Annual Evaluation Report
Federal Fiscal Year 2009

Ohio Department of Public Safety
Education · Service · Protection

Ted Strickland, Governor
Cathy Collins-Taylor, Director

www.publicsafety.ohio.gov

OTSO
Ohio Traffic Safety Office

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Message from the Administrator

The Ohio Traffic Safety Office (OTSO) is committed to improving safety and security on Ohio roadways. Through the administration of National Highway Traffic Safety Administration (NHTSA) highway safety funds, Ohio continues efforts to reduce traffic fatalities and serious injuries throughout the state.

The OTSO is responsible for collecting and analyzing Ohio's crash data to identify problem areas, and thus developing and implementing a comprehensive plan to counter unsafe driving behaviors in Ohio.

This annual report of the OTSO Traffic Safety Action Plan for the Federal Fiscal Year 2009 evaluates the plan and highlights the measures taken by state and local partners to reduce traffic fatalities in Ohio. Please read and accept this report on behalf of all partners who participated in planned activities and who are responsible for saving lives in their efforts.

Overview

The Ohio Traffic Safety Office (OTSO) is housed under the Director's Office within the Ohio Department of Public Safety (ODPS). The OTSO administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives, contracts for traffic safety activities, and oversees the state-funded Driver Training, Motorcycle Ohio, and Traffic Statistics programs.

This Annual Evaluation Report summarizes activities that occurred between October 1, 2008 and September 30, 2009. This document reflects the format and core requirements incorporated into the Federal Fiscal Year (FFY) 2010 Highway Safety Plan.

Activities listed in this report that be directly tied to a specific county reach 88.9 percent of Ohio's population (approximately 10.1 million people). Grants with the Ohio State Highway Patrol, Ohio Investigative Unit, and our Paid Media contract potentially reach the entire state, for 100 percent reach.

OTSO Mission Statement

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

OTSO

Accomplishments

The 2009 statewide observational seat belt survey conducted by Miami University, Applied Research Center showed Ohio's seat belt use rate increased to a record 83.6 percent. With Ohio continuing to be a secondary seat belt state, enforcement, public awareness, paid media and educational initiatives are the activities used to increase seat belt usage. This model will continue to be followed in FFY 2010.

Motorcycle Ohio (MO) held the first Basic Rider Course (BRC) taught only in Spanish. The class was not only taught in Spanish, but the instructor's and classroom materials were also translated into Spanish so everyone was working from the same materials and message. It was the first ever of its kind taught in Ohio.

The SADD National Student of the year for 2009 is from Clark County Ohio. Richard Birt serves as the national youth spokesperson for SADD, which has more than 10,000 chapters and hundreds of thousands of active participants in schools nationwide. He leads 11 youth activists from different states who comprise the SADD National Student Leadership Council. Birt offers valuable insight about reaching a teen audience and will be a great partner in FFY2010.

In FFY2009, OTSO organized a Safe Communities Advisory group. A group of 10 was selected to represent each of the regions, size of program and type of lead agency. The group met throughout the year to discuss issues and develop solutions. One issue that has been resolved is the Safe Community reporting form. The form has been redesigned to gather information that will show greater details about the activities and events they conduct and the number of people they reach. This form will be put in place for FFY 2010.

The OTSO continues to work closely with the Ohio Department of Health (ODH) as they implement the new breath testing instruments throughout state. In 2009, the OTSO completed delivery of all 700 I-8000 Breath Testing instruments. The I-8000 is up and running in Clermont, Marion, Monroe and Union Counties. More than 600 officers have been trained to operate the I-8000.

Cincinnati Reds announcer, Thom Brennaman, waived his talent fee for a radio spot ($5,000) and requested the funds go back into the community. The OTSO was able to provide a grant to the Reds Community Fund for the purchase of 100 car seats. Additionally, Even-flo, a member of the Reds Community Fund, matched this purchase with an additional 100 car seats, for a total of 200 seats. The car seats were distributed to low-income Ohio families in the greater Cincinnati Area. Additionally, for each Cincinnati Reds pitching save, a message was announced during the game on the importance of using proper occupant restraints.

In FFY2009, Ohio passed a new booster seat law that took effect Oct. 7. With this change to Ohio law, every child under 8 years old must ride in a booster seat or other appropriate child safety seat unless the child is 4'9" or taller. The law took effect Oct. 7, 2009, with a six-month warning period. Full enforcement will begin April 7, 2010.

As the newest member of the Franklin County OVI Taskforce, the Columbus Police Department conducted the first ever sobriety checkpoint in the city of Columbus on September 18th, 2009. Additional checkpoints within Columbus are being planned.

Crash Data & Trends

	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities (Actual)	1,417	1,278	1,285	1,326	1,239	1,257	1,191	
Fatality Trend	1,417	1,348	1,327	1,327	1,309	1,358	1,285	

	2002	2003	2004	2005	2006	2007	2008	2009
Fatality Rate /100 million VMT	1.31	1.16	1.14	1.18	1.10	1.13	1.09	
Fatality Rate Trend	1.31	1.24	1.20	1.20	1.18	1.17	1.16	

	2002	2003	2004	2005	2006	2007	2008	2009
Injuries (Actual)	67,864	66,466	66,842	63,650	59,810	58,031	56,988	
Injury Trend	67,864	67,165	67,057	66,206	64,926	63,777	62,807	

	2002	2003	2004	2005	2006	2007	2008	2009
Fatality & Serious Injury Rate/(100 million VMT)	12.3	11.23	11.75	11.09	10.65	10.56	10.34	
Fatality & Serious Injury Rate Trend	12.3	11.8	11.8	11.6	11.4	11.3	11.1	

	2002	2003	2004	2005	2006	2007	2008	2009
Fatality Rate/100K Population	11.26	11.26	11.21	10.79	10.79	10.96	10.36	
Fatality Rate Trend/100K Population	11.3	11.3	11.2	11.1	11.1	11.0	10.9	

	2002	2003	2004	2005	2006	2007	2008	2009
Fatal & Serious Injury Rate/100K population	116.36	108.73	115.42	107.96	104.02	102.26	97.54	
Fatal & Serious Injury Rate Trend /100K population	116.4	112.5	113.5	112.1	110.5	109.1	107.5	

	2002	2003	2004	2005	2006	2007	2008	2009
Alcohol Related Fatalities	482	463	477	474	495	473	449	
Alcohol Related Fatality Trend	482.0	472.5	474.0	474.0	478.2	477.3	473.3	

	2002	2003	2004	2005	2006	2007	2008	2009
Proportion of Alcohol Related Fatalities	34.0	36.0	37.1	35.7	39.9	37.6	37.6	
Alcohol Proportion Trend	34.0	35.0	35.7	35.7	36.5	36.7	36.8	

	2002	2003	2004	2005	2006	2007	2008	2009
Alcohol Related Fatality Rate/100M VMT	0.45	0.42	0.42	0.42	0.44	0.43	0.41	
Alcohol Fatality Rate Trend	0.45	0.44	0.43	0.43	0.43	0.43	0.43	

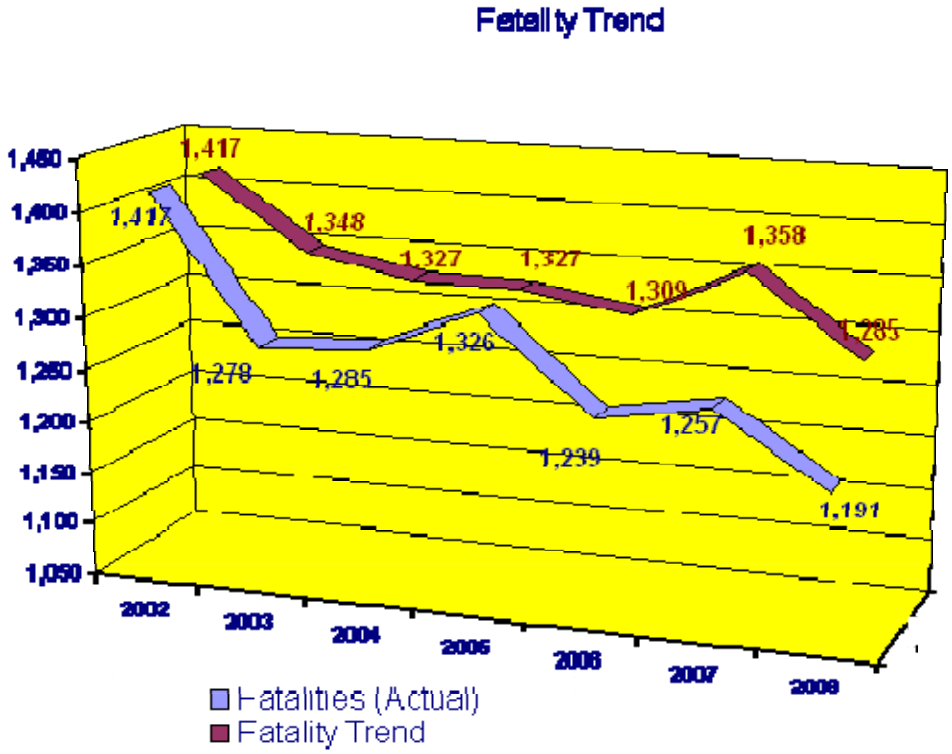
	2002	2003	2004	2005	2006	2007	2008	2009
Percent of Population Using Seat Belts*	70.30%	74.70%	74.10%	78.70%	81.70%	81.60%	82.70%	83.60%
Seat Belt Use Trend	70.30%	72.50%	73.03%	74.45%	75.90%	76.85%	77.69%	79.59%

* Crash numbers for 2009 are being collected and will not be available until 2010.
Crash numbers listed above are taken from the official Ohio Traffic Crash Facts Book for the year indicated.

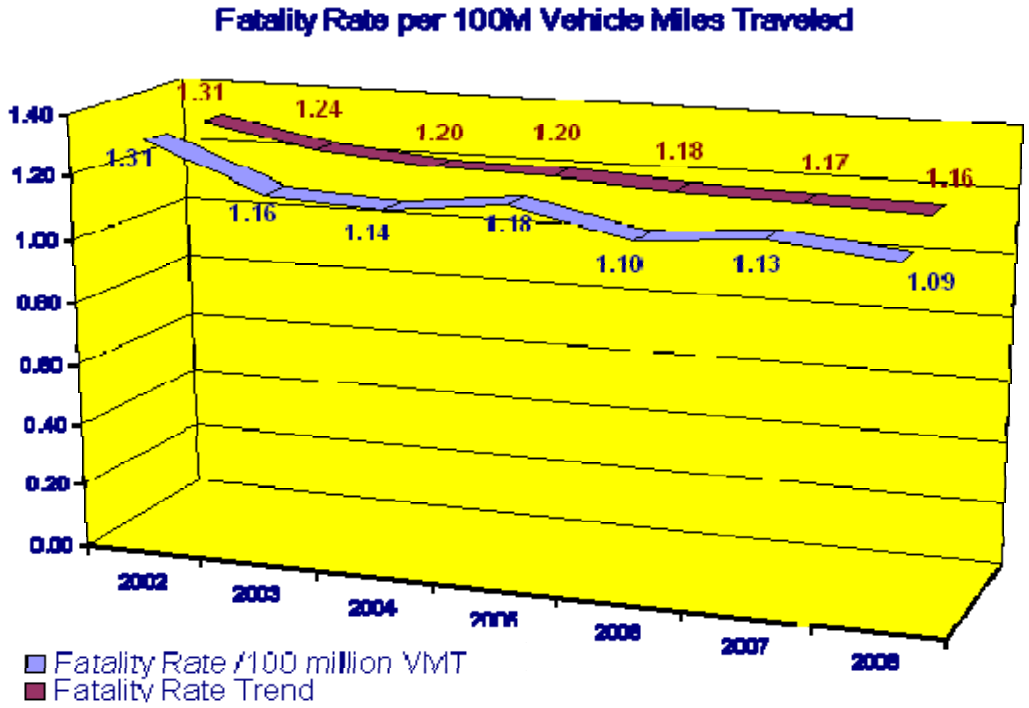
From the Ohio Department of Transportation, Vehicle Miles of Travel for 2008 is 108,333,967,350.
From the Ohio Department of Development, the population estimate for 2008 is 11,485,910.

Motor Vehicle Crash Trends

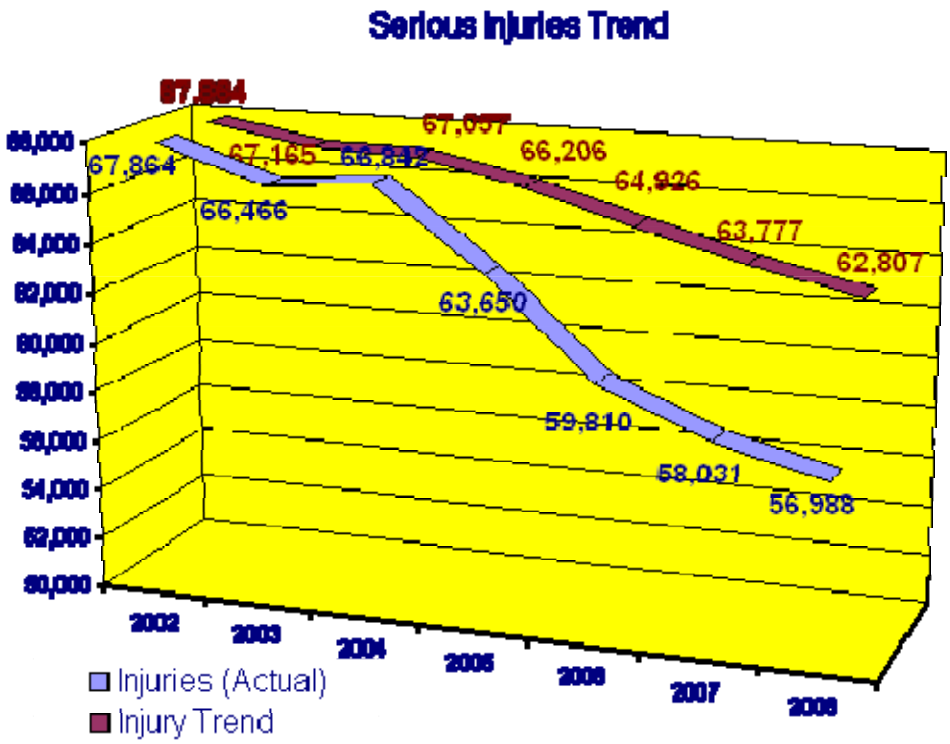
Trend: Fatalities



Trend: Fatality Rate/100M VMT

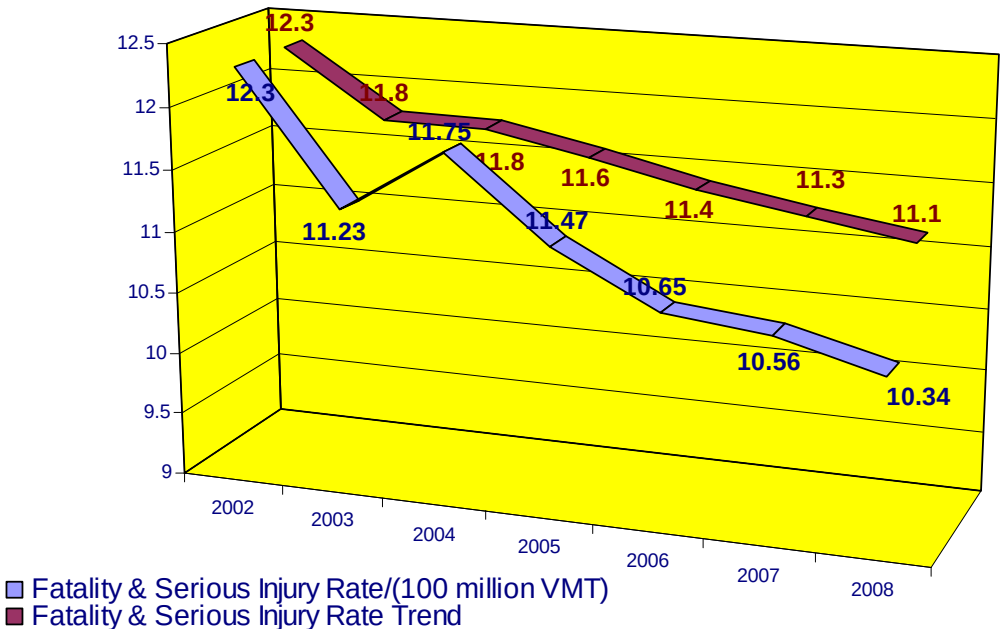


Trend: Serious Injuries

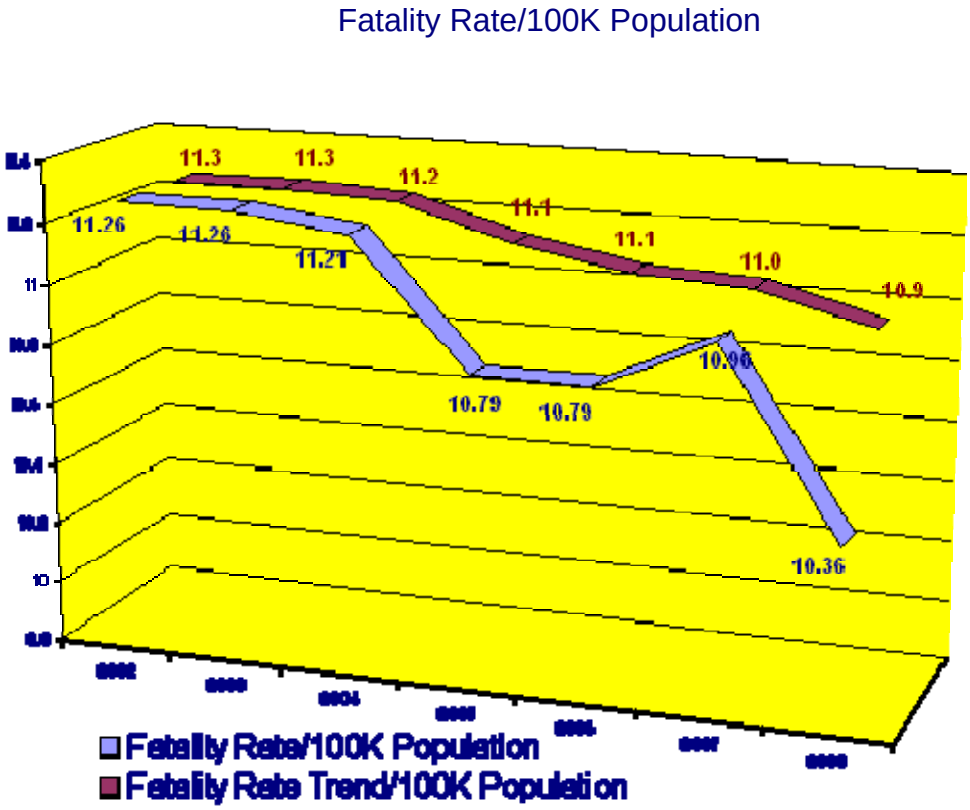


Trend: Fatal & Serious Injury Rate/100M VMT

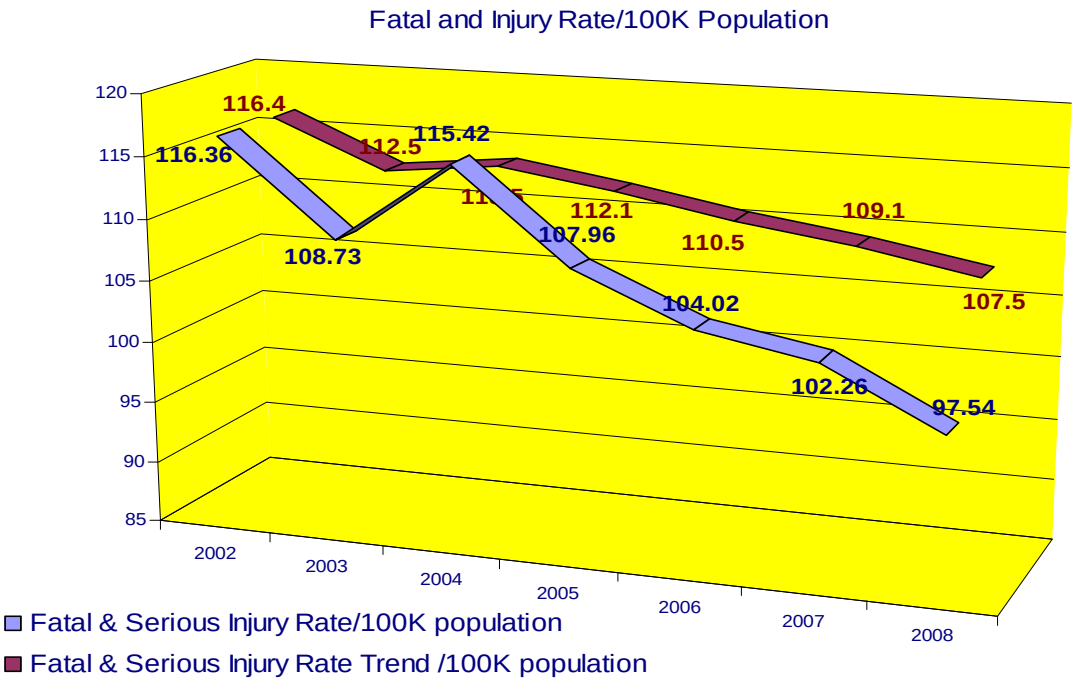
Fatal & Serious Injury Rate per 100M Vehicle Miles Traveled



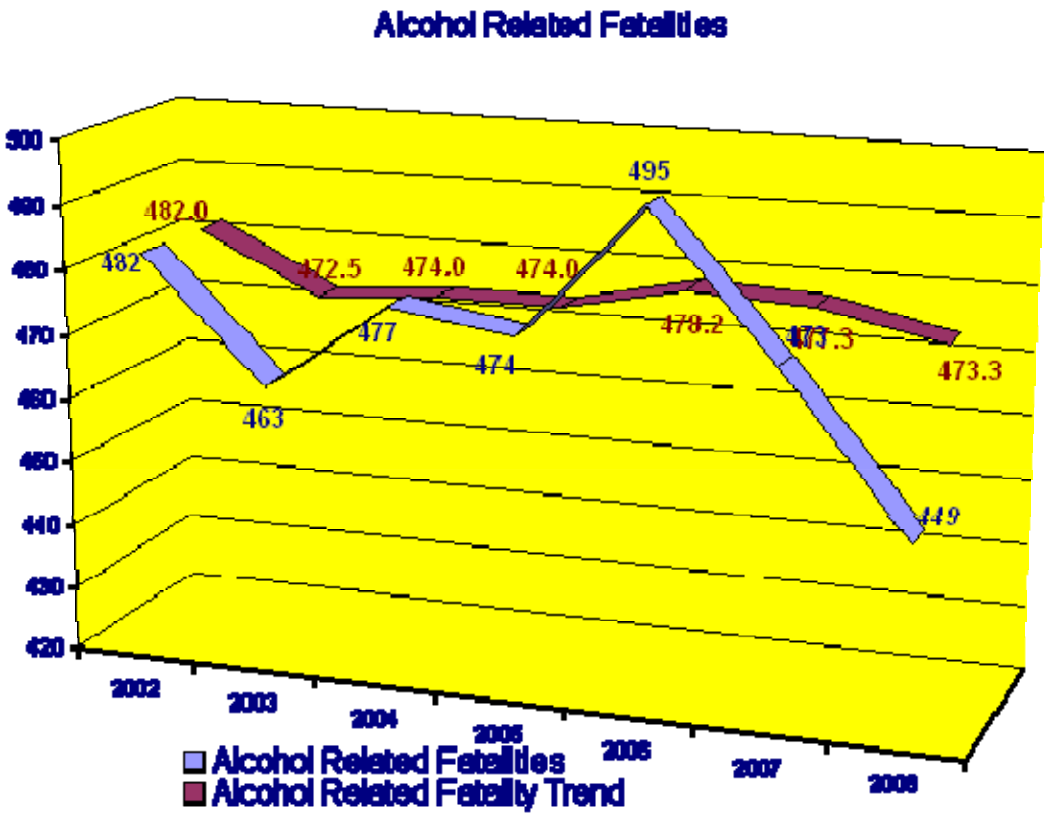
Trend: Fatality Rate/100K Population



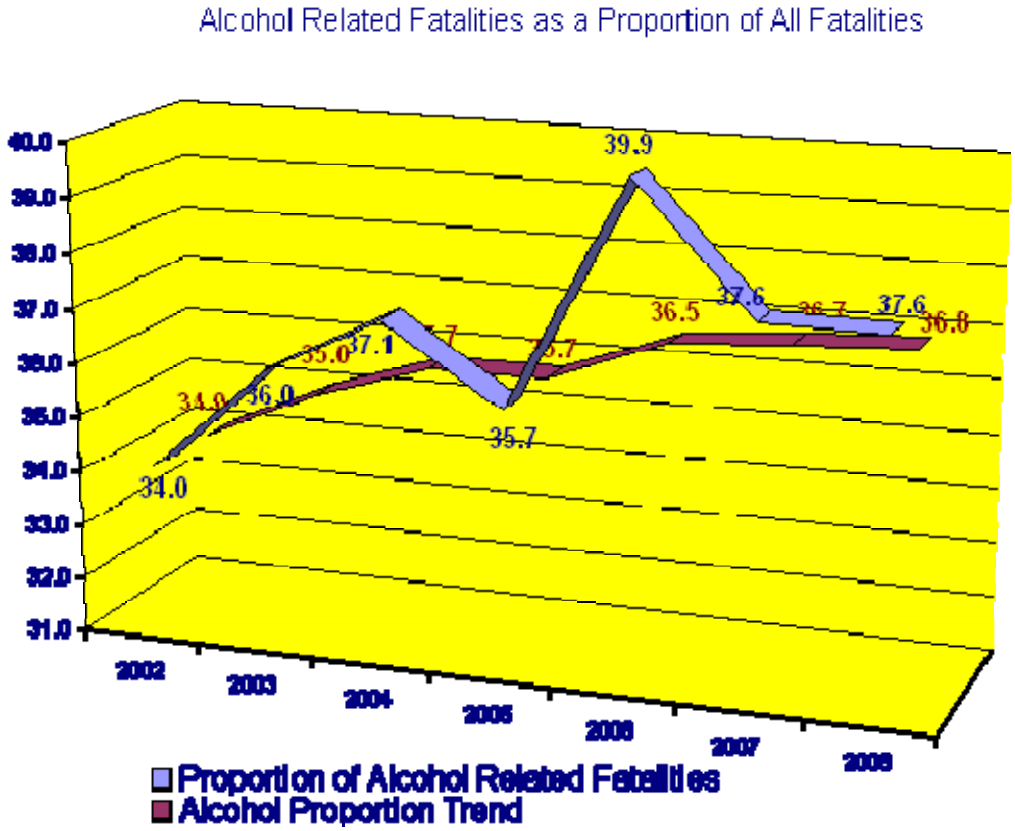
Trend: Fatal/Injury Rate/100K Population



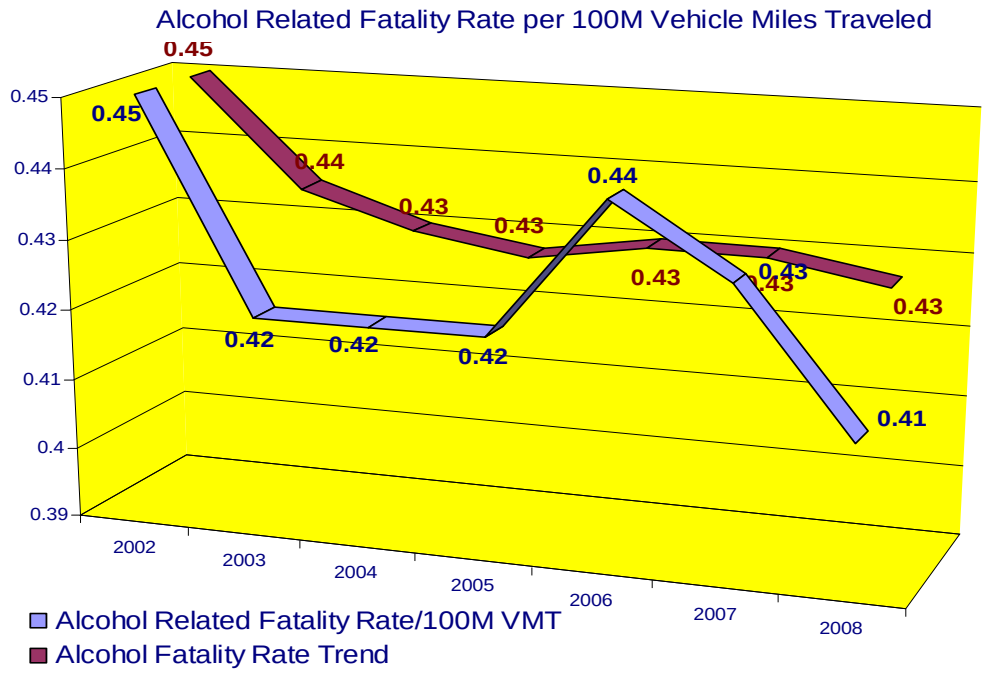
Trend: Alcohol Fatalities



Trend: Alcohol Fatality Proportion



Trend: Alcohol Fatality Rate/100M VMT



Safety Belt Use Trend

Trend: Population Observed Using Seat Belts

Fatal/Serious Injury Program Area

Overview

National Goal (Goal 1)
Ohio has adopted the national goal of 1.0 fatality per 100 million vehicle miles traveled.

Performance Measurement
The number of fatalities each year per 100 million vehicle miles traveled.

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

Programming Efforts

All grant programs listed in the annual report worked towards helping Ohio achieve the 1.0 fatality per 100 million vehicle miles traveled goal in addition to the goals listed in each program area.

Evaluation

Rate of Fatalities per 100 Million Vehicle Miles of Travel

Year	Fatalities	Vehicle Miles of Travel	Rate
Baseline 2002	1,417	107,887,513,950	1.31
2003	1,278	109,906,274,200	1.16
2004	1,285	112,388,055,200	1.14
2005	1,326	111,534,896,900	1.18
2006	1,239	112,097,916,700	1.11
2007	1,239	111,063,784,100	1.13
2008	1,191	108,333,967,350	1.09
2009 Goal			1.00

*2009 fatal numbers and vehicle miles of travel numbers are not finalized, however as of October 31, 2009 there were 802 fatalities. There were 1,008 fatalities January 1, 2008 through October 31, 2008, if the number of fatalities remains considerably lower than 2008 and the vehicle miles travel does not decrease, Ohio is making significant progress towards this goal.

Alcohol Program Area

Overview

Impaired Driving (Goal 3)
Ohio has adopted the goal of no more than 35% of fatal crashes being alcohol-related by the end of 2009.

Reduce the number of alcohol-related traffic deaths to no more than 457 by the end of 2009, thus saving 38 lives from the 2006 baseline.

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

Baselines
During 2006, there were 1,140 fatal traffic crashes in Ohio. Of these fatal crashes, 462 were alcohol-related or 40.5%.

In 2006 there were 495 alcohol-related deaths on Ohio roads; these fatalities represented 39% of all crash fatalities.

Programming Efforts

Drunk Driving. Over the Limit. Under Arrest. Earned Media

Earned Media	
Press conferences	29
TV news stories	368
Radio news stories	147
Print news stories	103

All 60 overhead Ohio Department of Transportation (ODOT) message boards ran the "Drunk Driving. Over the Limit. Under Arrest" message throughout the crackdown.

Drunk Driving. Over the Limit, Under Arrest. Crackdown Materials

Funded Agency
Ohio Traffic Safety Office

Project Description
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 highlighted that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state signed up to participate in the 2009 crackdown August 21 – September 7, 2009. This money was to be spent to provide law enforcement agencies and other partners (Safe Communities, corporate, etc) around the state with materials (e.g., banners, signs, etc.) to promote the DDOLUA message.

Funding

Awarded:	$100,000.00	Expended:	$14,173.70	Funding Source:	410

Drunk Driving. Over the Limit. Under Arrest. Crackdown Paid Media

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for alcohol. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 18,832,802.

Dates: August 21 – September 7, 2009

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	137	180	317	$166,695.00
Radio	864	861	1,725	$122,614.00
Print Ads				$ 21,598.00
Other				$ 0.00
			Total Media Cost	**$310,907.00**

Funding

Awarded:	$300,000.00	Expended:	$310,907.00*	Funding Source:	402PM

*$10,907.00 is what OTSO reimbursed the ODPS Communications office through a grant to supplement the NHTSA Communications plan.

National Alcohol Crackdown

With Ohio working toward decreasing the number of impaired driving crashes and deaths on Ohio roads, the OTSO made it a priority for grantees and non-grantee partners to participate in the 2009 crackdown. Participation and public awareness focusing on impaired driving continues to increase each year.

Dates: August 21 – September 7, 2009

***Drunk Driving. Over the Limit. Under Arrest.* Crackdown Agency Participation**			
Law Enforcement Agencies	**Total in State**	**Participating**	**Reporting**
Highway Patrol	63	63	63
County Sheriffs	88	81	74
City / Town Police	791	657	471
Other	151	151	137
Totals	**1,093**	**952**	**745**

***Drunk Driving. Over the Limit. Under Arrest.* Crackdown Activity**			
Enforcement Activity	**FFY 2007**	**FFY 2008**	**FFY 2009**
Number of Checkpoints	51	31	53
Enforcement Hours	119,285	54,010	114,442
OVI Arrests	2,735	984	2,792
Restraint Citations	12,278	3,788	9,942
Child Restraint Citations	298	235	269
Speed Citations	37,527	9,403	38,567
Driving Under Suspension	4,109	3,775	7,122
Felony Arrests	2	792	1,009

December/January Drunk Driving. Over the Limit. Under Arrest. Alcohol Paid Media

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for alcohol. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 5,574,770.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	2,435	2,258	4,693	$23,966.82
Radio	2,229	1,985	4,214	$73,034.11
Print Ads				$ 0.00
Other				$ 771.35
			Total Media Cost	**$97,772.28**

Funding

Awarded:	$110,000.00	Expended:	$97,772.28	Funding Source:	402PM

Sustained Alcohol Materials

Funded Agency
Ohio Department of Public Safety/Communications

Project Description
This money was spent by the ODPS Communications office to provide law enforcement agencies and other partners (Safe Communities, corporate, etc) around the state with materials (e.g., banners, coasters, litter bags, etc.) to promote the DDOLUA message throughout the year.

Funding

Total Amount for Communications on Materials					
Awarded:	*$240,000.00*	*Expended:*	*$128,574.10*	*Funding Source:*	*402CP*
Amount for Alcohol Materials					
Awarded:	**$ 80,000.00**	**Expended:**	**$ 58,787.70**	**Funding Source:**	**402CP**

Sustained Alcohol Paid Media Plan

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for alcohol. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 2,411,935.

Medium	Cost
TV/Cable	$14,055.42
Radio	$49,993.46
Print Ads	$ 0.00
Other	$ 0.00
	$64,048.88

For the second year, OTSO partnered with ONN and 1460 The Fan Radio to encourage fans to plan ahead and not drink and drive during the OSU/Michigan game weekend. In addition to radio spots that aired the week before the game and during the game ONN set up a special corn hole game outside of St. John's Arena on game day. Fans had the chance to try their luck at playing corn hole with a twist - wearing the "Fatal Vision" goggles that simulate a blood alcohol concentration over the legal limit. The game was to give people the opportunity to see how alcohol impairs a person's ability to perform even simple tasks, in a safe, fun setting. The Fan Radio also incorporated the game and safety messaging into the game day programming, including live interviews from the event.

Funding

Awarded:	$200,000.00	Expended:	$ 64,048.88	Funding Source:	402PM

Evaluating Effectiveness of Alcohol Impaired Driving Media Messages

During FFY 2009, the Ohio Traffic Safety Office's (OTSO's) paid media components consisted primarily of radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2009 paid media plan for impaired driving.

The Applied Research Center (ARC), a Center for Policy Research at Miami University, conducted a series of four random-digit dialing statewide telephone surveys of drivers across the five regions of Ohio. Each survey consisted of approximately 1,000 respondents; overall, 4,142 interviews were completed. The OTSO funded these surveys, which were conducted between April and September 2009, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions pertaining to Ohio laws and law enforcement. Also, in preparation for a 2010 NHTSA initiative, a section of the 2009 survey collected baseline data on distracted driving in Ohio (i.e., cell phone use while driving) and speeding.

Thirty-eight percent (38%) of the 2009 survey participants reported that during the 30 days prior to participating in the survey, they had seen or heard messages in Ohio discouraging drinking and driving.

During the 1st (baseline) survey, respondents who reported seeing or hearing an alcohol-impaired driving slogan identified the following slogans without prompting: *Friends Don't Let Friends Drive Drunk* (29%), *You Drink and Drive, You Lose* (20%), and *Drunk Driving. Over the Limit. Under Arrest* (15%). During the 2nd and 3rd surveys, recall of those same slogans remained fairly consistent. The 4th telephone survey was conducted immediately after the media and enforcement initiatives on alcohol-impaired driving (i.e., *Drunk Driving. Over the Limit. Under Arrest.*). At that time, respondents recalled the slogans as follows: *Friends Don't Let Friends Drive Drunk* (16%), *You Drink and Drive, You Lose* (13%), and *Drunk Driving. Over the Limit. Under Arrest.* (30%). Consequently, recall of the latter NHTSA slogan to reduce alcohol-impaired driving increased by 15 percentage points as a result of media and enforcement initiatives.

Respondents who maintained they had not heard or seen a slogan discouraging drinking and driving during the 30 days prior to the survey, as well as those who saw or heard a slogan, but could not identify the specific slogan, were then presented with a list of slogans. When prompted with the list of slogans, 67% had heard *Friends Don't Let Friends Drive Drunk* and 49% said they had heard *You Drink and Drive, You Lose.* Additionally, 44% said they have heard the slogan *Buzzed Driving is Drunk Driving*, 20% claimed to have heard *Fans Don't Let Fans Drive Drunk*, and 35% heard *Drunk Driving. Over the Limit. Under Arrest*.

Based on results from the Miami University statewide telephone surveys, earned media, paid media, education and enforcement efforts will be re-evaluated to determine proper segmentation and geographic location of campaign components.

Alcohol Enforcement and Education

Funded Agency
Ohio Investigative Unit

Project Description
The purpose of this Ohio Investigative Unit (OIU) project is to reduce the sale of alcoholic beverages to intoxicated persons, including minors, and provide beverage service training to liquor permit premises in Ohio's top ten alcohol counties. In 2009, grant funding was used to develop a spatial technological

program which allowed the OIU to identify liquor permit premises that appear to produce relatively high numbers of intoxicated persons. These identified premises were the focus of selective enforcement and beverage service training. Armed with the information retrieved from spatial programs, the OIU participated in local OVI task force meetings and assisted in targeting appropriate minor-related OVI checkpoints. By providing data sharing, the OIU was able to provide other state and local police departments with information to assist with their analytical capabilities. With this data, the OIU and local departments can effectively and efficiently focus enforcement efforts to selective liquor permit premises. Using these programs, the OIU will analyze alcohol related crash trends over the course of the project, increases in beverage service training requests and track any increases in media coverage.

Accomplishments
In the FFY 2009 grant, a total of 480 liquor permit premises were visited, resulting in 94 citations against liquor permits. This equates to almost 20 percent of all liquor permit premises selling to an underage informant. OIU increased liquor permit premise visits by 60 percent (181 visits) from the FFY 2008 grant year. The percentage of premises being cited for underage sales decreased by one percent from FFY2008.

As a result of Agents working at the actual checkpoint sites this year, 25 leads were gathered and referred for future investigations, where in the past these leads might not have been forwarded.

Agents were trained on the use of the spatial technological program that OIU has begun to utilize. Once implemented full scale, several glitches were discovered. The program is still operational and the glitches are being fixed.

Funding

Awarded:	$124,953.81	Expended:	$80,621.47	Funding Source:	410

Countywide OVI (Operating Vehicle Impaired) Task Forces

Funded Agencies
Blue Ash Police Department - Hamilton County OVI Task Force
Dayton Police Department - Montgomery County OVI Task Force
Franklin County Sheriff's Office - Franklin County OVI Task Force
Goshen Police Department - Mahoning County OVI Task Force
Hamilton Police Department - Butler County OVI Task Force
Lucas County Sheriff's Office - Lucas County OVI Task Force
Perry Township Police Department - Stark County OVI Task Force
Summit County Sheriff's Office - Summit County OVI Task Force
UHHS Memorial Hospital of Geneva - Ashtabula County OVI Task Force
University of Cleveland Hospital - Cuyahoga County OVI Task Force

Program Description
In FFY 2009 the OTSO continued to place special emphasis on the counties experiencing the highest number of alcohol-related fatal crashes. Ohio funded ten countywide OVI task forces that could coordinate law enforcement activities to impact impaired driving crashes in their county. Agencies receiving these grants were required to coordinate a minimum of twelve sobriety checkpoints with coordinating saturation patrols and three press events. A summary of all task force activity is listed below.

Accomplishments

Checkpoint Activity	FFY 2007	FFY 2008	FFY 2009
OVI Checkpoints Conducted	200	194	180
Vehicles through Checkpoint	135,949	99,479	86,884
Vehicles Checked	109,758	79,827	69,547
OVI Arrests 21 and Over	481	477	517
OVI Arrests Under 21	39	65	105
Driving Under Suspension	728	575	552
No Operator License Citations	621	399	365
Other Citations Issued	1,630	1,337	1,342
Vehicles Seized	652	374	415
Felony Arrests	60	56	59
Misdemeanor Arrests	559	398	471
Restraint Citations	2,511	538*	334
Refusals	124	129	118

*Due to House Bill 119 amending Ohio Revised Code Section 4511.093, OVI task force discontinued issuing seat belt citations while conducting OVI or MVI checkpoints unless the officer makes an arrest or issues a ticket for a violation other than a secondary traffic offense as of July 1, 2007.

Saturation Patrol Activity	FFY 2007	FFY 2008	FFY 2009
Overtime Enforcement Hours	22,488	17,287	16,986
Number of Traffic Stops	33,219	26,291	25,722
OVI Arrests 21 and Over	1,191	1,116	943
OVI Arrests Under 21	177	150	123
Adult Restraint Citations	3,157	2,471	2,096
Child Restraint Citations	134	92	88
Speed Citations	7,888	5,561	5,378
Driving Under Suspension	1,806	1,423	1,322
Felony Arrests	253	238	164

Ashtabula County OVI Taskforce coordinated a checkpoint with Pennsylvania during the DDOLUA crackdown. The checkpoint took place on US 20 at the state line with Ohio checking eastbound traffic and Pennsylvania checking westbound.

Of the 180 checkpoints conducted during FFY 2009, 135 were low manpower (14 officers or less).

The Columbus Police conducted the first ever sobriety checkpoint in the city of Columbus on September 18th, 2009 on Bethel Road.

OVI Task Forces reached 51.1 percent of Ohio's population (approximately 5.8 million people) through earned media, education and high visibility enforcement.

Task Force Counties	
Year	Alcohol-Related Fatal Crashes
2007	160
2008	169
2009*	97

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward stated goals.

Funding

Awarded:	$ 800,693.85	Expended:	$ 694,150.74	Funding Source:	410
	$ 800,693.83		$ 694,150.74		164AL
Total:	**$1,601,387.68**		**$1,388,301.48**		**410/164AL**

Funded Agencies
46 Sheriff's Offices and 20 local jurisdictions

Akron Police Department
Allen Co. Sheriff's Office
Ashland Co. Sheriff's Office
Ashtabula Co. Sheriff's Office
Brown Co. Sheriff's Office*
Butler Co. Sheriff's Office
Canton Police Department
Cincinnati Police Department
Clark Co. Sheriff's Office
Clermont Co. Sheriff's Office
Colerain Twp. Police Department
Columbus Police Department
Crawford Co. Sheriff's Office
Dayton Police Department
Delaware Co. Sheriff's Office*
Geauga Co. Sheriff's Office*
Guernsey Co. Sheriff's Office
Hancock Co. Sheriff's Office
Hardin Co. Sheriff's Office
Harrison Co. Sheriff's Office
Henry Co. Sheriff's Office*
Highland Co. Sheriff's Office
Holmes Co. Sheriff's Office
Jefferson Co. Sheriff's Office
Licking Co. Sheriff's Office
Logan Co. Sheriff's Office
Lorain Co. Sheriff's Office
Lorain Police Department
Lucas Co. Sheriff's Office
Mahoning Co. Sheriff's Office
Mansfield Police Department
Marion Co. Sheriff's Office
Medina Co. Sheriff's Office
Miami Co. Sheriff's Office
Miami Twp. Police Department*
Middletown Police Department
Montgomery Co. Sheriff's Office
Moraine Police Division
Ottawa Co. Sheriff's Office
Perry Twp. Police Department
Perrysburg Twp. Police Dept.
Pickaway Co. Sheriff's Office
Pike Co. Sheriff's Office
Portage Co. Sheriff's Office
Putnam Co. Sheriff's Office
Richland Co. Sheriff's Office
Sandusky Co. Sheriff's Office*
Scioto Co. Sheriff's Office
Seneca Co. Sheriff's Office
Springfield Police Department
Stark Co. Sheriff's Office
Summit Co. Sheriff's Office
Toledo Police Department
Trumbull Co. Sheriff's Office*
Tuscarawas Co. Sheriff's Office*
Union Twp. Police Department*
Warren Co. Sheriff's Office
Warren Police Department
Washington Co. Sheriff's Office
Wayne Co. Sheriff's Office
Willoughby Police Department*
Wood Co. Sheriff's Office
Wyandot Co. Sheriff's Office
Youngstown Police Department
University Hospitals (Cleveland Police)
University Hospitals (Cuyahoga Co. SO)

*Agencies didn't participate in 2007 and/or 2008. Fatal/Alcohol numbers are not included for these jurisdictions.

2007 – 2009 HVEO Counties		
Year	**Fatal Crashes**	**Alcohol-Related Crashes**
2007	805	11,258
2008	771	10,852
2009*	432	7,087

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward stated goals.

Program Description
Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.25 or more fatal crashes over the three-year period of 2006, 2007 and 2008. In addition, all Sheriff's offices who conduct traffic enforcement were eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio's fatal crash goal. With the intent to conduct highly visible enforcement activities at strategic times throughout the year, awarded grantees were required to conduct enforcement blitzes during the following periods:

Halloween – Oct. 26 – Nov. 2, 2008
Christmas/New Year's – Dec. 5, 2007 – Jan. 1, 2009
St. Patrick's Day – March 13 – 18, 2009
CIOT – Memorial Day
DDOLUA – Labor Day
Thanksgiving – November 21 - 30, 2008
Super Bowl – January 30 – February 1, 2009
Prom Season – April / May 2009
4th of July – July 2 - July 5, 2009
Homecoming – October 2008/September 2009

All HVEO Grants included three primary goals in their FFY 2009 grants. These goals are: reduce the number of traffic-related fatalities; increase the seat belt usage; and decrease the number of alcohol-related crashes.

Agencies funded in FFY 2009 were required to focus their enforcement efforts on locations and times where their high visibility enforcement would achieve a reduction in fatal crashes. All agencies receiving funding had to certify that any personnel operating as an arresting officer has completed Standard Field Sobriety Testing (SFST) or Advanced Detection, Apprehension and Prosecution (ADAP) training.

Accomplishments

General Law Enforcement Overtime	**FFY 2007**	**FFY 2008**	**FFY 2009**
Overtime Enforcement Hours	46,330	39,634	45,864
Number of Traffic Stops	60,379	48,745	60,469
OVI Arrests 21 and Over	786	752	600
OVI Arrests Under 21	149	444	83
Adult Restraint Citations	4,918	3,934	5,682
Child Restraint Citations	168	176	182
Speed Violations	24,051	18,738	24,001
Driving Under Suspension	3,131	2,449	3,302
Felony Arrests	309	888	263

OVI Checkpoints	**FFY 2007**	**FFY 2008**	**FFY 2009**
OVI Checkpoints Conducted	12	8	13
Vehicles through Checkpoint	8,898	4,212	9,288
Vehicles Checked	8,384	4,125	7,637
OVI Arrests 21 and Over	17	33	29
OVI Arrests Under 21	9	3	1
Driving Under Suspension	9	25	17
No Operator License Citations	23	8	12
Other Citations Issued	20	20	8
Vehicles Seized	9	8	6
Felony Arrests	3	1	0
Misdemeanor Arrests	20	14	6
Restraint Citations	33	16*	3
Refusals	4	9	5

*Due to House Bill 119 amending Ohio Revised Code Section 4511.093, OVI task force discontinued issuing seat belt citations while conducting OVI or MVI checkpoints unless the officer makes an arrest or issues a ticket for a violation other than a secondary traffic offense as of July 1, 2007.

HVEO agencies reached 83.6 percent of Ohio's population (approximately 9.5 million people) through earned media and high visibility enforcement.

Funding

Total amount for HVEO Grants					
Awarded:	*$2,630,682.36*	*Expended:*	*$2,064,806.67*	*Funding Source:*	*402 PT/410*
Alcohol Funding					
Awarded:	**$1,315,341.14***	**Expended:**	**$1,032,403.23**	**Funding Source:**	**410**
*This amount represents the alcohol funding portion of the HVEO Program. The remaining funding is listed under Speed Management Program Area.					

Statewide HVEO and Training

Funded Agency
The Ohio State Highway Patrol (OSHP)

Program Description
The OSHP worked to increase seat belt use and decrease the number of impaired driving crashes on Ohio roads. The OSHP focused on increasing manpower at problem locations throughout the year and used low manpower sobriety checkpoints to be more visible on Ohio roads during blitz periods and mandatory campaigns. The OSHP offered training courses through the OSHP Academy to train law enforcement officers on issues relating to impaired driving.

Accomplishments

Enforcement Activities Results	FFY 2007	FFY 2008	FFY 2009
Overtime Enforcement Hours	29,077	24,858	23,555
Number of Traffic Stops	51,567	40,461	43,310
OVI Arrests 21 and Over	688	498	551
OVI Arrests Under 21	107	89	96
Adult Restraint Citations	8,700	6,900	6,489
Child Restraint Citations	109	102	192
Speed Violations	17,725	15,579	16,914
Driving Under Suspension	893	921	929
Felony Arrests	80	75	74

Low Manpower OVI Sobriety Checkpoint Results	FFY 2007	FFY 2008	FFY 2009
OVI Checkpoints Conducted	29	15*	44**
Vehicles through the Checkpoint	17,752	8,226	25,886
Vehicles Checked	17,138	7,802	22,852
OVI Arrests 21 and Over	102	64	115
OVI Arrests Under 21	81	4	14
Driving Under Suspension	97	18	122
No Operator License Citations	30	18	50
Other Citations Issued	150	46	120
Vehicles Seized	29	4	31
Felony Arrests	2	3	13
Misdemeanor Arrests	108	13	94
Restraint Citations	603	38***	86
Refusals	21	13	34

*An additional 76 checkpoints were conducted by the patrol in FFY2008 and an additional **64 checkpoints were conducted in FFY2009 using state dollars. Low-manpower checkpoints have become an integrated part of operations to reduce alcohol-related fatalities.

***Due to House Bill 119 amending Ohio Revised Code Section 4511.093, OVI task force discontinued issuing seat belt citations while conducting OVI or MVI checkpoints unless the officer makes an arrest or issues a ticket for a violation other than a secondary traffic offense as of July 1, 2007.

Alcohol Related Training

Training Course	Number of Courses	Number of Students Taught	Number of Agencies
Alcohol Detection Apprehension Prosecution (ADAP)	5	107	43
Regional ADAP	5	96	40
ADAP Local Instructor Update	1	9	9

Funding

Total Amount for Statewide HVEO Enforcement and Training					
Awarded:	*$1,199,941.70*	*Expended:*	*$1,189,087.19*	*Funding Sources:*	*402PT/410*
Alcohol Enforcement					
Awarded:	$ 462,353.50	Expended:	$ 462,353.50	Funding Source:	410
Alcohol Training					
Awarded:	$ 17,622.00	Expended:	$ 8,210.50	Funding Source:	410
Alcohol Funding:	**$ 479,975.50***		**$ 470,564.00***		**410**
*This amount represents the alcohol funding for the OSHP HVEO Grant. The remaining funding is listed under Speed Management Program Area.					

Statewide Park Services HVEO

Funded Agency
Ohio Department of Natural Resources

State Parks Funded for Overtime Enforcement in FFY 2009

Ashland County - Mohican
Bulter/Preble Counties - Hueston Woods
Clark County - Buck Creek
Clermont County - East Fork
Cuyahoga County – Cleveland Lakefront
Delaware County - Alum Creek
Guernsey County - Salt Fork
Lucas County - Maumee Bay
Mahoning County - Lake Milton
Portage County - West Branch
Summit County - Portage Lakes
Trumbull County – Mosquito Lake
Warren County - Caesar Creek

Program Description

All 74 Ohio State Parks participated in the national mobilizations (only 13 were funded) to combat traffic safety violations in the park system with emphasis on increasing restraint use, decreasing speeds, and decreasing the number of impaired driving violations.

Accomplishments

Thirteen State Parks participated in the national CIOT mobilization, the Fourth of July enforcement blitz, and the national DDOLUA crackdown. The busy season in state parks is traditionally from Memorial Day through Labor Day.

Although the number of stops decreased 19 percent and the number of enforcement hours decreased 24 percent from the pervious year, the number of OVI arrests 21 and older increased 120 percent, the number of DUS citations increased nine percent and felony arrests increased 66 percent.

Enforcement Activity	FFY 2007	FFY 2008	FFY 2009
Overtime Enforcement hours	1,359	1,236	936
Number of Traffic Stops	1,677	1,410	1,140
OVI Arrests 21 and Over	4	5	11
OVI Arrests Under 21	7	1	2
Adult Restraint Citations	262	189	146
Child Restraint Citations	19	11	10
Speed Violations	548	450	307
Driving Under Suspension	81	46	50
Felony Arrests	14	6	16

Funding

Total amount for Statewide Park Services HVEO					
Awarded:	*$53,201.28*	*Expended:*	*$47,814.57*	*Funding Source:*	*402 PT/410*
Alcohol Funding					
Awarded:	**$26,600.64***	**Expended:**	**$23,907.28***	**Funding Source:**	**410**
*This amount represents the alcohol funding portion of the ODNR HVEO Grant. The remaining funding is listed under Speed Management Program Area.					

DUI Court Program

Funded Agencies

Akron Municipal Court - Summit County
Athens County Municipal Court – Athens County
Clermont County Municipal Court – Clermont County
Fairfield Municipal Court – Butler County
Marion County Common Pleas Court – Marion County

Project Description

DUI Courts provide cost effective supervision and enhanced coordinated treatment to repeat DUI offenders for the purpose of increasing public safety and returning sober productive individuals to the community. The OTSO has been working with a team from The Supreme Court of Ohio Specialized Dockets section, Ohio Department of Alcohol and Drug Addiction Services, and the Office of Criminal Justice Services on establishing a DUI Court pilot project protocol based upon the national Drug and DUI Court models and identifying courts interested in participating.

Accomplishments
Athens County Municipal Court has had 69 graduates of the program in three years. For those participants, 14,814 days of jail time has been suspended. This has saved the county $674,037, an average of $224,679 per year.

Both new DUI Courts (Fairfield Municipal Court and Marion County Common Pleas) enrolled their first participants into the program during FFY2009.

Funding

Awarded:	$632,952.04	Expended:	$371,541.63	Funding Source:	163

OVI Law Training and Education

Funded Agency
MADD of Ohio

Project Description
This grant coordinated efforts in high density metro Latino community areas in the Greater Cincinnati, Cleveland, Columbus and Toledo metro areas and high densities of Latino rural communities in Defiance, Erie, Henry, Sandusky, Lorain, Ottawa, Putnam, Wood and Fulton Counties. MADD partnered with Greater Cincinnati Hispanic/Latino Coalition, Ohio Hispanic Coalition, Safe Communities, OTSO, OVI Task Forces, local law enforcement and the Ohio Investigative Unit to provide education materials at Latino theme festivals, Hispanic/Latino churches and schools with Spanish translated written and audio material on safety & preventative messages to increase awareness of drinking and driving and underage drinking. MADD was to provide a comprehensive impaired driving informational brochure to Ohio Latino communities. This will be a descriptive brochure as well as an accompanying poster which explains in an easy to understand level about impaired driving, seat belts, passenger safety, open container laws with "some" basic consequences printed in Spanish. These pieces are still in process, however, when completed they will be available to all agency partners, OVI Taskforces, Safe Communities, High Schools, Driving Schools, Law Enforcement and private citizens in diverse populated communities.

Accomplishments
Provided a half day diversity training session in Sheffield Village aimed toward law enforcement. The training gave background information, cultural and social information about the Latino community and the potential risk of OVI stops. Eighteen individuals from five different law enforcement and support agencies attended the training.

Seven training session in six different locations were held for law enforcement agencies across the state covering the following topics: Senate Bill 17, What Prosecutors Need from Law Agencies in Making OVI Cases More Successful, Case Histories and Tips on Testifying. Two hundred and twenty representatives from 46 different law enforcement and support agencies attended the training.

Funding

Awarded:	$34,997.03	Expended:	$19,080.51	Funding Source:	164AL

Streamline the Impaired Driving Arrest Process, Paperwork and Processing Time

Funded Agency
Ohio Traffic Safety Office
Ohio Department of Health (ODH)

Project Description
The Governor's Task Force on Impaired Driving recommended that the state streamline the impaired driving arrest process, reduce duplicate paperwork and decrease processing time for OVI arrests. Beginning in June 2005 a work group of state and local stakeholders met for the purpose of determining what breath testing instrument technology is available which could streamline the impaired driving arrest process, reduce duplicate paperwork and decrease processing time for OVI arrests. The

recommendations of this work group provided direction for the acquisition of breath testing instruments for all law enforcement agencies in the state.

Accomplishments
All 700 instruments have been produced and delivered to ODH.

By the end of 2009, the I-8000 is projected to be up and running in 10 counties with over 600 officers trained.

Funding

Awarded:	$7,000,000	Expended:	$6,473,273.15	Funding Source:	163

Traffic Safety Resource Prosecutor Program

Funded Agency
Ohio Traffic Safety Office

Program Description
The OTSO 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 work closely with the Law Enforcement Liaisons (LELs) and have become a valuable resource to the office and to all of our partners.

Accomplishments
Drafted rules and regulations for interlock devices.

Updated an OVI handbook for police, prosecutors and judges.

Assisted in the following training: Juvenile Traffic Trends presentation; checkpoint training; and an OVI training.

Funding

Awarded:	$219,189.27	Expended:	$122,977.56	Funding Source:	163

Evaluation

Alcohol-related/Total Fatal Crashes			
Year	**Alcohol-related Fatal Crashes**	**Total Fatal Crashes**	**Percent of Total Fatal Crashes**
2007	435	1,163	37.4
2008	412	1,099	37.4
2009*	265	737	35.9

Alcohol-related Deaths	
Year	**Deaths**
2007	473
2008	412
2009*	293

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It isonly included to show progress toward stated goals.

Although final 2009 fatal and alcohol-related numbers are not finalized, preliminary numbers indicate Ohio will be close to obtaining the goal of only 35 percent of total fatal crashes being alcohol-related and will achieve the alcohol-related death goal of no more than 457 alcohol-related deaths by the end of 2009.

Occupant Protection Program Area

Overview

Seat Belt Usage (Goal 2)

Increase the overall seat belt usage rate in Ohio to 85 percent or above in 2009.

Performance Measurement

Statewide observational seat belt surveys will be conducted in 2009.

Baseline

According to the 2008 statewide observational surveys, 82.7 percent of Ohio motorists use seat belts.

Programming Efforts

Click or Ticket Earned Media Plan

Earned Media	
Press Conferences	33
TV News Stories	1,278
Radio News Stories	2,604
Print News Stories	125

All 60 overhead Ohio Department of Transportation (ODOT) message boards ran the "Click It or Ticket" message throughout the crackdown.

Click It or Ticket Materials

Funded Agency
Ohio Department of Public Safety/Communications

Project Description
This money was spent by our Communications office to provide law enforcement agencies and other partners (Safe Communities, corporate, etc) around the state with materials (e.g., magnets, litter bags, etc.) to promote the CIOT message throughout the year.

Funding

Total Amount for Communications on Materials					
Awarded:	*$240,000.00*	*Expended:*	*$128,574.10*	*Funding Source:*	*402CP*
Amount for Seat Belt Materials					
Awarded:	**$ 80,000.00**	**Expended:**	**$ 33,115.70**	**Funding Source:**	**402CP**

An additional $40,000.00 of state funds was spent by the Communications office for materials in support of the CIOT campaign.

Sustained Seat Belt Materials

Funded Agency
Ohio Department of Public Safety

Project Description
Ohio used the CIOT and What's Holding You Back? (WHYB) campaign messages for its sustained seat belt campaign throughout the year. The goal of the sustained effort was to increase statewide usage of seat belts. The objective was 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.

Funding

Awarded:	$150,000.00	Expended:	$ 33,048.44	Funding Source:	402 CP

Click It or Ticket Paid Media

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 30,257,350.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	1,299	1,287	2,586	$303,978.00
Radio	1,862	1,862	3,724	$106,630.00
Print Ads				$ 0.00
Other				$ 96,291.00
			Total Media Cost	**$506,899.00**

Funding

Awarded:	$600,000.00	Expended:	$506,899.00	Funding Source:	402PM

*An additional $243,215.76 of state funds was spent by the Communications office in support of the CIOT media buy.

Seat Belt Mobilization

With Ohio working toward the 85% restraint usage by 2009, the OTSO made it a priority for grantees and non-grantee partners to participate in the mobilization. Participation and public awareness focusing on restraint usage continues to increase each year.

Dates: May 18 – 31, 2009

***Click It or Ticket* Mobilization Agency Participation**			
Law Enforcement Agencies	**Total in State**	**Participating**	**Reporting**
Highway Patrol	63	63	63
County Sheriffs	88	81	77
City / Town Police	791	657	366
Other	151	151	138
Totals	**1,093**	**952**	**644**

Specific Enforcement Activities
Activities conducted during the mobilization were high visibility enforcement, press conferences, display of CIOT signs/banners, prom events, high school seat belt challenges and safety rodeos. Other types of earned media activities included seat belt observations where the people who were buckled up received a small incentive (i.e., coupon, free pop, candy, etc.)

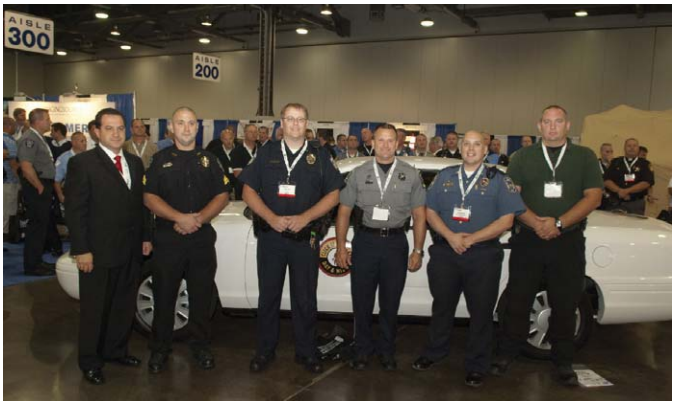
Click It or Ticket National Mobilization Activity			
Enforcement Activity	**FFY 2007**	**FFY 2008**	**FFY 2009**
Enforcement Hours	124,880	127,675	123,582
OVI Arrests	2,613	1,380	2,229
Restraint Citations	20,498	20,630	15,982
Child Restraint Citations	459	289	373
Speed Citations	36,934	18,385	38,280
Driving Under Suspension	4,404	3,617	5,493
Felony Arrests	671	807	1,140

Equipment Awards

Funded Agency
Ohio Traffic Safety Office

Project Description
An annual equipment incentive was coordinated with the CIOT kickoff for FFY 2009. Agencies across the state are encouraged to participate in the National CIOT and OLUA mobilizations. Law enforcement agencies that showed their intent to participate in the mobilization by signing a letter and summit their activity for both mobilizations qualified for equipment. Over 800 agencies participated in the mobilizations. Following is the equipment purchased for the incentive in FFY 2009:

Equipment Incentives	
Quantity	**Item**
5	Patrol Cars
80	Ticket Boards
235	Radars



Funding

Awarded:	$350,000.00	Expended:	$244,303.00*	Funding Source:	402CP

*Due to timing of event and lengthy ordering process, the five patrol cars were not purchased/received/billed in time to be included in FFY 2009. The patrol cars will be included in FFY 2010.

Low Belt Usage Site Project

Funded Agency
University Hospitals of Cleveland

Project Description
A demonstration project designed to increase safety belt use around low seat belt usage sites was conducted during the 2009 National Click It or Ticket Mobilization. Methods to increase belt usage included: targeted enforcement, media (radio, TV, web, billboard and electronic signboards), in-venue ads, grass roots work-of-mouth, contesting and leveraged partnerships. continuous feedback to the

public, and outreach and education efforts in a way that took the buckle-up message to the public as a whole, with a focus on 18-34-year old males, African American, and urban dwellers while targeting the bulk of enforcement efforts on low-use areas in the county.

Accomplishments
Seat belt usage rate increased from 70.6 percent to 78.4 percent.

Campaign received 66,434 spots on electronic billboards (625 daily spots for 2 weeks) for 4,500,000 gross impressions; 60 Speedway gas stations posted "Click!" Stickers on all pumps in the area for 3,600,000 gross impressions; Buckle U – CSU electronic signboard for 1,200,000 gross impressions and three different websites received over 1,700 hits during the campaign.

A popular radio station with the targeted demographic promoted a campaign to reach college students where listeners texted "buckle up" for a chance to win concert tickets.

All contest prizes were donated.

Funding

Awarded:	$55,357.86	Expended:	$52,420.34	Funding Source:	402OP

Sustained Belt Paid Media Plan

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 2,411,935.

Medium	Cost
TV/Cable	$14,055.41
Radio	$49,993.48
Print Ads	$ 0.00
Other	$ 0.00
	$64,048.89

Funding

Awarded:	$200,000.00	Expended:	$64,048.89	Funding Source:	402PM

Evaluating Effectiveness of Seat Belt Usage Media Messages

The OTSO's paid media components pertaining to seat belt use consisted primarily of television and radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2009 paid media plan for enhancing the statewide use of seat belts.

As reported above, the Miami University Applied Research Center conducted a series of four random-digit dialing statewide telephone surveys of 4,142 drivers across the five regions of Ohio. OTSO funded these surveys, which were conducted between April and September 2009, to identify changes in public

opinion in reaction to media campaigns and law enforcement initiatives. As reported above, the surveys covered a wide array of topics pertaining to highway safety, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions about Ohio laws and law enforcement.

Sixty-nine percent (69%) of survey participants reported that during the 30 days prior to completing the survey, they had "definitely" or "probably" seen or heard messages in Ohio encouraging people to wear their seat belts. Approximately 56% of those respondents saw or heard the message on television only and nearly all would describe the message as a commercial, advertisement or public service announcement. Approximately 27% reported being exposed to messages encouraging seat belt use through the radio only, and most of those respondents would also consider the message to have been a commercial, advertisement or public service announcement. Additionally, 18% of respondents reported they were exposed to these messages through both the television and radio. When respondents were asked to identify other places they had seen or heard messages encouraging seat belt use, 47% of respondents cited billboards and 42% said road signs; other frequently mentioned places included electronic roadway signs (7%), banners (6%), bumper stickers (4%), newspapers (3%), and signs at rest areas (2%). Places that were each mentioned by less than 1% of the respondents included: signs on buses, yard signs, driver's education classes or programs, and friends or relatives.

During FFY 2009, the majority of respondents reported that the number of seat belt messages they had seen or heard in the 30 days prior to the survey had been "about the same" (76%), while 19% claimed they had seen or heard more messages than usual.

Fifty-six percent (56%) of respondents reported that they had seen or heard slogans encouraging seat belt use during the 30 days prior to the survey. Those who reported seeing or hearing a slogan identified the following specific slogan names without prompting: During the 1st (baseline) survey, respondents mentioned *Click It or Ticket* (75%) and *What's Holding You Back?* (11%). During the 2nd survey, which was congruent with the first paid media initiative, respondents mentioned *Click It or Ticket* (87%) and *What's Holding You Back?* (6%). During the 3rd survey, which respondents mentioned *Click It or Ticket* (81%) and *What's Holding You Back?* (13%).During the 4th survey, which was congruent with the second paid media initiative, respondents mentioned *Click It or Ticket* (79%) and *What's Holding You Back?* (12%). Consequently, recall of slogans encouraging seat belt use, especially *Click It or Ticket,* remained relatively stable through the 4th survey.

Finally, it is also significant that respondents who maintained they had not heard or seen a slogan encouraging seat belt use during the 30 days prior to the survey as well as those who saw or heard a slogan, but could not identify the specific slogan, were then questioned about the *Click It or Ticket* and *What's Holding You Back* slogans by name. When prompted, 81% of those respondents had heard *Click It or Ticket* and 42% said they had heard the *What's Holding You Back slogan.*

Based on results from the Miami University ARC's statewide telephone surveys, earned media, paid media, and education and enforcement efforts will be re-evaluated to determine proper campaign segmentation and geographic location.

Occupant Protection Coordinators

Funded Agencies

Celina Police Department
Cincinnati Children's Hospital Medical Center
Columbiana County Health Department
Columbus Health Department
Easter Seals of Northwest Ohio
Ohio Department of Health
Portsmouth Health Department
Toledo's Children's Hospital
Tuscarawas County Health District
University Hospital of Cleveland

Program Description

The nine regional Occupant Protection (OPC) Coordinators served as a resource for residents, partners and agencies within their respective region by providing technical assistance and identifying additional

resources to address occupant protection issues. Each regional program worked with local children's hospitals, other local hospitals, fire and police departments, local school districts and other local business entities to educate on restraint usage. Each program provided technical assistance for site coordinators, individual agencies, retailers, individual care takers and fitting stations. Each regional coordinator also worked to identify and coordinate additional local and community resources to obtain additional funding in support of expanding occupant protection program needs within their region.

Accomplishments
Regional Coordinators partnered with radio and TV stations, Wal-Mart, State Farm, United Way, Babies R Us, National Safe Kids, community businesses & civic organizations who provided additional funding for occupant protection programs. The regional programs reported $190,821 in program income. Program income was encumbered on items such as car seats, car seat checks, supplies needed to fit car seats, training and overnight accommodations for training classes. Additional donations of time, seats, materials, space, etc were also contributed to the programs.

Each region participated in the statewide Click It or Ticket and the Drunk Driving. Over the Limit, Under Arrest. mobilization and crackdown.

All regional programs worked to deliver programs to address all population demographics represented in their respective regions.

The coordinators developed a plan for the future of the OPC program. In FFY 2010, the program is being coordinated through a grant by the Ohio Department of Health.

Following is a summary of activities:

Activity	FFY2007	FFY2008	FFY2009
Car Seat Check Events Conducted	221	168	157
Car Seats Checked at Events	4,022	3,030	2,308
Car Seats Checked at Fitting Stations	11,813	9,346	8,434
32-Hour Technician Class Conducted	14	18	15
New CPS Technicians	159	215	172
Refresher Courses Conducted	31	25	11
Refresher Course Attendees	461	333	186
Renewal Courses Conducted	n/a	6	6
Technicians Recertified	n/a	19	26

Funding

Awarded:	$569,773.43	Expended:	$519,076.16	Funding Source:	402OP

Occupant Protection for Special Needs Grant

Funded Agency
Goodwill Industries

Program Description
The Goodwill project focused on occupant protection standards for children with special needs aged four to fifteen years of age. The program provided low income families with child restraints for children with special needs. Goodwill Industries maintains an interactive website (www.ohiokidsareridingsafe.org). The website includes information for children of all ages with specific information for CPS technicians, school personnel, health care providers and parents. The website includes an informational travel guide provides recommendations for restraint use according to a child's diagnosis. The accurate resource guides maintained on the website are designed to provide information for transporting children with special needs of all ages as well as traditional installation guides and restraint information. Goodwill Industries partners with Easter Seals of Ohio, AAA Miami Valley, Cincinnati Children's Medical Center, City of Kettering, Children's Medical Center of Dayton and Preble County General Health.

Accomplishments
The child passenger safety specialist for children with special needs provided consultation to at least 579 people this year about travel safety for children with special needs.

A committee developed a brochure designed for new parents of children with special needs. The brochure gives brief yet clear descriptions of what newly diagnosed children need to travel safely. Two thousand copies were printed and 1400 were distributed to parents, health care providers, childcare providers, educators and safety personnel.

Funding

Awarded:	$36,865.83	Expended:	$32,717.14	Funding Source:	402OP

Third Grade Seat Belt Program

Funded Agencies
156 local law enforcement agencies

Program Description
The Third Grade Seat Belt program completed its 22nd year in 2009. The program is offered to all agencies throughout the state. The program was taught in 76 of Ohio's 88 counties, 15 more counties than in 2008. The program is state funded from local fines levied against seat belt violators. The funds were used to print materials and pay law enforcement agencies an instructor stipend for each student taught. Participating agencies received videos, course curriculum guides and student materials to assist them in making presentations to third grade students where officers stressed the importance of wearing a seat belt at all times while riding in a motor vehicle. The training also serves to impress to all law enforcement officers the importance of wearing their seat belt and to enforce the seat belt law.

Accomplishments

191 agencies enrolled in the program, with 156 agencies providing training in the schools.

Approximately 72,000 third grade students participated in the training.

OTSO provided the materials to seven agencies and the agencies taught the program for free.

Funding

Awarded:	$300,000	Expended:	$202,862.25	Funding Source:	State

Booster Seat Education

Funded Agency
Ohio Traffic Safety Office

Project Description
Beginning in FFY 2009, the OTSO planned to use state funds collected from seat belt fines to raise awareness among booster seat age children. The Occupant Protection Coordinators were to assist in distributing NHTSA's The Booster Club booster seat program to children in grades kindergarten through second grade. Funding was set aside for materials.

Accomplishments
This project did get accomplished due to the passage of the Booster Seat Law. Efforts for booster seat education were concentrated on updating current department educational pieces with the new information and developing new pieces with the current laws. These pieces were printed in-house and paid for with a different funding source.

Funding

Awarded:	$75,000.00	Expended:	$0.00*	Funding Source:	State

*Materials printed for this project were done in-house and paid for with a different funding source.

Car Seat Grant

Funded Agency
Cincinnati Reds Community Fund Organization

Project Description
Award car seats to low-income Ohio families in the greater Cincinnati Area through the Cincinnati Reds Community Fund Organization for each Cincinnati Reds pitching save.

Accomplishments
100 car seats were purchased and distributed to low-income Ohio families. Even-flo, a member of the Cincinnati Reds Community Fund, matched this grant with an additional 100 car seats, for a total of 200 seats distributed.

Funding

Awarded:	$5,000.00	Expended:	$5,000.00	Funding Source:	402 OP

Statewide Seat Belt Observation

Funded Agency
Ohio Traffic Safety Office

Program Description
Since 1991, Ohio has conducted annual observation surveys to determine seat belt use following guidelines set by the National Highway Traffic Safety Administration (NHTSA). Ohio conducts these observations at 244 sites in 47 of Ohio's 88 counties. In an average year, the observations include 20,586 occupants (16,706 drivers and 3,880 passengers) of non-commercial passenger cars, vans, minivans, sport utility vehicles (SUVs), and pickup trucks. Two surveys were conducted in FFY 2009 (April and June).

Accomplishments
Ohio seat belt use rate is 83.6 percent, an improvement over the 2008 rate of 82.7 percent.

Seat belt usage for males has increased from 55 percent in 2000 to 80 percent in 2009.

Seat belt usage for people between the ages of 15 – 25 increased from 54 percent in 2000 to 76 percent in 2009.

Seat belt usage for pick-up truck drivers increased from 49 percent in 2000 to 76 percent in 2009.

Seat belt usage for the Southwest region of Ohio has shown the greatest seat belt usage increase; up from 62 percent in 2000 to 86 percent in 2009.

Funding

Awarded:	$100,000.00	Expended:	$0.00*	Funding Source:	402OP

*Expended amount shows zero, however this is because during FFY2009, the seat belt observers were funding under the Miami University grant.

Evaluation

Seat Belt Usage in Ohio	
Year	**Percent of Use**
2001 Observed	66.9
2002 Observed	70.3
2003 Observed	74.7
2004 Observed	74.1
2005 Observed	78.7
2006 Observed	81.7
2007 Observed	81.6
2008 Observed	82.7
2009 Observed	83.6

Ohio did not meet the goal of 85 percent in 2009; however the combination of earned media, paid media, education and enforcement continue to help increase Ohio's seat belt rate. Ohio was unable to pass a primary seat belt law in 2009, however increased efforts to reach our goal will continue in FFY 2010.

Speed Management Program Area

Programming Efforts

High Visibility Enforcement Overtime Grants

Funded Agencies
See listing under Alcohol Program Area

Program Description
Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.25 or more fatal crashes over the three-year period of 2006, 2007 and 2008. In addition, all Sheriff's offices who conduct traffic enforcement were eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio's fatal crash goal. With the intent to conduct highly visible enforcement activities at strategic times throughout the year, awarded grantees were required to conduct enforcement blitzes during the following periods:

Halloween – Oct. 26 – Nov. 2, 2008
Christmas/New Year's – Dec. 5, 2007 – Jan. 1, 2009
St. Patrick's Day – March 13 – 18, 2009
CIOT – Memorial Day
DDOLUA – Labor Day
Thanksgiving – November 21 - 30, 2008
Super Bowl – January 30 – February 1, 2009
Prom Season – April / May 2009
4th of July – July 2 - July 5, 2009
Homecoming – October 2008/September 2009

All HVEO Grants included three primary goals in their FFY 2009 grants. These goals are: reduce the number of traffic-related fatalities; increase the seat belt usage; and decrease the number of alcohol-related crashes.

Agencies funded in FFY 2009 were required to focus their enforcement efforts on locations and times where their high visibility enforcement would achieve a reduction in fatal crashes. All agencies receiving funding had to certify that any personnel operating as an arresting officer has completed Standard Field Sobriety Testing (SFST) or Advanced Detection, Apprehension and Prosecution (ADAP) training.

Accomplishments
See accomplishments under Alcohol Program Area

Funding

Total amount for HVEO Grants					
Awarded:	*$2,630,682.36*	*Expended:*	*$2,064,806.67*	*Funding Source:*	*402 PT/410*
Speed/Belt Funding					
Awarded:	**$1,315,341.22***	**Expended:**	**$1,032,403.44**	**Funding Sources:**	**402PT**
*This amount represents the Speed/Belt funding portion of the HVEO Program. The remaining funding is listed under Alcohol Program Area.					

Statewide HVEO Enforcement and Training

Funded Agency
The Ohio State Highway Patrol (OSHP)

Program Description
The OSHP worked to increase seat belt use and decrease the number of speed related crashes on Ohio roads. The OSHP focused on increasing manpower at problem locations throughout the year to be more visible on Ohio roads during blitz periods and mandatory campaigns. The OSHP offered training courses through the OSHP Academy to train law enforcement officers on issues relating to speed and crash investigation.

Accomplishments
See enforcement accomplishments under Alcohol Program Area

Crash Related Training Courses	Number of Courses	Number of Students Taught	Number of Agencies
Academy Basic Crash Investigation	4	108	48
Regional Basic Crash Investigation	4	65	40
Technical Crash Investigation	4	55	21
Electronic Speed measuring Device (ESMD)	4	149	76
ESMD Instructor Certification	1	24	18
ESMD Judicial Seminar	1	57	38
Advanced Motorcycle Crash Reconstruction	1	30	*
Motorcycle Crash Judges and Prosecutors Seminar	1	18	10

*Agency name not recorded, just number of students

Funding

Total Amount for Statewide HVEO Enforcement and Training					
Awarded:	*$1,199,941.70*	*Expended:*	*$1,189,087.19*	*Funding Sources:*	*402PT/410*
Speed/Belt Enforcement:					
Awarded:	$ 690,351.20	Expended:	$ 690,351.19	Funding Source:	402PT
Crash Related Training:					
Awarded:	$ 29,615.00	Expended:	$ 28,172.00	Funding Source:	402PT
Speed/Belt Funding:	**$ 719,966.20***		**$ 718,523.19***		**402PT**
*This amount represents the Speed/Belt funding for the OSHP HVEO Grant. The remaining funding is listed under Alcohol Program Area.					

Statewide Park Services HVEO

Funded Agency
Ohio Department of Natural Resources

Program Description
All 74 Ohio State Parks participated in the national mobilizations (only 13 were funded) to combat traffic safety violations in the park system with emphasis on increasing restraint use, decreasing speeds, and decreasing the number of impaired driving violations.

Accomplishments
See accomplishments under Alcohol Program Area

Funding

Total amount for Statewide Park Services HVEO					
Awarded:	*$53,201.28*	*Expended:*	*$47,814.57*	*Funding Source:*	*402 PT/410*
Speed/Belt Funding					
Awarded:	**$26,600.64***	**Expended:**	**$23,907.29***	**Funding Source:**	**402PT**
*This amount represents the Speed/Belt funding portion of the ODNR HVEO Grant. The remaining funding is listed under Alcohol Program Area.					

Speed Management

Funded Agency
Ohio Traffic Safety Office

Project Description
The CHSP planning committee approved incorporating speed management concepts into the *Comprehensive Highway Safety Plan* in FFY 2007. In FFY 2009, the OTSO worked closely with ODOT in adding speed management strategies under the CHSP High-Risk Behaviors/Drivers subcommittee. Strategies included 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.

Accomplishments
Miami Township (Montgomery County) was selected as a pilot location for a speed management project. ODOT has conducted initial speed studies at the identified corridors. Initial costs for this project were paid by ODOT.

Funding

Awarded:	$25,000.00	Expended:	$0.00*	Funding Source:	402SC

*Initial costs for this project were paid by ODOT.

Construction Zone Enforcement

Funded Agencies
Butler County Sheriff's Office
Columbus Police Department
Dayton Police Department
Franklin County Sheriff's Office
Ohio State Highway Patrol
Springdale Police Department

Program Description
The Ohio Department of Transportation (ODOT) designated federal safety funds to be spent directly on the work zone enforcement presence and education campaign in the 2009 construction season. The ODOT and the Department of Public Safety, the Ohio State Highway Patrol, and local law enforcement agencies noted above formalized a partnership to reduce crashes in Ohio's work zones. The purpose of this program was to initiate an enforcement presence and educational campaign in identified interstate highway work zones during the 2009 construction season. The work zones targeted in FFY 2009 were:
Interstate 71 Cuyahoga County
Interstate 71 Medina County
Interstate 75 Montgomery County
Interstate 75 Butler County
Interstate 75 Warren County
Interstate 275 Hamilton County
State Route 315 Franklin County

Accomplishments

Construction Zone Enforcement Results			
Enforcement Activity	**FFY2007**	**FFY2008**	**FFY2009**
Enforcement Hours Worked	2,495	1,944	2,780
Number of Traffic Stops	4,902	2,840	3,809
OVI Arrests 21 and Over	3	2	9
OVI Arrests Under 21	2	0	3
Adult Restraint Citations	705	203	253
Child Restraint Citations	8	5	1
Speed Citations	2,802	1,925	2,668
Driving Under Suspension	87	71	60
Felony Arrests	4	16	8
Other Citations	448	356	344

Funding

Awarded:	$160,067.71	Expended:	$148,645.97	Funding Source:	ODOT

Ohio Safe Commute

Funded Agencies

Blue Ash Police Department
Columbus Police Department
Franklin County Sheriff's Office
Gahanna Police Department
Hamilton County Sheriff's Office
Montgomery County Sheriff's Office
Montgomery Police Department
Norwood Police Department
Ohio State Highway Patrol

Program Description

Ohio Safe Commute began in Central Ohio with a partnership with ODOT, ODPS, and local law enforcement agencies. Ohio Safe Commute involves added enforcement on busy highways during the mid-day hours to modify driving behaviors by concentrating on crash causing violations.

Accomplishments

Around Ohio, successful patrolling of high-volume corridors and enforcing crash-causing violations has dramatically improved commuting on:

Interstate 270 Franklin County
Interstate 70 Franklin County
Interstate 71 Cuyahoga County
Interstate 71 Franklin County
Interstate 71 Hamilton County
Interstate 75 Montgomery County
Interstate 670 Franklin County

Safe Commute Enforcement Results	
Enforcement Activity	**FFY2009***
Enforcement Hours Worked	1,150
Number of Traffic Stops	2,085
OVI Arrests 21 and Over	0
OVI Arrests Under 21	0
Adult Restraint Citations	247
Child Restraint Citations	5
Speed Citations	1,316
Driving Under Suspension	141
Felony Arrests	3
Other Citations	186

*Statistics for FFY2008 and FFY2007 were not broken out by activity, only by totals.

Funding

Awarded:	$86,099.43	Expended:	$60,486.37	Funding Source:	ODOT

Evaluation

Speed Crashes		
Year	**Speed Crashes**	**Speed Fatal Crashes**
2007	15,228	195
2008	19,990	189
2009*	11,652	127

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward FFY2010 goals.

Motorcycle Safety Program Area

Programming Efforts

Motorcycle Awareness Materials

Funded Agency
Ohio Department of Public Safety/Communications

Project Description
This money was spent by our Communications office to provide law enforcement agencies and other partners (Safe Communities, corporate, etc) around the state with materials (litter bags) to promote motorcycle awareness throughout the year.

Funding

Total Amount for Communications on Materials					
Awarded:	*$240,000.00*	*Expended:*	*$128,574.10*	*Funding Source:*	*402CP*
Amount for Motorcycle Materials					
Awarded:	**$ 80,000.00**	**Expended:**	**$ 36,670.70***	**Funding Source:**	**402CP**

Motorcycle Safety Paid Media

The OTSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for motorcycle awareness. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 67,469,170.

Medium	Paid Spots	Bonus Spots	Totals Spots	Cost
TV/Cable	1,306	1,165	2,471	$ 99,448.04
Radio	7,460	7,910	15,370	$125,985.23
Billboards				$118,054.21
Other				$ 77.51
			Total Media Cost	**$343,564.99**

Funding

Awarded:	$150,000.00	Expended:	$343,564.99*	Funding Source:	402PM

*$193,564.99 is what OTSO reimbursed our Communications office through a grant to supplement the NHTSA Communications plan.

Motorcycle Safety

Funded Agency
Ohio Traffic Safety Office

Program Description
Motorcycle Ohio (MO) developed the Ride SMART campaign to help make motorcyclists more aware of safety issues associated with riding. The OTSO began distributing materials in the Spring of 2009 on the following topics: Ride SOBER, Ride MOTORCYCLE ENDORSED, Ride ALERT, Ride RIGHT GEAR and Ride TRAINED.

Motorcycle Ohio developed a magnet car sticker for motorcycle awareness. The magnet sticker says, "Look Out for Motorcycles". These stickers were passed out at mall shows and other events.

On April 16, Motorcycle Ohio gathered with partners to kick off the ***RideSMART*** motorcycle safety campaign, which worked to address all aspects of motorcycle safety including: Ride Sober, Ride Motorcycle Endorsed, Ride Alert, Use the Right Gear, and Ride Trained.

Partners of the ***Ride SMART*** campaign reached out to as many motorcyclists and motorists as possible to remind them that everyone plays a critical role in motorcycle safety. MO worked with state and local partners (including the city of Columbus, Ohio State University, ODOT, the American Motorcyclist Association, American Bikers Aimed Towards Education (ABATE), law enforcement and other safety partners) to get the message out to riders and motorists alike.

Funding

Awarded:	$318,187.22	Expended:	$ 94,557.68	Funding Source:	2010

Motorcycle Safety

Funded Agency
Ohio Traffic Safety Office - Motorcycle Ohio

Program Description
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 drivers licensing system for motorcyclists.

The program's 16-hour Basic Riding Course (BRC) is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. Successful completion of the basic course waives the state on-cycle skill test; an incentive that has driven the increase in course enrollment since 2000. The basic course is offered at 15 permanent and 22 mobile training sites across the state.

Accomplishments
MO trained 13,259 students in 2009 and private provider trained an additional 2,630 students.

Workshops and curriculum updates were held in February, 2009 with participation of 266 certified MO instructors. An additional 52 instructors were trained to help meet the demand for training.

Funding

Awarded:	$2,661,000.00	Expended:	$2,660,759.73	Funding Source:	State

Evaluation

Motorcycle Crashes		
Year	Motorcycle Crashes	Motorcycle Fatal Crashes
2007	4,982	190
2008	5,075	212
2009*	4,000	148

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward FFY2010 goals.

Youthful Driver Program Area

Programming Efforts

Safe Communities

Funded Agencies
See Comprehensive Program Area for full list of Safe Communities

Program Description
See Comprehensive Program Area for full description of Safe Communities. All Safe Communities program were required in their grant to conduct activity for both Prom and Homecoming. Some examples of the activities for youth included: Grim Reaper programs, Seat Belt Challenges, Prom Promise programs, Teen Roadeos, Driving Simulator programs and Alive at 25 driving programs.

Funding

Awarded:	See Comprehensive	Expended:	See Comprehensive	Funding Source:	402 SA

Faith Based Initiatives

Funded Agency
City of Refuge Point of Impact (First Church of God)

Program Description
See Multicultural Program Area for full description of Faith Based Initiatives. A series of messages addressing traffic safety was 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

Awarded:	See Multicultural	Expended:	See Multicultural	Funding Source:	402 CP

Asian Initiatives

Funded Agency
Asian American Community Services

Program Description
See Multicultural Program Area for full description of Asian Initiative. Conducted needs assessments with teens and parents to determine attitudes and awareness of teen driving issues. Results from assessments will be used to conduct workshops with teens and parents in FFY 2010 grant.

Funding

Awarded:	See Multicultural	Expended:	See Multicultural	Funding Source:	402 CP

Alcohol Enforcement and Education

Funded Agency
Ohio Investigative Unit

Program Description
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

Awarded:	See Alcohol	Expended:	See Alcohol	Funding Source:	410

High Visibility Enforcement Overtime (HVEO)

Funded Agency
See Alcohol Program Area for full listing of agencies

Program Description
See Alcohol Program Area for full description of HVEO. Each HVEO grant must have overtime enforcement for Prom and Homecoming.

Funding

Awarded:	See Alcohol and Speed Mgmt	Expended:	See Alcohol and Speed Mgmt	Funding Source:	402 PT/410

Evaluation

Youth Crashes

Year	Youth Crashes	Youth Fatal Crashes
2007	81,016	225
2008	76,015	200
2009*	56,583	153

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward FFY2010 goals.

Multicultural Program Area

Programming Efforts

Anabaptist (Amish) Initiative

Funded Agency
The Ohio State University (OSU) Research Foundation

Program Description
This OSU project worked with Ohio's Anabaptist communities to implement effective public information and education programs/campaigns that focus on both Anabaptist and "English" communities, as well as tourists. In FFY 2009, the program sought to expand the current buggy program to known Amish communities in the state.

Statistics for Animal Drawn Crashes in Ohio										
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatal Crashes	3	0	0	0	1	1	1	4	3	2
Injury Crashes	91	68	54	53	55	76	69	60	49	53
Property Damage	67	71	86	89	89	95	97	58	59	81

Accomplishments
New coordinator has made contact with a substance abuse private counselor who serves the Amish in the northern part of the state. Coordinator will develop a program in FFY2010 with educational materials to be targeted towards and distributed by Anabaptists.

Outreach continued in the existing 16 counties and new contacts and outreach efforts were made in two new counties this year – Hardin and Pickaway Counties.

The 2008 OSU Extension (OSUE) Fact Sheets were updated utilizing the most recent American Society of Agricultural and Biological Engineers (ASABE) recommendations for lighting and marking of buggies. These Fact Sheets are a relied-upon resource for horse and buggy populations. The sheets give specific instructions regarding acceptable materials and configurations on buggies and wagons. In addition, the information was presented table format – users can tell at a glance how to mark their vehicle for maximum visibility.

Funding

Awarded:	$54,461.20	Expended:	$32,032.44	Funding Source:	402CP

Asian Initiatives

Funded Agencies
Asian American Community Services

Program Description
This grant reached the Central Ohio Asian community. Asian American Community Services provided awareness and education training and materials for specific ethnic groups in their native language.

Accomplishments
The Teen Driving Guide was translated into Chinese, Japanese and Korean.

Fifty-two car seats were inspected by certified technicians.

Asian American Community Services is in the process of setting up a Facebook page for Asian teens.

Funding

Awarded:	$56,002.32	Expended:	$55,243.33	Funding Source:	402CP

Faith Based Initiatives

Funded Agency
City of Refuge Point of Impact (First Church of God)

Program Description
Churches in Franklin, Montgomery, Trumbull, Mahoning, Summit and Lucas Counties participated in activities to deliver messages to their congregation on seat belt use, impaired driving and distracted driving. This injury prevention faith-based program used education and awareness training on the importance of traffic safety related topics. A series of messages addressing traffic safety was delivered to all family members, with a special emphasis on young people ages 14 - 20. These faith-based programs

enlisted 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.

Accomplishments
The church partners in the Franklin, Lucas, Montgomery, Summit, Mahoning and Trumbull counties directly reached approximately 505,611 individuals by partnering with non-profit organizations, school system, city governments, the business community, the internet, media print and radio announcements.

As a part of the 2009 youth summit, a pinwheel memorial display was erected – 154 pinwheels represented individuals who lost their lives in traffic crashes in the targeted counties (Franklin, Lucas, Montgomery, Summit, Mahoning and Trumbull).

Funding

Awarded:	$96,4703.73	Expended:	$85,778.85	Funding Source:	402CP

Hispanic Initiatives

Funded Agencies
Ohio Hispanic Coalition
Organizacion Civica y Cultural Hispana Americana (OCCHA)

Program Description
This grant with the Ohio Hispanic Coalition reaches the Hispanic 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. In 2008 the Ohio Hispanic Coalition began the first Victim Impact class on every third Wednesday of the month for Latino DUI offenders. This is the only class in Central Ohio that can provide this service to DUI offenders in the Spanish speaking-Latino Community. This is important because of the language barrier, and the class is also given from the appropriate cultural perspective.

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

Both Ohio Hispanic Coalition and OCCHA worked within their communities to provide car seat checks. Both organizations worked 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.

Accomplishments
Ohio Hispanic Coalition conducted 15 car seat check events during FFY2009; 450 parents were educated on the proper installation of car seats.

OCCHA now has two staff members certified car seat technicians; over 60 seats were inspected/replaced between March and September 2009.

Funding

Awarded:	$88,000.00	Expended:	$63,146.80	Funding Source:	402CP

Mature Driver Program

Funded Agency
Ohio Traffic Safety Office

Program Description
Statistics show that the age of the Ohio driver is increasing and that the number of mature drivers continues to grow annually. Materials and related web site links were made available on the OTSO web

site in 2009 and distributed through weekly email broadcasts for traffic safety partner's use in presentations in their communities.

Funding

Awarded:	$5,000.00	Expended:	$0.00*	Funding Source:	402CP

*The development and printing of materials was not completed in FFY2009.

Somali Initiative

Funded Agency
Somali Documentary Project

Project Description
The Somali Documentary Project developed seat belt posters in Somali designed to overcome cultural resistance and encourage the Somali population to buckle up.

Accomplishments
Four different posters were produced and distributed.

Culturally, Click It or Ticket didn't mean much to Somali. The Somali community came up with "Strap It or Lose Your Livestock" to get the buckle up message across.

USA Today published an article recognizing the Somali initiative.

Funding

Awarded:	$4,151.52	Expended:	$4,150.00	Funding Source:	402CP

Evaluation

During FFY 2009, traffic safety messaging was again delivered to faith-based communities, Hispanic/Latino communities, Asian communities and Ohio's Anabaptist population. The Teen Driver Guide was translated into three Asian languages: Chinese, Japanese and Korean. For the first time messaging was developed for the Somali community. The message was not only in their language, it was translated into a message that was culturally relevant. Efforts to ensure all vital traffic safety materials and messaging are available in languages that reach Ohio's populations and to make traffic safety messaging culturally relevant to Ohio's populations will continue in FFY 2010.

Comprehensive Program Area

Programming Efforts

Ohio Peace Officer's Training Academy

Funded Agency
Ohio Peace Officer's Training Academy (OPOTA)

Program Description
The training for officers was directed at OVI, speed enforcement and crash investigation.

Accomplishments
Under grant OPOTA provided law enforcement training to 283 officers in the various courses listed in the chart below.

When all funds were expended, OPOTA continued to offer additional training at no cost to the OTSO. They offered an additional five ADAP Instructor courses training 35 students; one ADAP course training

eight students; and an additional six students in the Traffic Crash Investigation Level II course for a total of 49 additional students.

Training Offered Through OPOTA Grant			
Training Course	**Number of Courses**	**Number of Students Taught**	**Number of Agencies**
Alcohol Detection Apprehension Prosecution (ADAP)	3	66	30
ADAP Instructor	2	24	24
ADAP Instructor Update	12	103	89
ESMD Instructor	1	11	9
Traffic Crash Investigation: Level I	3	46	31
Traffic Crash Investigation: Level II	1	11	9
Advanced Traffic Collision	1	22	15

Funding

Awarded:	$80,000.00	Expended:	$80,000.00	Funding Source:	402PT

Evaluation Strategies

Funded Agency
Miami University of Ohio, Applied Research Center (ARC)

Program Description
Ohio's Miami University assisted the OTSO by evaluating several campaigns, programs and conducting telephone surveys. They also assisted with the development of problem identification, identification of goals, program directions and pilot project evaluation design.

DUI Court Evaluation: The voluntary DUI Court Program at Clermont County Municipal Court involves close collaboration between the Judicial, Law Enforcement, and Treatment sectors to accomplish the goals of decreasing drinking and driving behaviors, reducing DUI recidivism, achieving a reduction in long-term jail sentences, and enhancing highway safety by reducing the risk drunk drivers pose to society and themselves. The Applied Research Center is presently in the final phase of completing a comprehensive and rigorous evaluation of the Clermont County DUI Court program. The evaluation process and methodology (i.e., database specifications, survey questionnaire, and statistical or analytical procedures) will serve as the evaluation model for the other 4 DUI courts in their final year of funding.

During April and early June of 2009, key outcome measures were identified, culled from court, law enforcement and other records, and compiled for the March 2008 through March 2009 evaluation period. During that same period, the ARC Director and two staff members recorded and verified the outcome data during trips to the Clermont County Court and in consultation with DUI Court personnel. In addition, the Comparative Survey Evaluation of the Clermont County Court by DUI Court participants and their non-participant counterparts has been analyzed. A report on that part of the evaluation has been completed and discussed with Clermont County Court personnel.

Consequently, logistic regression-derived propensity scores are currently being generated to create a quasi-experimental design with two equivalent groups: a quasi-experimental group consisting of those who participated in the DUI Court and a statistically matched control group of DUI offenders who did not participate in the DUI Court Program. The two groups will be matched or equivalent based on key demographic variables (i.e., age, sex, race, education, and marital status, etc.). The propensity score analysis will result in two matched groups with approximately 100 matched pairs encompassing approximately 200 individuals. In each instance, one member of the pair will be a DUI Court participant and a matched or equivalent member of the pair will have no exposure to the DUI Court intervention. The design is a very efficient, yet statistically rigorous, way to evaluate the Clermont County DUI Court Program. Finally, the Applied Research Center is currently completing the statistical (i.e., quantitative) and qualitative analysis and preparing the final evaluation report.

In consultation with Clermont Court personnel, key outcome measures were identified to include, but not be limited to the following: Recidivism (subsequent DUI re-arrest and/or jail time, criminal charges related to substance abuse, etc.); Time to re-arrest in days; Program completion and graduation within the

expected time frame; and Return on Investment (ROI) of human and financial resources relative to outcomes. When Clermont County DUI Court Program participants and their non-participant counterparts are compared, positive outcomes are hypothesized to result from DUI Court participation.

Ohio Traffic Safety Office Grantee Survey: The Ohio Traffic Safety Office (OTSO) required that its 2008-2009 Safe Communities, law enforcement, and occupant protection grant recipients conduct observation surveys of seat belt use in their respective Ohio counties. The required surveys conducted at selected sites are a major component of the ongoing OTSO commitment to reduce highway fatalities and serious injuries throughout Ohio by increasing seat belt use. Annually, the Applied Research Center completes the site selection, enters the information from the submitted observation forms into a computer file, analyzes the data, and completes a report on the findings. Miami University provides this service annually. The information is used to determine a county seat belt usage rate. During June of 2009, 49,439 surveys were received and analyzed at the ARC. While some of September surveys just arrived at the ARC, it is estimated that approximately 100,000 total grantee surveys will be analyzed and reported this year on the ODPS webpage.

Report Collaboration: The Applied Research Center works collaboratively with the Ohio Traffic Safety Office (OTSO) to prepare specific reports for the National Highway Traffic Safety Administration (NHTSA) as needed. See the prior reference to a pending 2010 NHTSA initiative on distracted driving (i.e., cell phone use while driving) and speeding.

Seat Belt Use and Alcohol Impaired Driving Survey: The Applied Research Center annually conducts a series of four random-digit dialing statewide telephone surveys of approximately 1,000 drivers for each of the four surveys across all five regions in Ohio. The surveys, which are conducted between April and September, are designed to measure changes in public opinion in response to media campaigns and law enforcement initiatives. The surveys cover topics such as general driving habits, seat belt use, media messages, public opinions and actions regarding drinking and driving, and opinions and actions regarding Ohio laws and law enforcement. The annual evaluation includes conducting the telephone surveys, completing the data entry and data analysis, and preparing reports and slide show presentations.

Statewide Observation Survey of Seat Belt Use: The policy-related goal of this annual research is to determine the percentage of Ohio drivers and/or passengers who wear seat belts while traveling in a motor vehicle. The observation surveys are conducted by retired Ohio State Highway Patrol Officers two times per year. For this project, the Applied Research Center is responsible for site selection; monitoring and updating observation sites; data collection from observers, data entry and statistical analysis; and reporting the findings of the annual statewide observation survey data to ODPS and NHTSA.

Funding

Awarded:	$450,000.00	Expended:	$488,432.25*	Funding Source:	402CP

*NOTE: Action plan listed award amount as $450,000. Contract with Miami University has previously been awarded on a State Fiscal year. During FFY2009, Miami University started on a personal service contract which is awarded on a State Fiscal Year (July 1 – June 30). On July 1, 2009 OTSO placed Miami University on a grant to get them operating on a Federal Fiscal year. When this occurred, the seat belt observations were incorporated into the Miami University contract/grant. Total expended did not exceed the combined awarded total of $550,000.

Strategic Highway Safety Plan

The federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) enacted in August 2005 required states to conduct strategic highway safety planning. State Strategic Highway Safety Plans (SHSP) are to be used to identify and analyze highway safety problems and opportunities, include projects or strategies to address them, and evaluate the accuracy of data and the priority of proposed improvements. The SHSP must be based on accurate and timely safety data, consultation with safety stakeholders, and performance-based goals that address infrastructure and behavioral safety problems on all public roads. States are also required to develop an evaluation process to assess results and use the information to set priorities for highway safety improvements.

Ohio began work on development of its strategic plan, titled the Comprehensive Highway Safety Plan (CHSP), in FFY 2005. Ohio's project is interdisciplinary and inclusive of all levels of government. The plan identifies highway safety emphasis areas, with specific strategies to address crashes and fatalities. Safety emphasis areas are not limited to crash type, but rather can include population sectors, driving behavior or a number of other factors.

The Ohio Transportation Safety Coordinating Committee serves as the steering committee of state and federal highway safety partners which steers plan development and oversees implementation of the plan. Highway safety partners comprised of highway safety interest groups communicate with Coordinating Committee members and provide feedback on the plan through subcommittees established for each of the plans' emphasis areas.

The ODOT takes the lead on oversight of the plan. The OTSO is a member of the Ohio Transportation Safety Coordinating Committee, chairs the subcommittee on High-Risk Behaviors/Drivers, and participates in the Data And Support Systems and Special Vehicles/Roadway Users subcommittees.

Accomplishments
Ohio's plan, approved by the Federal Highway Administration (FHWA) as required by SAFETEA-LU regulations, can be found online at:
http://www.dot.state.oh.us/planning/Safety/CHSP/CHSPFinalJune%202006_fulldoc.pdf

Subcommittees representing the plan's five emphasis areas (Data and Support Systems, High-Risk Behaviors/Drivers, Serious Crash Types, Special Vehicles/Roadway Users, and Incident and Congestion Related Crashes) meet quarterly to review and update project information.

Funding

Awarded:	$0.00	Expended:	$0.00	Funding Source:	N/C

Safety Conscious Planning Project

Funded Agencies
None

Project Description
In FFY 2009, the OTSO partnered with ODOT to coordinate and conduct Safety Conscious Planning Workshops in cooperation with the Metropolitan Planning Organizations (MPOs). Additional workshops were offered to county engineers, based on problem ID, who are not represented by a MPO. The purpose of the workshops was to meet with local officials from a variety of disciplines to identify and discuss high-crash locations and develop regional safety work plans aimed at reducing theses crashes. Completion of the work plan results in eligibility of local governments to apply for ODOT funding for projects on the local highway system and possibly to the OTSO for behavioral related traffic safety projects. The OTSO set aside funds for eligible projects from regional safety work plans submitted.

Accomplishments
MPO's provide input on potential funding for roadway safety (traffic engineering) grants.

Traffic safety broadcasts are shared with all MPO's throughout the state.

Funding

Awarded:	$100,000.00	Expended:	$0.00*	Funding Source:	402

*No projects were submitted for funding during FFY 2009.

Law Enforcement Liaison Program

Funded Agencies
Cincinnati Police Department
Shawnee Township Police Department
Summit County Sheriff's Office
Upper Arlington Police Department

Program Description
Ohio's four Law Enforcement Liaisons (LELs) followed program guidelines that were developed at the state and national levels. The LELs are responsible for maintaining an effective networking program among law enforcement agencies within their assigned regions. The liaisons specific responsibilities included recruiting law enforcement agencies that were not participating in state and national mobilizations and programs. Creating positive relationships with the law enforcement community and other advocates were an important role for each LEL. The liaisons met with law enforcement agencies to assist them in developing traffic safety action plans to include goals, objectives, methods, and policies to be implemented at the local level. As a team member with traffic safety staff and advocates, the liaisons provided technical assistance as needed.

Accomplishments
The liaisons were instrumental in maintaining participation in the countywide OVI Task Forces and recruiting new agencies in areas where there were no task forces. They attended numerous chief meetings, task force meetings, Safe Communities meetings, and county law enforcement meetings. They were a catalyst for supplying information to local law enforcement agencies about the OTSO and other departmental resources available to them.

Ohio's LEL's were recognized as a regional leader in mobilization participation due to the active role and concerted effort by the liaisons.

The liaisons were instrumental in organizing motorcycle regional meetings. Agencies that had an investment in motorcycle safety gathered to discuss possible methods to increase motorcycle awareness and reduced motorcycle crashes.

Funding

Awarded:	$319,788.00	Expended:	$285,256.73	Funding Source:	402CP

Special Projects Liaison

Funded Agency
Pickaway County Sheriff's Office

Program Description
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; attend, coordinate, plan and participate in events designated by the office;

Accomplishments
Helped coordinate Safe Communities activities around the state.

Assisting with the development of an OTSO brochure and OTSO newsletter.

Supported the Tri-State (Ohio, West Virginia, Kentucky) Click It or Ticket McDonald's event.

Funding

Awarded:	$88,596.00	Expended:	$42,157.67	Funding Source:	402CP

Funded Agencies

Clark County Combined Health District
Clermont County General Health District
Columbus Health Department
Community Solutions
Delaware County Health Department
Fairfield County Health Department
Goshen Police Department
Greene County combined Health District
Hamilton County General Health District
Holmes County Health Department
Knox County General Health District
Lake County General Health District
Licking County Health Department
Lima-Allen County Regional Planning Commission
Lorain County General Health District
Lucas County Educational Service Center
Mansfield-Richland County Health Department
Medina County Commissioners
Morrow County Health Department
Ravenna Police Department
Ross County General Health District
Stark County Sheriff's Office
UHHS Geneva Memorial Hospital
Union County Health Department
University Hospitals of Cleveland
University of Cincinnati
Wayne County Mental Health & Recovery Board
Williams County Combined Health District

Program Description

Ohio Safe Communities is a data driven initiative to save lives and reduce injures by building collaboration between state, county, and local community partners. In FFY 2009, there were 28 countywide community-based Safe Communities programs. Every Safe Communities program had five primary goals in FFY 2008 that included increasing seat belt usage, increasing seat belt and impaired driving awareness, increasing motorcycle safety awareness, coalition building, and fatal data review.

Accomplishments

All Safe Community programs are required to conduct Fatal Data Review meetings reviewing each fatal in their county to determine if certain trends or patterns can be identified from the reviews. The committee makes recommendations to the coalition on how this fatal crash might have been avoided. One community found a trend at rural intersections and the Fatal Data Review Committee wanted to reduce obstructions in the sight-distance triangle at rural intersections. The county engineer's Office worked with the Farm Bureau and the regional planning commission to remove corn from the county road rights-of-way as well as wrote letters to appropriate landowners suggesting that corn be removed from the entire sight-distance triangle. Overall Safe Community coordinators reported that 153 countermeasures were recommended from these meetings and 81 have been implemented or are in the process of being implemented.

One community produced a motorcycle safety video that was run on the cable networks in the county reaching every resident with cable TV. All safe communities were required to conduct motorcycle events such as: Bike nights at local bars, kick off events, safety workshops, motorcycle rallies and poker runs.

Safe Community programs reported over $36,000 in monetary donations to their programs in addition to donations of advertising, space, food, time, door prizes, etc.

Safe Community programs reached 62.2 percent of Ohio's population (approximately 7.1 million people) through earned media and education.

Safe Community Counties			
Year	**Fatal Crashes**	**Alcohol-Related Fatal Crashes**	**Seat Belt Usage**
2007	615	224	81.6
2008	608	234	82.7
2009*	368	104	83.6

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It is only included to show progress toward goals.

Funding

Awarded:	$1,240,590.69	Expended:	$1,081,340.95	Funding Source:	402SA

Business Safety Partners

Funded Agency
Ohio Traffic Safety Office

Project Description
The Ohio Partnership for Traffic Safety (OPTS) program is coordinated by the OTSO. Established 13 years ago, OPTS partners with various traffic safety partners including NHTSA, FHWA and the Employers for Traffic Safety (NETS) to provide information and programs to employers. Through OPTS, materials and resources are provided to employers to assist them in reducing costs associated with on-and off-the-job traffic-related crashes.

Accomplishments
While, in FFY 2009, OPTS partnered with 180 organizations with more than 265,000 employees and 60,000 company vehicles, minimal federal dollars were spent to print posters in-house. Magnets (provided by the Ohio Department of Public Safety/Communications Office) were distributed to agencies with fleet vehicles.

The OPTS partners received a weekly broadcast from the OTSO relaying up to date traffic safety information and available resources to use within their companies.

Funding

Awarded:	$50,000.00	Expended:	$118.00*	Funding Source:	402CP

*Other materials for this program were purchased using state funds. The awarded amount for FFY 2010 has been reduced.

Evaluation

The comprehensive program area projects address multiple problem areas already listed in the document. See Fatal/Serious Injury Program Area Evaluation, Alcohol Program Area Evaluation, Occupant Protection Program Area Evaluation, Speed Management Program Area Evaluation, Motorcycle Safety Program Area Evaluation, Youthful Driver Program Area Evaluation, Multicultural Program Area Evaluation, and Pedestrian Safety Program Area.

Pedestrian Safety Program Area

Programming Efforts

Safe Routes to School (SRTS) Advisory Committee

Funded Agency
Ohio Traffic Safety Office

Project Description
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

Awarded:	$0.00	Expended:	$0.00	Funding Source:	N/C

Safe Communities

Funded Agency
See Comprehensive Program Area for full list of Safe Communities programs.

Program Description
See Comprehensive Program Area for full description of Safe Communities. Each Safe Communities program can direct programming based on local problem identification. Franklin County Safe Communities participates in the Columbus Area pedestrian taskforce (CAPS). In FFY2009, they worked with The Ohio State University and the Somali community on pedestrian projects.

Funding

Awarded:	See Comprehensive	Expended:	See Comprehensive	Funding Source:	402 SA

Evaluation

Pedestrian Fatalities	
Year	**Fatalities**
2007	107
2008	99
2009*	61

*2009 only includes preliminary numbers January 1, 2009 through October 31, 2009. It isonly included to show progress toward stated goals.

Roadway Safety Program Area

Programming Efforts

Engineering Studies

Funded Agencies
Alliance
Athens
Beavercreek (2)
Fairborn (2)
Hamilton Township – Warren County
Marietta
Milford (2)
Moraine (2)
Springdale (2)

Program Description
The projects focused on improvements to various intersections within the city limits. The consultant, through the use of collection and analysis of crash data, traffic count, and on-site observations of the intersections would identify potential safety-related countermeasures and developed cost estimates for improvements. The results from the studies help determine if additional funding is available to agencies.

Accomplishments
A joint partnership between OTSO, ODOT and local MPOs completed 29 Intersections studies in FFY2009.

Funding

Awarded:	$137,000.00	Expended:	$136,255.01	Funding Source:	402RS

Engineering Training

Funded Agency
Ohio Department of Transportation

Program Description
ODOT provided highway safety related courses to state, county and local municipal employees to educate them on current roadway safety and traffic practices. The courses are determined through training needs assessment of potential participants and by individual division or district needs.

Accomplishments

Course	Number of Courses	Number of Students	Number of Agencies
Roadside Safety Design	8	194	36
Construction Zone Safety Inspection	1	16	3*
Design, Construction, and Maintenance of Highway Safety Features and Appurtenances	2	44	3*
New Approaches to Highway Safety Analysis	1	20	2*
Bicycle Facility Design	1	25	5*
Pedestrian Facility Design	1	25	2*
Fundamentals of Planning, Design and Approval of Interchange Improvements to the Interstate System	3	72	24
Traffic Signal Design and Operation	2	54	19

*Classes were made up of mostly different ODOT Districts.

Funding

Awarded:	$144,000.00	Expended:	$121,063.91	Funding Source:	402RS

164 HE ODOT Funds

Funded Agency
Ohio Department of Transportation

Program Description
ODOT/ODPS split the 164 penalty funds during FFY 2009. ODOT received 95 percent to be used for roadway safety improvement and ODPS/OTSO received five percent to be used for alcohol programming.

Funding

Awarded:	$46,131,682.76	Expended:	$12,511,766.18	Funding Source:	164 HE

Evaluation

Intersection studies were completed at 29 local high crash location intersections. Final studies contain both short term and long term recommendations to reduce crashes.

Traffic Records Program Area

Programming Efforts

Crash Outcome Data Evaluation System (CODES) Project

Funded Agency
Center for Injury Research and Policy (CIRP) at Columbus Children's Hospital

Program Description
The national CODES model uses linked 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. Children's Hospital in Columbus, through their Center for Injury Research and Policy, oversees the day-to-day operations of the CODES Project.

NHTSA's linkage requirements for CODES states include motor vehicle crash records, EMS incidence reporting, hospital discharge data and emergency department data. The CODES2000 software facilitates the linkage of these data sources. Ohio additionally has access to the trauma registry data, driver's

license records, and death certificate data. These ancillary datasets will be used in the future to enhance the linkage capabilities of the current linked data files. For Ohio's CODES project, 2002 and 2003 data were used for the first linkage; since then 2004 - 2007 data have been added to the linkage and the 2008 data has been requested from the data owners.

Funding

Awarded:	$0.00	Expended:	$0.00	Funding Source:	N/C

Statewide Road Inventory and Location Based Response System (LBRS)

Funded Agencies

Athens Co. Engineer	Jefferson Co. 911	Mid Ohio Reg. Planning (Franklin Co.)
Clinton Co. Engineer	Lake Co. Engineer	Monroe Co. Engineer
Columbiana Co. Engineer	Licking Co. Engineer	Pike Co. Sheriff's Office
Darke Co. Sheriff's Office	Mahoning Co. Board of Comm.	Trumbull Co. Auditor
Harrison Co. Engineer	Miami Co. Engineer	Wyandot Co. Engineer

Program Description
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.

Accomplishments
53 – County Data Accepted
3 - County Reviewing Data
7 - Memorandums of Agreement – Approved/ Collecting
6 - Memorandums of Agreement – Pending Controlling Board Approval
4 - County Requested Memorandums of Agreement
8 – Requested Information

This project is identified as a priority in the Traffic Records Coordinating Committee's strategic plan.

Funding

Awarded:	$862,406.00	Expended:	$495,995.74*	Funding Source:	408

*An additional $243,215.76 was spent by ODOT for the LBRS Project.

GPS Project

Funded Agency
Ohio Traffic Safety Office

Project Description
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

Awarded:	$500,000.00	Expended:	$ 21,555.42	Funding Source:	408

Data Project

Funded Agency
Ohio Traffic Safety Office

Project Description
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

Awarded:	$400,000.00	Expended:	$ 0.00*	Funding Source:	408

*Contracts and purchase orders between Ohio Department of Public Safety and Columbus Police Department were not completed during FFY 2009. Money for this project will be spent during FFY 2010.

Evaluation

The LBRS project has been completed in 53 of Ohio's 88 counties, 16 more counties are in process of collecting data, reviewing data, or getting Memorandums of Agreement approved and an additional 12 counties have requested information. The GPS project was pilot tested this year and took longer than expected. The Data Project also took longer than expected this year. Both projects are expected to grow in FFY 2010. The combination of all three of these projects will improve the timeliness and accuracy of traffic records and provide a more accurate problem identification for future funding.

Grant Management Program Area

Programming Efforts

Grant Program Management Strategies

Funded Agency
Ohio Traffic Safety Office

Program Description
The OTSO administers the Section 402 State and Community grants, related NHTSA awards and initiatives, and contracts for traffic safety activities, as well as the state-funded Driver Training and Motorcycle Ohio programs. In addition to direct office expenditures, the 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.

Funding

Awarded:	$787,000.00	Expended:	$463,658.53	Funding Source:	402PA
	$787,000.00		$463,658.53		STATE
	$687,623.05		$436,584.44		402CP

Evaluation

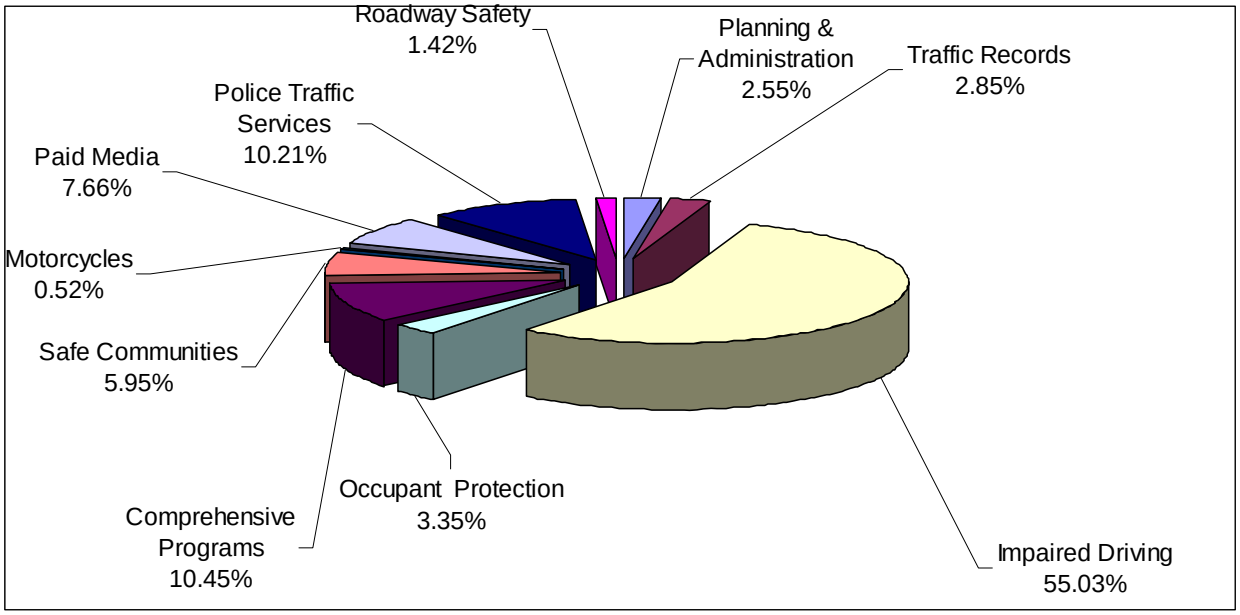
The OTSO administered the State and Community Highway Safety Grant Program and other state and federal funded highway safety programs; planned for the coordinated highway safety activities listed in this document; and used strategic resources effectively to reduce traffic related fatalities and injuries.

FFY 2009 Financial Summary

Federal Funds	Code	Program Descriptions	Federal Obligated	Expended	% Spent	Local Benefits	% Local
402	PA	Administration	$ 1,465,952.38	$ 463,658.53	32%	$ 0.00	0%
402	AL	Alcohol Programs	$ 0.00	$ 0.00	0%	$ 0.00	0%
402	MC	Motorcycle Safety	$ 155,140.00	$ 0.00	0%	$ 0.00	0%
402	OP	Occupant Protection	$ 725,000.00	$ 609,213.64	84%	$ 582,117.64	96%
402	PT	Police Traffic Services	$ 2,125,000.00	$ 1,854,833.92	87%	$ 1,032,403.44	56%
402	TR	Traffic Records	$ 25,000.00	$ 0.00	0%	$ 0.00	0%
402	CP	Comprehensive Programs	$ 2,538,500.00	$ 1,898,826.05	75%	$ 240,351.42	13%
402	RS	Roadway Safety	$ 326,000.00	$ 257,318.92	79%	$ 136,255.01	53%
402	SA	Safe Communities	$ 1,300,000.00	$ 1,081,340.95	83%	$ 1,081,340.95	100%
402	SC	Speed Control	$ 25,000.00	$ 0.00	0%	$ 0.00	0%
402	PM	Paid Advertising	$ 1,960,000.00	$ 1,391,618.54	71%	$ 0.00	0%
402	SE	Speed Enforcement	$ 2,728,192.77	$ 0.00	0%	$ 0.00	0%
402 TOTAL			**$13,373,785.15**	**$ 7,556,810.55**	**57%**	**$ 3,072,468.46**	**41%**
408 TOTAL	**K9**	**Data Program**	**$ 3,107,381.43**	**$ 517,551.16**	**17%**	**$ 495,995.74**	**96%**
410 TOTAL	**K8**	**Section 410 Impaired Driving**	**$10,998,740.57**	**$ 2,315,820.42**	**21%**	**$ 1,726,553.97**	**75%**
2010 TOTAL	**K6**	**Motorcycle Safety**	**$ 521,082.84**	**$ 94,557.68**	**18%**	**$ 0.00**	**0%**
164	164 AL	Section 164 Alcohol Programs	$ 1,703,011.21	$ 713,231.25	42%	$ 713,231.25	100%
164	164 HE	Section 164 Hazard Elimination	$46,136,616.76	$12,511,766.18	27%	$ 0.00	0%
164 TOTAL			**$47,839,627.97**	**$13,224,997.43**	**28%**	**$ 713,231.25**	**5%**
TOTAL GTS			**$75,840,617.96**	**$23,709,737.24**	**31%**	**$ 6,008,249.42**	**57%**
FHWA							
163	**163**	**163 .08**	**$ 9,109,896.00**	**$ 6,967,792.34**	**76%**	**$ 371,541.63**	**5%**

Notes:
Costs included through 2009-VOU-44
Total % Local figured on Total Local Benefits/Total Expended (minus 164 HE)

FFY 2009 Financial Summary



*164 Hazard Elimination Funds of $12,511,766.18 not included above

Appendix A

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	10,701	10,469	10,113	10,428	-5.495
C-3a	Fatalities Per 100 Million Vehicle Miles Traveled (Total)	1.11	1.13	1.10	1.11	-.900
C-3b	Fatalities Per 100 Million Vehicle Miles Traveled (Rural)	2.30	2.23	2.13	2.22	-7.39
C-3c	Fatalities Per 100 Million Vehicle Miles Traveled (Urban)	.53	.59	.59	.57	11.32
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

* Following Model Minimum Uniform Crash Criteria (MMUCC) guidelines, incapacitating injuries are provided for serious injuries.

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	2007	2008	2009	Percent Change 2007 - 2009
A-1	Number of seat belt citations issued during grant-funded enforcement activities	54,114	39,393	41,890	-22.589
A-2	Number of impaired driving arrests made during grant-funded enforcement activities	9,160	6,029	8,268	-9.738
A-3	Number of speeding citations issued during grant-funded enforcement activities	116,785	68,116	123,447	5.704

Ohio Vehicle Miles of Travel

Year	Vehicle Miles of Travel
2006	112,097,916,700
2007	111,063,748,100
2008	108,333,967,350
Percent Change 2006 - 2008	-3.36

Supplied by the Ohio Department of Transportation

Total Enforcement Activity

	FFY 2007	FFY 2008	FFY 2009
Overtime Enforcement Hours	352,608	272,098	329,295
Number of Traffic Stops	165,035	132,574	136,535
OVI Arrests 21 and Over	8,664	5,272	7,851
OVI Arrests Under 21	498	757	428
Adult Restraint Citations	55,373	40,499	41,276
Child Restraint Citations	1,246	941	1,120
Speed Violations	136,222	76,831	127,431
Driving Under Suspension	15,853	13,334	19,130
Felony Arrests	1,430	2,899	2,753
OVI Checkpoints Conducted	241	217	237
Vehicles through Checkpoint	159,449	119,454	131,168
Vehicles Checked	136,500	99,291	109,146
No Operator License Citations	629	434	427
Other Citations Issued	27,963	22,486	22,613
Vehicles Seized	663	401	461
Misdemeanor Arrests	692	458	595
Refusals	157	167	170

Activity includes Safe Commute and Construction Zone activity.

Appendix C

OTSO Legislative Report

Category	Bill Number	Sponsor	Description	Status
Motorcycle Operation	HB 17	Uecker	To clarify the penalties for operating a motorcycle without having either a motorcycle endorsement or the proper restricted license.	2/18/09 Introduced 6/3/2009 - House Transportation and Infrastructure, (Third Hearing)
	HB 179	Letson	To modify the guidelines governing seizure of a motorcycle by a law enforcement officer when the identity of the motorcycle cannot be determined and to establish limited civil liability if the law enforcement officer or agency fails to comply with specified guidelines.	06/23/2009 House Civil and Commercial Law, (Second Hearing)
	HB 204	Letson	To permit a motorcycle operator to back the motorcycle into an angled parking space.	6/3/2009 - Referred to Committee House Transportation and Infrastructure
Ignition Interlock	HB 78	Hottinger	To require first-time OVI offenders and other OVI offenders to use a certified ignition interlock device and to wear a continuous alcohol monitor if the offender tampers with or otherwise violates an ignition interlock devise and to make other changes to OVI law.	3/17/09 Introduced, referred to House Criminal Justice 5/13/09 House Criminal Justice (second hearing)
School Buses	HB 80	Domenick	To require that all new school buses be equipped with a single white strobe light to be activated at all times when the bus is transporting passengers.	3/24/2009 Referred to Committee House Public Safety and Homeland Security
Bicycle Safety	HB 93	Skindell	To require bicycle operators and passengers under 18 years of age to wear protective helmets when the bicycle is operated on a roadway and to establish the Bicycle Safety Fund to be used by the Department of Public Safety to assist low-income families that purchase of bicycle helmets.	3/24/09 Introduced; Referred to House Public Safety and Homeland Security
	SB 174	Fedor, Wagoner	To establish a safe passing distance between a motor vehicle and a bicycle	9/30/09 Introduced

Driver Distraction (cell phones/texting)	HB 130	Miller	To prohibit a person who is less than 17 years of age from talking or text messaging on a mobile communication device while driving.	4/08/09 Introduced 4/14/09 Referred to House Public Safety and Homeland Security
	HB 143	Combs	To amend section 4511.21 of the Revised Code to double the fine for a speeding violation that occurs in a school zone during restricted hours.	6/16/09 referred to committee
	HB 261	DeBose	To prohibit driving a vehicle while text messaging or typing on a mobile communication device and to establish the violation as a secondary traffic offense.	8/4/2009 – Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security
	HB 262	DeBose	To prohibit driving a vehicle while talking, text messaging, or typing on a mobile communication device and to establish the violation as a secondary traffic offense.	8/4/2009 – Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security
	HB 266	Koziura	To generally prohibit driving a vehicle while using a handheld or manually operated mobile communication device.	8/6/2009 – Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security
	HB 270	Pillich, Garland	To prohibit driving a vehicle while text messaging or typing on a mobile communication device.	8/18/09 Introduced 9/15/2009 - Referred to Committee House Public Safety and Homeland Security
	SB 160	Miller	To prohibit driving a vehicle while using a handheld or manually operated mobile communication device and to establish the violation as a secondary traffic offense.	8/11/2009 - Introduced
Speed Limit	HB 162	DeGeeter	To increase the speed limit for passenger vehicles and commercial buses from 65 to 70 miles per hour on certain interstate freeways.	5/6/2009 - Referred to Transportation and Infrastructure Committee 6/3/2009 - House Transportation and Infrastructure, (Second Hearing)
Racial Profiling	SB 107	Kearney	To specify that it is an unlawful discriminatory practice that is within the jurisdiction of the Ohio Civil Rights Commission for any law enforcement agency or officer in Ohio to engage in racial profiling;	4/09/09 Introduced 5/6/2009 - Senate Judiciary - Civil Justice, (First Hearing)

Ethnic Intimidation	SB 112	Kearney	To include in the offense of ethnic intimidation the commission of specified offenses by reason of disability of the victim.	4/22/2009 - Referred to Judiciary - Criminal Justice Committee
Smoking Prohibition	SB 135	Miller, R	To prohibit smoking in a motor vehicle in which a child under six years of age is a passenger.	6/17/2009 - Referred to Committee Senate Highways and Transportation
Public Safety Vehicles	SB 166	Hughes	To allow emergency personnel in public safety vehicles to report traffic law violations under certain circumstances.	9/15/09 referred to Senate Highways and Transportation

Special Note:
In 2009, House Bill 2, the state budget bill included primary seat belt language. Advocates at the local, state and national level were all instrumental in testifying on the importance and lifesaving results a primary seat belt law can provide. Unfortunately, after much debate the language was removed prior to passage of the bill.