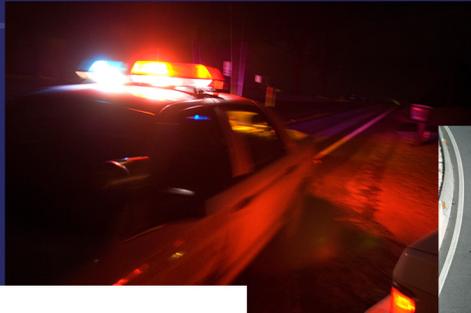


State of Ohio Highway Safety Plan Federal Fiscal Year 2011



OHIO DEPARTMENT
OF PUBLIC SAFETY
EDUCATION • SERVICE • PROTECTION



OTSO
Ohio Traffic Safety Office

State of Ohio

FFY 2011 Highway Safety Plan

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Ohio's Highway Safety Plan Overview

The Federal Highway Safety Act of 1966 directed the U.S. Department of Transportation to administer various highway safety programs. This grant program provides federal funds administered through the Ohio Department of Public Safety (ODPS) / Ohio Traffic Safety Office (OTSO) to eligible entities to be used for such projects as traffic safety education, enforcement and engineering projects. Funds are to be used for short-term highway safety support, with the intent that other sources of funding will sustain programs over the long term. The OTSO operates this federal grant program on a reimbursement basis.

Ohio adopted the national goal of one fatality per 100 million vehicle miles traveled (MVMT) by the end of 2010. Since the adoption of this goal, Ohio has moved from 1.31 in 2002 to .92 fatalities per 100 MVMT in 2009.

Competitive grant proposals are accepted and reviewed annually by the OTSO, with funds awarded to traffic safety projects that will have the greatest impact on reducing fatal crashes or that significantly improve traffic safety systems. It is the responsibility of the proposing agency to show how its programming can impact motor vehicle crashes and help achieve the state's goal of 1.0 fatality per 100 MVMT. Since partnerships are critical to the long-term success of a local project effort, applicants are encouraged to develop broad-based support and commitment by local officials and constituent groups toward addressing local traffic safety concerns.

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

The FFY 2011 competitive grant process solicited grant proposals for highway safety activities from state agencies, non-profit organizations, colleges, universities, hospitals, political subdivisions and other interested groups within selected Ohio counties and jurisdictions (based upon the number of fatal crashes). The OTSO uses a targeted approach to ensure a statewide effort that will satisfy state highway safety goals and that a minimum of 40 percent of federal funds are allocated to local jurisdictions. One hundred and seventy-one grant proposals have been received for FFY 2011. Federal funds have been tentatively allocated to 64 of Ohio's 88 counties representing 92.2 percent of Ohio's population (not counting the Ohio State Highway Patrol, whose grant operates on a statewide basis).

Many components of the *FFY 2011 Highway Safety Plan* are reflected in Ohio's *Strategic Transportation Safety Plan* (STSP). The STSP strategically addresses Ohio's most problematic traffic safety issues and relies on a collaborative approach by the State's many safety partners to implement effective programs that impact motor vehicle crashes on Ohio's roadways.

Mission Statement

The Ohio Traffic Safety Office (OTSO) mission statement is: Save lives and reduce injuries on Ohio's roads through leadership and partnering efforts with others interested in traffic safety, utilizing the most innovative and efficient methods possible of managing state and federal resources.

Executive Summary

The Ohio Traffic Safety Office (OTSO) joined Ohio's other highway safety partners in 2004 to reach the goal of one fatality per 100 million vehicle miles traveled (MVMT). With this goal in mind, the OTSO places resources and efforts in program areas that are anticipated to have the greatest impact on the State's motor vehicle crash fatalities. Since the adoption of this goal, Ohio has moved from 1.31 in 2002 to .92 fatalities per 100 MVMT in 2009.

Major initiatives and projects in FFY 2011 will focus on restraint use, impaired driving, speed management, motorcycle safety, youthful driver, distracted driving, traffic records and/or engineering and continued collaboration to implement a comprehensive highway safety plan.

- Increasing the seat belt use rate to 85 percent in FFY 2011 is a key strategy for reducing the state's overall fatality rate. The Click It or Ticket (CIOT) seat belt mobilization will combine high-visibility enforcement with earned and paid media to impact usage throughout the state. In addition, a sustained public education campaign throughout the year will deliver the additional seat belt messaging in conjunction with enforcement blitzes. The OTSO and its partners will focus their efforts on the State's high-risk, low-use demographics and regions.
- Key strategies to reduce alcohol-related crashes and fatalities will include increased enforcement, increased earned media opportunities, improvements to the arrest process and additional court programs to address impaired driving. Law enforcement agencies and OTSO partners will participate in the national Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Crackdown. In addition, the DDOLUA message will be used throughout the year in conjunction with enforcement blitzes. OTSO funding will encourage multi-jurisdictional sobriety checkpoints, especially low manpower checkpoints, combined with OVI saturation patrols and media events. In addition to funding DUI Courts, a Traffic Safety Resource Prosecutor Program (TSRP) and a breath testing instrument project, the OTSO will work to increase awareness of impaired driving, and other traffic safety issues, through judicial outreach.
- The Ohio Drug Evaluation and Classification (DEC) Program is a traffic safety program that focuses on the detection, apprehension and adjudication of drug impaired drivers. The Ohio Technical Advisory Committee of the DEC program was formed in FFY 2010 to establish program standards and to aid in the selection and training of police officers to become certified Drug Recognition Experts (DRE) in FFY 2011.
- The Traffic Records Coordinating Committee (TRCC) will continue using 408 funds for the Location Based Response System (LBRS) project. Sixty-three counties are completed, 10 more are in process. Funds will also be used to increase the number of agencies submitting crash reports electronically.
- The OTSO will continue its leadership role in implementing components of the *Motorcycle Safety Strategic Plan* through partnerships with motorcyclists, rider groups, law enforcement, key stakeholders and the traffic safety community. The focus in FFY 2011 will be on continuing the Ride SMART (Sober, Motorcycle Endorsed, Alert, Right Gear, Trained) campaign that kicked off in 2009 and institutionalizing it with our local partners around the state in the 2011 riding season.
- Ohio's *Strategic Transportation Safety Plan* (STSP) identifies the State's most critical traffic safety issues and problems, countermeasures being implemented and partners contributing resources to impact those problems and issues. The OTSO will continue to chair the High-Risk Behaviors/Drivers subcommittee.
- The OTSO will continue to build upon the "Joining Forces to Save Lives" partnership with the Buckeye State Sheriff's Association (BSSA), the Ohio Association of Chief's of Police (OACP) and Ohio State Highway Patrol (OSHP) in an effort to reduce fatalities.
- The OTSO along with other state agencies is working to develop a comprehensive strategy for addressing teen driver safety. Additional partnerships will be developed to address the issue from all sides: parents, teens and law enforcement. This campaign will be consistent with National Highway Traffic Safety Administration (NHTSA) messaging and direction.
- The OTSO will expand outreach efforts to Ohio's underserved populations to reduce impaired driving and increase occupant protection.

Problem Identification Process/Project Selection Process

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

In addition to the document review and participation in meetings, the Ohio Traffic Safety Office (OTSO) analyzes Ohio's demographics, plus traffic safety and crash data. For FFY 2011, the OTSO conducted an in-depth analysis of traffic crash data to not only identify and prioritize the state's traffic safety problems, but to target fatal crash locations for traffic safety programming. The traffic crash data used for this analysis was from Fatality Analysis Reporting System (FARS) calendar years 2007, 2008 and 2009 and the Ohio Department of Public Safety (ODPS) Ohio Crash Facts calendar years 2007, 2008 and 2009. Ohio's demographics, plus traffic safety and crash data can be found on pages six - thirteen.

Meetings with federal, state and local partners throughout the year also assist in identifying problems and infrastructure needs. Examples include the quarterly meeting for Ohio's Strategic Transportation Safety Plan (STSP) planning committee and subcommittees, Traffic Records Coordinating Committee (TRCC), meetings with Ohio's multicultural populations, meetings with OVI task forces, Safe Communities Advisory Committee meetings, motorcycle safety strategic planning committee meetings, Crash Outcome Data Evaluation System (CODES) Board of Directors meetings, Commercial Vehicle Strategic Plan planning committee meetings, national and regional NHTSA meetings, the Governor's Highway Safety Association annual meeting and the national LifeSavers conference. Strategic plans developed as a result of several of these meetings provide clear direction on prioritizing the state's problems and countermeasures that will be considered for funding.

The grant solicitation package identifies the types of grants that will be considered for review (e.g., high visibility enforcement overtime, OVI Task Force, Safe Communities, traffic engineering and general). Each year, the solicitation package is available online at <http://ghsogrants.dps.state.oh.us/Portal.sap> on April 15th. Depending on the type of grant, potential grantees identify required goals, project activities and evaluation measures as part of the application process.

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

The OTSO grant management staff compiles a list of all proposals received. The list is submitted to the OTSO Administrator with funding recommendations. The OTSO Administrator and GR make the final decision on which proposals will be funded.

Ohio focuses the majority of its grant funding toward counties and jurisdictions with the highest number of fatal crashes. Programming in these locations is likely to have the greatest impact on statewide goals. Throughout the year grants are monitored to verify that funding is being utilized as stipulated in the project's work plan.

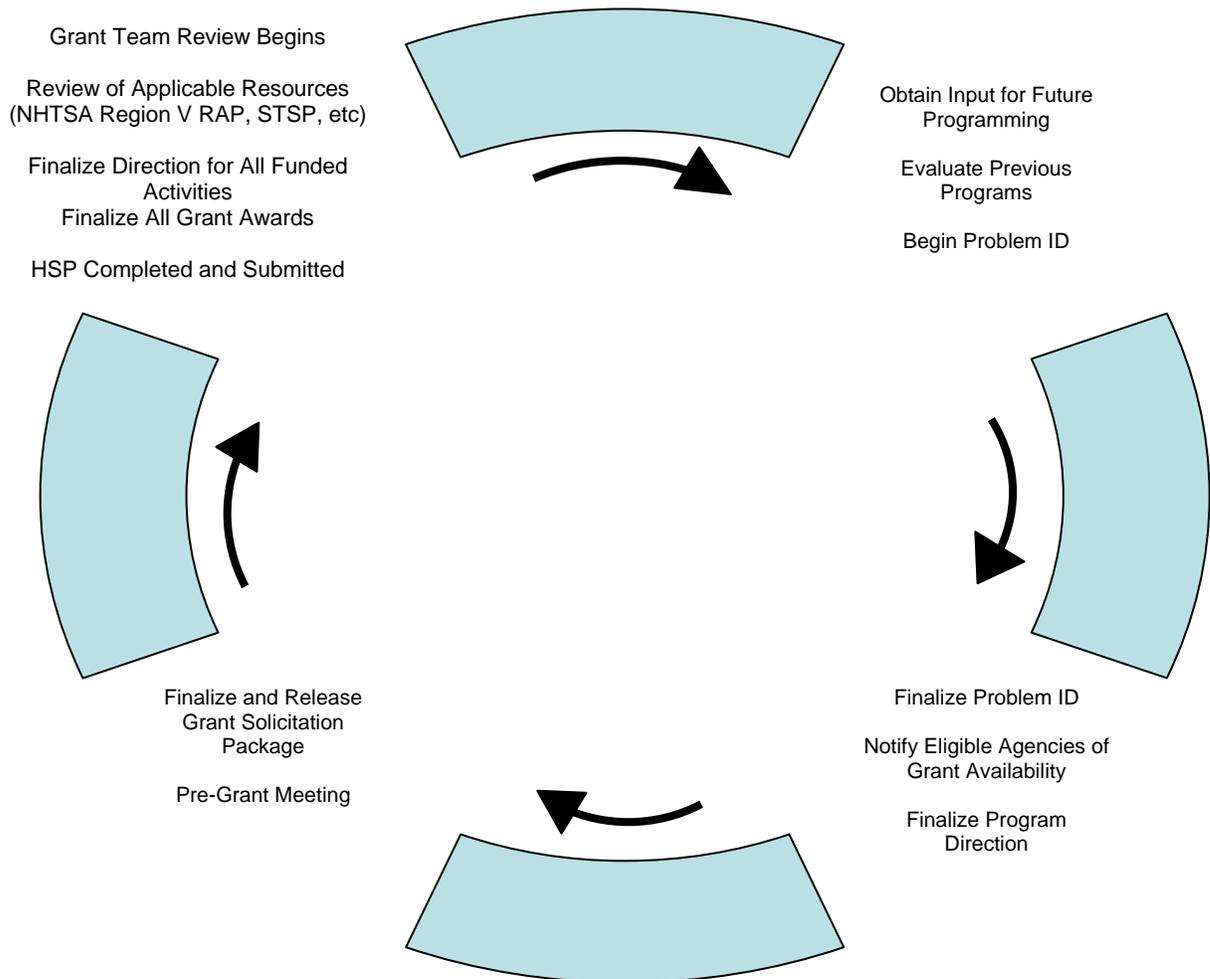
Goal Setting Process

Historically, Ohio crash data, VMT and population are used to establish goals for priority areas including occupant protection, alcohol, speed and motorcycle. Ohio analyzes the previous three years of data from FARS, Ohio Crash Facts, Ohio Statewide Observational Seat Belt Surveys and ODOT to set their goals for the upcoming fiscal year. These goals also take into account the national and regional goals developed by NHTSA. A standard five percent reduction was applied to all goals for FFY 2011. Preliminary 2009 FARS data was used in setting goals for FFY 2011.

Highway Safety Planning Process

At any one time during the year the OTSO may be working on previous, current and upcoming fiscal year plans. While the planning process may be interrupted by unforeseen events and mandates, there is a general "rhythm" to putting an annual plan together.

Please note that meetings with federal, state and local partners occur continuously throughout the year; these meetings assist in identifying traffic safety problems and infrastructure needs.



Ohio Demographics

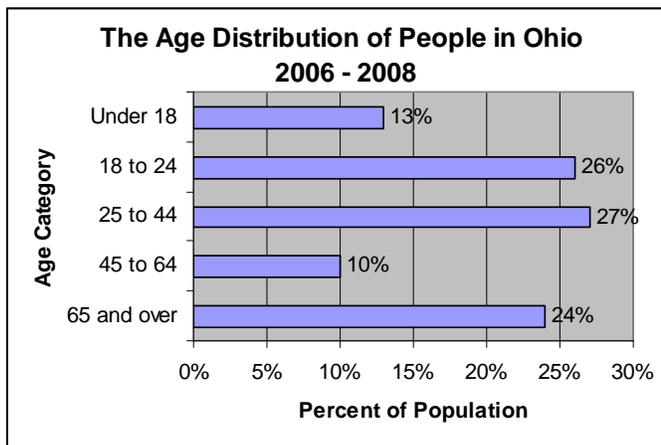
The following Ohio-specific information is from the U.S. Census Bureau's *American Community Survey, 2006-2008 3-Year Estimates Survey*.

Population

Total	11,473,983
Male	5,593,315
Female	5,880,668

Race

White	84.0 Percent
Black/African American	11.7 Percent
Hispanic or Latino	2.5 Percent
Asian	1.5 Percent



Nativity

Foreign Born	3.7 Percent
Native Born	96.3 Percent

Education

At Least High School	87.0 Percent
Bachelor's or higher	23.8 Percent

Language Spoken at Home

English	93.9 Percent
Other Language	6.1 Percent

Other Language

Spanish	33.8 Percent
Asian/Pacific Islander	15.0 Percent
Other Language	51.1 Percent
Speak English Less Than "Very Well"	35.5 Percent

School Enrollment

Total	2,990,816
Nursery/Kindergarten	330,028
Elementary	1,213,345
High School	658,656
College/Graduate	785,787

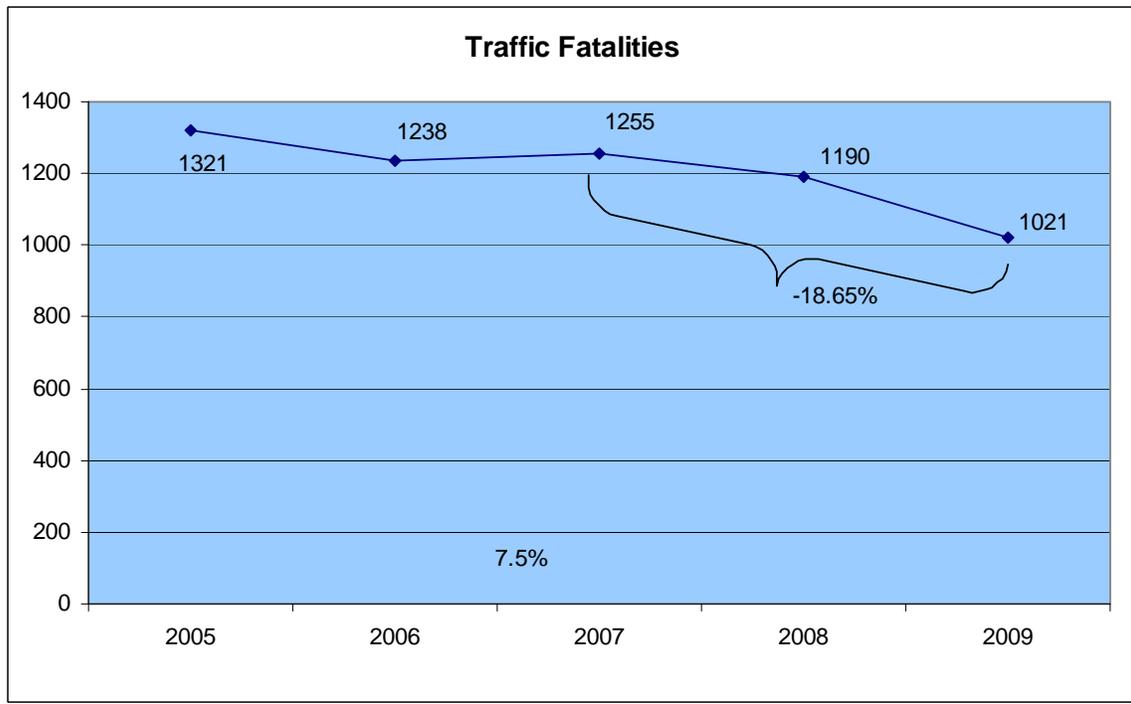
Work Commute

Drove Alone	82.9 Percent
Carpooled	8.4 Percent
Walked	2.3 Percent
Public Transportation	1.9 Percent
Other Means	1.1 Percent
Average Commute	22.6 Minutes

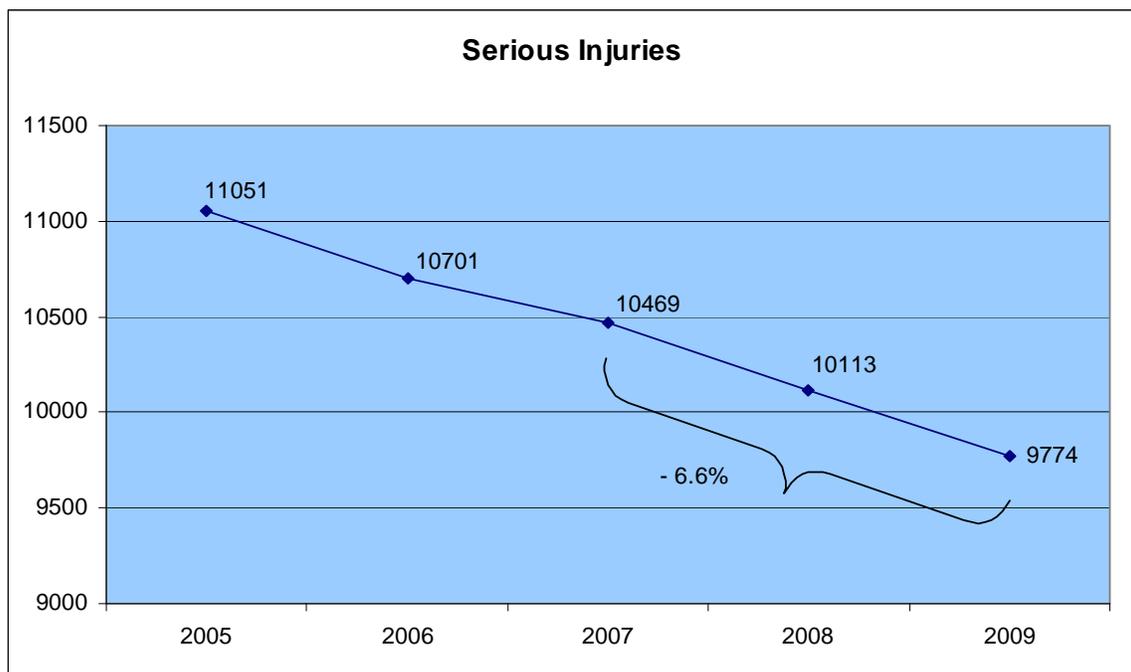
Ohio Data Analysis and Identified Problem Areas

Fatality/Serious Injury

In 2009, there were 1,021 traffic fatalities. The number of traffic fatalities has decreased 18.65 percent over the three year period (2007 - 2009).



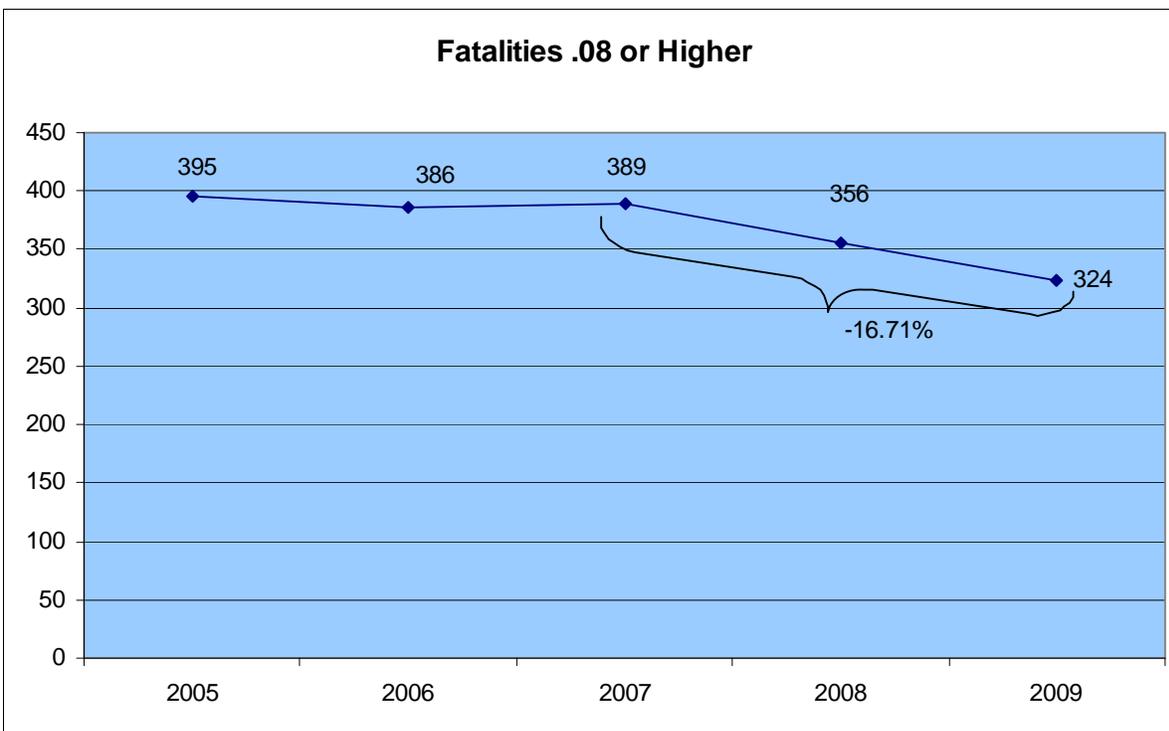
In 2009, there were 9,774 serious injuries in traffic crashes. This number has decreased 6.6 percent over the three year period (2007 - 2009).



In 2009, fatality rate or death rate (fatalities/vehicle miles traveled) was .92. The fatality rate has decreased 18.58 percent over the three year period (2007 - 2009).

Alcohol

In 2009, there were 324 fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 16.71 percent over the three year period (2007 – 2009). This represents 31.7 percent of all fatalities in Ohio.



In 2009, there were 354 alcohol-related fatal crashes (Ohio Traffic Crash Facts) in Ohio. This number has decreased 18.6 percent over the three year period (2007 – 2009).

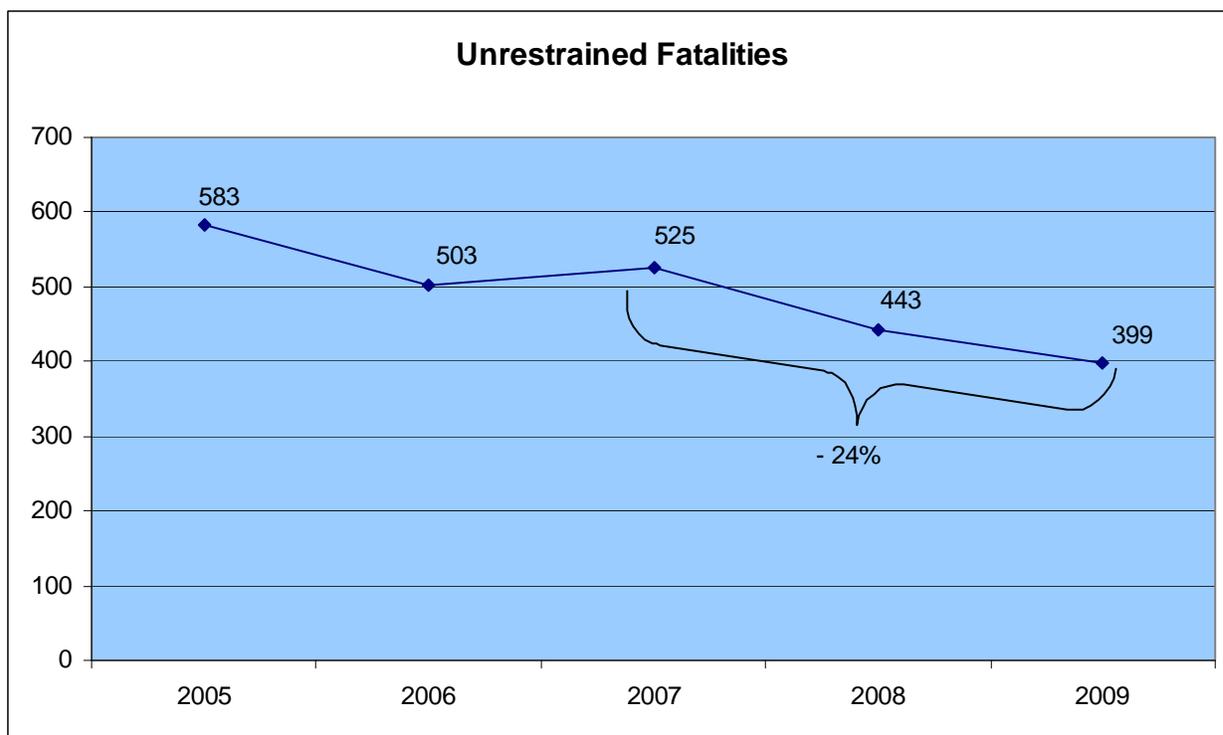
In 2009, there were 49 motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 14.04 percent over the three year period (2007 – 2009).

In 2009, there were 19 drivers 20 or younger involved in fatal crashes with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 40.63 percent over the three year period (2007 – 2009).

Occupant Protection

In 2010, Ohio reached a new high with an 83.8 percent observed seat belt use rate.

Although the number of unrestrained passenger vehicle occupant fatalities are going down, Ohio still showed 399 in 2009 (a 24 percent decrease since 2007).



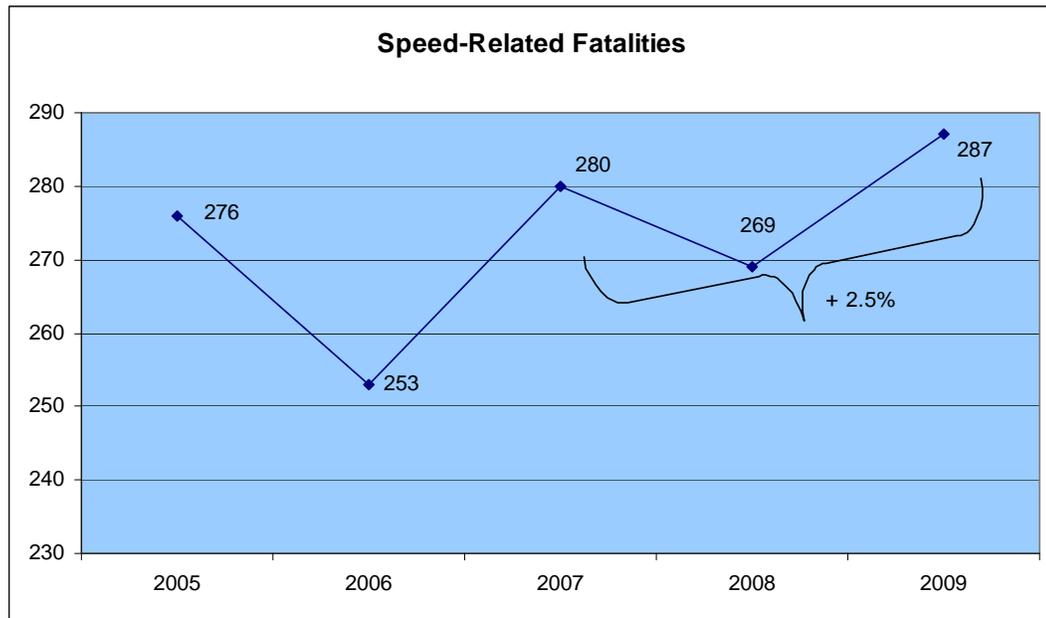
The number of unrestrained occupants (all seat positions) fatalities represents 39.1 percent of all fatalities in 2009.

From 2005 through 2009, the percentage of unbelted fatalities in passenger vehicles is greater than the percentage of unbelted fatalities in light trucks (with the exception of 2008). However, the percentage point difference between passenger vehicles and light trucks is minimal, ranging from 1.4 to 4.3 percentage points. See the charts in Appendix B.

In comparing unbelted fatalities to belted fatalities by age group for 2005 - 2009, the proportion of unbelted fatalities are higher in the 10 -15, 16 – 20, 21 – 24, 25 – 34, and 35 -44 age groups. See charts in Appendix B.

Speed Management

In 2009, there were 287 speeding-related fatalities. This number has shown an increase of 2.5 percent over the three year period (2007 – 2009).



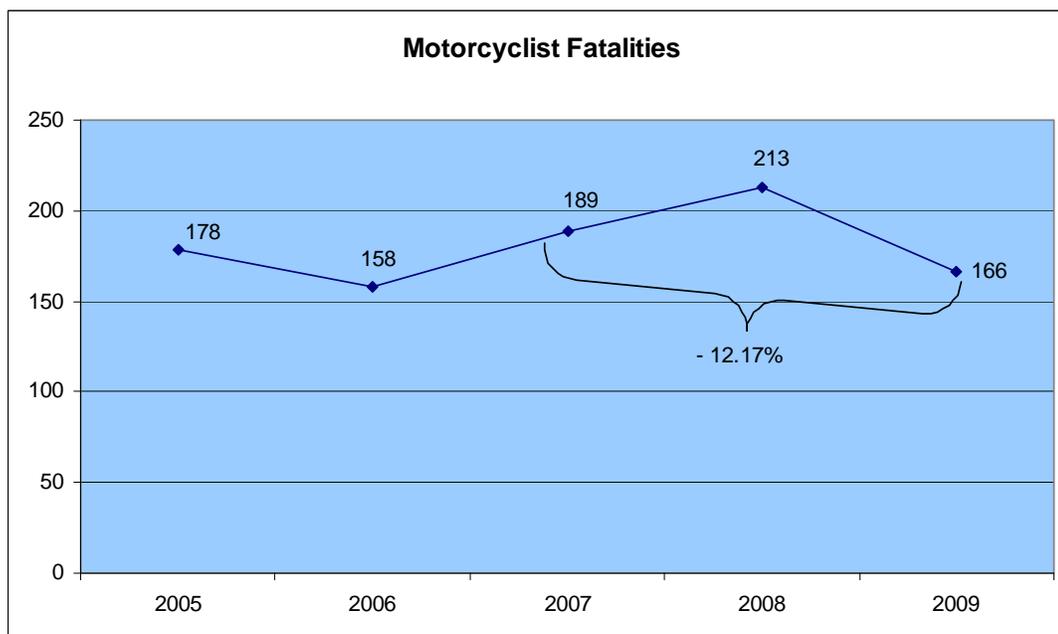
Speeding represents 28.1 percent of all fatalities in 2009.

In 2009, there were 47 speed related motorcycle fatal crashes. This number has decreased 9.62 percent over the three year period (2007 – 2009).

In 2009, there were 54 speed-related fatal crashes involving drivers 20 or younger. This number has decreased 26.03 percent over the three year period (2007 – 2009).

Motorcycle Safety

In 2009, there were 166 motorcycle fatalities. This number has shown a decrease of 12.17 percent over the three year period (2007 – 2009). However, the three year average is still high at 189. 2007 and 2008 were both high at 189 and 213.



Motorcycle fatalities represent 16.2 percent of all fatalities in 2009.

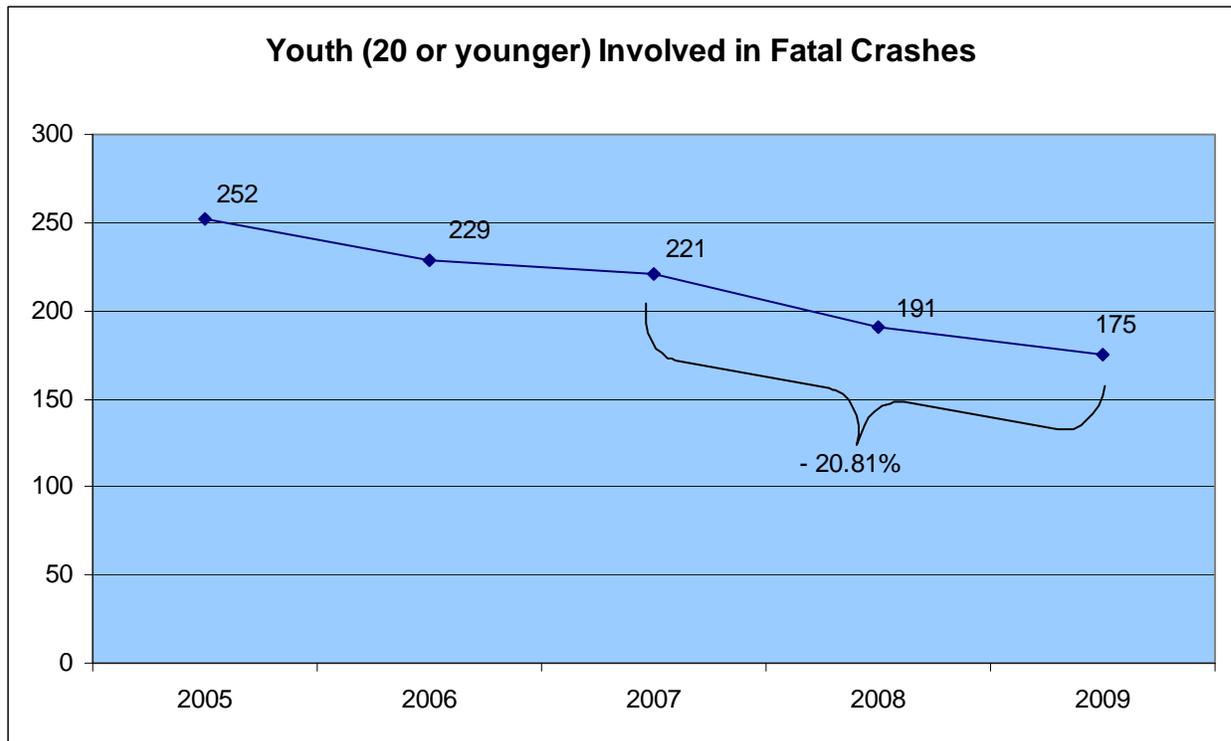
Of the 166 motorcycle fatalities in 2009, 78.31 percent, or 130 motorcyclists were un-helmeted. This number has an increase of 5.69 percent over the three year period (2007 – 2009).

In 2009, there were 49 motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 14.04 percent over the three year period (2007 – 2009).

In 2009, there were 47 speed related motorcycle fatal crashes. This number has decreased 9.62 percent over the three year period (2007 – 2009).

Youthful Driver

In 2009, there were 175 drivers 20 or younger involved in fatal crashes. This number has shown a 20.81 percent decrease over the three year period (2007 – 2009).



In 2009, there were 19 drivers 20 or younger involved in fatal crashes with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 40.63 percent over the three year period (2007 – 2009).

In 2009, there were 54 speed-related fatal crashes involving drivers 20 or younger. This number has decreased 26.03 percent over the three year period (2007 – 2009).

Multicultural Outreach

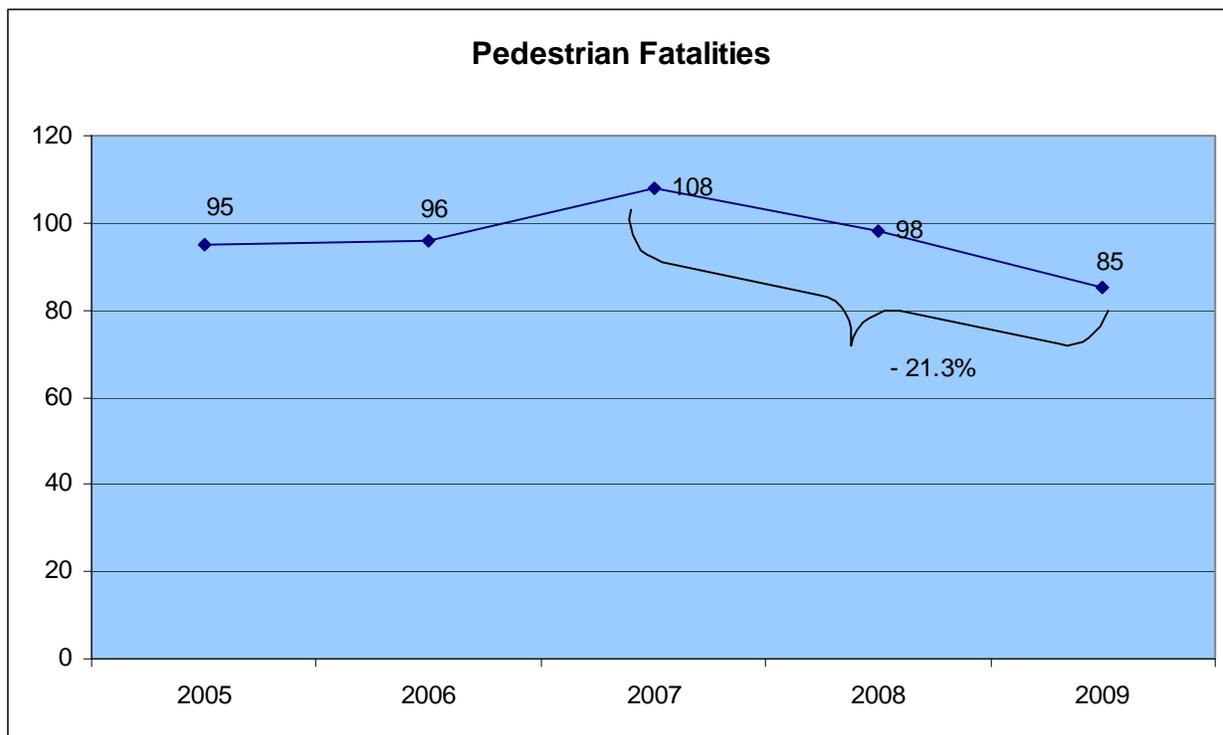
According to a Census Bureau Community 2006 – 2008 3-Year Estimate Survey, Ohio's population is 11,473,983. Of those, 11.7 percent were Black or African American, 2.5 percent Hispanic, 1.5 percent were Asian. 6.1 percent of all Ohioans speak a language other than English when at home. These figures only represent those who responded to the survey. It is estimated that Columbus, Ohio has the second largest Somali population in the United States. Ohio also has growing communities of Hispanic and Asian. Vital traffic safety materials need to be translated and meaningful to the Limited English Proficient population per Title VI of the Civil Rights Act of 1964; Sections 503/504 of the Rehabilitation Act of 1973, as amended, as implemented by 49 CFR Parts 21 & 27.

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

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

Pedestrian Safety

In 2009, there were 85 pedestrian fatalities. This number reflects a 29.3 percent decrease over the three year period (2007 – 2009). Pedestrian fatalities represent 9 percent of all fatalities in 2009.



Roadway Safety

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

Traffic Records

In 2009, Ohio participated in a Traffic Records Assessment. The report identified that improvements could be made in the following areas: timeliness of crash report submission, timeliness of data processing electronic citations.

11/18/10 - Data in this section has been updated to reflect finalized FARS data. All charts were updated. Additional data was added to the Occupant Protection section.

Ohio Performance Measures

Core Outcome Measures 2005 - 2009

	Description	2005	2006	2007	2008	2009	3 Year Avg.	Percent Change 2007-2009
C-1	Number of traffic fatalities	1,321	1,238	1,255	1,191	1,021	1,155	-18.65
C-2	Number of serious injuries in traffic crashes	11,051	10,701	10,469	10,113	9,774	10,118	-6.64
C-3a	Fatalities Per 100 Million Vehicle Miles Traveled (Total)	1.20	1.11	1.13	1.10	.92	1.05	-18.58
C-3b	Fatalities Per 100 Million Vehicle Miles Traveled (Rural)	2.22	2.30	2.23	2.15	1.81	2.06	-18.83
C-3c	Fatalities Per 100 Million Vehicle Miles Traveled (Urban)	.67	.53	.59	.59	.49	.56	-16.95
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	583	503	525	443	399	456	-24
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher	395	386	389	351	324	355	-16.71
C-6	Number of speeding-related fatalities	276	253	280	269	287	279	2.5
C-7	Number of motorcyclist fatalities	178	158	189	213	166	189	-12.17
C-8	Number of un-helmeted motorcyclist fatalities	132	117	123	146	130	133	5.69
C-9	Number of drivers 20 or younger involved in fatal crashes	252	229	221	191	175	195	-20.81
C-10	Number of pedestrian fatalities	95	96	108	99	85	97	-21.3

Source: FARS and State Crash Data Files

Core Behavior Measure 2006 - 2010

	Description	2006	2007	2008	2009	2010	Percent Change 2008-2010
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	81.7	81.6	82.7	83.6	83.8	1.3

Source: Ohio Statewide Observational Seat Belt Survey

Core Activity Measure 2005 - 2009

	Description	2005	2006	2007	2008	2009	Percent Change 2007 - 2009
A-1	Number of seat belt citations issued during grant-funded enforcement activities	16,159	31,177	54,114	39,393	41,890	-22.589
A-2	Number of impaired driving arrests made during grant-funded enforcement activities	2,674	4,962	9,160	6,029	8,268	-9.738
A-3	Number of speeding citations issued during grant-funded enforcement activities	48,766	75,276	116,785	68,116	123,447	5.704

Source: FFY2005 AER, FFY2006 AER, Ohio GRANTS System

Ohio Vehicle Miles of Travel	
Year	Vehicle Miles of Travel
2005	111,534,896,900
2006	112,097,916,700
2007	111,063,748,100
2008	108,333,967,350
2009	110,775,675,000
Percent Change 2007 - 2009	-.2593

Supplied by the Ohio Department of Transportation

11/18/10 - Data in this section has been updated to reflect finalized FARS data.

Fatality/Serious Injury Program Area

Overview

Problem Identification

- In 2009, there were 1,021 traffic fatalities. The number of traffic fatalities has decreased 18.57 percent over the three year period (2007 - 2009). 11/18/10 – Total fatality number was updated to reflect finalized FARS data.
- In 2009, there were 9,774 serious injuries in traffic crashes. This number has decreased 6.6 percent over the three year period (2007 – 2009).
- In 2009, fatality rate or death rate (fatalities/vehicle miles traveled) was .92. The fatality rate has decreased 18.58 percent over the three year period (2007 - 2009).

Core Outcome Measures

- C-1) To decrease traffic fatalities five percent from the 2007 - 2009 calendar base year average of 1,156 to a 2008 – 2010 year average of 1,098 by December 31, 2011.
- C-2) To decrease serious traffic injuries five percent from the 2007 - 2009 calendar base year average of 10,118 to a 2008 – 2010 year average of 9,612 by December 31, 2011.
- C-3a) To decrease the mileage death rate five percent from the 2007 - 2009 calendar base year average of 1.05 to a 2008 – 2010 year average of 1.0 by December 31, 2011.
- C-3b) To decrease the rural mileage death rate five percent from the 2007 - 2009 calendar base year average of 2.06 to a 2008 – 2010 year average of 1.96 by December 31, 2011.
- C-3c) To decrease the urban mileage death rate five percent from the 2007 - 2009 calendar base year average of .56 to a 2008 – 2010 year average of .53 by December 31, 2011.

Programming Efforts

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

Distracted Driving Earned Media Plan

The earned media plan will span the entire federal fiscal year. Messaging will be consistent with the National Communication plan and will consist of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners, and others interested in traffic safety.
- The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
- Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio's Safe Communities Programs and Law Enforcement Partners.
- Weekly traffic safety e-mail broadcast.
- The Ohio Traffic Safety Office (OTSO) will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level:	\$ 0	Funding Source:	N/C
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Distracted Driving Materials

This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc) around the state with materials (e.g., banners, signs, etc.) to promote the distracted driving message.

Funding Level:	\$ 50,000	Funding Source:	402 CP
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Sustained Distracted Driving Paid Media

The following is a projected media strategy for the paid media plan during 2011.

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

Media Tactics

A combination of television, radio and print media will be used to maximize the amount of resources for the sustained distracted driving paid media plan.

- The network and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70-75 percent cable penetration.
- Radio buys will be planned with Morning Drive, Afternoon Drive, Evenings and Weekends. Primary formats planned are Sports, Rock, Alternative, Urban Contemporary and Country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote responsible driving behaviors throughout the year.
- Bonus inventory will be negotiated with each media vehicle as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained distracted driving paid media plan will complement the 2011 NHTSA National Communications Plan and the 2011 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation.

The sample media buy plan which is provided as an example of what will be purchased in 2011 can be found in Appendix A. The plan will be adjusted, based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2010 telephone survey analysis.

Funding Level:	\$ 200,000	Funding Source:	402 PM
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High Visibility Enforcement Overtime (HVEO) Grants

See Alcohol Program Area for full description. Each law enforcement agency must conduct high visibility enforcement activities to impact their fatal crashes. In addition to alcohol, speed and seat belts law enforcement will be focusing on distracted driving. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with the NHTSA Communications calendar.

Funding Level:	\$ See Alcohol and Speed	Funding Source:	402 PT/410
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Distracted Driving Campaign Evaluation

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

Funding Level:	\$ See Comprehensive	Funding Source:	402 CP
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Estimated Funding for Fatal/Serious Injury Strategies

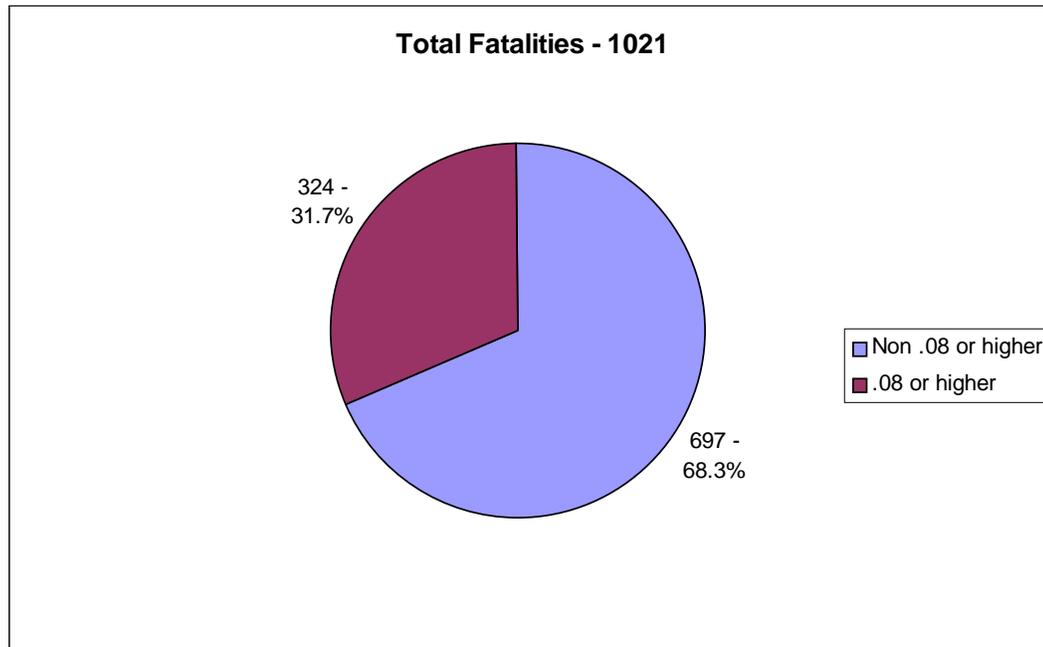
Strategic Programs and Activities	Funding Level	Funding Source
Distracted Driving Materials	\$ 50,000	402CP
Subtotal	\$ 50,000	402CP
Sustained Distracted Driving Paid Media	\$ 200,000	402PM
Subtotal	\$ 200,000	402PM
Earned Media	\$ 0	N/C
Total Funding Fatal/Serious Injury Program Area	\$ 250,000	

Alcohol Program Area

Overview

Problem Identification

- In 2009, there were 324 fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 16.71 percent over the three year period (2007 – 2009).



11/18/10 – Data and chart were updated to reflect finalized FARS data.

- In 2009, there were 354 alcohol-related fatal crashes (Ohio Traffic Crash Facts) in Ohio. This number has decreased 18.6 percent over the three year period (2007 – 2009).
- In 2009, there were 49 motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 14.04 percent over the three year period (2007 – 2009).
- In 2009, there were 19 drivers 20 or younger involved in fatal crashes with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 40.63 percent over the three year period (2007 – 2009).

Core Outcome Measure

- C-5) To decrease alcohol impaired driving fatalities (blood alcohol concentration of .08 g/dL or higher) five percent from the 2007 - 2009 calendar base year average of 355 to a 2008 – 2010 year average of 337 by December 31, 2011. 11/18/10 – Goal was updated due to change of data.

- To decrease alcohol related fatal crashes (any impairment level where alcohol was a factor) five percent from the 2007 – 2009 calendar base year average of 400 to a 2007 – 2009 year average of 380 by December 31, 2011.
- To decrease the number of alcohol related fatal crashes from 37.5 percent of all fatal crashes in 2009 to no more than 35 percent of all fatal crashes by December 31, 2011.

Programming Efforts

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

The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Crackdown. Messaging will be consistent with the National Communication plan and will consist of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others interested in traffic safety.
- The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
- Coordinated media events by the Ohio Department of Public Safety (ODPS), Ohio's Safe Communities Programs and Law Enforcement Partners.
- Weekly traffic safety e-mail broadcast.
- The Ohio Traffic Safety Office (OTSO) will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level:	\$ 0	Funding Source:	N/C
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Drunk Driving. Over the Limit. Under Arrest. Crackdown Materials

The national DDOLUA alcohol crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Paid media during the crackdown highlights that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be signed up to participate in the 2011 crackdown scheduled tentatively for August 19 – September 5, 2011. This money will be spent to provide law enforcement agencies and other partners (Safe Communities, traffic safety partners, etc) around the state with materials (e.g., banners, signs, etc.) to promote the DDOLUA message.

Funding Level:	\$ 100,000	Funding Source:	410
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Drunk Driving. Over the Limit. Under Arrest. Alcohol Crackdown Paid Media

The national DDOLUA Crackdown around the Labor Day holiday combines highly visible law enforcement with both local and national media exposure. Advertising during the crackdown highlights that law enforcement will be strictly enforcing impaired driving laws during the crackdown period. Law enforcement agencies across the state will be signed up to participate in the 2011 crackdown scheduled tentatively for August 19 – September 5, 2011.

The goal of the paid media plan for the 2011 alcohol crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2011, media will be heavily directed toward a younger male audience. Once again, the primary media target will be 18 - 34 year old males; however, other demographic audiences might be targeted based on Ohio's current crash data and on data from the 2010 statewide telephone surveys when they become available. Media will also be directed toward Ohio's multicultural communities.

The following is a projected media strategy for the paid media plan during the 2011 alcohol crackdown.

The following parameters will be adhered to:

- The total budget will not exceed \$600,000.

- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton, as in 2010.
- Flight weeks will be 8/16/2011 – 9/5/2011.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18-34 years.
- PSA units (unpaid media) will be no less than 30-40 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement the national NHTSA media buy.

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

The sample media buy plan which is provided as an example of what will be purchased in 2011 can be found in Appendix A. The plan will be adjusted, based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2010 telephone survey analysis.

Funding Level:	\$ 600,000	Funding Source:	410 PM
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December/January Drunk Driving. Over the Limit. Under Arrest. Alcohol Crackdown Paid Media

The goal of the paid media plan for the 2011 December/January crackdown is to decrease the number of impaired drivers and alcohol related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2011, media will be heavily directed toward a younger male audience. Once again, the primary media target will be 18 - 34 year old males; however, other demographic audiences might be targeted based on Ohio's current crash and on data from the 2010 statewide telephone surveys when they become available. Media will also be directed toward Ohio's multicultural communities.

The following is a projected media strategy for the paid media plan during the 2011 December/January crackdown.

The following parameters will be adhered to:

- The total budget will not exceed \$200,000
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton.
- Flight weeks are TBD.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18-34 years.
- PSA units (unpaid media) will be no less than 30-40 percent of the buy and will be scheduled within the flight as much as possible.
- Media will complement the national NHTSA media buy.

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

The sample media buy plan which is provided as an example of what will be purchased in 2011 can be found in appendix A. The plan will be adjusted, based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2010 telephone survey analysis.

Funding Level:	\$ 200,000	Funding Source:	410 PM
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Sustained Alcohol Paid Media Plan

In FFY 2011 Ohio will continue to model the national communications media plan to bridge the media gaps around the national alcohol crackdowns with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

The goal will be to sustain alcohol messaging throughout the year with the highest concentration of paid media conducted during the DDOLUA Crackdown and the December/January DDOLUA. Between these times, using other recognized brands like *You Drink and Drive. You Lose.* and *Fans Don't Let Fans Drive Drunk.* provides an opportunity to extend the core safety messages. Embracing social-norming messages allows us to look for marketing alliances with businesses and organizations already branded and important to our target audiences.

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

Media Tactics

A combination of television, radio and print media will be used to maximize the amount of resources for the sustained alcohol paid media plan.

- The networks and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70-75 percent cable penetration.
- Radio buys will be planned with Morning Drive, Afternoon Drive, Evenings and Weekends. Primary formats planned are Sports, Rock, Alternative, Urban Contemporary and Country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote responsible drinking throughout the season.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained alcohol paid media plan will complement the 2011 NHTSA National Communications Plan and the 2011 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation.

Funding Level:	\$ 350,000	Funding Source:	410 PM
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Alcohol Enforcement and Education

The purpose of the Ohio Investigative Unit (OIU) project is to reduce the sale of alcoholic beverages to intoxicated persons, reduce underage consumption, and provide beverage service training to liquor permit premises in Ohio's OVI Task Force counties. In 2011, OIU will continue using a spatial technological program which will allow the OIU to identify liquor permit premises that appear to produce relatively high numbers of intoxicated persons. These identified premises will be the focus of selective compliance enforcement and beverage service training. Compliance enforcement checks liquor establishments to see which establishments are complying with liquor laws (serving to minors). Beverage service training trains those employees serving alcohol not to serve to either minor or over intoxicated persons. Armed with the information retrieved from spatial programs, the OIU will actively participate in local OVI task force meetings and OVI checkpoints. By providing data sharing, the OIU will be able to provide other state and local police departments with information to assist with their analytical capabilities. With this data, the OIU and local departments can effectively and efficiently focus enforcement efforts to selective liquor permit premises. Using these programs, the OIU will analyze alcohol-related crash trends over the course of the project, increases in beverage service training requests and track any media coverage. Reducing the sale of alcoholic beverages to intoxicated persons and to minors should help reduce the number of fatalities involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher and reduce the number of drivers 20 or younger involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher.

Funding Level:	\$ 230,000	Funding Source:	410
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Countywide OVI Task Force Program

This program is a countywide initiative to conduct high-visibility enforcement, public awareness, and education focusing on impaired driving. In order to reach our goal of reducing fatalities involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher, Ohio is concentrating its Countywide OVI Task Force Program in the counties experiencing the highest number of alcohol-related crashes. The top ten counties that experienced the highest number of alcohol-related fatal crashes in 2007, 2008 and 2009 (Ohio Traffic Crash Facts) are eligible to receive funding for the operation of a countywide OVI Task Force. The top ten counties for FFY 2011 are: Butler, Cuyahoga, Franklin, Hamilton, Lorain, Lucas, Montgomery, Stark, Summit and Trumbull. OTSO offers half funding to counties dropping out of the top ten and half funding to counties coming into the top ten. This allows for the counties dropping out of the top ten to develop an exit strategy. The new counties are only half funded due to the planning needed during the start up a countywide task force. While Lorain County is able to conduct check points with assistance from the patrol, they have been unable to get a task force fully implemented. Clark County was 11th in rank and in the three year period had only two fewer alcohol-related fatal crashes than Lorain County, so OTSO funded a task force in Clark County. Forty-three percent (516) of the 1,201 alcohol related fatal crashes in 2007, 2008 and 2009 occurred in these 11 counties.

Based upon discussions with OVI task force members and OTSO's goal of sustained enforcement, grant performance criteria in FFY 2011 requires a minimum of twelve sobriety checkpoints, OVI saturation patrols and a minimum of three press events. Of these, two sobriety checkpoints and one media event must be conducted in conjunction with the 2011 Drunk Driving. Over the Limit. Under Arrest. Crackdown.

Funding Level:	\$ 1,900,000	Funding Source:	164 AL
	\$ 200,000		410

12/28/10 – added 410 funds to the OVI Task forces for alcohol related equipment/materials.

Columbus Police Department Checkpoint Grant

This program is a project with the Columbus Police Department to enhance the Franklin County OVI Task Force's efforts to reduce fatalities involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dL or higher. Columbus Police Department recently joined the task force and would like to increase the number of checkpoints inside the city limits in addition to the number of checkpoints the task force conducts within Franklin County. Focusing the countywide initiative to conduct high-visibility enforcement, public awareness, and education on impaired driving from both inside and outside the city limits should help Franklin County reduce alcohol-related fatalities.

Funding Level:	\$ 14,500	Funding Source:	164 AL
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High Visibility Enforcement Overtime (HVEO) Grants

Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2007, 2008 and 2009, according to the Ohio Traffic Crash Facts. Last year 89 agencies including the OSHP were funded for high visibility enforcement overtime. For FFY 2011, 75 agencies including the OSHP have been tentatively approved for funding. See list below.

Allen Co. Sheriff's Office	Highland Co. Sheriff's Office	Portage Co. Sheriff's Office
Ashland Co. Sheriff's Office	Hocking Co. Sheriff's Office	Putnam Co. Sheriff's Office
Middletown Police Dept (Butler Co)	Huron Co. Sheriff's Office	Richland County Sheriff's Office
West Chester Police Dept (Butler Co)	Jefferson Co. Sheriff's Office	Mansfield Police Dept (Richland Co)
Carroll Co. Sheriff's Office	Mentor Police Dept (Lake Co)	Sandusky Co. Sheriff's Office
Clark Co. Sheriff's Office	Licking Co. Sheriff's Office	Scioto Co. Sheriff's Office
Springfield Police Dept (Clark Co)	Logan Co. Sheriff's Office	Seneca Co. Sheriff's Office
Clermont Co. Sheriff's Office	Elyria Police Dept (Lorain Co)	Shelby Co. Sheriff's Office
Crawford Co. Sheriff's Office	Lorain Police Dept (Lorain Co)	Stark Co. Sheriff's Office
Cuyahoga Co.	Vermillion Police Dept (Lorain Co)	Canton Police Dept (Stark Co)
Cleveland (Cuyahoga Co)	Lucas Co. Sheriff's Office	Perry Twp Police Dept (Stark Co)
Euclid (Cuyahoga Co)	Oregon Police Division (Lucas Co)	Summit Co. Sheriff's Office
Westlake (Cuyahoga Co)	Toledo Police Dept (Lucas Co)	Akron Police Dept (Summit Co)
Delaware Co. Sheriff's Office	Mahoning Co. Sheriff's Office	Trumbull Co. Sheriff's Office
Erie Co. Sheriff's Office	Youngstown Police Dept (Mahoning Co)	Brookfield Twp. Police Dept (Trumbull Co)
Fayette Co. Sheriff's Office	Marion Co. Sheriff's Office	Warren Police Dept (Trumbull Co)
Columbus Police Dept (Franklin Co)	Marion Police Dept (Marion Co)	Tuscarawas Co. Sheriff's Office

Gallia Co. Sheriff's Office	Medina Co. Sheriff's Office	Warren Co. Sheriff's Office
Geauga Co. Sheriff's Office	Miami Co. Sheriff's Office	Washington Co. Sheriff's Office
Cincinnati Police Dept (Hamilton Co)	Montgomery Co. Sheriff's Office	Wayne Co. Sheriff's Office
Colerain Twp. Police Dept (Hamilton Co)	Dayton Police Dept (Montgomery Co)	Wood Co. Sheriff's Office
Hancock Co. Sheriff's Office	Muskingum Co. Sheriff's Office	Perrysburg Twp. Police Dept. (Wood Co)
Hardin Co. Sheriff's Office	Ottawa Co. Sheriff's Office	Lake Township Police Dept (Wood Co)
Harrison Co. Sheriff's Office	Pickaway Co. Sheriff's Office	Wyandot Co. Sheriff's Office
Henry Co. Sheriff's Office	Pike Co. Sheriff's Office	Ohio State Highway Patrol (Statewide)

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

Required High Visibility Enforcement Blitzes/Mobilizations

Halloween – Oct. 25 – November 1, 2010	Thanksgiving – November 19 – 28, 2010
Christmas/New Years – Dec. 3, 2010 – January 2, 2011	Super Bowl – Feb. 4 – 6, 2011
St. Patrick's Day – March 17 – 20, 2011	Prom Season – April / May 2011
Click It or Ticket Mobilization	4 th of July – July 1 – 5 th , 2011
Drunk Driving. Over the Limit. Under Arrest. Crackdown	Homecoming – September 2011

Funding Level:	\$2,290,000*	Funding Source:	410
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*This amount represents half of the amount required to fund the HVEO program, plus \$740,000 for alcohol related equipment (In-car cameras). The other half is funded using 402 PT funds. See Speed Management Strategies.

12/28/10 – added \$740,000 in 410 funds to HVEO grants for the purchase of in-car cameras or other alcohol related equipment.

Statewide HVEO and Training

The Ohio State Highway Patrol (OSHP) conducts speed, occupant restraint, alcohol-related and motorcycle enforcement activity to impact fatal crashes. OSHP is planning 9 checkpoints during the Drunk Driving. Over the Limit. Under Arrest. Crackdown. A minimum of 27 checkpoints will be conducted during the year on this grant. The OSHP conducts additional checkpoints throughout the year using designated state alcohol funds. Highly visible enforcement activities are conducted at strategic times throughout the year consistent with NHTSA Communications calendar. OTSO will continue to fund Basic, Regional, Refresher and Judicial Advanced Advance Detection, Apprehension and Prosecution (ADAP) courses; Electronic Speed Measuring Device (ESMD), ESMD Instructor and ESMD Judicial courses; Basic, Intermediate and Technical Crash Investigation; Traffic Crash Reconstruction and Pedestrian Collision Investigation through the OSHP to train law enforcement officers throughout the state on issues relating to impaired driving and speed.

Funding Level Enforcement:	\$579,938*	Funding Source:	410
Funding Level Training:	\$ 22,100*		410
Funding Level Education:	\$ 27,962*		410

11/18/10 – Funding was updated to show breakdown of Enforcement, Training and Education.

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

Corridor Enforcement

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

Funding Level:	Included in HVEO Grant Funding*	Funding Source:	410
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Data Driven Approaches to Crime and Traffic Safety (DDACTS)

The OTSO will continue to promote the concept of DDACTS through the Law Enforcement Liaisons (LELs). The goal will be to work with law enforcement agencies and encourage the development of strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime and the opportunity to address both issues through common interventions. In Ohio, several law enforcement agencies have adopted the philosophy and continue to implement the DDACTS model. If requested, a funding proposal would be considered for software and programming related expenses to implement DDACTS.

Funding Level:	Included in HVEO Grant Funding*	Funding Source:	410
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11/18/10 – Added additional language.

DUI Courts

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

The program requires all courts to develop a sustainability plan so that the special docket can continue once federal funding is discontinued. The DUI Court State Policy Group, consisting of the OTSO, The Supreme Court of Ohio and the Ohio Department of Alcohol and Drug Addition Services, assists with program development and oversight.

In FFY 2011, the OTSO will continue funding Fairfield Municipal Court and Marion County Common Pleas Court. **Licking County Municipal Court will start up a DUI Court in FFY 2011.** The Clermont County Municipal DUI Court and Athens County Municipal Court are now self-sustaining and will no longer require funding to continue the program. The OTSO and The Supreme Court of Ohio will continue to seek additional DUI Courts.

Funding Level:	\$ 302,000	Funding Source:	163
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12/28/10 – Added \$166,000 to continue Akron Municipal Court for a partial year and to add Licking County Municipal Court.

OVI Law Training/Education

Mothers Against Drunk Driving (MADD) will work to enhance the effectiveness of prosecution and conviction in OVI cases by holding training sessions for law enforcement in Cleveland, Columbus, Toledo, Dayton, Canton, Cincinnati, Lorain, Springfield and Warren. MADD will also work to educate and raise awareness about the dangers of underage drinking and driving by developing and distributing after-prom planning materials to high schools. This partnership with the schools will provide youth with other options with the intentions of lowering youth alcohol-related fatal crashes. **In FFY 2011, MADD will work with University of Akron, AMA and other stakeholders to begin outreach to the motorcycle community. They will partner with Safe Communities and motorcycle instructors at Bike Nights. MADD will use MSF's "Ride Straight" program to educate riders on the dangers of drinking and riding.**

Funding Level:	\$ 41,772	Funding Source:	164 AL
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12/28/10 – increased funding and added new motorcycle component of grant.

Breath-Testing Instrument Project

Streamlining the impaired driving arrest process was one of the major recommendations from the 2005 Governor's Task Force on Impaired Driving. The use of the approved standard portable breath testing instrument throughout Ohio is expected to reduce DUI arrest processing time; allow for advanced data collection; automate current manual processes, reducing the likelihood of data input errors; simplify instrument maintenance and increase officer safety. The portable breath testing instruments are currently being distributed on a county basis after each user has been trained. Currently 89 of the 700 instruments have been distributed in 42 counties.

Funding Level:	\$ 412,966	Funding Source:	163
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12/28/10 – increased funds to meet staffing and software needs to implement the instruments.

Traffic Safety Resource Prosecutor Program (TSRP)

The OTSO has 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 works closely with the Law Enforcement Liaisons (LELs) and are a valuable resource to the office and to all of our partners.

- To provide traffic safety related technical assistance to the OTSO, law enforcement agencies, and prosecutors;
- Assist with any issues that arise from the implementation of the new breath testing instrument program;
- To conduct training programs for judges, prosecutors, law enforcement and the traffic safety community while sending a uniform and consistent message;
- To serve as a consultant in cases such as OVI fatalities or serious injuries;
- Identify new issues emerging locally and nationally and assist in developing strategies to address these concerns;
- Oversee any issues that arise from the implementation of the new Ignition Interlock rules;
- Assist with legislative and policy matters and consider how they affect prosecutors in each jurisdiction;
- Prepare a State-specific OVI manual for prosecutors. The manual may include information on current case law, pre-trial procedures, sufficiency of traffic stops, probable cause, blood/breath/urine testing procedures, proof of impairment, sentencing guidelines, ignition interlock and defense challenges.

Funding Level:	\$ 175,000	Funding Source:	163
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DRE (Drug Recognition Expert) Coordinator Program

The Ohio Drug Evaluation and Classification (DEC) program will be established under the guidance of the Ohio Traffic Safety Office (OTSO). The state DEC Coordinator will establish this program to complete the following:

- Coordinate the implementation of the program with all interested and affected parties under the advisement of a DEC Technical Advisory Panel;
- Act as an information clearinghouse and central communication point for the program within the state;
- Develop and implement training and other support activities for all agencies participating in the program within the state;
- Coordinate the assignment of instructors in response to requests for service from federal, state and local sources;
- Ensure appropriate data is collected, entered and maintained.

Funding Level:	\$ 160,000	Funding Source:	410
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12/28/10 – increased grant for needed program supplies.

Alcohol Assessment

The last alcohol assessment was conducted in Ohio in 2002. The OTSO will request an alcohol assessment be conducted in FFY 2011.

Funding Level:	\$ 35,000	Funding Source:	410
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Estimated Funding for Alcohol Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Countywide OVI Task Forces	\$1,900,000	164AL
Columbus Checkpoint Grant	\$ 14,500	164AL
OVI Law Training/Education	\$ 41,772	164AL
Subtotal	\$1,956,272	164AL
Drunk Driving. Over the Limit. Under Arrest. Crackdown Materials	\$ 100,000	410
Alcohol Enforcement and Training	\$ 230,000	410
Countywide OVI Task Forces	\$ 200,000	410
High Visibility Enforcement Overtime (50 percent of funds)	\$2,290,000	410
Statewide HVEO and Training (50 percent of funds)	\$ 630,000	410

Corridor Enforcement (50 percent of funds)	Included in HVEO Grant Funding	
DDACTS	Included in HVEO Grant Funding	
DRE Coordinator Program	\$ 160,000	410
Alcohol Assessment	\$ 35,000	410
Subtotal	\$3,645,000	410
Drunk Driving Over the Limit Under Arrest Crackdown Paid Media	\$ 600,000	410PM
December/January Over the Limit Under Arrest Paid Media	\$ 200,000	410PM
Sustained Alcohol Paid Media	\$ 350,000	410PM
Subtotal	\$1,150,000	410PM
DUI Courts	\$ 302,000	163
Breath-Testing Instrument Project	\$ 412,966	163
Traffic Safety Resource Prosecutor Program	\$ 175,000	163
Subtotal	\$ 889,966	163
Earned Media	\$ 0	N/C
Total Funding Alcohol Program Area	\$7,641,238	

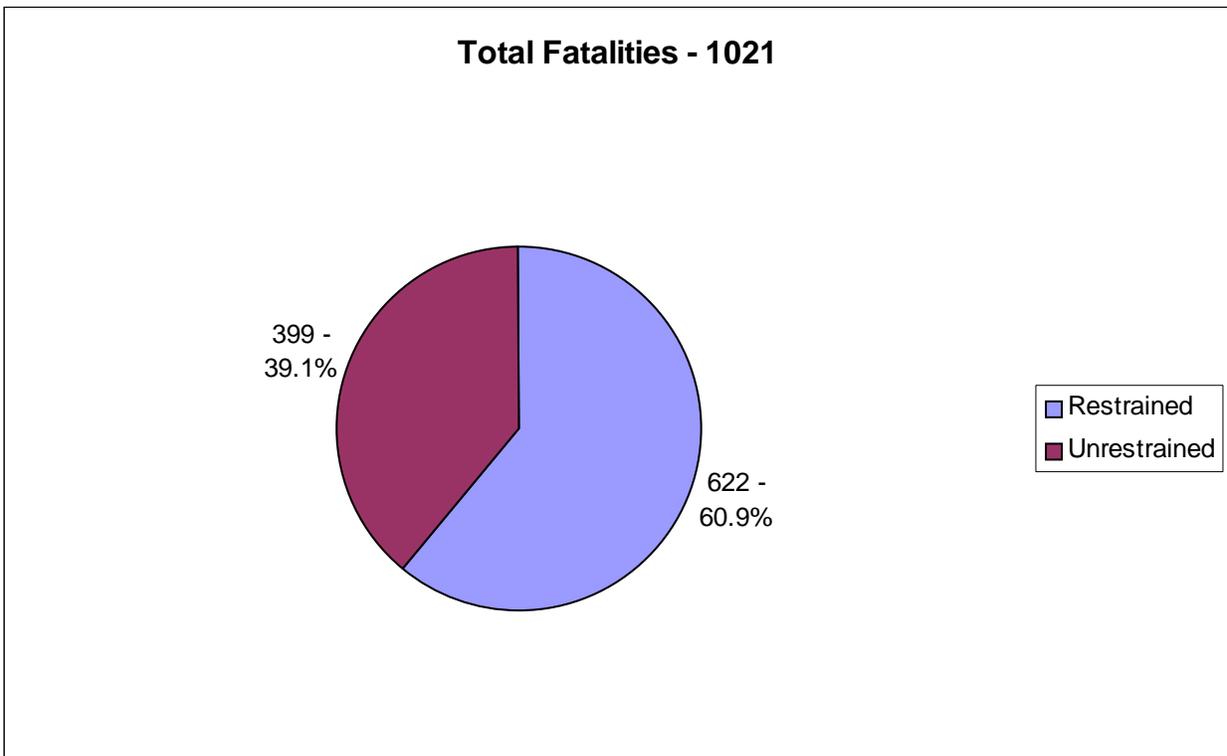
12/28/10 – Updated chart to reflect changes in Alcohol Program Area

Occupant Protection Program Area

Overview

Problem Identification

- In 2010, Ohio reached a new high with an 83.8 percent observed seat belt use rate.
- Although the number of unrestrained passenger vehicle occupant fatalities are going down, Ohio still showed 399 in 2009 (a 24 percent decrease since 2007).



11/18/10 – Data updated to reflect finalized FARS data.

Core Outcome Measure

- C-4) To decrease unrestrained passenger vehicle occupant fatalities (all seat positions) five percent from the 2007 - 2009 calendar base year average of 456 to a 2008 – 2010 year average of 433 by December 31, 2011.
- To decrease the number of unrestrained passenger vehicle occupant fatalities from 37.2 percent of all traffic fatalities in 2009 to no more than 35 percent of all fatalities by December 31, 2011.

Core Behavior Measure

- B-1) To increase statewide seat belt compliance 1.2 percentage points from the 2010 calendar base year usage rate of 83.8 percent to 85 percent by December 31, 2011.

Programming Efforts

Click It or Ticket (CIOT) Earned Media Plan

The earned media plan will span the entire federal fiscal year with the heaviest emphasis during the national CIOT mobilization. Messaging will be consistent with the National Communications plan and will consist of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others interested in traffic safety.
- The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
- Coordinated media kick off events by both Ohio Department of Public Safety (ODPS) and Ohio's Safe Communities Programs.
- Weekly traffic safety e-mail broadcast.
- The Ohio Traffic Safety Office (OTSO) will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level:	N/C	Funding Source:	N/C
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Sustained Seat Belt Materials

In FFY 2011 Ohio will use the CIOT and What's Holding You Back? (WHYB) campaign message for its sustained seat belt campaign throughout the year. The goal of the sustained effort is to increase statewide usage of seat belts. The objective is to elevate awareness of the seat belt message while coupled with heightened enforcement throughout the state of Ohio during periods other than the CIOT mobilization.

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

Funding Level:	\$ 100,000	Funding Source:	402 OP
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Click It or Ticket Seat Belt Paid Media

Ohio will continue to implement and expand the national seat belt mobilization model in FFY 2011. Campaign components will include earned media, paid media, high visibility law enforcement and evaluation.

It has been proven that a higher frequency of messaging directed at low usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. New media partnerships and earned media will help expand the campaign's message into the low usage populations. In FFY 2011, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic. Media will also be directed toward Ohio's multicultural communities. Additionally, a limited amount of targeted outdoor and print media will be used during this effort.

The target audience is defined as anyone who drives or rides in a motor vehicle within the state of Ohio. According to the ODPS's *2010 Observational Survey of Safety Belt Use*, younger drivers/passengers (ages 15 ½ -25) and men are less likely to use seat belts. Throughout 2011, a heavy emphasis of paid media will be directed toward younger men with the primary media target being 18 - 34 year olds. A secondary emphasis will continue to be male urban audiences and pick-up truck drivers. Gross Rating Points (GRPs) will not be calculated until the national placement has been completed.

The following is a projected media strategy for the paid media plan during the 2011 CIOT campaign.

The following parameters will be adhered to:

- The total budget will not exceed \$862,500.
- The advertising will provide broadcast coverage in the major Ohio markets to Cleveland, Cincinnati, Columbus and Dayton, as in 2010.
- Flight weeks will be 5/20/2011 – 6/5/2011.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18-34 years.
- PSA units (unpaid media) will be no less than 30-40 percent of the buy and will be scheduled within the flight as much as possible.
- Paid media will complement the national NHTSA media buy.

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

The sample media buy plan, which is provided as an example of what will be purchased in 2011, can be found in Appendix A. The plan will be adjusted based upon feedback from NHTSA's media buyer, Ohio's current crash data and information received from the 2010 telephone survey analysis.

Funding Level:	\$ 862,500	Funding Source:	402 PM
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Click It or Ticket Mobilization

Ohio will continue to implement and expand the national seat belt mobilization efforts in FFY 2011. Following the national model, campaign components will include earned media, paid media, high visibility law enforcement and evaluation.

The OTSO will work to increase the level of law enforcement participation, partner reporting level, and expand its partnership network. The OTSO expects to have more than 952 agencies committed to participate in the 2011 enforcement mobilization. In 2011, the OTSO will work to expand its partnerships with rural partners, multicultural populations, private corporations, state agencies and other traffic safety partners.

In 2011, Ohio will continue to support the NHTSA regional Day & Night – Click It or Ticket enforcement event with support from the Ohio State Highway Patrol and local law enforcement agencies.

With approximately 1,090 law enforcement agencies in the state, the OTSO is unable to fund high visibility enforcement overtime for all agencies to support the mobilizations. Offering equipment awards has been proven to be an effective incentive to participate and generates a large amount of earned media during the national mobilization efforts. Traffic safety related equipment will continue to be awarded to agencies who participate in the 2011 national mobilizations. Awards will be based on the level of involvement, including high visibility enforcement, media outreach and timely reporting. CIOT paid media strategies are detailed later in this document under communications strategies and the CIOT evaluation strategy is detailed under evaluation strategies. The following funding level is for CIOT materials and law enforcement incentives only; it does not include the paid media or evaluation strategies.

Funding Level:	\$ 650,000	Funding Source:	402 CP
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Low Usage Site Mini-Grants

In FFY 2011, mini-grants are being awarded to 13 jurisdictions in Cuyahoga County to provide education and enforcement at low belt usage rate sites during CIOT. Additional low belt usage sites might be considered for funding.

Funding Level:	\$ 56,000	Funding Source:	402 OP
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Sustained Belt Paid Media Plan

In FFY 2011 Ohio will continue to model the national communications media plan to bridge the media gaps around the national seat belt mobilization with an appropriate mix of media, enforcement and social-norming initiatives to extend highway safety messages.

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

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

Media Tactics

A combination of radio, television, outdoor advertising and print materials will be used to maximize the amount of resources for the sustained belt paid media plan.

- The networks and major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70-75 percent cable penetration.
- Radio buys will be planned with Morning Drive, Afternoon Drive, Evenings and Weekends. Primary formats planned are Sports, Rock, Alternative, Urban Contemporary and Country, as appropriate for each demographic.
- Sports sponsorships with college and professional teams in Ohio will be used to promote seat belt use throughout the season.
- Bonus inventory will be negotiated with each media outlet as available and will be a requirement to participate.
- Outdoor advertising will be limited and used only when it reaches the segment of the desired target audience.

The sustained belt paid media plan will complement the 2011 NHTSA National Communications Plan, the 2011 NHTSA Marketing Calendar which prioritizes NHTSA special events and messaging opportunities throughout the year. The final comprehensive media plan will be submitted to NHTSA for review prior to implementation.

Funding Level:	\$ 287,500	Funding Source:	402 PM
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Occupant Protection Coordinator (OPC) Program

In FFY2011, Ohio Department of Health (ODH) will again be the lead agency for the OPC program. ODH plans to contract with the remaining eight OPC Coordinators. ODH and the coordinators will provide occupant restraint programming to all 88 Ohio counties. The OPC responsibilities include coordinating a child safety

seat distribution program for low-income families, conducting car seat check up events, coordinating the NHTSA 32-hour Standardized CPS Technician Training Course and associated refresher course, disseminating occupant protection education and training for youth, as well as seat belt and air bag safety education and tips for the entire family and the National Campaigns for CPS and booster seats. The OPC program will be placing an emphasis on educating the public on Ohio's new booster seat law. ODH will also be working on restructuring the OPC program for future years.

Funding Level:	\$ 353,000	Funding Source:	402 OP
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Special Needs Program

This child restraint program will provide awareness and education training on the use of child restraints for children with special needs. The program will provide specialized restraints for passengers up to age 16 that have medical conditions where traditional restraints may not be adequate. An interactive Web site with up to date changes on special need technologies that can be accessed by parents, medical professionals, social service providers, certified technicians and school personnel will be maintained.

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

Funding Level:	\$ 39,000	Funding Source:	402 OP
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Third Grade Seat Belt Program

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

Funding Level:	\$ 277,000	Funding Source:	State
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11/18/10 – Reduced amount of program to amount approved by state budget.

Estimated Funding for Occupant Protections Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Click It or Ticket Mobilization	\$ 650,000	402 CP
Subtotal	\$ 650,000	402 CP
Sustained Seat Belt Materials	\$ 100,000	402 OP
Low Usage Site Mini-Grants	\$ 56,000	402 OP
Occupant Protection Coordinator Program	\$ 353,000	402 OP
Special Needs Program	\$ 39,000	402 OP
Subtotal	\$ 548,000	402 OP
Click It or Ticket Seat Belt Paid Media	\$ 862,500	402 PM
Sustained Belt Paid Media	\$ 287,500	402 PM
Subtotal	\$1,150,000	402 PM
Third Grade Seat Belt Program	\$ 277,000	State
Subtotal	\$ 277,000	State
Earned Media	\$ 0	N/C
Total Occupant Protection Program Area	\$2,625,000	

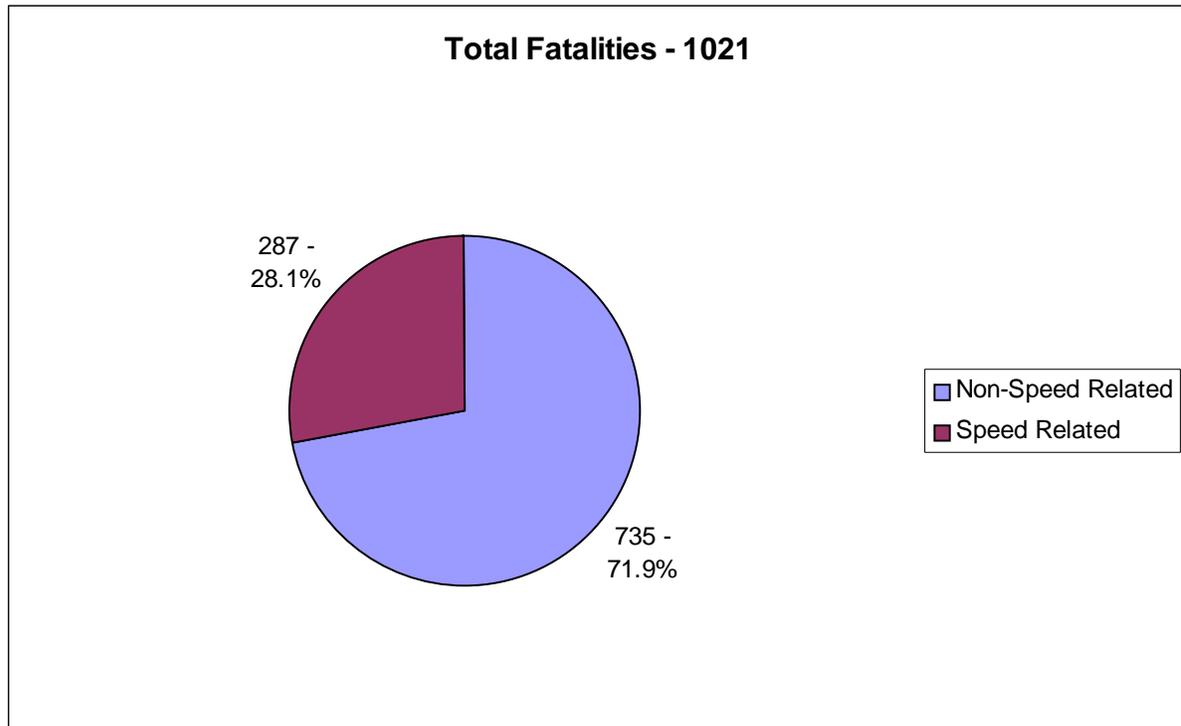
11/18/10 – Updated chart to reflect changes in Occupant Protection Program Area

Speed Management Program Area

Overview

Problem Identification

- In 2009, there were 287 speeding-related fatalities. This number has shown an increase of 2.5 percent over the three year period (2007 – 2009).



- In 2009, there were 47 speed related motorcycle fatal crashes. This number has decreased 9.62 percent over the three year period (2007 – 2009).
- In 2009, there were 54 speed-related fatal crashes involving drivers 20 or younger. This number has decreased 26.03 percent over the three year period (2007 – 2009).

Core Outcome Measure

- C-6) To decrease speeding-related fatalities five percent from the 2007 - 2009 calendar base year average of 279 to a 2008 – 2010 year average of 265 by December 31, 2011.
- To decrease the number of speed-related fatalities from 22.6 percent of all fatalities in 2009 to no more than 25 percent of all fatalities by December 31, 2011.

Programming Efforts

High Visibility Enforcement Overtime (HVEO) Grants

Grants are awarded to law enforcement agencies whose jurisdictions experienced an average of 2.0 or more fatal crashes over the three-year period of 2007, 2008 and 2009 according to the Ohio Traffic Crash Facts. All Sheriff's offices who conduct traffic enforcement are eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio's fatal crash goal. Last year 89 agencies including the OSHP were funded for high visibility enforcement overtime. For FFY 2011, 75 agencies including the OSHP have been tentatively approved for funding. See list in Alcohol Strategies section.

Each law enforcement agency must conduct occupant restraint and alcohol-related enforcement activity to impact their fatal crashes. Agencies may conduct other high risk traffic safety enforcement (e.g., motorcycle

crash reduction, speed management) based on fatal/injury problem identification. Highly visible enforcement activities are conducted at strategic times throughout the year.

Required High Visibility Enforcement Blitzes/Mobilizations

Halloween – Oct. 25 – November 1, 2010	Thanksgiving – November 19 – 28, 2010
Christmas/New Years – Dec. 3, 2010 – January 2, 2011	Super Bowl – Feb. 4 – 6, 2011
St. Patrick’s Day – March 17 – 20, 2011	Prom Season – April / May 2011
Click It or Ticket Mobilization	4 th of July – July 1 – 5 th , 2011
Drunk Driving. Over the Limit. Under Arrest. Crackdown	Homecoming – September 2011

Funding Level:	\$1,550,000*	Funding Source:	402 PT
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*This amount represents half of the amount required to fund the HVEO program. The other half is funded using 410 funds. See Alcohol Strategies.

Statewide HVEO and Training

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

Funding Level Enforcement:	\$579,938*	Funding Source:	402 PT
Funding Level Training:	\$ 22,100*		402 PT
Funding Level Education:	\$ 27,962*		402 PT

11/18/10 – Funding was updated to show breakdown of Enforcement, Training and Education.

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

Corridor Enforcement

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

Funding Level:	Included in HVEO Grant Funding	Funding Source:	402 PT
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Data Driven Approaches to Crime and Traffic Safety (DDACTS)

The OTSO will continue to promote the concept of DDACTS through the Law Enforcement Liaisons (LELs). The goal will be to work with law enforcement agencies and encourage the development of strategies based on an effective and fluid action plan designed to reduce crime and crashes. The strategy is based on the confluence of traffic incidents and crime and the opportunity to address both issues through common interventions. In Ohio, several law enforcement agencies have adopted the philosophy and continue to implement the DDACTS model. If submitted, a funding proposal would be considered for software and programming related expenses to implement DDACTS.

Funding Level:	Included in HVEO Grant Funding*	Funding Source:	410
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11/18/10 – Added additional language.

Speed Management

The Strategic Transportation Safety Plan (STSP) planning committee approved incorporating speed management concepts into the *Strategic Transportation Safety Plan* in FFY 2007. In FFY 2011, the OTSO will work closely with the Ohio Department of Transportation (ODOT) in adding speed management strategies under the STSP High-Risk Behaviors/Drivers subcommittee. Strategies will include initiating meetings to discuss development of a state speed management policy, identifying best practices and development of educational materials.

Funding Level:	\$ 10,000	Funding Source:	402 SC
	TBD		ODOT

Construction Zone Safety Project

ODOT and the Ohio Department of Public Safety (ODPS), through the OSHP and the OTSO, have formalized a partnership to reduce crashes in Ohio's construction zones. The purpose of this program is to have an enforcement presence and education campaign in identified interstate highway construction zones. This activity will continue in FFY 2011.

Funding Level:	\$ 200,000	Funding Source:	ODOT
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Estimated Funding for Speed Management Strategies

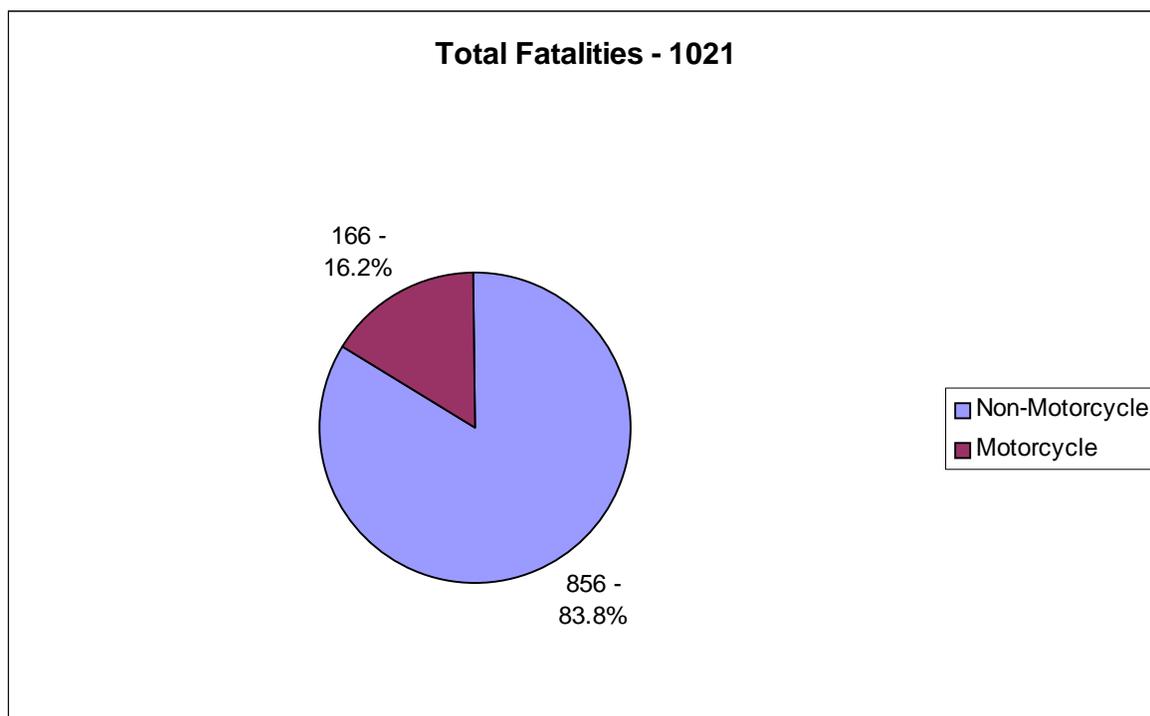
Strategic Programs and Activities	Funding Level	Funding Source
High Visibility Enforcement Overtime (50 percent of funding)	\$1,550,000	402 PT
State HVEO and Training (50 percent of funding)	\$ 630,000	402 PT
Corridor Enforcement (50 percent of funding)	Included in HVEO Grant Funding	
DDACTS	Included in HVEO Grant Funding	
Subtotal	\$2,180,000	402 PT
Speed Management (split funded)	\$ 10,000	402 SC
Subtotal	\$ 10,000	402 SC
Speed Management (split funded)	TBD	ODOT
Construction Zone Safety Project	\$ 200,000	ODOT
Subtotal	\$ 200,000	ODOT
Total Funding for Speed Management Program Area	\$2,390,000	

Motorcycle Safety Program Area

Overview

Problem Identification

- In 2009, there were 166 motorcycle fatalities. This number has shown decrease of 12.17 percent over the three year period (2007 – 2009). However, the three year average is still high at 189. 2007 and 2008 were both high at 189 and 213. The OTSO will continue to watch the motorcycle trends to see if the two high years were the unusual years or if the low year was the anomaly.



- Of the 166 motorcycle fatalities in 2009, 78.31 percent, or 130 motorcyclists were un-helmeted. This number has an increase of 5.69 percent over the three year period (2007 – 2009).
- In 2009, there were 49 motorcycle operators involved in a fatal crash with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 14.04 percent over the three year period (2007 – 2009).
- In 2009, there were 47 speed related motorcycle fatal crashes. This number has decreased 9.62 percent over the three year period (2007 – 2009).

Core Outcome Measures

- C-7) To decrease motorcyclist fatalities five percent from the 2007 - 2009 calendar base year average of 189 to a 2008 – 2010 year average of 180 by December 31, 2011.
- C-8) To decrease un-helmeted motorcyclist fatalities five percent from the 2007 - 2009 calendar base year average of 133 to a 2008 – 2010 year average of 126 by December 31, 2011.
- To decrease the number of motorcycle fatalities from 17.9 percent of all fatalities in 2009 to no more than 15 percent of all fatalities by December 31, 2011.

Programming Efforts

Motorcycle Safety Earned Media Plan

The earned media plan will span the entire motorcycle riding season. The earned media plan consists of the following components:

- Campaign toolkit developed for distribution to Ohio's law enforcement partners, Safe Communities programs, corporate partners and others interested in traffic safety.
- The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
- Broadcast e-mails to all safety partners directing them to the National Highway Traffic Safety Administration (NHTSA) Web site as the mini-planners are released.
- Coordinated media events by both ODPS and Ohio's Safe Communities Programs.
- Weekly traffic safety e-mail broadcast.
- The Ohio Traffic Safety Office (OTSO) will continue to partner with other state agencies to issue joint press releases and assist with media exposure.

Funding Level:	\$ 0	Funding Source:	N/C
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Motorcycle Safety Strategic Planning Work Group

This work group was established in 2005 to provide input to the OTSO and Motorcycle Ohio on development of the motorcycle safety strategic plan.

The Ohio Department of Transportation (ODOT), the Ohio State Highway Patrol (OSHP), Miami University, motorcycle dealers, the American Motorcyclist Association (AMA), motorcyclist organizations, and motorcycle-related businesses will continue to participate in the meetings and assist with implementation of the strategic plan in FFY 2011.

Funding Level:	\$ 0	Funding Source:	N/C
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Motorcycle Strategic Plan

A strategic plan was developed in FFY 2006 based upon input from key stakeholders. The plan identifies 16 strategies to address the following seven areas: impaired riding, personal protective equipment, training and education, licensing, motorist education, highway and environment and partnerships. In FFY 2011, the OTSO will work to:

- expand partnerships;
- expand number of training sponsors and provide with the appropriate training equipment and materials;
- gain acceptance of the plan among motorcyclist organizations and businesses and their commitment to assist with implementation of plan components;
- continue to implement the impaired rider and alert campaigns;
- develop and implement the third module of the Ride SMART campaign;
- provide training sponsors funding for awareness events to promote safety messaging;
- increase law enforcement's understanding of motorcycle issues and gain their commitment to actively enforce penalties for operating a motorcycle without a proper license;
- conduct refresher Rider Skills Test training, if needed;
- reach out to Ohio's multicultural communities to increase awareness of the Motorcycle Ohio Program, rider awareness campaigns and driver awareness campaigns; and
- continue to offer the Spanish Motorcycle Safety course which was pilot tested during FFY 2009 and FFY 2010.

In FFY 2011, the OTSO will continue to take the leadership role in implementing components of the strategic plan. All Safe Communities programs are required to conduct a summer motorcycle campaign to increase public awareness about motorcycle safety issues. The OTSO will provide earned media tools and marketing materials for the summer Ride SMART (Sober, Motorcycle endorsed, Alert, Right gear, Trained) motorcycle campaign to the Safe Communities programs and our other traffic safety partners. A media planner (i.e., news releases, letters to the editor, op-ed articles, and a campaign specific fact sheet) will be made available as well as banners and other materials. The OTSO will develop and distribute campaign materials that address other components of the strategic plan as well.

Funding Level:	\$ 492,851	Funding Source:	2010
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12/28/10 – increased funding to accurate amount of carry forward.

Motorcycle Safety Paid Media

The motorcycle paid media plan will complement the 2011 NHTSA National Communications Plan for motorcycle safety. The OTSO will sustain messaging throughout the riding season. The final comprehensive paid media plan will be submitted to NHTSA for review prior to implementation.

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

The sample media buy plan, which is provided as an example of what will be purchased in 2011, can be found in Appendix A.

Funding Level:	\$ 500,000	Funding Source:	402 PM
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Safe Communities

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

Funding Level:	See Comprehensive	Funding Source:	402 SA
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Motorcycle Ohio Program

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

A 16-hour basic riding course is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. The basic course is offered at 15 fixed and 22 mobile training sites across the state. Successful completion of the basic course waives the state on-cycle skill test.

Separate courses are available for experienced riders and motorcyclists interested in becoming a motorcycle instructor; tuition is charged for all three of these courses. The experienced rider course is offered at seven of these sites, while the instructor preparation course is offered on an as needed basis at select training sites across the state. It is anticipated that more than 14,500 Ohioans will participate in MO courses in 2011.

Funding Level:	\$3,390,359	Funding Source:	State
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Motorcycle Data Evaluation Grant

The University of Akron will collect data from the OH-1 (crash report) track tapes, operator license records and training history; create four models using the crash data looking at the behavioral issues and causative factors; educate law enforcement on what behaviors to look for; and conduct workshops for Safe Communities to share data for public information and education purposes. In addition to the statistical data analysis, the University of Akron will also conduct observational surveys of motorcycle operator behaviors and the types of motorcycle gear operators and passengers are wearing.

Funding Level:	\$ 77,000	Funding Source:	402 MC
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OVI Law Training/Education

In FFY 2011, MADD will work with University of Akron, AMA and other stakeholders to begin outreach to the motorcycle community. They will partner with Safe Communities and motorcycle instructors at Bike Nights. MADD will use MSF's "Ride Straight" program to educate riders on the dangers of drinking and riding.

Funding Level:	See Alcohol	Funding Source:	164 AL
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12/28/10 – added MADD to Motorcycle Safety Program Area

High Visibility Enforcement Overtime (HVEO) Grants

See Alcohol Program Area for full description. In addition to occupant protection and alcohol related enforcement, jurisdictions including the OSHP whose problem identification indicates a motorcycle problem are encouraged to conduct motorcycle enforcement.

Funding Level:	\$ See Alcohol and Speed	Funding Source:	402 PT/410
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Motorcycle Campaign Evaluation

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

Funding Level:	\$ See Comprehensive	Funding Source:	402 CP
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Estimated Funding for Motorcycle Safety Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Motorcycle Strategic Plan	\$ 492,851	2010
Subtotal	\$ 492,851	2010
Motorcycle Research Grant	\$ 77,000	402 MC
Subtotal	\$ 77,000	402 MC
Motorcycle Paid Media	\$ 500,000	402 PM
Subtotal	\$ 500,000	402 PM
Motorcycle Ohio Program	\$3,390,359	State
Subtotal	\$3,390,359	State
OVI Law Training/Education	See Alcohol Program Area	
High Visibility Enforcement Overtime (HVEO)	See Alcohol and Speed Program Area	
Safe Communities	See Comprehensive Program Area	
Motorcycle Campaign Evaluation	See Comprehensive Program Area	
Motorcycle Safety Strategic Planning Work Group	\$ 0	N/C
Motorcycle Safety Earned Media	\$ 0	N/C
Total Funding for Motorcycle Safety Program Area	\$4,460,210	

12/28/10 – Updated chart to reflect changes in Motorcycle Safety Program Area

Youthful Driver Program Area

Overview

Problem Identification

- In 2009, there were 175 drivers 20 or younger involved in fatal crashes. This number has shown a 20.81 percent decrease over the three year period (2007 – 2009). 11/18/10 – Data updated to reflect finalized FARS data.
- In 2009, there were 19 drivers 20 or younger involved in fatal crashes with a blood alcohol concentration of .08 g/dL or higher. This number has decreased 40.63 percent over the three year period (2007 – 2009).
- In 2009, there were 54 speed-related fatal crashes involving drivers 20 or younger. This number has decreased 26.03 percent over the three year period (2007 – 2009).

Core Outcome Measure

- C-9) To decrease drivers age 20 or younger involved in fatal crashes five percent from the 2007 - 2009 calendar base year average of 195 to a 2008 – 2010 year average of 185 by December 31, 2011.
- To decrease the number of youth (age 20 and under) fatalities from 16.3 percent of all fatalities in 2009 to no more than 15 percent of all fatalities by December 31, 2011.

Programming Efforts

Students Against Destructive Decisions (SADD)

Through the Clark County Safe Communities grant, the OTSO has established a partnership with SADD. The 2010 national SADD student of the year is from the Clark County area. Through his duties with SADD, as well as from his personal passion for teen safety, he has developed a partnership with the Ohio Traffic Safety Office (OTSO) and will be assisting the office in reaching out to teens as well as in guiding the OTSO as it develops a peer-to-peer component of a teen driver safety program. Although the program is based in Clark County, the programs and initiatives will be implemented statewide. This partnership will be highlighted by two major events: one during National Teen Driver Safety week to call attention to the overall issue and another in the spring to gain feedback from youthful drivers themselves and mobilize students from around the state to

promote safe driving initiatives during the prom and graduation season. Summer programming will also highlight safe driving and distracted driving.

Funding Level:	\$ 56,000	Funding Source:	402 CP
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Ford Driving Skills for Life

In FFY2010, Ohio partnered with Ford Driving Skills for Life. Over 400 teens were able to receive hands-on advanced training by top driving instructors from across the nation. The four areas that experts have identified as most crucial in decreasing teen driving crashes and fatalities are speed management, space management, vehicle handling and hazard recognition. Ohio plans to work with Ford Driving Skills for Life to bring this program back to Ohio for up to three more sessions in FFY2011.

Funding Level:	\$ 20,000	Funding Source:	402 CP
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11/15/2010 – Added Ford Driving Skills for Life to HSP.

Southwestern Ohio Youth Program

The Ohio State Highway Patrol will conduct an educational event for high school students promoting safe driving. Topics to be covered include: seat belt usage, impaired driving and distracted driving. This event will be modeled after the “Impact” program that has been successful in the Athens County area.

Funding Level:	\$ 50,000	Funding Source:	402 CP
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12/28/2010 – Added Southwestern Ohio Youth Program to HSP.

Safe Communities

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

Funding Level:	See Comprehensive	Funding Source:	402 SA
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Faith Based Initiatives

See Multicultural Program Area for full description of Faith Based Initiatives. A peer trainer program will be developed within the African American church to encourage youth to remain alcohol free. A series of messages addressing traffic safety (seat belt use, impaired driving and distracted driving) will be delivered to all family members, with a special emphasis on young people ages 14 - 20. These faith-based programs enlist trusted opinion leaders within the African American religious community to provide recurring and consistent traffic safety messages with the recommended injury prevention behaviors and role modeling.

Funding Level:	See Multicultural	Funding Source:	402 CP
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Hispanic Initiatives

See Multicultural Program Area for full description of Hispanic Initiatives. Both the Ohio Hispanic Coalition and Organizacion Civica y Cultural Hispana Americana (OCCHA) are planning Hispanic/Latino Driver Safety Youth Summits. One will be in Franklin County and one in the Mahoning County area. OCCHA is also conducting two other teen events. OCCHA is planning to address texting while driving in addition to other driving issues. The summits are for Hispanic/Latino teenagers that are preparing for or just started to drive to educate them on how to be safe drivers. Topics will include: seat belt use, impaired driving and distracted driving. The conferences will be in both English and Spanish and will be culturally sensitive.

Funding Level:	See Multicultural	Funding Source:	402 CP
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Asian Initiatives

See Multicultural Program Area for full description of Asian Initiatives. In FF Y2011, the Asian American Community Services grant will focus efforts on a teen driving initiative. They facilitate six workshops for parents, teen drivers and new Asian student's drivers who lack driving experience in the U.S.

Funding Level:	See Multicultural	Funding Source:	402 CP
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Alcohol Enforcement and Education

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

Funding Level:	See Alcohol	Funding Source:	410
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High Visibility Enforcement Overtime (HVEO)

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

Funding Level:	See Alcohol and Speed Mgmt	Funding Source:	402 PT/410
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Estimated Funding for Youthful Driver Strategies

Strategic Programs and Activities	Funding Level	Funding Source
SADD	\$56,000	402 CP
Ford Driving Skills for Life	\$20,000	402 CP
Southwestern Ohio Youth Program	\$50,000	402 CP
Subtotal	\$126,000	402 CP
Safe Communities	See Comprehensive Program Area	
Faith Based Initiatives	See Multicultural Program Area	
Hispanic Initiatives	See Multicultural Program Area	
Asian Initiatives	See Multicultural Program Area	
Alcohol Enforcement and Education	See Alcohol Program Area	
High Visibility Enforcement Overtime (HVEO)	See Alcohol and Speed Program Areas	
Subtotal	\$0	N/C
Total Funding for Youthful Driver Program Area	\$126,000	

11/18/10 – Updated chart to reflect changes in Youthful Driver Strategies Program Area

12/28/10 – Updated chart to reflect changes in Youthful Driver Strategies Program Area

Multicultural Program Area

Overview

Problem Identification

- According to a Census Bureau Community 2006 – 2008 3-Year Estimate Survey, Ohio's population is 11,473,983. Of those, 11.7 percent were Black or African American, 2.5 percent Hispanic, 1.5 percent were Asian. 6.1 percent of all Ohioans speak a language other than English when at home. These figures only represent those who responded to the survey. Ohio has growing communities of Somali, Hispanic and Asian. Vital traffic safety materials need to be translated and meaningful to the Limited English Proficient population per Title VI of the Civil Rights Act of 1964; Sections 503/504 of the Rehabilitation Act of 1973, as amended, as implemented by 49 CFR Parts 21 & 27.

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

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

Outcome Measure

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

Programming Efforts

Ohio's Multicultural Partners

In FFY 2011, the Ohio Traffic Safety Office (OTSO) will continue to network with and expand its network of multicultural partners to promote seat belt use, reduce the incidence of alcohol-impaired driving and address other traffic safety issues. Information will be made available through the OTSO Web site encouraging participation in the seat belt and alcohol campaigns. Additionally, communities will receive a weekly traffic safety e-mail broadcast in 2011. The OTSO will partner with community leaders to develop, print, and distribute new materials that promote traffic safety translated in multiple languages.

Funding Level:	\$ 0	Funding Source:	N/C
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Faith Based Initiatives

Churches in Franklin, Montgomery and Lucas Counties will participate in activities to deliver messages to their congregation on the seat belt use, impaired driving and distracted driving. This injury prevention faith-based program will use education and awareness training on the importance of traffic safety related topics. A series of messages addressing traffic safety will be delivered to all family members, with a special emphasis on young people ages 14 - 25. These faith-based programs enlist trusted opinion leaders within the African American religious community to provide recurring and consistent traffic safety messages with the recommended injury prevention behaviors and role modeling.

Funding Level:	\$ 73,000	Funding Source:	402 CP
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Cleveland's Multicultural Communities

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

Funding Level:	\$ 100,000	Funding Source:	402 CP
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African American Youth Injury Prevention Program (YIP)

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

Funding Level:	\$ 42,000	Funding Source:	402 CP
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Hispanic Initiatives

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

A grant with Organizacion Civica y Cultural Hispana Americana (OCCHA) also reaches the Hispanic/Latino communities in Mahoning, Trumbull and Columbiana counties to provide traffic safety awareness and education. OCCHA is planning a Youth Summit and two other youth events to address teen driving issues including texting while driving, seat belt use and impaired driving.

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

Funding Level:	\$ 128,000	Funding Source:	402 CP
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Asian Initiatives

Asian American Community Services reaches the Central Ohio Asian community. Asian American Community Services provides awareness and education training and materials for specific ethnic groups in their native language. Workshops are held that provide a cultural awareness on the benefits of knowing laws, traffic safety messaging and how to travel safely on Ohio roads. In FFY 2011, this grant will focus efforts on child passenger safety and a teen driving initiative. They will implement the teen driving initiative model to facilitate six workshops for parents, teen drivers and new Asian student's drivers who lack driving experience in US. Asian American Community Services has translated traffic safety materials into seven different Asian languages: Chinese, Korean, Japanese, Cambodian, Laotian and Vietnamese.

Asian Services in Action reaches the Northeastern Ohio Asian community. The Asian Services in Action grant will focus on child passenger safety, conducting traffic safety workshops for drivers new to the US and distributing/translating traffic safety materials. Asian Services in Action will work with OTSO to distribute materials that have already been translated and will translate materials into Burmese.

Funding Level:	\$ 113,000	Funding Source:	402 CP
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Somali Initiative

This grant reaches the Central Ohio Somali community. The Somali Women and Children's Alliance will provide education workshops for parents and teen drivers about traffic sign recognition, safe street crossing and seat belts; conduct car seat awareness events and car seat check events. They will work with the Franklin County Safe Communities program to translate materials in Somali.

Funding Level:	\$ 36,000	Funding Source:	402 CP
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Mature Driver

Statistics show that the age of the Ohio driver is increasing and that the number of mature drivers continues to grow annually. The goal is to keep the mature driver population informed and up to date with the ever changing highway environment, information on the current Ohio traffic laws, vehicle research and technology issues. Materials and related Web site links will be made available on the OTSO Web site in 2010 and distributed through weekly email broadcasts for traffic safety partners' use in presentations in their communities.

Funding Level:	\$ 5,000	Funding Source:	402 CP
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Estimated Funding for Multicultural Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Faith Based Initiatives	\$ 73,000	402 CP
Cleveland's Multicultural Communities	\$100,000	402 CP
African American Youth Injury Prevention Program	\$ 42,000	402 CP
Hispanic Initiatives	\$128,000	402 CP
Asian Initiatives	\$113,000	402 CP
Somali Initiatives	\$ 36,000	402 CP
OTSO Mature Driver	\$ 5,000	402 CP
Subtotal	\$497,000	402 CP
Ohio's Multicultural Partners	\$ 0	N/C
Total Funding for Diverse Communities Program Area	\$497,000	

Comprehensive Program Area

Overview

Problem Identification

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

Core Outcome Measure

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

Programming Efforts

Ohio Strategic Transportation Safety Plan (STSP) Coordinating Committee

Ohio's STSP identifies the State's most critical traffic safety issues and problems, countermeasures being implemented, and partners contributing resources to impact those problems and issues. The Ohio Traffic Safety Office (OTSO) participates in the STSP coordinating committee and chairs the High-Risk Behaviors/Drivers subcommittee. This committee's focus in FFY 2011 is updating the plan and encouraging more active participation in the subcommittees.

Funding Level:	\$ 0	Funding Source:	N/C
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Ohio Department of Public Safety (ODPS)/Ohio Department of Transportation (ODOT) Meetings

The OTSO and ODOT's Systems Planning and Program Management staff will continue to meet to share information, discuss common problems and identify joint ventures to address Ohio's crash problems. Benefits of this closer partnership between the two agencies include sharing of crash problem identification, assistance with grant proposal review, better coordination of local safety efforts and collaboration on joint projects such as Safety Conscious Planning workshops and Speed Management projects.

Funding Level:	\$ 0	Funding Source:	N/C
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Employer Safety Partners

The OTSO has recognized that in order to impact the 21- 40 year old age group, a partnership between the OTSO and the business community is an important element in the overall plan to reduce fatalities among this age group. Since October 1992, the OTSO has coordinated a statewide network of employers and safety advocates entitled the Ohio Partnership for Traffic Safety (OPTS). The purpose of this network is to unite government and the private sector by combining the safety expertise and resources of ODPS with the

knowledge and insight of Ohio business leaders. This partnership can increase profits, reduce operating costs, and minimize the public cost to citizens by reducing vehicle-related deaths and injuries.

Funding Level:	\$ 10,000	Funding Source:	402 CP
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Law Enforcement Liaisons

The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of the OTSO's relationship with Ohio's law enforcement agencies. The LEL Program consists of a state LEL coordinator and four field LELs who are placed geographically throughout Ohio. The LELs primary role is to:

- Seek commitments from agencies to participate in the national mobilizations.
- Increase participation in the mobilizations to more than 952 agencies in 2011.
- Increase percentage of agencies reporting in the mobilizations in 2011. Currently, 66 percent are reporting.
- Visit law enforcement agencies to encourage the agencies to issue citations for seat belt and child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists.
- Educate agencies on the need for their officers to wear seat belts at all times.
- Educate law enforcement on laws and regulations pertaining to motorcycles.
- Disseminate information and materials on OTSO programs and projects.
- Identify and reach out to multicultural populations within the region.
- Disseminate information and address any traffic safety related issues that arise around the state.
- Encourage accurate and timely submission of crash reports.
- Assist with training for law enforcement agencies and other OTSO funded agencies.

Funding Level:	\$ 382,000	Funding Source:	402 CP
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Officer Training

OTSO will continue to fund the Ohio Peace Office Training Academy (OPOTA) to offer Basic, Advanced and Instructor Advance Detection, Apprehension and Prosecution (ADAP) courses, Electronic Speed Measuring Device (ESMD) and ESMD Instructor courses, Traffic Collision Investigation Level 1 & 2 and Driving Impaired Criminal Enforcement (DICE) through the Ohio Peace Officers Training Academy (OPOTA) to train law enforcement officers on issues relating to impaired driving and speed. Additionally, OPOTA will offer the OVI Seminar for Judges and Prosecutors training in FFY 2011.

Funding Level:	\$ 100,000	Funding Source:	402 PT
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Safe Communities

For FFY 2011, Ohio will fund 33 countywide Safe Communities programs which will involve more than 250 separate communities. These coordinated communities will play an active role in addressing traffic safety issues. In FFY 2011, each program must include strategies focusing on the statewide goals and national fatality goal. Each Safe Communities grant for FFY 2011 must focus on seat belt use, impaired driving and motorcycle safety. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level. Safe Communities does the education/earned media portion of our enforcement campaigns while our law enforcement agencies including the Ohio State Highway Patrol do the enforcement portion.

To increase public awareness of traffic safety issues, each Safe Communities program must:

- Coordinate a Fatal Crash Data Review Committee to review each fatal crash occurring in their county, determine if trends or patterns can be identified and make recommendations to the coalitions on how the fatal crash might have been avoided.
- Submit a quarterly traffic fatality update to their local media.
- Actively participate in eight OTSO designated blitzes, a summer motorcycle safety campaign, the Click It or Ticket (CIOT) seat belt mobilization and the Drunk Driving. Over the Limit. Under Arrest. (DDOLUA) Crackdown.

- Coordinate a press event to include multi-jurisdictional representation focusing on traffic safety efforts including a kickoff event for the CIOT seat belt campaign and a media event for the DDOLUA Crackdown.
- Post Mobilization press releases to inform the public of the Mobilization/Crackdown results.
- Each Safe Communities is required to have active representation of ethnic/non-English speaking communities on their coalition based on the demographics of the county.
- Conduct restraint usage surveys using OTSO approved methodology.
- Participate in their county fair or another summer event to promote traffic safety.

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

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

Funding Level:	\$1,600,000	Funding Source:	402 SA
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Safe Communities Advisory Committee

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

Funding Level:	\$ 0	Funding Source:	N/C
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Governor's Highway Safety Association (GHSA) Conference

Each year GHSA hosts an annual meeting for its members and other highway safety professionals of which Ohio is one. These meetings are used to provide leadership for the States and Territories to improve traffic safety, enhance program management and promote best practices "Toward Zero Deaths." The OTSO has been given an opportunity to partner with GHSA to host the 2011 annual meeting in Cincinnati on September 25 – 28, 2011.

GHSA will be funded to provide coordination, marketing, professional services and to cover miscellaneous expenses associated with the hosting of this meeting.

Funding Level:	\$ 50,000	Funding Source:	402 CP
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Evaluation

Ohio's Miami University (MU) will assist the OTSO by evaluating the effectiveness of several campaigns and programs such as the seat belt mobilization, the alcohol crackdowns, motorcycle safety initiatives and pilot projects. In FFY 2011, MU's activities will include:

- Training observers, collecting and analyzing the statewide observational seat belt survey data to determine the annual usage rate for the state using the NHTSA established methodology;
- Conducting four statewide telephone surveys (approximate cost is \$25,000 per survey) to evaluate and measure the effects of earned, paid and sustained paid media for the seat belt mobilization, alcohol crackdowns, distracted driving and motorcycle safety initiatives;
- Assisting with the evaluation of the DUI Court pilot project;
- Train grantees required to conduct surveys in FFY 2011 in their use;
- Additional evaluation projects as identified throughout FFY 2011.

Funding Level:	\$ 450,000	Funding Source:	402 CP
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Estimated Funding for Comprehensive Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Employer Safety Partners	\$ 10,000	402 CP
Law Enforcement Liaisons	\$ 382,000	402 CP
GHSA Conference	\$ 50,000	402 CP
Miami University Evaluation	\$ 450,000	402 CP
Subtotal	\$ 892,000	402 CP
Ohio Peace Officer Training Academy (OPOTA)	\$ 100,000	402 PT
Subtotal	\$ 100,000	402 PT
Safe Communities	\$1,600,000	402 SA
Subtotal	\$1,600,000	402 SA
STSP Coordinating Committee	\$ 0	N/C
ODOT/ODPS Meetings	\$ 0	N/C
Safe Communities Advisory Committee	\$ 0	N/C
Total Funding For Comprehensive Program Area	\$2,592,000	

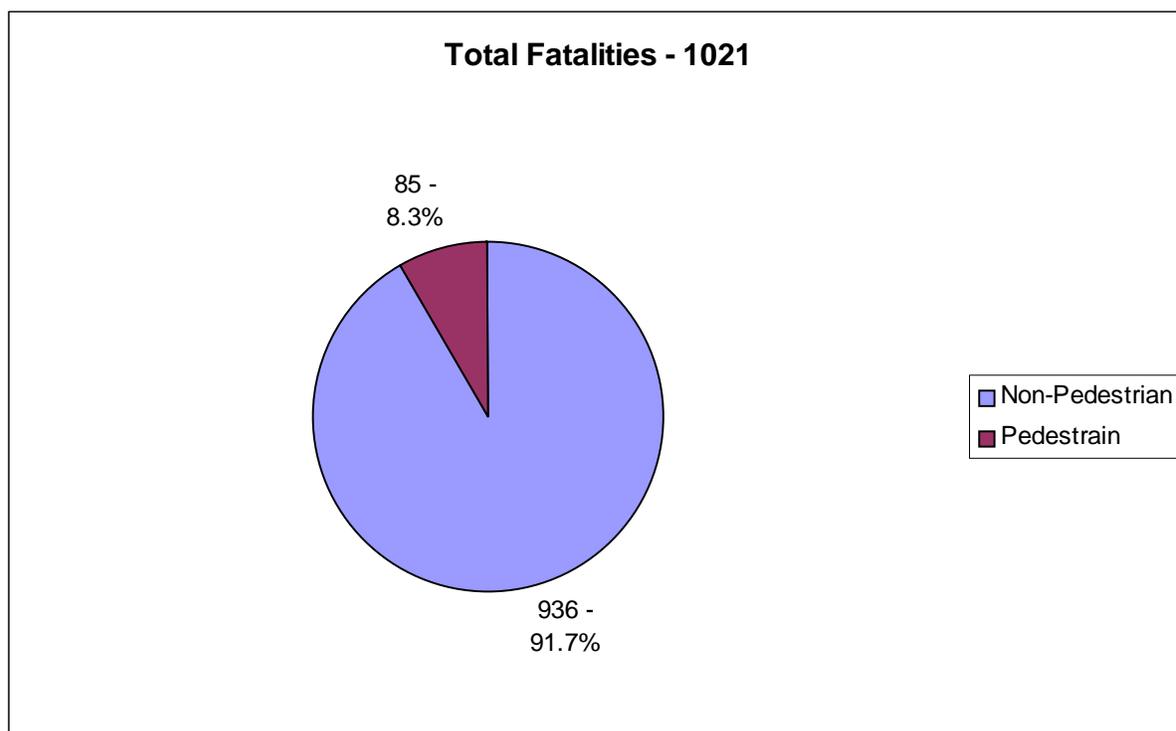
11/18/10 – Updated chart to reflect changes in the Comprehensive Program Area

Pedestrian Safety Program Area

Overview

Problem Identification

- In 2009, there were 85 pedestrian fatalities. This number reflects a 21.3 percent decrease over the three year period (2007 – 2009).



11/18/10 – Data and chart were updated to reflect finalized FARS data.

- In 2009, 27 of the 85 pedestrian fatalities (31.8 percent) occurred in Franklin (13 fatalities), Cuyahoga (7 fatalities) and Hamilton (7 fatalities) counties. No other county in Ohio had more than 4 fatalities.

11/18/10 – Additional data from 2009 FARS system to identify the counties in Ohio that experience the highest number of pedestrian fatalities.

Core Outcome Measure

- C-10) To decrease pedestrian fatalities five percent from the 2007 - 2009 calendar base year average of 97 to a 2008 – 2010 year average of 92 by December 31, 2011. 11/18/10 – Goal was updated due to change of data.
- To decrease the number of pedestrian fatalities to no more than 8 percent of all fatalities by December 31, 2011.

Programming Efforts

Safe Routes to School (SRTS) Advisory Committee

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

Funding Level:	\$ 0	Funding Source:	N/C
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OSU Safety Outreach

The Ohio Department of Transportation is working with The Ohio State University in Columbus to address bicycle crashes in the campus area. This project will be a cooperative effort between ODOT, ODPS, OSU and the cycling community. The project includes observational data collection, educational outreach campaign (targeting behaviors observed), bicycle safety classes, and enforcement. During the enforcement, OSU Police will be issuing citations that offer successful completion of the safety course in lieu of the fine. Educational materials and bike lights will be distributed.

Funding Level:	\$ 50,000	Funding Source:	402 PS
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12/28/10 – added OSU Safety Outreach to HSP

Safe Communities

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

Funding Level:	See Comprehensive	Funding Source:	402 SA
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Statewide HVEO and Training

The Ohio State Highway Patrol (OSHP) is planning a Pedestrian Collision Investigation to train law enforcement officers throughout the state on issues relating to pedestrian traffic crashes.

Funding Level:	See Alcohol and Speed Mgmt	Funding Source:	402 PT/410
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Estimated Funding for Pedestrian Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Safe Routes to School Advisory Committee	\$ 0	N/C
OSU Safety Outreach	\$ 50,000	402 PS
Safe Communities	See Comprehensive Program Area	
Statewide HVEO and Training	See Alcohol and Speed Mgmt	
Subtotal	\$ 0	
Total Funding for Pedestrian Program Area	\$ 50,000	

12/28/10 – Updated chart to reflect changes in the Pedestrians Program Area

Roadway Safety Program Area

Overview

Problem Identification

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

Outcome Measure

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

Programming Efforts

Roadway Safety Studies

These projects focus on improvements to the roadway environment by supporting roadway analysis on high crash intersection and corridor studies. Studies associated with regional safety work plans developed through a Metropolitan Planning Organization (MPO)'s Safety Conscious Planning effort will be given first consideration for funding. The Ohio Traffic Safety Office (OTSO) funds approximately 15 – 20 projects per year. All projects are approved jointly with the Ohio Department of Transportation (ODOT).

Funding Level:	\$ 206,000	Funding Source:	402 RS
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Roadway Safety Training

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

Funding Level:	\$ 144,000	Funding Source:	402 RS
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ODOT 164 HE Funds

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

Funding Level:	\$37,757,644	Funding Source:	164 HE
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12/28/10 – updated funding level to show accurate amount of carry forward.

Estimated Funding for Roadway Safety Strategies

Strategic Programs and Activities	Funding Level	Funding Source
Roadway Safety Studies	\$ 206,000	402 RS
Roadway Safety Training	\$ 144,000	402 RS
Subtotal	\$ 350,000	402 RS
ODOT 164 HE Funds	\$37,757,644	164 HE
Subtotal	\$37,757,644	164 HE
Total Funding for Roadway Safety Program Area	\$ 38,107,644	

12/28/10 – Updated chart to reflect changes in the Roadway Safety Program Area

Traffic Records Program Area

Overview

Problem Identification

- In 2009, Ohio participated in a Traffic Records Assessment. The report identified that improvements could be made in the following areas: timeliness of crash report submission, timeliness of data processing electronic citations.

Outcome Measure

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

Programming Efforts

Traffic Records Coordinating Committee

The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members oversee implementation of the *Traffic Records Strategic Plan* and assist in development of the 408 application. The Ohio Traffic Safety Office (OTSO) participates in the TRCC working group which meets monthly. In FFY 2011, the TRCC is focused on implementing the priority projects that were identified in Section 408 grants and studying implementation of a citation tracking system.

Funding Level:	\$ 0	Funding Source:	N/C
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Crash Outcomes Data Evaluation System Project

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

In FFY 2007, the CODES Program conducted a comprehensive statistical analysis to determine the effect that enactment of a standard enforcement seat belt law in Ohio would have on hospital charges and direct medical costs due to motor vehicle crashes in Ohio, focusing on the impact to the state's Medicaid system. The report is titled *The Impact of a Standard Enforcement Safety Belt Law on Fatalities and Hospital Charges in Ohio*. Prior to FFY2009, the Ohio CODES project was funded through ODPS. In FFY 2011, the Ohio CODES project will continue to operate under a cooperative agreement between CIRP and the National Highway Traffic Safety Administration (NHTSA). The OTSO will continue to partner with CIRP.

Funding Level:	\$ 0	Funding Source:	N/C
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Location Based Response System (LBRS)

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

Funding Level:	\$1,630,763	Funding Source:	408
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Electronic Crash Data Marketers

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

Funding Level:	\$ 64,000	Funding Source:	408
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11/18/10 – added \$5,000 to purchase laptop/projector for the marketers.

Crash Data Export

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

Funding Level:	\$ 350,000	Funding Source:	408
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Ohio Trauma Registry

The project will be based on data definitions and programming specifications provided by the National Trauma Data Standards (NTDS). The goal will be to create a system that meets the data collection needs of the state of Ohio and is capable of providing improved analysis of the state trauma systems and trauma care, as well as allowing for comparison of data with other state and national data. The Traffic Records Assessment recommended upgrading the Ohio Trauma Registry to meet the National Trauma Data Standard.

Funding Level:	\$ 350,000	Funding Source:	408
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E-Citation with Franklin County Municipal Clerks Office

One of the major concerns across the nation with the court system is the delay in the disposition of traffic cases. This delay is due, in part, to the amount of effort it takes to process the data involved. To file a citation by hand includes several steps of duplication of the data entry. If that process could be completed electronically, it would speed up the process as well as increase the accuracy of the data. The desired equipment and technology interface will increase law enforcement officer effectiveness and efficiency through the immediate transfer of information with regard to new case initiation within the Franklin County Municipal County (FCMC). The immediate transfer of information and sharing of database information between the FCMC, the Franklin County Municipal Clerk of Court, the Bureau of Criminal Identification & Investigation, the Bureau of Motor Vehicles and the Ohio Courts Network regarding a defendant, will enhance public safety through the combined efforts of law enforcement and the court entities by establishing new interlinks of shared database information.

Funding Level:	\$ 166,000	Funding Source:	408
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Database Update

ODPS is in the process of migrating from one database (Oracle) to a new one (SQL.) This migration will require an entire rewrite of the crash related software needed for processing crash data. Funding will be used for contractors to rewrite the software to maintain the timeline needed to launch the new OH-1 crash report in 2012.

Funding Level:	\$ 200,000	Funding Source:	408
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12/28/10 – added Database Update to HSP.

EMS Assessment

The OTSO will request an EMS assessment be conducted in FFY 2011.

Funding Level:	\$ 35,000	Funding Source:	402 EM
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Estimated Funding for Traffic Records Strategies

Strategic Programs and Activities	Funding Level	Funding Source
EMS Assessment	\$ 35,000	402 EM
Subtotal	\$ 35,000	402 EM
Location Based Response System (LBRS)	\$1,630,763	408
Electronic Crash Data Marketers	\$ 64,000	408
Crash Data Export	\$ 350,000	408
Ohio Trauma Registry	\$ 350,000	408
E-Citation with Franklin County	\$ 166,000	408
Database Update	\$ 200,000	408
Subtotal	\$2,760,763	408
Traffic Records Coordinating Committee	\$ 0	N/C
Crash Outcomes Data Evaluation System (CODES)	\$ 0	N/C
Total Funding for Traffic Records Program Area	\$3,136,074	

11/18/10 – Updated chart to reflect changes in Traffic Records Program Area

12/18/10 – Updated chart to reflect changes in Traffic Records Program Area

Grant Management Program Area

Overview

Outcome Measure

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

Programming Efforts

OTSO Grant Program Management

Housed under the Director's Office within the Ohio Department of Public Safety (ODPS), the Ohio Traffic Safety Office (OTSO) administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives, and contracts for traffic safety activities, as well as the state-funded Driver Training, Motorcycle Ohio program, and Traffic Statistics. In addition to direct office expenditures, the OTSO incurs the cost for staff salaries, benefits, office expenses such as travel, equipment, supplies, and other indirect costs necessary to carry out the functions of the OTSO.

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

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

Funding Level:	\$ 668,672	Funding Source:	402 PA
	\$ 300,000		402 CP
	\$ 668,672		State Soft Match

Web-Based Grants Management System

The Web-based grants management system called GRANTS (Grants Records and Application Network for Traffic Safety) was launched in 2005 to receive grant proposals for FFY 2006. The online system makes the entire grant management process more efficient and accessible. This system nearly eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims, and grant revisions through the Web site. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. In FFY 2011 the grants management system begins the fifth year of use. The funding allocated to this project is for maintenance service, training and system enhancements. In FFY2010, the Grants Designer Module was purchased. This module allows OTSO to do many of the system enhancements in-house.

Funding Level:	\$ 109,000	Funding Source:	402 PA
	\$ 109,000		State Soft Match

Regional Strategy

The OTSO staff oversees a geographical region of the state, rather than focusing solely on grant program area(s). The state is divided into three regions and a planner is assigned to manage most agreements within each region. The regional approach will continue in FFY 2011.

The regional strategy:

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

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

Estimated Funding for Grant Program Management

Strategic Programs and Activities	Funding Level	Funding Source
OTSO Grant Program Management (split funded)	\$ 300,000	402 CP
Subtotal	\$ 300,000	402 CP
OTSO Grant Program Management (split funded)	\$ 668,672	402 PA
Web-Based Grants Management System (split funded)	\$ 109,000	402 PA
Subtotal	\$ 777,672	402 PA
OTSO Grant Program Management (P&A)	\$ 668,672	State Soft Match
Web-Based Grants Management System (split funded)	\$ 109,000	State Soft Match
Subtotal	\$ 777,672	State Soft Match
Total Funding For Grant Program Management Program Area	\$1,855,344	

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2011-00-00-00		\$777,672.00	\$777,672.00	\$777,672.00	\$.00	\$777,672.00	\$.00
	Planning and Administration Total		\$777,672.00	\$777,672.00	\$777,672.00	\$.00	\$777,672.00	\$.00
Emergency Medical Services								
	EM-2011-00-00-00		\$35,000.00	\$.00	\$35,000.00	\$.00	\$35,000.00	\$.00
	Emergency Medical Services Total		\$35,000.00	\$.00	\$35,000.00	\$.00	\$35,000.00	\$.00
Motorcycle Safety								
	MC-2011-00-00-00		\$77,000.00	\$3,390,359.00	\$77,000.00	\$.00	\$77,000.00	\$77,000.00
	Motorcycle Safety Total		\$77,000.00	\$3,390,359.00	\$77,000.00	\$.00	\$77,000.00	\$77,000.00
Occupant Protection								
	OP-2011-00-00-00		\$548,000.00	\$277,000.00	\$548,000.00	\$.00	\$548,000.00	\$410,000.00
	Occupant Protection Total		\$548,000.00	\$277,000.00	\$548,000.00	\$.00	\$548,000.00	\$410,000.00
Pedestrian/Bicycle Safety								
	PS-2011-00-00-00		\$.00	\$50,000.00	\$.00	\$50,000.00	\$50,000.00	\$.00
	Pedestrian/Bicycle Safety Total		\$.00	\$50,000.00	\$.00	\$50,000.00	\$50,000.00	\$.00
Police Traffic Services								
	PT-2011-00-00-00		\$2,280,000.00	\$.00	\$2,280,000.00	\$.00	\$2,280,000.00	\$1,650,000.00
	Police Traffic Services Total		\$2,280,000.00	\$.00	\$2,280,000.00	\$.00	\$2,280,000.00	\$1,650,000.00
Community Traffic Safety Project								
	CP-2011-00-00-00		\$2,465,000.00	\$.00	\$2,465,000.00	\$50,000.00	\$2,515,000.00	\$568,000.00
	Community Traffic Safety Project Total		\$2,465,000.00	\$.00	\$2,465,000.00	\$50,000.00	\$2,515,000.00	\$568,000.00
Roadway Safety								
	RS-2011-00-00-00		\$350,000.00	\$.00	\$350,000.00	\$.00	\$350,000.00	\$350,000.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
Roadway Safety Total			\$350,000.00	\$.00	\$350,000.00	\$.00	\$350,000.00	\$350,000.00
<i>Safe Communities</i>								
SA-2011-00-00-00			\$1,600,000.00	\$.00	\$1,600,000.00	\$.00	\$1,600,000.00	\$1,600,000.00
Safe Communities Total			\$1,600,000.00	\$.00	\$1,600,000.00	\$.00	\$1,600,000.00	\$1,600,000.00
<i>Speed Control</i>								
SC-2011-00-00-00			\$10,000.00	\$.00	\$10,000.00	\$.00	\$10,000.00	\$.00
Speed Control Total			\$10,000.00	\$.00	\$10,000.00	\$.00	\$10,000.00	\$.00
<i>Paid Advertising</i>								
PM-2011-00-00-00			\$1,850,000.00	\$.00	\$1,850,000.00	\$.00	\$1,850,000.00	\$.00
Paid Advertising Total			\$1,850,000.00	\$.00	\$1,850,000.00	\$.00	\$1,850,000.00	\$.00
NHTSA 402 Total			\$9,992,672.00	\$4,495,031.00	\$9,992,672.00	\$100,000.00	\$10,092,672.00	\$4,655,000.00
<i>408 Data Program SAFETEA-LU</i>								
K9-2011-00-00-00			\$2,560,763.00	\$798,676.00	\$2,560,763.00	\$200,000.00	\$2,760,763.00	\$1,630,763.00
408 Data Program Incentive Total			\$2,560,763.00	\$798,676.00	\$2,560,763.00	\$200,000.00	\$2,760,763.00	\$1,630,763.00
408 Data Program SAFETEA-LU Total			\$2,560,763.00	\$798,676.00	\$2,560,763.00	\$200,000.00	\$2,760,763.00	\$1,630,763.00
<i>410 Alcohol SAFETEA-LU</i>								
K8-2011-00-00-00			\$2,695,000.00	\$11,535,000.00	\$2,695,000.00	\$950,000.00	\$3,645,000.00	\$2,500,000.00
410 Alcohol SAFETEA-LU Total			\$2,695,000.00	\$11,535,000.00	\$2,695,000.00	\$950,000.00	\$3,645,000.00	\$2,500,000.00
<i>410 Alcohol SAFETEA-LU Paid Media</i>								
K8PM-2011-00-00-00			\$1,150,000.00	\$.00	\$1,150,000.00	\$.00	\$1,150,000.00	\$.00
410 Alcohol SAFETEA-LU Paid Media Total			\$1,150,000.00	\$.00	\$1,150,000.00	\$.00	\$1,150,000.00	\$.00
410 Alcohol SAFETEA-LU Total			\$3,845,000.00	\$11,535,000.00	\$3,845,000.00	\$950,000.00	\$4,795,000.00	\$2,500,000.00
<i>2010 Motorcycle Safety</i>								
K6-2011-00-00-00			\$313,679.00	\$.00	\$313,679.00	\$179,172.00	\$492,851.00	\$60,000.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	2010 Motorcycle Safety Incentive Total		\$313,679.00	\$.00	\$313,679.00	\$179,172.00	\$492,851.00	\$60,000.00
	<i>2010 Motorcycle Safety Total</i>		<i>\$313,679.00</i>	<i>\$.00</i>	<i>\$313,679.00</i>	<i>\$179,172.00</i>	<i>\$492,851.00</i>	<i>\$60,000.00</i>
	164 Transfer Funds							
	164AL-2011-00-00-00		\$1,935,000.00	\$.00	\$1,935,000.00	\$21,272.00	\$1,956,272.00	\$1,956,272.00
	164 Alcohol Total		\$1,935,000.00	\$.00	\$1,935,000.00	\$21,272.00	\$1,956,272.00	\$1,956,272.00
	164 Hazard Elimination							
	164HE-2011-00-00-00		\$44,183,625.00	\$.00	\$44,183,625.00	-\$6,425,981.00	\$37,757,644.00	\$.00
	164 Hazard Elimination Total		\$44,183,625.00	\$.00	\$44,183,625.00	-\$6,425,981.00	\$37,757,644.00	\$.00
	164 Transfer Funds Total		\$46,118,625.00	\$.00	\$46,118,625.00	-\$6,404,709.00	\$39,713,916.00	\$1,956,272.00
	NHTSA Total		\$62,830,739.00	\$16,828,707.00	\$62,830,739.00	-\$4,975,537.00	\$57,855,202.00	\$10,802,035.00
	Total		\$62,830,739.00	\$16,828,707.00	\$62,830,739.00	-\$4,975,537.00	\$57,855,202.00	\$10,802,035.00

State Official Authorized Signature



Name: Tina O'Grady
Title: Administrator
Agency: Ohio Traffic Safety Office
Date: January 3, 2011

Federal Official(s) Authorized Signature

NHTSA - Name: _____
Title: _____
Date: _____
Effective Date: _____

STATE CERTIFICATIONS AND ASSURANCES

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

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

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

Certifications and Assurances

Section 402 Requirements

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

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

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

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

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

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.
(23 USC 402 (b)(1)(E));

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

Other Federal Requirements

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

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

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

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

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

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

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

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

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

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

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

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

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

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 1. The dangers of drug abuse in the workplace.
 2. The grantee's policy of maintaining a drug-free workplace.
 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --

1. Abide by the terms of the statement.
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
 - f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
 1. Taking appropriate personnel action against such an employee, up to and including termination.
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
 - g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

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

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

POLITICAL ACTIVITY (HATCH ACT).

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

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

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

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

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

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

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

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

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

5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

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

voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

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

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

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

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

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

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

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

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

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

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

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

Instructions for Lower Tier Certification

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

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

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

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

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

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

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

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

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

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

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

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

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

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

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

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as —
 - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

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

Signature on File
Governor's Representative for Highway Safety

Ohio
State or Commonwealth

FFY2011
For Fiscal Year

Date

Appendix A

Ohio Public Safety
DPS01-0000017509
Fall Impaired Driving Campaign

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

Summer Impaired Driving Campaign
June 21 – July 5, 2009

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

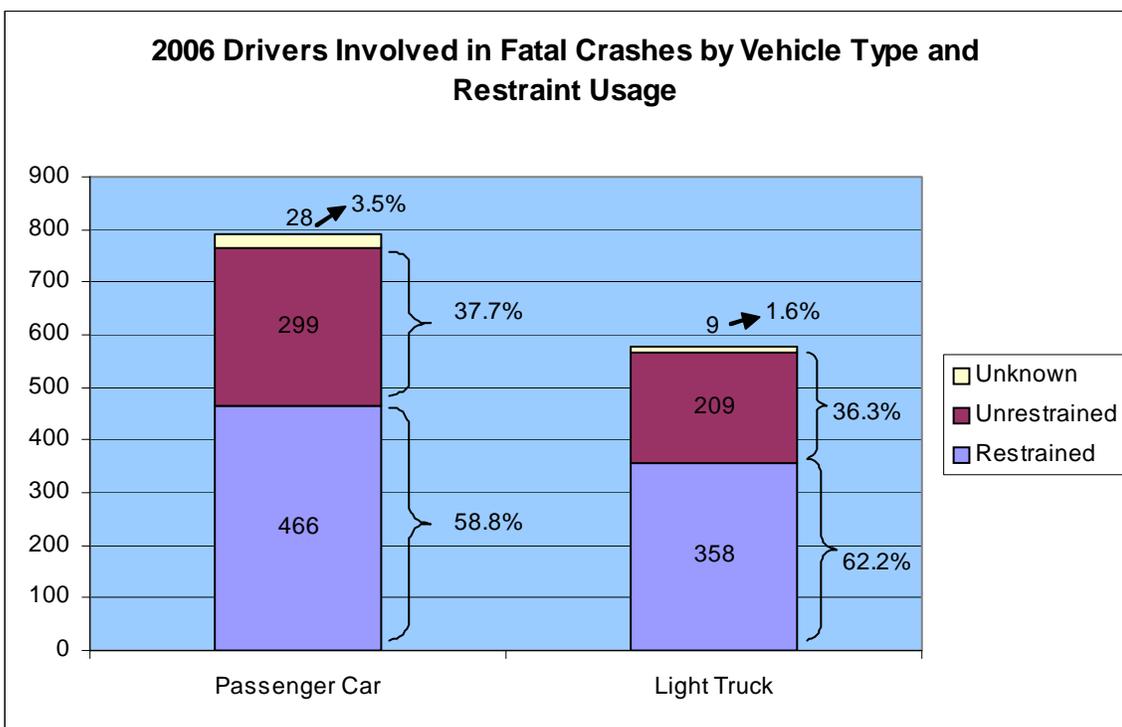
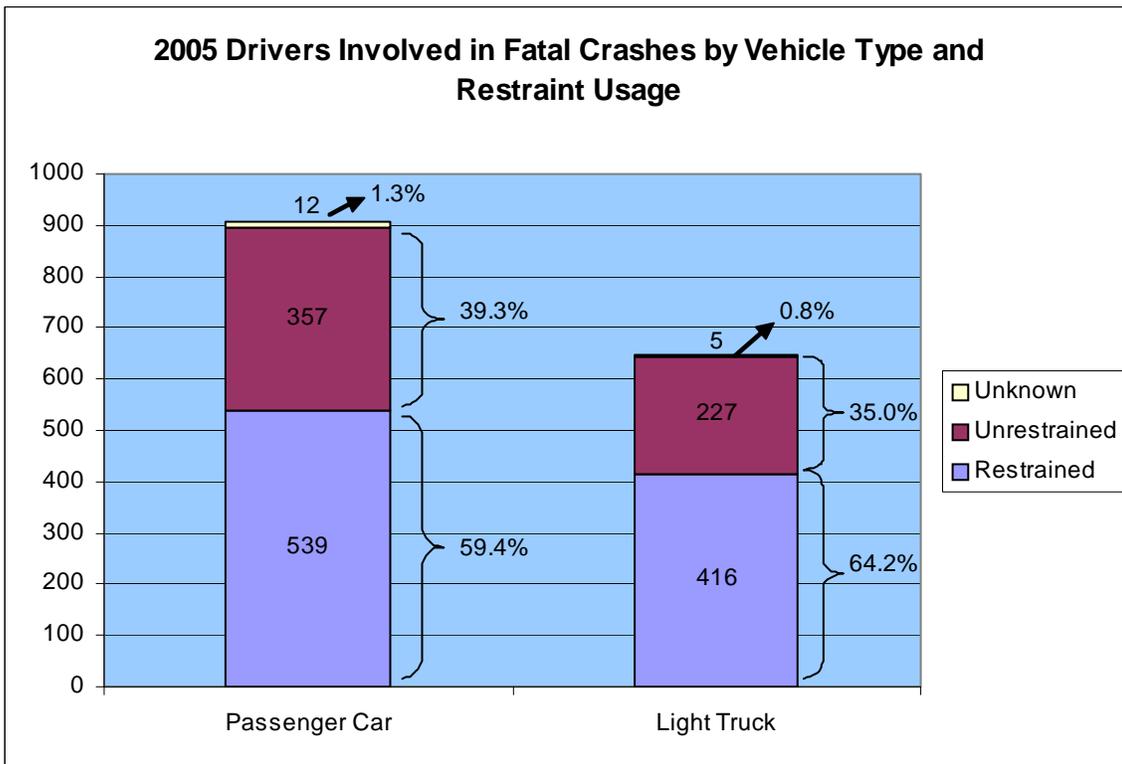
*Did not air paid spots beyond 6/30/2009

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

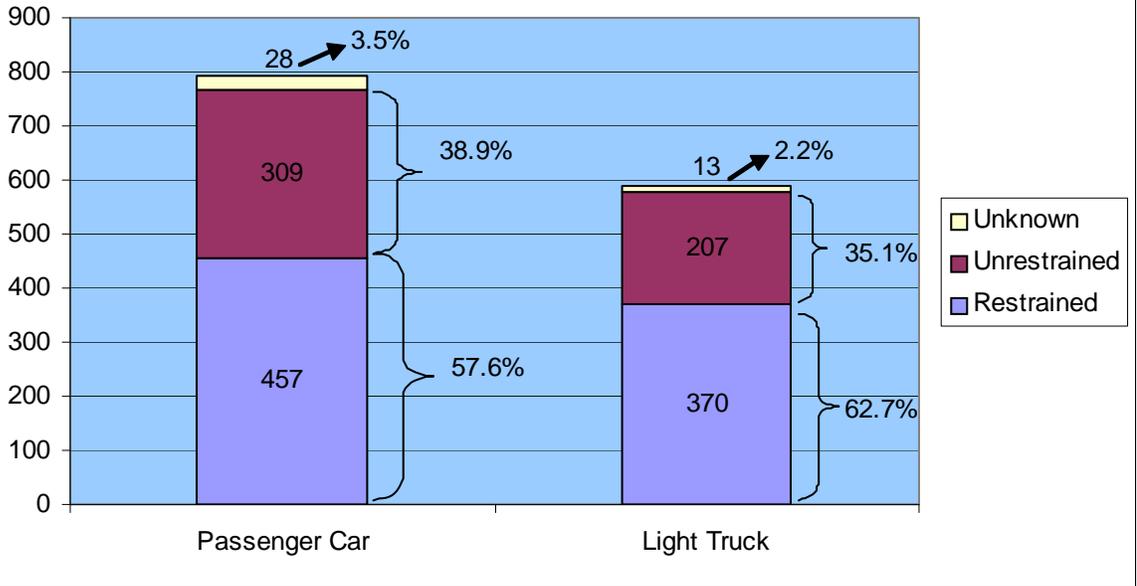
Motorcycle Campaign
April – June 30, 2009

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

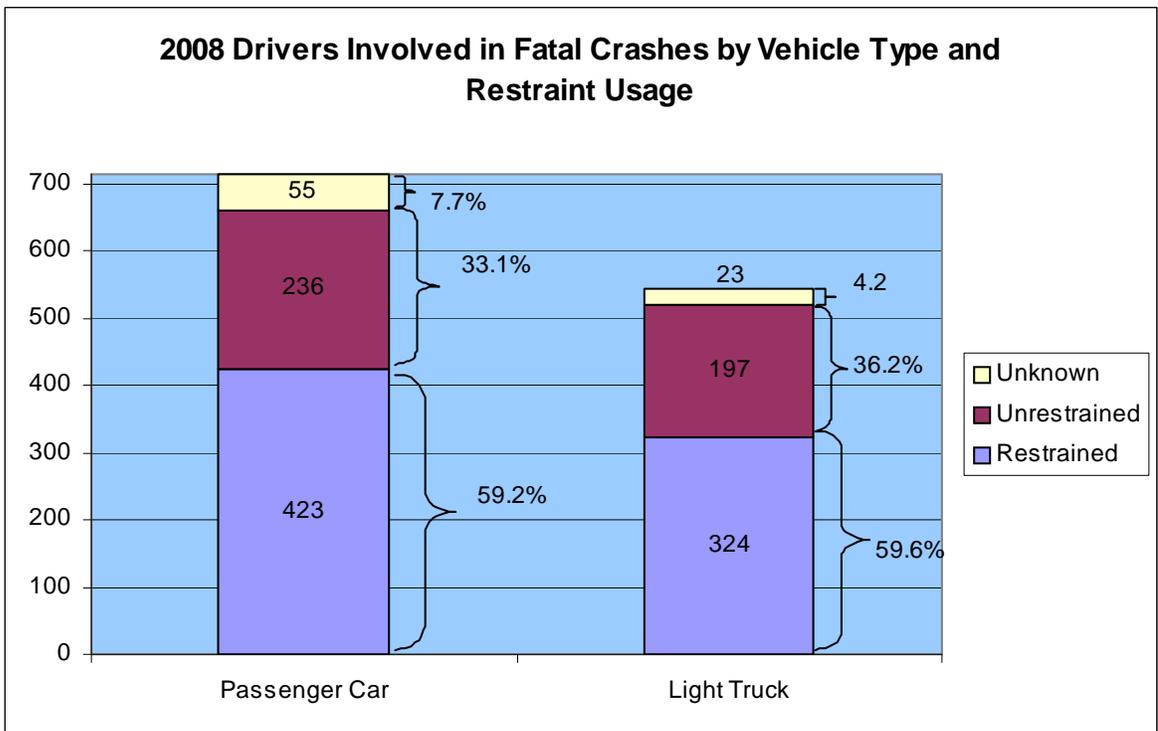
Appendix B

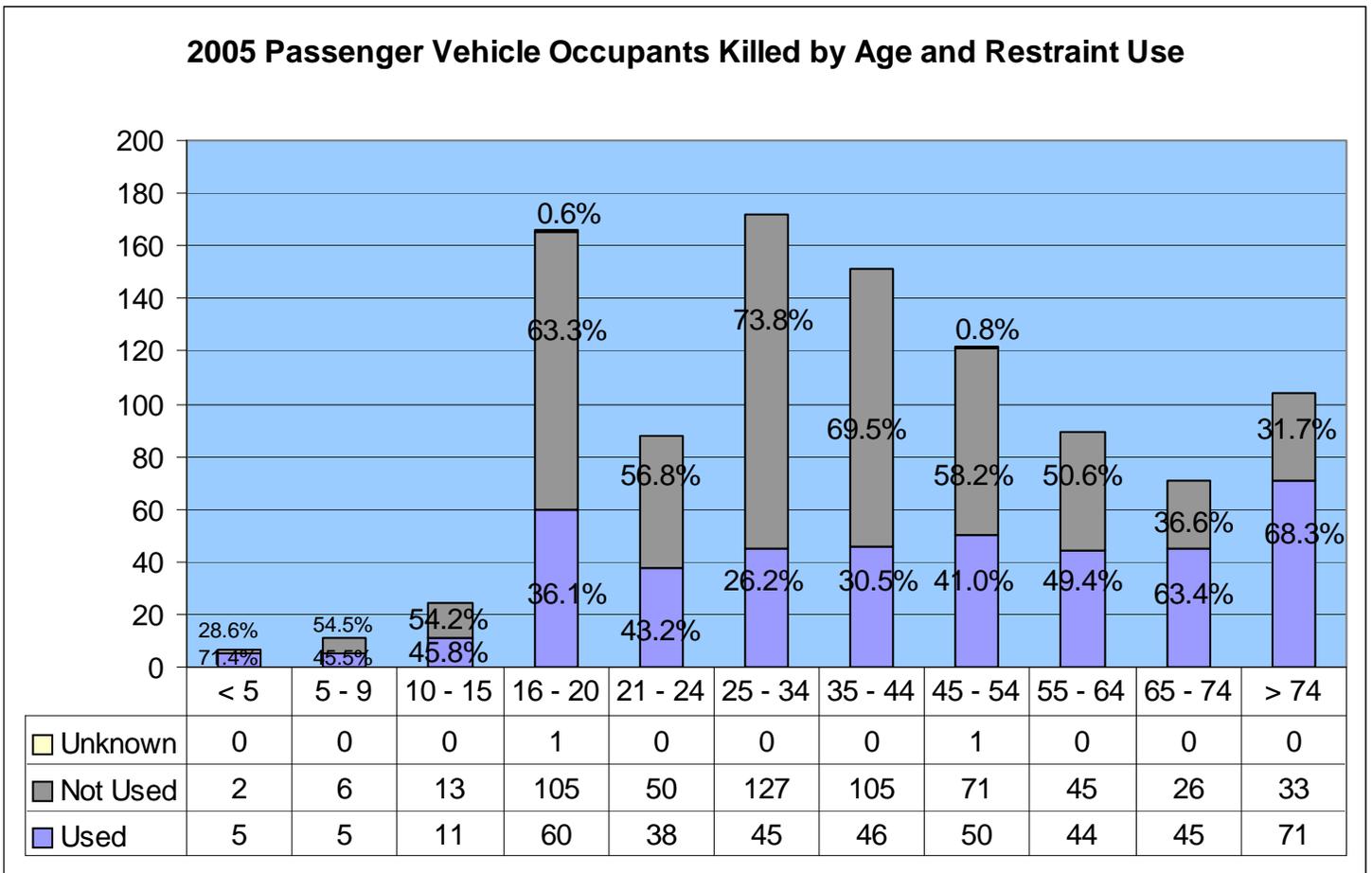
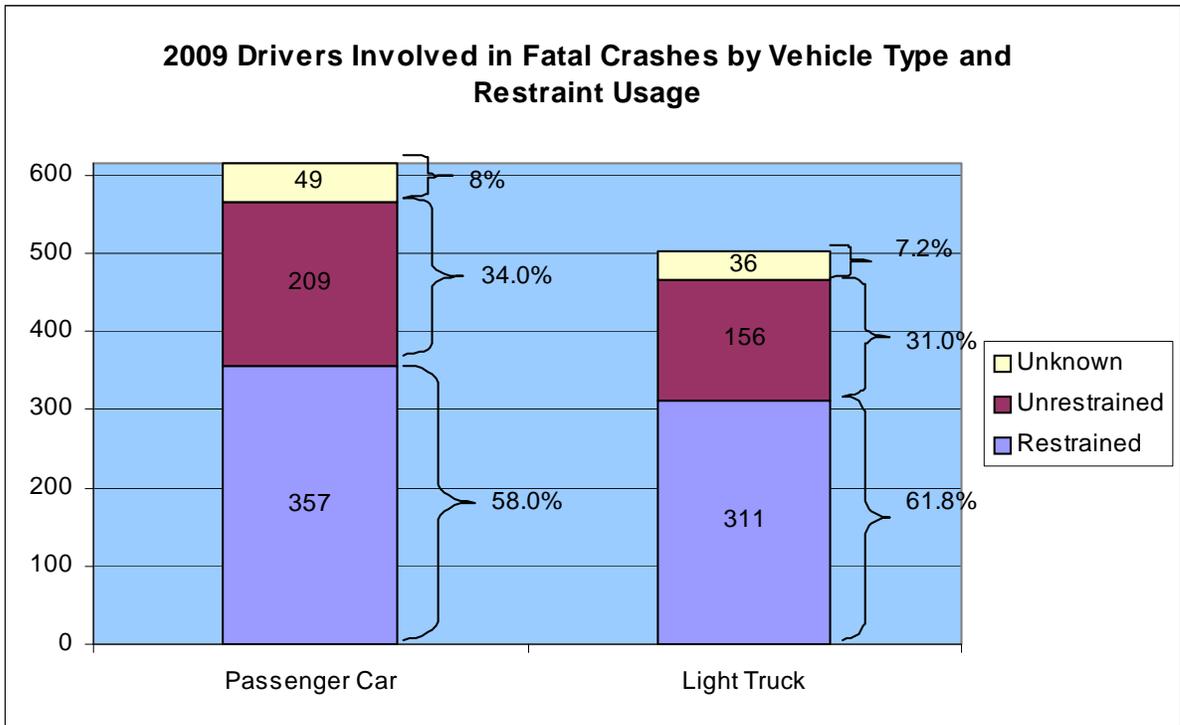


2007 Drivers Involved in Fatal Crashes by Vehicle Type and Restraint Usage

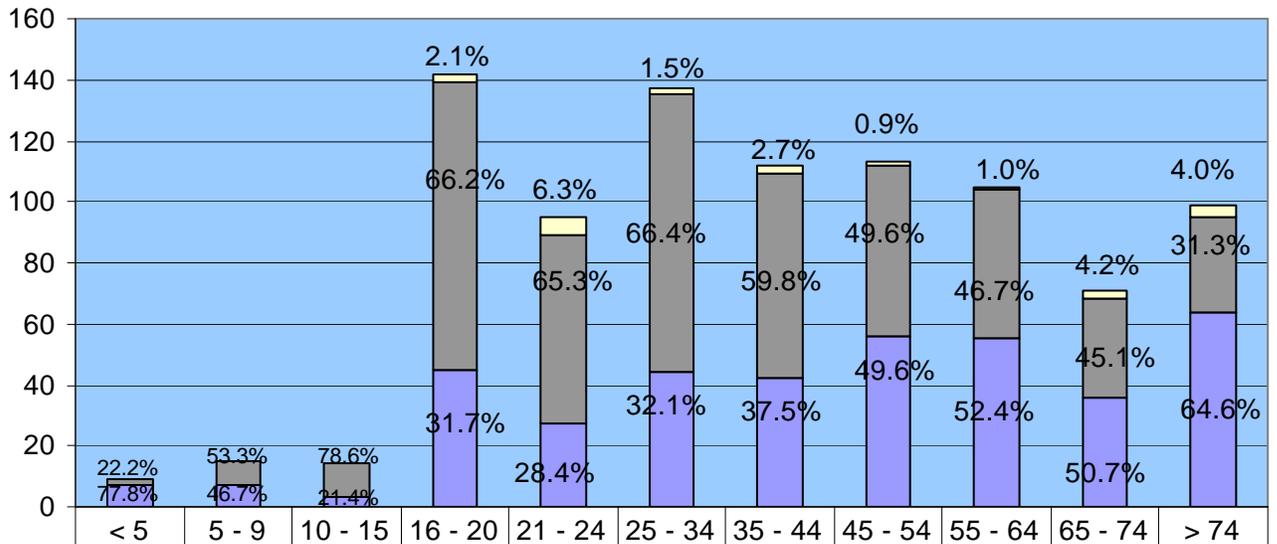


2008 Drivers Involved in Fatal Crashes by Vehicle Type and Restraint Usage



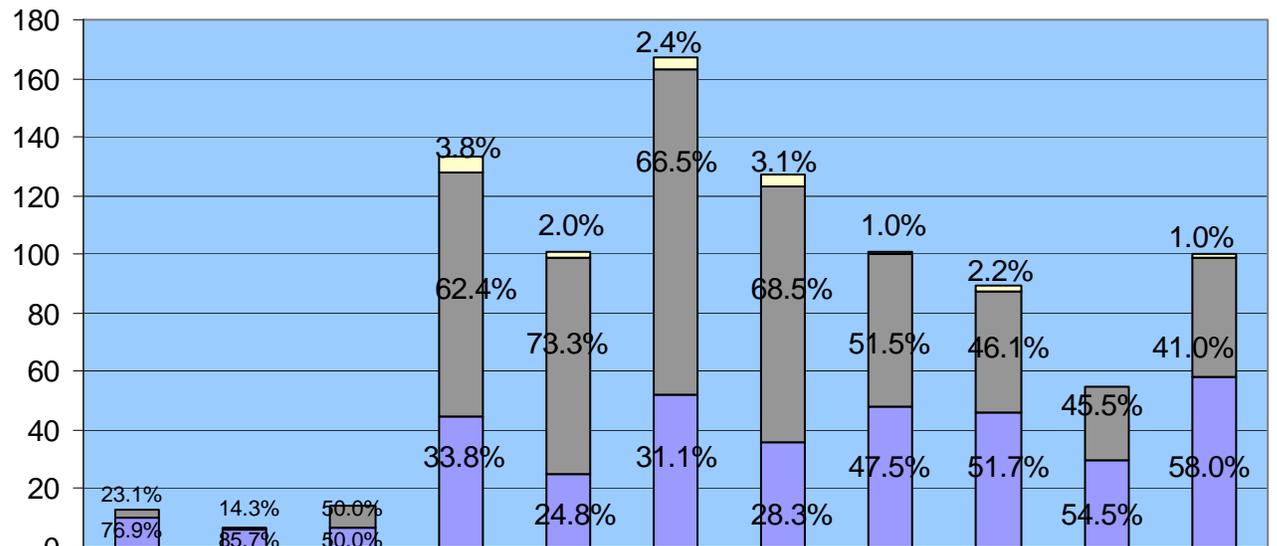


2006 Passenger Vehicle Occupants Killed by Age and Restraint Use



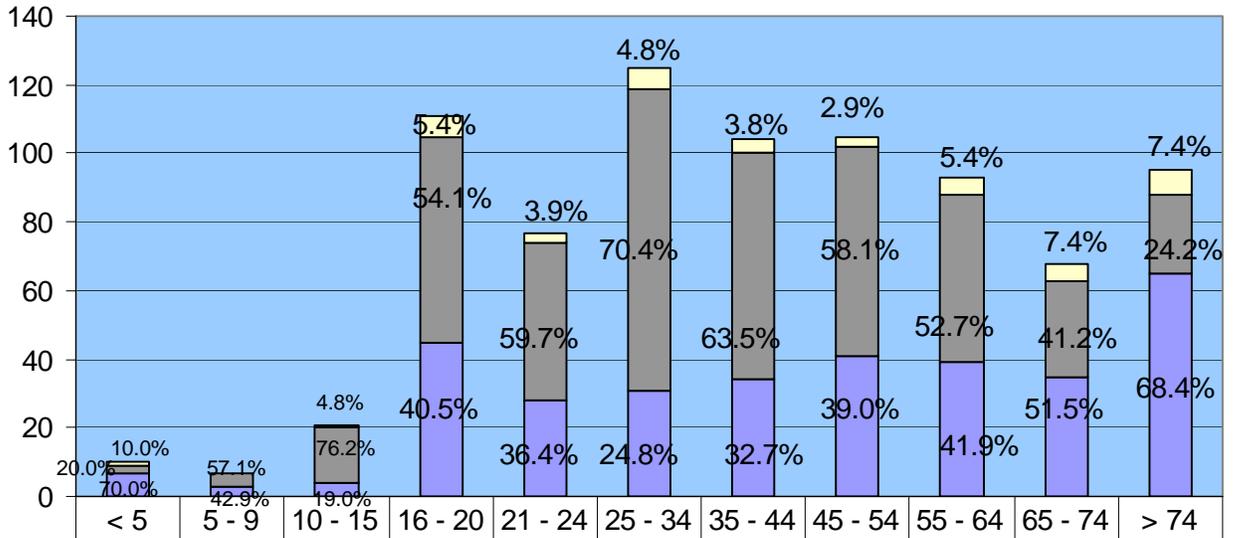
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Unknown	0	0	0	3	6	2	3	1	1	3	4
Not Used	2	8	11	94	62	91	67	56	49	32	31
Used	7	7	3	45	27	44	42	56	55	36	64

2007 Passenger Vehicle Occupants Killed by Age and Restraint Use



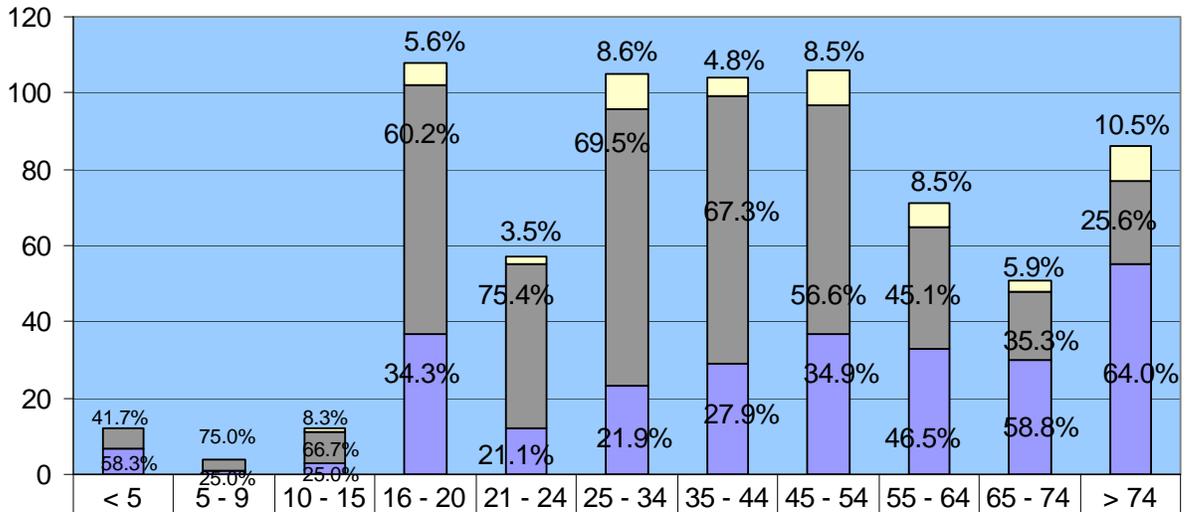
	< 5	5 - 9	10 - 15	16 - 20	21 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	> 74
Unknown	0	0	0	5	2	4	4	1	2	0	1
Not Used	3	1	7	83	74	111	87	52	41	25	41
Used	10	6	7	45	25	52	36	48	46	30	58

2008 Passenger Vehicle Occupants Killed by Age and Restraint Use



	< 5	5 - 9	10 - 15	16 - 20	21 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	> 74
Unknown	1	0	1	6	3	6	4	3	5	5	7
Not Used	2	4	16	60	46	88	66	61	49	28	23
Used	7	3	4	45	28	31	34	41	39	35	65

2009 Passenger Vehicle Occupants Killed by Age and Restraint Use



	< 5	5 - 9	10 - 15	16 - 20	21 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	> 74
Unknown	0	0	1	6	2	9	5	9	6	3	9
Not Used	5	3	8	65	43	73	70	60	32	18	22
Used	7	1	3	37	12	23	29	37	33	30	55