

State of Ohio Annual Evaluation Report Federal Fiscal Year 2007



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GHSO

Governor's
Highway Safety Office

Mission Statement

*Save lives and reduce injuries on Ohio's roads
through leadership and partnering efforts
with others interested in traffic safety,
utilizing the most innovative
and efficient methods possible of
managing state and federal resources.*

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Ohio Highway Safety Program
Annual Evaluation Report
Federal Fiscal Year 2007
October 1, 2006 - September 30, 2007

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Accomplishments

- Implementation of the comprehensive highway safety plan, *Ohio's Road Map to Fewer Fatalities*, continued in FFY 2007. The interdisciplinary plan identifies five highway safety emphasis areas, with specific strategies to address crashes and fatalities. Speed management was added as a target activity under the High Risk Behaviors/Drivers emphasis area.
- For the first time in Ohio statewide seat belt observations were conducted electronically with the use of hand held devices. The conversion from a paper process to an electronic transfer process provided more timely data and reduced the overall cost of each observation. There were minimal problems and will continue to be used for all statewide observations.
- In FFY2007, Ohio participated in the first NHTSA regional Day & Night – Click It or Ticket Enforcement event with support from the Ohio State Highway Patrol and 137 local law enforcement agencies. Due to its success, Ohio plans to expand this effort to 3 nights in 2008.
- The Traffic Records Coordinating Committee (TRCC) received a consultant's report documenting the status of citation tracking in the State, recommendations for implementation and a plan that can be used to direct development of a statewide electronic citation tracking system. A TRCC subcommittee will draft an implementation plan based upon these findings.
- House Bill 343, effective April 6, 2007, upgraded the state's Graduated Drivers License (GDL) law. The legislation adds a passenger limit (no more than one non-family member) for 16-year-olds, extends the night-time driving limitation to midnight to 6 a.m. for 16-year-olds, and requires children between 4 and 15 years of age to be restrained in either an approved child restraint system or in a seat belt.
- Law enforcement agencies under contract with the Governor's Highway Safety Office (GHSO) conducted 248 sobriety checkpoints in 2007, as compared to 166 in 2006, representing a 50 percent increase in the number of checkpoints conducted.
- Motorcycle Ohio (MO) trained 12,689 students, while 2,588 additional students were trained at third party training sites in 2007. MO pilot tested an eight-hour Basic Rider Course 2 (BRC-2) which was developed for the returning rider and those individuals that have been riding on temporary permits from year to year; 176 students participated in ten BRC-2 courses conducted at the Ohio Department of Public Safety (ODPS) Columbus training site. Using GHSO funding, the Ohio State Highway Patrol (OSHP) provided update training to the driver's license examiner supervisors on the Alternate Motorcycle Operator Skill Test (Alternate-MOST) in September. The last Alternate-MOST training was conducted in 1992 when the state converted to the Motorcycle Safety Foundation's Alternate-MOST as the state's skill test to obtain a motorcycle license/endorsement.
- The final report for the initial phase of Ohio's Crash Outcome Data Evaluation System (CODES) Project was submitted to NHTSA on June 8, 2007. Included with the initial phase final report was a state-specific application of the linked CODES data entitled: *The Impact of a Standard Enforcement Safety Belt Law on Fatalities and Hospital Charges in Ohio: An Analysis Using 2003 Ohio CODES Data*.

Challenges

Challenges in FFY 2007 included:

- Maintaining forward momentum towards reaching the national goal of one fatality per 100 million vehicle miles traveled (VMT).
- Passing a primary seat belt law that includes all occupants in any seat and a booster seat law.
- Issuing seat belt citations during sobriety checkpoints became a concern of some legislators which resulted in fewer citations being written.
- Implement SMART campaign to impact motorcycle crashes.

	2000	2001	2002	2003	2004	2005	2006	2007**
Fatalities (Actual)	1,361	1,379	1,417	1,278	1,285	1,326	1,239	
Fatality Trend	1,396	1,390	1,397	1,373	1,358	1,354	1,326	
	2000	2001	2002	2003	2004	2005	2006	2007
Fatality Rate /100 million VMT	1.28	1.28	1.31	1.16	1.14	1.18	1.11	
Fatality Rate Trend	1.31	1.30	1.30	1.27	1.25	1.24	1.21	
	2000	2001	2002	2003	2004	2005	2006	2007
Injuries (Actual)	71,801	66,854	67,864	66,466	66,842	63,650	59,810	
Injury Trend	69,809	68,824	68,584	68,160	67,941	67,328	66,184	
	2000	2001	2002	2003	2004	2005	2006	2007
Fatality & Serious Injury Rate/100 million VMT	11.47	12.15	12.3	11.23	11.76	11.09	10.65	
Fatality & Serious Injury Rate Trend	10.3	10.9	11.3	11.3	11.4	11.3	11.5	
	2000	2001	2002	2003	2004	2005	2006	2007
Fatality Rate/100K Population	12	12.12	11.26	11.26	11.21	11.56	10.79	
Fatality Rate Trend/100K Population	12.3	12.2	12	11.9	11.7	11.7	11.5	
	2000	2001	2002	2003	2004	2005	2006	2007
Fatal & Serious Injury Rate/100K population	107.59	114.4	116.36	108.73	115.42	107.96	104.02	
Fatal & Serious Injury Rate Trend /100K population	97.1	102.9	106.2	106.7	108.2	108.2	110.6	
	2000	2001	2002	2003	2004	2005	2006	2007
Alcohol Related Fatalities	350	375	482	463	477	474	495	
Alcohol Related Fatality Trend	372	373	400.3	412.18	423.5	430.7	445.1	
	2000	2001	2002	2003	2004	2005	2006	2007
Proportion of Alcohol Related Fatalities	25.7	27.2	34	36	37.1	35.7	39.9	
Alcohol Proportion Trend	26.7	26.8	28.6	30.1	31.3	31.9	33.7	
	2000	2001	2002	2003	2004	2005	2006	2007
Alcohol Related Fatality Rate/100 million VMT	0.329	0.35	0.45	0.42	0.42	0.42	0.44	
Alcohol Fatality Rate Trend	0.35	0.35	0.37	0.38	0.39	0.39	0.40	
	2000	2001	2002	2003	2004	2005	2006	2007
Percent of Population Using Seat Belts*	65.30%	66.90%	70.30%	74.70%	74.10%	78.70%	81.70%	81.60%
Seat Belt Use Trend	65.05%	65.67%	66.83%	68.40%	69.35%	70.69%	73.10%	75.43%

*Seat belt results based on statewide seat belt observations using the NHTSA methodology.

**Crash numbers for 2007 are being collected and will not be available until 2008.

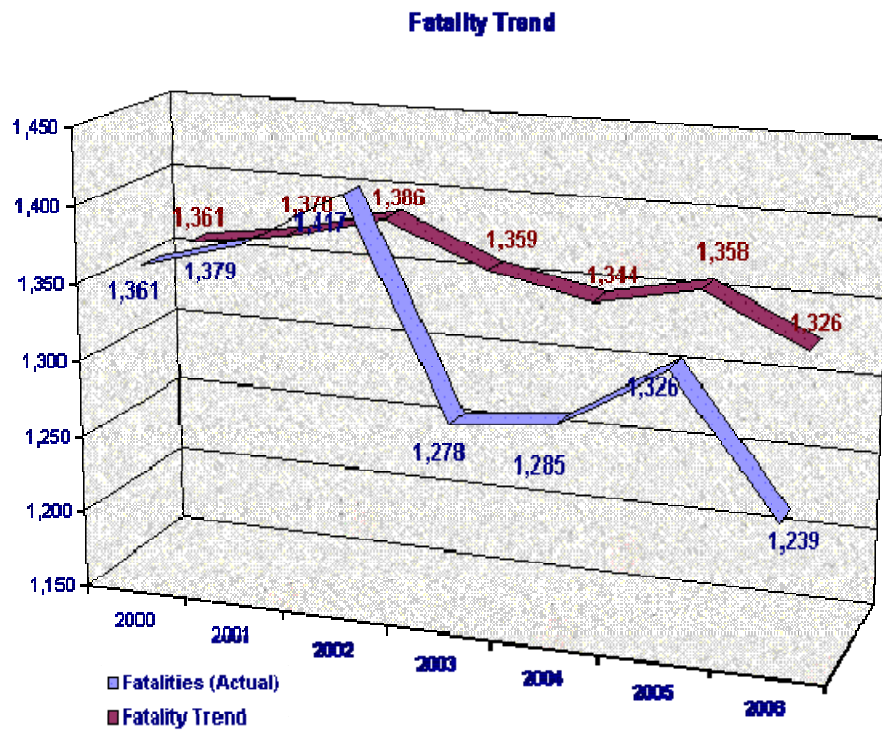
Crash numbers listed above are taken from the official Ohio Traffic Crash Facts Book for the year indicated.

From the Ohio Department of Transportation, Vehicle Miles of Travel for 2006 is 12,097,916,700.

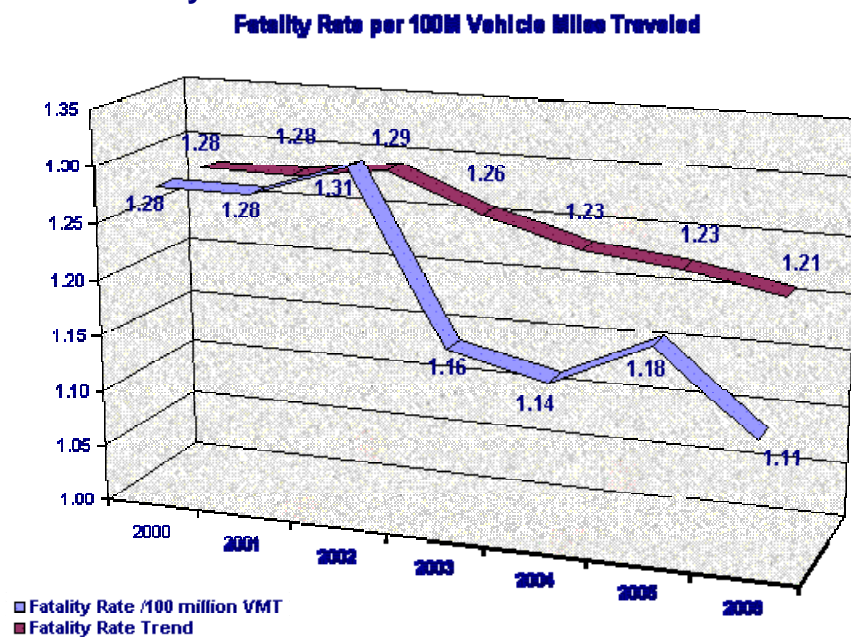
From the Ohio Department of Development, the population estimate for 2006 is 11,478,006.

Motor Vehicle Crash Trends

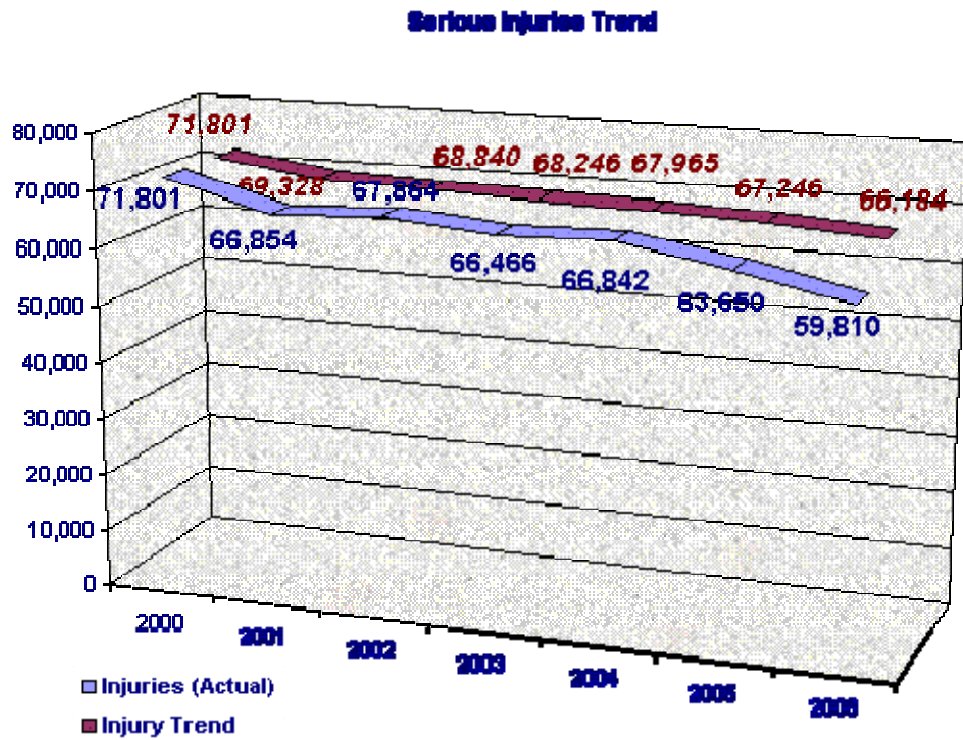
Trend: Fatalities



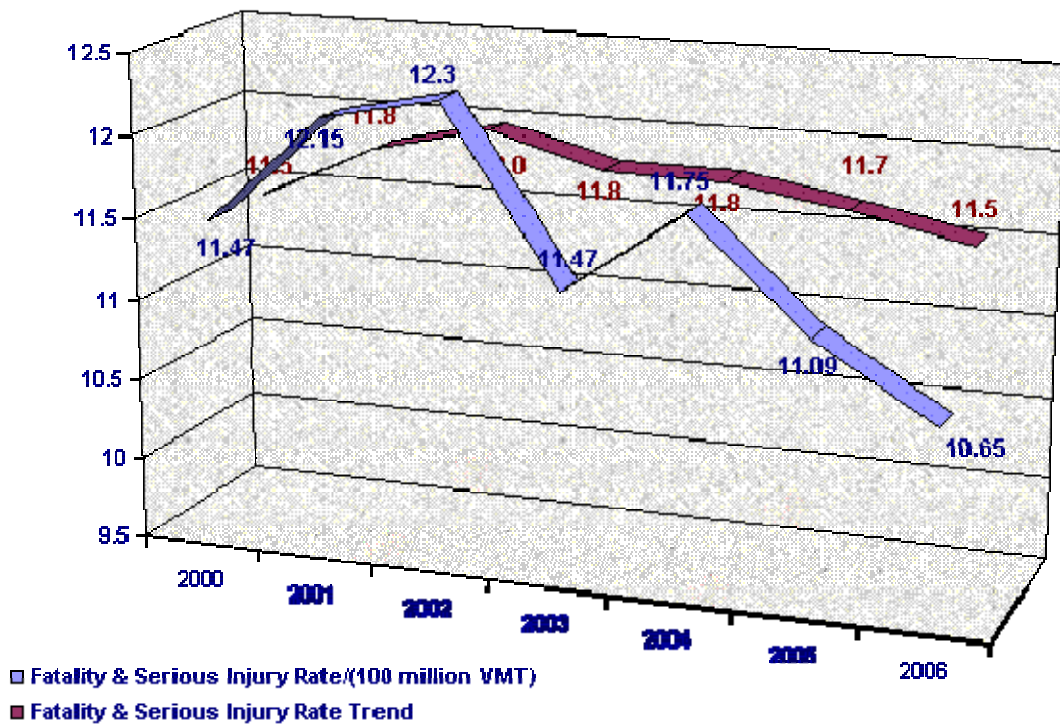
Trend: Fatality Rate/100M VMT



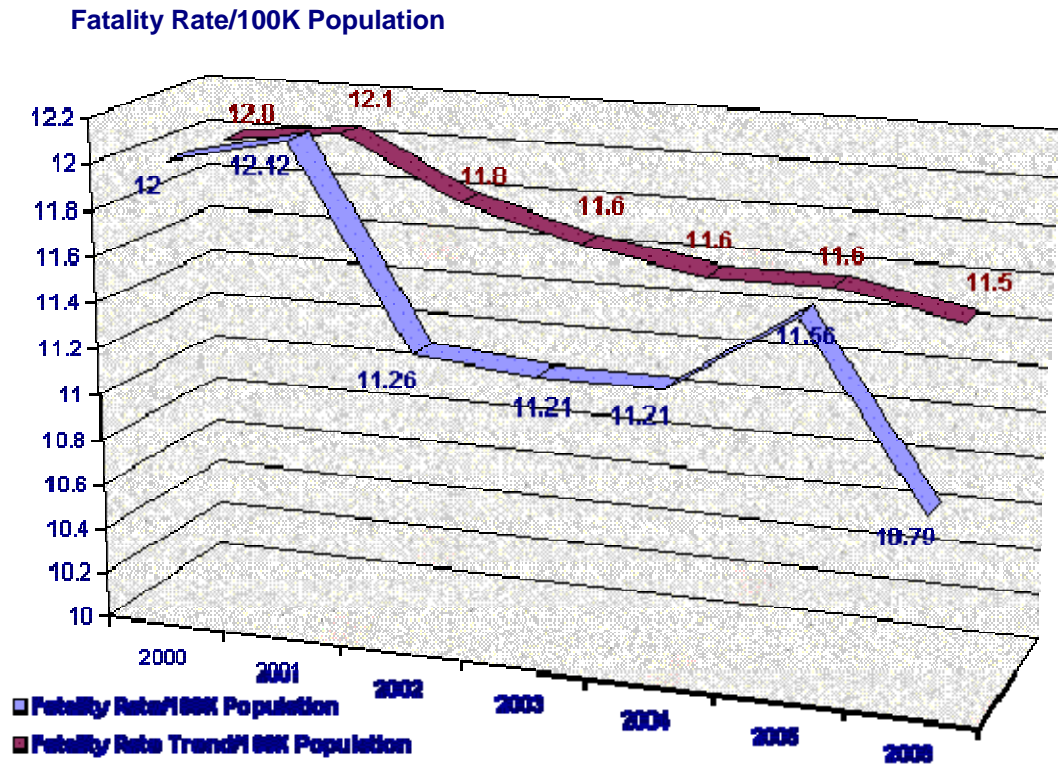
Trend: Serious Injuries



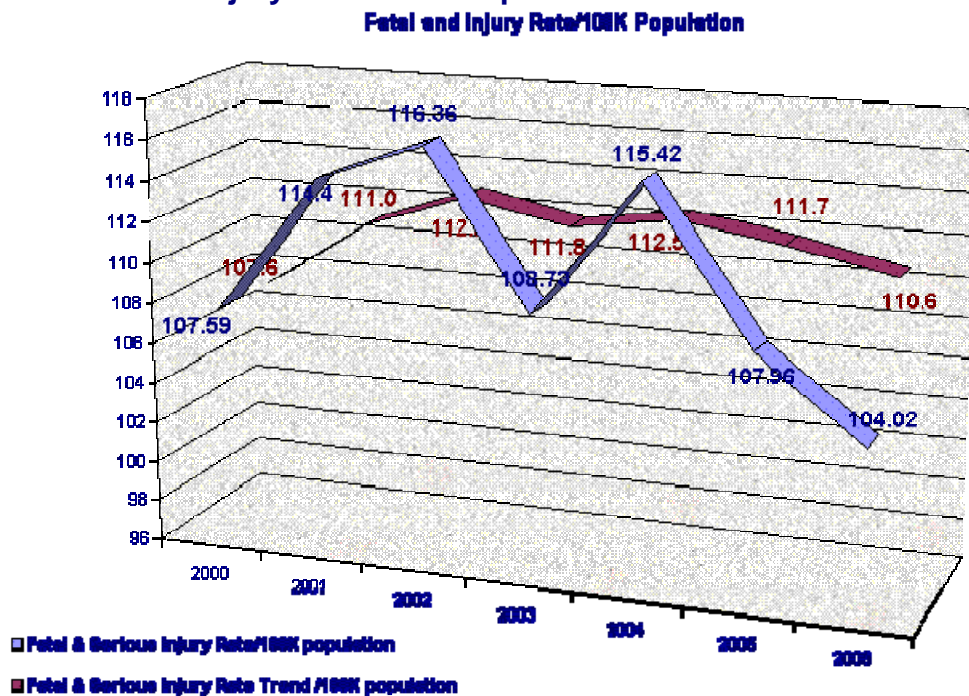
Trend: Fatal & Serious Injury Rate/100M VMT Fatal & Serious Injury Rate per 100M Vehicle Miles Traveled



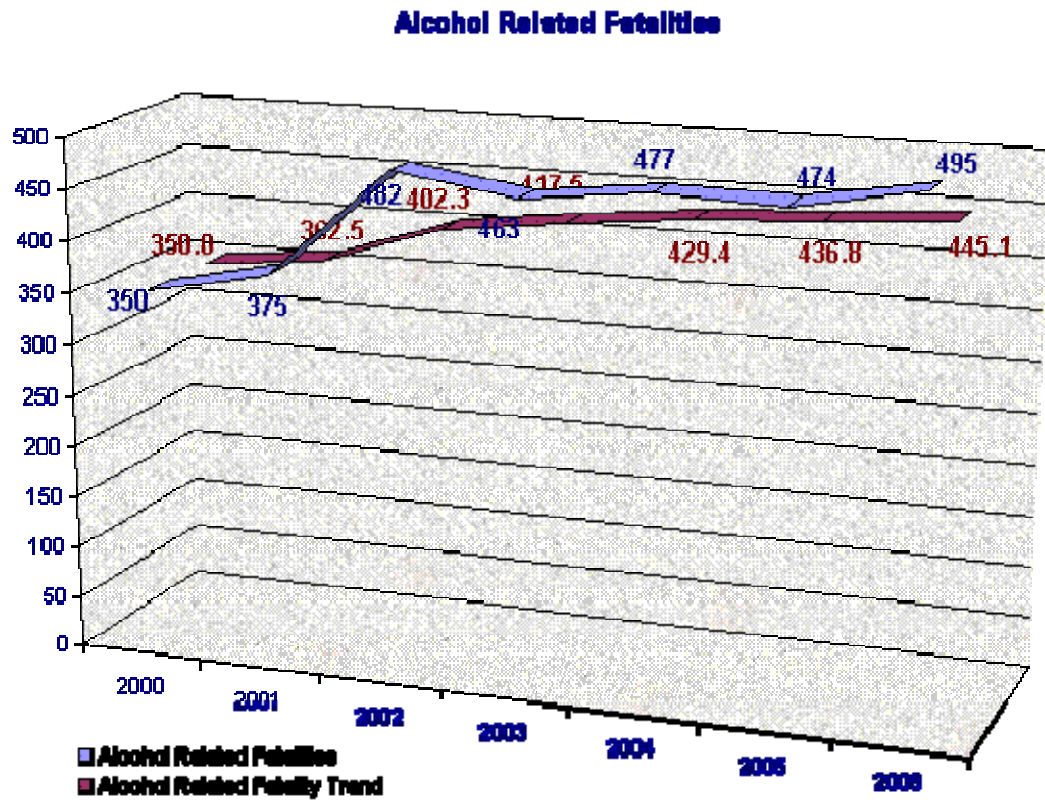
Trend: Fatality Rate/100K Population



Trend: Fatal/Injury Rate/100K Population

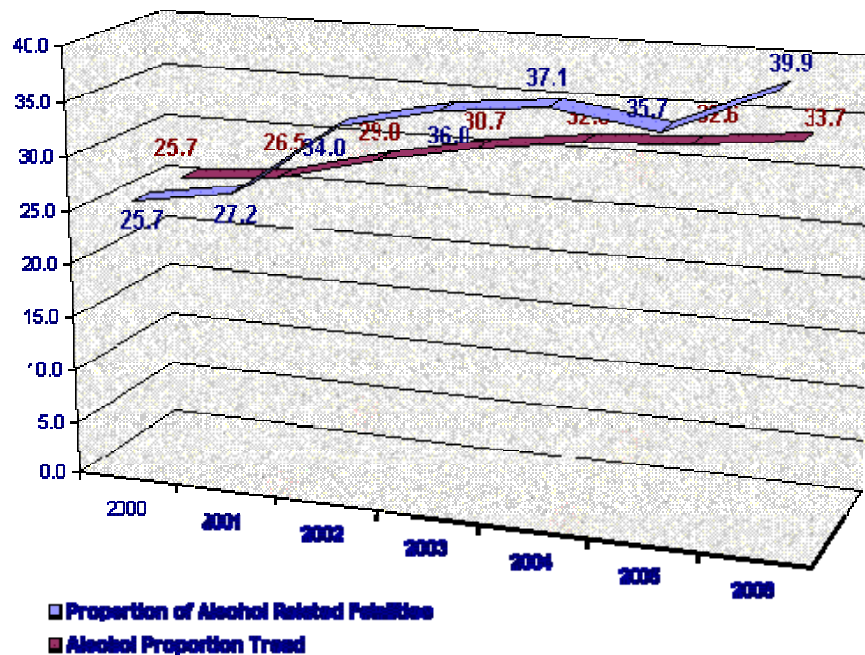


Trend: Alcohol Fatalities



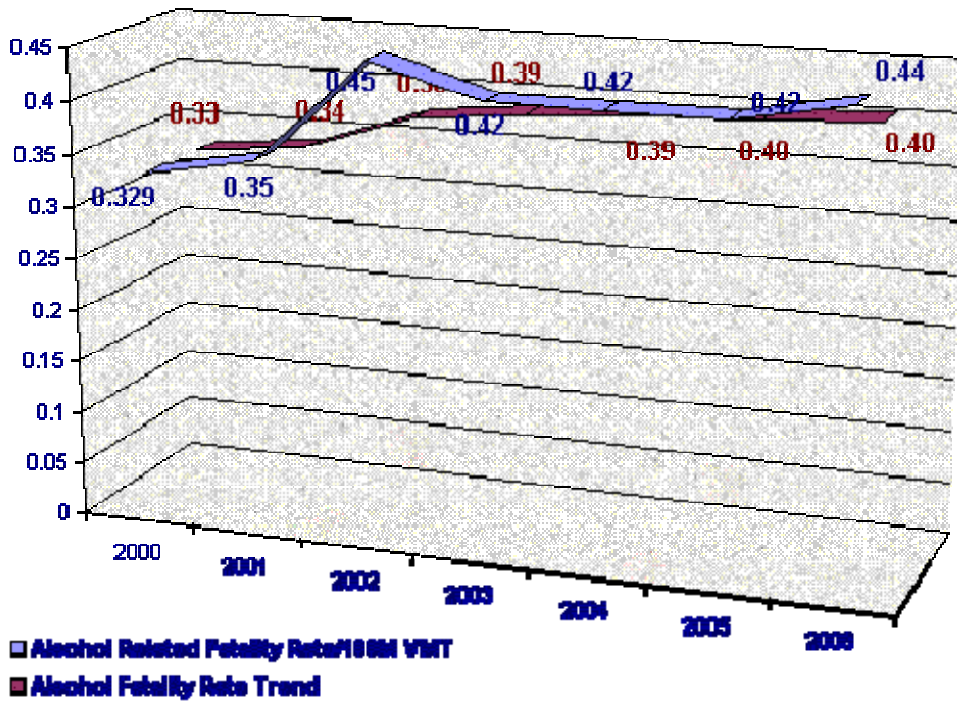
Trend: Alcohol Fatality Proportion

Alcohol Related Fatalities as a Proportion of All Fatalities



Trend: Alcohol Fatality Rate/100M VMT

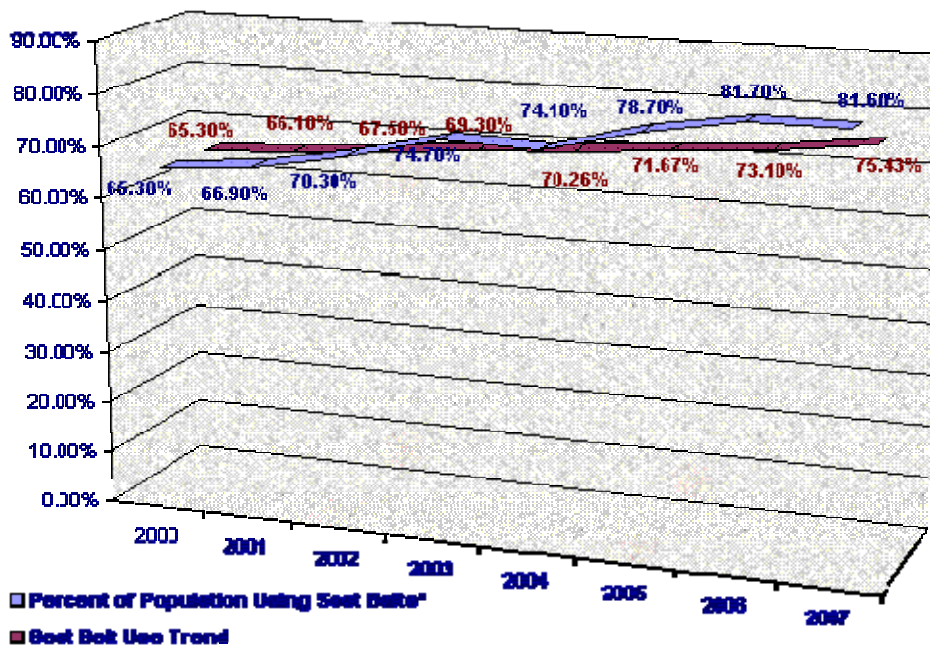
Alcohol Related Fatality Rate per 100M Vehicle Miles Traveled



Seat Belt Use Trend

Trend: Population Observed Using Seat Belts

Percent of Population Using Seat Belts



Mission Statement and Problem Identification

GHSO Mission Statement

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

FFY 2007 Problem Identification Process

For FFY 2007, the GHSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. The GHSO focuses the majority of its grants funding on these areas because they have been identified as locations where programming may have the most impact on the statewide goal. The data used in this process include traffic crash data from 2003, 2004 and 2005.

New in FFY 2007 is the broadening of activities eligible for law enforcement overtime beyond impaired driving and speed. Now referred to as high visibility enforcement overtime (HVEO), agencies may also pursue red light running, failure to yield and other problem causation factors to allow the agencies the opportunity to address their most serious violations that lead to crashes. Additionally, the minimum eligibility requirement to apply for a high visibility enforcement overtime grant was raised from prior years to further target resources in an effort to impact the 2008 goal.

To be eligible for FFY 2007 funding, a law enforcement jurisdiction had to experience an annual average of 2.25 or more fatal crashes over the three-year period of 2003, 2004 and 2005. These priority areas are referred to as *Targeted Jurisdictions*.

As a means of directing resources where the state's highest number of alcohol-related crashes occurred, for the last six years Ohio has established and supported countywide OVI (Operating Vehicle Impaired) task forces in the counties that rank in the top 10 for alcohol-related crashes. The top 10 counties for FFY 2007, referred to as *Targeted Alcohol Counties*, are listed below alphabetically:

Butler	Mahoning
Cuyahoga	Montgomery
Franklin	Stark
Hamilton	Summit
Lucas	Trumbull

In addition to analyzing crash data, the GHSO reviewed and evaluated recommendations from the strategic motorcycle safety planning work group, Miami University evaluations of mobilizations and grant programs, four assessment reports (alcohol, occupant protection for children, traffic records and program impact), and two Data Nexus reports (*Timeliness of Crash Data Uploads to SafetyNet in Ohio* and *Ohio OVI Tracking System Plan*) to identify program direction in FFY 2007. Additional input was gleaned from meetings held to develop Ohio's Comprehensive Highway Safety Plan, Traffic Records Coordinating Committee meetings, Safety Conscious Planning workshops, a series of regional workshops, and special meetings with grantees (Safe Communities, OVI Task Forces and Occupant Protection Coordinators). The NHTSA headquarters staff and Great Lakes Regional staff also provided guidance throughout the year. Strategic activities were being implemented as a result of these recommendations and activities.

FFY 2007 Statewide Highway Safety Goals

The following goals were established in the FFY 2007 Traffic Safety Action Plan (TSAP) which identified program direction and activity for the funding year. The TSAP was submitted to NHTSA on September 1, 2006. This Annual Evaluation Report summarizes the activity that occurred between October 1, 2006 and September 30, 2007.

Goal 1 - National "2008" Goal

- Ohio has adopted the national goal of 1 fatality per 100 million vehicle miles traveled by 2008.

Performance Measurements

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

Baselines

- Ohio's fatality rate in 2002 was 1.31 fatalities per 100 million vehicle miles traveled.

Status

Rate of Fatalities per 100 Million Vehicle Miles of Travel

Year	Fatalities	Vehicle Miles of Travel	Rate
Baseline 2002	1,417	107,887,513,950	1.31
2003	1,278	109,906,274,200	1.16
2004	1,285	112,388,055,200	1.14
2005	1,326	111,534,896,900	1.18
2006	1,239	112,097,916,700	1.11
2008 Goal	1,120		1.0

Goal 2 - Seat Belt Usage

- Increase the overall seat belt usage rate in Ohio to 85% in 2007.

Performance Measurement

- Rate established through statewide observational seat belt surveys conducted per NHTSA approved methodology.

Baseline

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

Status

Seat Belt Usage in Ohio

Year	Percent of Use
1998 Observed	60.6
1999 Observed	64.8
2000 Observed	65.3
2001 Observed	66.9
2002 Observed	70.3
2003 Observed	74.7
2004 Observed	74.1
2005 Observed	78.7
2006 Observed	81.7
2007 Observed	81.6

Goal 3 - Impaired Driving

- No more than 35% of fatal crashes being alcohol-related by the end of 2007.
- Reduce the number of alcohol-related traffic deaths to no more than 457 by the end of 2007, thus saving 17 lives from the 2005 baseline.

Performance Measurement

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

Baseline

- During 2005, there were 1,227 fatal traffic crashes in Ohio. Of these fatal crashes, 446, representing 36% of all fatal crashes, were alcohol-related.
- In 2005 there were 474 alcohol-related deaths on Ohio roads.

Status

- During 2006, 462 alcohol-related fatal crashes. This is 40% of the total fatal crashes in 2006.
- In 2006, there were 495 alcohol-related deaths.

Occupant Protection Programs

Goal

- Increase the overall seat belt usage rate in Ohio to 85% in 2007.

Performance Measurement

- Rate established through statewide observational seat belt surveys conducted per NHTSA approved methodology.

Results

- Ohio's observed statewide seat belt usage rate in 2007 was 81.6 percent.

High Visibility Enforcement Overtime Grants

Awarded: \$2,214,229

Expended: \$1,820,846

Funding Sources: 402/410

Funded Agencies

46 Sheriff's Offices and 25 local jurisdictions

Project Description

Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.25 or more fatal crashes over the three-year period of 2003, 2004 and 2005. In addition, all Sheriff's offices who conduct traffic enforcement were eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio's fatal crash goal. With the intent to conduct highly visible enforcement activities at strategic times throughout the year, awarded grantees were required to conduct enforcement blitzes during the following periods:

Halloween – Oct. 28 – Nov. 1, 2006

Christmas/New Year's – Dec. 1, 2006 – Jan. 4, 2007

St. Patrick's Day – March 16 - 18, 2007

4th of July – June 29 - July 8, 2007

Thanksgiving – November 17 - 26, 2006

Super Bowl – February 3 & 4, 2007

Prom Season – April / May 2007

Homecoming – September 2007

In addition, all agencies were required to participate in two national mobilizations - the Memorial Day "Click It or Ticket"/"What's Holding You Back?" (CIOT/WHYB) mobilization and the Labor Day "Over the Limit. Under Arrest.*/"You Drink & Drive. You Lose" (YDDYL) crackdown.

All HVEO Grants included three primary goals in their FFY 2007 proposals. These goals are: 1) reduce the number of traffic-related fatalities; 2) increase the seat belt usage; and 3) decrease the number of alcohol-related crashes.

Agencies funded in FFY 2007 were required to focus their enforcement efforts on locations and times where their traffic safety concerns were most predominant and problematic. All agencies receiving funding had to certify that any personnel operating as an arresting officer has completed Standard Field Sobriety Testing (SFST) or Advanced Detection, Apprehension and Prosecution (ADAP) training. Law enforcement agencies included the OSHP (statewide), Ohio Department of Natural Resources (ODNR) park rangers (representing 13 state parks), county sheriff's offices and local law enforcement agencies.

Accomplishments

General Law Enforcement	FFY 2005	FFY 2006	FFY 2007
Overtime Enforcement Hours	40,809	33,093	46,330
Number of Checkpoints	2	10	19
Number of Traffic Stops	46,064	53,580	60,379
OVI Arrests 21 and Over	608	664	786
OVI Arrests Under 21	64	146	149
Adult Restraint Citations	6,241	4,578	4,918
Child Restraint Citations	229	194	168
Speed Violations	28,254	22,257	24,051
Suspended or Revoked License	4,384	2,663	3,131
Felony Arrests	309	338	309

Ohio State Highway Patrol

Awarded: \$1,308,247

Expended: \$1,282,913

Funding Sources: 402/410/157

Funded Agency

The Ohio State Highway Patrol (OSHP)

Project Description

The OSHP worked to increase seat belt use and decrease the number of impaired driving and speed related crashes on Ohio roads. The OSHP focused on increasing manpower at problem locations throughout the year and used low manpower sobriety checkpoints to be more visible on Ohio roads during blitz periods and mandatory campaigns.

Accomplishments

A summary of all OSHP overtime activity supported by federal grants is listed below:

Enforcement Activities Results

Overtime Enforcement Hours	29,077
OVI Arrests 21 and Over	688
OVI Arrests Under 21	107
Adult Restraint Citations	8,700
Child Restraint Citations	109
Speed Violations	17,725
Suspended or Revoked Licenses	893
Felony Arrests	80
Number of Traffic Stops	51,567

Low Manpower OVI Sobriety Checkpoint Results

OVI Checkpoints Conducted	29
Vehicles through the Checkpoint Zone	17,752
Vehicles Checked	17,138
Vehicles Diverted	844
OVI Arrests 21 and Over	102
OVI Arrests Under 21	81
DUS Arrests	97
No OL Citations	30
Other Citations Issued	150
Vehicles Seized	29
Other Non-Traffic Arrests	2
Misdemeanor Arrests	108
Restraint Citations	603
Refusals	21

Awarded: \$55,326**Expended:** \$54,180**Funding Source:** 402/410**Funded Agency**

Ohio Department of Natural Resources Enforcement

State Parks Funded for Overtime Enforcement in FFY 2007

Alum Creek
 Buck Creek
 Caesar Creek
 Cleveland
 East Fork
 Hueston Woods
 Lake Milton

Maumee Bay
 Mohican
 Mosquito
 Portage Lakes
 Salt Fork
 West Branch

Project Description

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

Accomplishments

- The parks displayed banners and yard signs from Memorial Day to Labor Day.
- Thirteen State Parks participated in five traffic enforcement blitzes. The busy season in state parks is traditionally from Memorial Day through Labor Day.
- Park officers reported an eight percent increase in restraint use.

Enforcement Activity

Overtime Enforcement hours	1,359
OVI Arrests 21 and Over	4
OVI Arrests Under 21	7
Adult restraint citations	262
Child restraint citations	19
Speed violations	548
Suspended or revoked	81
Felony arrests	14
Number of traffic stops	1,677

Crestview Local Schools Safe Driving Program

Awarded: \$34,201**Expended:** \$12,189**Funding Source:** 157**Funded Agency**

Crestview Local Schools

Project Description

The Crestview Local Schools project is a comprehensive approach to increase seat belt use and decrease the number of youth related fatal and serious injury crashes. An advisory committee consisting of a judicial officer, educators, enforcement officials, parents and students was created to oversee implementation and monitoring of the following project components:

- Provide technology to improve student driving skills by installing monitors in student's cars with parental approval.

- Conduct training for the students on the use of the monitors.
- Conduct seat belt observations to monitor progress in changing student behavior.
- Provide community awareness to gain support of the project.
- Implement the STOPPED program (law enforcement call parents of all students in a vehicle stopped for any violation).
- Develop and distribute a series of safety messages to students.
- Participate in the Ford's "Driving Skills for Life" on-line skills challenge.

Accomplishments

- Fifteen monitors (RS-1000) were purchased and distributed to parents as requested.
- Conducted a Safe Driving Expo in the high school gymnasium.
- All activities and accomplishments pertaining to the Safe Driving Expo were documented in the Crestview Local Education (school newsletter), on the Crestview Local Web page, local newspaper and local television station.

Big Brothers Big Sisters of Central Ohio

Awarded: \$14,848

Expended: \$10,975

Funding Source: 402/157

Funded Agency

Big Brothers Big Sisters of Central Ohio

Project Description

The Big Brothers Big Sisters mentoring model was used to increase knowledge of traffic safety issues regarding seat belt use and impaired driving among Big Brothers Big Sisters youth, mentors and staff.

Accomplishments

- Big Brothers Big Sisters Traffic Safety Mentoring program impacted 523 at-risk urban, suburban and rural youth in three counties: Franklin, Delaware and Union County.
- Completed 18 traffic safety workshops in Franklin, Delaware and Union County school district.
- Extended the traffic safety message to more than 7,000 people through the distribution of traffic safety education materials and information.

Third Grade Seat Belt Program

Awarded: \$335,921

Expended: \$136,134

Funding Source: State

Funded Agencies

231 local law enforcement agencies

Project Description

The Third Grade Seat Belt program completed its 20th year in 2007. The program grew to include all of Ohio's 88 counties. The program is state funded from local fines levied against seat belt violators. The funds were used to print materials and pay law enforcement agencies an instructor stipend for each student taught. Participating agencies received videos, course curriculum guides and student materials to assist them in making presentations to third grade students where officers stressed the importance of wearing a seat belt at all times while riding in a motor vehicle. The training also serves to impress to all law enforcement officers the importance of wearing their seat belt and to enforce the seat belt law.

Accomplishments

- 262 agencies enrolled in the program, with 231 agencies providing training in the schools.
- Approximately 68,000 third grade students participated in the training.

Occupant Protection Coordinators

Awarded: \$550,944

Expended: \$511,446

Funding Source: 402

Funded Agencies

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

Project Description

The nine regional Occupant Protection (OPC) Coordinators served as a resource for residents, partners and agencies within their respective region by providing technical assistance and identifying additional resources to address occupant protection issues. Each regional program worked with local children's hospitals, other local hospitals, fire and police departments, local school districts and other local business entities to educate on restraint usage. Each program provided technical assistance for site coordinators, individual agencies, retailers, individual care takers and fitting stations. Each regional coordinator also worked to identify and coordinate additional local and community resources to obtain additional funding in support of expanding occupant protection program needs within their region.

Accomplishments

- Regional Coordinators partnered with radio and TV stations, Wal-Mart, State Farm, United Way, Babies R Us, National Safe Kids, community businesses & civic organizations such as Kiwanis, Rotary and Masons who provided additional funding for occupant protection programs.
- Media events were conducted in each of the nine regions during both observances of Child Passenger Safety Week. Each region participated in the statewide *Click It or Ticket/ What's Holding You Back?* and the *Over the Limit, Under Arrest*. mobilization and crackdown.
- All regional programs worked to reach diverse populations. Each worked with the Ohio Hispanic Coalition to train 8 bi-lingual Child Passenger Safety technicians and each worked with the African American community to assist with urban OP initiatives for tweens.

Following is a summary of activity by region:

Regional Car Seat Checks

OP Region	Car Seat In-House Program	Low-Income Car Seats	Site visits	Refresher Course	Refresher Course Attendees	Car Seat Checks	Car Seats Checked	32 Hour Class	CPS Tech Added	Seats Checked @ Fitting Stations	Fitting Stations Added
1	970	330	10	4	70	24	432	1	13	1,598	1
2	195	523	49	2	31	36	354	1	5	461	2
3	872	361	15	2	80	36	848	2	26	1,601	1
4	-	232	12	2	9	24	287	1	8	287	2
5	554	232	9	1	14	31	416	1	12	516	1
6	166	375	48	6	93	19	614	2	33	1,730	3
7	192	520	17	1	40	21	598	1	14	1,097	1
8	765	470	35	12	120	17	249	4	44	4,128	2
9	130	467	10	1	4	13	224	1	4	395	1
Total	3,649	3,510	205	31	461	221	4,022	14	159	11,813	14

Special Needs Grant

Awarded: \$37,247

Expended: \$31,852

Funding Source: 402/157

Funded Agency

Goodwill Industries

Project Description

The Goodwill project focused on occupant protection standards for children with special needs aged four to fifteen years of age. The program provided low income families with child restraints for children with special needs. The grant had both education and awareness components.

Accomplishments

A special needs website launched in FFY 04 to increase awareness and implementation of occupant protection standards for children with special needs by incorporating children in school settings now serves as a statewide information referral and interactive site to educate more families and professionals on restraint use. The Ohio Kids are Riding Safe was updated in 2007. In addition, a new brochure which included information relative to tweens was included in the website.

- As the result of collaboration with local and statewide partners to provide an accurate resource guide for transporting children with special needs who weigh over forty pounds, a booster seat tri-fold brochure with relevant information about restraints for children over 40 pounds was designed for pediatrician offices, social service agencies, child care centers and preschools. Over 2,000 packets were distributed a ten county area.

Occupant Protection Liaison

Awarded: \$32,000

Expended: \$21,533

Funding Source: 402

Funded Agency

Car Seat Consultants

Project Description

The GHSO continued a personal services contract with an Occupant Protection (OP) liaison in FFY 2007. The OP liaison assisted the GHSO in assuring that all occupant protection information was accurate and up-to-date; assisted on special CPS projects and the distribution of programs with a particular emphasis on programs designated for underserved areas; acted as a resource for nine regional occupant protection coordinators; assisted in training and recertifying CPS technicians; and maintained quality assurance for fitting stations, technicians and instructors.

Accomplishments

- Taught one 32-hour Standardized Child Passenger Safety Training program course.
- Assisted in the coordination and planning of child passenger safety classes and community car seat check-up events in both the Hispanic and Asian communities.
- Worked with local fitting stations to assure proper techniques are up to date on all child passenger safety information.
- Assisted in the coordination, organization and planning with *I'm Safe* booster seat program in Union County and planning and coordination of a comparison program for booster seats.
- Assisted in the coordination and presentation of the TWEEN program and worked on the evaluation of the program.

Booster Seat Education Pilot Projects

Awarded: \$10,000

Expended: 0

Funding Source: 402

Funded Agency

These activities were funded under the contracts with Miami University and OP Liaison (Car Seat Consultants); the expended amounts are reflected in other sections within this document.

Project Description

I'm Safe is designed to benefit kindergarten through second grade students and their families by raising awareness about proper safety restraint usage. The objectives of the booster seat programs are to empower young children and their families with the knowledge and skills needed to use safety seats and belts correctly, and to provide the opportunity to practice and model these safe behaviors.

Accomplishments

- In FFY 2007 the GHSO completed the process of testing the *I'm Safe* project in pilot and control schools in the rural community.
- A comparison program, NHTSA's The Booster Club will be continued with state funding.

CPS Technician Training

Awarded: \$ 20,000

Expended: \$ 9,751

Funding Source: 402

Funded Agency

GHSO

Project Description

- The LATCH manual is a nationally recognized educational tool used by certified child passenger safety instructors and technicians as an installation guide, text-book, and product reference and to maintain new technology and current information. Provided the Safe Kids Latch Manual to the OPC Regional Coordinators, local site coordinators and class participants.
- Provided the fact sheet used nationally by certified child passenger safety technicians and instructors, that were distributed to the nine (9) Regional Coordinator programs serving Ohio. The fact sheet contained the most up-to-date and widest range of youth occupant protection information and subjects available.
- Paid fees for nationally certified child passenger safety instructors to conduct 4-Day Standardized Child Passenger Safety Technician Training Certification Courses. The training classes were offered to residents throughout the state of Ohio with participant representation including agencies which served minority and low-income families.

Statewide Seat Belt Observation

Awarded: \$ 100,000

Expended: \$ 53,042

Funding Source: 157/402

Funded Agency

GHSO

Project Description

Since 1991, Ohio has conducted annual observation surveys to determine seat belt use following guidelines set by the National Highway Traffic Safety Administration (NHTSA). Ohio uses retired officers of the Ohio State Highway Patrol (OSHP) to conduct these observations at 265 sites in 53 of Ohio's 88 counties. In an average year, the observations include 23,668 occupants (19,108 drivers and 4,560

passengers) of non-commercial passenger cars, vans, minivans, sport utility vehicles (SUVs), and pickup trucks. Three surveys were conducted in FFY2007 (April, June and August).

Accomplishments

- The conversion from a paper process to an electronic transfer process provided more timely data and reduced the overall cost of each observation. There were minimal problems and will continue to be used for all statewide observations.

Rural Seat Belt Project

Awarded: \$ 300,000

Expended: \$ 241,926

Funding Source: 157

Funded Agencies

Governor's Highway Safety Office and The Ohio State Highway Patrol

Project Description

Increasing seat belt use among high-risk rural drivers and passengers represents a considerable challenge. The states in NHTSA's Great Lakes Region agreed to work cooperatively in 2005 and 2006 on a regional Rural Demonstration Project designed to increase seat belt use in rural areas which are significantly over represented in crashes and fatalities. In 2007, Ohio continued on the success of Great Lakes Rural Demonstration Project (RDP) to address seat belt use in 40 of Ohio's rural counties.

The GHSO worked with NHTSA's national media buyer, The Tombras Group, to develop a media plan to educate and inform 18 to 34 year old rural male drivers on the safety benefits of belt usage. The plan included a state media mix of cable television, radio and non-traditional signage advertising to effectively and efficiently penetrate these key counties.

The Ohio State Highway Patrol placed a heavy emphasis on enforcement in the identified rural counties during the rural campaign. The GHSO's law enforcement liaisons made contacts with local law enforcement agencies within the counties and encouraged their participation at some level during the enforcement period, however no funding was available for local enforcement activity.

Accomplishment

- Based on pre and post observational surveys conducted in the targeted counties a five percent median change in belt use was reported.

Earned Media

Press Conferences	7
TV News Stories	21
Print News Stories	34

Paid Media

Paid TV Spots	0
Paid Radio Spots	2,443
Bonus Radio Spots	2,019
Total Radio Spots	4,462

Total Cost	TV Ads	Radio Ads	Other
\$241,926	\$0	\$156,460	\$85,466

Rural Enforcement Activity (May 2 – May 14, 2007)

OVI Arrests	Seat Belt Citations	Child Safety Citations	Speeding Citations
11	631	16	598

Click It or Ticket Paid/Earned Media

Awarded: \$ 900,000

Expended: \$ 808,047

Funding Source: 157/402

The GHSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for seat belts. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 11, 654,109.

Earned Media

Press Conferences	30
TV News Stories	279
Radio News Stories	43
Print News Stories	67

Paid Media

TV/Cable Paid Spots	Bonus Spots	Total Spots
2,228	2,448	4,676

Radio Paid Spots	Bonus Spots	Total Spots
3,671	6,235	9,906

Total Cost	TV/Cable	Radio Ads	Print Ads	Other
\$808,047	\$ 430,165	\$259,438	\$22,429	\$96,015

Seat Belt Mobilization

With Ohio working toward the 85% restraint usage by 2008, the GHSO made it a priority for grantees and non-grantee partners to participate in the mobilization. Participation and public awareness focusing on restraint usage continues to increase each year.

In 2007, Ohio participated in the NHTSA regional Day & Night – Click It or Ticket Enforcement event with support from the Ohio State Highway Patrol and 137 local law enforcement agencies.

Day & Night – Click It or Ticket Enforcement

Reporting Information	OSHP	Other Agencies	Total
Enforcement Hours	2,748	1,849.5	4597.5
OVI Arrests 21 and over	94	27	121
OVI Arrests under 21	8	7	15
Adult Restraint Citations	326	213	539
Child Restraint Citations	1	8	9
Speed Citations	759	257	1016
Other Citations	253	261	514
DUS Arrests	44	88	132
Felony Arrests	6	23	29
Number of Traffic Stops	3,252	1,638	4890

Dates: May 21 to June 3, 2007

Click It or Ticket Mobilization Agency Participation

Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	63	63	63
County Sheriffs	88	71	51
City / Town Police	791	667	350
Other	57	57	57
Totals	999	858	521

Specific Enforcement Activities

- Total officer hours worked by all reporting agencies specifically on seat belt enforcement increased from 97,823 to 124,880 an increase of 28%.
- Activities conducted during the mobilization were high visibility enforcement, press conferences, banner/sign displayed, prom events, other school events, and safety rodeos. Several agencies conducted seat belt observations where the people who were buckled up received a small incentive (i.e., coupon, free pop, etc.)

Click It or Ticket National Mobilization Results

Reporting Information	FFY 2005	FFY 2006	FFY 2007
Enforcement Hours	72,931	97,823	124,880
OVI Arrests	2,372	1,797	2,613
Restraint Citations	17,159	39,963	20,498
Child Restraint Citations	592	216	459
Speed Citations	29,089	27,793	36,934
Driving Under Suspension	4,313	2,151	4,404
Felony Arrests	709	511	671

Evaluating Effectiveness of Seat Belt Usage Media Messages

The GHSO's paid media components consisted primarily of television and radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2007 paid media plan for seat belts.

The Applied Research Center, a Center for Policy Research at Miami University, conducted a series of four random-digit dialing statewide telephone surveys of 3,881 drivers across the five regions of Ohio. The GHSO funded these surveys, which were conducted between April and September 2007, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions to Ohio laws and law enforcement.

Sixty-two percent (62%) of survey participants reported that during the 30 days prior to taking the survey, they had "definitely" or "probably" seen or heard messages in Ohio encouraging people to wear their seat belts. Approximately 61% of those respondents saw or heard the message on television only and nearly all would describe the message as a commercial, advertisement or public service announcement. More than one-third of respondents (39%) reported being exposed to messages encouraging seat belt use through the radio only, and most of those respondents would also consider the message to have been a commercial, advertisement or public service announcement. Additionally, 29% of respondents reported

they were exposed to these messages through both the television and radio. When respondents were asked to identify other places they had seen or heard messages encouraging seat belt use, 73% of responses were billboards or road signs; other frequently mentioned places included banners, electronic roadway signs, newspapers, signs at rest areas, and signs on buses.

When respondents were asked if they recalled seeing or hearing messages in specific locations, the percentages of respondents reporting they had seen or heard messages were as follows: from law enforcement (33%), around their neighborhood (24%), schools (24%), at their workplace (20%), from a doctor (9%), in sports facilities (9%), in grocery stores (7%), and at church (3%).

The majority of respondents reported that the number of seat belt messages they had seen or heard in the 30 days prior to the survey had been “about the same” (75%), while 21% claimed they had seen or heard more messages than usual.

Sixty-one percent (61%) of respondents reported that they had seen or heard slogans encouraging seat belt use during the 30 days prior to the survey. Those who reported seeing or hearing a slogan identified the following specific slogan names without prompting: During the 1st (baseline) survey, respondents mentioned *Click It or Ticket* (69%) and *What’s Holding You Back?* (19%). During the 2nd survey, which was congruent with the first paid media initiative, respondents mentioned *Click It or Ticket* (79%) and *What’s Holding You Back?* (15%). During the 4th survey, which was congruent with the second paid media initiative, respondents mentioned *Click It or Ticket* (73%) and *What’s Holding You Back?* (17%).

While unprompted identification of all slogans increased with the paid media initiatives, *Click It or Ticket* was especially affected, increasing by 10 percentage points (i.e., from 69% to 79%) between the 1st and 2nd surveys and by a total of 4 percentage points over the course of the campaign.

Respondents who maintained they had not heard or seen a slogan encouraging seat belt use during the 30 days prior to the survey as well as those who saw or heard a slogan, but could not identify the specific slogan, were then questioned about the *Click It or Ticket* and *What’s Holding You Back?* slogans by name. When prompted, 62% of respondents had heard *Click It or Ticket* and 42% said they had heard the *What’s Holding You Back?* slogan.

Impaired Driving Programs

Goal

- No more than 35% of fatal crashes being alcohol-related by the end of 2007.
- Reduce the number of alcohol-related traffic deaths to no more than 457 by the end of 2007, thus saving 17 lives from the 2005 baseline.

Performance Measurement

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

Results

- During 2006, 462 alcohol-related fatal crashes. This is 40% of the total fatal crashes in 2006.
- In 2006, there were 495 alcohol-related deaths.

Impaired Driving Strategies

Countywide OVI (Operating Vehicle Impaired) Task Forces

Awarded: \$2,091,262

Expended: \$1,713,899

Funding Source: 410/164/402

Funded Agencies

The GHSO focused on the established task forces in the state's *Targeted Alcohol Counties*. Listed alphabetically are the countywide OVI Task Forces and their lead agencies:

Butler County OVI Task Force – Hamilton Police Department
Cuyahoga County OVI Task Force – University of Cleveland Hospital
Franklin County OVI Task Force – Franklin County Sheriff's Office
Hamilton County OVI Task Force – Sharonville Police Department
Lucas County OVI Task Force – Sylvania Township Police Department
Mahoning County OVI Task Force – Goshen Police Department
Montgomery County OVI Task Force – AAA Miami Valley
Stark County OVI Task Force – Perry Township Police Department
Summit County OVI Task Force – Remindersville Police Department
Trumbull County OVI Task Force – Community Solutions, Inc.

Project Description

In FFY 2007 the GHSO continued to place special emphasis on Ohio's impaired driving problem and nurtured partnerships with countywide OVI task forces that could coordinate law enforcement activities to impact impaired driving crashes in their county. Agencies receiving these grants were required to coordinate a minimum of six sobriety checkpoints with coordinating saturation patrols and three press events. A summary of all task force activity is listed on the following page.

OVI Task Force Checkpoint Results

	FFY 2005	FFY 2006	FFY 2007
Vehicles through Checkpoint	53,673	68,656	135,949
Vehicles Checked	35,566	46,273	109,758
OVI Arrests 21 & Over	215	246	481
OVI Arrests under 21	16	15	39
Driving Under Suspension Arrests	270	338	728
No Operator License Citations	244	331	621
Other Citations	713	778	1,630
Vehicles Seized	259	318	652
Non-Traffic Arrests	178	47	60
Misdemeanor Arrests	228	250	559
Restraint Citations	1,359	1,735	2,511
Refusals	56	109	124
OVI Checkpoints	76	110	200

OVI Task Force Saturation Patrol Results

	FFY 2005	FFY 2006	FFY 2007
Overtime Enforcement Hours	19,939	18,758	22,488
OVI Arrests 21 & Over	924	1,210	1,191
OVI Arrests Under 21	157	192	177
Restraint Citations	2,068	3,206	3,157
Child Restraint Citations	111	116	134
Speed Citations	5,475	8,512	7,888
Driving Under Suspension	1,616	2,152	1,806
Felony Arrests	245	251	253
Stops	13,667	32,277	33,219

Accomplishments

- Two hundred and twenty nine law enforcement agencies participated in the OVI task forces for the top ten alcohol counties. An average of 35 OVI arrests were made weekly in FFY2007.
- Two hundred checkpoints were conducted for FFY 2007 and 147 of the checkpoints were low manpower. This was increase of 90 checkpoints from FFY 2006.
- Innovative activities conducted by task forces:
 - Press event held at a local funeral home attracting several media outlets.
 - Created "Operation Wolf Pack" for the three weekends of the alcohol crackdown resulting in 36 OVI arrests, 130 seat belt citations, 191 speed citations and media attention.
 - Conducted roll call training that address cues unique to impaired motorcyclists. The training included a ten minute video distributed by NHTSA and a six PowerPoint slides that emphasized the cues in the video as well as statistics that supported the need for officers to look for impaired motorcyclists.
 - Conduct an "OVI Warrant Sweep" during the 4th of July holiday; the three-hour operation served 65 warrants and resulted in 16 arrests and raised public awareness and media interest.

Challenges

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

Awarded: \$454,436

Expended: \$318,390

Funding Source: 163

Funded Agencies

Clermont County Municipal Court; Athens County Municipal Court, Akron Municipal Court

Project Description

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

Accomplishments:

- The program received a total of 213 referrals. With the carryover from FFY 2006, a total of 61 were eligible for the program and volunteered to participate as a condition of their community control. Fifty-four successfully completed the program in FFY 2007. Of the 54 graduates, seven were female and 47 were male. Of the 54 graduates, a potential of 12,316 days of incarceration were suspended as a result of the participation in the program.
- It takes on an average of 50 weeks to complete the DUI Court program.
- The DUI Court programs also work with the Safe Communities programs to invite its coalition members and members of the media to observe the DUI Court program operations.
- In one court program each participant presented a final project on sobriety and to help further their support and supervise these participants, nineteen (19) were modified to regular probation and their cases were reassigned to a probation officer and twenty (20) were modified to Court-monitored status (non-reporting). Quarterly court reviews for compliance were set for in front of the DUI Court Judge.
- Another court program all participants were referred for Chemical Dependency Treatment, which include an Intensive Outpatient program or Inpatient Treatment programs.
- All participants are given recovery manuals at the beginning of the program – “The Big Book” of Alcoholics Anonymous.

Streamline the Impaired Driving Arrest Process, Paperwork and Processing Time

Awarded: \$10,000

Expended: \$0

Funding Source: 163

Funded Agency

Ohio Department of Public Safety

Project Description

The Governor’s Task Force on Impaired Driving recommended that the state streamline the impaired driving arrest process, reduce duplicate paperwork and decrease processing time for OVI arrests. Since June 2005 a work group of state and local stakeholders have met for the purpose of determining what breath testing instrument technology is available which could streamline the impaired driving arrest process, reduce duplicate paperwork and decrease processing time for OVI arrests. The recommendations of this work group will provide direction for the acquisition of breath testing instruments for all law enforcement agencies in the state.

Accomplishments

- The Ohio Department of Health (ODH) which is responsible for the state’s breath-testing instrument program has:
 - Identified specifications for the new portable instruments

- Released specifications to vendors to submit qualifying units for evaluation
- Begun scientific testing instruments to determine compliance with the Ohio Administrative Code; complete testing will include laboratory, field, portability and law enforcement evaluations.

OSHP Law Enforcement Training

Awarded: \$66,715

Expended: \$48,727

Funding Source: 402/410

Funded Agency

Ohio State Highway Patrol

Project Description

The OSHP provided the following training at its Columbus Academy facility to state and local law enforcement agencies.

Alcohol Related Training

- Advance Detection, Apprehension & Prosecution (ADAP) – Four courses, 95 students
- Regional ADAP - Seven courses, 124 students
- ADAP Local Instructor Update – One course, 13 students
- ADAP Regional Instructor Update – One course, 55 students
- ADAP Judicial Seminar – One course, 57 students

Crash Related Training

- Academy Basic Crash Investigation – Four courses, 103 students
- Regional Basic Crash Investigation – Four courses, 152 students
- Technical Crash Investigation – Two course, 45 students
- Electronic Speed Measuring Device (ESMD) – Four courses, 139 students
- Electronic Speed Measuring Device Instructor Certification – One courses, 25 students
- Electronic Speed Measuring Device Judicial Seminar – One Course, 35 students
- NHTSA/OSHP Media School – Three Courses – 12 students

Ohio Peace Officer's Training Academy

Awarded: \$80,000

Expended: \$80,000

Funding Source: 402

Funded Agency

Ohio Peace Officer's Training Academy (OPOTA)

Project Description

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

Accomplishments

- Provided law enforcement training to 316 officers in ADAP Instructor, ESMD Instructor, Technical Crash Investigation Level I and II, Commercial Motor Vehicle Inspection and Investigation Level I
- Agencies received training through OPOTA, paid for with funding from the GHSO in FFY 2007.

Training Offered Through OPOTA

Training Course	Students	Training Days
Alcohol Detection Apprehension Prosecution (ADAP)	91	4
ADAP Instructor	31	5
ESMD Instructor	39	5
CMVI – Level I	17	5
Traffic Crash Investigation: Level I	58	10
Traffic Crash Investigation: Level II	37	10

Roadway Express, Inc. provided personnel and equipment for the CMV course and the Traffic Crash Level 1 course. The personnel and equipment was committed two to three days for each course.

Judicial Training

Awarded: \$63,150

Expended: \$46,440

Funding Source: 402

Funded Agency

The Supreme Court of Ohio

Project Description

GHSO partnered with the Ohio Supreme Court to educate judges, magistrates, acting judges, and court personnel on improving traffic related court operations, procedures, and the adjudication of traffic cases, in order to improve traffic safety.

Accomplishments:

Training Offered Through The Supreme Court of Ohio

Training Course	Number of Courses	Number Attended
Traffic Law	6	326
Traffic Case Law Update	1	167
Traffic OVI, Motions to Suppress & ALS	2	11
Juvenile Traffic Law (Video Conference)	1	101
Juvenile Traffic Offenders – A Step by Step Process (Juvenile Court Clerks)	1	40
DUS Epidemic & Establishing Reinstatement Fee Plans in your Court	1	114

Mothers Against Drunk Driving (MADD)

Awarded: \$63,595

Expended: \$52,891

Funding Source: 164

Funded Agency

MADD of Ohio

Project Description

This project provided multi-media school assembly presentations to increase students' participation in alcohol free prom events in high schools in the state's top ten alcohol crash counties. MADD provided "OVI Tips for Testifying" to local law enforcement in the GHSO's *Target Alcohol Counties*. MADD distributed informational brochures on *Ohio DUI Laws* to law enforcement agencies and other interested parties, and additionally, MADD coordinated training sessions on the importance of underage drinking party dispersal.

Accomplishments

- Thirty-eight multi-media school assembly presentations were provided to schools in the *Target Alcohol Counties* reaching more than 16,681 students. Thirteen shows were presented in urban school settings to reach the diverse student population. The multi-media show for 2006 was "Take Two" which focused on students' choices and peer pressure on drinking.
- Five "OVI Tips for Testifying" programs were presented in five of the GHSO "Top Ten Alcohol Counties" and were presented by the Ohio Department of Health and local prosecutors.
- Seven thousand students attended the Prom Prevention and Mock Crashes.
- One hundred and four thousand of the *Ohio DUI Laws* brochures were provided to all agency partners in English, and 25,000 copies were printed and distributed in Spanish.

Awarded: \$ 300,000

Expended: \$ 297,229

Funding Source: 164/410

The GHSO's paid media components consisted primarily of television and radio buys combined with earned media. The following is a summary of information from the paid media plan for alcohol. There were no non-paid PSA airings or print ads prior to FFY 1999. It is estimated by the media buyer that the size of the audience reached in this buy exceeded 6,541,013.

Earned Media

Press conferences	43
TV news stories	1,147
Radio news stories	43
Print news stories	73

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

Paid Media

TV/Cable Paid Spots	Bonus Spots	Total Spots
413	413	826

Radio Paid Spots	Bonus Spots	Total Spots
1,109	1,109	2,218

Total Cost	TV ads	Radio Ads	Print Ads	Billboards
\$297,229	\$139,360	\$150,876	\$0	\$6,993

National Alcohol Crackdown

With Ohio working toward decreasing the number of impaired driving crashes and deaths on Ohio roads, the GHSO made it a priority for grantees and non-grantee partners to participate in the 2007 crackdown. Participation and public awareness focusing on impaired driving continues to increase each year.

Dates: August 17 – September 4, 2007

Over the Limit. Under Arrest. Crackdown Agency Participation

Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	63	63	63
County Sheriffs	88	78	57
City / Town Police	791	672	304
Other	57	57	57
Totals	999	870	481

Specific Enforcement Activities

- Total officer hours worked by all reporting agencies specifically on seat belt enforcement increased from 91,052 to 119,285 an increase of 31%.
- Number of checkpoints conducted – 51
- Sobriety checkpoints and saturation patrols, enhanced by the statewide advertising blitz coupled with earned media, continued to show consistent results in the reduction of impaired driving.

Over the Limit. Under Arrest. Crackdown Results

	FFY 2005	FFY 2006	FFY 2007
Enforcement Hours	176,902	91,052	119,285
OVI Arrests	2,787	2,380	2,735
Restraint Citations	9,638	15,895	12,278
Child Restraint Citations	257	340	298
Speed Citations	34,756	32,187	37,527
Driving Under Suspension	4,922	3,333	4,109
Felony Arrests	1,536	1,051	2

Evaluating Effectiveness of Alcohol Impaired Driving Media Messages

The GHSO's paid media components consisted primarily of television and radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2007 paid media plan for impaired driving.

The Applied Research Center, a Center for Policy Research at Miami University, conducted a series of four random-digit dialing statewide telephone surveys of 3,881 drivers across the five regions of Ohio. The GHSO funded these surveys, which were conducted between April and September 2007, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions to Ohio laws and law enforcement.

Forty-one percent (41%) of survey participants reported that during the 30 days prior to taking the survey, they had seen or heard messages in Ohio discouraging drinking and driving.

Those who reported seeing or hearing a slogan identified the following specific slogan names without prompting: During the 1st (baseline) survey, respondents mentioned *Friends Don't Let Friends Drive Drunk* (38%) and *You Drink and Drive, You Lose* (20%) most frequently. During the 2nd, 3rd and 4th surveys, approximately 33% of respondents mentioned *Friends Don't Let Friends Drive Drunk* and about 23% mentioned *You Drink and Drive, You Lose*.

Unprompted identification of these two slogans stayed consistent throughout the survey period.

Respondents who maintained they had not heard or seen a slogan during the 30 days prior to taking the survey discouraging drinking and driving as well as those who saw or heard a slogan, but could not identify the specific slogan, were then presented with a list of slogans. When prompted, 67% had heard *Friends Don't Let Friends Drive Drunk* and 52% said they had heard *You Drink and Drive, You Lose*. Additionally, 29% said they have heard the slogan *Buzzed Driving is Drunk Driving*, 22% claimed to have heard *Fans Don't Let Fans Drive Drunk*, and 17% heard *Drunk Driving. Over the Limit. Under Arrest*.

Evaluation Strategies

Awarded: \$450,000

Expended: \$351,375

Funding Source: 157/402

Funded Agency

Miami University

Project Description

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

Basic Riders Course (BRC) - Motorcycle Safety: At the request of the Governor's Highway Safety Office and Motorcycle Ohio, the Applied Research Center recently evaluated the effectiveness of the 16-hour Basic Rider Course (BRC) relative to the 8-hour Basic Rider Course-2 (BRC-2). This was accomplished through a quasi-experimental design. BRC and BRC-2 participants completed the BRC Pre-Questionnaire, a knowledge-based instrument, prior to completing the respective courses. At the conclusion of the two BRC courses, participants completed the Skills Test. The evaluation report completed by the Applied Research Center compares the knowledge-based pre-test and post-Skills Test performance of participants who completed the 16-hour Basic Rider Course relative to those who completed the 8-hour Basic Rider Course-2.

CODES (Crash Outcome Data Evaluation System): The CODES project is specifically related to the benefits of using seat belts and motorcycle helmets in motor vehicle crashes, measured in terms of reductions in death, disability, injury severity, and medical costs. Using the CODES data, comparisons between those who use and don't use seat belts and motorcycle helmets can be made by identifying and contrasting the characteristics of injured and uninjured persons within each group. In addition, the linked data can be used to support state specific purposes and can be disaggregated to support seat belt efforts at local and regional levels. The CODES data consists of linked statewide crash and injury data that match vehicle, crash, and human behavior characteristics to their specific medical and financial outcomes. Currently, crash data for multiple years are being combined and linked to Bureau of Motor Vehicle records. The goal is to later link telephone survey data to the crash database.

Crestview Black Box Project: The Crestview Local School District was selected to participate in a project implementing the RS-1000 On-Board Car Monitor Package (i.e., "Black Box" computer) for parents of teen drivers. The goal of the program is to assist parents in their efforts to keep student drivers safe by preventing highway crashes, serious injuries, and fatalities. The Ohio Department of Safety provided an RS-1000 On-Board Car Monitor Package to interested parents of students who possessed a driving permit issued by the District and maintained driving privileges. The Applied Research Center attempted to complete pre- and post-test survey data from all Crestview High School students with valid drivers' licenses and a telephone survey with one parent of each of those students. Survey data were analyzed and a final report of the results is currently being prepared.

DUI Court: The voluntary DUI Court Program at Clermont County Municipal Court involves close collaboration between the Judicial, Law Enforcement, and Treatment sectors to accomplish the goals of decreasing drinking and driving behaviors, reducing DUI recidivism, achieving a reduction in long-term jail sentences, and enhancing highway safety by reducing the risk drunk drivers pose to society and themselves. The Applied Research Center has been asked to evaluate this program and is in the process of finalizing and implementing an evaluation plan.

Governor's Highway Safety Office Grantee Survey: The Governor's Highway Safety Office (GHSO) required that its 2006-2007 Safe Communities, law enforcement, and occupant protection grant recipients conduct observation surveys of seat belt use in their respective Ohio counties. The required surveys conducted at selected sites are a major component of the ongoing GHSO commitment to reduce highway fatalities and serious injuries throughout Ohio by increasing seat belt use. Annually, the Applied Research Center completes the site selection, enters the information from the submitted observation forms, analyzes the data, and completes a report on the findings.

I'm Safe! In the Car Evaluation: I'm Safe! In the Car is an early intervention program designed to extend the benefits of Project Safety Belt by raising awareness with young children (grades K-2) and their families about proper safety restraint usage. The program and presentation is based on learning objectives that are clearly aligned to the Ohio State Academic Content Standards for grade levels K-2. The Applied Research Center collected pre- and post-test data from children at experimental schools (children who participated in the program) and control schools (children who did not participate in the program) so that comparisons could be made between the two groups.

Policy Issues Papers: Periodically, the Applied Research Center prepares policy issues papers regarding salient highway safety issues. The topics recently addressed include: alcohol-impaired driving, seat belt use by race, primary seat belt laws, and booster seat use.

Report Collaboration: The Applied Research Center works collaboratively with the Governor's Highway Safety Office (GHSA) to prepare specific reports for the National Highway Traffic Safety Administration (NHTSA) as needed.

Safe Communities: Safe Communities, an initiative of the National Highway Traffic Safety Administration (NHTSA), aims to help communities improve traffic safety and prevent injuries by bringing together community partners, including local law enforcement, health care providers, schools, businesses, and other community organizations. According to NHTSA, in addition to community partnerships, Safe Communities incorporate injury data analysis, citizen involvement, and an integrated and comprehensive injury control system to achieve highway safety goals. Safe Communities sites submitted monthly reports that Applied Research Center staff organized and compiled into a report for the Governor's Highway Safety Office (GHSA). An analysis of Ohio Safe Communities' activities will help highlight both best practices and areas where improvements can be made.

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

Statewide Observation Survey of Seat Belt Use: The policy-related goal of this annual research is to determine the percentage of drivers and/or passengers who wear seat belts while traveling in a motor vehicle. The observation surveys are conducted by retired Ohio State Highway Patrol Officers two or three times per year. For this project, the Applied Research Center is responsible for site selection, programming the PDAs used to collect the data, synchronizing the submitted data, analyzing the data, and reporting the findings of the statewide observation survey data to ODPS and NHTSA.

Truck Safety Study: The Applied Research Center added new series of questions to the Seat Belt and Alcohol Impaired Driving Survey to assess public opinion about highway safety involving semi trucks. The topics covered included traffic safety issues, the "Leave More Space" campaign, safety laws involving semi trucks, and enforcement of aggressive cars and trucks. Data from a series of three random-digit dialing statewide telephone surveys of drivers across all five regions in Ohio was collected, analyzed, and reported to the Ohio Department of Public Safety.

Noteworthy Practices

Comprehensive Highway Safety Plan

Awarded: \$ 0

Expended: \$ 0

Funding Source: N/A

Funded Agency

N/A

Project Description

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

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

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

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

Accomplishments

- Ohio's plan, approved by the Federal Highway Administration (FHWA) as required by SAFETEA-LU regulations, can be found online at:
http://www.dot.state.oh.us/planning/Safety/CHSP/CHSPFinalJune%202006_fulldoc.pdf
- Subcommittees representing the plan's five emphasis areas (Data and Support Systems, High-Risk Behaviors/Drivers, Serious Crash Types, Special Vehicles/Roadway Users, and Incident and Congestion Related Crashes) meet quarterly to review and update project information. The subcommittee chairs provide a status report on activities for their emphasis area at the quarterly Coordinating Committee meetings.
- In September, the Coordinating Committee agreed to replace the aggressive driving "target" with speed management under the High-Risk Behaviors/Drivers emphasis area.

Awarded: \$0

Expended: \$0

Funding Source: N/A

Funded Agencies

N/A

Project Description

In FFY 2007, the GHSO continued the partnership with ODOT to coordinate and conduct Safety Conscious Planning Workshops in cooperation with the Metropolitan Planning Organizations (MPOs). The final two workshops were conducted in Toledo and Steubenville. The purpose of the workshops was to meet with local officials from a variety of disciplines to identify and discuss high-crash locations and develop regional safety work plans. Completion of the work plan results in eligibility of local governments to apply for ODOT funding for projects on the local highway system and possibly to the GHSO for behavioral related traffic safety projects.

Although the Safety Conscious Planning Workshops concluded in 2007, the GHSO continues to work closely the MPO's.

Accomplishments

- Workshops were conducted in thirteen MPO regions throughout Ohio.
- Between GHSO and ODOT 11 projects were funded.
- GHSO and ODOT continue to meet and discuss future follow-up meetings with the MPO's

Law Enforcement Liaison Program

Awarded: \$318,000

Expended: \$295,934

Funding Source: 402

Funded Agencies

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

Program Description

Four Law Enforcement Liaisons (LELs) are responsible for maintaining an effective networking program among law enforcement agencies within their assigned regions. The LELs focus on:

- Increasing local law enforcement agencies' awareness of and participation in both national and state enforcement campaigns and initiatives.
- Increasing local law enforcement agencies' understanding of traffic safety grant programs and resources available from the ODPS.
- Providing technical support to the GHSO regarding law enforcement initiatives, issues and concerns.

Strategies

The liaisons followed program guidelines that were developed at the state and national levels. Specific responsibilities included recruiting law enforcement agencies that were not participating in state and national mobilizations and programs. Creating positive relationships with the law enforcement community and other advocates were an important role for each LEL. The liaisons met with law enforcement agencies to assist them in developing traffic safety action plans to include goals, objectives, methods, and policies to be implemented at the local level. As a team member with traffic safety staff and advocates, the liaisons provided technical assistance as needed.

Accomplishments

- The liaisons were instrumental in maintaining participation in the countywide OVI Task Forces and recruiting new agencies in areas where there were no task forces. They attended numerous chief

meetings, task force meetings, Safe Communities meetings, and county law enforcement meetings. They were a catalyst for supplying information to local law enforcement agencies about the GHSO and other departmental resources available to them.

- Ohio was a regional leader in mobilization participation due to the active role and concerted effort by the liaisons.
- The liaisons assisted many law enforcement agencies during FFY 2007 with the acquisition of equipment from defunct agencies, overstocked equipment or equipment no longer in use. The equipment included radios, radars and light bars.

Speed Management

Awarded: \$10,000

Expended: \$0

Funding Source: 402

Funded Agency

GHSO

Project Description

The GHSO attended the April Speed Management Workshop Facilitator Training in Chicago to help provide guidance for State and local governments in designing and applying a balanced and effective speed management program to reduce speeding-related crashes. Concepts learned at the workshop were implemented into the Comprehensive Highway Safety Plan. In FFY 2008, the GHSO will take the lead in adding speed management strategies under the CHSP High-Risk Behaviors/Drivers subcommittee. Strategies will include initiating meetings to discuss development of a state speed management policy, identifying best practices, development of educational materials, and implementation of a joint speed management pilot project with ODOT.

Equipment Awards

Awarded: \$300,000

Expended: \$259,324

Funding Source: 402/410/157
Innovative

Funded Agency

GHSO

Project Description

An annual equipment give-away was coordinated with the CIOT kickoff for FFY 2007. Agencies across the state are encouraged to participate in the National CIOT and OLUAs mobilizations. Law enforcement agencies that showed their intent to participate in the mobilization by signing a letter and submit their activity for both mobilizations qualified for equipment. Over 800 agencies participated in the mobilizations. Following is the equipment purchased for the give-away in FFY 2007:

2	Patrol Cars
23	Lidars
215	Radars
22	Portable Breath Testing Instruments

Construction Zone Enforcement

Awarded: \$126,123

Expended: \$96,206

Funding Source: ODOT

Funded Agencies

The Ohio State Highway Patrol, Springdale Police Department, Summit County Sheriff's Office

Project Description

The ODOT provided federal safety funds for a work zone enforcement presence and education campaign during the 2007 construction season. The ODOT, ODPS, OSHP, Springdale Police Department, and

Summit County Sheriff's Office partnered to reduce crashes in Ohio's work zones. The eight work zones targeted in FFY 2007 were:

- Interstate 70 Clark/Montgomery County
- Interstate 70/75 Montgomery County
- Interstate 90 Lake County
- Interstate 80 Mahoning County
- Interstate 275 Hamilton County
- Interstate 77 Stark County
- Interstate 77 Summit County
- Interstate 270/161 Interchange Franklin County

Accomplishments

The numbers below represent the results of the Work Zone project for FFY 2007.

2007 Interstate Work Zone Enforcement Locations

Enforcement Activity	MOT-IR-70/75	LAK-IR-90	MAH-IR-275	HAM-IR-275	STA-IR-77	SUM-IR-77	FRA-IR-270/161	TOTALS
OVI Arrests Under 21	0	0	1	0	1	0	0	2
OVI Arrests 21 and Over	0	0	0	1	1	1	0	3
Adult Restraint Citations	173	204	61	1	64	49	153	705
Child Restraint Citations	3	0	0	0	4	1	0	8
Speed Citations	520	371	212	307	196	242	954	2,802
Other Citations	81	59	29	24	54	192	9	448
Driving Under Suspension Citations	20	12	2	9	10	29	5	87
Felony Arrests	0	0	0	0	1	2	1	4
Enforcement Hours Worked	467	478	257	230	248	498	317	2,495
Number of Traffic Stops	988	913	508	360	376	627	1,130	4,902

Ohio Safe Commute

Awarded: \$511,467

Expended: \$295,529

Funding Source: ODOT

Funded Agencies

Blue Ash
 Cincinnati Police Department
 Columbus Police Department
 Franklin County Sheriff's Office
 Gahanna Police Department
 Hamilton County Sheriff's Office
 Montgomery Police Department

Norwood Police Department
 Ohio State Highway Patrol
 Sharon Township Police Department
 Silverton Police Department
 Toledo Police Department
 Worthington Police Department

Project Description

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

Accomplishments

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

- Interstate 70 from IS 71/70 split to Interstate 270
- Interstate 270 from SR 161 to U.S. Route 23 (Northwest)
- Interstate 270 south of Morse Road and north of Interstate 670
- State Route 315 from Lane Avenue to Interstate 270
- Portions of Interstate 71 Cuyahoga County
- Interstate 71 Hamilton County
- Interstate 475 and 75 Lucas County
- Interstate 75 Montgomery County

The numbers below represent the results of Ohio Safe Commute for FFY 2007.

10/02/2006-11/11/2006

Phase 10 Safe Commute Locations

Enforcement Activity	Totals
Stops	6,001
Citations	5,491
Hours	3,755

4/2/2007-5/19/2007

Phase 11 Safe Commute Locations

Enforcement Activity	Totals
Stops	4,126
Citations	3,404
Hours	2,027

7/5/2007-8/11/2007

Phase 12 Safe Commute Locations

Enforcement Activity	Totals
Stops	3,551
Citations	3,309
Hours	2,023

Safe Communities

Awarded: \$1,542,237

Expended: \$1,259,215

Funding Source: 402

Funded Agencies

Canton City Health Department
Clark County Combined Health District
Clermont County General Health District
Columbus Health Department
Community Solutions
Delaware County Health Department
Fairfield County Health Department
Greene County combined Health District
Goshen Police Department
Hamilton County General Health District

Lucas County Traffic Safety Program
Mansfield-Richland County Health Department
Medina County Commissioners
Morrow County Health Department
Ohio State University Extension
Putnam County Educational Service Center
Ravenna Police Department
Ross County General Health District
Safety Association for Education
Summit County Sheriff's Office

Holmes County Health Department
Knox County General Health District
Lake County General Health District
Licking County Health Department
Lima-Allen County Regional Planning Commission
Lorain County General Health District

UHHS Geneva Memorial Hospital
Union County Health Department
University Hospitals of Cleveland
University of Cincinnati
Wayne County Mental Health & Recovery Board
Williams County Combined Health District

Program Description

Ohio Safe Communities is a data driven initiative to save lives and reduce injuries by building collaboration between state, county, and local community partners. In FFY 2007, there were 32 countywide community-based Safe Communities programs. Every Safe Communities program had four primary goals in FFY 2007 that included Data Collection and Analysis, Coalition Building, Traffic Safety Strategies, and Evaluation. Additional goals set by the Safe Communities programs in FFY 2007 included decreasing the number of speed-related fatal and injury crashes, decreasing the number of fatal and injury crashes on rural roadways and increasing awareness of traffic safety in minority or culturally diverse communities.

Accomplishments

- Of the 201 goals listed by the Safe Communities programs as part of their grants, 144 were achieved.
- Safe Communities coalitions worked to have a presence at highly publicized events. Each Safe Communities program participated in their County Fair or other summer event. Other major venues included the Dayton International Air Show, the Greater Cleveland Auto Dealers New Car Show, Amish Safety Days, various community festivals, high school football and basketball games, community health fairs and more.
- Each Safe Communities program was required to convene a fatal crash data analysis review committee. These committees are comprised of both state and local representatives from different agencies. These committees meet at various intervals throughout the year, depending on the number of fatal crashes in each county. Fatalities were analyzed to determine what preventative interventions would be appropriate, in the areas of engineering, enforcement and education.
- During FFY 2007, the Safe Communities programs reported \$110,733.42 in contributions and in-kind services from their communities. With the emphasis on moving Safe Communities programs toward self-sustainability, a majority of the Safe Communities programs were able to secure multiple contributions and in-kind services in support of their programs. Media outlets including television, radio and print have increased their participation along with insurance companies. Several programs were able to get donation of billboard space to highlight traffic safety messages. Local restaurants and fast food venues continue to support efforts by providing refreshments and food coupons as incentives.

Ohio Partnership for Traffic Safety (OPTS)

Awarded: \$50,000

Expended: \$ 0

Funding Source: 402

Funded Agency

Governor's Highway Safety Office

Project Description

The OPTS program is coordinated by the GHSO. Established 12 years ago, OPTS partners with various traffic safety partners including NHTSA, FHWA and the Employers for Traffic Safety (NETS) to provide information and programs to employers. Through OPTS, materials and resources are provided to employers to assist them in reducing costs associated with on-and off-the-job traffic-related crashes.

Accomplishments

- In FFY 2007, OPTS partnered with 180 organizations with more than 265,000 employees and 60,000 company vehicles.
- The OPTS partners receive a weekly broadcast from the GHSO relaying up to date traffic safety information and available resources to use within their companies.

Traffic Safety Diversity Grants

Awarded: \$301,000

Expended: \$286,857

Funding Source: 402/157

Funded Agencies

Asian American Community Services
City of Refuge Point of Impact (First Church of God)
Ohio Hispanic Coalition

Project Description

These grants focused on the African American, Hispanic and Asian Communities. Each grant had an education and awareness component aimed at changing habits and attitudes towards restraint usage and impaired driving.

Accomplishments

City of Refuge Point of Impact

- The goal was to increase seat belt usage from 62% to 70% among African American participating in the AACCTBU in Franklin County by 4% by September 30, 2007. A 20% sampling was completed of Franklin County church participants the numbers reflected a 5% increase.
- The goal was to increase safety belt use by 4% among African American males, ages 15-25, participating in the AACCTBU project in Franklin County. A sampling was completed of Franklin County church participants and the numbers reflected a 5% increase.
- The goal was to increase safety belt use by 4% among African American males, ages 15-25, participating in the AACCTBU project in Mahoning, Montgomery, Trumbull and Lucas Counties by 4%. A survey of church attendees from Mahoning, Montgomery, Trumbull and Lucas County indicated a 4% increase in seat belt use.
- Provided knowledge and awareness of the risk involved in drinking and driving, underage drinking and excessive speed to at least 40,000 African Americans in Franklin, Mahoning, Trumbull, Summit, and Lucas counties.
- Through the use of activities which included PSAs, events, literature distribution, announcement at local churches, and training events over 2,000,000 were reached.
- Approximately 60,000 individuals received seat belt message through weekly bulletin and pulpit announcements.
- Impaired driving workshops were conducted in all locations.
- A Statewide Youth Summit on belts, impaired driving and speed was attended by more than 175 youth in Columbus, Ohio.
- Partnered with 20 churches in Franklin County, four churches in Dayton, five churches in Toledo, one church in Cincinnati, and six churches in Youngstown, Akron, and Warren areas for a total of 36 churches.

Ohio Hispanic Coalition

- The coalition attended fairs, events, activities, and presentations educating more than 20,000 people during FFY 2007.
- Eight Hispanic car seat technicians were certified.
- The coalition reached more than 5,000 Latinos through literature and personal contacts at area events.
- The Ohio Hispanic Coalition increased the relationship with the community through presentations at the local radio stations and the monthly safety events.

Asian American Community Services

- Educated 1,142 Asian Americans were educated through Traffic Safety Education Workshops. Based on the evaluation surveys collected 93% of Asians acknowledged the importance of restraint laws and wearing seat belts while driving.
- Recruited 27 community outreach workers to train as CPS technicians.
- Three Child Passenger Safety Training classes were held and 80 car seats were checked.
- Held a workshop for the Filipino community and an evaluation result indicated that the participant's safety awareness was raised to 83%.
- The post test of seat belt use in the Thai and Lao community showed that 73% of the participants wore seat belts.
- Conducted five community events and distributed 2,136 packages of education materials translated in seven languages, English, Chinese, Korean, Japanese, Vietnamese, Lao, and Cambodian.

Amish Traffic Safety Grant

Awarded: \$ 49,785

Expended: \$ 45,186

Funding Source: 402/157

Funded Agency

The Ohio State University (OSU) Research Foundation

Project Description

This OSU project worked with Ohio's Amish communities to implement effective public information and education programs/campaigns that focus on both Amish and "English" communities, as well as tourists. In FFY 2007, the program sought to expand the current buggy program to known Amish communities in the state.

Statistics for Animal Drawn Crashes in Ohio

	1999	2000	2001	2002	2003	2004	2005	2006
Fatal Crashes	3	0	0	0	1	1	1	4
Injury Crashes	91	68	54	53	55	76	69	60
Property Damage	67	71	86	89	89	95	97	58

Source: ODPS Ohio Traffic Crash Facts

Accomplishments

- Alcohol use/abuse education was conducted at the Geauga, Morrow, Knox, and Holmes County Health and Safety Days. The program included use of the Fatal Vision Goggles as well as literature to emphasize the effects of alcohol on the body.
- Over 5,000 new fact sheets were distributed on safety belts for Amish who use motor vehicles as alternate transportation (e.g., taxi service).
- A lighting and marking demonstration was coordinated for attendees of the Knox County Amish Health and Safety Day. Buggies, horse back riders, and pedestrians were included in this demonstration. The Amish in this part of the state do not use bicycles.
- More than 15,000 facts sheets were distributed at local events and exhibits. This distribution also included leg wraps and arm bands, slow moving vehicle (SMV) kits and buggy identification tags made on site.
- An educational display was presented at the Geauga, Holmes, Knox and Morrow County Amish Health and Safety Day. This was in cooperation with the Geauga County Amish Safety Committee and the Middlefield Fire Department. Display consisted of a buggy, identification tag distribution, poster, literature distribution, and safety material distribution.

Challenges

- Alcohol abuse education is not welcomed in all Amish areas. Hesitation and resistance to admitting the problem seems to be more prevalent with this topic as compared to lighting and marking issues. This component is slower to develop in an attempt to not alienate the delicate audience in which the program currently operates. OSU was unable to collect pre/post test for the alcohol awareness program. Students (or their parents) were reluctant to complete surveys.
- Finding correct contacts for sign distribution in respective counties.

Motorcycle Safety

Awarded: \$2,622,800	Expended: \$2,510,750	Funding Source: State
\$ 250,000	\$ 1,155	402
\$ 180,080	\$ 75,372	2010

Funded Agency

Ohio Department of Public Safety

Program Description

The state-mandated Motorcycle Ohio (MO) program, housed in the GHSO, provides motorcycle safety courses to the public. In addition to training Ohio motorcyclists, MO develops and distributes public information and education materials, makes presentations regarding motorcycle safety issues, and works to improve the drivers licensing system for motorcyclists.

The program's 16-hour Basic Riding Course (BRC) is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. Successful completion of the basic course waives the state on-cycle skill test; an incentive that has driven the increase in course enrollment since 2000. The basic course is offered at 17 fixed and 21 mobile training sites across the state. The Experienced Rider Course (ERC) is offered at eight of these sites, while the Instructor Preparation Course is offered as needed each year at select training sites across the state.

In 2007, MO pilot tested an eight-hour Basic Rider Course 2 (BRC-2) which was developed for the returning rider and those individuals that have been riding on temporary permits from year to year (1,000 miles of riding experience is required). Like with the BRC, the skill test waiver is given upon successful completion of the course. Miami University conducted a study to compare the student achievement in the BRC-2 versus the BRC. A pre-test given to students of both courses prior to any training found that the BRC-2 students did slightly better than the BRC students. The BRC-2 students also did slightly better on

the end of course skill test. Overall, the one day course for the BRC-2 students was equal to, and maybe slightly better than, the BRC course.

In 2003, legislation passed which allowed the basic course to be offered by third parties. As a result, the ODPS established administrative rules to define program requirements and ODPS oversight of all motorcycle training in the state. Two private provider training sites were added to the twelve existing private providers of the BRC in 2007.

Accomplishments

- MO trained 12,689 students in 2007 which represented an 11 percent increase over training in 2006. 2,588 students received training at private provider training sites.
- MO conducted ten BRC-2 courses during 2007 at the ODPS Columbus training site; 176 students participated in these courses.
- Workshops and curriculum updates were held in February, 2007 with participation of 235 certified MO instructors. An additional 48 instructors were trained to help meet the demand for training.
- Using GHSO funding, the OSHP provided update training on the Alternate Motorcycle Operator Skill Test (Alternate-MOST) to the drivers license examiner supervisors in September. The last Alternate-MOST training was conducted in 1992 when the state converted to the Motorcycle Safety Foundation's Alternate-MOST as the state's skill test to obtain a motorcycle license/endorsement. Clipboards with Alternate-MOST test information were provided to all examiners that conduct motorcycle license tests.
- The Motorcycle Safety Foundation's "A Common Road" DVD was purchased and distributed to all Ohio driver training schools for use when teaching motorcycle awareness as required in the driver training curriculum. A leadership guide accompanies the DVD to assist the instructor with classroom discussion on the topic.
- Forty "Look for the Light" banners were distributed to GHSO partners to display in high traffic areas to make individuals aware of motorcycles on the road.

GHSO Senior Driver Presentations

Awarded: \$5,000

Expended: \$0

Funding Source: 402

Funded Agency

Governor's Highway Safety Office

Program Description

The Ohio Department of Public Safety, Governor's Highway Safety Office has developed a free informational program for senior drivers. Statistics show that the age of the average driver is increasing and that the number of drivers over fifty-six years of age continues to grow annually. Statistics also show that the preferred mode of transportation for this age group is still the motor vehicle, for both short commutes and for the occasional vacation trip.

This program will not take the place of other programs that are being offered, but will briefly address ten specific topics of concern. Each individual topic is only fifteen minutes in length. The program is meant to bring to the senior driver new knowledge, or refresh them in their own driving techniques they may have forgotten about or were never taught. This program is simply an informational program. It was not developed to reduce driver license points or to be used to reduce automotive insurance premiums.

Accomplishments

During FFY 2007, 24 total events consisting of 48 presentations with an attendance of 584 participants were conducted.

Senior Driver Topics in FFY 2007

Aggressive Driving
 Care of Your Vehicle
 Collision Avoidance
 Finding Your Way
 Freeway Traffic

Insurance
 Rules of the Road
 Seasonal Driving
 Signs/Signals and Markings
 When to Give Up the Keys

Engineering and Training

Awarded: \$216,500

Expended: \$204,095

Funding Source: 402

Funded Agencies

City of Akron
 City of Canton
 City of Dayton
 City of Delphos
 Fairfield County Engineer
 City of Hamilton
 City of Kent

City of Kettering (2 projects)
 City of Lima
 Miami Valley Regional Planning Commission
 City of Middletown
 City of Moraine
 City of Newark
 City of Springfield (3 projects)

Project Description

The projects focused on improvements to various intersections within the city limits. The consultant through the use of collection and analysis of crash data, traffic count, and on-site observations of the intersections would identify potential safety-related countermeasures and developed cost estimates for improvements.

Accomplishments

18 Intersections studies were performed

Engineering Training – Ohio Department of Transportation (ODOT)

Awarded: \$25,000

Expended: \$22,640

Funding Source: 402

Funded Agency

Ohio Department of Transportation

Program Description

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

Accomplishments

Course	Number of Students
Intersection Safety Workshop	56
Access Management, Location and Design Course	26

Awarded: \$ 144,144

Expended: \$ 139,023 **Funding Source:** NHTSA Cooperative Agreement/402

Funded Agency

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

Project Description

The national CODES model uses linked data to track persons involved in motor vehicle crashes from the scene, and, if injured, through the health care system to a final destination. By linking crash, vehicle and behavior characteristics to their specific medical and financial outcomes, prevention factors can be identified. The linked data can yield information to determine statistically which highway safety strategies are most effective for reducing injury and death associated with motor vehicle crashes. In August 2004, Ohio was awarded a CODES grant. The GHSO awarded a grant to Children's Hospital in Columbus through their Center for Injury Research and Policy to oversee the day-to-day operations of the CODES Project.

NHTSA's linkage requirements for CODES states include motor vehicle crash records, EMS incidence reporting, and hospital discharge data and emergency department data. The CODES2000 software facilitate the linkage of these data sources. Ohio additionally has access to the trauma registry data, driver's license records, and death certificate data. These ancillary datasets will be used in the future to enhance the linkage capabilities of the current linked data files. For Ohio's CODES project, 2002 and 2003 data were used for the first linkage; since then 2004 and 2005 data have been added to the linkage and the 2006 data has been requested from the data owners.

Accomplishments

- Throughout the second quarter of FFY 2007, the CODES Data Manager participated in web-based CODES training sessions on linkage techniques and analysis methods for the June 2007 CODES Technical Assistance meeting.
- The final report for the initial phase of Ohio's CODES project was submitted to NHTSA on June 8, 2007. Included with the initial phase final report was a state-specific application of the linked CODES data entitled: *The Impact of a Standard Enforcement Safety Belt Law on Fatalities and Hospital Charges in Ohio: An Analysis Using 2003 Ohio CODES Data.*
- As a result of the training sessions on linkage techniques and analysis methods, 2004 Ohio CODES linked data using the NHTSA-derived elderly model were prepared and analyzed for discussion at June 2007 CODES Technical Assistance meeting. Ohio's CODES Data Manager also gave a presentation at the Technical Assistance meeting on the analysis of the impact of a standard enforcement safety belt law on hospital charges in Ohio.
- An analysis of school bus-related crashes in Ohio was conducted and submitted as part of the docket for a meeting convened by NHTSA to discuss requiring seatbelts on large school buses. In addition, a news release detailing the CODES project staffs' findings was distributed Ohio new media.
- As a result of changing priorities at the federal level, additional CODES funding for the Ohio project was not extended beyond May 2007. However, after demonstrating the project's progress and potential at the June 2007 CODES Technical Assistance meeting, NHTSA indicated that they do not want to lose the Ohio CODES project and has demonstrated an interest in funding the project in FFY 2009.

Awarded: \$903,433* **Expended:** \$654,405.96 **Funding Source:** NHTSA Cooperative Agreement

*NOTE: Above funding is for the period of July 2002 to October 2007.

Funded Agency

Ohio Department of Public Safety

Project Description

Ohio is one of several states receiving NHTSA funding to learn how best to implement a system for Commercial Vehicle Analysis Reporting System (CVARS) data collection in a manner that will provide complete, accurate and timely data on the vehicles, drivers, roadways and circumstances for all crashes involving commercial motor vehicles. The pilot project identifies operational issues, suggests possible solutions, explores costs, and recommends ways to improve commercial motor vehicle crash reporting. NHTSA's goal is to develop a model state structure and establish the system in all 50 states throughout the country.

In FFY 2007, the crash program for commercial motor vehicles was redesigned in order to be more versatile. It has been incorporated into the ODPS record's management software, the Law Enforcement Officer's Toolkit (LEOT), which is provided at no cost to law enforcement agencies. Inclusion into the LEOT eliminates data entry duplication. This improvement enhances the marketability of the crash program. There are already more than 400 agencies using LEOT.

The biggest drawback to law enforcement agencies using the electronic crash reporting program is that it doesn't have the capability of interfacing with their agency's records management system, meaning that data entry has to be duplicated. This problem is being reviewed by working with ODPS's Office of Criminal Justice Division.

Accomplishments

- The crash program for commercial motor vehicles was redesigned in order to be more versatile. It has been incorporated into the ODPS record's management software, the Law Enforcement Officer's Toolkit (LEOT), which is provided at no cost to law enforcement agencies. Inclusion into the LEOT eliminates data entry duplication. This improvement enhances the marketability of the crash program. There are already more than 400 agencies using LEOT.
- The program revision requires the officer to answer questions that are indicative of reportable truck/bus collisions. If those questions are answered in a certain manner then the officer is required to complete the truck/bus portion of the report.
- The Electronic Crash Submission (ECS) portion was completed and crashes from the Ohio State Highway Patrol are being accepted.
- Previously developed truck/bus visor cards continued to be distributed.

Incident Reporting Data Validation Process

Awarded: \$150,000

Expended: \$45,135

Funding Source: 408

Funded Agency

Ohio Department of Public Safety

Project Description

As a funded project under the Section 408 grant application, the department's Emergency Medical Services Division will finalize a data validation process for the Emergency Medical Services Incident Reporting System (EMSIRS) data set. The purpose of the "EMSIRS-2" project is to update the EMSIRS to meet the standards set forth by National EMS Information System (NEMSIS). The project will be based on data definitions and programming specifications provided by the National EMS Information System

Technical Assistance Center (NEMSIS TAC). The goal will be to create a system that meets the data collection needs of the state of Ohio and is capable of providing improved analysis of EMS procedures, as well as allowing for comparison of data across jurisdictional and state boundaries.

EMSIRS-2 will gather data on all 68 data elements designated by NEMSIS. EMSIRS-2 will also collect 12 additional, non-national data elements to enhance the ability to analyze EMS care in Ohio. All 12 of these additional elements are taken from the NEMSIS data dictionary and are NEMSIS-compliant.

A consultant is under contract to develop the web application. Database design is completed and development is on schedule. Implementation of the NEMSIS-compliant version for the EMS Incident Reporting System is targeted for December 31, 2007.

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

Crash Data Accessibility

Awarded: \$ 385,000

Expended: \$86,112

Funding Source: 408

Funded Agency

Ohio Department of Public Safety

Project Description

This priority project in the Traffic Records Coordinating Committee's strategic plan will add statistical informational reports to existing web applications to provide a broader base of information and free form reports which will enable information seekers to obtain their desired data in a significantly shorter time frame. Web applications are being created to provide three choices (pre-defined queries, ad hoc queries and download of data) when requesting crash information to address varying technical expertise and levels of interest.

The pre-defined queries are contained in the Ohio Crash Facts Book with added parameters for time frame, county, Federal Information Processing Standards (FIPS) codes for states, counties, and named populated places and National Crime Information Center (NCIC) codes. The web application for crash data download is completed and can be found on the ODPS website or at the following URL: <http://www.dps.state.oh.us/CrashRequests/extract.aspx>. Automated download of crash data are initiated that include TracTape and crashes, units and people files. The application provides the capability to download crash data in text or XML format. Requests for crash data are filled within 24 hours.

The ad hoc queries, referred to as parameterized reports, will provide the requestor the flexibility to submit requests using specific fields and parameters. The download of data will provide the requestor with the Crash Summary File (TracTape) or complete crash export for a time frame, county, FIPS or NCIC. Pre-defined queries have been developed and are being tested internally at ODPS. The parameterized reports are targeted to be implemented in December 2007.

The use of the web site to receive needed crash information is relieving the ODPS information technology staff of the sole responsibility of manually creating requested reports. The turnaround time for delivery of crash data requests was 14 to 21 days. The new applications are creating requested reports in less than 24 hours.

Statewide Road Inventory and Location Based Response System (LBRS)

Awarded: \$ 770,514

Expended: \$575,854

Funding Source: 408

Funded Agency

Ohio Department of Public Safety

Project Description

The purpose of this project is to provide a multi-jurisdictional statewide asset containing accurate street centerline information, valid address ranges for every road throughout the state, along with other critical

roadway inventory items that will improve traffic crash location information and highway safety analysis, as well as enable quick response of emergency responders.

The key performance measure for this project is the delivery of the GIS-based LBRS roadway inventory data for each county. Over half of Ohio's 88 counties are actively involved in LBRS. Thirty-one counties are completed with the LBRS roadway inventory available online, two counties have collected and are validating the data, and 14 counties are currently collecting the roadway inventory data. Counties that have been completed are available online at: <http://gis1.oit.ohio.gov/website/lbrs/viewer.htm>.

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

Citation Tracking System Study

Awarded: \$ 75,000

Expended: \$38,425

Funding Source: 408

Funded Agency

Ohio Department of Public Safety

Project Description

Completion of this project was identified as a priority in the Traffic Records Coordinating Committee's strategic plan. The purpose of this study was to provide the Traffic Records Coordinating Committee with the status of citation tracking in the State, recommendations for implementation and a plan that can be used to direct development of a statewide electronic citation tracking system. The contractor submitted the final report to ODPS in June 2007.

The TRCC has formed a subcommittee to study the report and draft an implementation plan to submit to the TRCC by December 31, 2007.

The Ohio LifeSavers Conference

Awarded: \$200,000

Expended: \$21,060

Funding Source: 157

This conference was not completed in FFY 2007 and has not been rescheduled.

Looking Toward the Future

- To improve efficiencies in data collection during the statewide observational seat belt surveys the GHSO will use PDAs (personal data assistants).
- The GHSO will require the majority of grantees to conduct observational seat belt surveys within their county. All surveys will be conducted three times during the year at pre-determined sites using methodology provided by Miami University which is consistent with the NHTSA methodology used for statewide seat belt surveys.
- With the purpose of streamlining the impaired driving arrest process, duplicate paperwork and processing time for OVI arrests, Ohio is pursuing the purchase of portable breath testing instruments that can be accessible to all law enforcement agencies. A working group of key stakeholders who have been studying the issues and available technology will provide recommendations to the appropriate state department directors, with the goals that equipment purchases will be finalized in 2008.
- With the proven success of low-staffing checkpoints, the GHSO will seek to significantly increase the number of these checkpoints conducted in 2008.
- Increasing support from motorcycle rider organizations and motorcycle-related businesses will be critical to the success of the strategic motorcycle safety plan; the motorcycling community must be a part of the solution to the rising motorcycle fatalities. Grantees will be required to participate in motorcycle related activities.

FFY 2007 Financial Summary

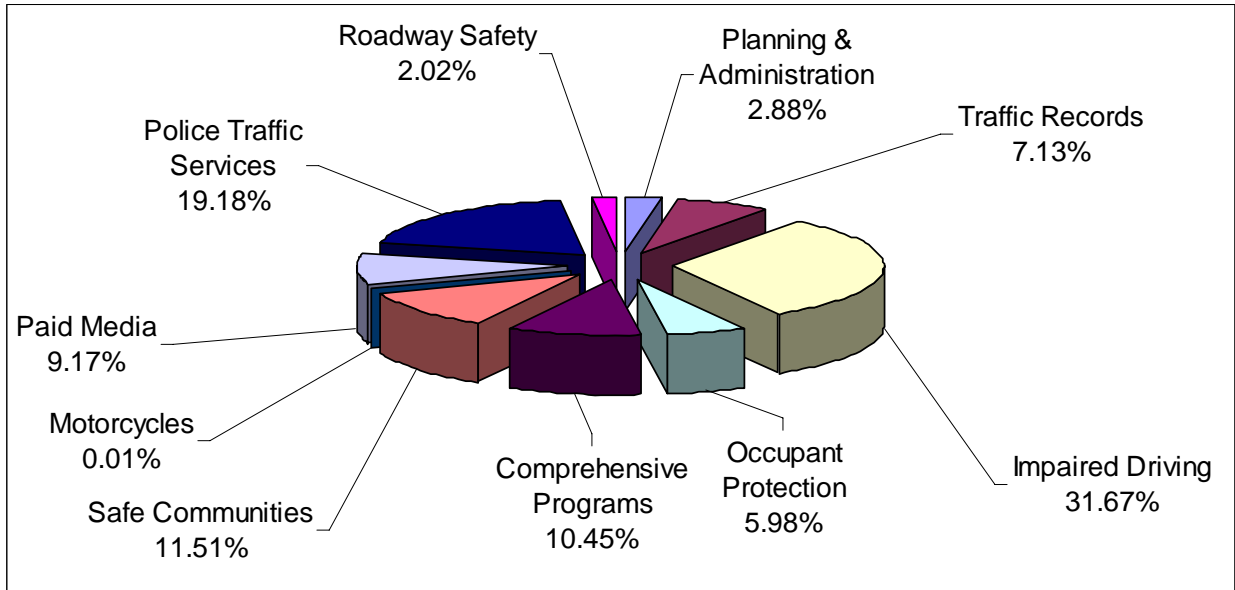
Federal Funds	Code	Program Descriptions	Federal Obligated	Expended	% Spent	Local Benefits	% Local
402	PA	Administration	\$ 1,028,569	\$ 329,146	32%	\$ -	0%
402	AL	Alcohol Programs	\$ 721,870	\$ 366,553	51%	\$ 342,689	93%
402	MC	Motorcycle Safety	\$ 76,920	\$ 1,155	2%	\$ -	0%
402	OP	Occupant Protection	\$ 575,000	\$ 559,883	97%	\$ 512,953	92%
402	PT	Police Traffic Services	\$ 1,968,266	\$ 1,597,543	81%	\$ 1,541,413	96%
402	TR	Traffic Records	\$ 95,000	\$ 93,163	98%	\$ 93,163	100%
402	CP	Comprehensive Programs	\$ 1,554,195	\$ 1,193,059	77%	\$ 436,693	37%
402	RS	Roadway Safety	\$ 230,757	\$ 230,757	100%	\$ 226,735	98%
402	SA	Safe Communities	\$ 1,593,657	\$ 1,314,324	82%	\$ 1,292,664	98%
402	SC	Speed Control	\$ 10,000	\$ -	0%	\$ -	0%
402	PM	Paid Advertising	\$ 1,377	\$ 1,377	100%	\$ -	0%
402 TOTAL			\$ 7,855,611	\$ 5,686,960	72%	\$ 4,446,310	78%
408 TOTAL	K9	Data Program	\$ 1,380,514	\$ 721,252	52%	\$ 596,714	83%
410 TOTAL	K8	Section 410 Impaired Driving	\$ 3,171,984	\$ 2,292,119	72%	\$ 2,171,080	95%
2010 TOTAL	K6	Motorcycle Safety	\$ 180,080	\$ 81,372	45%	\$ -	0%
157	157 OP	Section 157 CPS Training	\$ 115,244	\$ 115,244	100%	\$ 42,533	37%
157	157 PT	Section 157 Police Traffic	\$ 592,859	\$ 592,859	100%	\$ 348,584	59%
157	157 PM	Section 157 Paid Media	\$ 916,189	\$ 916,189	100%	\$ -	0%
157 Inc. TOTAL			\$ 1,624,292	\$ 1,624,292	100%	\$ 391,117	24%
157 Inn. TOTAL	157 IN5	Section 157 Innovative	\$ 7,806	\$ 7,806	100%	\$ -	0%
164	164 AL	Section 164 Alcohol Programs	\$ 996,126	\$ 876,685	88%	\$ 876,685	100%
164	164 PM	Section 164 Paid Media	\$ 129,473	\$ 129,473	100%	\$ -	0%
164	164 HE	Section 164 Hazard Elimination	\$ 31,564,025	\$ 25,639,408	81%	\$ -	0%
164 TOTAL			\$ 32,689,624	\$ 26,645,566	82%	\$ 876,685	3%
TOTAL			\$ 46,909,911	\$ 37,059,367	79%	\$ 8,481,906	74%

Notes:

Costs included through 2007-VOU-38. Final Voucher not included.

Total % Local figured on Total Local Benefits/Total Expended (minus 164 HE)

FFY 2007 Financial Summary



*164 Hazard Elimination Funds of \$25,639,408 not included above