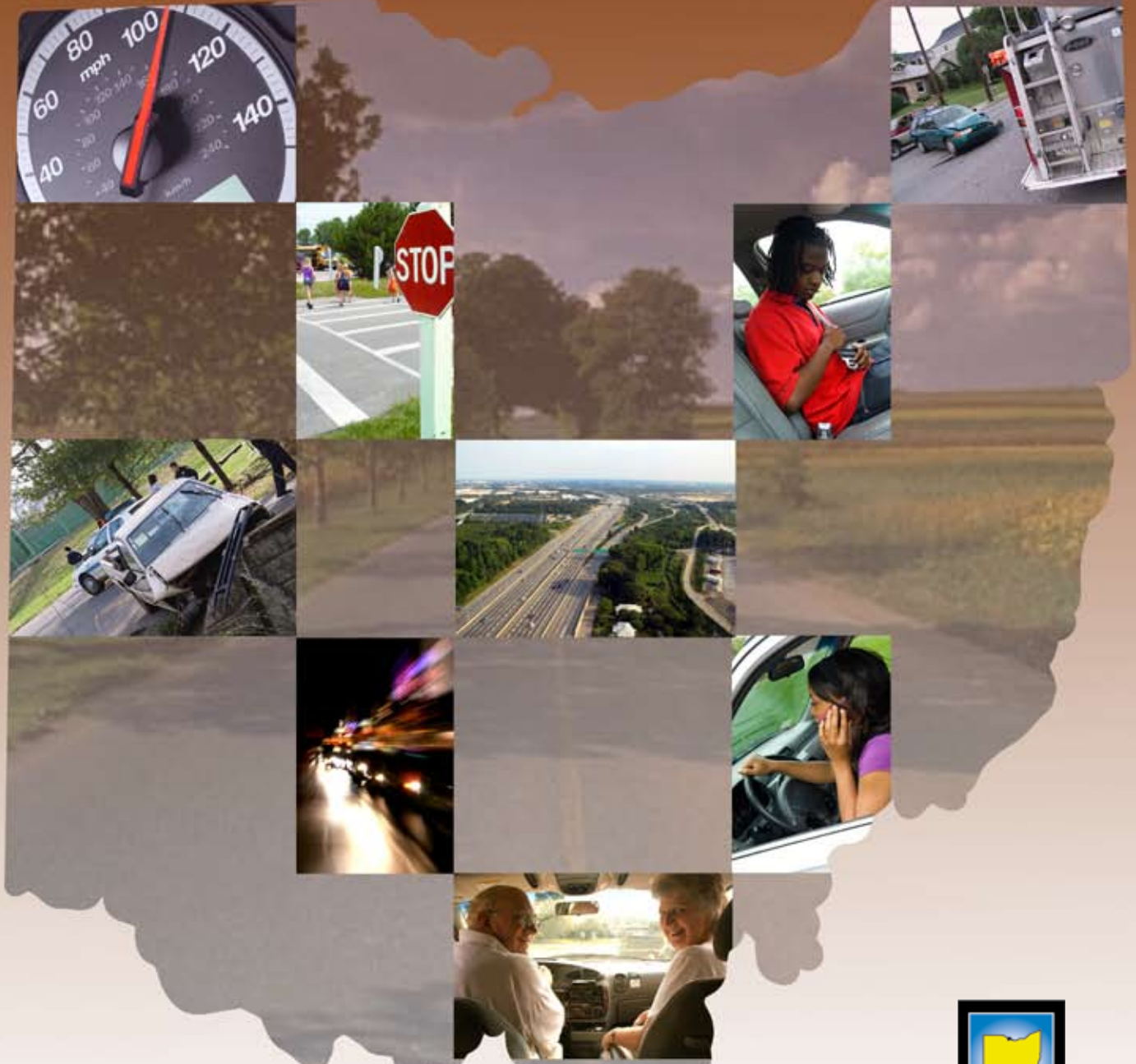


# State of Ohio Highway Safety Plan Federal Fiscal Year 2010



# State of Ohio

## FFY 2010 Highway Safety Plan

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# Ohio's Highway 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) / Ohio Traffic Safety Office (OTSO) to eligible entities to be used for such projects as traffic safety education, enforcement and engineering projects. 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 OTSO operates this federal grant program on a reimbursement basis.

Ohio adopted the national goal of one fatality per 100 million vehicle miles traveled (MVMT) by the end of 2010. Since the adoption of this goal, Ohio has moved from 1.31 in 2002 to 1.10 fatalities per 100 MVMT in 2008.

Competitive grant proposals are accepted and reviewed annually by the OTSO, with funds awarded to traffic safety projects that will have the greatest impact on reducing 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 goal of 1.0 fatalities per 100 MVMT. 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, speed management, motorcycle safety, youthful driver, 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 2010 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 OTSO uses a targeted approach to ensure a statewide effort that will satisfy state highway safety goals and that a minimum of 40 percent of federal funds are allocated to local jurisdictions. One hundred and eighty-six grant proposals have been received for FFY 2010. Federal funds have been tentatively allocated to 63 of Ohio's 88 counties representing 91.8 percent of Ohio's population (not counting the Ohio State Highway Patrol, whose grants operate on a statewide basis).

Many components of the *FFY 2010 Highway Safety 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 motor vehicle crashes on Ohio's roadways.

# Mission Statement

The Ohio Traffic Safety Office (OTSO) mission statement is: Save lives and reduce injuries on Ohio's 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.

## Executive Summary

The Ohio Traffic Safety Office (OTSO) joined Ohio's other highway safety partners in 2004 to reach the goal of one fatality per 100 million vehicle miles traveled (MVMT). With this goal in mind, the OTSO 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 in 2002 to 1.10 fatalities per 100 MVMT in 2008. Ohio's goal is to reach one fatality per 100 MVMT by the end of 2010.

Major initiatives and projects in FFY 2010 will focus on restraint use, impaired driving, speed management, motorcycle safety, youthful driver, traffic records and/or engineering and continued collaboration to implement a comprehensive highway safety plan.

- Increasing the seat belt use rate to 85 percent in FFY 2010 is a key strategy for reducing the state's overall fatality rate. The 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 additional seat belt messaging in conjunction with enforcement blitzes. The OTSO 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 OTSO partners will participate in the national Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Crackdown. In addition, the DDOLUA message will be used throughout the year in conjunction with enforcement blitzes. OTSO funding will encourage multi-jurisdictional sobriety checkpoints, especially low manpower checkpoints, combined with OVI saturation patrols and media events. In addition to funding DUI Courts, a Traffic Safety Resource Prosecutor Program (TSRP) and a breath testing instrument project, the OTSO will work to increase awareness of impaired driving, and other traffic safety issues, through judicial outreach.
- Improvements to the traffic records system will focus on working with the Traffic Records Coordinating Committee (TRCC) to continue using 408 funds for the Location Based Response System (LBRS) project. Fifty-one of Ohio's 88 counties are completed, 13 more are in process of collecting data. Funds will also be used to increase the number of agencies submitting crash reports electronically.
- The OTSO will continue its leadership role in implementing components of the *Motorcycle Safety Strategic Plan* through partnerships with motorcyclists, rider groups, law enforcement, key stakeholders and the traffic safety community. The focus in FFY 2010 will be on continuing the Ride SMART (Sober, Motorcycle Endorsed, Alert, Right Gear, Trained) campaign that kicked off in 2009 and institutionalizing it with our local partners around the state in the 2010 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 OTSO will continue as an active CHSP partner and will lead the High-Risk Behaviors/Drivers subcommittee.
- The OTSO will work cooperatively with the Ohio Department of Transportation (ODOT) in incorporating speed management concepts into the CHSP, assist with the development of educational materials and partner in a speed management pilot project.
- The OTSO along with other state agencies is working to develop a comprehensive strategy for addressing teen driver safety through the CHSP. Additional partnerships will be developed to address the issue from all sides: parents, teens and law enforcement. This campaign will be consistent with National Highway Traffic Safety Administration (NHTSA) messaging and direction.
- The OTSO will expand outreach efforts to Ohio's underserved populations to reduce impaired driving and increase occupant protection.

# Performance Plan

## **Problem Identification Process/Project Selection Process**

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A variety of resources are used to determine and prioritize the State's traffic safety problems and traffic safety-related infrastructure needs. Federal priorities and the National Traffic Highway Safety Administration (NHTSA) Region 5 regional action plan are reviewed. Past evaluations and recommendations are reviewed from resources such as the most recent NHTSA assessments (motorcycle, alcohol, occupant protection for children and traffic records) and results from annual observational seat belt surveys and telephone surveys to identify program direction.

In addition to the document review and participation in meetings, the Ohio Traffic Safety Office (OTSO) analyzes Ohio's demographics, plus traffic safety and crash data. For FFY 2010, the OTSO 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 was from Fatality Analysis Reporting System (FARS) calendar years 2006, 2007 and 2008 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2006, 2007 and 2008. Ohio's demographics, plus traffic safety and crash data can be found on pages six - nine.

Meetings with federal, state and local partners throughout the year also assist in identifying problems and infrastructure needs. Examples include the quarterly meeting for Ohio's Comprehensive Highway Safety Plan (CHSP) planning committee and subcommittees, Traffic Records Coordinating Committee (TRCC), meetings with Ohio's multicultural populations, meetings with OVI task forces, Safe Communities Advisory Committee meetings, motorcycle safety strategic planning committee, Crash Outcome Data Evaluation System (CODES) Board of Directors, Commercial Vehicle Strategic Plan planning committee, federal and regional NHTSA meetings, the Governor's Highway Safety Association annual meeting and the national LifeSavers conference. 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 considered for funding.

Each year, the grant solicitation package is made available online at <http://ghsogrants.dps.state.oh.us/Portal.asp> on 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, traffic engineering and general). Depending on the type of grant, potential grantees identify required goals, project activities and evaluation measures as part of the application process.

A pre-proposal meeting is held for potential grantees in early May to discuss the statewide goals, OTSO's expectations and answer questions. A review team consisting of all OTSO 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. Ohio Department of Transportation (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; 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 OTSO 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 highest number of fatal crashes. Programming in these locations is likely to have the greatest impact on statewide goals. Throughout the year grants are monitored to verify that funding is being utilized as stipulated in the project's work plan.

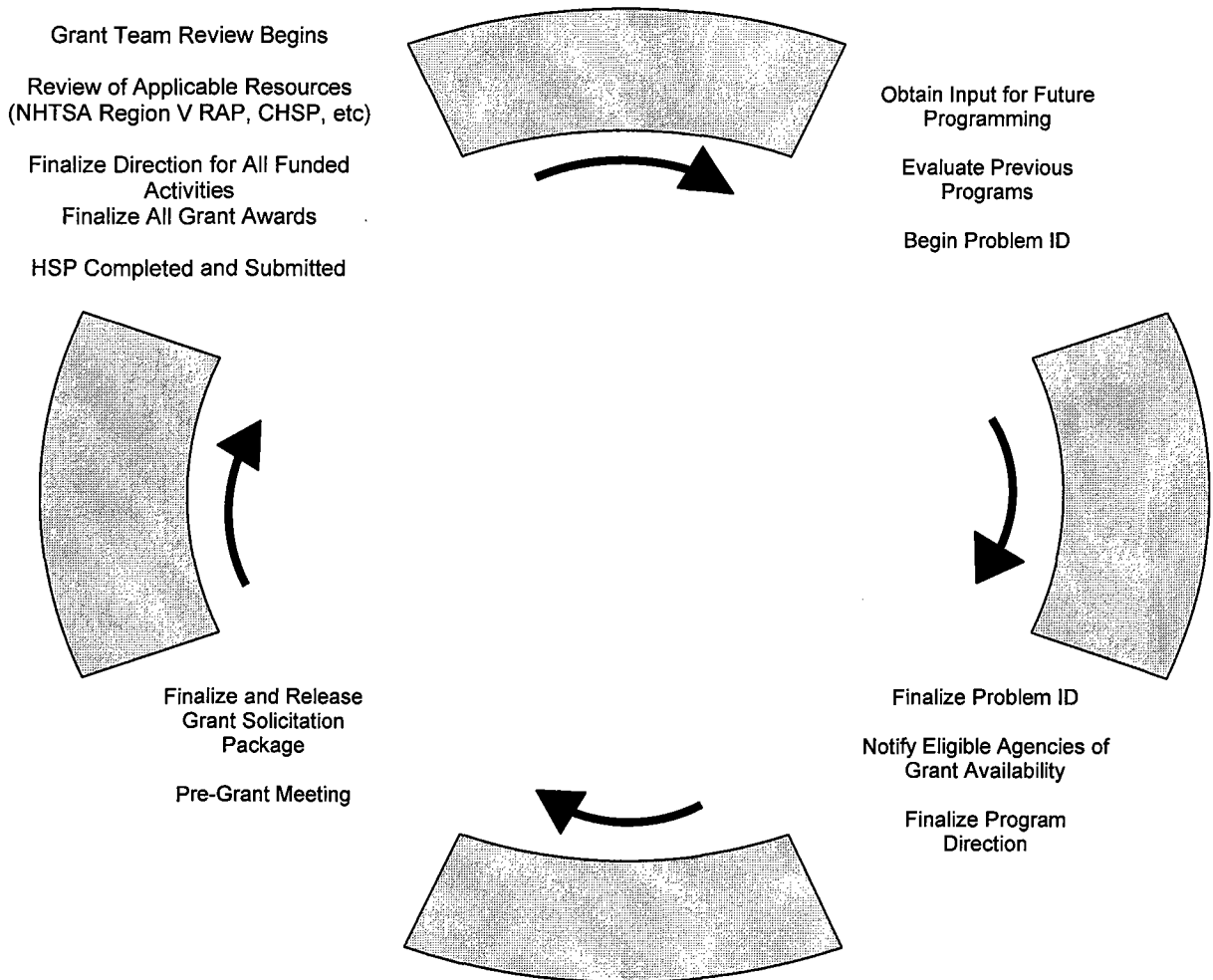
# Goal Setting Process

Historically, Ohio crash data, VMT and population are used to establish goals for priority areas including occupant protection, alcohol, speed and motorcycle. Ohio analyzes previous three years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and ODOT to set their goals for the upcoming fiscal year. These goals also take into account the national and regional goals developed by NHTSA. A standard five percent reduction was applied to all goals for FY 2010.

## Highway Safety Planning Process

At any one time during the year the OTSO 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.

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.



# Ohio Demographics

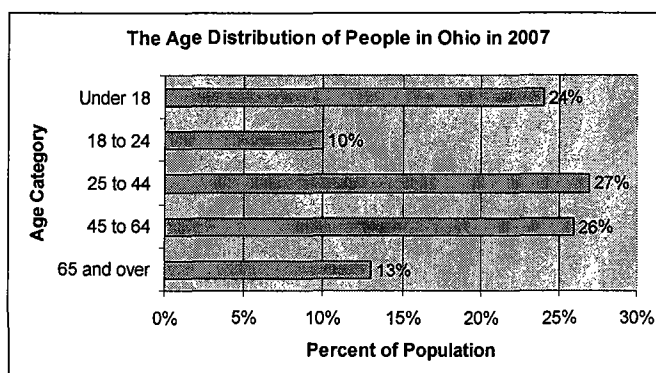
The following Ohio-specific information is from the U.S. Census Bureau's *American Community Survey, 2007 Data Profile* and represents the latest year for which complete data are available.

## Population

Total	11,464,403
Male	5,586,499
Female	5,876,904

## Race

White	84.0 Percent
Black/African American	11.7 Percent
Hispanic or Latino	2.4 Percent
Asian	1.5 Percent



## Education

At Least High School	86.3 Percent
Bachelor's or higher	23.3 Percent

## Nativity

Foreign Born	3.6 Percent
Native Born	96.4 Percent

## School Enrollment

Total	2,992,816
Nursery/Kindergarten	326,923
Elementary	1,225,811
High School	662,673
College/Graduate	777,409

## Language Spoken at Home

English	93.9 Percent
Other Language	6.1 Percent

### Other Language

Spanish	33.8 Percent
Asian/Pacific Islander	15.2 Percent
Other Language	22.3 Percent
Speak English Less Than "Very Well"	35.6 Percent

## Work Commute

Drove Alone	83.1 Percent
Carpooled	8.3 Percent
Walked	2.4 Percent
Public Transportation	1.9 Percent
Other Means	1.2 Percent
Average Commute	22.4 Minutes

# Ohio Traffic Safety Data

## Data Analysis and Identified Problem Areas

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### Fatality/Serious Injury

- In 2008, there were 1,190 traffic fatalities. The number of traffic fatalities has decreased 3.8 percent over the three year period (2006 - 2008).
- In 2008, there were 56,988 serious injuries in traffic crashes. This number has decreased 4.7 percent over the three year period (2006 – 2008).
- In 2007, fatality rate or death rate (fatalities/vehicle miles traveled) was 1.13. The fatality rate has decreased 5.8 percent over the three year period (2005 - 2007).

### Alcohol

- In 2008, there were 356 fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 7.8 percent over the three year period (2006 – 2008). This represents 30 percent of all fatalities in Ohio.
- In 2008, there were 412 alcohol-related fatal crashes (Ohio Traffic Crash Facts) in Ohio. This number has decreased 10.8 percent over the three year period (2006 – 2008).
- In 2008, the number of the motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher increased from 57 in 2007 to 70. This represents an 18.6 percent increase.
- In 2008, the number of fatal crashes involving drivers 20 or younger involved in fatal crashes with a driver or operator with a blood alcohol concentration of .08 g/dL or higher decreased from 32 in 2007 to 21. This represents a 34.4 percent decrease.

### Occupant Protection

- In 2009, Ohio reached a new high with an 83.6 percent observed seat belt use rate.
- Although the number of unrestrained passenger vehicle occupant fatalities are going down, Ohio still showed 443 in 2008 (an 11.9 percent decrease since 2006). The number of unrestrained occupants (all seat positions) fatalities represents 36 percent of all fatalities in 2008.

### Speed Management

- In 2008, there were 269 speeding-related fatalities. This number has shown an increase of 6.3 percent over the three year period (2006 – 2008). Speeding represents 23 percent of all fatalities in 2008.
- In 2008, the number of speed related motorcycle fatal crashes decreased from 52 in 2007 to 49. This represents a 5.8 percent decrease.
- In 2008, the number of speed-related fatal crashes involving drivers 20 or younger involved in fatal crashes decreased from 73 in 2007 to 60. This represents a 17.8 percent decrease.

### Motorcycle Safety

- In 2008, there were 213 motorcycle fatalities. This number has shown a dramatic increase of 34.8 percent over the three year period (2006 -2008). Motorcycle fatalities represent 18 percent of all fatalities in 2008.
- Of the 213 motorcycle fatalities in 2008, 69 percent, or 146 motorcyclists were un-helmeted. This number has also shown a dramatic increase of 24.8 percent over the three year period (2006 – 2008).
- In 2008, the number of the motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher increased from 57 in 2007 to 70. This represents an 18.6 percent increase.
- In 2008, the number of speed related motorcycle fatal crashes decreased from 52 in 2007 to 49. This represents a 5.8 percent decrease.



## **Youthful Driver**

- In 2008, there were 191 drivers 20 or younger involved in fatal crashes. This number has shown a 16.6 percent decrease over the three year period (2006 – 2008).
- In 2008, the number of fatal crashes involving drivers 20 or younger involved in fatal crashes with a driver or operator with a blood alcohol concentration of .08 g/dL or higher decreased from 32 in 2007 to 21. This represents a 34.4 percent decrease.
- In 2008, the number of speed-related fatal crashes involving drivers 20 or younger involved in fatal crashes decreased from 73 in 2007 to 60. This represents a 17.8 percent decrease.

## **Multicultural Outreach**

- According to 2007 Census Bureau Community Survey Data, Ohio's population is 11,464,403. Of those, 11.7 percent were Black or African American, 2.0 percent Hispanic, 1.5 percent were Asian. 6.1 percent of all Ohioans speak a language other than English when at home. These figures only represent those who responded to the survey. Ohio has growing communities of Somali, Hispanic and Asian. Vital traffic safety materials need to be translated and meaningful to the Limited English Proficient population per Title VI of the Civil Rights Act of 1964; Sections 503/504 of the Rehabilitation Act of 1973, as amended, as implemented by 49 CFR Parts 21 & 27.

A recent report from NHTSA estimated that 4.7 percent of deaths from all causes in the Latino community are from traffic crashes, compared with 1.6 percent for the white population. The black population was 1.8 and the Asian-American population was 2.5, Native Americans were 6.8. This report did not specifically use information from Ohio, just generalized all traffic crashes and populations from data provided from other states (Ohio doesn't take racial information on crash reports.) Source: Governor's Highway Safety Association (GHSA) Draft - *A Multicultural Primer for State Highway Safety Offices* – to be presented at the 2009 GHSA Conference in August).

The Census Department projects the U.S. will be more racially and ethnically diverse in 2050. Multicultural groups that now represent about one-third of the population are expected to become the majority in 2042 and grow to 56 percent of the population in 2050. Source: U.S. Census Bureau Press Release, August 14, 2008: *An Older and More Diverse Nation by Mid-Century*.

- Ohio also has one of the largest Anabaptist (Amish) populations in the country; approximately 55,000 with the largest settlement located in Holmes County. This community and the motoring public need increased traffic safety education when encountering a disproportionate amount of slow moving vehicles (buggies and bicycles).

## **Pedestrian Safety**

- In 2008, there were 98 pedestrian fatalities. This number reflects a two percent increase over the three year period (2006 - 2008). Pedestrian fatalities represent 8 percent of all fatalities in 2008.

## **Roadway Safety**

- Roadway safety studies are needed to identify potential safety-related countermeasures and develop cost estimates for improvements at high crash corridor/intersections.

## **Traffic Records**

- In 2004, Ohio participated in a Traffic Records Assessment. The report identified that improvements could be made in the following areas: timeliness of crash report submission, timeliness of data processing and commercial crash reporting.

# Ohio Performance Measures

## Core Outcome Measures 2006 - 2008

	Description	2006	2007	2008	3 Year Avg.	Percent Change 2006-2008
C-1	Number of traffic fatalities	1,238	1,255	1,190	1,228	-3.877
C-2	Number of serious injuries in traffic crashes	59,810	58,031	56,988	58,276	-4.718
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	503	525	443	490	-11.928
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher	386	389	356	377	-7.772
C-6	Number of speeding-related fatalities	253	280	269	267	6.324
C-7	Number of motorcyclist fatalities	158	189	213	186	34.810
C-8	Number of un-helmeted motorcyclist fatalities	117	123	146	128	24.786
C-9	Number of drivers 20 or younger involved in fatal crashes	229	221	191	213	-16.590
C-10	Number of pedestrian fatalities	96	108	98	100	2.083

Source: FARS and State Crash Data Files

## Core Outcome Measures 2005 - 2007

	Description	2005	2006	2007	3 Year Avg.	Percent Change 2005-2007
C-3a	Fatalities Per 100 Million Vehicle Miles Traveled (Total)	1.20	1.11	1.13	1.15	-5.833
C-3b	Fatalities Per 100 Million Vehicle Miles Traveled (Rural)	2.22	2.30	2.23	2.25	0.450
C-3c	Fatalities Per 100 Million Vehicle Miles Traveled (Urban)	.67	.53	.59	.60	-11.940

Source: FARS and FHWA

## Core Behavior Measure 2007 - 2009

	Description	2007	2008	2009	Percent Change 2007-2009
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	81.6	82.7	83.6	2.0

Source: Ohio Statewide Observational Seat Belt Survey

## Core Activity Measure 2006 - 2008

	Description	2006	2007	2008	Percent Change 2006 - 2008
A-1	Number of seat belt citations issued during grant-funded enforcement activities	87,707	54,114	39,393	-55.085
A-2	Number of impaired driving arrests made during grant-funded enforcement activities	9,139	9,160	6,029	-34.029
A-3	Number of speeding citations issued during grant-funded enforcement activities	126,744	116,785	68,116	-46.257

## Ohio Vehicle Miles of Travel

Year	Vehicle Miles of Travel
2005	111,534,896,900
2006	112,097,916,700
2007	111,063,748,100
Percent Change 2005 - 2007	-0.422

Supplied by the Ohio Department of Transportation

# Ohio's FFY 2010 Highway Safety Plan

## Fatality/Serious Injury

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**Note: All grant programs listed in the Highway Safety Plan will have the following Fatality/Serious Injury Problem Identification and Core Outcome Measures in addition to those listed specifically in the individual program areas.**

### Problem Identification

- In 2008, there were 1,190 traffic fatalities. The number of traffic fatalities has decreased 3.8 percent over the three year period (2006 - 2008).
- In 2008, there were 56,988 serious injuries in traffic crashes. This number has decreased 4.7 percent over the three year period (2006 – 2008).
- In 2007, fatality rate or death rate (fatalities/vehicle miles traveled) was 1.13. The fatality rate has decreased 5.8 percent over the three year period (2005 - 2007).

### Core Outcome Measures

- C-1) To decrease traffic fatalities five percent from the 2006 - 2008 calendar base year average of 1,288 to a 2007 – 2009 year average of 1,224 by December 31, 2010.
- C-2) To decrease serious traffic injuries five percent from the 2006 - 2008 calendar base year average of 58,276 to a 2007 – 2009 year average of 55,362 by December 31, 2010.
- C-3a) To decrease the mileage death rate five percent from the 2006 - 2008 calendar base year average of 1.15 to a 2007 – 2009 year average of 1.09 by December 31, 2010.
- C-3b) To decrease the rural mileage death rate five percent from the 2006 - 2008 calendar base year average of 2.25 to a 2007 – 2009 year average of 2.14 by December 31, 2010.
- C-3c) To decrease the urban mileage death rate five percent from the 2006 - 2008 calendar base year average of .60 to a 2007 – 2009 year average of .57 by December 31, 2010.

## Alcohol Program Area

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### Problem Identification

- In 2008, there were 356 fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 7.8 percent over the three year period (2006 – 2008). This represents 30 percent of all fatalities in Ohio.
- In 2008, there were 412 alcohol-related fatal crashes (state statistics) in Ohio. This number has decreased 10.8 percent over the three year period (2006 – 2008).
- In 2008, the number of the motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher increased from 57 in 2007 to 70. This represents an 18.6 percent increase.
- In 2008, the number of fatal crashes involving drivers 20 or younger involved in fatal crashes with a driver or operator with a blood alcohol concentration of .08 g/dL or higher decreased from 32 in 2007 to 21. This represents a 34.4 percent decrease.

### Core Outcome Measure

- C-5) To decrease alcohol impaired driving fatalities (blood alcohol concentration of .08 g/dL or higher) five percent from the 2006 - 2008 calendar base year average of 377 to a 2007 – 2009 year average of 358 by December 31, 2010.
- To decrease alcohol related fatal crashes (any impairment level where alcohol was a factor) five percent from the 2006 – 2008 calendar base year average of 436 to a 2007 – 2009 year average of 414 by December 31, 2010.

## Alcohol Strategies

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- **Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Earned Media Plan** –The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the DDOLUA Crackdown. Messaging will be consistent with the National Communication plan and will consist of the following components:
  - Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, the Ohio Partnership for Traffic Safety (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 National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
  - Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio's Safe Communities Programs and Law Enforcement Partners.
  - Weekly traffic safety e-mail broadcast.
  - Quarterly traffic safety newsletter.
  - The Ohio Traffic Safety Office (OTSO) will continue to partner with other state agencies to issue press releases and assist with media exposure.

Funding Level: \$ 0

Funding Source: N/C

- **Drunk Driving. Over the Limit. Under Arrest. Crackdown Materials** – The national DDOLUA alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Paid media 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 2010 crackdown scheduled tentatively for August 20 – September 6, 2010. This money will be spent to provide law enforcement agencies and other partners (Safe Communities, OPTS, etc) around the state with materials (e.g., banners, signs, etc.) to promote the DDOLUA message.

Funding Level: \$ 100,000

Funding Source: 410

- **Drunk Driving. Over the Limit. Under Arrest. Alcohol Crackdown Paid Media** – The national DDOLUA 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 2010 crackdown scheduled tentatively for August 20 – September 6, 2010.

The goal of the paid media plan for the 2010 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 2010, media will be heavily directed 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 2009 statewide telephone surveys when they become available. Media will also be directed toward Ohio's multicultural communities.

The following is a projected media strategy for the paid media plan during the 2010 alcohol crackdown.

The following parameters will be adhered to:

- The total budget will not exceed \$300,000.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton, as in 2009.
- Flight weeks will be 8/16/2010 – 9/6/2010.
- 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 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement 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 2010 can be found in Appendix A. The plan will be adjusted, based upon feedback from NHTSA's media buyer and information received from the 2009 telephone survey analysis.

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

- **December/January Drunk Driving. Over the Limit. Under Arrest. Alcohol Crackdown**

**Paid Media** - The goal of the paid media plan for the 2010 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 2010, media will be heavily directed 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 2009 statewide telephone surveys when they become available. Media will also be directed toward Ohio's multicultural communities.

The following is a projected media strategy for the paid media plan during the 2010 December/January crackdown.

The following parameters will be adhered to:

- The total budget will not exceed \$150,000.
- 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 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement 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 2010 can be found in appendix A. The plan will be adjusted, based upon feedback from NHTSA's media buyer and information received from the 2009 telephone survey analysis.

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

- **Sustained Alcohol Paid Media Plan** – In FFY 2010 Ohio will continue to model the national communications media plan to bridge the media gaps around the national alcohol crackdowns with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal will be to sustain alcohol messaging throughout the year with the highest concentration of paid media conducted during the DDOLUA Crackdown and the December/January DDOLUA. Between these times, using other recognized brands like *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.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide the OTSO with additional bonus spots, public service announcements with high profile talent, on the ground events and integrating OTSO traffic safety messaging into social media campaigns, live reads during major events and other innovative and unique options that will help reach our target audience creatively.

### **Media Tactics**

A combination of television, radio and print media will be used to maximize the amount of resources for the sustained 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 percent cable penetration.
- Radio buys will be planned with Morning Drive, Afternoon Drive, Evenings and 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 throughout the season.
- Bonus inventory will be negotiated with each media vehicle as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained alcohol paid media plan will complement the 2010 NHTSA National Communications Plan and the 2010 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final sustained alcohol paid media plan will be submitted to NHTSA for review prior to implementation.

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

**Funding Source:** 402 PM

- **Impaired Driving Simulator Pilot Project** – During the fall 800 students from two Kent State campuses (one in Summit County one in Geauga County) will experience the Professionals Encouraging Educational Reform Statewide (P.E.E.R.S) drunk driving simulator and video increasing their awareness of how alcohol impairs driving. A spring program will reinforce the message to more than 400 students using Reality Check, a fast paced Alcohol and Drug Prevention program. A session will also be conducted at one local high school. Students will complete a pre and post simulator survey designed to evaluate their perception of how alcohol affects their ability to drive. The contention is that the simulator participation will create awareness of the dangers of drinking and driving; or riding with someone who has been drinking. Pre and post questionnaires will be administered as part of the game show program. These will indicate how the students' attitudes about the dangers of drinking and driving change.

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

**Funding Source:** 410

- **Alcohol Enforcement and Education** - The purpose of the Ohio Investigative Unit (OIU) project is to reduce the sale of alcoholic beverages to intoxicated persons, reduce underage consumption, and provide beverage service training to liquor permit premises in Ohio's top ten alcohol counties. In 2010, OIU will continue using 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 actively participate in local OVI task force meetings and OVI checkpoints. 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 media coverage. Reducing the sale of alcoholic beverages to intoxicated persons and to minors should help reduce the number of fatalities involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher and reduce the number of drivers 20 or younger involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher.

**Funding Level:** \$ 232,000

**Funding Source:** 410

- Countywide OVI Task Force Program** – This program is a countywide initiative to conduct high-visibility enforcement, public awareness, and education focusing on impaired driving. In order to reach our goal of reducing fatalities involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher, Ohio is concentrating its Countywide OVI Task Force Program in the counties experiencing the highest number of alcohol-related crashes. The top ten counties that experienced the highest number of alcohol-related fatal crashes in 2006, 2007 and 2008 (Ohio Traffic Crash Facts) are eligible to receive funding for the operation of a countywide OVI Task Force. The top ten counties for FFY 2010 are: Butler, Cuyahoga, Franklin, Hamilton, Lorain, Lucas, Montgomery, Stark, Summit and Trumbull. OTSO offers half funding to counties dropping out of the top ten and half funding to counties coming into the top ten. This allows for the counties dropping out of the top ten to develop an exit strategy. The new counties are only half funded due to the planning needed during the start up a countywide task force. In FFY 2010, Ashtabula and Mahoning dropped out of the top ten due to the success of the program. 572 of the 1,309 alcohol related fatal crashes in 2006, 2007 and 2008 occurred in these twelve counties.

Based upon discussions with OVI task force members and OTSO's goal of sustained enforcement, grant performance criteria in FFY 2010 requires 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 2010 Drunk Driving. Over the Limit. Under Arrest. Crackdown.

**Funding Level:** \$ 1,800,000

**Funding Source:** 164 AL

- High Visibility Enforcement Overtime (HVEO) Grants** – Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2006, 2007 and 2008, according to the Ohio Traffic Crash Facts. Last year 69 agencies were funded for high visibility enforcement overtime. For FFY 2010, 89 agencies including the OSHP have been tentatively approved for funding. See list below.

Allen Co. Sheriff's Office	Lucas Co. Sheriff's Office
Ashland Co. Sheriff's Office	Oregon Police Division (Lucas Co)
Ashtabula Co. Sheriff's Office	Toledo Police Dept (Lucas Co)
Butler Co. Sheriff's Office	Mahoning Co. Sheriff's Office
Fairfield Twp Police Dept (Butler Co)	Youngstown Police Dept (Mahoning Co)
Middletown Police Dept (Butler Co)	Marion Co. Sheriff's Office
West Chester Police Dept (Butler Co)	Marion Police Dept (Marion Co)
Clark Co. Sheriff's Office	Medina Co. Sheriff's Office
Springfield Police Dept (Clark Co)	Montville Twp. Police Dept (Medina Co.)
Clermont Co. Sheriff's Office	Miami Co. Sheriff's Office
Union Twp. Police Dept (Clermont Co)	Montgomery Co. Sheriff's Office
Columbiana Co. Sheriff's Office	Dayton Police Dept (Montgomery Co)
Crawford Co. Sheriff's Office	Trotwood Police Dept (Montgomery Co)
Cuyahoga Co.	Muskingum Co. Sheriff's Office
Cleveland (Cuyahoga Co)	Ottawa Co. Sheriff's Office
Cleveland Heights (Cuyahoga Co)	Pickaway Co. Sheriff's Office
East Cleveland (Cuyahoga Co)	Pike Co. Sheriff's Office
Euclid (Cuyahoga Co)	Portage Co. Sheriff's Office
North Olmsted (Cuyahoga Co)	Putnam Co. Sheriff's Office
Westlake (Cuyahoga Co)	Richland County Sheriff's Office
Delaware Co. Sheriff's Office	Mansfield Police Dept (Richland Co)

Fayette Co. Sheriff's Office	Sandusky Co. Sheriff's Office
Columbus Police Dept (Franklin Co)	Scioto Co. Sheriff's Office
Madison Twp. Police Dept (Franklin Co)	Portsmouth Police Dept (Scioto Co)
Perry Twp. Police Dept (Franklin Co)	Seneca Co. Sheriff's Office
Gallia Co. Sheriff's Office	Shelby Co. Sheriff's Office
Geauga Co. Sheriff's Office	Stark Co. Sheriff's Office
Cincinnati Police Dept (Hamilton Co)	Canton Police Dept (Stark Co)
Colerain Twp. Police Dept (Hamilton Co)	Jackson Twp Police Dept (Stark Co)
Springfield Twp. Police Dept (Hamilton Co)	Perry Twp Police Dept (Stark Co)
Hancock Co. Sheriff's Office	Summit Co. Sheriff's Office
Hardin Co. Sheriff's Office	Akron Police Dept (Summit Co)
Harrison Co. Sheriff's Office	Trumbull Co. Sheriff's Office
Henry Co. Sheriff's Office	Brookfield Twp. Police Dept (Trumbull Co)
Highland Co. Sheriff's Office	Howland Twp. Police Dept (Trumbull Co)
Hocking Co. Sheriff's Office	Warren Police Dept (Trumbull Co)
Jackson Co. Sheriff's Office	Tuscarawas Co. Sheriff's Office
Jefferson Co. Sheriff's Office	Warren Co. Sheriff's Office
Mentor Police Dept (Lake Co)	Washington Co. Sheriff's Office
Willoughby Police Dept (Lake Co)	Wayne Co. Sheriff's Office
Licking Co. Sheriff's Office	Wood Co. Sheriff's Office
Logan Co. Sheriff's Office	Lake Twp. Police Dept (Wood Co)
Lorain Police Dept (Lorain Co)	Wyandot Co. Sheriff's Office
North Ridgeville Police Dept (Lorain Co)	Ohio State Highway Patrol (Statewide)
Vermillion Police Dept (Lorain Co)	

Each law enforcement agency must conduct occupant restraint and alcohol-related enforcement activity to impact their fatal crashes. Agencies may conduct other high risk traffic safety enforcement (e.g., motorcycle crash reduction, speed management) based on fatal/injury problem identification. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications calendar.

#### **Required High Visibility Enforcement Blitzes/Mobilizations**

Halloween – Oct. 23 – Nov. 1, 2009	Thanksgiving – November 20 – 29, 2009
Christmas/New Years – Dec. 4, 2009 – Jan. 3, 2010	Super Bowl – Feb. 5 – 7, 2010
St. Patrick's Day – March 17 – 21, 2010	Prom Season – April / May 2010
Click It or Ticket Mobilization	4 <sup>th</sup> of July – July 2 - July 5, 2010
Drunk Driving. Over the Limit. Under Arrest. Crackdown	Homecoming – September 2010

**Funding Level:** \$1,900,000\*

**Funding Source:** 410

\*This amount represents half of the amount required to fund the HVEO program. The other half is funded using 402 PT funds. See Speed Management Strategies.

- Statewide HVEO and Training** – The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol-related and motorcycle enforcement activity to impact fatal crashes. OSHP is planning 18 checkpoints during the Drunk Driving. Over the Limit. Under Arrest. Crackdown. A minimum of nine checkpoints will be conducted during the year on this grant. The OSHP conducts checkpoints throughout the year using designated state alcohol funds. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with NHTSA Communications calendar. OTSO will continue to fund Basic, Regional, Instructor, Refresher and Judicial Advanced Advance Detection, Apprehension and Prosecution (ADAP) courses; Electronic Speed Measuring Device (ESMD), ESMD Instructor and ESMD Judicial courses; Basic, Intermediate and Technical Crash Investigation; Judicial Crash Seminar; Traffic Crash Reconstruction and Advance Motorcycle Collision Investigation through the OSHP to train law enforcement officers throughout the state on issues relating to impaired driving and speed.

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

**Funding Source:** 410



\*This amount represents half of the amount required to fund the Statewide HVEO and Training program. The other half is funded using 402 PT funds. See Speed Management Strategies.

- **Corridor Enforcement** – The OTSO will continue to encourage all HVEO grantees to promote (through the use of earned media) and conduct high visibility enforcement efforts along corridors that have been identified as high crash locations. Additionally, the OTSO will seek to partner with one of its contiguous states during either the Click It or Ticket or the Drunk Driving. Over the Limit. Under Arrest. Crackdown to identify a corridor across state lines to conduct a multi-state high visibility enforcement effort. A strong earned media outreach component will be developed to highlight this activity.

**Funding Level:** Included in HVEO Grant Funding\*

**Funding Source:** 410

- **Data Driven Approaches to Crime and Traffic Safety (DDACTS)** - The OTSO will work with law enforcement to encourage the development of strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime and the opportunity to address both issues through common interventions.

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

**Funding Source:** 410

\*This amount represents half of the amount required to fund the DDACTS. The other half is funded using 402 PT funds. See Speed Management Strategies.

- **DUI Courts** – The DUI Court Program provides effective supervision and enhanced treatment services to DUI offenders in an effort to change their drinking and driving behaviors, and to reduce the risk they pose to the safety of the community and themselves.

The program requires all courts 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 the OTSO, The Supreme Court of Ohio and the Ohio Department of Alcohol and Drug Addition Services, assists with program development and oversight.

In FFY 2010, the OTSO will continue funding Athens County Municipal Court, Akron Municipal Court, Fairfield Municipal Court, and Marion County Common Pleas Court. The Clermont County Municipal DUI Court is now self-sustaining and will no longer require funding to continue the program.

**Funding Level:** \$ 430,000

**Funding Source:** 163

- **OVI Law Training/Education** – Mothers Against Drunk Driving (MADD) will work to strengthen compliance of OVI laws in multicultural communities through in-depth training sessions that include law enforcement, community leaders and residents of multicultural communities by holding training sessions in the Hispanic/Latino communities in Dayton and Toledo and a session in the Somali community in Columbus. Training sessions will also be held to strengthen compliance in Ohio's rural communities. Training sessions are scheduled for Bowling Green, Cambridge, Canfield, Marietta, Marion, Celina, Coshocton and Springfield. This grant will work along with representatives of both the Latino and Somali communities and partnering agencies such as the Hispanic Coalitions, Safe Communities, Multicultural Affairs Office and Ohio Investigative Unit to attend community festivals, schools and faith based facilities in the respective communities providing both written material and translated videos or films in Spanish or Somali. This information will focus on safety and preventative messages on various subjects including "consequences of drinking and driving", "underage drinking" and "underage drinking in your home" and "seat belt usage". MADD will also develop and provide an Ohio Comprehensive Law Pamphlet to the Somali community in an easy-to-follow format that increases knowledge and awareness of impaired driving, seat belt usage and open container laws especially for the Somali culture.

**Funding Level:** \$ 38,000

**Funding Source:** 164 AL

- **Breath-Testing Instrument Project** – Streamlining the impaired driving arrest process was one of the major recommendations from the 2005 Governor's Task Force on Impaired Driving. The use of the approved 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. This project is currently in the pilot test phase and will be implemented statewide in FFY 2010.

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

**Funding Source:** 163

- **Traffic Safety Resource Prosecutor Program (TSRP)** – The OTSO has hired two full time TSRPs. A TSRP’s role is designed to increase the ability of prosecutors and law enforcement to effectively present and prosecute traffic safety violations, particularly focusing on impaired driving. The TRSPs will work closely with the Law Enforcement Liaisons (LELs) and be a valuable resource to the office and to all of our partners.
  - To provide traffic safety related technical assistance to the OTSO, law enforcement agencies, and prosecutors;
  - Assist with any issues that arise from the implementation of the new breath testing instrument pilot program;
  - To conduct training programs for prosecutors, law enforcement and the traffic safety community while sending a uniform and consistent message;
  - To serve as a consultant in cases such as OVI fatalities or serious injuries;
  - Identify new issues emerging locally and nationally and assist in developing strategies to address these concerns;
  - Assist with legislative and policy matters and consider how they affect prosecutors in each jurisdiction;
  - Prepare a State-specific OVI manual for prosecutors. The manual may include information on current case law, pre-trial procedures, sufficiency of traffic stops, probable cause, blood/breath/urine testing procedures, proof of impairment, sentencing guidelines, ignition interlock and defense challenges.

**Funding Level:** \$ 230,000

**Funding Source:** 163

**Estimated Funding for Alcohol Strategies**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
Countywide OVI Task Forces	\$1,800,000	164AL
OVI Law Training/Education	\$ 38,000	164AL
<b>Subtotal</b>	<b>\$1,838,000</b>	<b>164AL</b>
Drunk Driving. Over the Limit. Under Arrest. Crackdown Materials	\$ 100,000	410
Impaired Driving Simulator Project	\$ 10,000	410
Alcohol Enforcement and Training	\$ 232,000	410
High Visibility Enforcement Overtime (50 percent of funds)	\$1,900,000	410
Statewide HVEO and Training (50 percent of funds)	\$ 600,000	410
Corridor Enforcement (50 percent of funds)	Included in HVEO Grant Funding	
DDACTS	\$ 50,000	410
<b>Subtotal</b>	<b>\$2,892,000</b>	<b>410</b>
DUI Courts	\$ 430,000	163
Breath-Testing Instrument Project	\$ 50,000	163
Traffic Safety Resource Prosecutor Program	\$ 230,000	163
<b>Subtotal</b>	<b>\$ 710,000</b>	<b>163</b>
Drunk Driving Over the Limit Under Arrest Crackdown	\$ 300,000	402PM
December/January Over the Limit Under Arrest	\$ 150,000	402PM
Sustained Alcohol Paid Media	\$ 200,000	402PM
<b>Subtotal</b>	<b>\$ 650,000</b>	<b>402PM</b>
Earned Media	\$ 0	N/C
<b>Total Funding Alcohol Program Area</b>	<b>\$6,090,000</b>	

# Occupant Protection Program Area

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## Problem Identification

- In 2009, Ohio reached a new high with an 83.6 percent observed seat belt use rate.
- Although the number of unrestrained passenger vehicle occupant fatalities are going down, Ohio still showed 443 in 2008 (an 11.9 percent decrease since 2006). The number of unrestrained occupants (all seat positions) fatalities represents 36 percent of all fatalities in 2008.

## Core Outcome Measure

- C-4) To decrease unrestrained passenger vehicle occupant fatalities (all seat positions) five percent from the 2006 - 2008 calendar base year average of 490 to a 2007 – 2009 year average of 466 by December 31, 2010.

## Core Behavior Measure

- B-1) To increase statewide seat belt compliance 1.4 percentage points from the 2009 calendar base year usage rate of 83.6 percent to 85 percent by December 31, 2010.

## Occupant Protection Strategies

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- **Click It or Ticket (CIOT) Earned Media Plan** –The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the national CIOT mobilization. Messaging will be consistent with the National Communications plan and will consist of the following components:
  - Campaign toolkit developed for distribution to Ohio’s law enforcement partners, Safe Communities programs, the Ohio Partnership for Traffic Safety (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 National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
  - Coordinated media kick off events by both Ohio Department of Public Safety (ODPS) and Ohio’s Safe Communities Programs.
  - Weekly traffic safety e-mail broadcast.
  - Quarterly traffic safety newsletter.
  - The Ohio Traffic Safety Office (OTSO) will continue to partner with other state agencies to issue press releases and assist with media exposure.

**Funding Level:** N/C

**Funding Source:** N/C

- **Sustained Seat Belt Materials** – In FFY 2010 Ohio will use the CIOT and What’s Holding You Back? (WHYB) campaign message for its sustained seat belt campaign throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message while coupled with heightened enforcement throughout the state of Ohio during periods other than the CIOT mobilization.

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, OPTS, etc) around the state with materials (e.g., banners, signs, etc.) to promote seat belt use.

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

**Funding Source:** 402 OP

- **Click It or Ticket Seat Belt Paid Media** – Ohio will continue to implement and expand the national seat belt mobilization model in FFY 2010. Campaign components will include earned media, paid media, high visibility law enforcement and evaluation.

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 2010, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Media will also be directed toward Ohio's multicultural communities. 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 *2009 Observational Survey of Safety Belt Use*, younger drivers/passengers (ages 15 ½ -25) and men are less likely to use seat belts. Throughout 2010, a heavy emphasis of paid media will be directed 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 2010 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 2009.
- Flight weeks will be 5/20/2010 – 6/2/2010.
- 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 percent of the buy and will be scheduled within the flight as much as possible.
- Paid media will complement the national NHTSA media buy.

Media tactics will include providing ongoing influence throughout the national CIOT campaign by flying 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 2010, can be found in Appendix A. The plan will be adjusted based upon feedback from NHTSA's media buyer and information received from the 2009 telephone survey analysis.

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

**Funding Source:** 402 PM

- **Click It or Ticket Mobilization** - Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY 2010. Following the national model, campaign components will include earned media, paid media, high visibility law enforcement and evaluation.

The OTSO will work to increase the level of law enforcement participation, partner reporting level, and expand its partnership network. The OTSO expects to have more than 952 agencies committed to participate in the 2010 enforcement mobilization. In 2010, the OTSO will work to expand its partnerships with rural partners, multicultural populations, private corporations, state agencies and other traffic safety partners.

In 2010, Ohio will continue to support the NHTSA regional Day & Night – Click It or Ticket enforcement event with support from the Ohio State Highway Patrol and local law enforcement agencies.

With approximately 1,030 law enforcement agencies in the state, the OTSO is unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment awards has been proven to be an effective incentive to participate and generates a large amount of earned media during the national mobilization efforts. Traffic safety related equipment will continue to be awarded to agencies who

participate in the 2010 national mobilizations. Awards will be based on the level of involvement, including high visibility enforcement, media outreach and timely reporting. CIOT paid 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 paid media or evaluation strategies.

**Funding Level:** \$ 500,000      **Funding Source:** 402 CP

- **Low Usage Site Mini-Grants** - In FFY 2010, mini-grants are being awarded to 18 jurisdictions in Cuyahoga County to provide education and enforcement at low belt usage rate sites during CIOT. Additional low belt usage sites might be considered for funding.

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

- **Sustained Belt Paid Media Plan** – In FFY 2010 Ohio will continue to model the national communications media plan to bridge the media gaps around the national seat belt mobilization with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal will be to sustain the message throughout the year and to hit the highest peak during the national mobilization when we are deploying what we know works best in changing behavior. Throughout the year, using other recognized brands like What's Holding You Back? 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.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide the OTSO with additional bonus spots, public service announcements with high profile talent, on the ground events and integrating OTSO traffic safety messaging into social media campaigns, live reads during major events and other innovative and unique options that will help reach our target audience creatively.

#### **Media Tactics**

A combination of radio, television, outdoor advertising and print materials will be used to maximize the amount of resources for the sustained belt 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 percent cable penetration.
- Radio buys will consist of Morning Drive, Afternoon Drive, Evenings and 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 seat belt use throughout the season.
- Bonus inventory will be negotiated with each media vehicle as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained belt paid media plan will complement the 2010 NHTSA National Communications Plan, the 2010 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final sustained belt paid media plan will be submitted to NHTSA for review prior to implementation.

**Funding Level:** \$ 200,000      **Funding Source:** 402 PM

- **Occupant Protection Coordinator (OPC) Program** - In FFY2010, Ohio Department of Health (ODH) will be the lead agency for the OPC program. ODH plans to contract with the existing nine OPC Coordinators. ODH and the coordinators will 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 seat belt and air bag safety education and tips for the entire family. The OPC program will be placing an emphasis on educating the public on Ohio's new booster seat law. ODH will also be working on restructuring the OPC program for future years.

**Funding Level:** \$ 615,000                      **Funding Source:** 402 OP

- **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 16 that have medical conditions where traditional restraints may not be adequate. An interactive Web site 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:** \$ 37,000                      **Funding Source:** 402 OP

- **Third Grade Seat Belt Program** – A portion of state seat belt fines are used to fund the Third Grade Seat Belt Program, which is taught by local law enforcement agencies. This statewide program consists of a 30-minute presentation, taught by a uniformed officer, on the importance of wearing seat belts. Each student receives materials including a pledge card, bookmark, and a seat belt badge. Upon completion of the class, each student is sworn in as an "Ohio Seat Belt Deputy" and pledges to remind others to always buckle up. In an effort to be more cost effective and user friendly, many of the materials are available online.

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

**Estimated Funding for Occupant Protections Strategies**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
Click It or Ticket Mobilization	\$500,000	402 CP
<b>Subtotal</b>	<b>\$500,000</b>	<b>402 CP</b>
Sustained Seat Belt Materials	\$100,000	402 OP
Low Usage Site Mini-Grants	\$ 56,000	402 OP
Occupant Protection Coordinator Program	\$615,000	402 OP
Special Needs Program	\$ 37,000	402 OP
<b>Subtotal</b>	<b>\$808,000</b>	<b>402 OP</b>
Click It or Ticket Seat Belt Paid Media	\$600,000	402 PM
Sustained Belt Paid Media	\$200,000	402 PM
<b>Subtotal</b>	<b>\$800,000</b>	<b>402 PM</b>
Third Grade Seat Belt Program	\$350,000	State
<b>Subtotal</b>	<b>\$350,000</b>	<b>State</b>
Earned Media	\$ 0	N/C
<b>Total Occupant Protection Program Area</b>	<b>\$2,458,000</b>	

## Speed Management Program Area

### Problem Identification

- In 2008, there were 269 speeding-related fatalities. This number has shown an increase of 6.3 percent over the three year period (2006 – 2008). Speeding represents 23 percent of all fatalities in 2008.
- In 2008, the number of speed related motorcycle fatal crashes decreased from 52 in 2007 to 49. This represents a 5.8 percent decrease.
- In 2008, the number of speed-related fatal crashes involving drivers 20 or younger involved in fatal crashes decreased from 73 in 2007 to 60. This represents a 17.8 percent decrease.

### Core Outcome Measure

- C-6) To decrease speeding-related fatalities five percent from the 2006 - 2008 calendar base year average of 267 to a 2007 – 2009 year average of 254 by December 31, 2010.

### Speed Management Strategies

- **High Visibility Enforcement Overtime (HVEO) Grants** – Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2006, 2007 and 2008 according to the Ohio Traffic Crash Facts. 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. Last year 69 agencies were funded for high visibility enforcement overtime. For FFY 2010, 89 agencies including the OSHP have been tentatively approved for funding. See list in Alcohol Strategies section.

Each law enforcement agency must conduct occupant restraint and alcohol-related enforcement activity to impact their fatal crashes. Agencies may conduct other high risk traffic safety enforcement (e.g., motorcycle crash reduction, speed management) based on fatal/injury problem identification. Highly visible enforcement activities are conducted at strategic times throughout the year.

#### Required High Visibility Enforcement Blitzes/Mobilizations

Halloween – Oct. 23 – Nov. 1, 2009	Thanksgiving – November 20 – 29, 2009
Christmas/New Years – Dec. 4, 2009 – Jan. 3, 2010	Super Bowl – Feb. 5 – 7, 2010
St. Patrick's Day – March 17 – 21, 2010	Prom Season – April / May 2010
Click It or Ticket Mobilization	4 <sup>th</sup> of July – July 2 - July 5, 2010
Drunk Driving. Over the Limit. Under Arrest. Crackdown	Homecoming – September 2010

**Funding Level:** \$1,900,000\*

**Funding Source:** 402 PT

\*This amount represents half of the amount required to fund the HVEO program. The other half is funded using 410 funds. See Alcohol Strategies.

- **Statewide HVEO and Training** – The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol-related and motorcycle enforcement activity to impact fatal crashes. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the National Highway Traffic Safety Administration (NHTSA) Communications calendar. The Ohio Traffic Safety Office (OTSO) will continue to fund Basic, Regional, Instructor, Refresher and Judicial Advanced Advance Detection, Apprehension and Prosecution (ADAP) courses; Electronic Speed Measuring Device (ESMD), ESMD Instructor and ESMD Judicial courses; Basic, Intermediate and Technical Crash Investigation; Judicial Crash Seminar; Traffic Crash Reconstruction and Advance Motorcycle Collision Investigation through the OSHP to train law enforcement officers throughout the state on issues relating to impaired driving and speed.

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

**Funding Source:** 402 PT

\*This amount represents half of the amount required to fund the Statewide HVEO and Training program. The other half is funded using 402 PT funds. See Alcohol Management Strategies.

- **Corridor Enforcement** – The OTSO will continue to encourage all HVEO grantees to promote (through the use of earned media) and conduct high visibility enforcement efforts along corridors that have been identified as high crash locations. Additionally, the OTSO will seek to partner with one of its contiguous states during either the Click It or Ticket or the Drunk Driving. Over the Limit. Under Arrest. Crackdown to identify a corridor across state lines to conduct a multi-state high visibility enforcement effort. A strong earned media outreach component will be developed to highlight this activity.

**Funding Level:** Included in HVEO Grant Funding

**Funding Source:** 402 PT

- **Data Driven Approaches to Crime and Traffic Safety (DDACTS)** - The OTSO will work with law enforcement to encourage the development of strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime and the opportunity to address both issues through common interventions.

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

**Funding Source:** 402 PT

\*This amount represents half of the amount required to fund the DDACTS. The other half is funded using 410 funds. See Alcohol Management Strategies.

- **Speed Management** – The Comprehensive Highway Safety Plan (CHSP) planning committee approved incorporating speed management concepts into the *Comprehensive Highway Safety Plan* in FFY 2007. In FFY 2010, the OTSO will work closely with the Ohio Department of Transportation (ODOT) 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. The evaluation will include verifying the funded agencies are enforcing rational speed limits through the use of US Limits.

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

**Funding Source:** 402 SC  
ODOT

- **Work Zone Safety Project** – ODOT and the Ohio Department of Public Safety (ODPS), through the OSHP and the OTSO, have formalized a partnership to reduce crashes in Ohio's work zones. The purpose of this program is to have an enforcement presence and education campaign in identified interstate highway work zones. This activity will continue in FFY 2010.

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

**Funding Source:** ODOT

### **Estimated Funding for Speed Management Strategies**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
High Visibility Enforcement Overtime (50 percent of funding)	\$1,900,000	402 PT
State HVEO and Training (50 percent of funding)	\$ 600,000	402 PT
Corridor Enforcement (50 percent of funding)	Included in HVEO Grant Funding	
DDACTS	\$ 50,000	402 PT
<b>Subtotal</b>	<b>\$2,550,000</b>	<b>402 PT</b>
Speed Management (split funded)	\$ 25,000	402 SC
<b>Subtotal</b>	<b>\$ 25,000</b>	<b>402 SC</b>
Speed Management (split funded)	TBD	ODOT
Work Zone Safety Project	\$ 200,000	ODOT
<b>Subtotal</b>	<b>\$ 200,000</b>	<b>ODOT</b>
<b>Total Funding for Speed Management Program Area</b>	<b>\$2,775,000</b>	



# Motorcycle Safety Program Area

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## Problem Identification

- In 2008, there were 213 motorcycle fatalities. This number has shown a dramatic increase of 34.8 percent over the three year period (2006 -2008). Motorcycle fatalities represent 18 percent of all fatalities in 2008.
- Of the 213 motorcycle fatalities in 2008, sixty-nine percent, or 146 motorcyclists were un-helmeted. This number has also shown a dramatic increase of 24.8 over the three year period (2006 – 2008).
- In 2008, the number of the motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher increased from 57 in 2007 to 70. This represents an 18.6 percent increase.
- In 2008, the number of speed related motorcycle fatal crashes decreased from 52 in 2007 to 49. This represents a 5.8 percent decrease.

## Core Outcome Measures

- C-7) To decrease motorcyclist fatalities five percent from the 2006 - 2008 calendar base year average of 186 to a 2007 – 2009 year average of 177 by December 31, 2010.
- C-8) To decrease un-helmeted motorcyclist fatalities five percent from the 2006 - 2008 calendar base year average of 128 to a 2007 – 2009 year average of 122 by December 31, 2010.

## Motorcycle Safety Strategies

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- **Motorcycle Safety Earned Media Plan** –The earned media plan will span the entire motorcycle riding season. The earned media plan consists of the following components:
  - Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, the Ohio Partnership for Traffic Safety (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 National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
  - Coordinated media events by both ODPS and Ohio's Safe Communities Programs.
  - Weekly traffic safety e-mail broadcast.
  - Quarterly traffic safety newsletter.
  - The Ohio Traffic Safety Office (OTSO) will continue to partner with other state agencies to issue press releases and assist with media exposure.

**Funding Level:** \$ 0

**Funding Source:** N/C

- **Motorcycle Safety Strategic Planning Work Group** – This work group was established in 2005 to provide input to the OTSO 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 2010.

**Funding Level:** \$ 0

**Funding Source:** N/C

- **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 2010, the OTSO 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;

- continue to implement the impaired rider campaign;
- develop and implement the second module of the Ride SMART campaign;
- increase law enforcement's understanding of motorcycle issues and gain their commitment to actively enforce penalties for operating a motorcycle without a proper license;
- conduct AltMOST training;
- reach out to Ohio's multicultural communities to increase awareness of the Motorcycle Ohio Program, rider awareness campaigns and driver awareness campaigns;
- continue to offer the Spanish Motorcycle Safety course which was pilot tested during FFY 2009; and
- explore the possibility of a scooter class.

In FFY 2010, the OTSO 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 OTSO will provide earned media tools and marketing materials for the summer Ride SMART (Sober, Motorcycle Endorsed, Alert, Right gear, Trained) 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 OTSO will develop and distribute campaign materials that address other components of the strategic plan as well.

**Funding Level:**    \$ 170,000                      **Funding Source:** 2010

- **Motorcycle Safety Paid Media** –The motorcycle paid media plan will complement the 2010 NHTSA National Communications Plan for motorcycle safety. The OTSO will sustain messaging throughout the riding season. The final motorcycle paid media plan will be submitted to NHTSA for review prior to implementation.

An emphasis is being placed on working with media partners who not only reach our target audience, but also embrace traffic safety messages and are willing to go above and beyond the traditional media buy to provide the OTSO with additional bonus spots, public service announcements with high profile talent, on the ground events and integrating OTSO traffic safety messaging into social media campaigns, live reads during major events and other innovative and unique options that will help reach our target audience creatively.

The sample media buy plan, which is provided as an example of what will be purchased in 2010, can be found in Appendix A.

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

- **Safe Communities** – See Comprehensive Program Area for full description of Safe Communities. Each Safe Communities program must have activity in their grant for the motorcycle riding season. The OTSO is requiring Safe Communities to develop partnerships and hold events at the grassroots level to reach motorcyclists in their communities. Safe Communities does the education/earned media portion of the motorcycle campaign while our law enforcement agencies including the OSHP do motorcycle enforcement.

**Funding Level:**    See Comprehensive                      **Funding Source:** 402 SA

- **Motorcycle Ohio Program** – The state-mandated Motorcycle Ohio (MO) program, housed in the OTSO, 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 driver 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 15 fixed and 20 mobile training sites across the state. Successful completion of the basic course waives the state on-cycle skill test.

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 more than 14,000 Ohioans will participate in MO courses in 2010.

**Funding Level:** \$2,832,000      **Funding Source:** State

- **Motorcycle Data Evaluation Grant** – The University of Akron will collect data from the OH-1 (crash report) track tapes, operator license records and training history; create four models using the crash data looking at the behavioral issues and causative factors; educate law enforcement on what behaviors to look for; and conduct workshops for Safe Communities to share data for public information and education purposes.

**Funding Level:** \$ 74,000      **Funding Source:** 402 MC

- **State Motorcycle Safety Administrators (SMSA) Conference** – The SMSA Conference is a forum for the exchange of information among state-sponsored motorcycle education programs. The SMSA works to foster and promote state-administered motorcycle safety programs and to represent concerns related to motorcycle safety by working cooperatively with those individuals and organizations with an interest in motorcycle safety. The SMSA conference will be held in August, 2010 in Columbus, Ohio. It is expected that more than 400 state administrators and instructors will be in attendance.

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

- **Tri-Regional Motorcycle Safety Conference** – NHTSA Region 5 will be hosting a Tri-Regional Motorcycle Safety Conference August 18 & 19, 2010 in Columbus, Ohio. Regions participating include NHSTA Regions 5 (IL, IN, MI, MN, OH & WI), 3 (D.C., DE, KY, MD, NC, VA & WV) and 7 (AR, IA, KS, NE, and MO). This will be a meeting of local, state and federal government personnel to better identify effective programming focusing upon motorcycle safety countermeasures. We anticipate attendance by state motorcycle and highway safety office staff, law enforcement personnel, NHTSA Headquarters staff, and NHTSA Regional staff who may be instrumental in guiding and implementing state motorcycle safety countermeasures. We are planning for attendance by at least four or five representatives from each state.

**Funding Level:** \$ 0      **Funding Source:** N/C

- **High Visibility Enforcement Overtime (HVEO) Grants** – See Alcohol Program Area for full description. In addition to occupant protection and alcohol related enforcement, jurisdictions including the OSHP whose problem identification indicates a motorcycle problem are encouraged to conduct motorcycle enforcement.

**Funding Level:** \$ See Alcohol and Speed      **Funding Source:** 402 PT/410

- **Motorcycle Campaign Evaluation** – Similar to the national model, campaign components will include earned media, paid media, high visibility law enforcement and evaluation. See Evaluation under Comprehensive Strategies for evaluation description.

**Funding Level:** \$ See Comprehensive      **Funding Source:** 402 CP

## Estimated Funding for Motorcycle Safety Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Motorcycle Strategic Plan	\$ 170,000	2010
<b>Subtotal</b>	<b>\$ 170,000</b>	<b>2010</b>
Motorcycle Research Grant	\$ 74,000	402 MC
SMSA Conference	\$ 50,000	402 MC
<b>Subtotal</b>	<b>\$ 124,000</b>	<b>402 MC</b>
Motorcycle Paid Media	\$ 150,000	402 PM
<b>Subtotal</b>	<b>\$ 150,000</b>	<b>402 PM</b>
Motorcycle Ohio Program	\$2,832,000	State
<b>Subtotal</b>	<b>\$2,832,000</b>	<b>State</b>
High Visibility Enforcement Overtime (HVEO)	See Alcohol and Speed Program Area	
Safe Communities	See Comprehensive Program Area	
Motorcycle Campaign Evaluation	See Comprehensive Program Area	
Motorcycle Safety Strategic Planning Work Group	\$ 0	N/C
Motorcycle Safety Earned Media	\$ 0	N/C
Tri-Regional Motorcycle Safety Conference	\$ 0	N/C
<b>Total Funding for Motorcycle Safety Program Area</b>	<b>\$3,276,000</b>	

## Youthful Driver Program Area

### Problem Identification

- In 2008, there were 191 drivers 20 or younger involved in fatal crashes. This number has shown a 16.6 percent decrease over the three year period (2006 – 2008).
- In 2008, the number of fatal crashes involving drivers 20 or younger involved in fatal crashes with a driver or operator with a blood alcohol concentration of .08 g/dL or higher decreased from 32 in 2007 to 21. This represents a 34.4 percent decrease.
- In 2008, the number of speed-related fatal crashes involving drivers 20 or younger involved in fatal crashes decreased from 73 in 2007 to 60. This represents a 17.8 percent decrease.

### Core Outcome Measure

- C-9) To decrease drivers age 20 or younger involved in fatal crashes five percent from the 2006 - 2008 calendar base year average of 213 to a 2007 – 2009 year average of 202 by December 31, 2010.

### Youthful Driver Strategies

- **Students Against Destructive Decisions (SADD)** – Through the Clark County Safe Communities grant, the OTSO has established a partnership with SADD. The national SADD student of the year is from the Clark County area. Through his duties with SADD, as well as from his personal passion for teen safety, Ricky Birt has developed a partnership with the Ohio Traffic Safety Office (OTSO) and will be assisting the office in reaching out to teens as well as in guiding the OTSO as it develops a peer-to-peer component of a teen driver safety program. Although the program is based in Clark County, the programs and initiatives will be implemented statewide. This partnership will be highlighted by two major events: one during National Teen Driver Safety week to call attention to the overall issue and another in the spring to gain feedback from youthful drivers themselves and mobilize students from around the state to promote safe driving initiatives during the prom and graduation season.

**Funding Level:** \$ 54,000

**Funding Source:** 402 CP

- **Teen Driver Pilot Project** – The Center for Disease Control (CDC) is conducting a pilot campaign in Columbus, in conjunction with National Teen Driver Safety Week, October 18 – 24, 2009, titled Parents Are the Key. The goal of this campaign is to reduce the incidence of teen crashes and deaths in Columbus through increased awareness of the important role parents play in managing their teenage drivers' behaviors and educating their teens about the high-risk activities that lead to motor vehicle crashes, the number one killer of America's youth.

**Funding Level:** \$ 0

**Funding Source:** N/C

- **Safe Communities** – See Comprehensive Program Area for full description of Safe Communities. Each Safe Communities program must have activity in their grant for Prom and Homecoming. Some examples of the activities for youth are: Grim Reaper programs, Seat Belt Challenges, Prom Promise programs, Teen Rodeos, Driving Simulator programs and Alive at 25 driving programs.

**Funding Level:** See Comprehensive

**Funding Source:** 402 SA

- **Impaired Driving Simulator Project** – See Alcohol Program Area for full description of Impaired Driving Simulator Project. Kent State University is planning to educate at least 800 students from two Kent State campuses (one in Summit County one in Geauga County) by using a drunk driving simulator program. This will be reinforced in the spring with a fast paced Alcohol and Drug Prevention program. A session will also be conducted at one local high school.

**Funding Level:** See Alcohol

**Funding Source:** 410

- **Faith Based Initiatives** – See Multicultural Program Area for full description of Faith Based Initiatives. A peer trainer program will be developed within the African American church to encourage youth to remain alcohol free. A series of messages addressing traffic safety 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:** See Multicultural

**Funding Source:** 402 CP

- **Hispanic Initiatives** – See Multicultural Program Area for full description of Hispanic Initiatives. The Ohio Hispanic Coalition is planning a Hispanic/Latino Driver Safety Youth Summit in Franklin County. This summit will be open to all Hispanic/Latino communities statewide. The summit is for Hispanic/Latino teenagers that are preparing for or just started to drive to educate them on how to be safe drivers. The conference will be in both English and Spanish and will be culturally sensitive.

**Funding Level:** See Multicultural

**Funding Source:** 402 CP

- **Asian Initiatives** – See Multicultural Program Area for full description of Asian Initiatives. In FF Y2010, this grant will focus efforts on a teen driving initiative. They will implement the pilot model to facilitate six workshops for parents, teen drivers and new Asian student's drivers who lack driving experience in the U.S.

**Funding Level:** See Multicultural

**Funding Source:** 402 CP

- **Alcohol Enforcement and Education** – See Alcohol Program Area for full description of Alcohol Enforcement and Education. A large component of the Ohio Investigative Unit's grant is doing compliance check of establishments that serve/sell alcohol to ensure they are not serving/selling alcohol to anyone underage.

**Funding Level:** See Alcohol

**Funding Source:** 410

- **High Visibility Enforcement Overtime (HVEO)** – See Alcohol Program Area for full description of HVEO. Each HVEO grant must have overtime enforcement for Prom and Homecoming.

**Funding Level:** See Alcohol and Speed Mgmt

**Funding Source:** 402 PT/410

**Estimated Funding for Youthful Driver Strategies**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
SADD	\$54,000	402 CP
<b>Subtotal</b>	<b>\$54,000</b>	<b>402 CP</b>
Teen Driver Pilot Project	\$0	N/C
Safe Communities	See Comprehensive Program Area	
Impaired Driving Simulator Project	See Alcohol Program Area	
Faith Based Initiatives	See Multicultural Program Area	
Hispanic Initiatives	See Multicultural Program Area	
Asian Initiatives	See Multicultural Program Area	
Alcohol Enforcement and Education	See Alcohol Program Area	
High Visibility Enforcement Overtime (HVEO)	See Alcohol and Speed Program Areas	
<b>Subtotal</b>	<b>\$0</b>	<b>N/C</b>
<b>Total Funding for Youthful Driver Program Area</b>	<b>\$54,000</b>	

**Multicultural Program Area**

**Problem Identification**

- According to the 2007 Census Bureau Community Survey Data, Ohio’s population is 11,464,403. Of those, 11.7 percent were Black or African American, 2.0 percent Hispanic, 1.5 percent were Asian. 6.1 percent of all Ohioans speak a language other than English when at home. These figures only represent those who responded to the survey. Ohio has growing communities of Somali, Hispanic and Asian. Vital traffic safety materials need to be translated and meaningful to the Limited English Proficient population per Title VI of the Civil Rights Act of 1964; Sections 503/504 of the Rehabilitation Act of 1973, as amended, as implemented by 49 CFR Parts 21 & 27.

A recent report from the National Highway Traffic Safety Administration (NHTSA) estimated that 4.7 percent of deaths from all causes in the Latino community are from traffic crashes, compared with 1.6 percent for the white population. The black population was 1.8 and the Asian-American population was 2.5, Native Americans were 6.8. This report did not specifically use information from Ohio, just generalized all traffic crashes and populations from data provided from other states (Ohio doesn’t take racial information on crash reports.) Source: Governor’s Highway Safety Association (GHSA) Draft - *A Multicultural Primer for State Highway Safety Offices* – to be presented at the 2009 GHSA Conference in August).

The Census Department projects the U.S. will be more racially and ethnically diverse in 2050. Multicultural groups that now represent about one-third of the population are expected to become the majority in 2042 and grow to 56 percent of the population in 2050. Source: U.S. Census Bureau Press Release, August 14, 2008: *An Older and More Diverse Nation by Mid-Century*.

- Ohio also has one of the largest Anabaptist (Amish) populations in the country; approximately 55,000 with the largest settlement located in Holmes County. This community and the motoring public need increased traffic safety education when encountering a disproportionate amount of slow moving vehicles (buggies and bicycles).

**Outcome Measure**

- To ensure all vital traffic safety materials and messaging are available in languages that reach Ohio's populations (Spanish, several Asian languages and Somali).
- To make traffic safety messaging culturally relevant to Ohio's populations.

**Multicultural Strategies**

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- **Ohio's Multicultural Partners** - In FFY 2010, the Ohio Traffic Safety Office (OTSO) will continue to network with and expand its network of multicultural partners to promote seat belt use, reduce the incidence of alcohol-impaired driving and address other traffic safety issues. Information will be made available through the OTSO Web site encouraging participation in the seat belt and alcohol campaigns. Additionally, communities will receive a weekly traffic safety e-mail broadcast and a quarterly newsletter from the OTSO in 2010. The OTSO will partner with community leaders to develop, print, and distribute new materials that promote traffic safety translated in multiple languages.

**Funding Level:** \$ 0

**Funding Source:** N/C

- **Faith Based Initiatives** – Churches in Franklin, Montgomery, Trumbull, Mahoning, Summit and Lucas Counties will participate in activities to deliver messages to their congregation on the seat belt use, impaired driving and distracted driving. This injury prevention faith-based program will use education and awareness training on the importance of traffic safety related topics. A series of messages addressing traffic safety will be delivered to all family members, with a special emphasis on young people ages 14 - 25. 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 CP

- **Cleveland's Multicultural Communities** – The objective of this grant is to increase the seat belt usage rate among the multicultural communities by focusing efforts on Cleveland's Hispanic population using social service agencies and churches that hold an important cultural role in the community. University Hospitals will also design and implement a church-based seat belt promotion program that contains carefully targeted and culturally sensitive messages that will increase seat belt usage among African American males. Also planned is having a presence at Cleveland's multicultural community festivals including MLK Day, African American Family Picnic Day and Puerto Rican Parade and Festival.

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

**Funding Source:** 402 CP

- **African American Youth Injury Prevention Program (YIP)** – Children's Hospital Medical Center in Cincinnati will start a Youth Injury Prevention (YIP) program. This program plans educational sessions and peer to peer programming aimed to increase seat belt usage among African American teens.

**Funding Level:** \$ 44,000

**Funding Source:** 402 CP

- **Hispanic Initiatives** – The grant with the Ohio Hispanic Coalition reaches the Hispanic/Latino communities in the Columbus and surrounding area to provide traffic safety awareness and education. Culturally competent workshops are held that provide an awareness of the benefits of knowing laws that pertain to traffic safety messaging and how to travel safely on Ohio roads. The Ohio Hispanic Coalition is planning a Hispanic/Latino Driver Safety Youth Summit in Franklin County. This summit will be open to all Hispanic/Latino communities statewide. The summit is for Hispanic/Latino teenagers that are preparing to or just started to drive to educate them on how to be safe drivers. The conference will be in both English and Spanish and will be culturally sensitive.

A grant with Organizacion Civica y Cultural Hispana Americana (OCCHA) also reaches the Hispanic/Latino communities in Mahoning, Trumbull and Columbiana counties to provide traffic safety awareness and education.

Both Ohio Hispanic Coalition and OCCHA will work within their communities to provide car seat checks and work with their respective Safe Communities and OVI Task Forces to help their communities understand why Task Forces and law enforcement use strategies like sobriety checkpoints and how to keep themselves and their families safe on Ohio's roads by gaining a competent understanding of our laws and rules, which may be counter-intuitive to their culture.

**Funding Level:** \$ 128,000      **Funding Source:** 402 CP

- **Asian Initiatives** – This 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, traffic safety messaging and how to travel safely on Ohio roads. In FFY 2010, this grant will focus efforts on child passenger safety and a teen driving initiative. They will implement the teen driving initiative pilot model to facilitate six workshops for parents, teen drivers and new Asian student's drivers who lack driving experience in US.

**Funding Level:** \$ 60,000      **Funding Source:** 402 CP

- **Somali Initiative** – This grant reaches the Central Ohio Somali community. The Somali Women and Children's Alliance will provide education workshops for parents and teen drivers; conduct car seat awareness event and car seat check events. They will work with the Franklin County Safe Communities program to translate materials in Somali.

**Funding Level:** \$ 36,000      **Funding Source:** 402 CP

- **Anabaptist (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 Anabaptist (Amish) community. The OSUE project coordinator will continue to foster relationships and share materials with Amish Elders, County Extension offices, law enforcement, and Safe Communities programs.

**Funding Level:** \$ 60,000      **Funding Source:** 402 CP

- **OVI Law Training/Education** – See Alcohol Program Area for full description. Mothers Against Drunk Driving (MADD) is concentrating their outreach efforts in the Hispanic, Somali and rural communities.

**Funding Level:** \$ See Alcohol      **Funding Source:** 410

- **Mature Driver** – Statistics show that the age of the Ohio driver is increasing and that the number of mature drivers continues to grow annually. The goal 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. Materials and related Web site links will be made available on the OTSO Web site in 2010 and distributed through weekly email broadcasts for traffic safety partners' use in presentations in their communities.

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



**Estimated Funding for Multicultural Strategies**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
Faith Based Initiatives	\$125,000	402 CP
Cleveland's Multicultural Communities	\$100,000	402 CP
African American Youth Injury Prevention Program	\$ 44,000	402 CP
Hispanic Initiatives	\$128,000	402 CP
Asian Initiatives	\$ 60,000	402 CP
Somali Initiatives	\$ 36,000	402 CP
Anabaptist (Amish) Initiatives	\$ 60,000	402 CP
OTSO Mature Driver	\$ 5,000	402 CP
<b>Subtotal</b>	<b>\$558,000</b>	<b>402 CP</b>
OVI Law Training	See Alcohol Program Area	
Ohio's Multicultural Partners	\$ 0	N/C
<b>Total Funding for Diverse Communities Program Area</b>	<b>\$558,000</b>	

**Comprehensive Program Area**

**Problem Identification**

- The comprehensive program projects address multiple problem identification statements listed in the Fatal/Injury, Alcohol, Occupant Protection, Speed Management, Motorcycle Safety, Youthful Driver and Pedestrian Program area.

**Core Outcome Measure**

- The comprehensive program projects address multiple core outcome measures and/or the core behavior measure.

**Comprehensive Strategies**

- **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 Ohio Traffic Safety Office (OTSO) participates in the CHSP coordinating committee and chairs the High-Risk Behaviors/Drivers subcommittee. This committee's focus in FFY 2010 is revising the plan and encouraging more active participation in the subcommittees. Ohio has adopted the national goal of 1.0 fatality per 100 million vehicle miles traveled by 2010.

**Funding Level:** \$ 0

**Funding Source:** N/C

- **Ohio Department of Public Safety (ODPS)/Ohio Department of Transportation (ODOT) Meetings** – The OTSO 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 and Speed Management projects.

**Funding Level:** \$ 0

**Funding Source:** N/C

- **Business Safety Partners** – The OTSO has recognized that in order to impact the 21- 40 year old age group, a partnership between the OTSO and the business community is an important element in the overall plan to reduce fatalities among this age group. Since October 1992, the OTSO 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.

**Funding Level:** \$ 10,000                      **Funding Source:** 402 CP

- **Law Enforcement Liaisons** – The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of the OTSO'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 more than 952 agencies in 2010.
  - Increase percentage of agencies reporting in the mobilizations in 2010. Currently, 68 percent are reporting.
  - 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.
  - Educate law enforcement on laws and regulations pertaining to motorcycles.
  - Disseminate information and materials on OTSO programs and projects.
  - Identify and reach out to multicultural populations within the region.
  - Disseminate information and address any traffic safety related issues that arise around the state.
  - Encourage accurate and timely submission of crash reports.
  - Assist with training for law enforcement agencies and other OTSO funded agencies.

**Funding Level:** \$ 382,000                      **Funding Source:** 402 CP

- **Special Projects Liaison** – The goal of the Special Projects Liaison Program is to enhance all aspects of the OTSO's relationship with Ohio's traffic safety partners. The Special Project's Liaison's primary role is to:
  - Serve as the special projects liaison throughout Ohio that will assist our office in achieving Ohio's goals and objectives;
  - Assist and work with agency public information officers to obtain more community involvement in assigned programs;
  - Assist with writing, typing, editing and layout work on newsletters, articles, Web pages and/or other informational publications related with any aspect of the communications process as needed.
  - Serve as a team member with the OTSO staff and to other traffic safety and advocates;
  - Provide technical assistance as needed;
  - Attend, coordinate, plan and participate in events designated by the office;
  - Attend state and national meetings upon request;
  - Continuously monitor programs and submit and update reports;
  - Call and facilitate meetings;
  - Implement, monitor and develop specialized OTSO programs upon request.

**Funding Level:** \$ 88,000                      **Funding Source:** 402 CP

- **Officer Training** – OTSO will continue to fund the Ohio Peace Office Training Academy (OPOTA) to offer Basic, Advanced and Instructor Advance Detection, Apprehension and Prosecution (ADAP) courses, Electronic Speed Measuring Device (ESMD) and ESMD Instructor courses and Traffic Collision Investigation Level 1 & 2 through the Ohio Peace Officers Training Academy (OPOTA) to train law enforcement officers on issues relating to impaired driving and speed. Additionally, OPOTA will offer the Driving Impaired Criminal Enforcement (DICE) training in FFY2010.

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

- **Online Officer Training** - OTSO will fund the development and implementation of three eOPOTA courses. These courses will provide law enforcement the opportunity to educate themselves online to specific traffic safety related problems consistent with the OTSO problem identification. With law enforcement budget and workforces shrinking, the availability of online training modules is critical to being able to consistently provide new information to all of Ohio's law enforcement. The online course will provide OTSO with another resource to educate law enforcement. The three modules are a Motorcycle Module, a GDL Module, and Senior (Mature) Driver Module.

**Funding Level:** \$ 64,000                      **Funding Source:** 402 PT

- **Safe Communities** – For FFY 2010, Ohio will fund 32 countywide Safe Communities programs which will involve more than 250 separate communities. These coordinated communities will play an active role in addressing traffic safety issues. In FFY 2010, each program must include strategies focusing on the statewide goals and national fatality goal. Each Safe Communities grant for FFY 2010 must focus on seat belt use, impaired driving and motorcycle safety. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities does the education/earned media portion of our enforcement campaigns while our law enforcement agencies including the Ohio State Highway Patrol do the enforcement portion.

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, determine if trends or patterns can be identified and make recommendations to the coalitions on how the fatal crash might have been avoided.
- Submit a quarterly traffic fatality update to their local media.
- Actively participate in eight OTSO designated blitzes, a summer motorcycle safety campaign, the Click It or Ticket (CIOT) seat belt mobilization and the Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) 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 and a media event for the DDOLUA Crackdown.
- Post Mobilization press releases to inform the public of the Mobilization/Crackdown results.
- Each Safe Communities is required to have active representation of ethnic/non-English speaking communities on their coalition based on the demographics of the county.
- Conduct restraint usage surveys using OTSO 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, ethnic/non-English speaking communities, community groups and others interested in traffic safety.

**Funding Level:** \$1,500,000                      **Funding Source:** 402 SA

- **Safe Communities Advisory Committee** – The goal of this group is to provide a forum for better communications and to address issues as they arise. The advisory committee is made up of eight members representing the diversity of the statewide program. Meetings serve to share best practices and determine how the OTSO can best support the Safe Communities organizations as they work to promote traffic safety related information.

**Funding Level:** \$ 0                                      **Funding Source:** N/C



## Pedestrian Safety Program Area

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### Problem Identification

- In 2008, there were 98 pedestrian fatalities. This number reflects a two percent increase over the three year period (2006 - 2008). Pedestrian fatalities represent 8 percent of all fatalities in 2008.

### Core Outcome Measure

- C-10) To decrease pedestrian fatalities five percent from the 2006 - 2008 calendar base year average of 100 to a 2007 – 2009 year average of 95 by December 31, 2010.

### Pedestrian Strategies

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- Safe Routes to School (SRTS) Advisory Committee** – The Ohio Department of Transportation (ODOT) houses the state’s SRTS Program. The Ohio Traffic Safety Office (OTSO) participates on the program’s advisory committee which reviews and comments on applications for funding and provides other technical assistance as requested. The OTSO also provides a communication and distribution network to the SRTS Coordinator.

Funding Level: \$ 0

Funding Source: N/C

- Safe Communities** – See Comprehensive Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Franklin and Hamilton Counties both have proposed pedestrian activities in their grant to address their pedestrian issues.

Funding Level: See Comprehensive

Funding Source: 402 SA

### Estimated Funding for Pedestrian Strategies

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Strategic Programs and Activities	Funding Level	Funding Source
Safe Routes to School Advisory Committee	\$ 0	N/C
Safe Communities	See Comprehensive	
<b>Subtotal</b>	\$ 0	
<b>Total Funding for Pedestrian Program Area</b>	<b>\$ 0</b>	

## Roadway Safety Program Area

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### Problem Identification

- Roadway safety studies are needed to identify potential safety-related countermeasures and develop cost estimates for improvements at high crash corridor/intersections.

### Outcome Measure

- Improvements made from the studies will help reduce crashes at high crash corridor/intersections.

### Roadway Safety Strategies

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- Roadway Safety Studies** – These projects focus on improvements to the roadway environment by supporting roadway analysis on high crash intersection and corridor studies. Studies associated with regional safety work plans developed through a Metropolitan Planning Organization (MPO)’s Safety Conscious Planning effort will be given first consideration for funding. The Ohio Traffic Safety Office

(OTSO) funds approximately 15 – 20 projects per year. All projects are approved jointly with the Ohio Department of Transportation (ODOT).

**Funding Level:** \$ 255,000      **Funding Source:** 402 RS

- **Roadway Safety Training** – ODOT will provide twelve safety related courses for engineers and surveyors from ODOT as well as locals – county and municipal governments. OTSO will approve courses prior to scheduling to ensure topics are highway safety related.

**Funding Level:** \$ 144,000      **Funding Source:** 402 RS

- **ODOT 164 HE Funds** - ODOT/ODPS split the 164 penalty funds each year. ODOT receives 95% to be used for roadway safety improvement and ODPS/OTSO receives 5% to be used for alcohol programming.

**Funding Level:** \$20,900,000      **Funding Source:** 164 HE

**Estimated Funding for Roadway Safety Strategies**

<b>Strategic Programs and Activities</b>	<b>Funding Level</b>	<b>Funding Source</b>
Roadway Safety Studies	\$ 255,000	402 RS
Roadway Safety Training	\$ 144,000	402 RS
<b>Subtotal</b>	<b>\$ 399,000</b>	<b>402 RS</b>
ODOT 164 HE Funds	\$20,900,000	164 HE
<b>Subtotal</b>	<b>\$20,900,000</b>	<b>164 HE</b>
<b>Total Funding for Roadway Safety Program Area</b>	<b>\$ 21,299,000</b>	

**Traffic Records Program Area**

**Problem Identification**

- In 2004, Ohio participated in a Traffic Records Assessment. The report identified that improvements could be made in the following areas: timeliness of crash report submission, timeliness of data processing and commercial crash reporting.

**Outcome Measure**

- Improvements in traffic records will provide a more accurate problem identification to help determine future funding for traffic safety projects.

**Traffic Records 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. Committee members oversee implementation of the *Traffic Records Strategic Plan* and assist in development of the 408 application. The Ohio Traffic Safety Office (OTSO) participates in the TRCC working group which meets monthly and in a newly formed subcommittee that will be revising the TRCC strategic plan. In FFY 2010, 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. A Traffic Records Assessment is planned for FFY2010; this is required for FFY2010 Section 408 eligibility.

**Funding Level:** \$ 0      **Funding Source:** N/C

- **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 Nationwide 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 seat 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. The report is titled *The Impact of a Standard Enforcement Safety Belt Law on Fatalities and Hospital Charges in Ohio*. Prior to FFY2009, the Ohio CODES project was funded through ODPS. In FFY 2010, the Ohio CODES project will continue to operate under a cooperative agreement between CIRP and the National Highway Traffic Safety Administration (NHTSA). The OTSO will continue to partner with CIRP.

**Funding Level:** \$ 0                      **Funding Source:** N/C

- **Traffic Records Assessment** – A Traffic Records Assessment is planned for FFY 2010; this is required for FFY 2010 Section 408 funding eligibility.

**Funding Level:** \$ 30,000                      **Funding Source:** 402 TR

- **Location Based Response System (LBRS)** – Through a joint partnership with the Ohio Department of Transportation (ODOT), the purpose of this project is to provide a multi-jurisdictional statewide asset containing accurate street centerline information, valid address ranges for every road throughout the state, along with other critical roadway inventory items that will improve traffic crash location information and highway safety analysis, as well as enable quick response of emergency responders. This project is identified as a priority in the Traffic Records Coordinating Committee's strategic plan. Counties that have been completed are available online at: <http://gis1.oit.ohio.gov/website/lbrs/viewer.htm>.

**Funding Level:** \$2,000,000                      **Funding Source:** 408

- **Electronic Crash Data Marketer** - In order to expedite the processing of crash information ODPS is attempting to provide law enforcement with an electronic version of the OH-1. It will be necessary to hire a person dedicated to promote the use of the program. This should quickly increase the number of agencies using the program.

**Funding Level:** \$ 70,000                      **Funding Source:** 408

- **GPS Units** – Supplying law enforcement agencies with GPS units will maximum benefit from the efforts already exerted by the State to improve the timeliness, accuracy, and completeness of crash data. Currently only a few agencies have the capability of using latitude/longitude for locating the crash when submitting the crash data. Used properly, the GPS can provide location data within feet on all crashes. Accurate location data is essential in identifying problem crash locations.

**Funding Level:** \$ 479,000                      **Funding Source:** 408

- **Crash Data Export** – Agencies with existing electronic records management systems still have to submit hard copy crash reports to ODPS. In order for those agencies to submit electronically, their existing software needs to be modified to be compatible with ODPS' software. After the modifications, these agencies will be able to submit crash reports electronically which will increase the accuracy and reduce processing time.

**Funding Level:** \$ 350,000                      **Funding Source:** 408

**Estimated Funding for Traffic Records Strategies**

Strategic Programs and Activities	Funding Level	Funding Source
Traffic Records Assessment	\$ 30,000	402 TR
<b>Subtotal</b>	<b>\$ 30,000</b>	<b>402 TR</b>
Location Based Response System (LBRS)	\$2,000,000	408
Electronic Crash Data Marketer	\$ 70,000	408
GPS Units	\$ 479,000	408
Data Connection	\$ 350,000	408
<b>Subtotal</b>	<b>\$2,899,000</b>	<b>408</b>
Traffic Records Coordinating Committee	\$ 0	N/C
Crash Outcomes Data Evaluation System (CODES)	\$ 0	N/C
<b>Total Funding for Traffic Records Program Area</b>	<b>\$2,929,000</b>	

**Grant Management Program Area**

**Outcome Measure**

- 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.

**Grant Program Management Strategies**

- OTSO Grant Program Management** – Housed under the Director’s Office within the Ohio Department of Public Safety (ODPS), the Ohio Traffic Safety Office (OTSO) administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives, and contracts for traffic safety activities, as well as the state-funded Driver Training, Motorcycle Ohio program, and Traffic Statistics. In addition to direct office expenditures, the OTSO 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 OTSO.

402 PA		402 CP	
Title	Time Charged	Title	Time Charged
OTSO Administrator	AHW*	Regional Programs Mgr	AHW
Federal Programs Mgr	100%	Planner	100%
Business Mgr	100%	Planner	100%
Regional Programs Mgr	AHW	Planner	100%
Special Projects Coord.	100%		
Grants Coord.	100%		
Fiscal Specialist	AHW		
Administrative Asst.	AHW		
Customer Svc. Specialist	100%		
Office Asst.	AHW		

\*AHW is actual hours worked under this funding category. Balance of hours for OTSO Administrator, Administrative Asst. and Office Asst. are covered by state funding. Certified time and attendance records are kept to reflect actual breakdown.

<b>Funding Level:</b>	\$ 668,672	<b>Funding Source:</b>	402 PA
	\$ 400,000		402 CP
	\$ 334,336		State Soft Match





## Highway Safety Program Cost Summary

STATE: OHIO

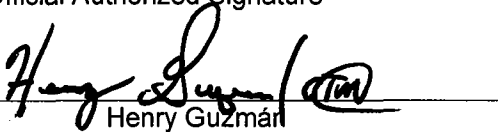
NUMBER: 10-01

DATE: 08/28/09

### Federally Funded Program

Program Area	Approved Program Costs	State/Local Funds	Previous Balance	Increase / (Decrease)	Current Balance	Federal Share to Locals
AL-N	0	0	0			0
CP-N	\$ 2,502,000	850,000	0			\$ 1,107,000
MC-N	124,000	2,832,000	0			74,000
OP-N	808,000		0			638,000
PA-N	777,672	388,836	0			0
PM-N	2,069,000		0			0
PT-N	2,714,000		0			1,950,000
RS-N	399,000		0			255,000
SA-N	1,500,000		0			1,500,000
SC-N	25,000		0			25,000
TR-N	30,000		0			0
<b>Subtotal</b>	<b>10,948,672</b>	<b>4,070,836</b>	<b>0</b>			<b>5,549,000</b>
4AL	1,838,000		0			1,838,000
4AL PM	0		0			0
4HE	20,900,000		0			0
<b>Subtotal</b>	<b>22,738,000</b>		<b>0</b>			<b>1,838,000</b>
K6	170,000		0			0
<b>Subtotal</b>	<b>170,000</b>		<b>0</b>			<b>0</b>
K8	2,892,000	1,446,000	0			1,960,000
<b>Subtotal</b>	<b>2,892,000</b>	<b>1,446,000</b>	<b>0</b>			<b>1,960,000</b>
K9	2,899,000	580,000	0			2,829,000
<b>Subtotal</b>	<b>2,899,000</b>	<b>580,000</b>	<b>0</b>			<b>2,829,000</b>
163-.08	710,000		0			430,000
<b>Subtotal</b>	<b>710,000</b>		<b>0</b>			<b>430,000</b>
<b>Total NHTSA</b>	<b>39,647,672</b>	<b>6,096,836</b>	<b>0</b>			<b>12,176,000</b>
<b>Total FHWA</b>	<b>710,000</b>		<b>0</b>			<b>430,000</b>
<b>Total NHTSA &amp; FHWA</b>	<b>40,357,672</b>	<b>6,096,836</b>	<b>0</b>			<b>12,606,000</b>

State Official Authorized Signature



Name: Henry Guzmán  
 Title: Director and Governor's Highway Safety Representative  
 Agency: Ohio Department of Public Safety  
 Date: September 17, 2009

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.

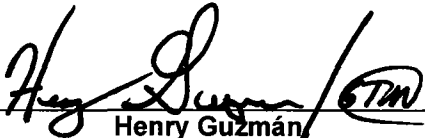
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily 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 2010 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**

9/17/09  
Date

# Appendix A

Ohio Public Safety  
DPS01-0000017509  
Fall Impaired Driving Campaign

		Dates	Net \$	Total \$ with Fee	Plan Budget	Paid GRPS	Matching GRPS	Total GRPS
<u>Radio</u>	ONN	Aug 21-Sept 4	\$ 9,775.00	\$ 10,068.25	\$ 10,506.00	23 Paid Spots + matching		
	Cincinnati	Aug 21-Sept 7	\$ 15,070.50	\$ 15,522.62	\$ 49,543.00	Exc. Reds 301.4	262.7	564.1
	Cleveland	Aug 21-Sept 7	\$ 13,680.75	\$ 14,091.17	\$ 36,565.00	Exc. Indians 301.0	174.8	475.8
	Columbus	Aug 21-Sept 7	\$ 14,933.65	\$ 15,381.66	\$ 29,870.00	Exc. Clippers 299.1	234.3	533.4
	Hispanic	Aug 21-Sept 6	\$ 4,600.06	\$ 4,738.06	\$ 7,461.00	n/a		
	<b>TOTAL RADIO</b>		<b>\$ 58,059.96</b>	<b>\$ 59,801.76</b>	<b>\$133,945.00</b>	300 Plan Goal Per Market		
<u>Television</u>	FSN	Aug 21-30	\$ 10,200.00	\$ 10,506.00	\$ 20,600.00	79 Paid Spots + 79 Matching		
		Aug 31-Sept 7	\$ 9,350.00	\$ 9,630.50				
	STO	Aug 21-30	\$ 9,180.00	\$ 9,455.40	\$ 18,540.00	17 Paid Spots + 63 Matching		
		Aug 31-Sept 7	\$ 5,780.00	\$ 5,953.40				
	BTN	Aug 21-Sept 7	\$ 8,500.00	\$ 8,755.00	\$ 10,300.00	11 Paid Spots + 40 Matching		
	Browns	Aug. 15 -	\$ 60,000.00	\$ 61,800.00	\$ 61,800.00			
	Bengals	Aug 14 -	\$ 59,000.00	\$ 60,770.00	\$ 60,770.00			
	OSU	Sept 1 -	\$ 61,000.00	\$ 62,830.00	\$ 62,830.00			
	<b>TOTAL TV</b>		<b>\$223,010.00</b>	<b>\$229,700.30</b>	<b>\$234,840.00</b>			
<u>NonTraditional</u>	Payday Perx	Aug 1-Sept 30	\$ 20,969.00	\$ 21,598.07	\$ 21,598.00			
	<b>TOTAL NONTRADITIONAL</b>		<b>\$ 20,969.00</b>	<b>\$ 21,598.07</b>	<b>\$ 21,598.00</b>			
Contingency	Traffic, etc.	Aug 1-Sept 7	\$ 0.00	\$ 0.00	\$ 9,617.00			
<b>GRAND TOTAL*</b>	* Excludes Traffic			<b>\$311,100.13</b>	<b>\$400,000.00</b>			

Summer Impaired Driving Campaign  
June 21 – July 5, 2009

RADIO	PLAN GOAL	PAID GRP GOAL	Actual* PAID + PSA GRPS	PAID + PSA SPOTS	NET	ACTUAL TOTAL (WITH FEE)	
Cincinnati	\$ 30,147.84	550	724.5	658	\$ 21,173.50	\$ 21,808.71	WCKY,WDBZ,WEBN,WKFS,WFTK,WIZF,WOFX,WUBE,WYGY WAKS,WDLW,WENZ,WEOL,WKNR,WKPK,WMMS,WNCX,WNZI WBNS,WBWR,SCKS,WCOL,WDLR,WHOK,WNKK,WNCI,WRXS, WTDA,WVKO
Cleveland	\$ 24,356.41	550	713.3	643	\$ 17,986.86	\$ 18,526.50	
Columbus	\$ 33,774.16	550	746.0	1059	\$ 21,050.25	\$ 21,681.76	
	\$ 88,278.41					\$ 62,016.96	
Misc.	\$ 3,068.08					\$ 500.00	
<b>TOTAL</b>	<b>\$ 91,346.49</b>					<b>\$ 62,516.96</b>	

\*Did not air paid spots beyond 6/30/2009

CIOT 2009 Buys	PLAN BUDGET	GRPS	Placed to Date Net	Fee	Total	+/- Budget
<b>Television</b>						
Cincinnati	\$ 56,779.00	354.7	\$ 51,021.25	\$ 1,530.64	\$ 52,551.89	\$ 4,227.11
Cleveland	\$104,545.00	352.0	\$ 76,126.00	\$ 2,283.78	\$ 78,409.78	\$ 26,135.22
Columbus/Zanesville	\$ 79,085.00	357.1	\$ 59,100.50	\$ 1,773.02	\$ 60,873.52	\$ 18,211.49
Dayton/Lima	\$ 34,135.00	351.3	\$ 30,297.40	\$ 908.92	\$ 31,206.32	\$ 2,928.68
Toledo	\$ 31,634.00	351.3	\$ 25,755.00	\$ 772.65	\$ 26,527.65	\$ 5,106.35
Youngstown	\$ 0.00	349.9	\$ 24,807.23	\$ 744.22	\$ 25,551.47	\$ (25,551.47)
	<b>\$306,178.00</b>		<b>\$267,107.40</b>	<b>\$ 8,013.22</b>	<b>\$275,120.62</b>	<b>\$ 31,057.68</b>
<b>Hispanic TV</b>						
Cleveland	\$ 4,120.00		\$ 3,978.00	\$ 119.34	\$ 4,097.34	\$ 22.66
Columbus	\$ 3,090.00		\$ 2,988.60	\$ 89.66	\$ 3,078.26	\$ 11.74
	<b>\$ 7,210.00</b>		<b>\$ 6,966.60</b>		<b>\$ 7,175.60</b>	<b>\$ 34.40</b>
<b>Cable TV</b>						
FSN	\$ 16,480.00	94.4	\$ 14,620.00	\$ 438.60	\$ 15,058.60	\$ 1,421.40
STO	\$ 16,480.00	35.7	\$ 12,920.00	\$ 387.60	\$ 13,307.60	\$ 3,172.40
	<b>\$ 32,960.00</b>		<b>\$ 27,540.00</b>		<b>\$ 28,366.20</b>	<b>\$ 4,593.80</b>
<b>Television Total</b>	<b>\$346,348.00</b>				<b>\$310,662.42</b>	<b>\$ 35,685.58</b>
<b>Radio</b>						
ONN Network	\$ 10,506.00	n/a	\$ 10,200.00	\$ 306.00	\$ 10,506.00	\$ 0.00
Cincinnati	\$ 27,429.00	299.9	\$ 14,714.35	\$ 441.43	\$ 15,155.78	\$ 12,273.22
Cleveland	\$ 26,307.00	300.0	\$ 14,968.50	\$ 449.06	\$ 15,417.56	\$ 10,889.45
Columbus	\$ 27,240.00	335.6	\$ 19,682.60	\$ 590.48	\$ 20,273.08	\$ 6,966.92
Dayton	\$ 15,506.00	335.8	\$ 8,704.00	\$ 261.12	\$ 8,965.12	\$ 6,540.88
Toledo	\$ 10,207.00	299.8	\$ 8,287.50	\$ 248.63	\$ 8,536.13	\$ 1,670.88
Youngstown	TBD					
	<b>\$117,195.00</b>		<b>\$ 76,556.95</b>		<b>\$ 78,853.66</b>	<b>\$ 38,341.34</b>
<b>Hispanic Radio</b>						
Cincinnati	\$ 150.00		\$ 119.00	\$ 3.57	\$ 122.57	\$ 27.43
Columbus	\$ 2,000.00		\$ 1,710.20	\$ 51.31	\$ 1,761.51	\$ 238.49
Cleveland	\$ 1,000.00		\$ 836.28	\$ 25.09	\$ 861.37	\$ 138.63
Toledo	\$ 450.00		\$ 144.01	\$ 4.32	\$ 148.33	\$ 301.67
	<b>\$ 3,600.00</b>		<b>\$ 2,809.49</b>	<b>\$ 84.28</b>	<b>\$ 2,893.77</b>	<b>\$ 706.23</b>
<b>Cleveland Cavs</b>	<b>\$ 25,750.00</b>		<b>\$ 25,000.00</b>	<b>\$ 750.00</b>	<b>\$ 25,750.00</b>	<b>\$ 0.00</b>
<b>Radio Total</b>	<b>\$146,545.00</b>				<b>\$107,497.43</b>	<b>\$ 39,047.57</b>
Payday Perx	\$ 24,431.00		\$ 20,969.00	\$ 629.07	\$ 21,598.07	\$ 2,832.93
Traffic/Production	\$ 5,426.00		\$ 6,938.00	\$ 208.14	\$ 7,146.14	\$ (1,720.14)
<b>Misc Total</b>	<b>\$ 29,857.00</b>				<b>\$ 28,744.21</b>	<b>\$ 1,112.79</b>
<b>CIOT PLAN</b>	<b>\$522,750.00</b>				<b>\$446,904.06</b>	<b>\$ 33,095.94</b>
<b>Revised Budget</b>	<b>\$480,000.00</b>					

Motorcycle Campaign  
 April – June 30, 2009

<u>Outdoor (Space &amp; Production)</u>	<u>Start Date</u>	<u>Gross</u>	<u>Net</u>	<u>Fee</u>	<u>Total</u>
Lamar – Erie, Ottawa, Toledo	6/1/2009		\$ 4,565.00	\$ 136.95	\$ 4,701.95
Lamar – Ashtabula	6/1/2009		\$ 1,000.00	\$ 30.00	\$ 1,030.00
Lamar – Cincinnati	6/1/2009		\$13,210.00	\$ 396.30	\$13,606.30
Lamar – SE Ohio	6/1/2009		\$ 2,100.00	\$ 63.00	\$ 2,163.00
<b>Outdoor Total</b>			<b>\$20,875.00</b>	<b>\$ 626.25</b>	<b>\$21,501.25</b>
<u>Cable Television</u>					
Fox Sports Network	4/16/2009	\$45,000.00	\$38,250.00	\$ 1,147.50	\$39,397.50
Sportstime Ohio	4/16/2009	\$18,000.00	\$15,300.00	\$ 459.00	\$15,759.00
SE Ohio Cable Systems	4/16/2009	\$19,688.00	\$16,734.80	\$ 502.04	\$17,236.84
<i>TW Cincinnati</i>		\$ 4,720.00			
<i>Viamedia</i>		\$ 1,624.00			
<i>Suddenlink Portsmouth</i>		\$ 3,584.00			
<i>TW Columbus zone</i>		\$ 5,840.00			
<i>Suddenlink Marietta</i>		\$ 1,120.00			
<i>Steubenville</i>		\$ 2,800.00			
<b>TV Total</b>			<b>\$70,284.80</b>	<b>\$ 2,108.54</b>	<b>\$72,393.34</b>
<u>Radio</u>					
ONN Network	4/16/2009	\$25,000.00	\$21,250.00	\$ 637.50	\$21,887.50
Lima Promotion WEGEWZOQ	5/4/2009 Thru June		\$ 2,660.00	\$ 79.80	\$ 2,739.80
Cincinnati Spot Radio Buy	4/16/2009		\$38,984.40	\$ 1,169.53	\$40,153.93
<i>WCKY-AM</i>			\$ 2,826.25		
<i>WEBN-FM</i>			\$ 7,537.80		
<i>WFTK-FM</i>			\$ 2,741.25		
<i>WGRR-FM</i>			\$ 4,590.00		
<i>WLW-AM</i>			\$11,815.00		
<i>WOFX-FM</i>			\$ 3,782.50		
<i>WSAI-AM</i>			\$ 952.00		
<i>SUBEWYGY</i>			\$ 4,739.60		
<b>Radio Total</b>			<b>\$62,894.40</b>	<b>\$ 1,886.83</b>	<b>\$ 64,781.23</b>
<b>Production/Traffic</b>				<b>TBD</b>	<b>0</b>
<b>Total DPS01-0000011370</b>					<b>\$158,675.83</b>
Budget					\$170,000.00
Under Budget					\$(11,324.17)