

State of Oklahoma Annual Report 2007



The Honorable Brad Henry
Governor of Oklahoma



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The Oklahoma Highway Safety Office

In 1965, Congress passed the **Baldwin Amendment**, which recommended the establishment of state highway safety offices. As a result of the **Baldwin Amendment**, Congress initiated a series of studies of the highway safety problem. The result of this congressional concern was the adoption of the Highway Safety Act of 1966. That Act stated that each state should have a highway safety program under the direction of the governor. It also established a series of uniform highway safety standards, which are now called "Program Areas."

The Highway Safety Act of 1970 created the National Highway Traffic Safety Administration (NHTSA) within the US Department of Transportation. NHTSA and the Federal Highway Administration (FHWA) were assigned specific responsibilities by the Act to administer selected portions of the highway safety program.

In 1967, the Oklahoma Legislature implemented the Federal Highway Safety Act of 1966 (Title 47, Section 40-107, OS 1970). The Governor was empowered to implement the Federal Highway Safety Act of 1966 by appointing a director and other necessary staff. As a result of this Act, the OHSO was created to receive and distribute funds allocated to Oklahoma under the Federal Highway Safety Act.

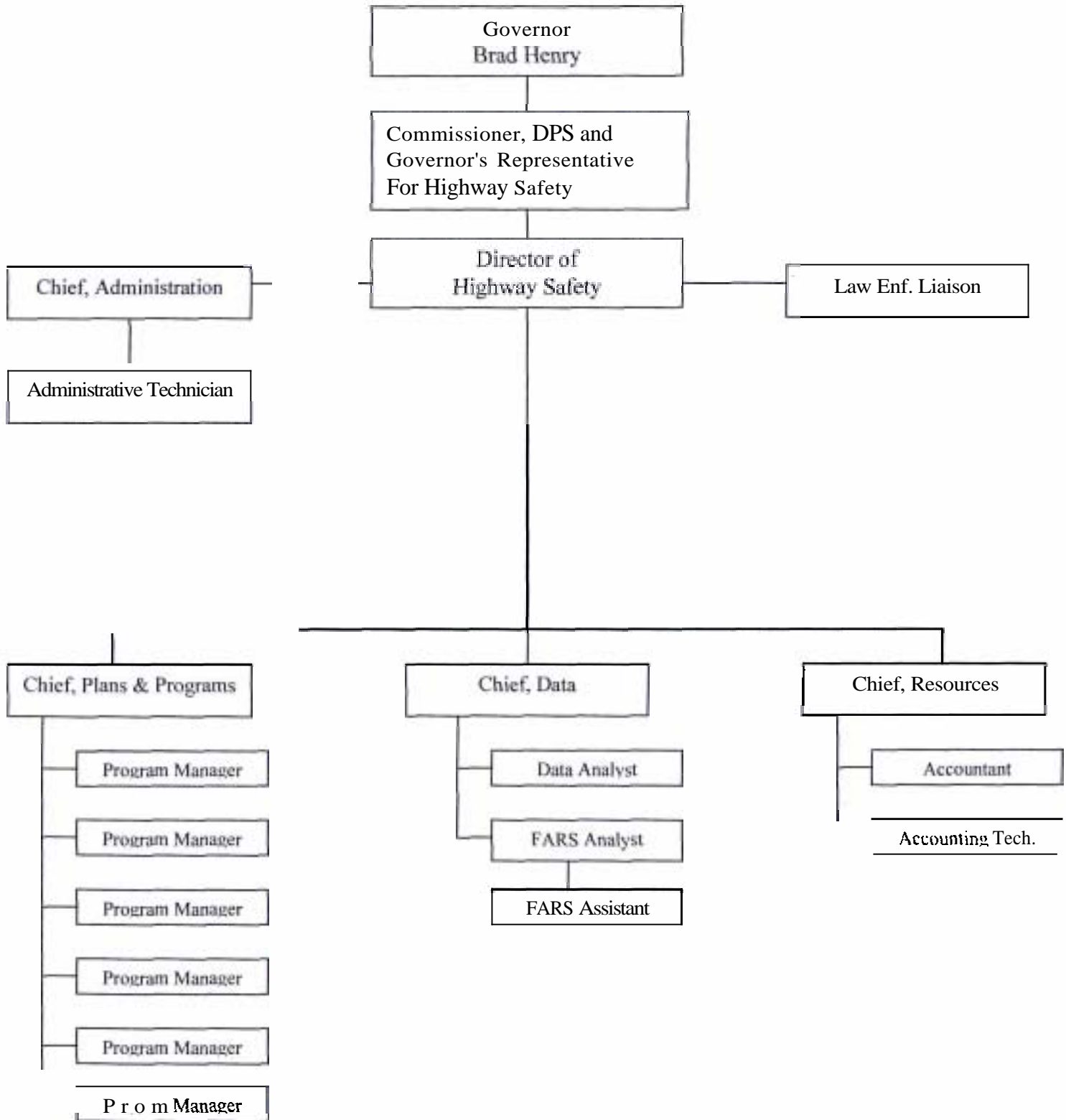
In 1976, House Bill 1791 was passed creating the Oklahoma Department of Transportation (ODOT). The Department was charged with carrying out the transportation policies, plans, and programs of the State. The legislation abolished the Oklahoma Highway Safety Coordinating Committee and made the OHSO a division of the ODOT. However, because of the necessity for close cooperation and communication with the Governor, the OHSO retained substantial independence in its day-to-day operations.

On July 1, 1993, the Oklahoma Legislature transferred OHSO to another host agency, the Oklahoma Department of Public Safety (DPS).

For fiscal year 2007, the Governor's Highway Safety Representative, Kaye E. Statton, administered the Oklahoma Highway Safety Office. Commissioner Kevin L. Ward has succeeded Kaye as the Governor's Representative for Highway Safety in September, 2007.

This Annual Report is furnished in accordance with NHTSA guidance. The OHSO is in compliance with all certifications listed on pages 118-127 of the 2007 Highway Safety Plan (HSP).

OKLAHOMA HIGHWAY SAFETY OFFICE



STAFF
(as of September 30,2007)

Cecilia Alsobrook, Interim Director, Chief of Plans and Programs

Beverly Baker, Chief of Resources

Sherry Brown, Program Manager

Kathy Evans, Data Analyst

Elizabeth George, Accounting Technician

Samantha Harcrow, Program Manager

Denise Hendon, Secretary

Rex Ice, Program Manager

Sabrina Mackey, Communications Manager

Vicki McWhorter, FARS Assistant (part-time)

Sue Rooks, FARS Analyst

Garry Thomas, Program Manager

CPT Paul Tirrnons, Law Enforcement Liaison

Jay Wall, Program Manager

Carol Williams, Chief of Data

Gail Yohe, Accountant

Vacant. Administrative Technician

OKLAHOMA HIGHWAY SAFETY OFFICE

VISION

*Create and maintain an environment
where Oklahoma roadways are safe for everyone*

VALUES

Integrity

Service

Excellence

PRINCIPLES

Credibility

Teamwork

People

MISSION

*To combat the number and severity of traffic crashes
by developing and supporting
educational, enforcement, and engineering programs*

GOALS, OBJECTIVES AND STRATEGIES

GOAL: To reduce deaths, injuries, and societal costs resulting from traffic crashes.

OBJECTIVE: Develop and submit highway safety-related state legislation annually.

STRATEGY: Research and develop draft legislation by July 31

STRATEGY: Submit **draft** legislation by August 31.

STRATEGY: Notify partners of proposed highway safety-related legislation.

STATUS: The **OHSO** was fully engaged in the discussion of highway safety-related legislation with State agencies and other partners interested in highway safety. The **OHSO** is attached to the DPS and normally legislative initiatives are funneled through DPS. **Input** to the process comes from myriad partners and channels. The Oklahoma highway Safety Forum, facilitated by the **OHSO** is one outstanding venue to consider possible legislative initiatives.

OBJECTIVE: Provide education on traffic safety-related issues.

STRATEGY: Distribute press releases addressing traffic safety events and issues.

STRATEGY: Sponsor **and/or** support educational events, and projects, and encourage partners' participation.

STRATEGY: Develop new, and improved, traffic safety-related materials.

STATUS: Press releases and conferences, educational events, mobilizations, and sports marketing are all methods used to educate the Oklahoma public. A total of 350,566 pieces of literature were distributed during **FY07**.

OBJECTIVE: Promote aggressive enforcement of Oklahoma laws relating to traffic safety.

STRATEGY: Support targeted enforcement projects in the appropriate areas, at the appropriate times, with the appropriate activities.

STRATEGY: Encourage increased law enforcement participation in traffic safety events.

STATUS: During **FY07, 37** law enforcement agencies were funded to address some or all aspects of traffic enforcement. Most agencies were funded for the entire year, while **others** were funded during mobilization periods. Incentives were an excellent motivator for active participation and post reporting during mobilization periods.

OBJECTIVE: Increase use of occupant protection restraint.

STRATEGY: Develop new, and improved, occupant protection messages and materials.

STRATEGY: Continue emphasis, on occupant protection in all programs.

STRATEGY: Fund and/or support related projects in the appropriate areas at the appropriate times, with the appropriate activities.

STATUS: Oklahoma continued its aggressive "Click it or Ticket" mobilization, using paid media and increased enforcement. New television and radio commercials were created to enhance the message. The **OHSO's** sports marketing programs with university sports teams and minor league teams in Oklahoma City and Tulsa were noteworthy and highly effective in presenting educational safety restraint messages. Documented seat belt use rate was **83.1%**, which places Oklahoma above the national average for the fourth consecutive year. Child restraint use was **85.1%** this year.

OBJECTIVE: Initiate and improve new and existing partnerships.

STRATEGY: Identify and evaluate new and existing partnerships and recognize issues and agendas.

STATUS: The **OHSO** actively sought new partners. The annual statewide highway conference hosted by the **OHSO** continued to provide an excellent venue to communicate with partners and all who chose to participate. Attendees represented a variety of organizations and agencies; local, county, regional, state, federal, etc. Also, The Oklahoma Highway Safety Forum was a diverse representation of groups. The Forum met bimonthly.

GOAL: To be, the statewide leader in the highway traffic safety community.

OBJECTIVE: Inform people and organizations concerning traffic safety statistics and topical issues.

STRATEGY: Publish DPS Crash Fact Book.

STRATEGY: Publish pertinent studies.

STRATEGY: Coordinate the traffic safety forum.

STATUS: The Crash Fact Book continued to be an excellent source of crash data. The availability of the data has improved significantly, and the 2006 book was published this year. **OHSO** Fact Sheets are also regularly published. The annual traffic safety forum is a mainstay for highway safety professionals and advocates, and continues to receive high marks for its content and organization.

OBJECTIVE: Market the OHSO and its products and services.

STRATEGY: Educate customers and the public on available safety resources (within and outside of the OHSO).

STRATEGY: Develop and improve new and current OHSO-related materials.

STRATEGY: Identify appropriate partnerships and recognize their issues and agendas.

STRATEGY: Create and maintain mailing lists to keep key people and organizations informed.

STRATEGY: Brief agencies, organizations, and the public on OHSO functions.

STRATEGY: Sponsor and conduct workshops, training events, and conferences.

STATUS: **OHSO** education materials are advertised and distributed throughout the State. While there is currently no "count" of hits on the **DPS/OHSO** web site, customer feedback leads the **OHSO** to believe it receives regular use. We know our partners and attempt to maintain a successful working relationship with them. Our mailing lists are well maintained and frequently updated. Our partners are kept informed of progress and the direction in which we are headed. Through meetings, forums, monthly metro area law enforcement meetings, meeting of the Traffic Records Council, etc., information cycles into and out of, the **OHSO**, to maintain effective communication with all partners and stakeholders.

GOAL: To improve data collections and analysis, and expedite the availability of information to customers and partners.

OBJECTIVE: Improve OHSO Internet capabilities

STRATEGY: Improve OHSO home page on DPS website.

STRATEGY: Evaluate other traffic safety-related web sites and usage.

STRATEGY: Explore site options with *DPS* and others.

STRATEGY: Review and update web site contents.

STATUS: After much review and DPS approval, **OHSO** created a new **website** which went live on January 1, 2007. This new site includes online mobilization reporting capabilities, a calendar of events, and many new and improved features. The **website** can be updated within the **OHSO office**, assuring information will appear in a timely manner.

OBJECTIVE: Improve data collection, analysis, and problem identification.

STRATEGY: Update and maintain analytical hardware and software.

STRATEGY: Brief Oklahoma Highway patrol and other law enforcement academies on the importance of thorough data collection.

STRATEGY: Continue training in data analysis and problem identification with internal and external customers.

STATUS: Major changes have occurred in the traffic records area. Oklahoma had a traffic records assessment in December **2004**. All Crash data are currently being entered within one business day of receipt. The new crash form is complete and was implemented on January 1, **2007**. Officer training has been made available to every officer statewide and was completed in December. A new Collision Training Manual was distributed at all training sessions. The new collision form and manual are also both available on line. The Oklahoma TraCS pack currently includes six forms: Collision Form, Insurance Information Exchange Form, Contact Form, Officer Activity Form, Arrest Record and Stored Vehicle Form. Six officers participated in the pilot phase of the Oklahoma TraCS project in early **2007**. All citation data are currently entered within one week of receipt. An online conviction reporting system is now available, with **129** participating courts. A new TraCS e-citation is currently under development for the OHP.

OBJECTIVE: Determine customers' needs for increased availability and distribution of information.

STRATEGY: Create and use customer surveys.

STRATEGY: Capture and analyze information requests.

STATUS: Surveys **are used** to evaluate meetings, forums, etc. The distribution and type of literature distributed is captured on an ongoing basis and evaluated each year.

GOAL: To evaluate programs for the purpose of measuring effectiveness and identifying areas for improvement.

OBJECTIVE: Review and evaluate highway safety functions.

STRATEGY: Conduct internal review of key OHSO documents.

STRATEGY: Continually review and update policy and procedures instructions.

STRATEGY: Conduct internal management reviews.

STATUS: **OHSO** documents are evaluated on an ongoing basis. The NHTSA provides feedback on each plan and Annual Report. Policies and procedures are current and are subject to an individual detailed review at least once annually by each member of the **OHSO** staff. Copies of the policy and procedure instructions are provided to the NHTSA regional **office** for their review and potential feedback if necessary.

OBJECTIVE: Evaluate customer satisfaction.

STRATEGY: Develop and use **OHSO** customer surveys.

STATUS:

The annual **OHSO** Traffic Safety Forum provides attendees, representing a variety of organizations and agencies; local, county, regional, state, federal, non-profit, etc., the opportunity to discuss pertinent traffic safety issues. Various surveys are conducted each year providing the attendees the opportunity to plans future **OHSO** media campaigns, and evaluate needed services, etc.

EXECUTIVE SUMMARY

In 2007, Oklahoma maintained its posture to aggressively address highway safety issues. The passage of the 2005 SAFETEA-LU multi-year legislation assisted in making a stable highway safety environment.

Preliminary figures indicate Oklahoma saw 721 fatalities in 2007. This is a 5.7% reduction in fatalities from the 765 experienced in 2006.

Oklahoma also completed its first Strategic Highway Safety Plan (SHSP) in 2007. The development of this plan included the partnership of many state and local partners from across the State. It will be another tool in the States efforts to reduce crashes on Oklahomaroadways.

Oklahoma attempted to increase the State seat belt fine to \$25.00 in 2007. Unfortunately, this legislation did not make it through the State legislature this year. Efforts to increase the seat belt fine will continue in 2008.

Motorcycle safety programs were enhanced in 2007 thanks to SAFETEA-LU section 2010 funding. Although these programs are just getting started, efforts to continue to improve this program will continue in 2008.

During FY 2007, the law enforcement agencies listed on pages 53 to 64 not only participated in the National mobilizations and Crackdowns, but they conducted in addition, year long, sustained or continuing enforcement of Occupant Protection, Impaired and Speed laws.

PROGRAM PERFORMANCE GOALS

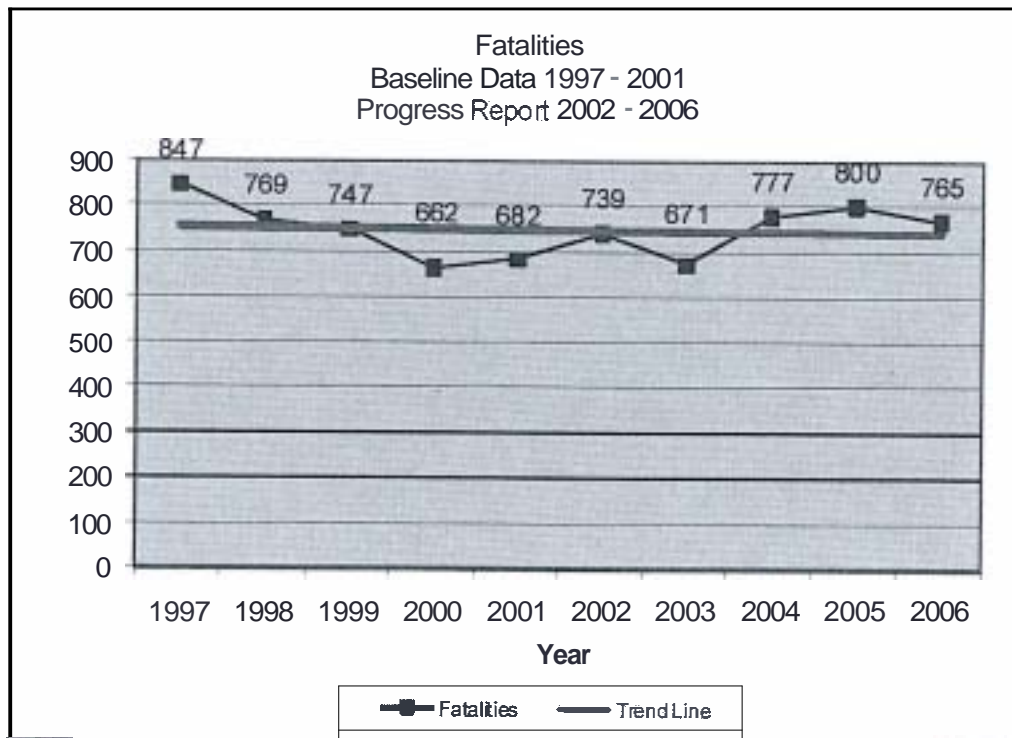
OBJECTIVE: To reduce deaths, injuries, and societal costs resulting from traffic crashes

STATUS: In 2006, there were 765 fatalities. This is 4.4% below the 800 fatalities in 2005. From a high of 847 fatalities in 1997, fatalities decreased 21.8% to 662 in 2000. The year 2000 had the lowest number of fatalities in the 10-year period. Since 2000, fatalities increased each year with the exception of 2003.

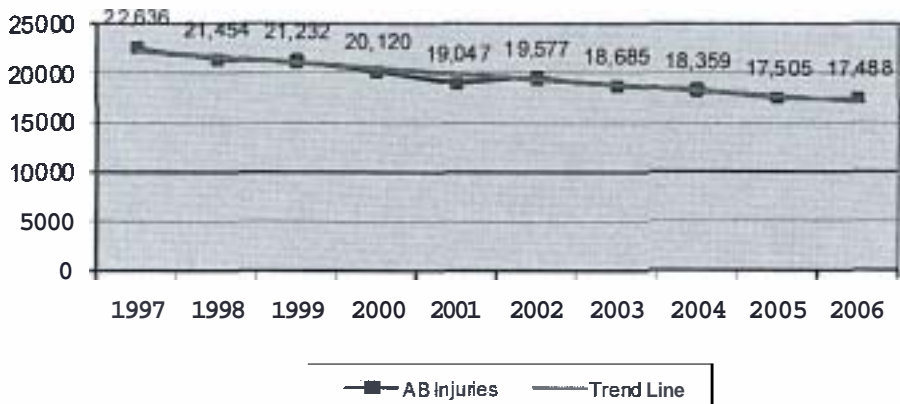
In 2006, there were 17,505 incapacitating (A) and non-incapacitating (B) injuries. This is 4.6% below the 18,359 AB injuries in 2004. With the exception of 2002, AB injuries decreased each year to a low of 17,505 in 2005.

Fatalities & AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	847	769	747	662	682	739	671	777	800	765
AB Injuries	22,636	21,454	21,232	20,120	19,047	19,577	18,685	18,359	17,505	17,488



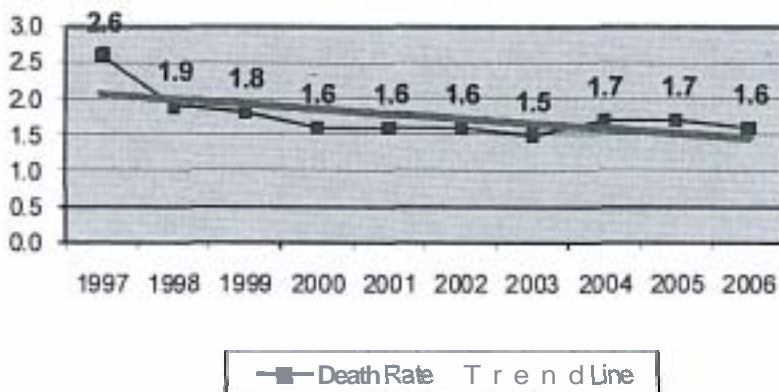
AB Injuries
Baseline 1997 - 2001
Progress Report 2002 - 2006



OBJECTIVE: To reduce mileage death rate by 0.1% annually (1.7% in 2004 to 1.4% in 2007)

STATUS: In 2006, the mileage death rate was 1.6 per 100 million VMT. The mileage death rate per 100 million VMT peaked at 2.6 in 1997. Since then, the mileage death rate decreased until it reached a new low of 1.5 in 2003. However, in 2004 and 2005 the fatality rate increased to 1.7, but decreased in 2006 to 1.6. Efforts will continue to improve in this area next year.

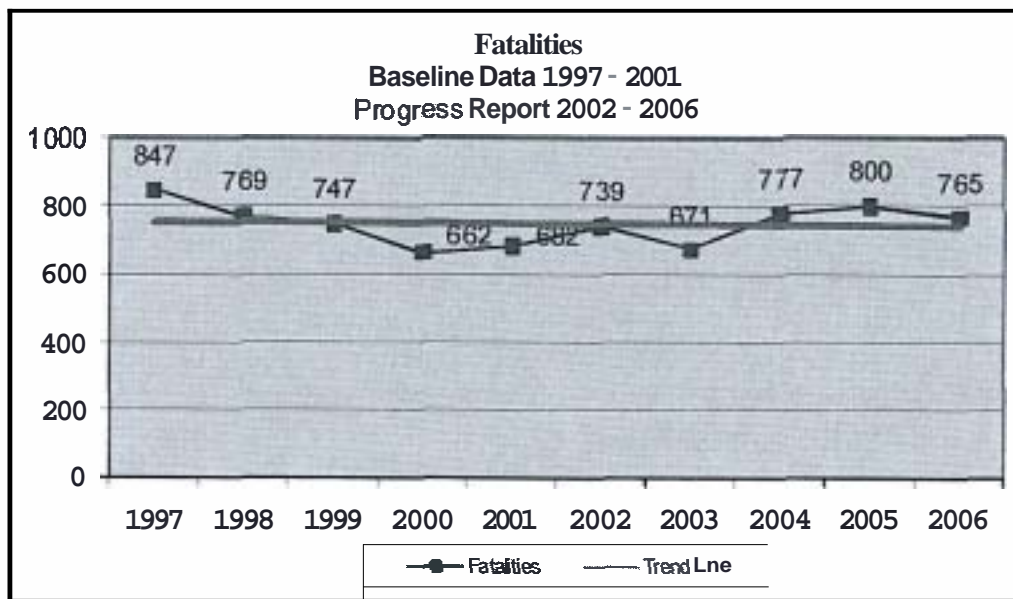
Mileage Death Rate per 100 Million VMT
Baseline 1997 - 2001
Progress Report 2002 - 2006



OBJECTIVE: To reduce fatalities by 1% annually (777 in 2004 to 753 in 2007)

STATUS: In 2006, there were 765 fatalities. This is 4.4% below the 800 fatalities in 2005. From a **high** of 847 fatalities in 1997, fatalities decreased 21.8% to 662 in 2000. There was an increase of 3.0% in 2001 and an 8.4% increase in 2002. In 2003, there was a decrease of 9.1% from 2002. In 2004, there was an increase of 15.6% over 2003 and 2005 increased 2.9% over 2004.

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	847	769	747	662	682	739	671	777	800	765

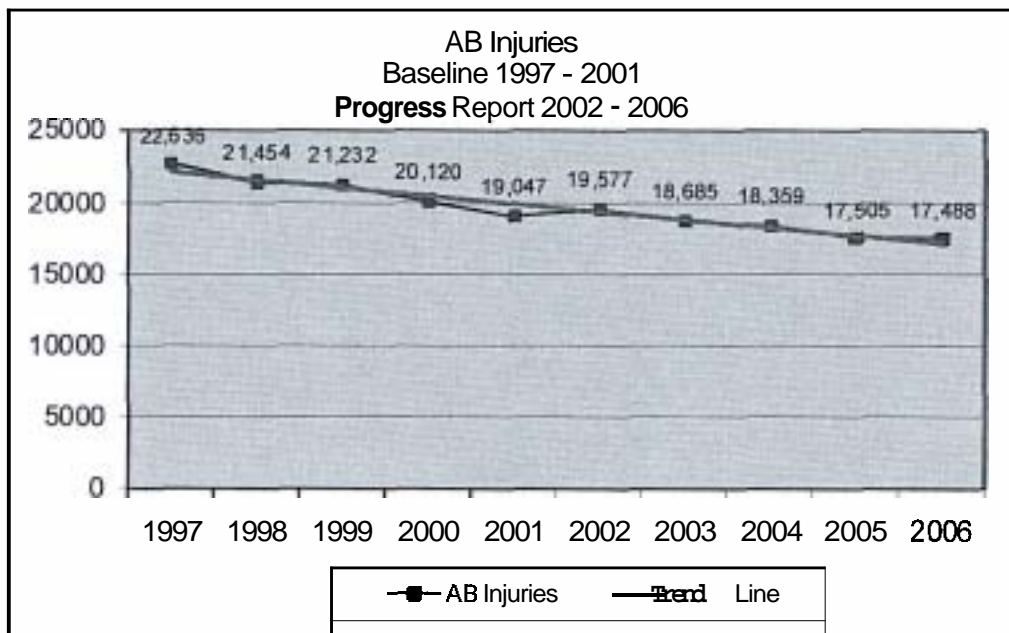


OBJECTIVE: To reduce AB¹ injuries by 1% annually (18,359 in 2004 to 17,809 in 2007)

STATUS: In 2006, there were 17,488 incapacitating (A) and non-incapacitating (B) injuries. This is less than one percent below the total of 17,505 AB injuries in 2005. With the exception of 2002, AB injuries decreased each year from 1997 through 2006. Incapacitating and non-incapacitating injuries declined 22.7% from a high of 22,637 in 1997 to a low of 17,488 in 2006.

AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	22,636	21,454	21,232	20,120	19,047	19,577	18,685	18,359	17,505	17,488



¹ AB injuries include incapacitating and non-incapacitating injuries.

ALCOHOL/DRUG

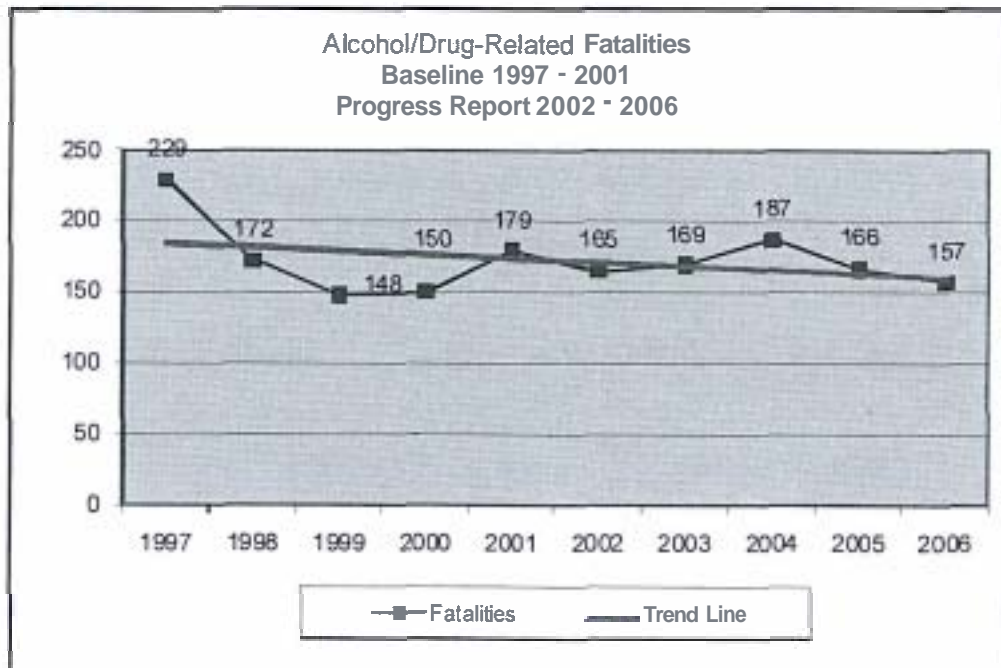
OBJECTIVE: To reduce Alcohol/Drug-Related fatalities by 1% annually (187 in 2004 to 164 in 2007)

STATUS: In 2006, there were 157 Alcohol/Drug-Related fatalities². Of the 765 fatalities in 2006, 20.5% were Alcohol/Drug-Related. The 10-year period shows a downward trend in the number of Alcohol/Drug-Related fatalities.

From 1997-1999, fatalities in Alcohol/Drug-Related crashes trended downward. The years 2000 and 2001 increased, followed by decreases in 2002 and 2003. The year 2004 increased in fatalities, followed by a downward trend for 2005 and 2006.

Alcohol/Drug-Related Fatalities

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	2291	172	148	150	179	165	169	187	166	157



² Alcohol/Drug-Related fatalities do not correspond to FARS data. The FARS analyst in Oklahoma has access to additional data not used by the Oklahoma Department of Public Safety.

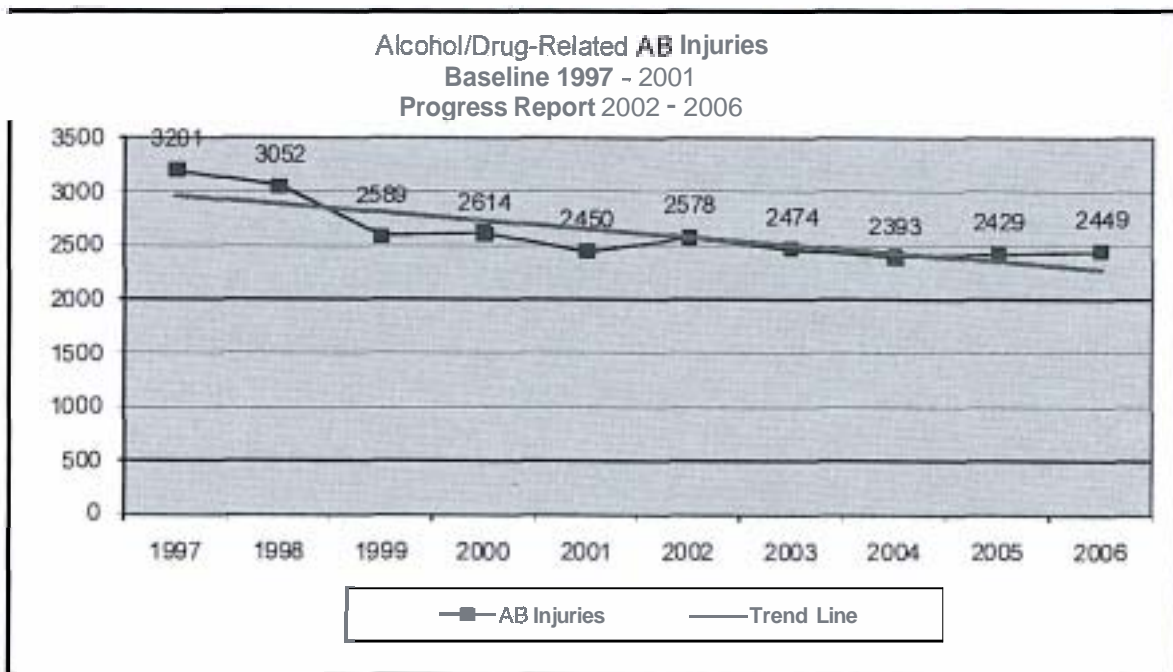
OBJECTIVE: To reduce Alcohol/Drug-Related AB³ injuries by 1% annually (2,392 in 2004 to 2,321 in 2007)

STATUS: In 2006, there were 2,449 Alcohol/Drug-Related AB injuries. Of the total 17,488 AB injuries in 2006, 14.0% were Alcohol/Drug-Related. During the 10-year period, the number of Alcohol/Drug-Related AB injuries remained somewhat consistent in trend. Special projects for impaired driving enforcement will be used in the upcoming year to address this problem.

During the baseline years from 1997-2001, AB injuries in Alcohol/Drug-Related crashes peaked at 2,916 in 1998. From 2002-2006, AB injuries increased each year with the exception of 2003 and 2004.

Alcohol/Drug-Related AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	3201	3052	2589	2614	2450	2578	2474	2393	2429	2449



³ AB injuries include incapacitating and non-incapacitating injuries

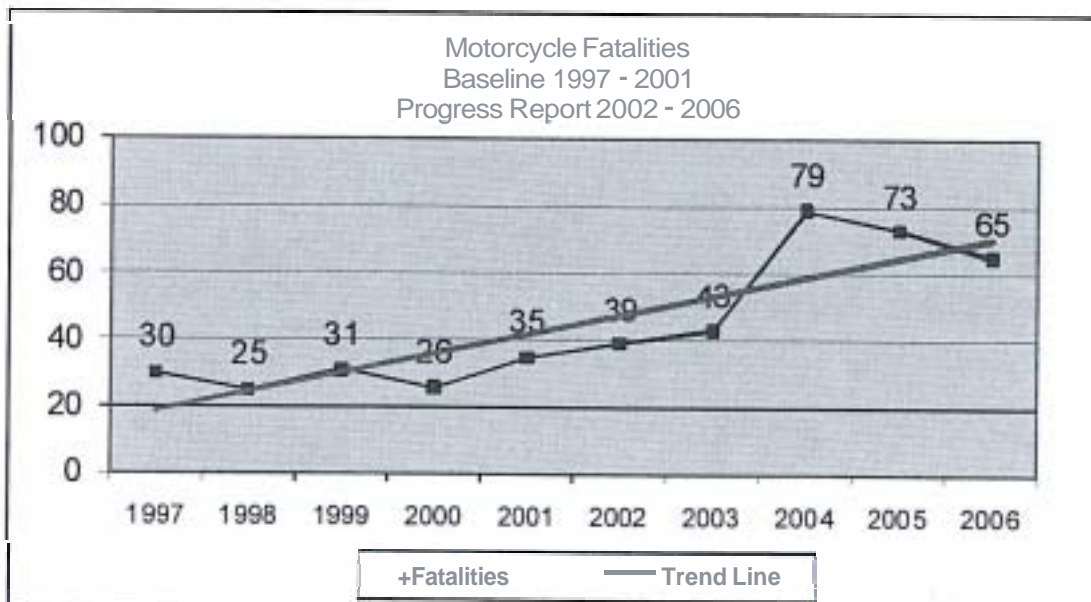
MOTORCYCLE SAFETY

OBJECTIVE: To prevent increased motorcycle fatalities (79 in 2004)

STATUS: In 2006, there were 65 motorcycle fatalities and accounted for 8.5% of the total 765 fatalities. Motorcycle fatalities averaged 29 per year from 1997-2001, but averaged 60 per year from 2002-2006. Motorcycle fatalities during the 10-year period generally increased with a sharp increase in 2004. Since 2004 motorcycle fatalities declined, but continue to be above the baseline years.

Motorcycle Fatalities

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	30	25	31	26	35	39	43	79	73	65

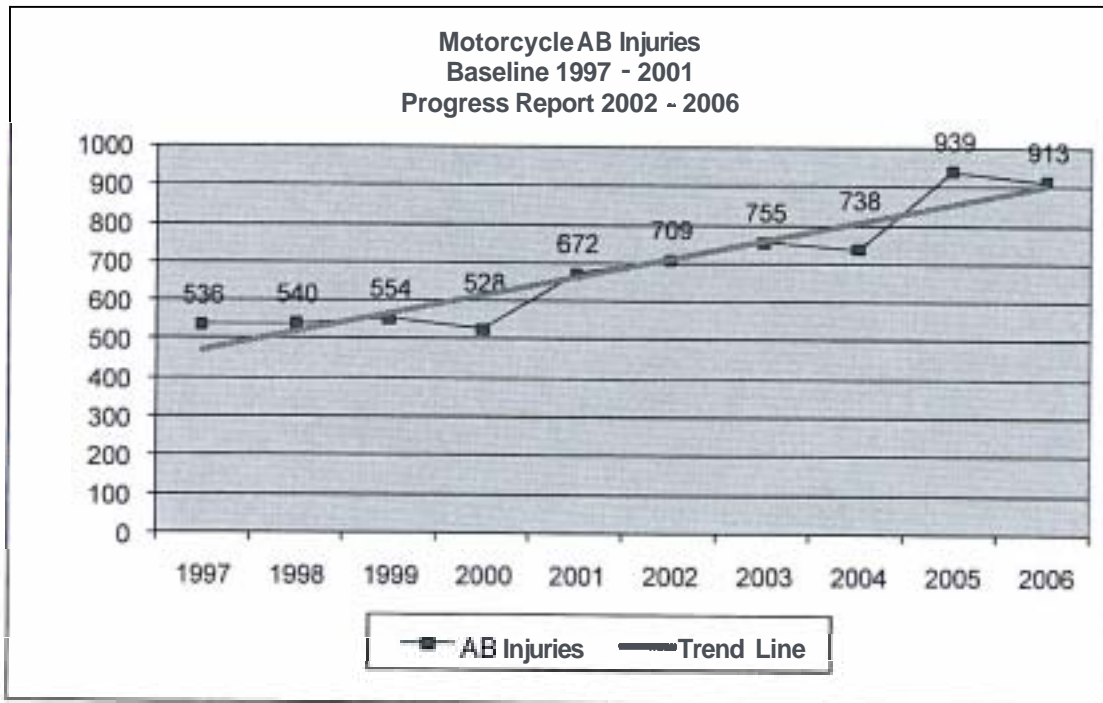


OBJECTIVE: To prevent an increase in motorcycle AB⁴ injuries (768 in 2004)

STATUS: In 2006, there were 913 motorcycle AB injuries. Motorcycle AB injuries averaged 566 per year from 1997-2001, but averaged 811 per year from 2002-2006. Motorcycle AB injuries during the 10-year period increased from a low of 536 AB injuries in 1997 to a high of 939 AB injuries in 2005. In 2006, AB motorcycle injuries decreased 2.8% from 2005.

Motorcycle AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	536	540	554	528	672	709	755	738	939	913



⁴ AB injuries include incapacitating and non-incapacitating injuries.

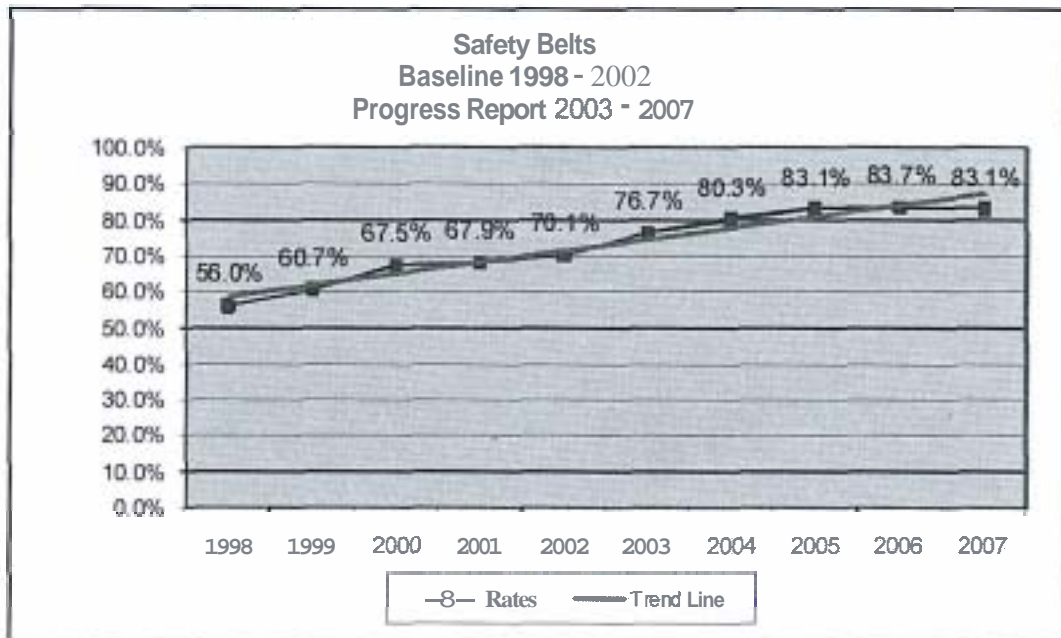
OCCUPANT PROTECTION

OBJECTIVE: To increase safety belt use to 85% in 2007 (83.1% in 2007)
 To increase safety belt use from 86% in 2008

STATUS: The 2007 statewide survey shows the current seat belt use rate as 83.1%. A comparison of the summer 2006 and the summer 2007 survey results reveal that statewide safety belt use decreased by a statistically significant 0.6 of a percentage point (from 83.7 percent to 83.1 percent). The usage rate for summer 2007 remains high and mirrors the rate for the summer 2005. The largest increase in seatbelt use over 2006 occurred in the Southeast (3.2 percentage points).⁵ A Special Traffic Enforcement Project will be established in future years to improve the safety belt use rate. This program will use the Oklahoma Highway Patrol to insure statewide safety belt compliance.

Safety Belt Rates

Year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Rates	56.0%	60.7%	67.5%	67.9%	70.1%	76.7%	80.3%	83.1%	83.7%	83.1%



⁵ Thomas E. James, Ph.D., Kathy Hall, and Matthew Krimmer *Oklahoma Seat Belt Observation Study: Summer 2007*. University of Oklahoma, Norman, Oklahoma, p. iv

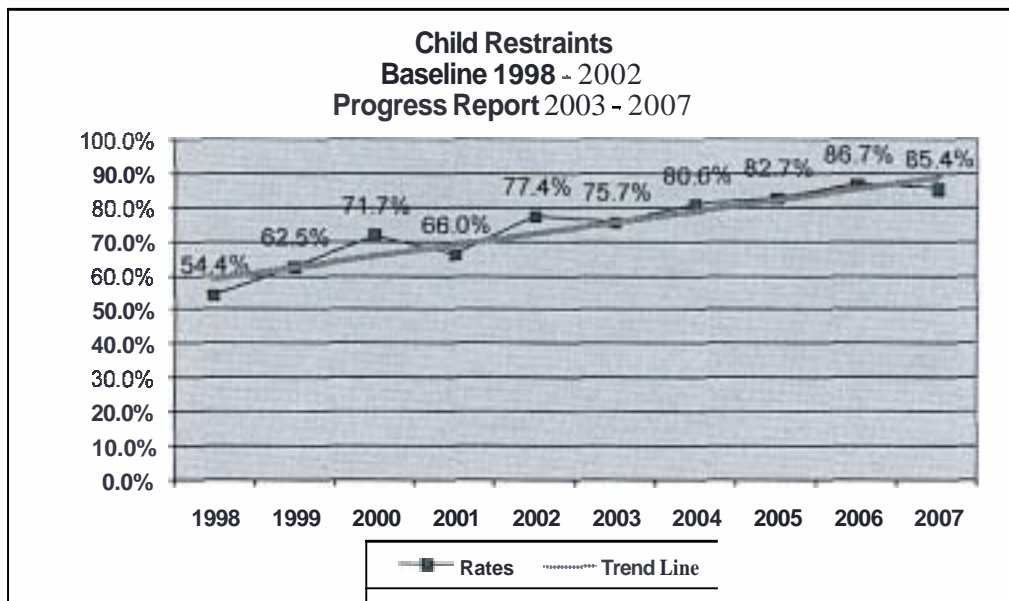
OBJECTIVE: To increase child restraint use to **87% in 2007 (85.4% in 2007)**
 To increase child restraint use to **88% in 2008**

STATUS: "Overall, the combined percentage of children who were properly restrained increased from **77.4% in 2002** to **85.4% in 2007**. Over this six-year period, the protection rate for infants increased from **67.3% to 82.5%**, while the percentage of small children who were properly restrained increased **from 79.0% to 85.7%**. The rates for Oklahoma infants and small children using any type of restraint (car seat, booster seat, seat belt) compare very favorably with the national data.⁶"

"A comparison to the 2006 survey results shows an increase in the protection rate for infants **from 78.4% to 82.5%**, while the protection rate for small children increased from **87.6% in 2006 to 85.7% in 2007.**"⁷

Child Restraint Rates

Year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Rates	54.4%	62.5%	71.7%	66.0%	77.4%	75.7%	80.6%	82.7%	86.7%	85.4%



⁶ Thomas E. James, Ph.D. and Kathy Hall. Statewide Child Restraint Survey: July 2007. University of Oklahoma, Norman, Oklahoma, p. ii.

⁷ Ibid, p. ii

PEDESTRIAN AND BICYCLE

OBJECTIVE: To reduce pedestrian fatalities from 50 in 2004 to 45 in 2007

STATUS: In 2006, there were 46 pedestrian fatalities. Pedestrian fatalities accounted for 6.0% of the total 765 fatalities in 2006. Pedestrian fatalities peaked at 70 in 1997. There was an increase in 1999 and another one in 2002 and 2004. The number of pedestrian fatalities decreased 9.8% from 2005 to 2006. The baseline years 1997-2001 averaged 57 fatalities per year. From 2002 to 2006, the average was 48 fatalities per year.

Pedestrian Fatalities

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	70	49	62	44	49	53	39	50	51	46

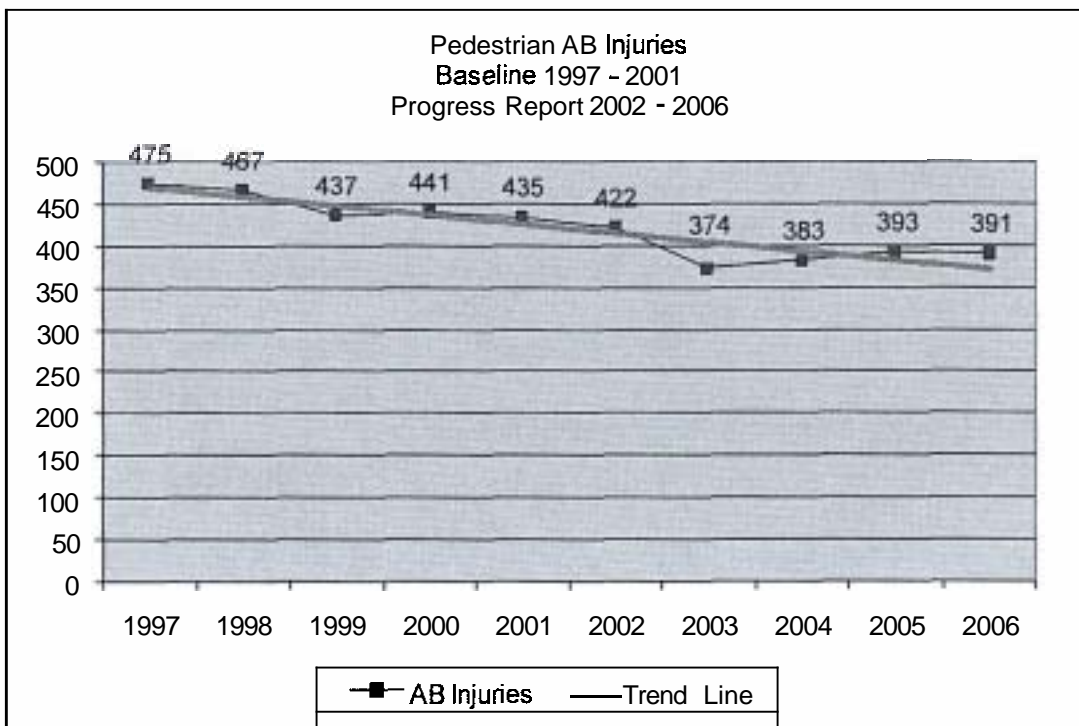


OBJECTIVE: To reduce pedestrian AB⁸ injuries by 1% annually (383 in 2004 to 371 in 2007)

STATUS: In 2006, there were 391 pedestrian AB injuries. Pedestrian AB injuries accounted for 2.2% of the total 17,488 fatalities in 2006. Pedestrian AB injuries peaked at 467 in 1998. The baseline years 1997-2001 averaged 451 AB injuries per year. From 2002 to 2006, the average was 393 AB injuries per year.

Pedestrian AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	475	467	437	441	435	422	374	383	393	391



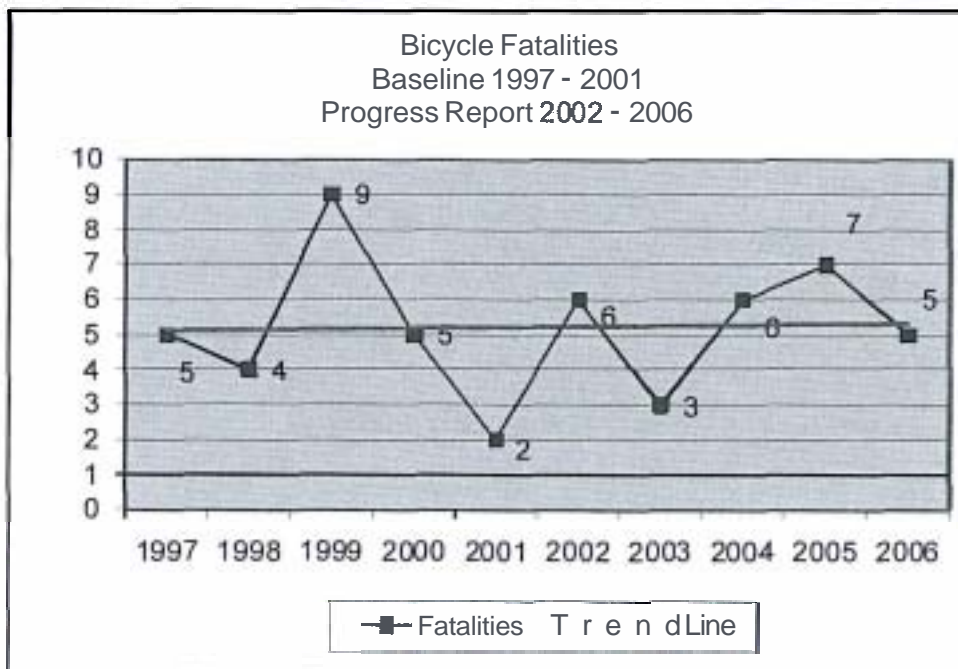
⁸ AB injuries include incapacitating and non-incapacitating injuries

OBJECTIVE: To reduce bicycle-related fatalities from six in 2004 to three in 2007.

STATUS: In 2006, there were five bicycle fatalities. Bicycle fatalities accounted for less than one percent of the total 765 fatalities in 2006. The number of fatalities decreased from seven in 2005 to five in 2006. The baseline years from 1996 to 2000 averaged five bicyclist fatalities per year. The last five years from 2002 to 2006 also averaged five fatalities per year.

Bicycle-Related Fatalities

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	5	4	9	5	2	6	3	6	7	5

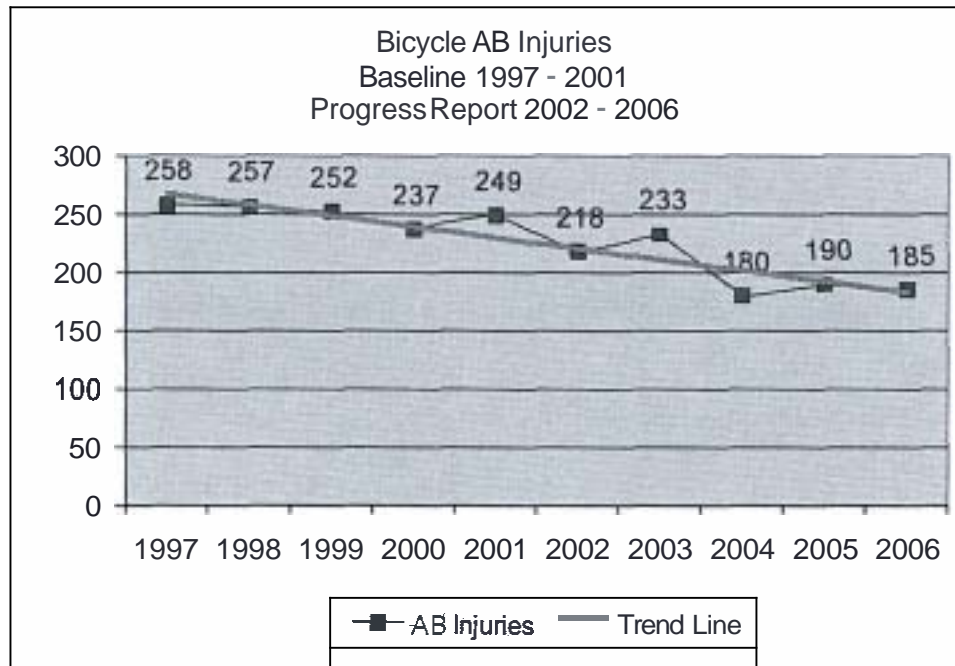


OBJECTIVE: To reduce bicycle AB⁹ injuries by 1% annually (180 in 2004 to 174 in 2007)

STATUS: In 2006, there were 185 bicycle AB injuries. Bicycle AB injuries accounted for 1.1% of the total 17,488 fatalities in 2006. Bicycle AB injuries peaked at 258 in 1997 and declined to a low of 185 in 2006. The baseline years 1997-2001 averaged 251 bicycle AB injuries per year. From 2002 to 2006, the average was 201 bicycle AB injuries per year.

Bicycle AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	258	257	252	237	249	218	233	180	190	185



⁹ AB injuries include incapacitating and non-incapacitating injuries

POLICE TRAFFIC SERVICES

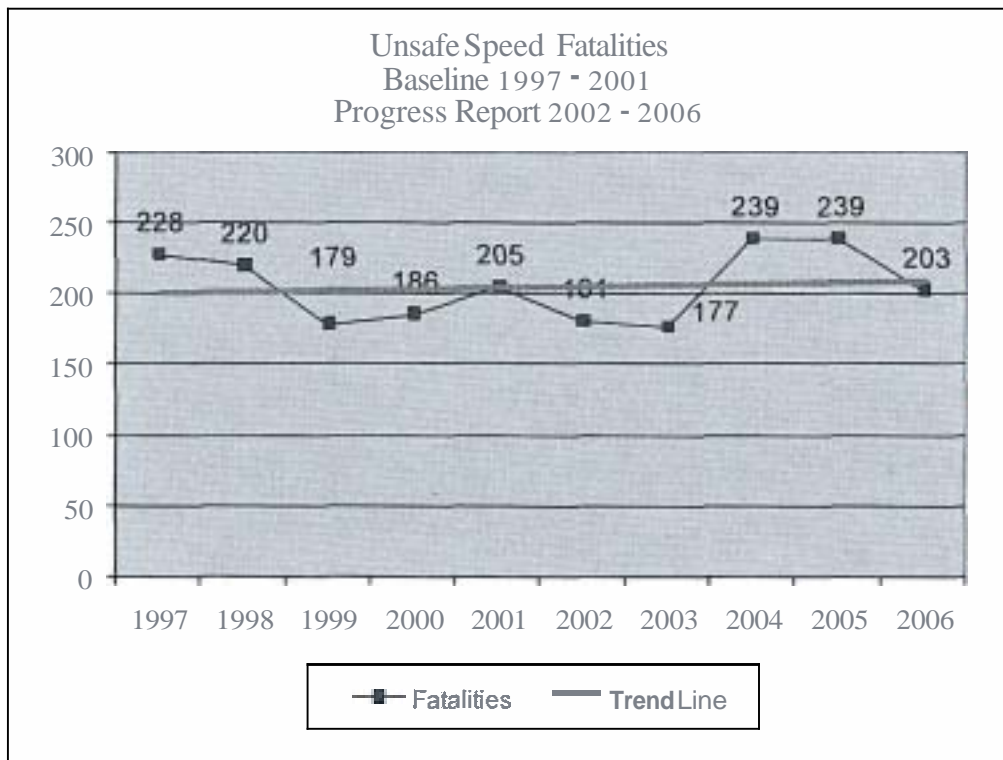
OBJECTIVES: To reduce fatalities caused by Unsafe Speed by 1% annually (239 in 2004 to 233 in 2007)

STATUS: In 2006, there were 203 fatalities caused by Unsafe Speed. Fatalities decreased 15.1% from 239 in 2005 to 203 in 2006. The baseline years 1996-2000 averaged 204 fatalities per year, while the years 2001-2005 averaged 209 fatalities per year. There is little difference in the number of fatalities that occurred between the two time periods.

The year 2003 had the lowest number of fatalities caused by Unsafe Speed, while the years 2004 and 2005 had the highest number.

Unsafe Speed Fatalities

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	228	220	180	186	205	181	177	239	239	203

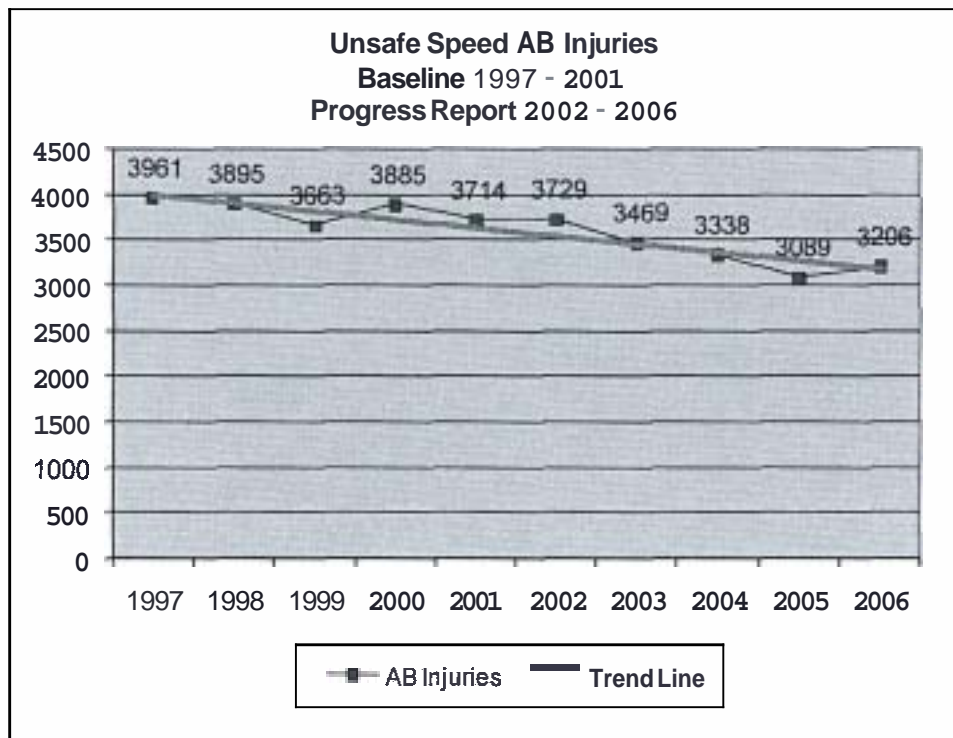


OBJECTIVES: To reduce AB¹⁰ injuries caused by Unsafe Speed by 1% annually (3,338 in 2004 to 3,239 in 2007)

STATUS: In 2006, there were 3,206 fatalities caused by Unsafe Speed. AB injuries increased 3.8% from 3,089 in 2005 to 3,206 in 2006. The baseline years 1996-2000 averaged 3,824 AB injuries per year, while the years 2001-2005 averaged 3,366 AB injuries per year. The year 2005 had the lowest number of AB injuries caused by Unsafe Speed, while the year 1997 had the highest number of AB injuries.

Unsafe Speed AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	3961	3895	3663	3885	3714	3729	3469	3338	3089	3206



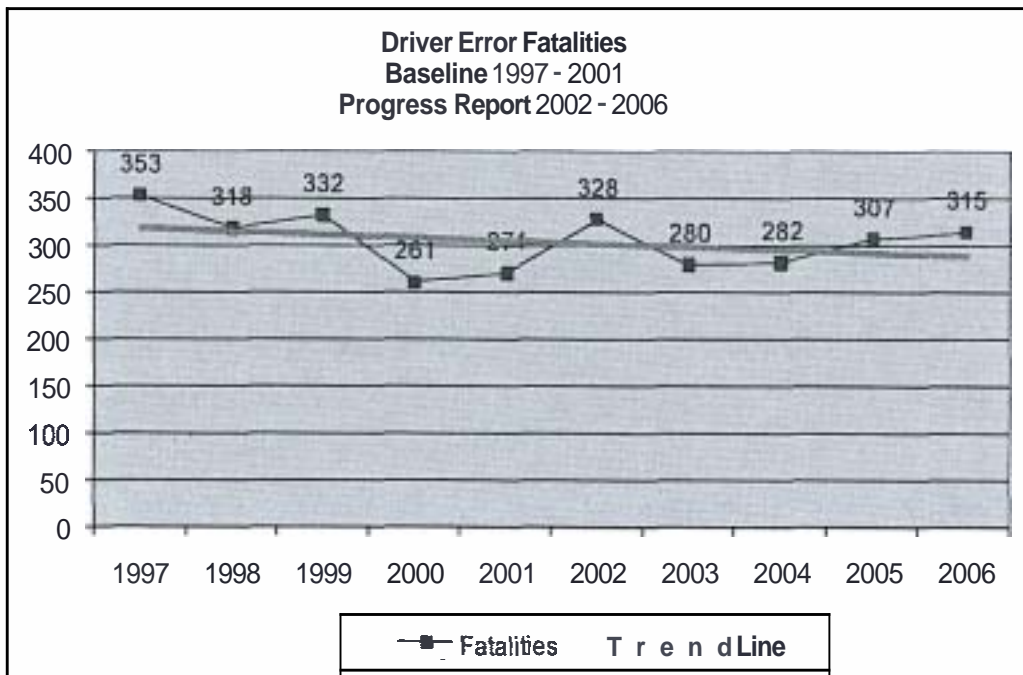
¹⁰ AB injuries include incapacitating and non-incapacitating injuries

OBJECTIVE: To reduce fatalities caused by Driver Error¹¹ by 1% annually (282 in 2004 to 273 in 2007)

STATUS: In 2006 there were 315 fatalities in Driver Error crashes. In 2006, Driver Error fatalities increased 2.6% from 2005. Fatalities in Driver Error crashes accounted for 41.2% of the total 765 fatalities in 2006. The baseline years 1997-2001 averaged 307 fatalities per year, while the years 2002-2006 averaged 302 fatalities per year. Fatalities in Driver Error crashes trended downward when comparing the baseline years to 2002 through 2006.

Driver Error Fatalities

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	353	318	332	261	271	328	280	282	307	315



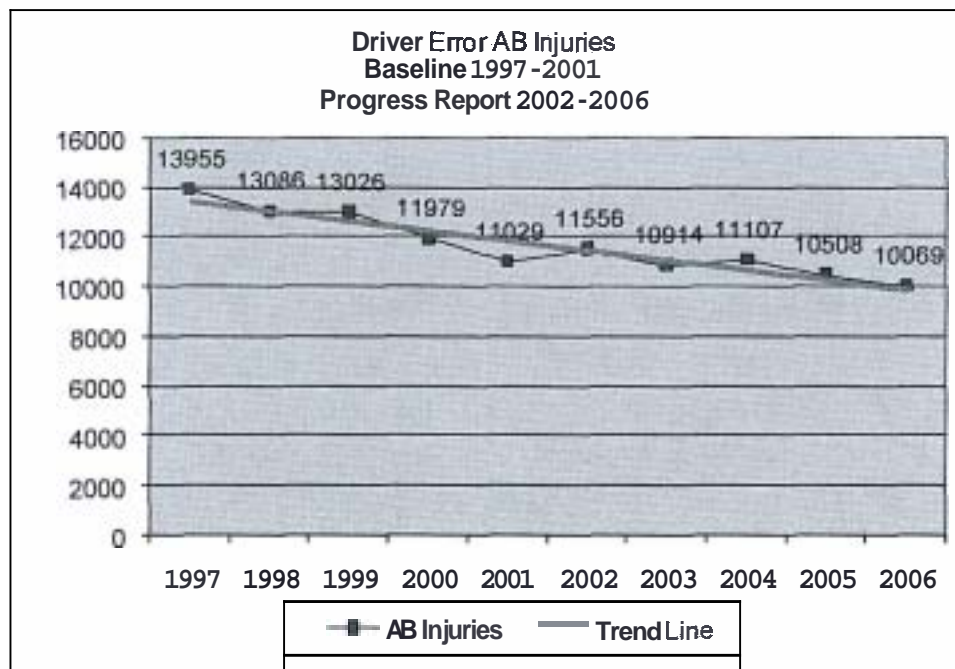
¹¹ Driver Error is an aggregate group composed of the following principal causes: *Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane, and Wrong Way.*

OBJECTIVE: To reduce AB injuries caused by Driver Error¹² by 1% annually (11,107 in 2004 to 10,780 in 2007)

STATUS: In 2006 there were 10,069 AB¹³ injuries in Driver Error crashes. In 2006, Driver Error AB injuries decreased 4.2% from 2005. AB injuries in Driver Error crashes accounted for 57.6% of the total 17,488 total AB injuries in 2006. The baseline years 1997-2001 averaged 12,615 AB injuries per year, while the years 2002-2006 averaged 10,831 AB injuries per year. AB injuries in Driver Error crashes trended downward when comparing the baseline years to 2002 through 2006.

Driver Error AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	13955	13086	13026	11979	11029	11556	10914	11107	10508	10069



¹² Driver Error is an aggregate group composed of the following principal causes: *Changed Lanes Unsafely, Failed to Stop, Failed to Yield, Followed too Closely, Improper Overtaking, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic lane, and Wrong Way.*

¹³ AB injuries include incapacitating and non-incapacitating injuries.

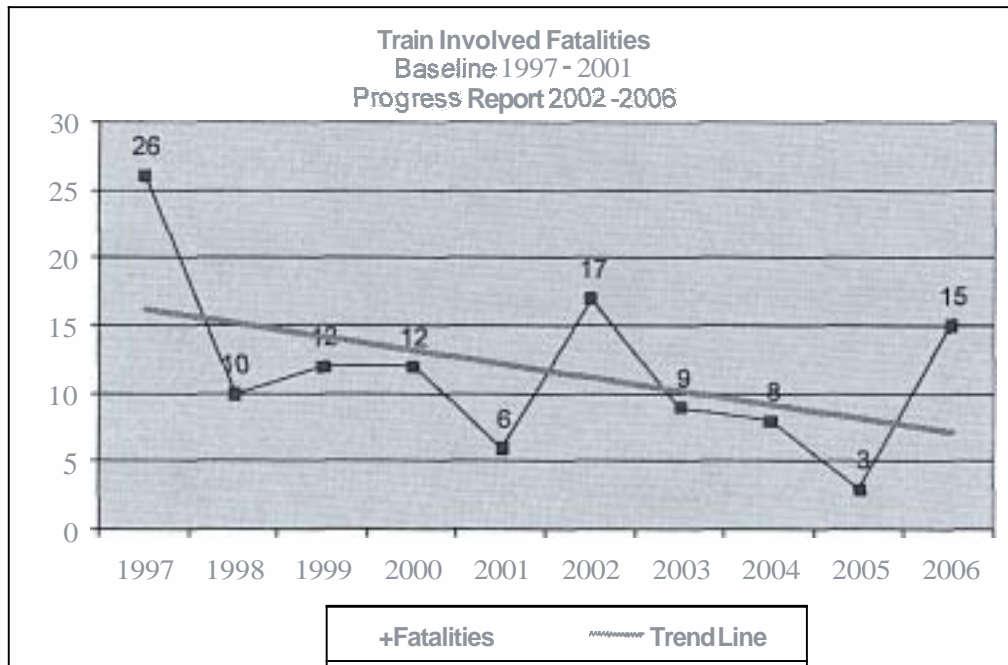
RAILROAD

OBJECTIVE: To reduce train involved fatalities from eight in 2004 to four in 2008.

STATUS: In 2006, there were 15 fatalities in crashes involving trains. There were 12 more fatalities in 2006 than there were in 2005. During the baseline years 1996-2001, fatalities in railroad-involved crashes averaged 13 per year. The years 2002-2006 averaged 10 fatalities per year. Due to the significant increase in the number of Train Involved Fatalities, the OHSO will continue to work with Operation Lifesaver to address this problem.

Train Involved Fatalities

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities	26	10	12	12	6	17	9	8	3	15

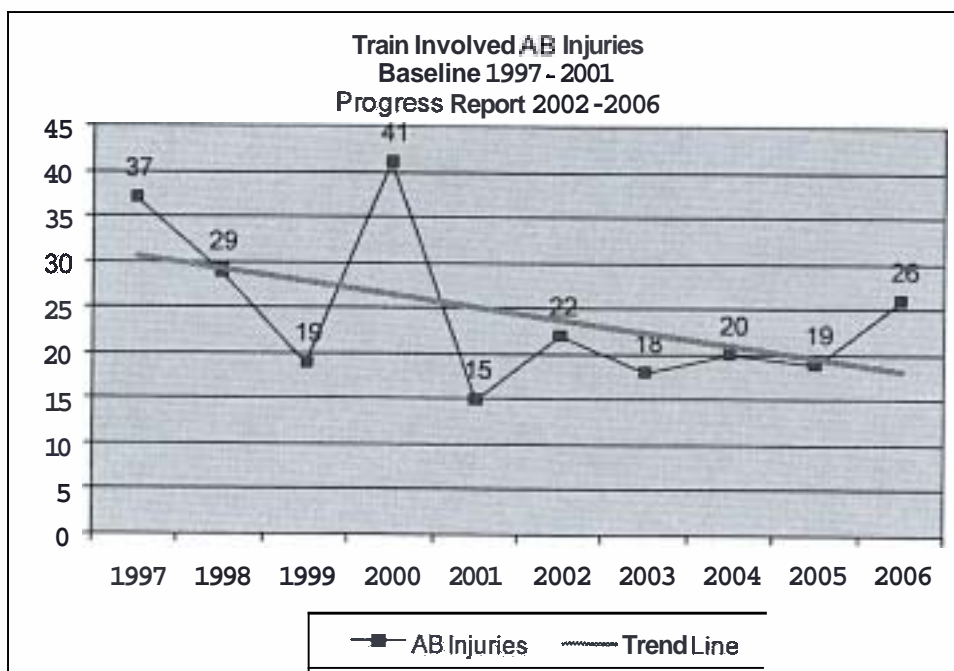


OBJECTIVE: To reduce train involved AB¹⁴ injuries from 20 in 2004 to 15 in 2008.

STATUS: In 2006, there were 26 AB injuries in crashes involving trains. There were seven more AB injuries in 2006 than there were in 2005. During the baseline years 1996-2001, AB injuries in train-involved crashes averaged 28 per year. The years 2002-2006 averaged 21 AB injuries per year.

Train Involved AB Injuries

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
AB Injuries	37	29	19	41	15	22	18	20	19	26



¹⁴ AB injuries include incapacitating and non-incapacitating.

**Crash Data and Trends
Baseline Data 1997 – 2001**

Progress Report Data 2002 – 2006

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities (Actual)	847	769	747	662	682	739	671	777	800	765
Fatality Rate (100M VMT)	2.6	1.9	1.8	1.6	1.6	1.6	1.5	1.7	1.7	1.6
Fatality Rate (100K Pop.)	25.5	23.0	22.2	19.2	19.7	21.2	19.1	22.1	22.5	21.4
Injuries ¹⁵ (Actual)	58,083	50,249	48,478	47,115	45,275	45,386	42,678	42,411	40,853	40,960
Injuries ¹⁶ (Serious)	22,636	21,454	21,232	20,120	19,047	19,577	18,685	18,359	17,505	17,488
Fatality & Serious Injury (Actual)	23,482	22,225	21,967	20,780	19,729	20,316	19,356	19,136	18,305	18,253
Fatality & Serious Injury Rate (100M VMT)	71.4	55.5	53.7	49.1	46.2	45.3	43.2	42.2	39.9	38.4
Fatality & Serious Injury Rate (100K Pop.)	704.4	657.4	632.7	602.2	570.2	581.5	551.2	543.1	519.5	510.0
Alcohol/Drug-Related Fatalities (Actual)	229	172	148	150	179	165	169	187	166	157
Proportion of Alcohol/Drug-Related Fatalities	27.0%	22.4%	19.8%	22.7%	26.2%	22.3%	25.2%	24.1%	20.8%	20.5%
Alcohol/Drug-Related Fatalities (100M VMT)	.70	.43	.36	.35	.42	.37	.38	.41	.36	.33
Alcohol/Drug-Related Fatalities (100K Pop.)	6.9	5.1	4.4	4.3	5.2	4.7	4.8	5.3	4.7	4.4
Motorcycle Fatalities (Actual)	30	25	31	26	35	39	43	79	73	65
Proportion of Motorcycle Fatalities	3.5%	3.3%	4.1%	3.9%	5.1%	5.3%	6.4%	10.2%	9.1%	8.5%
Motorcycle Fatality Rate (100M VMT)	.09	.06	.08	.06	.08	.09	.10	.17	.16	.14
Motorcycle Fatality Rate (100K Pop.)	.90	.75	.92	.75	1.01	1.12	1.22	2.24	2.06	1.82
Unsafe Speed Fatalities	228	220	180	186	205	181	177	239	239	203
Proportion of Unsafe Speed Fatalities	26.9%	28.6%	24.1%	28.1%	30.1%	24.5%	26.4%	30.8%	29.9%	26.5%
Unsafe Speed Fatality Rate (100M VMT)	.69	.55	.44	.44	.48	.40	.39	.53	.52	.43
Unsafe Speed Fatality Rate (100K Pop.)	6.9	6.6	5.4	5.4	5.9	5.2	5.0	6.8	6.7	5.7

¹⁵ Includes Incapacitating, Non-incapacitating and Possible injuries.

¹⁶ Includes Incapacitating and Non-incapacitating injuries.

Crash Data and Trends
Baseline Data 1997 – 2001
Progress Report Data 2002 – 2006

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Driver Error ¹⁷ Fatalities	353	318	332	261	271	328	280	282	307	315
Proportion of Driver Error Fatalities	41.7%	41.4%	44.4%	39.4%	39.7%	44.4%	41.7%	36.3%	38.4%	41.2%
Driver Error Fatality Rate (100M VMT)	1.07	.79	.81	.62	.64	.73	.62	.62	.67	.66
Driver Error Fatality Rate (100K Pop)	10.6	9.5	9.9	7.6	7.8	9.4	8.0	8.0	8.7	8.8
Pedestrian Fatalities	70	49	62	44	49	53	39	50	51	46
Proportion of Pedestrian Fatalities	8.3%	6.4%	8.3%	6.6%	7.2%	7.2%	5.8%	6.4%	6.4%	6.0%
Pedestrian Fatality Rate (100M VMT)	.21	.12	.15	.10	.11	.12	.09	.11	.11	.10
Pedestrian Fatality Rate (100K Pop)	2.1	1.5	1.8	1.3	1.4	1.5	1.1	1.4	1.4	1.3
Bicyclist Fatalities	5	4	9	5	2	6	3	6	7	5
Proportion of Bicyclist Fatalities	.6%	.5%	1.2%	.8%	.3%	.8%	.4%	.8%	.9%	.7%
Bicyclist Fatality Rate (100M VMT)	.02	.01	.02	.01	.00	.01	.01	.01	.02	.01
Bicyclist Fatality Rate (100K Pop)	.15	.12	.27	.14	.06	.17	.09	.17	.20	.14
Train Fatalities	26	10	12	12	6	17	9	8	3	15
Proportion of Train Fatalities	3.1%	1.3%	1.6%	1.8%	.9%	2.3%	1.3%	1.0%	.4%	2.0%
Train Fatality Rate (100M VMT)	.08	.02	.03	.03	.01	.04	.02	.02	.01	.03
Train Fatality Rate (100K Pop.)	.78	.30	.36	.35	.17	.49	.26	.23	.08	.42

¹⁷ Driver Error is an aggregate group composed of crashes with the following principal causer: Changed Lanes **Unsafely**, Failed to Stop, Failed to Yield, Followed Too Closely, **Improper Overtaking**, Improper Parking, Improper Turn, Inattention, Left of Center, Stopped in Traffic Lane and Wrong Way.

Proportions of Population Using Safety Belts

1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
56.0%	60.7%	67.5%	67.9%	70.1%	76.7%	80.3%	83.1%	83.7%	83.1%

Child Restraint Use

1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
54.4%	62.5%	71.7%	66.0%	77.4%	75.7%	80.6%	82.7%	86.7%	85.4%

HIGHLIGHTS

October:

Project Directors' Class Held

With a brand new curriculum, OHSO conducted its annual Project Directors' Training course October 24-26, 2006, at the Roman Nose State Park. A total of 54 were in attendance at the 3-day course. All modules were completely rewritten, and a new component was added allowing experienced Project Directors the opportunity to "mentor" newer ones. The class received excellent evaluations.

Football Sponsorships Held

Three major sports marketing campaigns took place during October. On October 14, 2006, OHSO was the sponsor of the OU v. Iowa State football game. This activity was followed on October 28, with the sponsorship of the OSU v. Nebraska football game. Over 125,000 people were in attendance at both events, which featured radio interviews with OHSO staff members, pre-game educational booths, and public service announcements during the games.

On Friday, October 6, the OHSO sponsored "The Ultimate Hitchhike" to Dallas for the OU v. Texas game the following day. Local radio personality, and former Baltimore Oriole, Jim Traber sent the buckle up message loud and clear to fans as they traveled to Dallas.

November:

In Memoriam

LT J.C. **Burris**, a long time member of the OHSO family lost his long term battle with cancer on November 24th, 2006. LT **Burris** was known as "Mr. Click It Or Ticket" throughout Oklahoma. His dedication to highway safety was beyond measure. LT **Burris** was an 18-year veteran with the Oklahoma Highway Patrol. He was survived by his wife, parents, four brothers, three children, and several grandchildren.

The JC Bums Fighting Chance Foundation has been established to continue his legacy of saving lives. The foundation has furnished a special suite at Mercy Hospital designed to improve the quality of life for those who have cancer. A J.C. **Burris** Award for Outstanding Achievement in Highway Safety has also been established in his memory. *[Right: LT J.C. Burris, Oklahoma Highway Patrol]*



December:
Holiday "Cheers"

AAA Oklahoma held a Great Pretenders Mocktails Mix-off on December 28 to promote the use of festive non-alcoholic drinks at parties, and the need for designated drivers. OHSO co-sponsored the affair along with the Bricktown Rotary Club and the Oklahoma Ignition Interlock Association. Seven bartenders entered the event, which was judged by members of the media and an Oklahoma legislator. *[Right: Local Television Celebrity Kevin Ogle at the "Great Pretenders Mocktails Mix-off."]*



Strategic Highway Safety Plan Initiated

Shategic Highway Safety Planning (SHSP) began this month in Oklahoma. Cambridge Systematics Incorporated has been contracted by the Oklahoma Department of Transportation (ODOT) to assist in the development of the SHSP. This is a significant step forward to improve highway safety in Oklahoma.

January:

New Crash Report Form Initiated

The OHSO in conjunction with the Oklahoma Highway Patrol initiated a new crash report form this month. This report will assist in the collection of crash data and speed data entry into the Department of Public Safety system. Training on the use of this form is being provided by the OHP to all law enforcement agencies across Oklahoma. *[Right: Trooper Betsy Randolph of the Oklahoma Highway Patrol along with her fellow Troopers, work a crash with the new report form.]*



February:

Youth Alcohol Training Event

The annual Oklahoma City Youth Alcohol training session was conducted on February 20-21, 2007. This training provided information on the youth alcohol problem to both community environmentalists and local law enforcement officers. All in attendance had the opportunity to participate in training sessions on youth alcohol law enforcement operations and other issues facing the state concerning youth alcohol consumption.

Buckle Down Awards Once Again

The Annual Buckle Down Awards Ceremony honored both State and local law enforcement officers in Tulsa this month. These officers were recognized for the excellent job they have done in order to make Oklahoma roadways a Safer place. *[Right: Kaye Statton and Frank Marrero present a "Top Cop" award to Officer Craig Murray, of the Tulsa Police Department.]*



March:

New OHP Chief Named

The Oklahoma Highway Patrol announced on March 15, 2007, Van M. Guillotte as the new **Chief**. Colonel Guillotte is taking over the OHP from Chief **Jerry Cason** who recently retired from the patrol. Chief Guillotte has 18 years service with the Department of Public Safety. Chief Guillotte is the **24th** Chief of the Highway Patrol. *[Right: New Oklahoma Highway Patrol Chief; Colonel Van M. Guillotte, #3.]*



Oklahoma Announces Safe Routes To School Program

On March 12, 2006, the Oklahoma Department of Transportation announced Ernestine Embroh as the new Safe Routes to School **Program** Manager for Oklahoma. The Oklahoma Highway Safety Office looks forward to working with Ernestine and her staff at the Oklahoma Department of Transportation on this project. This program **will** allow local communities to improve pedestrian and bicycle routes to schools in Oklahoma.

April:

Work Zone Awareness

Work Zone Awareness Week activities included press events in Tulsa April 3, and Oklahoma City April 4. The **OHSO** participated with the Oklahoma Department of Transportation, law enforcement, and others to improve the awareness of work zone safety. Members of the Metro Area Traffic Safety Council in Oklahoma City, and the Tulsa Area Safe **Kids** Coalition were very supportive of the effort. *[Right: CPT Chris West and other Officers conduct a press conference in Oklahoma City in support of the work zone awareness week activities.]*



Annual Forum Conducted

The **OHSO** held its annual Statewide Highway Safety **Forum** April 10, 2007. One hundred **fifteen** people **attended** the **Forum**. A **special** guest speaker, Oklahoma University Head Woman's Basketball Coach, **Sherri Coale**, **gave** a **speech** that **was** well received by the attendees. Special luncheon speakers were Georgia **Chakiris**, NIITSA, and **Jim Trabor**, a local radio show host who has promoted highway safety throughout the years. During the awards **program**, the **OHSO** **Duane** Clark Memorial Award was presented to Debra **Burris** on behalf of her late husband, LT **J.C. Burris**, of the Oklahoma Highway Patrol. LT **Burris** was a 18-year veteran of the **OHP** and has been instrumental in Oklahoma's Highway Safety efforts for many years. LT **Burris** passed away on **November** 26, 2006, **after** a battle with cancer. *[Right: The J.C. Burris family with the first winners of the JC Burris Memorial Award, Pam Stottman and Shelli Stephem-Stidham, at the Annual Highway Safety Forum.]*



May:

In May, the OHSO selected projects/sub-grants for the Federal Fiscal Year 2008.

May Mobilization Update

On May 8, the OHSO, Oklahoma State Department of Health (OSDH), Safe Kids Oklahoma, and Indian Health Services, **partnered** to present a "Click It Or Ticket" kickoff breakfast. During the event the Oklahoma Highway Safety Office celebrated its 40th birthday. Other organizations celebrating birthdays **at** the event were the Injury Prevention Services at the Oklahoma State Department of Health. It was the organization's 20th birthday. Also the Safe Kids Coalition celebrated its 10th year of service to the State of Oklahoma. Department of Public Safety Commissioner, Kevin Ward, was the keynote speaker. Several "Saved by the Belt" survivors were also on **hand** to tell their stories. CPT Pete Norwood of the Oklahoma Highway Patrol assisted in the ceremonies. After the event he participated in press interviews and coordinated a seat belt checkpoint event with fellow law enforcement officers. *[Right: Commissioner Kevin Ward Oklahoma Department of Public Safety, makes an address at the "Click It Or Ticket" mobilization kick off breakfast.]*



The "Click It Or Ticket" mobilization was initiated on May 21, 2007, and ran through June 3, 2007. During this year's mobilization Law Enforcement agencies reported over 10,000 seat belt contacts. In addition, law enforcement **officers** reported 6,445 speed contacts during the mobilization. Officers also apprehended 162 fugitives across the state.

Boley Rodeo Event

For the **fifth** straight year the Oklahoma Highway Safety Office participated in the Boley, Oklahoma, rodeo event. CPT Pete Norwood was on hand to man an information booth with other State Troopers to urge people to "Click It Or Ticket." Chief Virgil Green and CPT Norwood also set up an **information** booth at the car I motorcycle show held in conjunction with this event.

June:

OHSO Helps Sponsor Cadet Lawman Academy

The 34th annual Cadet Lawman Academy was conducted in Burns Flats Oklahoma in June. During the Academy Sabrina Mackey and CPT Pete Norwood assisted with presentations on youth alcohol prevention and occupant protection. Over 100 students attended this year's Academy. *[Below: Class picture of the 34th Cadet Lawman Academy, Burns Flats, Oklahoma]*



July:

NHTSA Management Review

The South Central Regional (SCR) Headquarters of NHTSA came to visit the OHSO on July 9-13, 2007, for the Management Review. The SCR team was comprised of *Gary Taylor*, *Bruce Shults* and *Frank Marrero*. The review was a good learning experience for the OHSO staff. During the out briefing the staff received a number of commendable ratings.

Youth Alcohol Leadership Camp Takes Place in Tahlequah

The OHSO in conjunction with the Oklahoma Department of Mental Health Substance Abuse Services held its annual youth alcohol prevention leadership camp July 16-20, 2007. The camp was an excellent opportunity to present youth with the problems of underage drinking. The youth alcohol project has been renamed "Too Much to Lose" or "2M2L." The 2M2L camp had 85 students and 30 sponsors in attendance. At the end of camp, each group took an action plan back to their community in order to address the youth alcohol problem. *[Right: Students at the 2M2L Youth Alcohol Leadership Camp attend instruction by Nigel Wrangham.]*



Miss Oklahoma, Seat Belt Ambassador

Makenna Smith, Miss Oklahoma 2007, has stated that her platform this year is seat belt safety. Ms. Smith and her family were heroically rescued by Lynn **McGruder** and Mark Clayton, two former Oklahoma University football players, in a crash on I-35 a few years ago. Makenna was wearing her seat belt in the crash. She credits wearing the seat belt for saving her life. Ms. Smith is **working** hard to present seat belt safety information to schools and other organizations across **Oklahoma**. This year she has also assisted in publishing public service announcements concerning seat belt safety in Oklahoma *[Right: Ms. Makenna Smith, Miss Oklahoma 2007.]*



August:

The Senior Law Enforcement Administration Course

Thirty law enforcement officers attended the University of Central Oklahoma Senior **Law Enforcement Administration** Course conducted July 30 - August 3, 2007. This class offers senior law enforcement officials the opportunity to obtain information on many of the issues facing law enforcement agencies. The curriculum included such topics as grant applications, diversity, and challenges in traffic enforcement *[Right: LT Mark Wainwright of the Bethany Police Department receives his diploma upon completion of the UCO Senior Law Enforcement Administration Course from Kaye Statton, Governor's Representative for Highway Safety, and Kevin Ward, Commissioner of the Department of Public Safety.]*



"Drunk Driving, Over the Limit, Under Arrest" Mobilization

The OIISO in partnership with the OHP and dozens of other law enforcement agencies conducted the statewide impaired driving mobilization, "Drunk Driving, Over the Limit, Under Arrest" from August 17 - September 3, 2007. This year's event was quite successful with 82 law enforcement agencies participating across the state. *[Right: Oklahoma County Sheriff's Deputies conduct an impaired driving checkpoint in Oklahoma City]*



September:

OHSO Welcomes CPT Paul Timmons

The Highway Safety Office is pleased to have CPT Paul Timmons from the OHP join the staff as the new Law Enforcement Liaison, this month. CPT Paul Timmons brings 20 years of experience in law enforcement with him as he joins the OHSO staff. *[Right: CPT Paul Timmons with Bart Commer and his wife, Nadia, at the OHSO Traffic Safety PSA shoot in Oklahoma City]*



Program Area Summaries

ALCOHOL

Tulsa CRASHs Court
Community Service Council of Greater Tulsa
AL-07-02-01-10

Project Objectives: Reduce the number of drug and/or alcohol-related motor vehicles KAB crashes among high school students age 15 – 18 attending CRASHs Court in Tulsa County by 15%. Reduce alcohol/drug related fatalities among high school students age 15 – 18 who have attended CRASHs Court in Tulsa County by 10%. Increase the use of seat belts among high schools students age 15 – 18 attending CRASHs Court in Tulsa County by 25%.

Project Results: This CRASHs Court Program exemplifies a growing movement toward proactive prevention. As of this date, crash related data on Tulsa high school age students is not available. Youth are being educated about potential legal consequences directly resulting from alcohol and drug arrests. A "life choices" discussion is conducted and victim's impact speaker tells his/her story. A total of 4,610 students attended the CRASHs Court program, and 26 PI&E activities were conducted during the year.

DAC Traffic Safety Resource Prosecutor
Oklahoma District Attorneys Council
AL-07-02-02-04

Project Objectives: To create a more educated prosecutorial force in Oklahoma, improve the coordination of prosecution of highway traffic safety cases, and increase public awareness of traffic safety issues.

Project Results: During this FY, the project funded a full-time TSRP, as well as a part-time TSRP. The TSRP continued to produce a newsletter that highlighted a variety of issues affecting the prosecution of serious traffic-related offenses. The newsletter was distributed bi-monthly to over 250 prosecutors. The TSRP provided many training opportunities to 164 prosecutors and law enforcement officials, as well as presentations to these same audiences. The TSRP regularly provided legal guidance to aid prosecutors in pending DUI cases.

Norman Police Department **DRE/DEC** Program
Norman Police Department
AL-07-02-03-07

Project Objectives: To expand the ability of law enforcement agencies in Oklahoma to detect drug-impaired drivers by training up to 30 new DRE officers within the State of Oklahoma.

Project Results: The project trained and certified 24 new DRE officers.

SFST Certification and Update Training
Oklahoma Association of Chiefs of Police
AL-07-02-04-06

Project Objectives: To expand the ability of law enforcement agencies in Oklahoma to remove impaired drivers from the roadways by training officers within the State of Oklahoma to detect alcohol and drug-impaired drivers. To conduct SFST instructor training to enable departments to conduct in-house SFST training.

Project Results: The OACP conducted 10 RAIDD (Remove Alcohol Impaired and Drugged Drivers) classes, 10 SFST Refresher classes, and 3 SFST Instructor classes. In total, 231 officers received training, with 14 of them becoming new instructors.

OU Police Department Impaired Driving Enforcement
University of Oklahoma Police Department
AL-07-03-01-02

Project Objectives: To reduce the number of alcohol-related fatalities on campus from 1 in 2005 to 0 in 2006/2007. It was also the goal to educate the students on responsible driving behaviors.

Project Results: As of the writing of this report, there have been no alcohol-related fatalities on campus. OU Police Department officers while working this project, made 29 DUI arrests and issued 161 citations or warnings. The department participated in both the "Click it or Ticket" and "Drunk Driving. Over the Limit. Under Arrest." Campaigns. Officers also completed 30 presentations to students dealing with drinking and driving and alcohol awareness.

Alcohol **Information** Program
Shawnee PD
AL-07-03-02-01

Project Objectives: The Shawnee Police Department used a multi-faceted approach to combat traffic collisions and the alcohol problem in Shawnee. The Shawnee Police Department used an officer in part-time status for alcohol and youth alcohol education throughout the Shawnee community. Officers also conducted overtime traffic enforcement operations with a focus on impaired driving enforcement.

Project Results: The Shawnee Police Department reported 287 DUI / Youth Alcohol arrests during the year. The Shawnee Police Department conducted 721 PI&E activities during the year. An additional 357 traffic contacts were reported in 2007.

MOTORCYCLE SAFETY

OHP Statewide Motorcycle Safety Program
Oklahoma Highway Patrol
K6-07-03-01-01

Project Objectives: The Oklahoma Highway Patrol conducted statewide motorcycle safety presentations and initiated a Motorcycle Safety Awareness Program in 2007. Officers also conducted overtime public information operations with a focus on motorcycle safety.

Project Results: The OHP conducted seven (7) PI&E events during the last ~~two~~ months of the year. During these events a total of 1,130 people were contacted with the motorcycle safety message. The OHP has also prepared a motorcycle PSA and other motorcycle safety literature in support of the program. The project used the slogan "No Excuse, Ride Safe" and "Share the Road" during this year's project. Colorful handkerchiefs and tire gauges were promotional items distributed during this year's presentations. The informational pamphlets and promotional items were purchased with the consent of the State Motorcycle Advisory Board and the State Motorcycle Safety Advisor.

OCCUPANT PROTECTION

Chickasaw Nation CPS Project
Chickasaw Nation
OP-07-02-01-02

Project Objectives: To reduce the number of deaths and injuries from motor vehicle crashes among children by providing convertible and booster seats to needy families and offering education to communities.

Project Results: In 2007 the Chickasaw Nation provided 585 child safety seats to needy families at 10 checkup events. The Chickasaw Nation also conducted two I-day Intro to CPS classes. This program was successful in training 38 people. They also conducted six PI&E activities.

Child Seat Safety Training
Emergency Medical Services Authority (EMSA)
OP-07-02-03-08

Project Objectives: Hold car seat checks monthly at consistent locations in Tulsa and Oklahoma City. Check at least 90 seats monthly through corporate and media sponsors. Educate the public on child passenger safety. Train 100% of new field medics in I-day course. Sustain 95% level for I-day training of management team. Train three additional EMSA employees to the Technician level. Maintain on staff at least two NHTSA-level instructors.

Project Results: During this year's 16 car seat checks, a total of 1,695 new seats were distributed. A total of 485 appointments were also made for car seat checks this year. EMSA trained a total of 100 people during the year in child passenger safety including all new EMSA medics, and individuals outside of the organization to include the Oklahoma Highway Patrol Academy class. Eleven EMSA employees were trained as Technicians, and two staff members are Instructors. They also continue a collaborative partnership with the Latino Community Development Agency in Oklahoma City to better reach diverse populations.

Latino Community Traffic Safety Program
Latino Community Development Agency (LCDA)
OP-07-02-03-07

Project Objectives: Educate Latino parents in the Oklahoma City metro community on the necessity for, and correct use of, child safety seats, and the necessity of wearing their own seat belts. School-age children will increase their knowledge of the importance of using booster seats and wearing seat belts. Education will be provided on the problems with drinking and driving.

Project Results: The LCDA conducted 14 child safety workshops with a total of 445 parents in attendance. A total of 647 car seats were distributed. The LCDA also hosted three bicycle rodeos with 50 children participating and receiving bicycle helmets. Additionally, over 1,200 school children viewed age-appropriate traffic safety presentations. The LCDA also conducted 51 child passenger safety presentations at various Oklahoma City facilities servicing Latino mothers.

Oklahoma Safe Kids Child Restraint Education
Oklahoma Safe Kids
OP-07-02-04-09

Project Objectives: To increase the use of child safety seats by 5 percent and to increase the proper use of child safety seats by 5 percent. To decrease deaths and injuries to children age 8 and under due to motor vehicle crashes in Oklahoma by 5 percent.

Project Results: Safe Kids conducted 18 car seat checkup events, and distributed 787 seats. A total of 3 training classes were also held throughout the year, with one of these being a 4-day NHTSA certification class. More than 81 people were trained, with over 889 educational packets mailed to reported CPS violators through the Please Be Seated Program.

Occupant Protection Program
OK State Department of Health (OSDH)
OP-07-02-05-06

Project Objectives: To reduce deaths, injuries, and societal costs resulting from motor vehicle crashes by distributing child safety seats and booster seats to low income families, provide child safety education to caregivers, and train health care workers in the proper installation and use of child safety seats.

Project Results: OSDH distributed 4,038 child safety seats to low-income families through their county health departments. The OSDH also joined with OHSO for the May Mobilization Click it or Ticket kickoff as the event was combined with Injury Prevention Month in the State of Oklahoma.

St. Francis OP Program
Tulsa Safe Kids
OP-07-02-06-07

Project Objectives: To reduce child fatalities and injuries from motor vehicles crashes by 10%. To increase child restraint use by 10% for children, birth to 8 years old. To increase booster seat usage by children 40 to 80 pounds, and to promote compliance with Oklahoma's booster law. To provide CPS training and education as well as Technician Updates throughout northeastern Oklahoma. Promote the health and safety of children in childcare settings.

Project Results: Tulsa Safe Kids conducted 8 Buckle Up Trainings and Technical Update classes, as well as one 4-day NHTSA Technician Training. In total, 108 people were trained in CPS throughout northeastern Oklahoma. Tulsa Safe Kids held 55 car seat checkup events at which 1,398 seats were checked. The Tulsa area increased its child restraint use rate by 9% during the year. Final crash statistics for the year are not available at this time.

Restraint Surveys
University of Oklahoma
OP-07-05-01-00

Project Objectives: Conduct statewide annual NHTSA-approved seat belt survey and statewide child restraint survey within time periods established by the OHSO.

Project Results: Both the statewide seat belt survey and child restraint survey were conducted, analyzed, and reported as required by the contract. Both surveys reflected decreased use/wear from previous years. The safety belt use rate is 83.1%; the child restraint use rate is 85.4% as of the latest surveys' reported results.

POLICE TRAFFIC SERVICES

**Law Enforcement Education
University of Central Oklahoma
PT-07-02-01-00**

Project Objectives: Develop, deliver, and administer a course titled "Law Enforcement Administration." The course, was designed to be an intense program for law enforcement executives, included management, supervisory, and leadership skills training. The course was CLEET-certified.

Project Results: The course conducted July 31 -August 3,2007, for 32 law enforcement executives included chiefs, sheriffs, and other management-level executives. Participant written feedback was extremely complimentary of the course content and instructors.

**Altus Traffic Enforcement
Altus Police Department
PT-07-03-01-04**

Project Objectives: To promote traffic safety and reduce the KAB crashes in the City of Altus by 3% from 37 in 2006 to 36 in 2007.

Project Results: KAB crashes were reduced significantly to a preliminary number of 31 in 2007. During the contract period, officers made 1,361 written contacts for traffic violations, and conducted 18 PI&E activities.

**Beaver Co. Traffic Enforcement
Beaver Co. Sheriffs Office
PT-07-03-02-03**

Project Objectives: To reduce fatality crashes from 4 in 2005, to 3 in 2007. This is a 25% reduction.

Project Results: No fatality crashes have been reported to this date in Beaver County. Over the course of the year, deputies issued 2,300 written contacts for traffic safety violations, with 125 of these being for safety belt violations. Beaver County SO also conducted 9 PI&E activities.

Bethany Traffic Enforcement
Bethany Police Department
PT-07-03-03-04

Project Objectives: To reduce injury crashes by 3%; to increase occupant protection enforcement.

Project Results: Injury crashes were reduced by 3%. Non-injury crashes were reduced by a total of 22. A total of 13 PI&E activities were conducted. Officers issued 1633 traffic contacts through the year. The Department was also extensively involved with all national mobilizations.

Bixby Traffic Enforcement
Bixby Police Department
PT-07-03-04-06

Project Objectives: To reduce the number of fatal crashes in Bixby from 3 in 2005 to 2 in 2007; to increase the usage of safety belt and child restraint systems from 93% to 95%.

Project Results: Fatality crashes were successfully reduced in Bixby from 3 in 2005 to none in 2007. Seatbelt usage declined from 93% in 2005 to 91% in 2007. The Department exceeded the number of PI&E contacts, and held **44** different activities throughout the year. They also issued 1,908 written contacts for traffic violations.

Broken Arrow Traffic Enforcement
Broken Arrow Police Department
PT-07-03-05-07

Project Objectives: To reduce the number of fatal crashes in Broken Arrow from 3 in 2006 to 2 in 2007 through a program of increased safety education, and enhanced targeting of aggressive driving, DUI, and occupant protection violations.

Project Results: Broken Arrow reported five (5) fatal crashes in 2007. A total of 1,899 written contacts were reported for traffic violations, and 83 PI&E activities were conducted. Broken Arrow also participated in all mobilization activities in 2007.

Choctaw Traffic Enforcement
Choctaw Police Department
PT-07-03-07-03

Project Objectives: To decrease the number of KAB crashes in the City of Choctaw from 18 in 2005 to 16 in 2007.

Project Results: The number of KAB was reduced to 15 in 2007. Officers worked 425 hours of overtime traffic enforcement, and made 768 written contacts. The Department conducted 4 PI&E activities.

Cherokee County Traffic Enforcement
Cherokee County Sheriffs Office
PT-07-03-06-01

Project Objectives: To reduce the number of KAB crashes in Cherokee County by 2% from 135 in 2005 to 130 in 2007.

Project Results: A total of 1019 traffic contacts were made, and 11 PI&E activities conducted. Overall activity was lower than anticipated due to severe weather conditions during the winter months. The Department participated in all national traffic safety-related mobilizations.

Durant Traffic Enforcement
Durant Police Department
PT-07-03-08-04

Project Objectives: To decrease the number of fatal crashes in Durant from 2 in 2004 to 1 in 2007 through increased enforcement efforts.

Project Results: As of the report date, only one fatality had occurred in Durant, and overall crashes appear to be showing a decrease. A total of 2,508 written contacts were made for traffic violations, and there were 10 DUI arrests. The Department also conducted 12 PI&E activities.

Edmond Traffic Enforcement
Edmond Police Department
PT-07-03-09-09

Project Objectives: To decrease the number of fatal crashes in the City of Edmond from four in 2005 to three in 2007.

Project Results: As of September 2007, there have been no fatal crashes in the City of Edmond. A total of 5,450 written contacts were made, and 16 PI&E activities were conducted. The Edmond Police Department participated in all mobilization traffic enforcement events conducted in 2007.

El Reno Traffic Enforcement
El Reno Police Department
PT-07-03-10-04

Project Objectives: To decrease the number of KAB crashes by 3%, from 49 in 2004 to 47 in 2007.

Project Results: As of the reporting date, 53 KAB crashes were reported in El Reno. The El Reno Police Department reported 1,105 during the year. The El Reno Police Department also reported 10 PI&E events during the year. The El Reno Police Department participated in all national mobilization events.

Enid Traffic Enforcement
Enid Police Department
PT-07-03-11-03

Project Objectives: To reduce the number of fatal crashes from 4 in 2004 to 3 in 2007 through public information, education, and high visibility enforcement of traffic laws.

Project Results: A total of 2 fatality crashes occurred in Enid during the contract year. The activity numbers for the department were higher than anticipated on all levels. A total of 2,940 written contacts were made, with 719 of these being for seat belt violations. The Department also conducted 12 PI&E activities. The Enid Police Department participated in all national mobilization events.

Guthrie Traffic Enforcement
Guthrie Police Department
PT-07-03-12-04

Project Objectives: To decrease the number of fatal crashes in the city of Guthrie from 2 in 2004 to 1 in 2007.

Project Results: During the contract year, there was only 1 reported fatality in the city, and only 39 KAB crashes (subject to current reporting). A total of 934 written contacts were made during the year. The Guthrie Police Department participated in all national mobilization events.

Kay County Traffic Enforcement
Kay County Sheriff's Office
PT-07-03-13-01

Project Objectives: To reduce the number of fatal crashes by **10%**, from 11 in 2004 to 10 in 2007.

Project Results: As of September, 2007, there had been seven fatality crashes reported in Kay County. A total of 1,938 written contacts were made, and 12 PI&E activities were conducted. A total of 81 impaired driving arrests were also reported during this contract year. The Kay County Sheriff's Office participated in all national mobilization events.

Lawton Traffic Enforcement
Lawton Police Department
PT-07-03-14-04

Project Objectives: To reduce fatal crashes in the City of **Lawton** from 4 in 2004 to 3 in 2007.

Project Results: A total of 9 fatalities have been reported in the City of **Lawton**. A total of 5,672 written moving violation contacts were made, and 32 PI&E activities were conducted. These numbers are higher than originally anticipated. The Department was also active with the youth alcohol project, and conducted 645 compliance checks ■ enforcement activities during the year. The **Lawton** Police Department participated in all national mobilization events.

Midwest City Traffic Enforcement
Midwest City Police Department
PT-07-03-15-04

Project Objectives: To reduce fatal traffic crashes from 4 in 2004 to 3 in 2007.

Project Results: Midwest City is currently reporting two fatal crashes through the end of September, 2007. Officers made 4,429 written traffic contacts during the year, and conducted 60 PI&E activities. All milestones were exceeded. The Midwest City Police Department participated in all national mobilization events.

Moore Traffic Enforcement
Moore Police Department
PT-07-03-16-02

Project Objectives: To decrease the number of fatal crashes in the city of Moore by 50% from 2 in 2004 to 1 in 2007.

Project Results: The total number of fatal crashes is one at the writing of the report. The Moore Police Department made 1,986 written contacts for traffic violations, and conducted five PI&E activities. Two of these activities were Crash Court programs at local high schools. Over 2,000 students attended these events. The Moore Police Department participated in all national mobilization events.

Norman Traffic Enforcement
Norman Police Department
PT-07-03-10-04

Project Objectives: To decrease the number of fatal crashes from 7 in 2004 to 6 in 2007; to decrease the number of under age 21 drinking incidents on the roadways in Norman.

Project Results: As of the report date, there had been 11 fatal crashes in the City of Norman. Seven (7) of these fatal crashes were alcohol related. Activities were slightly lower than anticipated; however, the project director changed in the middle of the year, and many of the PI&E activities were not properly documented. A total of 1,411 written traffic contacts were made, and 5 PI&E activities held. An additional 1,877 youth alcohol contacts were made during the project year. This is a total of 3,288 contacts for this project. The Norman Police Department participated in all national mobilization events. The number of youth alcohol related drinking incidents reduced from 46 in FY-05 to 38 this year.

Oklahoma County Traffic Enforcement
Oklahoma County Sheriffs Office
PT-07-03-19-04

Project Objectives: To decrease the number of fatalities in Oklahoma County by 2% from 71 in 2004 to 69 in 2007.

Project Results: Oklahoma County does not yet have crash statistics available for 2007, but they do report a 2% decrease in overall crashes in 2006. A total of 19,636 crashes were reported in 2005. A total of 19,198 crashes were reported in 2006. A total of 5,868 written contacts were issued for traffic violations. Deputies also conducted 479 compliance checks for youth alcohol enforcement. 50 PI&E activities were conducted, and 51 Roll Over ■ Crash Court Programs were held. The Department also assisted the OHSO by allowing a full-time deputy to assist our LEL. The Oklahoma County Sheriffs Office participated in all national mobilization events.

Oklahoma City Traffic Enforcement
Oklahoma City Police Department
PT-07-03-18-03

Project Objectives: To decrease the number of fatal crashes in Oklahoma City from 72 in 2004 to 68 in 2007. To reduce the number of alcohol-related KAB crashes in Oklahoma City from 254 in 2004 to 241 in 2007.

Project Results: Final statistics through September, 2007, show 66 fatalities. Oklahoma City also reported 273 alcohol related KAB as of September, 2007. The number of alcohol-related fatal crashes was reduced from 16 in 2004 to 14 as of September, 2007. During the project year, the department issued 4,564 traffic contacts, made 711 DUI arrests, and actively participated in all mobilization periods. The total number of DUI arrests made by the Oklahoma City Police Department was 2,668 in 2007. They also certified four Spanish-speaking officers in child passenger safety to better serve the Latino Community. The Oklahoma City Police Department reported 43 PI&E events during the contract year.

Owasso Traffic Enforcement
Owasso Police Department
PT-07-03-23-02

Project Objectives: To reduce the number of fatal crashes within the City's jurisdiction from 1 in 2004 to 0 in 2007; and to increase the safety belt use rate to 85% in 2007.

Project Results: There was one fatal crash in **Owasso** in 2007 through the reporting period. As of September 2007, safety belt use in **Owasso** was 82%. This number is below their projected goal, but above the 2006 number of 77%. Officers did write 3,937 contacts, and conducted 42 PI&E activities. The **Owasso** Police Department participated in all national mobilization events.

Oklahoma State University (OSU) Traffic Enforcement
Oklahoma State **University** Police Department
PT-07-03-21-04

Project Objectives: To decrease the number of fatal crashes on the OSU campus from 1 in 2004 to 0 in 2007. To reduce the number of KAB crashes on campus from 295 in 2004 to 280 in 2007.

Project Results: Final statistics for 2007 are not currently known; however, preliminary statistics list the fatality crash count at 0. The number of KAB crashes is currently 230 as of the end of September, 2007. During the project, the department issued 1,276 traffic contacts, made 196 alcohol-related arrests, and actively participated in all mobilization periods. The OSU Police department reported 91 PI&E events during the year. The OSU Police Department participated in all national mobilization events.

Osage County Traffic Enforcement
Osage County Sheriffs Office
PT-07-03-22-01

Project Objectives: To decrease the number of fatal crashes by 5% from 12 in 2004 to 11 in 2007.

Project Results: Final statistics for 2007 are not currently known; however, preliminary statistics list the fatality crash count at 9 as of September, 2007. During the project, the department had 1,051 traffic contacts, made 25 alcohol related arrests, and was active in all mobilization periods. The Osage County sheriffs Office reported 10 PI&E events during the year. The Osage County Sheriffs Office participated in all national mobilization events.

Purcell Traffic Enforcement
Purcell Police Department
PT-07-03-24-03

Project Objectives: To decrease the number of fatal crashes in Purcell from 2 in 2004 to 1 in 2007.

Project **Results**: Final statistics as of September 2007, list the fatality crash count at 1. During the project, the department made 1,174 traffic contacts. The Purcell Police Department reported 12 PI&E events during the year. The Purcell Police Department participated in all national mobilization events.

Sand Springs Traffic Enforcement
Sand Springs Police Department
PT-07-03-25-04

Project Objectives: To reduce fatal crashes from 3 in 2004 to 2 in 2007; to increase seat belt usage from 81.9% in 2005 to 85% in 2006.

Project Results: The Sand Springs Police Department was very close to reaching its safety belt use goal. A survey conducted in September 2007 showed use at **84.1%**. The fatal crash numbers currently stand at 2 through the end of September, 2007. A total of 1,587 contacts were issued with 797 of these being seat belt contacts. The Sand Springs Police Department participated in all national mobilization events.

Statewide Traffic Enforcement
Oklahoma Highway Patrol
QN7-07-03-02-06

Project Objectives: To increase seat belt use in Oklahoma to exceed the 2006 rate of 83.7%.

Project **Results**: According to the 2007 observational survey conducted by the University of Oklahoma, safety belt use in Oklahoma decreased to 83.1%. During the 2-week Click It or Ticket mobilization period in May, troopers reported 4,560 contacts for safety belt violations. A total of 5,056 contacts were reported by the Oklahoma Highway Patrol during the mobilization.

Sapulpa Traffic Enforcement
Sapulpa Police Department
PT-07-03-26-06

Project Objectives: To reduce the number of fatality crashes in Sapulpa from 4 in 2004 to 3 in 2007.

Project Results: The City of Sapulpa had five fatality crashes during the year. The Sapulpa PD also issued 3,133 written citations/warnings for traffic violations, and conducted 34 PI&E activities. The Sapulpa Police Department participated in all national mobilization events.

Stillwater Traffic Enforcement
Stillwater Police Department
PT-07-03-27-04

Project Objectives: To improve traffic safety in Stillwater through safety education and increased enforcement of traffic laws, thereby decreasing the number of fatal crashes from 1 to zero in 2007.

Project Results: As of reporting time there had been one fatality in Stillwater. A total of 409 traffic citations, warnings, and arrests were made as a result of project activities. The Department was also involved in youth alcohol activities. The Stillwater Police Department reported 24 PI&E events during the year. The Stillwater Police Department participated in all national mobilization events.

Tahlequah Traffic Enforcement
Tahlequah Police Department
PT-07-03-28-05

Project Objectives: To decrease the number of KAB crashes from 27 in 2004 to 25 in 2007 through aggressive law enforcement operations. The project also increased public awareness in Oklahoma concerning the problem of underage drinking.

Project Results: KAB crashes were reduced to 24, which is better than anticipated. The Department housed the Southeast Regional Coordinator for youth alcohol. The Tahlequah Police Department was very active in youth alcohol camp this year. The Tahlequah Police Department participated in all national mobilization events.

**Tulsa County Traffic Enforcement Program
Tulsa County Sheriffs Office
PT-07-03-29-07**

Project Objectives: Reduce the number of fatal crashes by 5% from 70 in 2004 to 66 in 2007; to reduce the number of alcohol-related KAB crashes by 5% from 215 in 2004 to 204 in 2007.

Project Results: The project does not have current crash statistics for the year. Crash statistics were not currently known at the time of this report. A total of 4,104 written contacts were made during the year. The Department also reported 138 DUI arrests during the year. The Tulsa County Sheriffs Office reported 28 PI&E events in 2007. The Tulsa County Sheriffs Office participated in all mobilization events during 2007.

**Tulsa Traffic Enforcement
Tulsa Police Department
QN7-07-03-03-11**

Project Objectives: To reduce the number of fatal crashes by 5% from 44 in 2004 to 42 in 2007. To reduce the number of KAB crashes by 5% from 2,061 in 2004 to 1958 in 2007.

Project Results: There was a decrease in KAB crashes from 2,061 in 2004 to 1,773 this project year. Statistics on fatal crashes are not yet available. Officers made 5,987 written contacts this year, and conducted 39 PI&E activities. In addition, they also worked 315 hours of overtime on youth alcohol enforcement, and conducted 201 enforcement activities. The Tulsa Police Department participated in all national mobilization events.

**Warr Acres Traffic Enforcement
Warr Acres Police Department
PT-07-03-32-08**

Project Objectives: To decrease the number of fatal crashes in Warr Acres from 1 in 2004, to zero in 2007.

Project Results: The zero fatal crash was obtained in Warr Acres as of September, 2007. The Warr Acres Police Department reported 439 traffic contacts during the year. The Warr Acres Police Department also participated in all traffic enforcement mobilization events during the year.

The Village Traffic Enforcement
Village Police Department
PT-07-03-31-03

Project Objectives: To maintain a zero percent fatal crash rate in the City of the Village in 2007.

Project Results: As of the end-of-year report, there were no fatal crashes in 2007. The Department issued 609 traffic citations/written warnings, and conducted 6 PI&E activities. The Village Police Department participated in all mobilization activities during the year.

TRAFFIC RECORDS

Crash Outcome Data Evaluation System (CODES)

Oklahoma State Department of Health

K9-07-06-01-07

Project Objectives: To obtain and link data from crashes and related medical care and other health outcomes outcome data to provide information for highway safety and injury control decision-making.

Project Results: Linkage of the 2004-2005 crash and inpatient files was completed. The information was provided to the Oklahoma Department of Public Safety. Data linkage with other agencies continues.

University of Oklahoma Crash Reporting and Analysis

University of Oklahoma

K9-07-06-02-04

Project Objectives: To make the SAFE-T Crash Reporting System compatible with the new data dictionary; convert the historical crash data to the new dictionary, and to ensure consistent reporting.

Project Results: The project goals were fully realized. A large number of new users were added and the system is being used by the Oklahoma Department of Transportation. Many new features have been added to the system. Additional municipal organizations are also beginning to access the system.

Rural EMS Data Improvement Project

Oklahoma Department of Health

K9-07-02-01-01

Project Objectives: To increase conformance with the National Emergency Services System (NEMSIS) standards. To increase individual conformance level with reporting NEMSIS data elements by Emergency Medical Technicians (EMT) and others submitting patient care reports.

Project Results: The project goals are being realized but improvements will continue. Currently, 31 of 67 data elements are implemented (46%). A total of 35 agencies have been identified to participate in this pilot project.

RAILROAD HIGHWAY CROSSINGS

Operation Lifesaver Railroad Safety Program
Oklahoma Operation Lifesaver
RH-07-02-01-03

Project Objectives: Expand the media campaign; increase the number of certified volunteer presenters by 10%; educate law enforcement officers regarding laws at railroad crossings and the importance of enforcement in reducing casualties.

Project Results: This project planned four media events for 2007. They held 12 events during the contract year. The goal of training 12 presenters was met. During 2007, 15 new presenters were trained. The program made 129 presentations to 2,882 people.

SPECIAL PROJECTS

CLICK IT OR TICKET MOBILIZATION
May 21,2007 to June 03,2007

Agencies Participating	52
Belt Enforcement Hours	6,258
DUI Enforcement Hours	2,188
Safety Belt Citations	10,434
Child Safety Citations	293
DUI Arrests	440
Other Arrests	153
Paid TV Ads	1,834 / \$153,714
Paid Radio Ads	2,210 / \$129,549
Paid Print Ads	\$4,705
Paid Billboards	\$27,877
Press Conferences	21
TV News Stories	36
Print News Stories	43

DRUNK DRIVING. OVER THE LIMIT.
UNDER THE ARREST. MOBILIZATION
August 17,2007 to September 03,2007

Agencies Participating	43
Belt Enforcement Hours	3,227
DUI Enforcement Hours	5,760
Safety Belt Citations	2,818
Child Safety Citations	162
DUI Arrests	559
Other Arrests	4,660
Paid TV Ads	890 / \$134,275
Paid Radio Ads	868 / \$43,726
Paid Print Ads	0
Paid Billboards	0
Press Conferences	16
TV News Stories	27
Print News Stories	35

**Statewide Impaired Driving Enforcement
Oklahoma Highway Patrol
K8-07-03-01-01**

Project Objectives: To conduct statewide impaired driving enforcement operations to combat the number of impaired drivers on Oklahoma roadways. To decrease the number of impaired driving fatalities by 1% from 278 in 2004 to 275 in 2007.

Project Results: As of this date, impaired driving fatality statistics are not available. During the year the Oklahoma Highway Patrol (OHP) has participated in Quarterly High Visibility enforcement efforts and the National "Drunk Driving, Over The Limit, Under Arrest." mobilization events. The OHP has worked 6,384 overtime hours which led to 13,267 contacts. The OHP made 913 seat belt contacts, 5,237 speed contacts, 936 impaired driving contacts, and 6,181 other contacts during the year. OHP Troopers worked overtime shifts in all 77 counties across Oklahoma.

FINANCIAL SUMMARY

Program Expenditures Description

1. Section 406 Funds: Total 406 Funds = \$788,611.00 Total Expended = \$553,050.23

A. K4PM-07-02-01-07 to Brother and Company for Occupant Protection media and education purchases. Programmed amount was \$453,050.23 for FY-07. Amount expended was \$453,050.23 in FY-07.

B. K4PM-07-04-01-00 were contracts with various Sports Media organizations for PI&E at these events. Amount programmed was \$100,000.00 in FY-07. Amount expended was \$100,000.00 in FY-07.

C. Remaining 406 funds will be programmed for FY-08.

2. Section 410 Funds: Total 410 Funds = \$1,627,544.00 Total Expended = \$881,439.59

A. K8-07-03-01-01 was a contract with OHP for \$300,000 in Statewide High Visibility Enforcement. Total amount expended was \$294,973.58 for this enforcement in FY-07.

B. K8-07-03-02-01 was a contract with the Oklahoma Board of Chemical Tests in the amount of \$160,000 for intoxilizer instrument purchases. Total amount expended was \$160,000 in FY-07.

C. K8PM-07-02-01-01 was a contract with Brothers and Company for paid media purchases in the amount of 686,794.00 in FY-07. Amount expended was \$404,809.63 in FY-07.

D. K8-07-01-00 was established in the amount of \$162,750.00 to assume the cost of program management for this project. The amount expended was \$21,602.52 in FY-07.

E. Note: the remaining 410 funds were obligated for projects for state judicial education, special high visibility enforcement, youth alcohol programs, LEADRS software tech support, and other impaired driving projects. Due to contract delays and procedures, these funds were not expended in 2007. These funds will be used in FY-08.

3. Section 163 Funds:

A. Project number, QN7-07-03-02-06, OHP Statewide Traffic Enforcement had \$100,000 obligated in FY-07. They expended \$97,082.72 during the year. The remaining balance of \$2,917.28 was used to purchase alcohol test instruments. (QN7-07-03-04-00)

B. Project number, QN7-07-03-03-11, with the Tulsa Police Department, had \$100,000 obligated in FY-07. They expended \$99,189.85 during the year. This was all local benefit. The remaining balance of \$810.15 was used to purchase alcohol test instruments. (QN7-07-03-04-00)

C. Project number, QN7-07-03-04-00, with Oklahoma Board of Chemical Tests, had an amount of \$96,513.81 obligated and expended for the purchase of alcohol testing instruments at local law enforcement agencies for local benefit.

D. Project number, QN7-07-03-01-00, Police Traffic Services Mobilization Incentive Program, had an amount of \$30,000.00 obligated in 2007. A total of \$17,910.00 was expended by local law enforcement agencies in support of national mobilizations and traffic enforcement crackdowns. All expended funds were local benefit. The remaining balance of \$12,090.00 was used to purchase alcohol test instruments. (QN7-07-03-04-00)

E. Project number, QN7-07-05-02-00, Local Law Enforcement Automated Mobilization Reporting, contract with OK.GOV for law enforcement mobilization reporting. A total of \$22,300.00 was obligated and \$22,300.00 was expended on this project all for local benefit.

163 Funds Recap:

Total 163 Funds = \$332,995.94

Total Expended: \$332,995.94

Local Benefit: \$235,913.66 (71%)

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Oklahoma

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2007-FINAL

Report Date: 12/28/2007

Reimbursement Info: Total: \$0.00

Posted: 12/28/2007

Claim Period: 09/30/2007 -
09/30/2007

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2007-07-01-00	Planning & Administration	\$178,911.41	\$0.00	\$456,936.19	\$178,911.41	\$178,911.41	\$0.00
		Planning and Administration Total	\$178,911.41	\$0.00	\$456,936.19	\$178,911.41	\$178,911.41	\$0.00
Alcohol								
	AL-2007-02-01-10	Comm <i>Sen</i> , Council-CRASHs Court	\$58,401.69	\$58,401.69	\$58,401.69	\$58,401.69	\$58,401.69	\$0.00
	AL-2007-02-02-04	District Attorney's Council	\$72,001.54	\$72,001.54	\$72,001.54	\$72,001.54	\$72,001.54	\$0.00
	AL-2007-02-03-07	Norman PD DRNDEC Program	\$28,287.10	\$28,287.10	\$28,287.10	\$28,287.10	\$28,287.10	\$0.00
	AL-2007-02-04-06	OK Assoc of Chiefs of Police-SFST Train	\$73,316.67	\$66,314.72	\$73,316.67	\$73,316.67	\$73,316.67	\$0.00
	AL-2007-03-01-02	OU PD	\$713.54	\$0.00	\$713.54	\$713.54	\$713.54	\$0.00
	AL-2007-03-02-01	Shawnee PD	\$34,136.41	\$34,136.41	\$34,136.41	\$34,136.41	\$34,136.41	\$0.00
	AL-2007-03-03-00	Alcohol Equipment	\$79,161.03	\$79,161.03	\$79,161.03	\$79,161.03	\$79,161.03	\$0.00
	AL-2007-04-01-00	PI&E- In-House Programs	\$4,375.00	\$0.00	\$4,375.00	\$4,375.00	\$4,375.00	\$0.00
	AL-2007-07-01-00	Program Area Management	\$77,301.46	\$0.00	\$77,301.46	\$77,301.46	\$77,301.46	\$0.00
		Alcohol Total	\$427,694.44	\$338,302.49	\$427,694.44	\$427,694.44	\$427,694.44	\$0.00
Motorcycle Safety								
	MC-2007-07-01-00	Program Area Management	\$2,504.04	\$0.00	\$2,504.04	\$2,504.04	\$2,504.04	\$0.00
		Motorcycle Safety Total	\$2,504.04	\$0.00	\$2,504.04	\$2,504.04	\$2,504.04	\$0.00
Occupant Protection								
	OP-2007-02-01-02	Chickasaw Nation	\$28,283.12	\$28,283.12	\$28,283.12	\$28,283.12	\$28,283.12	\$0.00
	OP-2007-02-02-08	EMSA	\$84,942.32	\$0.00	\$84,942.32	\$84,942.32	\$84,942.32	\$0.00
	OP-2007-02-03-07	Latino Comm Development Agency	\$67,376.25	\$0.00	\$67,376.25	\$67,376.25	\$67,376.25	\$0.00
	OP-2007-02-04-09	OK SafeKids Coahtion	\$63,922.29	\$0.00	\$63,922.29	\$63,922.29	\$63,922.29	\$0.00

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2007-FINAL

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Not Posted in DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	PT-2007-03-17-04	Norman PD	\$61,400.33	\$61,400.33	\$61,400.33	\$61,400.33	\$61,400.33	\$0.00
	PT-2007-03-18-03	Oklahoma City PD	\$126,600.00	\$126,600.00	\$126,600.00	\$126,600.00	\$126,600.00	\$0.00
	PT-2007-03-19-04	Oklahoma County SO	\$143,317.43	\$143,317.43	\$143,317.43	\$143,317.43	\$143,317.43	\$0.00
	PT-2007-03-20-06	OHP - State Match	\$0.00	\$0.00	\$480,000.00	\$0.00	\$0.00	\$0.00
	PT-2007-03-21-04	OSU PD	\$49,518.30	\$0.00	\$49,518.30	\$49,518.30	\$49,518.30	\$0.00
	PT-2007-03-22-01	Osage County SO	\$11,574.42	\$11,574.42	\$11,574.42	\$11,574.42	\$11,574.42	\$0.00
	PT-2007-03-23-02	Owasso PD	\$36,953.36	\$36,953.36	\$36,953.36	\$36,953.36	\$36,953.36	\$0.00
	PT-2007-03-24-03	Purcell PD	\$13,562.92	\$13,562.92	\$13,562.92	\$13,562.92	\$13,562.92	\$0.00
	PT-2007-03-25-04	Sand Springs PD	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$0.00
	PT-2007-03-26-06	Sapulpa PD	\$39,413.40	\$39,413.40	\$39,413.40	\$39,413.40	\$39,413.40	\$0.00
	PT-2007-03-27-04	Stillwater PD	\$9,717.29	\$9,717.29	\$9,717.29	\$9,717.29	\$9,717.29	\$0.00
	PT-2007-03-28-05	Tahlequah PD	\$39,025.13	\$38,025.13	\$39,025.13	\$39,025.13	\$39,025.13	\$0.00
	PT-2007-03-29-07	Tulsa County SO	\$79,627.64	\$79,627.64	\$79,627.64	\$79,627.64	\$79,627.64	\$0.00
	PT-2007-03-31-03	The Village PD	\$7,885.38	\$7,885.38	\$7,885.38	\$7,885.38	\$7,885.38	\$0.00
	PT-2007-03-32-08	Warr Acres PD	\$4,167.92	\$4,167.92	\$4,167.92	\$4,167.92	\$4,167.92	\$0.00
	PT-2007-04-01-00	PI&E - In-House Programs	\$6,593.08	\$0.00	\$6,593.08	\$6,593.08	\$6,593.08	\$0.00
	PT-2007-04-02-03	OU Conf Planning	\$57,942.90	\$12,282.91	\$57,942.90	\$57,942.90	\$57,942.90	\$0.00
	PT-2007-07-01-00	Program Area Management	\$285,936.77	\$0.00	\$285,936.77	\$285,936.77	\$285,936.77	\$0.00
	Police Traffic Services Total		\$1,470,909.43	\$1,078,051.64	\$1,950,909.43	\$1,470,909.43	\$1,470,909.43	\$0.00
	Traffic Records							
	TR-2007-05-01-00	Oklahoma Press Services-Print Evaluation	\$2,319.93	\$0.00	\$2,319.93	\$2,319.93	\$2,319.93	\$0.00
	TR-2007-07-01-00	Program Area Management	\$76,575.65	\$0.00	\$76,575.65	\$76,575.65	\$76,575.65	\$0.00
	Traffic Records Total		\$78,895.58	\$0.00	\$78,895.58	\$78,895.58	\$78,895.58	\$0.00

Railroad/Highway Crossings

RH-2007-02-01-03 Oklahoma Operation Lifesaver

\$10,440.00

\$.00

\$10,440.00

\$10,440.00

\$10,440.00

\$.00

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Report Date: 12/28/2007

Reimbursement info: Total: \$0.00

Posted: 12/28/2007

Claim Period: 09/30/2007 - 09/30/2007

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
Railroad/Highway Crossings Total			\$10,440.00	\$0.00	\$10,440.00	\$10,440.00	\$10,440.00	\$0.00
Paid Advertising								
	PM-2007-04-02-00	Sports Media	\$260,380.00	\$0.00	\$260,380.00	\$260,380.00	\$260,380.00	\$0.00
Paid Advertising Total			\$260,380.00	\$0.00	\$260,380.00	\$260,380.00	\$260,380.00	\$0.00
NHTSA 402 Total			\$2,979,713.61	\$1,529,597.15	\$3,737,738.39	\$2,979,713.61	\$2,979,713.61	\$0.00
NHTSA 406								
	K4PM-2007-02-01-07	Brothers & Co.	\$453,050.23	\$400,000.00	\$453,050.23	\$453,050.23	\$453,050.23	\$0.00
	K4PM-2007-04-01-00	Sports Media	\$100,000.00	\$0.00	\$100,000.00	\$100,000.00	\$100,000.00	\$0.00
406 Safety Belts Paid Media Total			\$553,050.23	\$400,000.00	\$553,050.23	\$553,050.23	\$553,050.23	\$0.00
NHTSA 406 Total			\$553,050.23	\$400,000.00	\$553,050.23	\$553,050.23	\$553,050.23	\$0.00
408 Data Program SAFETEA-LU								
	K9-2007-04-01-00	PI&E - In-House Programs	\$0.00	5.00	\$51,143.60	\$0.00	\$0.00	\$0.00
	K9-2007-06-01-07	CODES	\$42,329.86	\$0.00	\$42,329.86	\$42,329.86	\$42,329.86	5.00
	K9-2007-06-02-04	OU Crash Reporting	\$49,458.79	\$0.00	\$49,458.79	\$49,458.79	\$49,458.79	\$0.00
	K9-2007-06-03-00	TraCS Support Fee - Iowa	\$18,750.00	\$0.00	\$18,750.00	\$18,750.00	\$18,750.00	\$0.00
	K9-2007-06-04-01	TraCS Development - OU	\$94,033.15	\$0.00	\$94,033.15	\$94,033.15	\$94,033.15	5.00
408 Data Program Incentive Total			\$204,571.80	\$0.00	\$255,715.40	\$204,571.80	\$204,571.80	\$0.00
408 Data Program SAFETEA-LU Total			\$204,571.80	\$0.00	\$255,715.40	\$204,571.80	\$204,571.80	\$0.00
410 Alcohol SAFETEA-LU								
	K8-2007-03-01-01	OHP	\$294,973.58	\$0.00	\$294,973.58	\$294,973.58	\$294,973.58	\$0.00
	K8-2007-03-02-01	Equipment - Intoxilizer Purchase	\$160,000.00	\$0.00	\$160,000.00	\$160,000.00	\$160,000.00	\$0.00

K8-2007-07-01-00	Program Area Management	\$21,602.66	\$.00	\$315,377.52	\$21,602.66	\$21,602.66	\$.00
410 Alcohol SAFETEA-LU		\$476,576.24	\$.00	\$770,351.10	\$476,576.24	\$476,576.24	\$.00
	Total						
410 Alcohol SAFETEA-LU	<i>Paid Media</i>						
K8PM-2007-02-01-01	Brothers & Company	\$404,836.49	\$.00	\$404,836.49	\$404,836.49	\$404,836.49	\$.00

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Report Date: 12/28/2007

ReimbursementInfo: Total: \$.00

Posted: 12/28/2007

Claim Period: 09/30/2007 - 09/30/2007

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
410 Alcohol SAFETEA-LU	Paid Media Total		\$404,836.49	\$0.00	\$404,836.49	\$404,836.49	\$404,836.49	\$0.00
410 Alcohol SAFETEA-LU	Total		\$881,412.73	\$0.00	\$1,175,187.59	\$881,412.73	\$881,412.73	\$0.00
2010 Motorcycle Safety								
	K6-2007-02-01-01	Brothers & Co	\$1,268.75	\$0.00	\$1,268.75	\$1,268.75	\$1,268.75	\$0.00
	K6-2007-03-01-01	OHP	\$2,157.62	\$0.00	\$2,157.62	\$2,157.62	\$2,157.62	\$0.00
	2010 Motorcycle Safety Incentive Total		\$3,426.37	\$0.00	\$3,426.37	\$3,426.37	\$3,426.37	\$0.00
	2010 Motorcycle Safety Total		\$3,426.37	\$0.00	\$3,426.37	\$3,426.37	\$3,426.37	\$0.00
	NHTSA Total		\$4,622,174.74	\$1,929,597.15	\$5,725,117.98	\$4,622,174.74	\$4,622,174.74	\$0.00
	Total		\$4,622,174.74	\$1,929,597.15	\$5,725,117.98	\$4,622,174.74	\$4,622,174.74	\$0.00

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Report Date: 12/28/2007

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2007-07-01-00		\$278,024.78 61%	\$178,911.41		\$0.00 0%	\$278,024.78 61%	\$178,911.41 100%
	Planning and Administration Total		\$278,024.78 61%	\$178,911.41		\$0.00 0%	\$278,024.78 61%	\$178,911.41 100%
Alcohol								
	AL-2007-02-01-10		\$0.00 0%	\$58,401.69		\$58,401.69 100%		
	AL-2007-02-02-04		\$0.00 0%	\$72,001.54		\$72,001.54 100%		
	AL-2007-02-03-07		\$0.00 0%	\$28,287.10		\$28,287.10 100%		
	AL-2007-02-04-06		\$0.00 0%	\$73,316.67		\$66,314.72 90%		
	AL-2007-03-01-02		\$0.00 0%	\$713.54		\$0.00 0%		
	AL-2007-03-02-01		\$0.00 0%	\$34,136.41		\$34,136.41 100%		
	AL-2007-03-03-00		\$0.00 0%	\$79,161.03		\$79,161.03 100%		
	AL-2007-04-01-00		\$0.00 0%	\$4,375.00		\$0.00 0%		

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	AL-2007-07-01-00		\$.00 0%	\$77,301.46		\$.00 0%		
	Alcohol Total		\$.00 0%	\$427,694.44		\$338,302.49 79%		
Motorcycle Safety								
	MC-2007-07-01-00		\$.00 0%	\$2,504.04		\$.00 0%		
	Motorcycle Safety Total		\$.00 0%	\$2,504.04		\$.00 0%		
Occupant Protection								
	OP-2007-02-01-02		\$.00 0%	\$28,283.12		\$28,283.12 100%		
	OP-2007-02-04-09		\$.00 0%	\$63,922.29		\$.00 0%		
	OP-2007-02-06-07		\$.00 0%	\$42,000.00		\$.00 0%		
	OP-2007-05-01-00		\$.00 0%	\$50,004.00		\$.00 0%		
	OP-2007-07-01-00		\$.00 0%	\$124,490.83		\$.00 0%		
	OP-2007-04-01-00		\$.00 0%	\$4,000.00		\$.00 0%		
	OP-2007-02-05-06		\$.00 0%	\$84,959.90		\$84,959.90 100%		

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	OP-2007-02-03-07		\$.00 0%	\$67,376.25		\$.00 0%		
	OP-2007-02-02-08		\$.00 0%	\$84,942.32		\$.00 0%		
	Occupant Protection Total		\$.00 0%	\$549,978.71		\$113,243.02 21%		
Police Traffic Services								
	PT-2007-02-01-00		\$.00 0%	\$22,131.48		\$17,981.83 81%		
	PT-2007-03-03-04		\$.00 0%	\$16,000.00		\$16,000.00 100%		
	PT-2007-03-05-07		\$.00 0%	\$50,500.00		\$50,500.00 100%		
	PT-2007-03-14-04		\$.00 0%	\$82,000.00		\$82,000.00 100%		
	PT-2007-03-13-01		\$.00 0%	\$17,808.73		\$17,808.73 100%		
	PT-2007-03-12-04		\$.00 0%	\$11,356.30		\$11,356.30 100%		
	PT-2007-03-11-03		\$.00 0%	\$24,999.49		\$24,999.49 100%		
	PT-2007-03-10-04		\$.00 0%	\$10,343.02		\$10,343.02 100%		
	PT-2007-03-09-09		\$.00 0%	\$62,646.01		\$62,646.01 100%		

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	PT-2007-03-08-04		\$.00 0%	\$24,991.56		\$24,991.56 100%		
	PT-2007-03-07-03		\$.00 0%	\$8,873.92		\$8,873.92 100%		
	PT-2007-03-06-01		\$.00 0%	\$12,676.15		\$12,676.15 100%		
	PT-2007-03-31-03		\$.00 0%	\$7,885.38		\$7,885.38 100%		
	PT-2007-03-29-07		\$.00 0%	\$79,627.64		\$79,627.64 100%		
	PT-2007-03-28-05		\$.00 0%	\$39,025.13		\$38,025.13 97%		
	PT-2007-03-27-04		\$.00 0%	\$9,717.29		\$9,717.29 100%		
	PT-2007-03-26-06		\$.00 0%	\$39,413.40		\$39,413.40 100%		
	PT-2007-07-01-00		\$.00 0%	\$285,936.77		\$.00 0%		
	PT-2007-03-25-04		\$.00 0%	\$15,000.00		\$15,000.00 100%		
	PT-2007-03-24-03		\$.00 0%	\$13,562.92		\$13,562.92 100%		
	PT-2007-03-23-02		\$.00 0%	\$36,953.36		\$36,953.36 100%		

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	PT-2007-04-02-03		\$.00 0%	\$57,942.90		\$12,282.91 21%		
	PT-2007-04-01-00		\$.00 0%	\$6,593.08		\$.00 0%		
	PT-2007-03-32-08		\$.00 0%	\$4,167.92		\$4,167.92 100%		
	PT-2007-03-22-01		\$.00 0%	\$11,574.42		\$11,574.42 100%		
	PT-2007-03-21-04		\$.00 0%	\$49,518.30		\$.00 0%		
	PT-2007-03-20-06		\$480,000.00 100%	\$.00		\$.00 0%		
	PT-2007-03-19-04		\$.00 0%	\$143,317.43		\$143,317.43 100%		
	PT-2007-03-18-03		\$.00 0%	\$126,600.00		\$126,600.00 100%		
	PT-2007-03-17-04		\$.00 0%	\$61,400.33		\$61,400.33 100%		
	PT-2007-03-16-02		\$.00 0%	\$27,944.66		\$27,944.66 100%		
	PT-2007-03-15-04		\$.00 0%	\$43,000.00		\$43,000.00 100%		
	PT-2007-03-04-06		\$.00 0%	\$24,913.99		\$24,913.99 100%		

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	PT-2007-03-02-03		\$0.00 0%	\$24,911.15		\$24,911.15 100%		
	PT-2007-03-01-04		\$0.00 0%	\$17,576.70		\$17,576.70 100%		
	Police Traffic Services Total		\$480,000.00 25%	\$1,470,909.43		\$1,078,051.64 73%		
	<i>Traffic Records</i>							
	TR-2007-05-01-00		\$0.00 0%	\$2,319.93		\$0.00 0%		
	TR-2007-07-01-00		\$0.00 0%	\$76,575.65		\$0.00 0%		
	Traffic Records Total		\$0.00 0%	\$78,895.58		\$0.00 0%		
	<i>Railroad/Highway Crossings</i>							
	RH-2007-02-01-03		\$0.00 0%	\$10,440.00		\$0.00 0%		
	Railroad/Highway Crossings Total		\$0.00 0%	\$10,440.00		\$0.00 0%		
	<i>Paid Advertising</i>							
	PM-2007-04-02-00		\$0.00 0%	\$260,380.00		\$0.00 0%		
	Paid Advertising Total		\$0.00 0%	\$260,380.00		\$0.00 0%		
	NHTSA 402 Total	\$3,369,999.00	\$758,024.78	\$2,559,551.32	\$420,162.29	\$1,529,597.15	\$278,024.78	\$178,911.41

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
NHTSA 406								
	K4PM-2007-02-01-07		\$.00	\$453,050.23		\$400,000.00		
			0%			88%		
	K4PM-2007-04-01-00		\$.00	\$100,000.00		\$.00		
			0%			0%		
406 Safety Belts Paid Media Total			\$.00	\$553,050.23		\$400,000.00		
			0%			72%		
	NHTSA 408 Total	\$1,571,250.00	\$.00	\$.00	\$553,050.23	\$400,000.00		
			0%			72%		
408 Data Program SAFETEA-LU								
	K9-2007-04-01-00		\$51,143.60	\$.00		\$.00		
			100%			0%		
	K9-2007-06-04-01		\$.00	\$94,033.15		\$.00		
			0%			0%		
	K9-2007-06-01-07		\$.00	\$42,329.86		\$.00		
			0%			0%		
	K9-2007-06-02-04		\$.00	\$49,458.79		\$.00		
			0%			0%		
	K9-2007-06-03-00		\$.00	\$18,750.00		\$.00		
			0%			0%		
408 Data Program Incentive Total			\$51,143.60	\$204,571.80		\$.00		
			20%			0%		
408 Date Program SAFETEA-LU Total		5500,000.00	\$51,143.60	\$.00	\$204,571.80	\$.00		
			20%			0%		

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
410 Alcohol SAFETEA-LU								
	K8-2007-03-01-01		\$0.00 0%	\$294,973.58		\$0.00 0%		
	K8-2007-07-01-00		\$293,774.86 93%	\$21,602.66		\$0.00 0%		
	K8-2007-03-02-01		\$0.00 0%	\$160,000.00		\$0.00 0%		
	410 Alcohol SAFETEA-LU Total		\$293,774.86 38%	\$476,576.24		\$0.00 0%		
410 Alcohol SAFETEA-LU Paid Media								
	K8PM-2007-02-01-01		\$0.00 0%	\$404,836.49		\$0.00 0%		
	410 Alcohol SAFETEA-LU Paid Media Total		\$0.00 0%	\$404,836.49		\$0.00 0%		
	410 Alcohol SAFETEA-LU Total	\$1,711,585.00	\$293,774.86 25%	\$0.00	\$881,412.73	\$0.00 0%		
2010 Motorcycle Safety								
	K6-2007-02-01-01		\$0.00 0%	\$1,268.75		\$0.00 0%		
	K6-2007-03-01-01		\$0.00 0%	\$2,157.62		\$0.00 0%		
	2010 Motorcycle Safety Incentive Total		\$0.00 0%	\$3,426.37		\$0.00 0%		
	2010 Motorcycle Safety Total	\$100,090.00	\$0.00 0%	\$0.00	\$3,426.37	\$0.00 0%		

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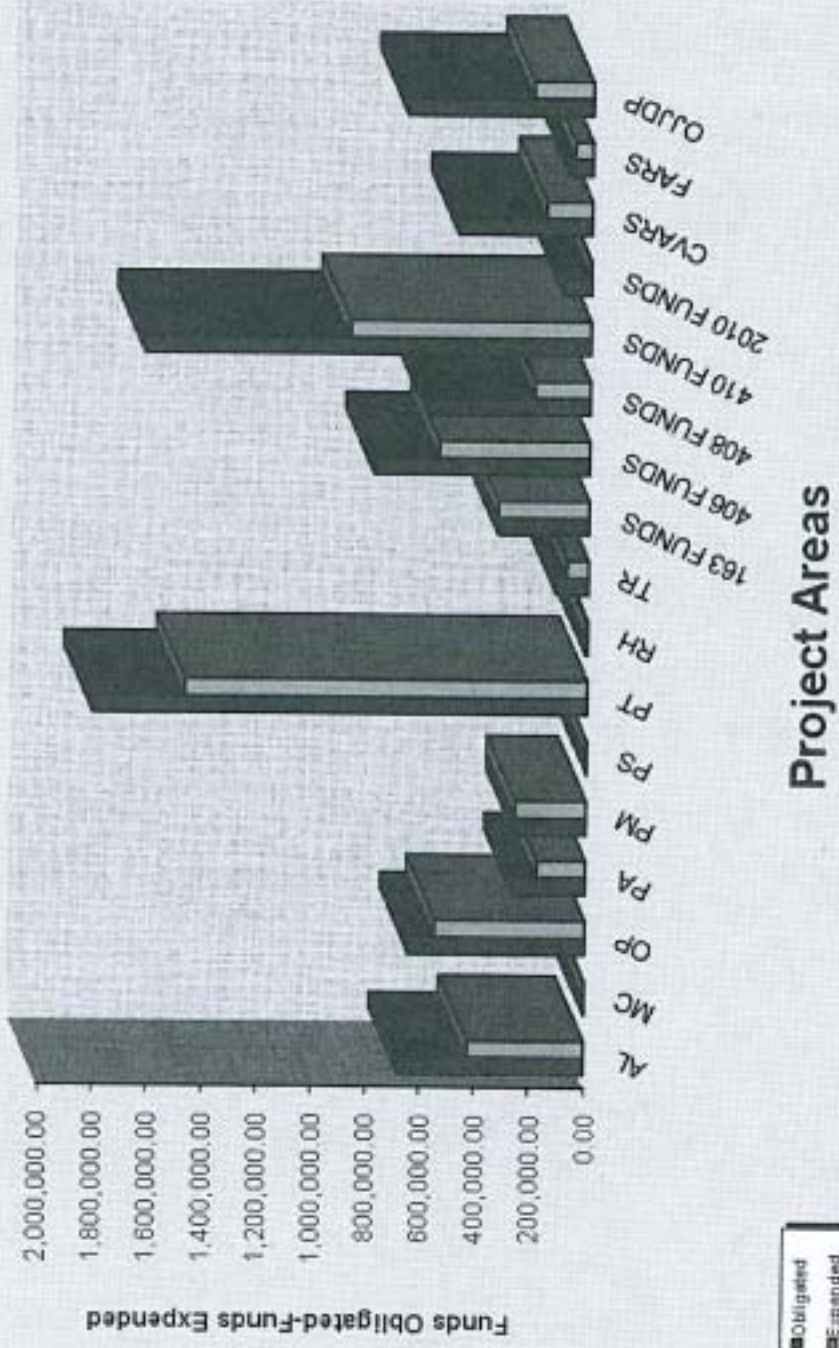
Report Date: 12/28/2007

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Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
NHTSA Total			\$1,102,943.24 19%	\$2,559,551.32	\$2,062,623.42	\$1,929,597.15 42%	\$278,024.78 61%	\$178,911.41 4%
Total		\$7,252,924.00	\$1,102,943.24 19%	\$2,559,551.32	\$2,062,623.42	\$1,929,597.15 42%	\$278,024.78 61%	\$178,911.41 4%

FY 2007 FINANCIAL INFORMATION

Expenditure Analysis per Obligated Amount



Project Areas

■ Obligated
■ Expended

FY 2007 FINANCIAL INFORMATION

Project Area	Approved Obligated	Total Expenditure	Expenditure vs. Obligated	Expenditure vs. Total Budget
AL	680,762.96	427,694.44	62.83%	4.97%
MC	2,504.04	2,504.04	100.00%	0.03%
OP	645,500.00	549,978.71	85.20%	6.39%
PA	265,350.00	178,911.41	67.42%	2.08%
PM	260,380.00	260,380.00	100.00%	3.02%
PS	0.00	0.00	0.00%	0.00%
PT	1,807,724.29	1,470,909.43	81.37%	17.08%
RH	10,440.00	10,440.00	100.00%	0.12%
TR	117,500.00	78,895.58	67.15%	0.92%
402 FUNDS	3,790,161.29	2,979,713.61	79%	34.60%
406 FUNDS	788,611.00	553,050.23	70.13%	6.42%
408 FUNDS	599,801.00	204,571.80	34.11%	2.38%
410 FUNDS	1,627,544.00	881,412.73	54.16%	10.24%
2010 FUNDS	101,629.00	3,426.37	3.37%	0.04%
163 FUNDS ¹	332,995.94	332,995.94	100.00%	3.87%
CODES NETWORK ²	120,900.00	0.00	0.00%	0.00%
CVARS ³	487,334.62	168,340.49	34.54%	1.95%
FARS ⁴	84,413.50	65,985.37	78.17%	0.77%
OJJDP ⁵	678,011.76	216,873.74	31.99%	2.52%
TOTAL OF ALL FUNDS	5 8,611,402.11	\$ 5,406,370.28	62.78%	62.78%

1. 163 Funds were federal dollars reimbursed through the Oklahoma Department of Transportation (multiple years).

2. CODES Network is a multiple year agreement. There were no expenditures during the fiscal year and will not be reflected in this report.

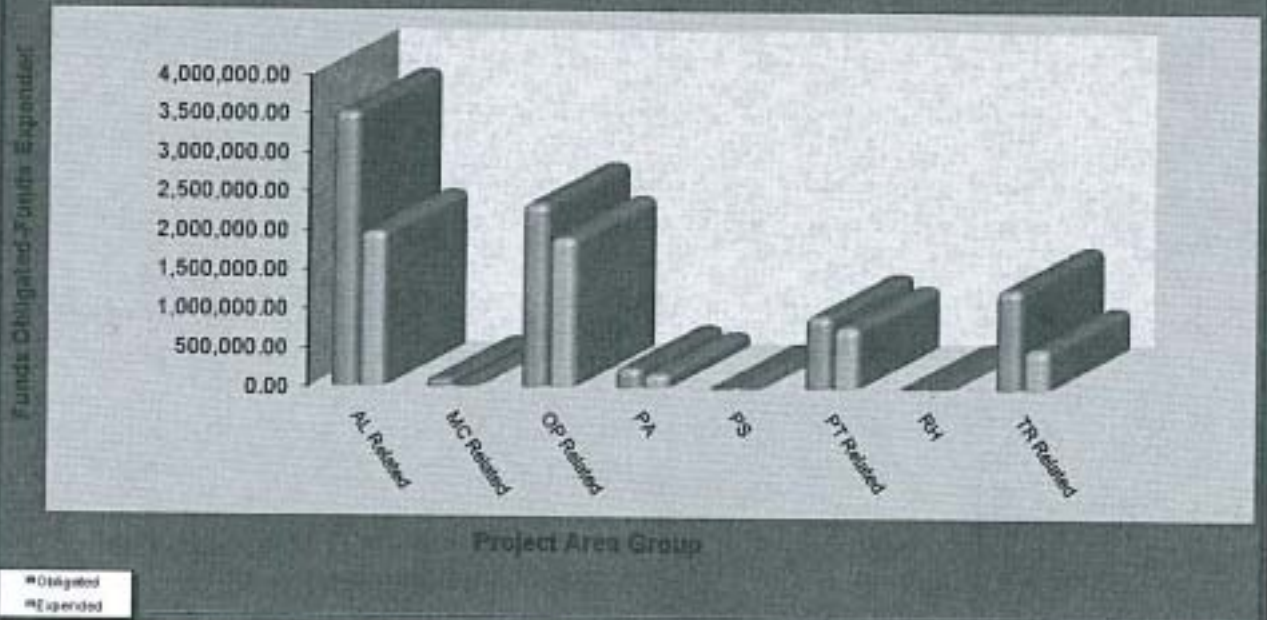
3. CVARS is a multiple year agreement. The beginning balance is actual expenditures in FY 2007 plus actual remaining balance.

4. FARS is a multiple year Cooperative Agreements; the obligated amount is based on agreement modification(s) received during the FY 2007. The expenditures are actual expenditures during the fiscal year, from October 1, 2006 thru September 30, 2007.

5. OJJDP represent several grants and multiple year agreements; the obligated amount is actual expenditures in FY2007 plus remaining balance.

NOTE: Charts and graphs represent federal dollars only.

FY2007 FINANCIAL INFORMATION
Obligation and Expenditure by Project Area Group



PAID MEDIA



Oklahoma **Highway** Safety Office

May 2007
Media Campaign Assessment

'Click-it or Ticket'





Oklahoma Highway Safety Office

"Click-It or Ticket"

May 2007 Media Campaign Assessment

July 10,2007

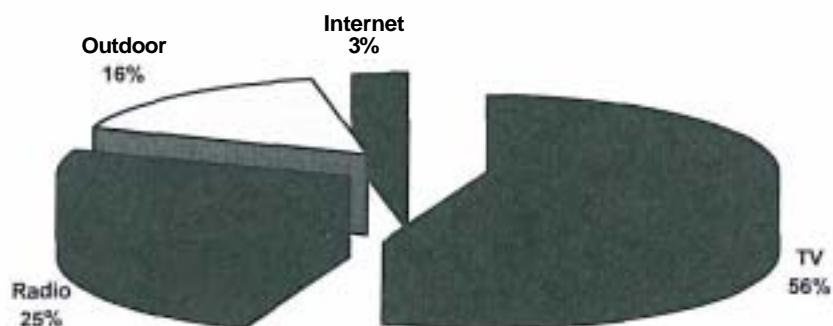
EXECUTIVE SUMMARY

Launching in mid-May, your 2007 'Click-it or Ticket' campaign targeted Men 18-34. Your four-week flight aired from May 14th through June 10th, generating tremendous impact through a statewide multi-media communications blitz.

Over three-hundred and seventeen thousand dollars drove the 'Click-it or Ticket' message home to your target audience.

Four advertising mediums drove the campaign: television, radio, interactive and outdoor

Media Mix



Every budget dollar was stretched through significant added-value negotiated into the buy. Of the 6,762 advertisements that drove your campaign, 2,141 were provided at no-charge to the OHSO. That's an average of \$1.46 return-on-investment for every \$1.00 invested.

Most importantly, your campaign provided the opportunity to save lives through a comprehensive campaign that efficiently and effectively leveraged the power of multi-media advertising and compelled audiences to 'Click-it or Ticket'.

Campaign Overview

Parameters:

Budget:	\$317,403
Timeline:	May 14 – June 10
Area:	Statewide emphasizing media impact in the population centers of: OKC DMA, Tulsa DMA, Lawton, Ada, Ardmore, Durant, & Miami.

Target Audience:

Primary: Men 18-34
Secondary: Adults 25-54

Media Calendar:

TV: May 14 – June 10
Radio: May 14 – June 10
Interactive: May 14 – June 10
Outdoor: May 14 – June 10

Media Allocation:

TV:	\$177,013	49%
Radio:	\$ 78,839	41%
Interactive:	\$ 10,000	1%
Outdoor:	\$ 51,551	9%
Total:	\$ 317,403	100%

Campaign ASSESSMENT

Television

Network and cable television advertising provided outstanding efficiencies in targeting Men 18-34.

5 broadcast networks and 9 cable networks carried the Click-it or Ticket message across the state.

Schedules consisted of the most popular programming that provided the greatest value for every media dollar.

Television Networks employed:

ABC	DISCOVERY
CBS	ESPN
NBC	MTV
Fox	SPIKE TV
CW	TBS
BET	TNT
COMEDY	USA

Measured Media

TELEVISION	# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	1,094	3,373,194	13,858,783
<u>Unpaid</u>	<u>211</u>	<u>640,907</u>	<u>1,316,584</u>
TOTAL TV	1,305	2,738,047	15,175,367

Non-Measured Media

TELEVISION	# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	1,890	N/A	N/A
<u>Unpaid</u>	<u>1,270</u>	<u>N/A</u>	<u>N/A</u>
TOTAL	3,160	N/A	N/A

Radio

Tulsa and Oklahoma City comprised the bulk of the budget allocation with additional support in 10 non-metro stations.

7 stations were utilized in OKC, 6 stations in Tulsa, 1 station each in Ada, Ardmore, Broken Bow, Durant, Guymon, McAlester, Ponca City, Woodward and 2 stations in Lawton.

Measured Media

RADIO	# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	929	2,179,800	5,435,100
<u>Unpaid</u>	<u>291</u>	<u>675,738</u>	<u>978,318</u>
TOTAL RADIO	1,220	2,855,538	6,413,418

Non-Measured Media

RADIO	# of Spots	M18-34 GIMP	A25-54 GIMP
Paid	600	N/A	N/A
<u>Unpaid</u>	<u>346</u>	<u>N/A</u>	<u>N/A</u>
TOTAL	946	N/A	N/A

Interactive

*Interactive advertising reaches our core audience where they live and breathe. While the Click-it or Ticket message has been delivered through the internet in previous campaigns, this is the first time that rich media has been employed combining the power of sight, motion and **interconnectivity**.*

Interactive advertising targeted men age 18-34 statewide through a geographically targeted campaign on cbssportsline.com – the #1 sports editorial destination on the web.

*Your Click-it or Ticket message was featured on the homepage, the NASCAR **and** NBA pages within cbssportsline.com*

3 advertising units were employed: Leader boards, Skyscrapers and medium rectangles. All advertising flowed 'above the scroll' in the most effective and efficient positions.

Banner Advertising

	Ad Unit	Gimp
Paid	885,714	
Unpaid	2,502	
TOTAL	888,216	

Outdoor

*Much like radio advertising, outdoor **billboard** advertising enhanced our **ability** to reach the public at the exact moment when they could take advantage of the message and act on it. Additionally, this medium reaches segments of the population not accessible through other mediums.*

*Outdoor advertising provided coverage in high **traffic** areas across the state through 30-Sheet posters and bus shelters.*

88 paid posters and 62 non-paid posters provided statewide coverage in both metro and non-metro population centers.

20 paid and 10 non-paid bus shelters provided coverage in the OKC and Tulsa markets.

30-Sheet Posters

	30-Sheet Posters	# of units	Gimp*
Paid		88	15,816,732
Unpaid		62	12,969,720
TOTAL		150	28,786,452

Bus Shelters

	Bus Shelters	# of Units	Gimp*
Paid		20	6,317,100
Unpaid		10	3,203,400
TOTAL		30	9,520,500

*Gimp: Gross Impressions of adults age 18+

Print

Print was targeted specifically to our primary demographic. Ads were strategically placed in the 'Nightclub & Bar' section of the Oklahoma Gazette and Urban Tulsa publications. Each of these weekly social magazines feature popular night spots, clubs, concerts, and other social activities popular among our target audience.

Newspaper

	Newspaper	# of Ads	Gimp*
Paid		4	128,000
Unpaid		0	0
TOTAL		4	128,000

*Gimp: Gross Impressions of adults age 18+

Drunk Driving Prevention

Post-Buy Analysis
August 28th - September 17th, 2006

October 2006

OVERVIEW

Your drunk driving prevention campaign saved the lives of Oklahomans most likely to harm themselves and others by preventing the reckless behavior of drinking and driving.

A media mix of network television, cable television, & radio influenced men age 18-34 to think about the consequences and make the responsible choice.

PARAMETERS

Budget: \$ 180,000
Timeline: August 28th – September 17th
Area: Statewide
TV Ad Units: Echoes
Radio Ad Units: Echoes

TARGET AUDIENCE

Primary: Men 18-34

BUDGET ALLOCATION

Metro TV – \$134,275
Metro Radio – \$ 26,131
Non-Metro Radio – \$ 17,595
Total – **\$178,001**

CAMPAIGN DELIVERY

	<u>Spots</u>	<u>Gimp</u>
Paid	1,758	5,828,023
Non-Paid	<u>203</u>	<u>413.517</u>
Total –	1,961	6,241,540

Post-Buy Analysis
Overview