase the number of partners by 10 percent (Safe Communities are already at 100 percent).

In 2007, Ohio participated in the NHTSA regional *Day & Night – Click It or Ticket* enforcement event with support from the Ohio State Highway Patrol and 137 local law enforcement agencies. Due to its success, Ohio plans to expand this effort to 3 nights in 2008.

With approximately 1,000 law enforcement agencies in the state, the GHSO is unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment awards, especially the award of police cars, has been proven to be an effective incentive to participate in the national mobilization efforts. Traffic safety related equipment awards to agencies who participate in the 2008 national mobilizations will continue to be based on the level of involvement in the national mobilizations, including a high visibility approach to seat belt and alcohol offenses, a strong media and outreach component and meeting reporting requirements.

A new strategy will be implemented in 2008 to encourage law enforcement agencies in the lowest seat belt usage jurisdictions to actively support the national mobilization. *Click It or Ticket* mini-grants will be offered to select agencies in jurisdictions with a low belt usage rate based on statewide observational seat belt surveys.

CIOT media strategies are detailed later in this document under communications strategies and the CIOT evaluation strategy is detailed under evaluation strategies. The following funding level is for CIOT materials and law enforcement incentives only; it does not include the media or evaluation strategies.

**Funding Level:** \$ 300,000      **Funding Source:** 402





**Estimated Funding for Seat Belt Programs in FFY 2008**

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<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
<i>Click it or Ticket</i> Materials & Mini-Grants	\$ 300,000	402
<i>What's Holding You Back?</i> Materials	\$ 100,000	402
<i>Save Face – Buckle Up</i> Campaign	\$ 5,000	402
Subtotal	\$ 405,000	
<b>Additional Programs and Activities</b>		
Third Grade Seat Belt Program	\$ 250,000	State
Subtotal	\$ 250,000	
<b>In-Kind Programs and Activities</b>		
Support Occupant Restraint Laws	\$ 0	State
<b>TOTAL</b>	<b>\$ 655,000</b>	

# Ohio's FFY 2008 Traffic Safety Action Plan

## Impaired Driving Goal

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- Ohio has adopted the goal of no more than 35% of fatal crashes being alcohol-related by the end of 2008.
- To reduce the number of alcohol-related traffic deaths to no more than 457 by the end of 2008. Thus saving 38 lives from the 2006 baseline.

## Performance Measures

- The percent of alcohol-related fatal crashes to the total number of fatal crashes
- The actual number of alcohol-related deaths

## Baseline

- During 2006, there were 1,140 fatal-traffic crashes in Ohio. Of these fatal crashes, 462 were alcohol-related or 40.5%.
- In 2006, there were 495 alcohol-related deaths on Ohio roads; these fatalities represented 39% of all crash fatalities.

## Impaired Driving Strategies

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- **Countywide OVI Task Force Program** – This program is a countywide initiative to conduct high visibility enforcement, public awareness, and education focusing on impaired driving. Ten Ohio counties that experienced the highest number of alcohol-related fatal crashes in 2004, 2005 and 2006 will receive funding for the operation of a countywide OVI Task Force. The top ten counties for FFY 2008 are: Ashtabula, Butler, Cuyahoga, Franklin, Hamilton, Lucas, Mahoning, Montgomery, Stark and Summit.

Based upon discussions with OVI task force members and NHTSA's interest in sustained enforcement, grant performance criteria in FFY 2008 require a minimum of twelve sobriety checkpoints, OVI saturation patrols and a minimum of three press events. Of these, one sobriety checkpoint and one media event must be conducted in conjunction with the 2008 *Over the Limit. Under Arrest.* alcohol crackdown. The GHSO will reimburse for overtime labor and fringe costs, alcohol-related equipment, training, supplies, materials and minimal administrative costs. As an incentive to conduct checkpoints throughout the year, task forces will be eligible for an additional \$25,000 if they conduct one checkpoint per month in October 2007 through March 2008 and one media event.

An additional task force in Trumbull County will be funded under an "exit strategy" pilot test. The Trumbull County OVI Task Force was funded in FFY 2007, but due to a decreasing number of alcohol-related fatal crashes in 2004 - 2006 their county is no longer a "top ten" alcohol county. Due to the existence of a strong task force and 2007 impaired driving issues in the county, this task force will be considered for funding at 50% of their FFY 2007 level.

<b>Funding Level:</b>	\$1,061,000	<b>Funding Source:</b>	164
	\$ 939,000		410

- **Ohio Investigative Unit** - The purpose of this Ohio Investigative Unit (OIU) project is to reduce the sale of alcoholic beverages to intoxicated persons, including minors, and provide beverage service training to liquor permit premises in Ohio's top ten alcohol counties. In 2008, grant funding will be used to develop a spatial technological program which will allow the OIU to identify liquor permit premises that appear to produce relatively high numbers of intoxicated persons. These identified premises will be the focus of selective enforcement and beverage service training. Armed with the information retrieved from spatial programs, the OIU will participate in local DUI task force meetings and assist in targeting appropriate minor-related DUI checkpoint. By providing data sharing, the OIU will be able to provide other state and

local police departments with information to assist with their analytical capabilities. With this data, the OIU and local departments can effectively and efficiently focus enforcement efforts to selective liquor permit premises. Using these programs, the OIU will analyze alcohol related crash trends over the course of the project, increases in beverage service training requests and track any increases in media coverage.

**Funding Level:** \$ 125,000

**Funding Source:** 410

- **DUI Court Pilot Project** – In FFY 2005, the GHSO began funding the Clermont County Municipal Court to pilot the DUI court concept. During FFY 2006 two additional pilot programs were launched. In February 2006, Athens Municipal Court started a DUI Court and Akron Municipal Court started in August, 2006 on their DUI Court pilot for Summit County. In addition to their implementation plans, all courts are required to develop a sustainability plan so that the special docket can continue once federal funding is discontinued. The DUI Court State Policy Group, consisting of GHSO, The Supreme Court of Ohio and the Ohio Department of Alcohol and Drug Addition Services staff, oversees the project. Evaluation is a required component of the pilot test project. The findings of the pilot test and a best practices guide will be provided to judges through written materials and a series of workshops.

For FFY 2008, the GHSO will continue their support for the three programs listed above. The GHSO will continue the ongoing evaluation of the pilot project.

**Funding Level:** \$ 425,000

**Funding Source:** 163

- **Breath Testing Instrument Project** – Streamlining the impaired driving arrest process, duplicate paperwork and processing time for OVI arrests and providing a standardized electronic OVI reporting format to all law enforcement agencies was included as one of the major recommendations from the Governor's Task Force on Impaired Driving.

In FFY 2005, the GHSO, in conjunction with the Ohio Department of Health (ODH) and key stakeholders representing state, county and local law enforcement, the Supreme Court of Ohio, prosecuting and defense attorneys and toxicologists convened a working group to examine replacing existing breath testing instruments with portable instruments that would greatly streamline the arrest process. Initial recommendations developed after research, discussions and visits to other states utilizing new breath-testing technology, allowed ODH to release vendor requirements for potential portable breath-testing instruments. After the submitted products have passed ODH scientific tests, ODH will develop and seek approval of administrative rules for the new technology. Once administrative rules are revised, the GHSO will fund a pilot test to determine the instruments that will meet the State's expectations for statewide distribution. This project will seek to replace all of the instruments in the state once the pilot test is complete, administrative rules are approved and legal issues are resolved. Use of a standard portable breath testing instrument throughout Ohio is expected to reduce DUI arrest processing time; allow for advanced data collection; automate current manual processes, reducing the likelihood of data input errors; simplify machine maintenance and increase officer safety.

The funding level identified below is allocated for the working group. Funding for the pilot test and instrument replacement will be submitted once administrative rules are approved.

**Funding Level:** \$ 10,000

**Funding Source:** 163

- **Mobile OVI BatMobile Program** - States have found fully functional self contained units to be extremely effective in increasing the efficiency and effectiveness of sobriety checkpoints. Often referred to as "BatMobiles", these units reduce the processing time of an OVI arrest, greatly enhance checkpoint mobility, increase the ability to process multiple arrests (such as around a large event), are effective in increasing public awareness of sobriety checkpoints and increase earned media opportunities. By having the BatMobile, checkpoints could be conducted in locations not typically conducive to a standard checkpoint.

In FFY 2008, the GHSO will survey law enforcement's interest in having access to, and their desire to use, the services of this program. Once it is determined that the BatMobile concept would be accepted by Ohio's law enforcement community, and how it might best operate in the state, the goal would be to fund the purchase of a fully equipped BatMobile (\$200,000 one-time cost) and hire a Standardized Field

Sobriety Test (SFST) certified instructor/driver (\$80,000) including their travel expenses and mileage/maintenance costs (\$70,000).

**Funding Level:** \$ 350,000

**Funding Source:** 410

- **Support Impaired Driving Laws** – As in past years, the ODPS will continue to support the passage of legislation designed to impact impaired driving or improve the state’s impaired driving system. Department personnel, who are not federally funded, routinely provide testimony and necessary information to assist in the passage of this legislation.

**Estimated Funding for Impaired Driving Programs in FFY 2008**

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<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
OVI Task Forces	\$2,000,000	164/410
Ohio Investigative Unit	\$ 125,000	410
DUI Court Pilot Project	\$ 425,000	163
Breath-Testing Instrument Project	\$ 10,000	163
Mobile OVI BatMobile Program	\$ 350,000	410
Subtotal	\$2,910,000	
<b>In-Kind Programs and Activities</b>		
Support Impaired Driving Laws	\$ 0	State
<b>TOTAL</b>	<b>\$2,910,000</b>	

# Ohio's FFY 2008 Traffic Safety Action Plan

## Communications Goal

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- To develop and implement a series of year-long integrated marketing communication strategies and activities that build upon, leverage and maximize the impact of our traffic safety campaigns.

## Objectives

- Create a comprehensive communications plan to increase seat belt use, reduce impaired driving and reduce motorcycle crashes.
- Utilize the most current data and research available when developing the communication plan and strategies to segment and target key audiences.
- Expand our outreach efforts and provide partners with the support and materials needed to generate a sustained stream of media coverage and public exposure.
- Aggressively market a seat belt and impaired driving social norming message year-round to avoid losing campaign momentum.

## Performance Measures

- Timely submission of campaign media plans and evaluation reports
- Number of partners actively participating in earned media activities, number of activities, number of earned media stories

## Communication Strategies

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- **Comprehensive Communications Plan** - A comprehensive communication plan for traffic safety will be developed with in conjunction with the ODPS Communications Office. The plan will include state and federally funded projects and campaigns. The earned media component of the plan will be crafted to incorporate NHTSA's communications plan and marketing calendar and, in most cases, will utilize NHTSA's collateral campaign materials available on the web. Paid media will build upon, leverage and maximize NHTSA's national media buys for the CIOT mobilization and *Over the Limit. Under Arrest.* alcohol crackdown. Results from previous phone surveys will be considered in the plan development. A public information officer will be assigned full-time to assist the GHSO in implementing the communication plan and required campaign reporting.

**Funding Level:** \*

**Funding Source:** 402

\*(PIO salary/benefits included in GHSO Grant Program Management costs, page 12)

- **Earned Media Plan** –The earned media plan will span the entire federal fiscal year and includes both the national CIOT mobilization and *Over the Limit. Under Arrest.* alcohol crackdown; the paid media plan is detailed later in this document. The earned media plan consists of the following components:
  - Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, the OPTS corporate partners and other interested partners.
  - The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
  - Broadcast e-mails to all safety partners directing them to the NHTSA website as the mini-planners are released.
  - Coordinated media events by both ODPS and Ohio's Safe Communities Programs.
  - Press releases and media exposure from state agencies will include ODPS, ODOT, Ohio Department of Natural Resources (ODNR), and the Ohio Department of Insurance.

### FFY 2008 Earned Media Plan

Activity
Halloween Blitz
Thanksgiving Blitz
National Drunk & Drugged Driving Prevention Month (3D Month)
Christmas/New Year's Blitz
Super Bowl Blitz
<i>You Drink and Drive. You Lose.</i> (sustained alcohol)
St. Patrick's Day Blitz
<i>What's Holding You Back?</i> Seat Belt (sustained seat belt)
Prom Season Blitz
Motorcycle Awareness
<i>Click It or Ticket</i> Mobilization with <i>Day &amp; Night</i> Events and Seat Belt Enforcement
4 <sup>th</sup> of July Blitz
<i>Over the Limit. Under Arrest. Crackdown</i>
Homecoming Blitz

- Traffic Safety Awareness Programs**– As a new strategy in FFY 2008, the GHSO will provide selected agencies with earned media tools and marketing materials that can be tailored and distributed to fit specific local needs and objectives within their county. The GHSO will specify which five campaigns will be promoted based upon the county's crash statistics. A media planner (i.e., news releases, letters to the editor, op-ed articles, and a campaign specific fact sheet) will be made available for each campaign. Additionally, banners, yard signs and other materials will be provided for the two national mobilizations. Participation in the county fair or other large summer event which includes setting up a booth and distributing traffic safety related materials/information provided by the GHSO will be required.

**Funding Level:**    \$    33,000

**Funding Source:**    402

- Click It or Ticket Seat Belt Mobilization** – Ohio will continue to implement and expand the national seat belt mobilization model in FFY 2008. Campaign components will include high visibility law enforcement, paid media, earned media and evaluation.

The program goal is to increase statewide seat belt use via an enforcement, public education and paid advertising plan. The media objective is to elevate awareness of the seat belt message and heightened enforcement throughout Ohio around the mobilization period. In 2007, Ohio participated in the NHTSA regional Day & Night – Click It or Ticket Enforcement event with support from the Ohio State Highway Patrol and 137 local law enforcement agencies. Due to its success, Ohio plans to expand this effort to 3 nights in 2008.

The GHSO will work to increase the level of law enforcement participation, partner reporting level, and expand its partnership network. The GHSO expects to have over 875 agencies committed to participate in the 2008 enforcement mobilization. In 2007, more than 130 African American churches, 33 Safe Communities programs, 70 Ohio Partners for Traffic Safety (corporate) partners, six major insurance companies, 36 fire stations/EMS/EMT providers, 14 entertainment venues and six state agencies participated. The GHSO will seek to increase the number of partners by 10 percent (Safe Communities are already at 100 percent).

It has been proven that a higher frequency of messaging directed at low usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. New partnerships and earned media will help expand the campaign's message into the low usage populations. In FFY 2008, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Additionally, a limited amount of targeted outdoor and print media will be used during this effort.

The target audience is defined as anyone who drives or rides in a motor vehicle within the state of Ohio. According to the ODPS's *2006 Observational Survey of Safety Belt Use*, younger drivers/passengers (ages 15-25) and men are less likely to use seat belts. Throughout 2008, all media direction will be skewed toward younger men with the primary media target being 18-34 year olds. A secondary emphasis will continue to be male urban audiences and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

The following is a projected media strategy for the paid media plan during the 2008 CIOT campaign.

The following parameters will be adhered to:

- The total budget will not exceed \$600,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton, as in 2007.
- Flight weeks will be 5/20/2008 – 6/2/2008.
- Creative units available will include a: 30 television spot and: 30 radio spots.
- The target audience will be men 18-34 years.
- PSA units (unpaid media) will be no less than 30-40% of the buy and will be scheduled within the flight as much as possible.
- Paid media will compliment the national NHTSA media buy.

Media tactics will include providing ongoing influence throughout the national CIOT campaign by lighting the individual media elements; ensuring strong activity throughout May to coincide with a statewide high visibility law enforcement component and delivering ongoing statewide impact using TV/radio as the primary vehicles. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by also employing a statewide radio network in part for this effort.

The sample media buy plan, which is provided as an example of what will be purchased in 2008, can be found on the next page. The plan will be adjusted based upon feedback from NHTSA's media buyer and information received from the 2007 telephone survey analysis.

**Funding Level:** \$ 600,000

**Funding Source:** 402



**2006 Cable TV Summary**

Market	Cable System	Paid Spots	PSA Spots	TOTAL Spots	OPS Cost	BUDGET	PAID GRPS	PSA GRPS	TOTAL GRPS
Cleveland	CMC/Time Warner (+Cavs)	87	87	174	\$ 40,603.85	\$ 34,000.00	100.0	23.8	123.8
Columbus	Time Warner/Viamedia	270	270	540	\$ 19,254.46	\$ 26,000.00	199.5	138.2	337.7
Cincinnati	Time Warner	104	104	208	\$ 14,334.05	\$ 18,000.00	100.0	3.6	103.6
Dayton/Lima	Time Warner	74	74	148	\$ 8,561.03	\$ 13,000.00	102.2	18.0	120.2
	Time Warner/Qcom Lima	236	236	472	\$ 3,774.87	\$ -	204.2	168.8	373.0
Toledo	Buckeye Cable (2 Systems)	207	191	398	\$ 6,341.44	\$ 7,000.00	177.0	55.4	232.4
Youngstown	Time Warner	106	105	211	\$ 3,173.33	\$ 8,000.00	100.6	28.5	129.1
Steubenville	Adelphia	198	198	396	\$ 1,780.21	\$ 4,000.00	100.0	125.4	225.4
INDIANS	STO/WKYC/ESPN (Time Wa	16	16	32	\$ 20,051.28	\$ 20,000.00	72.0	32.0	104.0
REDS	Fox Sports Net (May)	25	25	50	\$ 19,615.38	\$ 10,000.00	50.0	25.0	75.0
<b>CABLE TOTAL</b>		<b>1,323</b>	<b>1,306</b>	<b>2,629</b>	<b>\$ 137,489.90</b>	<b>\$ 140,000.00</b>	<b>1,205.5</b>	<b>618.7</b>	<b>1824.2</b>
					<b>\$ 140,000.00</b>		<b>100</b>		
					<b>\$ 2,510.10</b>		<b>GRPS</b>		

**Ohio Public Safety  
2006 Spot TV Summary**

Market	Station	Paid Spots	PSA Spots	TOTAL Spots	OPS Cost	BUDGET	PAID GRPS	PSA GRPS	TOTAL GRPS
Cleveland	WBXN,WEWS,WJW,WKYC,1	163	162	325	\$ 76,744.10	\$ 102,000.00	302.5	122.6	425.1
Columbus	WBNS,WCMH,WSYX,WTTE,	115	153	268	\$ 52,547.44	\$ 80,000.00	296.2	155.2	451.4
Cincinnati	WCPO, WLWT, WSTR, WXI)	104	105	209	\$ 42,456.41	\$ 55,000.00	294.8	219.9	514.7
Dayton	WBDT,WHIO,WKEF, WRGT	120	121	241	\$ 23,738.97	\$ 38,000.00	300.2	232.8	533.0
Lima	WLIO, WBOH	85	85	170	\$ 5,854.10	\$ -	150.0	191.1	341.1
Toledo	WNWO,WTOL,WTVG,WUPV	169	167	336	\$ 21,245.64	\$ 21,000.00	299.8	236.1	535.9
Youngstown	WBCB,WFMJ, WKBN, WYFX	229	210	439	\$ 20,888.21	\$ 23,000.00	299.8	232.8	532.6
Steubenville	WTOV, WTRF	108	108	216	\$ 10,971.54	\$ 11,000.00	237.3	298.0	535.3
Statewide	ONN-TV Caring for Ohio Com	320	336	656	\$ 25,435.90				
Statewide	MOVIE MEDIA - 175 Screens	172		172	\$ 47,705.64	\$ -			
<b>SPOT TV TOTAL</b>		<b>1585</b>	<b>1447</b>	<b>3032</b>	<b>\$ 327,587.95</b>	<b>\$ 330,000.00</b>	<b>2180.6</b>	<b>1688.5</b>	<b>3869.1</b>
					<b>\$ 330,000.00</b>		<b>300.0</b>		
					<b>\$ 2,412.05</b>		<b>GRPS</b>		
							<b>PAID GOAL</b>		

**Ohio Public Safety  
2006 Spot Radio Summary**

Market	Station	Paid Spots	PSA Spots	TOTAL Spots	OPS Cost	BUDGET	PAID GRPS	PSA GRPS	TOTAL GRPS
Cleveland	WAKS,WENZ,WMMS,WNCX	196	196	392	\$ 19,101.03	\$ 21,000.00	303.8	256.6	560.4
Columbus	WAZU,WBZX,WCKX,WCOL,1	298	285	583	\$ 16,407.18	\$ 17,000.00	299.2	297.6	596.8
Cincinnati	WAQZ,WEBN,WIZF,WKFS,1	237	201	438	\$ 18,126.36	\$ 17,000.00	318.2	276.3	594.5
Dayton	WDHT,WTUE, WXEG	156	156	312	\$ 8,639.49	\$ 8,000.00	290.6	198.4	489.0
Toledo	WIOT,WRWK,WVKS,WXKR	222	222	444	\$ 7,180.10	\$ 6,000.00	299.8	87.6	387.4
Youngstown	WNCD,WQXK,WWIZ,WAKZ,1	188	188	376	\$ 5,011.95	\$ 5,000.00	251.2	220.0	471.2
Steubenville	WEGW, WOVK,WOGH, WCI	156	132	288	\$ 4,020.72	\$ 3,000.00	299.2	232.8	532.0
Statewide	ONN/OSU	36	0	36	\$ 54,455.79	\$ -	0.0	0	0.0
Indians	WTAM + see misc. sponsora	96	0	96	\$ 30,256.41	\$ 31,000.00	0.0	0	0.0
Reds	WLW	83	0	0	\$ 9,046.15	\$ 10,000.00	0.0	0	0.0
<b>SPOT RADIO TOTAL</b>		<b>1668</b>	<b>1380</b>		<b>\$ 172,245.18</b>	<b>\$ 118,000.00</b>	<b>2062.0</b>	<b>1569.3</b>	<b>3631.3</b>
					<b>\$ 118,000.00</b>		<b>300.0</b>		
					<b>\$ (54,245.18)</b>		<b>GRPS</b>		

**Ohio Public Safety  
Misc. Sponsorships**

Reds	Reds Stadium				\$ 16,410.26	\$ 20,000.00			
Clippers	Clippers (moved to Rural)				\$ -	\$ 6,000.00			
Indians	Indians Stadium&Homeplate				\$ 20,512.82	\$ 20,515.00			
Cavs	Playoffs (2nd Round/6 games				\$ 12,307.69	\$ -			
GHSO	SE Ohio McDonalds promotio				\$ 717.95	\$ -			
NHRA	Pontiac Nationals Souvenir				\$ 6,102.56	\$ -			
<b>EVENT TOTAL</b>					<b>\$ 56,051.28</b>				

**Ohio Public Safety  
Misc.**

**Misc. Total**

\$ 100,000.00  
\$ 100,000.00

**GRAND TOTAL \$ 693,374.31**

- **Over the Limit. Under Arrest. Alcohol Crackdown** – The national *Over the Limit. Under Arrest.* alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be signed up to participate in the 2008 crackdown scheduled tentatively for August 15 – September 1, 2008.

The goal of the paid media plan for the 2008 alcohol crackdown is to decrease the number of impaired driver and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2008, all media direction will be skewing toward a younger male audience. Once again, the primary media target will be 18 -34 year old males, however, other demographic audiences might be targeted based on data from the 2007 statewide telephone surveys when they become available.

The following is a projected media strategy for the paid media plan during the 2008 alcohol crackdown.

The following parameters will be adhered to:

- The total budget will not exceed \$250,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton, as in 2007.
- Flight weeks will be 8/17/2008 – 9/3/2008.
- Creative units available will include a: 30 television spot and: 30 radio spots.
- The target audience will be men 18-34 years.
- PSA units (unpaid media) will be no less than 30-40% of the buy and will be scheduled within the flight as much as possible.
- Media will compliment the national NHTSA media buy.

Media tactics will include providing ongoing influence throughout the alcohol crackdown by flighting the individual media elements; ensuring strong activity to coincide with a statewide high visibility law enforcement component and delivering ongoing statewide impact using TV/radio as the primary vehicles. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by employing spot radio as part of this plan.

The sample media buy plan which is provided as an example of what will be purchased in 2008 can be found on the next page. The plan will be adjusted, based upon feedback from NHTSA's media buyer and information received from the 2007 telephone survey analysis.

**Funding Level:** \$ 250,000

**Funding Source:** 402

Ohio Dept of Public Safety  
 Alcohol Campaign - wks of 8/20 & 8/27  
**Budget Allocations**

	Stations	Spots			TRP's			Net Media Placed	ODPS Cost	Budget
		Paid	PSA	Total	Paid	PSA	Total			
<b>Cable</b>										
Cincinnati	Time Warner	217	117	334			209.6	\$13,108.70	\$13,370.87	\$15,750.00
Cleveland	Time Warner	130	130	260			217.0	\$24,021.00	\$24,501.42	\$17,750.00
Columbus	Time Warner			0	0.0		0.0	\$0.00	\$0.00	\$0.00
Dayton	Time Warner			0	0.0		0.0	\$0.00	\$0.00	\$0.00
Toledo	Buckeye Cable			0	0.0		0.0	\$0.00	\$0.00	\$0.00
Indians	Sports Time Ohio	12	12	24				\$16,830.00	\$17,166.60	\$17,000.00
Reds	FSN	41	41	82				\$16,320.00	\$16,646.40	\$17,000.00
								<b>\$70,279.70</b>	<b>\$71,685.29</b>	<b>\$67,500.00</b>
<b>Radio</b>										
Cincinnati	WEBN, WIZF, WKFS, WOFX, WSWD	278	243	521	328.3	287.8	616.1	\$21,568.75	\$22,000.13	\$21,500.00
Cleveland	WENZ, WMMS, WXRK, WBNS-AM, WBZX, WCKX,	212	192	404	341.8	286.8	628.6	\$13,440.20	\$13,709.00	\$17,500.00
Columbus	WNCI, WNKK, WWCD	295	362	657	316.6	340.4	657.0	\$21,275.50	\$21,701.01	\$24,000.00
Dayton	WDHT, WTUE, WXEG	168	168	336	320.0	254.4	574.4	\$10,512.80	\$10,723.06	\$11,500.00
Toledo				0	300.0		300.0	\$0.00	\$0.00	\$0.00
Reds (WLW)								\$23,186.27	\$23,650.00	\$23,650.00
								<b>\$89,983.52</b>	<b>\$91,783.20</b>	<b>\$98,150.00</b>
<b>Sports Sponsorships</b>										
Bengals	regular							\$47,500.00	\$48,450.00	\$47,500.00
	special TEAM							\$10,000.00	\$10,200.00	\$10,200.00
Browns								\$58,700.00	\$59,874.00	\$58,700.00
								<b>\$116,200.00</b>	<b>\$118,524.00</b>	<b>\$116,400.00</b>
								<b>\$276,463.22</b>	<b>\$281,992.49</b>	<b>\$282,050.00</b>

- **December/January Over the Limit. Under Arrest. Alcohol Crackdown** - The goal of the paid media plan for the 2008 December/January crackdown is to decrease the number of impaired driver and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure. The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways.

The goal of the paid media plan for the 2008 December/January crackdown is to decrease the number of impaired driver and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2008, all media direction will be skewing toward a younger male audience. Once again, the primary media target will be 18 -34 year old males, however, other demographic audiences might be targeted based on data from the 2007 statewide telephone surveys when they become available.

The following is a projected media strategy for the paid media plan during the 2008 December/January crackdown.

The following parameters will be adhered to:

- The total budget will not exceed \$100,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton.
- Flight weeks are TBD.
- Creative units available will include a: 30 television spot and: 30 radio spots.
- The target audience will be men 18-34 years.
- PSA units (unpaid media) will be no less than 30-40% of the buy and will be scheduled within the flight as much as possible.
- Media will compliment the national NHTSA media buy.

Media tactics will include providing ongoing influence throughout the December/January alcohol crackdown by flighting the individual media elements; ensuring strong activity to coincide with a statewide high visibility law enforcement component and delivering ongoing statewide impact using TV/radio as the primary vehicles. Bonus inventory will be required by each station. Regional radio will be negotiated in counties receiving less significant impact from the larger cities. Additional cost-efficiency and greater message reach are available in many of the smaller regions by employing spot radio as part of this plan.

The sample media buy plan which is provided as an example of what will be purchased in 2008 can be found on the next page. The plan will be adjusted, based upon feedback from NHTSA's media buyer and information received from the 2007 telephone survey analysis.

**Funding Level:** \$ 100,000      **Funding Source:** 402

Ohio Dept of Public Safety  
 Alcohol Holiday Campaign  
**Budget Allocations**

Stations	Spots			TRP's			Net Media Placed	ODPS Cost	Budget	
	Paid	PSA	Total	Paid	PSA	Total				
<b>Cable</b>										
Cincinnati	Time Warner	217	117	334			209.6	\$13,108.70	\$13,370.87	\$15,750.00
Cleveland	Time Warner	130	130	260			217.0	\$24,021.00	\$24,501.42	\$17,750.00
Columbus	Time Warner			0	0.0		0.0	\$0.00	\$0.00	\$0.00
Dayton	Time Warner			0	0.0		0.0	\$0.00	\$0.00	\$0.00
Toledo	Buckeye Cable			0	0.0		0.0	\$0.00	\$0.00	\$0.00
								<b>\$37,129.70</b>	<b>\$37,872.29</b>	<b>\$33,500.00</b>
<b>Radio</b>										
Cincinnati		275	275	550	300.0	300.0	600.0	\$21,568.75	\$22,000.13	\$21,500.00
Cleveland		210	210	420	300.0	300.0	600.0	\$13,440.20	\$13,709.00	\$17,500.00
Columbus		280	280	560	300.0	300.0	600.0	\$21,275.50	\$21,701.01	\$24,000.00
Dayton		150	150	300	300.0	300.0	600.0	\$10,512.80	\$10,723.06	\$11,500.00
Toledo				0	300.0	300.0	600.0	\$0.00	\$0.00	\$0.00
								<b>\$66,797.25</b>	<b>\$68,133.20</b>	<b>\$74,500.00</b>
								<b>\$103,926.95</b>	<b>\$106,005.49</b>	<b>\$108,000.00</b>
Cincinnati										\$37,250.00
Cleveland										\$35,250.00
Columbus										\$24,000.00
Dayton										\$11,500.00
Toledo										\$0.00
Statewide										
										<b>\$108,000.00</b>

- **Sustained Belt/Alcohol Paid Media Plan** - The national plan will be an adopted approach in Ohio for 2008. Ohio will bridge the media gaps between the national seat belt mobilization and alcohol crackdown with an appropriate mix of enforcement and social-norming initiatives to extend our highway safety messages.

The goal will be to sustain the messages throughout the year and to hit our highest peaks during the primary mobilization and crackdowns when we are deploying what we know works best in changing behavior. Between these times, using other recognized brands like *What's Holding You Back?*, *You Drink and Drive. You Lose.* and *Fans Don't Let Fans Drive Drunk.* provides an opportunity to extend the core safety messages. Embracing social norming messages allows us to look for marketing alliances with businesses and organizations already branded and important to our target audiences. We have learned that many partners are not comfortable spending their resources to aggressively promote a strong enforcement message. A year-round mix of enforcement and social norming messages helps to avoid these conflicts and provides us with more opportunities to keep our messages in front of the public and our target audiences.

**Media Tactics**

A combination of spot radio, outdoor and cable television will be used to maximize the amount of resources for the sustained belt/alcohol paid media plan.

- The major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70-75% cable penetration. A level of at least 2 daily prime time spots on each of the target networks will be purchased.
- Radio buys (:30) will be planned with a daypart mix planned of 35% Morning Drive; 35% Afternoon Drive; 15% in Evenings and 15% on Weekends. Primary formats planned are Sports, Rock, Alternative, Urban Contemporary and Country, as appropriate for each market.
- Sports sponsorships with college and professional teams in Ohio will be purchased to promote responsible drinking seat belt use throughout the season. However, specific emphasis will be placed on the pre-season games which occur within the mobilization/crackdown periods.
- Bonus inventory will be negotiated with each media vehicle as available and will be a requirement to participate in the campaign.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained belt/alcohol paid media plan will complement the 2008 NHTSA National Communications Plan for impaired driving and occupant protection, the 2008 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year, as well as the GHSO's FFY 2008 earned media plan. The final sustained belt/alcohol paid media plan will be submitted to NHTSA for review prior to implementation.

**Funding Level:** \$ 400,000                      **Funding Source:** 402/410

- **Motorcycle Safety Paid Media** - The GHSO will provide earned media tools and marketing materials for the summer RideSMART motorcycle campaign to the Safe Communities programs and our other traffic safety partners. A paid media campaign will be implemented in conjunction with the earned media campaign. Outdoor advertising may be used, but will be limited and used only when it reaches the segment of the desired target audience.

The motorcycle paid media plan will complement the 2008 NHTSA National Communications Plan for motorcycle safety, the 2008 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year, as well as the GHSO's FFY 2008 earned media plan. The final motorcycle paid media plan will be submitted to NHTSA for review prior to implementation.

**Funding Level:** \$ 150,000                      **Funding Source:** 402

**Estimated Funding for Communications Strategies in FFY 2008**

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<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
Public Information Officer Salary	Incl. in Program Admn.	402
Traffic Safety Awareness Programs	\$ 33,000	402
CIOT Paid Media	\$ 600,000	402
<i>Over./Under. Paid Media</i>	\$ 250,000	402
<i>Dec./Jan. Over./Under. Paid Media</i>	\$ 100,000	402
Sustained Belt /Alcohol Paid Media	\$ 400,000	402/410
Motorcycle Awareness	\$ 150,000	402
<b>TOTAL</b>	<b>\$ 1,533,000</b>	

# Ohio's FFY 2008 Traffic Safety Action Plan

## Evaluation Goal

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- To evaluate the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs to determine the effectiveness of planned highway safety activities and their ability to decrease traffic crashes, deaths and injuries.

## Objectives

- Conduct observational seat belt surveys and telephone surveys that meet NHTSA-approved guidelines.
- Conduct an evaluation of the DUI Court pilot project.
- Assist with the evaluation of the aggressive driving around commercial trucks pilot project.
- Continue evaluation of the *Basic Rider Course 2*.
- Continue evaluation of the Crestview Local Schools comprehensive youth safety pilot project.

## Performance Measure

- Quality and timeliness of evaluation programs and reports

## Evaluation Strategies

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- Miami University Evaluation** - Ohio's Miami University (MU) will again assist the GHSO by evaluating several campaigns and programs such as the seat belt mobilization, sustained paid media and alcohol crackdowns, as well as to assist with the development of problem identification, identification of goals, program direction, and pilot project evaluation design. In FFY 2008, MU's activities will include:
  - Training observers, collect and analyzing the statewide observational seat belt survey data to determine the annual usage rate for the state using the NHTSA established methodology;
  - Conducting four statewide telephone surveys (approximate cost is \$25,000 per survey) to evaluate and measure the effects of paid media for the seat belt mobilization, alcohol crackdowns and sustained paid media;
  - Assisting with the evaluation of the aggressive driving around commercial trucks pilot project;
  - Assisting with the evaluation of the DUI Court pilot project;
  - Continuing an evaluative comparison of the *Basic Rider Course* to the *Basic Rider Course 2*;
  - Evaluating the Crestview Local Schools comprehensive youth safety pilot project which uses "black box" technology to monitor teen driving; and
  - Train grantees required to conduct surveys in FFY 2008 in their use.

**Funding Level:** \$ 450,000

**Funding Source:** 402

## Estimated Funding for Evaluation Strategies in FFY 2008

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Strategic Programs and Activities	Funding Level	Funding Source
Miami University Evaluation	\$ 450,000	402
<b>TOTAL</b>	<b>\$ 450,000</b>	

## Highway Safety Program Cost Summary

STATE: OHIO

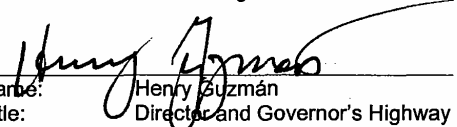
NUMBER: 08-01

DATE: 08/27/07

### Federally Funded Program

Program Area	Approved Program Costs	State/Local Funds	Previous Balance	Increase / (Decrease)	Current Balance	Federal Share to Locals
AL-N	0		678,769		678,769	0
CP-N	2,172,000	967,485	758,121		2,930,121	344,000
MC-N	125,000	2,391,172	248,845		373,845	0
OP-N	626,000		230,749		856,749	585,000
PA-N	787,000	787,000	765,428		1,552,428	0
PM-N	1,400,000		0		1,400,000	0
PT-N	1,772,000		2,864,094		4,636,094	1,772,000
RS-N	300,000		256,111		556,111	225,000
SA-N	1,425,000		886,067		2,311,067	1,425,000
SC-N	25,000		10,000		35,000	0
TR-N	150,000		39,273		189,273	0
<b>Subtotal</b>	<b>8,782,000</b>	<b>4,145,657</b>	<b>6,737,457</b>		<b>15,519,157</b>	<b>4,351,000</b>
7CP	0		73,185			0
7OP	0		191,901			0
7PM	0		6,132			0
<b>Subtotal</b>	<b>0</b>		<b>271,218</b>		<b>271,218</b>	<b>271,218</b>
4AL	1,061,000		885,580		1,946,580	1
4AL PM	0		0		0	1,061,000
4HE	0		21,613,768		21,613,768	0
<b>Subtotal</b>	<b>1,061,000</b>		<b>22,469,348</b>		<b>23,560,348</b>	<b>1,061,000</b>
K6	180,080		104,708		284,788	0
<b>Subtotal</b>	<b>180,080</b>		<b>104,708</b>		<b>284,788</b>	<b>0</b>
K8	3,065,000	1,864,000	618,119		3,683,119	2,390,000
<b>Subtotal</b>	<b>3,065,000</b>	<b>1,864,000</b>	<b>618,119</b>		<b>3,683,119</b>	<b>2,390,000</b>
K9	1,380,514		1,208,389		2,588,903	0
<b>Subtotal</b>	<b>1,380,514</b>		<b>1,208,389</b>		<b>2,588,903</b>	<b>0</b>
163-08	435,000		6,961,624		6,961,624	425,000
<b>Subtotal</b>	<b>435,000</b>		<b>6,961,624</b>		<b>6,961,624</b>	<b>425,000</b>
<b>Total NHTSA</b>	<b>14,468,594</b>	<b>6,009,657</b>	<b>31,409,239</b>		<b>45,907,533</b>	<b>7,802,000</b>
<b>Total FHWA</b>	<b>435,000</b>		<b>6,961,624</b>		<b>6,961,624</b>	<b>425,000</b>
<b>Total NHTSA &amp; FHWA</b>	<b>14,903,594</b>	<b>6,009,657</b>	<b>38,370,863</b>		<b>52,869,157</b>	<b>8,227,000</b>

State Official Authorized Signature

  
 Name: Henry Guzmán  
 Title: Director and Governor's Highway Safety Representative  
 Agency: Ohio Department of Public Safety  
 Date: August 30, 2007

Federal Official(s) Authorized Signature

NHTSA - Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Effective Date: \_\_\_\_\_



## **STATE CERTIFICATIONS AND ASSURANCES**

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

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

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 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;

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

- **National law enforcement mobilizations,**

- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

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

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 drawdowns 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 Part 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 a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

## **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (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.

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

## **RESTRICTION ON STATE LOBBYING**

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

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

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

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

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

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

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

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

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

#### Instructions for Lower Tier Certification

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

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

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

4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

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

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

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it

determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

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

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

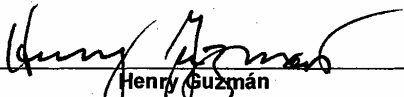
Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 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.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

  
Henry Guzmán

Governor's Representative for Highway Safety  
Director, Ohio Department of Public Safety

8-27-07  
Date