

State of Ohio

FFY 2007 Traffic Safety Action Plan

Table of Contents

Executive Summary	3
Ohio’s Traffic Safety Plan Overview	4
Highway Safety Planning Process Timeline	5
Mission Statement and Problem Identification	6
Ohio Demographics	7
Ohio Traffic Safety Data	8
Office Operations, Partnerships, Communication and Evaluation Strategies	
• GHSO Office Operations.....	12
• GHSO Partnerships	13
• Communication Strategies	14
• Evaluation Strategies	15
• Estimated Funding for Office Operations, Partnerships, Communications Strategies and Evaluation Strategies in FFY 2007.....	15
Ohio’s Traffic Safety Action Plan for FFY 2007	
• National “2008” Goal	16
• Law Enforcement Strategies	16
• Community Based Strategies	18
• Occupant Protection for Child Strategies	19
• Strategies for Ohio’s Youth	20
• Strategies for Diverse Populations	21
• Strategies for Senior Drivers	21
• Strategies to Reduce Motorcycle Crashes	22
• Engineering Strategies	23
• Traffic Records Systems Improvement Strategies	23
• Estimated Funding for Traffic Safety Programs in FFY 2007	24

NOTE: Revisions to this document contain typographical and grammatical corrections. These changes do not change the meaning or intent of the original document.

Safety Belt Programs

- Safety Belt Usage Goal 25
- Safety Belt Usage Strategies 25
- Estimated Funding for Safety Belt Programs in FFY 2007 29

Impaired Driving Programs

- Impaired Driving Goal 30
- Impaired Driving Strategies 30
- Estimated Funding for Impaired Driving Programs in FFY 2007 33

Highway Safety Program Cost Summary – HS 217 **34**

State Certifications and Assurances **35**

Executive Summary

The Governor's Highway Safety Office (GHSO) joined Ohio's other highway safety partners in 2004 in adopting the federal goal of one fatality per 100 million vehicle miles traveled (MVMT) by 2008. With this goal in mind, the GHSO places resources and efforts in program areas that are anticipated to have the greatest impact on the State's motor vehicle crash fatalities.

Major initiatives and projects to be undertaken in FFY 2007 will focus on restraint use, impaired driving, data record system improvements, reducing motorcycle crashes and collaboration among partners to implement a comprehensive highway safety plan.

- Partnerships, education, enforcement and mobilization efforts will focus on increasing restraint usage. The "Click It or Ticket / What's Holding You Back?" (CIOT / WHYB) safety belt mobilization will combine high-visibility enforcement with earned and paid media to impact usage throughout the state. The GHSO will once again work with corporate partners to target rural counties, especially pickup truck drivers and to increase child safety seat use. Partnerships with African American churches, the Safe Communities Network and Occupant Protection Regional Resource Coordinators will be used to augment the mobilization as well as continue promoting belt use throughout the year. The GHSO is focused on reaching 85% safety belt usage rate in FFY 2007.
- The GHSO will continue to fund multi-jurisdictional OVI task forces in the top 10 alcohol crash counties. Law enforcement agencies and GHSO partners will work throughout the year to promote the "You Drink and Drive. You Lose" (YDDYL) campaign and will participate in the national "Over the Limit. Under Arrest." crackdown and 3-D month. The GHSO will encourage multi-jurisdictional sobriety checkpoints, especially low staffing checkpoints, combined with OVI saturation patrols. Additionally, the GHSO will fund three DUI Courts and work to increase awareness of the benefits of this specialized docket among court personnel.
- Improvements to the traffic records system will focus on working with the Traffic Records Coordinating Committee to implement four priority projects that are deemed essential to improving the accessibility, accuracy and timeliness of Ohio's traffic records.
- The GHSO will continue to take the leadership role in implementing components of the motorcycle safety strategic plan through partnerships with Motorcycle Ohio, the Ohio State Highway Patrol, motorcycle dealers, the American Motorcyclist Association, motorcycle-related businesses and motorcyclist organizations.
- The GHSO will continue as an active partner in the implementation of Ohio's Comprehensive Highway Safety Plan (CHSP) and will lead the High-Risk Behaviors/Drivers subcommittee. The CHSP identifies the State's most critical traffic safety issues and problems, countermeasures being implemented and partners contributing resources to impact those problems and issues.

The Governor's Highway Safety Office appreciates the support and guidance received from the National Highway Traffic Safety Administration and the Great Lakes Regional Office. The GHSO staff look forward to continuing our positive working relationship as both federal and state partners work together toward saving lives and meeting both national and state traffic safety goals and priorities.

Ohio's Traffic Safety Plan

Overview

The Federal Highway Safety Act of 1966 directed the National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) of the U.S. Department of Transportation to jointly administer various highway safety programs. This federal grant program provides federal funds administered through the Ohio Department of Public Safety (ODPS) / Governor's Highway Safety Office (GHSO) to eligible entities to be used for such projects as traffic safety education, enforcement and engineering projects.

The GHSO is responsible for administering the Section 402 State and Community Highway Safety Funds and related NHTSA grant awards received from NHTSA. Funds are to be used for short-term highway safety support, with the intent that other sources of funding will sustain programs over the long term. The GHSO operates this federal grant program on a reimbursement basis.

The mission of the GHSO, which is consistent with that of the ODPS, is to save lives and reduce injuries on Ohio 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.

In 2004, Ohio adopted the national goal of one fatality per 100 million vehicle miles traveled (MVMT) by 2008. Ohio's fatality rate was 1.31 fatalities per 100 MVMT in 2002 which was established as the baseline year. In order to meet this goal, the State's fatalities must be reduced to approximately 1,120 by 2008. While the fatality rate had dropped to 1.14, in 2005 the fatality rate inched back up to 1.18 fatalities per 100 MVMT. It is clear that this goal will only be reached if Ohio's many state and local agencies and organizations work cooperatively to maximize resources while focusing on reducing motor vehicle fatalities.

Once again in the FFY 2007 grant proposal solicitation package, the national 2008 goal was identified and followed by the statement, "By submitting a grant proposal, your agency, if awarded a grant agreement, is committing to this goal and agreeing to join a statewide partnership determined to reduce fatal motor vehicle crashes in Ohio." Competitive grants will be awarded to those traffic safety activities that will have the greatest impact against fatal crashes. Each grant must focus on one or more of these issues—impaired driving, restraint use, high visibility enforcement, motorcycle safety and/or engineering.

It is the responsibility of the proposing agency to show how its programming can impact motor vehicle crashes which, in turn, will help achieve the state's goals. Since partnerships are critical to the long-term success of a project effort, applicants are encouraged to develop broad-based support and commitment by local officials and constituent groups toward addressing localized traffic safety concerns.

In addition, competitive grant proposals must include an evaluation strategy designed to assess the impact of proposed activities on the selected priority area(s). Based on the proposed strategies, each grant proposal must show how the effectiveness of the proposed activities will be measured.

The FFY 2007 competitive grant process solicited grant proposals for highway safety activities from state agencies, non-profit organizations, colleges, universities, hospitals, political subdivisions and other interested groups within selected Ohio counties and jurisdictions. The GHSO uses a targeted approach to ensure a statewide effort that will satisfy state highway safety goals and that a minimum of 40% of federal funds are allocated to local jurisdictions.

Many components of the *FFY 2007 Traffic Safety Action Plan* are reflected in Ohio's Comprehensive Highway Safety Plan to strategically address Ohio's most problematic traffic safety issues and offer a collaborative approach by the State's many safety partners to implement effective programs that impact fatal motor vehicle crashes on Ohio's roadways.

Highway Safety Planning Process Timeline

Deadline Date	Process to be Completed
October – March	Obtain Input for Future Programming
December - January	Evaluate Previous Programs and Begin Problem ID Discussion
January - February	Finalize Problem ID Process and Establish Targeted Jurisdictions
March 15	Competitive Grants Notice Mailed to Eligible Agencies
March 20	Finalize Program Direction for Local Grant Awards
April 1	Finalize Grant Solicitation Package
April 15	Grant Package Released and On-line Proposal Submission Opens
May 5	Pre-Proposal Meeting and On-Line Instruction
May 15	Ohio Crash Facts Available (previous calendar year)
July 1	On-line Grant Proposal Submission Deadline
July 1	GHSO Grant Reviews Begin
August 1	Finalize Direction for All Funded Activities
August 20 – 25	GHSO Grant Application Review Completed
August 31	Traffic Safety Action Plan Sent to NHTSA and FHWA
September 15	GHSO Grant Award Notification Completed
September 15 - 30	Pre-Activity Meetings and On-Line Instruction with Grantees
October 1	GHSO Grant Year Begins

Mission Statement and Problem Identification

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.

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 (HVE), 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

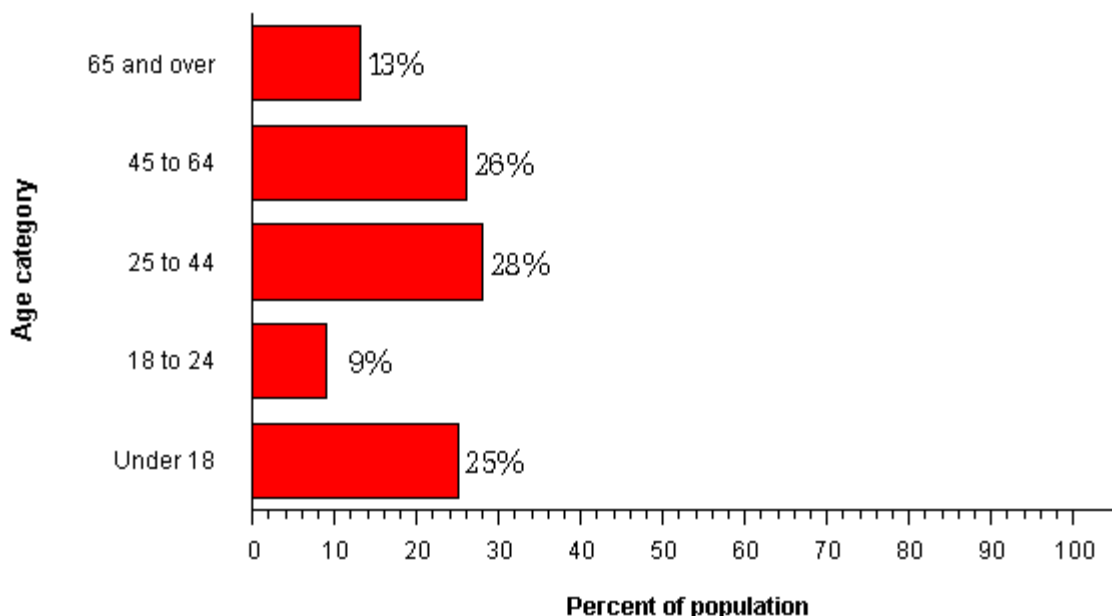
In addition to analyzing crash data, the GHSO reviewed and evaluated recommendations from the strategic motorcycle safety planning work group, Miami University evaluations of mobilizations and grant programs, four assessment reports (alcohol, occupant protection for children, traffic records and program 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 are being implemented as a result of these recommendations and activities.

Ohio Demographics

The following information is from the U.S. Census Bureau, American Community Survey, 2004 Data Profile and represents the latest year for which complete data is available.

POPULATION OF OHIO: In 2004, Ohio had a household population of 11.2 million - 5.7 million (51 percent) females and 5.4 million (49 percent) males. The median age was 37.5 years. Twenty-five percent of the population were under 18 years and 13 percent were 65 years and older.

The Age Distribution of People in Ohio in 2004



Source: American Community Survey, 2004

For people reporting one race alone, 86 percent were White or Caucasian; 12 percent were Black or African American; 2 percent of the people were Hispanic; 1 percent were Asian; less than 0.5 percent were American Indian and Alaska Native; less than 0.5 percent were Native Hawaiian and Other Pacific Islander, and 1 percent were some other race. One percent reported two or more races. Eighty-three percent of the people in Ohio were White non-Hispanic. People of Hispanic origin may be of any race.

NATIVITY AND LANGUAGE: Three percent of the people living in Ohio in 2004 were foreign born. Ninety-seven percent were native, including 75 percent who were born in Ohio. Among people at least five years old living in Ohio in 2004, 6 percent spoke a language other than English at home. Of those speaking a language other than English at home, 32 percent spoke Spanish and 68 percent spoke some other language; 39 percent reported that they did not speak English "very well."

EDUCATION: In 2004, 87 percent of people 25 years and over had at least graduated from high school and 23 percent had a bachelor's degree or higher. Among people 16 to 19 years old, 6 percent were dropouts; they were not enrolled in school and had not graduated from high school.

The total school enrollment in Ohio was 2.9 million in 2004. Preprimary school enrollment was 355,000 and elementary or high school enrollment was 1.9 million. College enrollment was 659,000.

TRAVEL TO WORK: Eighty-five percent of Ohio workers drove to work alone in 2004, 8 percent carooled, 2 percent took public transportation, and 3 percent used other means. The remaining 3 percent worked at home. Among those who commuted to work, it took them on average 21.9 minutes to get to work.

Ohio Traffic Safety Data

Ohio Crash Data

- In 2005, 1,326 people were killed and 131,245 were injured in traffic crashes.
- According to the June 2006 statewide safety belt observational survey, 81.7% of front seat motor vehicle occupants were observed wearing their safety belt.
- As observed safety belt use increases statewide, there remains lower use among male drivers and passengers; drivers and passengers ages 15½-25, and pickup truck drivers and passengers.
- In 2005, alcohol-related crashes killed 474 and injured 10,510 people. Alcohol-impaired drivers in error were involved in 31.5% of all fatal crashes.
- In 2005, 14% of the fatal crashes involved speed.
- According to a Safe Kids survey, actual hands-on inspection clinics conducted throughout Ohio revealed that, on average, 16.2% of child restraint systems are being properly used (this number excludes booster misuse which typically would decrease misuse rates).
- In 2005, 470 drivers between the ages of 16 and 25 were involved in fatal crashes. Of these drivers, 345 were the driver in error. This group accounted for 31% of all drivers in error who were involved in fatal crashes.
- In 2005, 391 senior drivers (age 56 and older) were involved in fatal crashes. Of these drivers, 225 were the driver in error. This group accounted for 20% of all drivers in error who were involved in fatal crashes.
- There were 172 fatal motorcycle-related crashes in 2005; this represents a 30% increase since 2002.

Ohio Traffic Crash Data and Measures of Exposure 2002 – 2005

	2002*	2003	2004	2005	% Change 2002-05
Total Crashes	386,076	392,683	381,639	358,127	- 7.24%
Fatal Crashes	1,284	1,168	1,162	1,227	- 4.44%
Injury Crashes	95,374	94,970	94,058	88,533	- 7.17%
Fatal/Injury Crash Rate per 1,000 Crashes	250.36	244.82	249.50	250.63	0.11%
People Killed	1,417	1,278	1,285	1,326	- 6.42%
People Seriously/Visibly Injured	67,864	66,466	66,842	63,650	-6.21%
Death Rate per 100,000 Licensed Drivers	18.02	16.20	16.24	16.68	- 7.44%
Fatal Crash Rate per 100,000 Licensed Drivers	16.33	14.81	14.69	15.43	-5.51%
Ohio Licensed Drivers	7,860,831	7,884,809	7,910,971	7,948,601	1.12%
Vehicle Miles of Travel	107,887,513,950	109,906,245,000	112,388,055,200	111,534,896,900	3.38%
Death Rate per 100 MVMT	1.313	1.162	1.143	1.188	-9.52%

Source: *Ohio Traffic Crash Facts*

* 2002 is included in the chart because 2002 data were used as the baseline to determine progress toward the 2008 goal.

**Probable Causes of Crashes by Contributing Circumstances
2005**

	Fatal	% Total Fatafs	Injury	Property Damage	Unknown	Total
MOTORIST IN ERROR						
None	10	0.8%	834	3,160	97	4,101
Failure to Yield	159	13.0%	14,934	28,787	552	44,432
Ran Red Light, or Stop Sign	91	7.4%	5,760	7,844	290	13,985
Exceeded Speed Limit	10	0.8%	113	192	7	322
Unsafe Speed	161	13.1%	5,030	9,168	216	14,575
Improper Turn	10	0.8%	1,814	6,779	176	8,779
Left of Center	101	8.2%	1,771	2,913	118	4,903
Followed Too Closely/ACDA	61	5.0%	22,034	56,988	965	80,048
Improper Lane Change	153	12.5%	4,698	17,575	538	22,964
Improper Backing	2	0.2%	536	11,479	267	12,284
Improper Start	0	0.0%	226	1,355	21	1,602
Stopped or Parked Illegally	2	0.2%	55	272	4	333
Operating Veh. In Erratic Manner	74	6.0%	1,798	3,067	264	5,203
Swerving to Avoid	10	0.8%	809	2,582	46	3,447
Failure to Control	196	16.0%	12,832	32,343	1,171	46,542
Vision Obstruction	1	0.1%	105	444	12	562
Driver Inattention	13	1.1%	2,278	7,154	188	9,633
Fatigue/Asleep	8	0.7%	978	1,249	11	2,246
Operating Defective Equipment	4	0.3%	674	2,713	32	3,423
Load Shifting/Falling/Spilling	0	0.0%	111	1,561	13	1,685
Other Improper Action	21	1.7%	624	2,291	60	2,996
Unknown (motorist)	44	3.6%	1,440	5,470	1,278	8,232
Subtotal	1,131	92.2%	79,454	205,386	6,326	292,297
NON-MOTORIST IN ERROR						
None (Non-Motorist)	0	0.0%	98	474	113	685
Improper Crossing	23	1.9%	568	90	26	707
Darting	11	0.9%	348	48	18	425
Lying and/or Illegally in Roadway	11	0.9%	84	17	4	116
Failure To Yield Right of Way	6	0.5%	153	41	4	204
Not Visible (Dark Clothing)	3	0.2%	40	8	1	52
Inattentive	0	0.0%	99	33	6	138
Failure to Obey Traffic Signs	2	0.2%	118	28	5	153
Wrong Side of The Road	1	0.1%	70	12	3	86
Other	1	0.1%	157	297	72	527
Unknown	1	0.1%	1,031	6,368	1,050	8,450
Subtotal	59	4.8%	2,766	7,416	1,302	11,543
Animal in Error	11	0.9%	1,246	27,707	166	29,130
No Error/Unknown/Not Stated	26	2.1%	5,067	18,892	1,172	25,157
TOTAL	1,227	100%	88,533	259,401	8,966	358,127

Source: Ohio Traffic Crash Facts

**Observed Restraint Use in Ohio
2002 - 2006**

	2002	2003	2004	2005	2006
Overall Safety Belt Use Rate	70.3%	74.7%	74.1%	78.7%	81.7%
Restraint Use by Driver	72.0%	75.4%	74.5%	79.3%	82.0%
Restraint Use by Passengers	66.0%	70.2%	72.0%	76.7%	80.7%
Restraint Use by Males	65.0%	70.7%	68.8%	75.8%	79.0%
Restraint Use by Females	76.0%	78.9%	80.2%	81.9%	85.6%
Restraint Use in Passenger Cars	72.0%	76.2%	75.7%	79.3%	82.0%
Restraint Use in Pickup Trucks	59.0%	64.6%	63.7%	72.5%	74.5%

Source: Observational Survey of Safety Belt Use in Ohio

**Restraint Use of Persons Killed
2002 – 2005**

Year	Used	Percent Used	Not Used	Not Available	Total
2002	414	35.7%	638	108	1,160
2003	371	36.9%	552	83	1,006
2004	368	36.9%	538	92	998
2005	409	39.8%	522	96	1,027

Source: Ohio Traffic Crash Facts

Table Data Fatalities involved: Drivers and Occupants; Restraint (Safety Equipment) used includes Shoulder Belt Only, Lab Belt Only, Shoulder/Lap Belt, Child Safety Seat, None Used, Use Unknown, and Unknown; all unit types included.

**Alcohol-Related Crashes in Ohio
2002 – 2005**

	2002	2003	2004	2005	% Change 2002-2005
Total Crashes	386,076	392,683	381,639	358,127	- 7.24%
Total Alcohol-Related Crashes	17,560	17,361	17,244	16,474	-6.18%
Fatal Alcohol-Related Crashes	440	427	425	446	1.36%
Injury Alcohol-Related Crashes	7,754	7,265	7,261	7,130	- 8.05%
People Killed in Alcohol-Related Crashes	482	463	477	474	-1.66%
Alcohol-Related Fatalities Rate per 1,000 Total Crashes	1.25	1.18	1.25	1.32	5.60%
People Seriously / Visibly Injured in Alcohol-Related Crashes	11,533	10,645	10,568	10,510	- 8.87%
Alcohol-Related Crash Rate per 100,000 Licensed Drivers	222.12	220.18	217.98	208.24	-6.25%
Ohio Licensed Drivers	7,860,831	7,884,809	7,910,971	7,948,601	1.12%

Source: Ohio Traffic Crash Facts

**Motorcycle Crashes in Ohio
2002 – 2005**

	2002	2003	2004	2005	%Change 2002-2005
Motorcycle Licenses/Endorsements	609,616	620,706	632,729	646,050	5.98%
Motorcycle Registrations	286,712	300,345	312,161	333,145	16.19%
Total Vehicular Crashes	386,076	392,683	381,639	358,127	-7.24%
Total Motorcycle-Related Crashes	3,849	3,940	4,161	4,427	15.02%
Fatal Motorcycle-Related Crashes	132	136	130	172	30.30%
Total Fatal Crashes	1,284	1,168	1,162	1,227	-4.4%
% of Motorcycle-Related Fatal Crashes	11.21%	15.28%	9.5%	14%	24.89%
Injury Motorcycle-Related Crashes	2,903	3,043	3,084	3,315	14.19%
Fatal/Injury Motorcycle-Related Crash Rate per 1,000 Total Crashes	7.89	8.12	8.40	9.73	23.32%
Motorcycle-Related Crash Rate per 1,000 Motorcycle Registrations	13.74	13.52	13.70	13.28	-3.35%

Source: Ohio Traffic Crash Facts

**Drivers in Crashes by Age Group
2005**

Age Group	Fatal	Injury	Property Damage	Unknown	Total	Drivers in Error	Percent of Drivers in Error by Age	Percent of Total Crashes in Error
0-15	12	1,278	864	42	2,196	1,508	68.7%	0.3%
16-20	246	25,270	63,694	975	90,185	57,465	63.7%	9.6%
21-25	222	20,747	52,460	1,150	74,579	40,309	54.0%	6.8%
26-30	178	15,405	39,183	923	55,689	26,630	47.8%	4.5%
31-35	159	14,587	37,820	863	53,429	23,528	44.0%	3.9%
36-40	193	13,977	37,116	728	52,014	21,819	41.9%	3.7%
41-45	196	14,627	38,139	783	53,745	22,052	41.0%	3.7%
46-50	190	13,187	36,072	764	50,213	19,730	39.2%	3.3%
51-55	151	10,839	28,965	591	40,546	15,514	38.3%	2.6%
56-60	111	8,257	22,722	447	31,537	12,275	38.9%	2.1%
61-65	73	5,426	15,025	276	20,800	8,371	40.2%	1.4%
66-70	55	3,855	10,387	177	14,474	6,257	43.2%	1.0%
71-75	51	2,983	8,008	141	11,183	5,345	47.8%	0.9%
76 and Over	101	4,866	12,529	206	17,702	10,505	59.3%	1.8%
Not Stated	3	3,724	19,949	4,698	28,374	27,554	95.1%	4.6%
Total	1,941	159,028	422,933	12,764	596,666	298,864	50.1%	50.1%

Source: Ohio Traffic Crash Facts

Note: 1,941 drivers involved in fatal crashes is not the number of fatal crashes, but the number of drivers involved in the 1,227 fatal crashes which occurred in Ohio for 2005. Drivers include operators of motorized and non-motorized units; Age 0 consists of occupants under 12 months; Percent in Error = Drivers in Error / Total x 100; Table Data - Drivers does not include parked units.

Office Operations, Partnerships, Communication and Evaluation Strategies

GHSO Office Operations

- **GHSO Program Management** – Housed in the Administration Division within the Ohio Department of Public Safety, the GHSO administers the Section 402 State and Community grants, related NHTSA awards and initiatives, and contracts for traffic safety activities, as well as the state-funded Driver Training and Motorcycle Ohio programs. In addition to direct office expenditures, the GHSO incurs the cost for staff salaries, benefits and other indirect costs.

Funding Level: \$2,014,000 (\$1,100,000 is P&A)

Funding Source: 402

- **Web-Based Grants Management System** – During FFY 2005, the GHSO contracted with a vendor to develop a web-based grants management system called GRANTS (Grants Records and Application Network for Traffic Safety). The new GRANTS system makes the entire grant management process more efficient and accessible. This system virtually eliminated paper submission while enhancing grant tracking because all agencies are required to submit their proposal, reports, reimbursement claims, and grant revisions through the website. A grant file can be accessed by multiple viewers from different agencies at the same time provided they have the security level to view the grant. In addition, the system is also used to register and track law enforcement agencies for mobilizations. The GHSO launched GRANTS on April 15, 2005 and is fully operational for the FFY 2007 grant year. The funding allocated to this project is for maintenance service, training and system enhancements.

Funding Level: \$109,000

Funding Source: 402

- **GHSO's Regional Strategy** – In FFY 2005, the GHSO decided to redirect the duties of its planning staff to oversee a geographical region of the state, rather than focusing solely on grant program area(s). The state was divided into four regions and a Planner was assigned to manage most agreements within each region. Engineering-related, most Occupant Protection Coordinator, and statewide diversity-related grants were initially excluded from this regional strategy. The regional approach will continue in FFY 2007 with the Occupant Protection Coordinator and engineering grants also divided among the four regions.

Reorganization into a regional strategy:

- Reinforces the 2008 goal by focusing planning staff on lowering the fatal crashes within their region;
- Encourages staff to build relationships with a broader array of traffic safety advocates who have interests in a geographic area of the State and allows staff to identify potential partners who are not involved in the planning and implementation of traffic safety initiatives;
- Reduces the number of planning staff assigned to a grantee agency, allowing for more consistency;
- Broadens planning staff's knowledge of other grant program areas; and
- Encourages communications among planning staff which results in more consistency in the management of grants, both within their region and across the state.

For FFY 2007 each Planner, with the assistance of their respective Law Enforcement Liaison (LEL), will develop a regional action plan. Each action plan will include statistics for the region, planned broadcasts to partners, anticipated regional meetings, LEL involvement in the action plan implementation, a strategy to increase partnerships, training and equipment needs in the region, how best practices will be identified, strategies to promote partner involvement in the mobilizations and additional activities proposed to aid in the reduction of fatalities in FFY 2007.

As in FFY 2006, at least one regional meeting will be held in each region during this funding cycle. At these meetings, grantees and traffic safety partners are informed about current national and state traffic safety programs and initiatives, best practices are shared, and participants are asked for input for planning future programs.

GHSO Partnerships

- **Ohio Transportation Safety Coordinating Committee** - The GHSO participates in the Ohio Transportation Safety Coordinating Committee. The committee is comprised of state and federal agencies responsible for surface transportation safety issues in Ohio. This committee's focus in FFY 2006 changed to oversight of the Comprehensive Highway Safety Plan (CHSP) implementation. The GHSO chairs the High-Risk Behaviors/Drivers subcommittee.
- **Traffic Records Coordinating Committee** – The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. Committee members' key interest is the accuracy and timeliness of traffic crash data. The GHSO participates in the TRCC working group which meets monthly. In FFY 2007, the TRCC is focused on implementing the four priority projects that were identified in the Section 408 grant application.
- **Motorcycle Safety Strategic Planning Work Group** – This work group was established in 2005 to provide input to the GHSO and Motorcycle Ohio on development of the motorcycle safety strategic plan. The Ohio Department of Transportation (ODOT), the Ohio State Highway Patrol (OSHP), Miami University, motorcycle dealers, the American Motorcyclist Association, motorcyclist organizations and motorcycle-related businesses will continue to participate in the meetings and assist with implementation of the strategic plan in FFY 2007.
- **ODOT/ODPS Meetings** – The GHSO and ODOT's Systems Planning and Program Management staff will continue to meet to share information, discuss common problems and identify joint ventures to address Ohio's crash problems. Benefits of this closer partnership between the two agencies include sharing of crash problem identification, better coordination of local safety efforts and collaboration on joint projects such as Safety Conscious Planning workshops.
- **Occupant Protection for Youth Advisory Committee** – The GHSO will continue to gather input from the Occupant Protection for Youth Advisory Committee on child restraint issues. This committee is comprised of representatives from law enforcement, hospitals, fire departments, Child Passenger Safety (CPS) special health needs, health departments, the nursing profession, and Safe Kids/Safe Community partnerships.
- **Ohio Partnership for Traffic Safety** – The GHSO has recognized that in order to impact the 21- 40 – year-old age group, the partnership between the GHSO and the business community is an important element in the overall plan to reduce fatalities. Since October 1992, the GHSO has coordinated a statewide network of employers and safety advocates entitled the Ohio Partnership for Traffic Safety (OPTS). The purpose of this network is to unite government and the private sector by combining the safety expertise and resources of ODPS with the knowledge and insight of Ohio business leaders. This partnership can increase profits, reduce operating costs, and minimize the public cost to citizens by reducing vehicle-related deaths and injuries. Presently this employee network represents more than 298,000 employees and more than 90,000 company vehicles.

In FFY 2007, the GHSO will continue to network with and expand its OPTS membership of more than 190 employers to increase safety belt use and reduce the incidence of alcohol-impaired driving by employees, both on and off the job, as well as to address other traffic safety issues. The GHSO's Special Projects staff will serve as a resource by coordinating information through the GHSO web site and encouraging participation in the safety belt and alcohol campaigns. OPTS members will receive the weekly traffic safety e-mail broadcast from the GHSO. The GHSO, with input from the OPTS partners, will redesign, print, and distribute new posters that promote traffic safety for the corporate sector. An OPTS advisory committee will meet as needed to make recommendations to the GHSO on how the OPTS program can better serve the corporate community. This committee is made up of various members of the private and public sectors.

Funding Level: \$50,000

Funding Source: 402

- **DUI Court State Policy Workgroup** – The GHSO will continue to participate in the State DUI Court Policy Workgroup. This group is comprised of representatives from the ODPS (the GHSO and Office of Criminal Justice Services), The Supreme Court of Ohio and the Ohio Department of Alcohol and Drug Addiction Services. The committee develops and oversees the GHSO’s DUI Court pilot project. Three DUI Courts have been established. Through the assistance of the group, courts are required to submit an implementation plan and a sustainability plan. An evaluation component is required for the pilot test project along with an overall project evaluation at the state level. This group will continue to meet regularly to monitor each court’s progress and make recommendations to insure a successful pilot project. The group will also identify opportunities to share the benefits and experiences of the DUI Courts with other court personnel.

Communication Strategies

- **Earned Media Plan** – In conjunction with the ODPS Communications Office, an earned media plan has been crafted to incorporate NHTSA’s media calendar. The earned media plan will span the first week of October through the entire federal fiscal year and includes both the national CIOT mobilization and “Over the Limit. Under Arrest.” alcohol crackdown; the paid media plan for each national mobilization is detailed later in this document. The earned media plan consists of the following components:
 - Campaign toolkit developed for distribution to Ohio’s law enforcement partners, Safe Communities programs, the OPTS corporate partners and other partners who have requested to join the national campaigns. The toolkit will include updated sample news releases, letter to the editors, fact sheets, newsletter articles and artwork.
 - Broadcast e-mails to all safety partners directing them to the NHTSA website as the mini-planners are released.
 - Coordinated media events by both ODPS and Ohio’s Safe Communities Programs.
 - Press releases and media exposure from state agencies will include ODPS, ODOT, Ohio Department of Natural Resources, and the Ohio Department of Insurance.

FFY 2007 Earned Media Plan

Activity	Date(s)
National Drive Safely to Work Week	October 2 – 6, 2006
National Walk Our Children to School Month	October 2006
Put the Brakes on Fatality Day	October 10, 2006
National Red Ribbon Week	October 23 – 31, 2006
Halloween Blitz	October 2006
Thanksgiving Blitz	November 2006
Winter Weather Awareness	November 2006
National Drunk & Drugged Driving Prevention Month (3D Month)	December 2006
Christmas/New Year’s Blitz	January 2007
Super Bowl Blitz	February 4, 2007
Child Passenger Safety Week	February 11 –17, 2007
St. Patrick’s Day Blitz	March 16–18, 2007
National Work Zone Awareness Week	April 2 – 7, 2007
Prom Season Blitz	April – May, 2007
Rural Safety Belt Project	May 1 – May 15, 2007
<i>Click It or Ticket/What’s Holding You Back?</i> Mobilization	May 21 – June 3, 2007
4 th of July Blitz	July 4, 2007
<i>Over the Limit. Under Arrest.</i> Crackdown	August 17 – September 3, 2007
National Stop on Red Week	August 27 – September 2, 2007
Homecoming Blitz	September 2007

Evaluation Strategies

- **Miami University Evaluation** - Ohio's Miami University (MU) will again assist the GHSO by evaluating several campaigns and programs such as the safety belt mobilizations and alcohol crackdown and Safe Communities grant program, as well as to assist with the development of problem identification, identification of goals, program direction, and pilot project evaluation design. In FFY 2007, MU will:
 - Analyze the statewide observational safety belt survey data to determine the annual usage rate for the state using the NHTSA established methodology;
 - Conduct four statewide telephone surveys (approximate cost is \$25,000 per survey) to evaluate and measure the effects of paid media for both the safety belt and the alcohol mobilizations;
 - Pilot test the use of Personal Digital Assistants (PDAs) to collect and submit observational safety belt survey data;
 - Evaluate for the *I'm Safe* booster seat education pilot project and compare results to NHTSA's new "The Booster Club" booster seat education program;
 - Assist with the evaluation of the DUI Court pilot project;
 - Evaluate the Crestview Local Schools comprehensive youth safety pilot project which uses "black box" technology to monitor teen driving;
 - Develop a field guide for conducting observational surveys (the majority of grantees in FFY 2007 will be required to conduct at least three observational surveys throughout the grant year) using the AAA's *A Guidebook For Observing Occupant Restraint System Use And Misuse* publication as a resource; and
 - Train grantees required to conduct surveys in FFY 2007 in their use.

Funding Level: \$450,000

Funding Source: 157 Incentive

Estimated Funding for Office Operations, Partnerships, Communications Strategies and Evaluation Strategies in FFY 2007

Strategic Programs and Activities	Funding Level	Funding Source
GHSO Program Administration	\$2, 014,000	402
Web-Based Grants Management System	\$ 109,000	402
Ohio Partnership for Traffic Safety	\$ 50,000	402
Miami University Evaluation	\$ 450,000	157 Incentive

TOTAL \$2,623,000*

* Note: There is no cost attributed to all other strategies and activities listed in this section because they are a part of the work duties of the respective participants.

Ohio's Traffic Safety Action Plan for FFY 2007

National "2008" Goal

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

Performance Measurement

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

Baseline

- Ohio's fatality rate was 1.31 fatalities per 100 million vehicle miles traveled in 2002, which is used as the baseline year.

Law Enforcement Strategies

- **Law Enforcement Liaisons** – The goal of the Law Enforcement Liaison (LEL) Program is to enhance all aspects of the GHSO's relationship with Ohio's law enforcement agencies. The LEL Program consists of a state LEL coordinator and four field LELs who are placed geographically throughout Ohio. The LEL's primary role is to:
 - Seek commitments from agencies to participate in the national mobilizations.
 - Increase participation in the mobilizations to over 850 agencies in 2007.
 - Visit law enforcement agencies to encourage the agencies to issue citations for safety belt and/or child passenger restraint violations and take a zero tolerance approach on impaired driving and improperly licensed motorcyclists.
 - Educate agencies on the need for their officers to wear safety belts at all times and on motorcycle safety issues.
 - Disseminate information and materials on GHSO programs and projects.
 - Disseminate information and address any law enforcement-related issues that arise around the state.
 - Encourage accurate and timely submission of crash reports.
 - Assist with training for law enforcement agencies.

Funding Level: \$350,000

Funding Source: 402

- **Equipment Awards** – With almost 1,000 law enforcement agencies in the state, the GHSO is unable to fund high visibility enforcement overtime for all agencies in support of the mobilizations. Offering equipment awards, especially the award of police cars, has been proven to be an effective incentive to participate in the national mobilization efforts. Traffic safety-related equipment totaling approximately \$300,000 will be awarded to agencies who participate in Ohio's FFY 2007 national mobilizations. These awards will be based on the level of involvement in the national mobilizations, a high visibility approach to safety belt and alcohol offenses, a strong media and outreach component and meeting reporting requirements.

Funding Level: \$200,000
\$100,000

Funding Source: 402
410

- **High Visibility Enforcement Overtime Grants** – Grants will be 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 are 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 will be required to conduct enforcement blitzes during the following periods:

Halloween – Oct. 28 – Nov. 1, 2006	Thanksgiving – November 17 - 26, 2006
Christmas/New Year’s – Dec. 1, 2006 – Jan. 4, 2007	Super Bowl – February 3 & 4, 2007
St. Patrick’s Day – March 16 - 18, 2007	Prom Season – April / May 2007
4 th of July – June 29 - July 8, 2007	Homecoming – September / October 2007

In addition, all agencies will be 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 High Visibility Enforcement Overtime Grants must include three primary goals in their FFY 2007 proposals. These goals are: 1) reduce the number of traffic-related fatalities; 2) Increase the safety belt usage; and 3) Decrease the number of alcohol-related crashes.

Agencies funded in FFY 2007 will be required to focus their enforcement efforts on locations and times where their traffic safety concerns are most predominant and problematic. All agencies receiving funding must 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 will include the OSHP (statewide), ODNR park rangers (representing 14 state parks), county sheriff’s offices and local law enforcement agencies.

Funding Level: \$1,676,000	Funding Source: 402
\$1,957,000	Funding Source: 410

- **Judicial and Officers Training** –The Ohio Judicial College will also receive funding to offer classes in OVI laws, speed enforcement, administrative license suspension, law enforcement procedures, and underage drinking. These courses are offered to judges and magistrates at locations across the state.

The GHSO will continue to fund ADAP courses through the OSHP Academy and the Ohio Peace Officers Training Academy (OPOTA) to train law enforcement officers on issues relating to impaired driving. Additionally, OSHP and OPOTA will train officers in speed enforcement techniques to satisfy criteria for implementing federally funded speed enforcement grants. Training will include the five-day Electronic Speed Measuring Devices instructor course that will cover the NHTSA radar and laser training curriculum. Successful completion will qualify the student as a radar and laser instructor in Ohio. Other courses offered by the academies include breath testing instrument, Traffic Crash Level I and II, Commercial Motor Vehicle Inspection and Investigation Level I, Traffic Crash Judicial Seminar and the NHTSA/OSHP Media School.

Funding Level: \$125,000	Funding Source: 402
\$ 25,000	410

- **Speed Management Workshop Facilitator Training** – Ohio will participate in NHTSA’s new regional Speed Management Workshop Facilitator Training in FFY 2007. The workshop will include sessions that address methodologies for setting appropriate speed limits, public perception and acceptance of speed management, speed-setting and enforcement considerations, and engineering and operational concerns. Following the training, the Ohio team will determine the practicality of offering a Speed Management Workshop in local communities. The GHSO will assist with team travel.

Funding Level: \$10,000	Funding Source: 402
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- **ODOT's Work Zone Safety Project** - The Ohio Department of Transportation and the ODPS, through the OSHP and the GHSO, have formalized a partnership to reduce crashes in Ohio's work zones. The purpose of this program is to initiate an enforcement presence and education campaign in identified interstate highway work zones. This activity will continue in FFY 2007.

Funding Level: \$100,000

Funding Source: ODOT

- **ODOT's Safe Commute Project** – The GHSO will again work with the ODOT's Systems Planning and Program Management Office to reduce the number of traffic crashes and raise awareness of the role motorists play in improving safety on our highways. This partnership identifies high crash areas in Cuyahoga County, Franklin County, Hamilton County, Lucas County and Montgomery County for high visibility enforcement activity provided by the OHSP and local law enforcement agencies. The project consists of a "Quick Clear" component during rush hour traffic and "Speed Enforcement" throughout the midday.

Funding Level: \$800,000

Funding Source: ODOT

Community-Based Strategies

- **Safe Communities Network** – With a diverse population of more than 11 million people, three major metropolitan areas, six cities with populations in excess of 100,000 and 100 cities with more than 23,000 people, the GHSO remains committed to the countywide Safe Communities concept. Ohio's Safe Communities network uses local coalitions to deliver traffic safety messages and programs throughout the year at the local level.

For FFY 2007, Ohio will fund 34 countywide Safe Communities programs which will involve over 280 separate communities. These coordinated communities will play an active role in addressing traffic safety issues. These programs are comprised of many different coordinating agencies, including county sheriff's offices, city and township police departments, county and city health departments, hospitals, educational service centers, safety councils, township governments and metropolitan planning organizations. In FFY 2007, each program must include strategies focusing on the state and national goal to reduce traffic fatalities to one per 100 million vehicle miles of travel by 2008. Each Safe Communities proposal for FFY 2007 must address the following strategies:

- Increase the restraint usage in their jurisdictions.
- Decrease the number of alcohol-related crashes in their communities.

In addition, each Safe Communities program may address other traffic safety issues that will impact the overall goal of reduction of traffic fatalities in their community provided that it is based on local crash problem identification. In FFY 2007, a strong emphasis will be placed on increasing public awareness of the efforts of the local Safe Communities coalitions and of the health issues and consequences relating to traffic safety.

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

- Submit a quarterly traffic fatalities update to their local media.
- Support the activities of law enforcement during eight specified mobilizations/campaigns including the CIOT/WHYB safety belt usage mobilization and the "Over the Limit. Under Arrest."/ YDDYL alcohol crackdown.
- Coordinate a press event to include multi-jurisdictional representation focusing on traffic safety efforts including a kickoff event for the CIOT/WHYB safety belt usage campaign.
- Participate in a minimum of six of the following state or national campaigns: Child Passenger Safety Week, Put the Brakes on Fatality Day, National Drive Safely Work Week, National Red Ribbon Week,

3 D Month, Stop on Red Week, National Walk Our Children to School Week, National Work Zone Awareness Week, Motorcycle Awareness Month, or Winter Weather Awareness Week.

- Participate in their county fair or one other summer event to promote traffic safety.

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

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

Funding Level: \$1,625,000

Funding Source: 402

- **Safety Conscious Planning Project** – Since FFY 2005, the GHSO has partnered with ODOT's Systems Planning and Program Management Office to coordinate and conduct Safety Conscious Planning Workshops in cooperation with the Metropolitan Planning Organizations (MPOs) across the state. The purpose of these workshops is 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. This project will continue in FFY 2007.

Funding Level: \$200,000

Funding Source: 402

- **Ohio LifeSavers Conference** – From April 30 to May 4, 2007 the GHSO will once again host the "Ohio LifeSavers Conference" in Columbus. This conference will bring Ohio's traffic safety partners together with the opportunity to network and share new and innovative strategies. There will be multiple tracks available to participants which will provide a wide range of workshops to better enhance Ohio's traffic safety initiatives. They include law enforcement, prosecution and adjudication, data and research, occupant protection, new technologies, impaired driving, corporate traffic safety, motorcycle safety, driver training and other highway safety initiatives.

The conference will also be used as the statewide kickoff for the May safety belt mobilization. The goal for this conference is to bring 650 traffic safety partners together with state and national experts to gain information and share best practices on reducing Ohio's fatal traffic crashes.

Funding Level: \$200,000

Funding Source: 157 Incentive

Occupant Protection for Child Strategies

- **Occupant Protection Coordinators** - The GHSO, in partnership with the Ohio Department of Health, will award grants to fund nine Occupant Protection Coordinators (OPC). These regional coordinators provide occupant restraint programming to all 88 Ohio counties. The OPC responsibilities include coordinating a child safety seat distribution program for low-income families, conducting car seat check-up events, coordinating the NHTSA 32-hour Standardized CPS Technician Training Course, disseminating occupant protection education and training for youth, as well as safety belt and air bag safety education and tips for the entire family. The coordinators are also charged with identifying and utilizing traffic safety-related resources for local communities and identifying local partners to work with youth-related traffic safety initiatives. The coordinators will continue to distribute materials to address proper installation of child restraints, child restraint design, selection and placement, harness threading and adjustment and use of restraint devices for the entire family.

Funding Level: \$525,000

Funding Source: 402

- **Booster Seat Education Pilot Projects** - The GHSO began pilot testing the "I'm Safe" program in FFY 2006. The "I'm Safe" project is an early education program designed to raise occupant restraint

awareness among booster seat age children. The pilot project of this interactive program for children in grades K through 2, which includes parental involvement and safety materials for the entire family, will continue in FFY 2007. The demographics of the school districts chosen for the pilot project include populations from an urban setting - the Dayton Public School system, a suburban setting - the Pickerington Local School District, and a rural setting - Fairbanks Local Schools.

Phase I of the project, which involved the Pickerington School District, has been completed. Results are being tabulated and will be available at the conclusion of the project. Phase II, planned the first quarter of FFY 2007, will be conducted in the Dayton Public and Fairbanks Local School Districts. Miami University has designed and will be conducting the evaluation of this project.

With the release of NHTSA's new "The Booster Club" booster seat education program in 2006, the GHSO will pilot test this new program and compare its effectiveness against the "I'm Safe" program to determine which program may be supported with future funding. Funding for this project is for materials.

Funding Level: \$10,000

Funding Source: 402

- **CPS Technician Training** – The GHSO will coordinate two NHTSA 32- Hour Standardized CPS Technician Training Courses to be offered in the Columbus metropolitan area.

Funding Level: \$20,000

Funding Source: 402

- **CPS Liaison** – The GHSO will enter into a contractual agreement with a CPS Instructor to assist in Occupant Protection for Youth programming. This contractor will help organize and conduct one NHTSA 32-Hour Standardized Child Passenger Technician Training and up to two CPS recertification courses to re-certify technicians whose license has expired. Additionally, the contractor will provide assistance at two additional NHTSA 32-Hour Standardized Child Passenger Technician Training courses. The liaison will also maintain the database system for fitting stations, newly certified technicians, Safe Kids and all regional and state-sponsored car seat checks. The liaison will assist in recertifying technicians as needed in Ohio's nine OPC regions. This contractor will also coordinate the "I'm Safe" project implementation, provide CPS technical assistance and technical update information to Ohio's CPS list serve and assist the GHSO with coordinating the Ohio LifeSavers Conference.

Funding Level: \$32,000

Funding Source: 402

- **Special Needs Program** – This child restraint program will provide awareness and education training on the use of child restraints for children with special needs. In addition to providing safe transportation for child passengers under the age of eight, the program will provide specialized restraints for passengers up to age sixteen that have medical conditions where traditional restraints may not be adequate. An interactive website with up-to-date changes on special need technologies that can be accessed by parents, medical professionals, social service providers, certified technicians and school personnel will be maintained.

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

Funding Level: \$38,000

Funding Source: 157 Incentive

Strategies for Ohio's Youth

- **Driver Training Program** – Housed in the GHSO, the Driver Training Section regulates training for novice teen drivers, handicapped drivers, truck drivers and juvenile and adult remedial driver training courses. This oversight includes courses conducted through both commercial and public schools. The section processes enterprise and instructor applications for licensure, issues course completion certificates, enforces administrative rules, seeks to improve the quality of driver training, responds to

complaints from the industry and the public, and serves as an information resource. The responsibility for all driver training in the state provides a unique experience for influencing Ohio's youth and impacting their driving behavior; it also can provide the GHSO with a direct link to conduct pilot tests and in-depth evaluations regarding traffic safety issues related to Ohio's youthful drivers. With passage of legislation to fund the program in State Fiscal Year 2005, the GHSO is able to contract with seven field staff to conduct school inspections, assist with investigations for administrative hearings and to conduct training seminars for school owners and training managers.

Funding Level: \$520,000

Funding Source: State

Strategies for Diverse Populations

- **Faith-Based Initiatives** – Churches in seven cities (Akron, Cincinnati, Columbus, Dayton, Toledo, Warren, and Youngstown) will participate in activities to deliver messages to their congregations on the importance of buckling up and driving alcohol and drug free. This injury prevention faith-based program uses education and awareness training on the importance of restraint use and the consequences of driving impaired. A series of messages addressing restraint use is delivered to all family members, with a special emphasis on young people ages 14 - 20. These faith-based programs enlist trusted opinion leaders within the African American religious community to provide recurring and consistent traffic safety messages with the recommended injury prevention behaviors and role modeling.

Funding Level: \$245,000

Funding Source: 157 Incentive

- **Hispanic and Asian Initiatives** – These diversity grants reach the Asian and Hispanic communities in the Columbus and surrounding area. These agreements provide education and awareness for specific ethnic groups in their native language. Workshops are held that provide a cultural awareness on the benefits of knowing laws that pertain to traffic safety messaging and how to travel safely on Ohio roads. The grant with the Ohio Hispanic Coalition includes conducting one NHTSA 32-Hour Standardized CPS Technician Training course using NHTSA's Spanish language curriculum. The course will be offered in Columbus.

Funding Level: \$111,000

Funding Source: 157 Incentive

- **Amish Initiative** - Ohio has the world's largest Amish population. The largest concentration of Amish live in 10 rural Ohio counties with hilly and winding two-lane roads. Through a grant with Ohio State University Extension (OSUE), targeted educational programs will include alcohol awareness, occupant restraint education for children and adults, buggy visibility, buggy operation (including hands-on instruction for Amish youth) and rules of the road instruction. The OSUE project coordinator will continue to foster relationships among Amish Elders, County Extension offices, law enforcement, and Safe Communities programs. The coordinator will initiate educational programming with Amish youth regarding alcohol use/abuse, expand the pedestrian visibility program and bicycle helmet program and expand educational activity to two additional counties (Fairfield and Perry Counties). OSUE will work with law enforcement and Safe Communities programs on activities focusing on speed, assured clear distance and illegal passing for motorists traveling in "Amish Country". In addition, the coordinator will work with retail and wholesale industries to post signs to remind motorists of buggies in the area. The OSUE coordinator will also coordinate all Amish safety-related media activities, such as articles for Ohio magazines and news releases for rural and statewide newspapers.

Funding Level: \$60,000

Funding Source: 157 Incentive

Strategies for Senior Drivers

- **GHSO Senior Driver Presentations** – Statistics show that the age of the Ohio driver is increasing and that the number of senior drivers continues to grow annually. The GHSO's Senior Driver Program was developed to provide information on topics that affect this age group. Ten informational modules covering subjects such as: "When to Give up the Keys," "Freeway Driving," "Collision Avoidance,"

“Simple Rules of the Road”, “Signs, Signals and Markings” and “Care of Your Vehicle” are presented in a Power Point presentation/discussion format and are approximately fifteen minutes in length. The audience receives a handout that covers the module as it is being shown on the screen. Only two modules of the ten different subjects are given on any one date as it was discovered during the pilot phase that this was the best method to relay the information to the older driver.

The goal of this project is to keep the senior driver population informed and up to date with the ever changing highway environment, information on the current Ohio traffic laws, vehicle research and technology issues by offering training to at least 400 seniors in 2007.

Funding Level: \$5,000

Funding Source: 402

Strategies to Reduce Motorcycle Crashes

- **Motorcycle Ohio Program** – The state-mandated Motorcycle Ohio (MO) program, housed in the GHSO, provides three 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.

A 16-hour basic riding course is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. The basic course is offered at 13 fixed and 23 mobile training sites across the state. Successful completion of the basic course waives the state on-cycle skill test. Separate courses are available for experienced riders and motorcyclists interested in becoming a motorcycle instructor; tuition is charged for all three of these courses. The experienced rider course is offered at seven of these sites, while the instructor preparation course is offered on an as needed basis at select training sites across the state. It is anticipated that over 13,500 Ohioans will participate in MO courses in 2007.

In 2003, legislation passed which allowed the ODPS to set a reasonable fee for the basic course tuition (free to minors; \$25.00 is charged to all other participants). Additionally, the legislation allowed the basic course to be offered by third parties. As a result, ten private providers are now providing the basic rider course with a tuition cost of approximately \$300.

MO is funded from each motorcycle registration, currently \$6.00. Course tuition also helps support the program costs.

Funding Level: \$2,391,172

Funding Source: State

- **Motorcycle Strategic Plan** – A strategic plan was developed in FFY 2006 based upon input from key stakeholders. The plan identifies 16 strategies to address the following seven areas: impaired riding, personal protective equipment, training and education, licensing, motorist education, highway and environment and partnerships. In FFY 2007, the GHSO will work to:
 - expand partnerships;
 - gain acceptance of the plan among motorcyclist organizations and businesses and their commitment to assist with implementation of plan components;
 - develop and implement an impaired rider campaign; and
 - increase law enforcement’s understanding of motorcycle issues and gain their commitment to actively enforce penalties for operating a motorcycle without a proper license.

Motorcycle Ohio will expand training opportunities by adding additional training sites in 2007. The OSHP will continue to partner with the American Motorcyclist Association (AMA), a national motorcyclist organization headquartered in Pickerington, Ohio on their “Ride Smart Drive Smart” motorist awareness campaign. Additionally, Ohio’s CHSP incorporates motorcycle safety components that also address engineering solutions.

Funding Level: \$250,000

Funding Source: 402

- **Motorcyclist Safety Grant** – The GHSO has submitted Ohio’s FFY2006 Section 2010 Application. Descriptions of projects to be funded will be provided after approval of the application.

Funding Level: \$180,000

Funding Source: 2010

Engineering Strategies

- **Traffic Safety Engineering** – These projects focus on improvements to the roadway environment by supporting roadway analysis focusing on intersection and corridor studies. Studies associated with regional safety work plans developed through a MPO’s Safety Conscious Planning effort will be given first consideration for funding.

Funding Level: \$225,000

Funding Source: 402

- **Engineering Training** – The Ohio Department of Transportation will continue to provide on-site training to assist local government agencies in conforming to the Ohio Manual of Uniform Traffic Control Devices (OMUTCD) concerning roadway engineering issues.

Funding Level: \$25,000

Funding Source: 402

Traffic Records Systems Improvement Strategies

- **Traffic Records Coordinating Committee** – The Traffic Records Coordinating Committee (TRCC) is comprised of state, local and federal agencies who are stakeholders in the traffic crash records system. By understanding how each member agency uses the crash data and how the system works, agencies are able to identify collaborative efforts for data projects that will improve the system’s effectiveness; this is translated into the State’s Traffic Records Strategic Plan. The TRCC reorganized the traffic records strategic plan in FFY 2006 and identified the following four priority projects which would most impact the systems effectiveness: on-line crash data accessibility, upgrading the EMS Incident Reporting System to comply with the National EMS Information System (NEMSIS) requirements, contracting with a vendor to conduct of a citation tracking system study and expanding work on the statewide road inventory and Location Based Response System (LBRS). These four projects were submitted for funding in the Section 408 application. For a detailed description of these projects and the complete TRCC strategic plan, reference Ohio’s FFY 2006 Section 408 application.

Funding Level: 1,380,000

Funding Source: 408

- **Crash Outcomes Data Evaluation System Project** – The Crash Outcomes Data Evaluation System (CODES) model uses linked electronic data to track persons involved in motor vehicle crashes from the scene, and, if injured, through the health care system to a final destination. By linking crash, vehicle and behavior characteristics to their specific medical and financial outcomes, prevention factors can be identified. The linked data can yield information to determine statistically which highway safety strategies are most effective for reducing injury and death associated with motor vehicle crashes. Ohio’s CODES project started in August 2004, with the Center for Injury Research and Policy (CIRP) of the Columbus Children’s Research Institute at Columbus Children’s Hospital under contract to oversee the project on a daily basis. The first data linkage was completed in the Spring of 2006. In FFY 2007, the project will begin releasing information sheets and reports addressing key crash types and their costs. The initial cooperative agreement will expire November 15, 2006; the GHSO will provide additional funding to allow CIRP to further develop the project’s products.

Funding Level: \$50,000
\$95,000

Funding Source: NHTSA Cooperative Agreement
402

- **Commercial Vehicle Analysis Reporting System Pilot Project** - In July 2002, Ohio was awarded a grant to pilot test the collection of commercial vehicle crash data; evaluate Commercial Vehicle

Analysis Reporting System (CVARS) procedures measuring data accuracy; and investigate new, more efficient procedures for processing CVARS records. Under this pilot, software compatible with laptop computers was designed to allow for electronic submission of the OH-1 crash report to the ODPS. Problems identified during the initial pilot test required further modification prior to being released again for additional field testing. The project continues in the second phase of the pilot test with several agencies submitting crashes electronically. It is anticipated that the program will be distributed state-wide in FFY 2007.

Data are being gathered to schedule a "train-the-trainer" session for teaching crash data collection for commercial motor vehicles. Once trained, the participants would then be expected to teach the course in their respective geographic locations.

Funding Level: \$91,000

Funding Source: NHTSA Cooperative Agreement

Estimated Funding for Traffic Safety Programs in FFY 2007

Strategic Programs and Activities	Funding Level	Funding Source
Law Enforcement Liaisons	\$ 350,000	402
Equipment Awards	\$ 300,000	402 and 410
High Visibility Enforcement Overtime Grants	\$3,633,000	402 and 410
Judicial and Officers Training	\$ 150,000	402 and 410
Speed Management Workshop	\$ 10,000	402
Safe Communities	\$1,625,000	402
Safety Conscious Planning Project	\$ 200,000	402
Ohio LifeSavers Conference	\$ 200,000	157 Incentive
Occupant Protection Coordinators	\$ 525,000	402
Booster Seat Education Pilot Projects	\$ 10,000	402
CPS Technician Training	\$ 20,000	402
CPS Liaison	\$ 32,000	402
Special Needs Program	\$ 38,000	157 Incentive
Faith Based Initiatives	\$ 245,000	157 Incentive
Hispanic/Asian Initiatives	\$ 111,000	157 Incentive
Amish-Related Initiative	\$ 60,000	157 Incentive
GHSO Senior Driver Presentations	\$ 5,000	402
Motorcycle Strategic Plan	\$ 250,000	402
Motorcyclist Safety	\$ 180,000	2010
Traffic Safety Engineering	\$ 225,000	402
Engineering Training	\$ 25,000	402
TRCC Priority Projects	\$1,380,000	408
CODES Project	\$ 95,000	402
Subtotal	\$9,669,000	
Additional Programs and Activities		
ODOT's Work Zone Safety	\$ 100,000	ODOT
ODOT's Safe Commute	\$ 800,000	ODOT
Driver Training Program	\$ 520,000	State
Motorcycle Ohio	\$ 2,391,172	State
CODES Project	\$ 50,000	NHTSA Coop.
CVARS Project	\$ 91,000	NHTSA Coop.
Subtotal	\$ 3,952,172	
In-Kind Programs and Activities		
OSHP and Motorcycle Safety	In-Kind	State
Traffic Records Strategic Plan	In-Kind	State
TOTAL	\$13,621,172	

Ohio's Traffic Safety Action Plan for FFY 2007

Safety Belt Usage Goal

- To increase the overall safety belt usage rate in Ohio to 85% in 2007.

Performance Measurement

- Statewide observational safety belt surveys will be conducted in 2007.

Baseline

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

Safety Belt Usage Strategies

- **Rural Safety Belt Project** - Ohio will continue to expand on the success of the Great Lakes Rural Demonstration Project (RDP) to address safety belt use in all of Ohio's rural counties. Due to the success of the RDP, Ohio will follow a similar media and enforcement plan in 2007.

All rural counties throughout Ohio will be involved in this campaign. The media plan, budgeted at \$300,000, will be invested in a mix of cable television, radio and non-traditional signage advertising to effectively and efficiently penetrate the desired demographic.

A portion of this campaign will be invested in supporting the two professional baseball teams - reaching Cleveland Indians fans in the northern half of the State and the Cincinnati Reds fans in the south. Baseball is the "all-American" sport and generally readily embraced in blue collar, rural areas (especially in early season when expectations for the teams are usually highest). The "rural" message will be inserted in the games and post-games during that time period. The Indians are carried on WTAM-AM; the Reds on WLW-AM. This tactic will extend the buys to include a broader demographic (older males and some females) and a broader statewide geography, including all rural counties.

Following is a sample of a paid media plan investment strategy for the two-week period from May 2-15, 2007 to educate/inform 18-34-year-old males (pick-up truck drivers) on the safety benefits of seat belt usage. Prices are based upon 2006 rates and will need to be adjusted for 2007.

TELEVISION

Spot television buys will not be considered for this campaign, with the exception of the one station market - Zanesville in Muskingum County. Generally, spot television is priced to serve viewers in highly populated metro areas. In contrast, cable television can zero in on systems that serve very specific cities and counties. However, compared to buying the whole television market, these smaller systems have severe limitations as to what cable networks and programming that they can accept advertising in and their ratings information is not very reliable. The GHSA will attempt to secure time in networks mentioned in the NHTSA plan, as well as, consider ESPN2, Speed, and Outdoor as available. If specific programming can be purchased, the GHSA will seek inclusion of the automobile makeover shows that air on TLC & Discovery (e.g., Monster Garage, American Chopper). For planning purposes, the following budgets should be sufficient for schedules of at least 28 prime time :30's per week (4/day) per 4-8 target cable networks in each county (est. 200 paid Gross Rating Points, known as GRPs):

- NW Ohio – Williams, Defiance, Paulding, Fulton, Ottawa, Putnam counties (\$12,200)
- Western Ohio – Mercer, Darke, Logan, Champaign counties (\$12,000)
- Central Ohio – Pickaway, Ross, Perry, Vinton, Muskingum counties (\$30,000)

- Muskingum County (\$5,300) - Zanesville spot television will be pertinent for reaching Muskingum County. Columbus spot television generally delivers sufficient spill to cover this territory, but it is inefficient for these rural markets. Therefore, the addition of the local Zanesville station is appropriate at an approximate 200 GRP level.

The entire television plan totals \$59,500 (37% of the budget). Matching no-charge schedules would be negotiated in addition to the above paid recommendations. Budget is inclusive of (media buyer) agency commission.

RADIO

Spot radio buys in the Toledo, Lima, Dayton and Columbus metro markets will be supported by the primary local station(s) to reach surrounding rural counties. In the spot radio markets, a level of 350 GRPs per week (700 GRPs Total Paid) should be sufficient for a 75% Reach/9x frequency. On the non-rated stations in the rural counties, the GHSO will purchase a minimal paid level of 24 spots per week. Farm/Ag report sponsorships will be considered as available. The following budgets are based upon :30 radio creative.

- Toledo metro – primarily serves Wood, Fulton (rural) and Lucas counties, but also reaches into the counties of Williams, Defiance, Putnam, and Ottawa. Lima stations also spill into Putnam County.
 - Toledo Spot Radio (\$21,360)
 - The local station(s) in Williams, Defiance, Putnam, Fulton and Ottawa counties (\$ 5,400)
- Lima metro – Serves Allen and Auglaize counties, but also reaches into Paulding, Mercer, Logan and Putnam counties. The three latter counties also have spill-in from Toledo or Dayton stations.
 - Lima Spot Radio (400 GRP Total - \$5,200)
 - The local station in Paulding County (\$ 700)
- Dayton metro – primarily serves the more southern markets of Miami, Preble, Montgomery, Clark and Greene counties, but also extends to Mercer, Darke, Logan and Champaign counties. Mercer and Champaign counties are adequately covered by Dayton spot radio. They also receive spill in from Columbus and Lima.
 - Dayton Spot Radio (\$31,750)
 - The local station(s) in Darke and Logan counties (\$ 3,925)
- Columbus metro – primarily serves Franklin County and those immediately adjacent to it, including target county, Pickaway. Columbus radio stations also sufficiently reach rural Ross and Perry counties, and also spill into Muskingum, Champaign, Logan and Vinton counties. Champaign & Logan counties also listen to Dayton stations.
 - Columbus Spot Radio (\$54,925)
 - The primary local station(s) in Vinton and Muskingum counties (\$ 5,675)
- Similar to television, the GHSO will purchase the games/post-games for the radio season sponsorships with the Cleveland Indians and WLW Reds Network. A “rural” :30 radio message would be required for insert in the games during the first two weeks of May. These radio networks include all the rural counties. (\$18,100)

The entire radio budget is \$147,035 (49% of the budget). Matching no-charge schedules would be negotiated in addition to the above paid recommendations. Budget is inclusive of agency commission.

SUMMARY

The paid cable television and radio buys for the rural safety belt project total \$206,535. An additional budget of \$37,527 (12%) for non-traditional signage and \$7,465 (2%) contingency (i.e. traffic/production costs) brings the budget grand total to \$251,527. The remaining budget will be applied to agency’s fees, additional media opportunities and/or for increases in 2007 rates.

Funding Level: \$300,000 (paid media)

Funding Source: 157 Incentive

- **Click It or Ticket / What’s Holding You Back? Safety Belt Campaign** – Ohio will continue to implement and expand the national safety belt mobilization in FFY 2007. Campaign components will include high visibility law enforcement, paid media, earned media and evaluation.

The program goal is to increase statewide usage of safety belts via an enforcement, public education and paid advertising plan. The media objective is to elevate awareness of the safety belt message and heightened enforcement throughout the state of Ohio around the mobilization.

The GHSO will work to increase the level of law enforcement participation and expand its partnership network. The GHSO expects to have over 850 agencies committed to participate in the 2007 enforcement mobilization. In 2006, more than 100 African American churches, 34 Safe Communities programs, 70 Ohio Partners for Traffic Safety (corporate) partners, six major insurance companies, 36 fire stations/EMS/EMT providers, 14 entertainment venues and six state agencies participated. The GHSO will seek to increase the number of partners by 10 percent (Safe Communities are already at 100 percent).

New partnerships and earned media will help expand the campaign's message into the low-usage populations. It has been proven that a higher frequency of messaging directed at low-usage populations helps increase awareness and equates to a higher overall compliance rate for belt use. In FFY 2007, TV and radio spots will continue to be concentrated and aired on stations most likely to reach Ohio's targeted demographic.

The target audience is defined as anyone who drives or rides in a motor vehicle within the state of Ohio. According to the Ohio Department of Safety's 2006 Observational Survey of Safety Belt Use, younger drivers/passengers (ages 15-25) and men are less likely to use safety belts. Throughout 2007, all media direction will be skewed toward younger men with the primary media target being 18-34-year-olds. A secondary emphasis will continue to be male urban audiences and pickup truck drivers. Gross rating points (GRPs) will not be calculated until the national placement has been completed. Combined with the national buy, the goal will be to reach 600 GRPs in the larger markets throughout Ohio.

Media strategies will include developing a program that is consistent with, or complimentary to, the 2006 paid media efforts, emphasizing greater media pressure against an adult audience who is already more likely to respond to the safety belt safety message and can influence other less likely to use safety belts, maximizing statewide geographical impact as affordable, creating a greater financial emphasis on cities having larger populations and lower safety belt usage rates, maximizing the media spots produced nationally, and negotiating bonus inventory with each vendor. All vendors will be required to provide significant non-paid exposure in order to participate in the campaign.

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

The 2006 media buy plan which is provided as an example of what will be purchased in 2007 can be found on the next page. The plan will be adjusted, if needed, based upon information received from analysis of the 2006 telephone surveys. Prices are based upon 2006 rates and will need to be adjusted to reflect 2007 rates.

Funding Level: \$900,000*

Funding Source: 157 Incentive

* includes \$700,000 for paid media

2006 Cable TV Summary

Market	Cable System	Paid Spots	PSA Spots	TOTAL Spots	OPS Cost	BUDGET	PAID GRPS	PSA GRPS	TOTAL GRPS
Cleveland	CMC/Time Warner (+Cavs)	87	87	174	\$ 40,603.85	\$ 34,000.00	100.0	23.8	123.8
Columbus	Time Warner/Viamedia	270	270	540	\$ 19,254.46	\$ 26,000.00	199.5	138.2	337.7
Cincinnati	Time Warner	104	104	208	\$ 14,334.05	\$ 18,000.00	100.0	3.6	103.6
Dayton/Lima	Time Warner	74	74	148	\$ 8,561.03	\$ 13,000.00	102.2	18.0	120.2
	Time Warner/Qcom Lima	236	236	472	\$ 3,774.87	\$ -	204.2	168.8	373.0
Toledo	Buckeye Cable (2 Systems)	207	191	398	\$ 6,341.44	\$ 7,000.00	177.0	55.4	232.4
Youngstown	Time Warner	106	105	211	\$ 3,173.33	\$ 8,000.00	100.6	28.5	129.1
Steubenville	Adelphia	198	198	396	\$ 1,780.21	\$ 4,000.00	100.0	125.4	225.4
INDIANS	STO/WKYC/ESPN (Time Wa	16	16	32	\$ 20,051.28	\$ 20,000.00	72.0	32.0	104.0
REDS	Fox Sports Net (May)	25	25	50	\$ 19,615.38	\$ 10,000.00	50.0	25.0	75.0
CABLE TOTAL		1,323	1,306	2,629	\$ 137,489.90	\$ 140,000.00	1,205.5	618.7	1824.2
					\$ 140,000.00		100		
					\$ 2,510.10		GRPS		

**Ohio Public Safety
2006 Spot TV Summary**

Market	Station	Paid Spots	PSA Spots	TOTAL Spots	OPS Cost	BUDGET	PAID GRPS	PSA GRPS	TOTAL GRPS
Cleveland	WBNX,WEWS,WJW,WKYC,1	163	162	325	\$ 76,744.10	\$ 102,000.00	302.5	122.6	425.1
Columbus	WBNS,WCMH,WSYX,WTTE,	115	153	268	\$ 52,547.44	\$ 80,000.00	296.2	155.2	451.4
Cincinnati	WCPO, WLWT,WSTR, WXI)	104	105	209	\$ 42,456.41	\$ 55,000.00	294.8	219.9	514.7
Dayton	WBDT,WHIO,WKEF, WRGT	120	121	241	\$ 23,738.97	\$ 38,000.00	300.2	232.8	533.0
Lima	WLIO, WBOH	85	85	170	\$ 5,854.10	\$ -	150.0	191.1	341.1
Toledo	WNWO,WTOL,WTVG,WUPV	169	167	336	\$ 21,245.64	\$ 21,000.00	299.8	236.1	535.9
Youngstown	WBCB,WFMJ, WKBN, WYFX	229	210	439	\$ 20,888.21	\$ 23,000.00	299.8	232.8	532.6
Steubenville	WTOV, WTRF	108	108	216	\$ 10,971.54	\$ 11,000.00	237.3	298.0	535.3
Statewide	ONN-TV Caring for Ohio Com	320	336	656	\$ 25,435.90				
Statewide	MOVIE MEDIA - 175 Screens	172		172	\$ 47,705.64	\$ -			
SPOT TV TOTAL		1585	1447	3032	\$ 327,587.95	\$ 330,000.00	2180.6	1688.5	3869.1
					\$ 330,000.00		300.0		
					\$ 2,412.05		GRPS		
							PAID GOAL		

**Ohio Public Safety
2006 Spot Radio Summary**

Market	Station	Paid Spots	PSA Spots	TOTAL Spots	OPS Cost	BUDGET	PAID GRPS	PSA GRPS	TOTAL GRPS
Cleveland	WAKS, WENZ,WMMS,WNCX	196	196	392	\$ 19,101.03	\$ 21,000.00	303.8	256.6	560.4
Columbus	WAZU,WBZX,WCKX,WCOL,1	298	285	583	\$ 16,407.18	\$ 17,000.00	299.2	297.6	596.8
Cincinnati	WAQZ,WEBN,WIZF,WKFS,V	237	201	438	\$ 18,126.36	\$ 17,000.00	318.2	276.3	594.5
Dayton	WDHT,WTUE, WXEG	156	156	312	\$ 8,639.49	\$ 8,000.00	290.6	198.4	489.0
Toledo	WIOT,WRWK,WVKS,WXKR	222	222	444	\$ 7,180.10	\$ 6,000.00	299.8	87.6	387.4
Youngstown	WNCD,WQXK,WWIZ,WAKZ,	188	188	376	\$ 5,011.95	\$ 5,000.00	251.2	220.0	471.2
Steubenville	WEGW, WOVK,WOGH, WCI	156	132	288	\$ 4,020.72	\$ 3,000.00	299.2	232.8	532.0
Statewide	ONN/OSU	36	0	36	\$ 54,455.79	\$ -	0.0	0	0.0
Indians	WTAM + see misc. sponsorsh	96	0	96	\$ 30,256.41	\$ 31,000.00	0.0	0	0.0
Reds	WLW	83	0	0	\$ 9,046.15	\$ 10,000.00	0.0	0	0.0
SPOT RADIO TOTAL		1668	1380		\$ 172,245.18	\$ 118,000.00	2062.0	1569.3	3631.3
					\$ 118,000.00		300.0		
					\$ (54,245.18)		GRPS		

**Ohio Public Safety
Misc. Sponsorships**

Reds	Reds Stadium				\$ 16,410.26	\$ 20,000.00			
Clippers	Clippers (moved to Rural)				\$ -	\$ 6,000.00			
Indians	Indians Stadium&Homeplate				\$ 20,512.82	\$ 20,515.00			
Cavs	Playoffs (2nd Round/6 games				\$ 12,307.69	\$ -			
GHSO	SE Ohio McDonalds promotio				\$ 717.95	\$ -			
NHRA	Pontiac Nationals Souvenir				\$ 6,102.56	\$ -			

EVENT TOTAL

\$ 56,051.28

**Ohio Public Safety
Misc.**

Misc. Total

\$ 100,000.00

\$ 100,000.00

GRAND TOTAL

\$ 693,374.31

- **Save Face Campaign** – During FFY 2005, the GHSO developed a new poster and safety campaign designed around a photo taken by Nellie Ivins, an EMT in New Jersey. This picture, of an imprint of a face sculpted in the windshield due to the force of the crash, is very powerful. Through a focus group of Safe Communities programs and the Ohio Partnership for Traffic Safety, the new message of “Save Face – Buckle Up” was created. An initial printing of 10,000 posters in FFY 2005 was well received, resulting in wide distribution throughout Ohio. Signage on rural school bus stops using this picture has also been distributed around Ohio.

In FFY 2006, Ohio expanded on this campaign with the development of materials to include bookmarks, book covers and glow-in-the-dark wrist bands with the campaign message. The materials were distributed in schools. Students were asked to sign a buckle-up pledge card to receive the wrist band. The wrist bands and bus stop signage were purchased with state funding. The campaign will continue in 2007; costs reflected below are to replenish materials.

Funding Level: \$5,000

Funding Source: 157 Incentive

- **Third Grade Safety Belt Program** – The Third Grade Safety Belt program, entering its 18th year of operation, is funded by the fines levied against safety belt violators. During FFY 2007, the program will again be taught through local law enforcement agencies to third graders statewide. This program consists of a 30-minute presentation, taught by a uniformed officer, on the importance of safety belts. The officer uses discussions, activities and demonstrations. Materials for this program are provided by the ODPS. Each student receives special materials including a pledge card, activity book, bookmark, and safety belt badge. Upon completion of the 30-minute class, each student is sworn in as an “Ohio Safety Belt Deputy” and pledges to remind others to always buckle up.

Funding Level: \$447,895

Funding Source: State

- **Support Occupant Protection Laws** – As in past years, the ODPS will continue to support the passage of primary safety belt, booster seat and other occupant protection for children (8-15 years of age) legislation. Department personnel, who are not federally funded, routinely provide testimony and necessary information to assist in the passage of this legislation.

Funding Level: \$ In-kind

Funding Source: State

Estimated Funding for Safety Belt Programs in FFY 2007

Strategic Programs and Activities	Funding Level	Funding Source
Click it or Ticket/What’s Holding You Back?	\$ 200,000	157 Incentive
CIOT/WHYB? Paid Media	\$ 700,000	157 Incentive PM
Rural Safety Belt Project	\$ 300,000	157 Incentive PM
Save Face Campaign	\$ 5,000	
Subtotal	\$1,205,000	
Additional Programs and Activities		
Third Grade Safety Belt Program	\$ 447,895	State
Subtotal	\$ 447,895	
In-Kind Programs and Activities		
Support Occupant Restraint Laws	\$ 0	State
TOTAL	\$1,652,895	

Ohio's Traffic Safety Action Plan for FFY 2007

Impaired Driving Goal

- Ohio has adopted the goal of no more than 35% of fatal crashes being alcohol-related by the end of 2007.
- To 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.

Impaired Driving Strategies

- **OVI Task Forces** – The GHSO will continue to place special emphasis on impacting Ohio's impaired driving problem. Ohio's 10 *Targeted Alcohol Counties* that experience the highest number of alcohol-related fatalities will once again receive funding for the operation of a countywide OVI Task Force. During April and May of 2006, the GHSO management staff met with each OVI Task Force individually to ascertain specific needs the task force may have in meeting the state's impaired driving goals. Based on these meetings, and NHTSA's interest in sustained enforcement, performance criteria were developed to require a minimum of six sobriety checkpoints (one designated as the August 17 – September 3, 2007 alcohol mobilization), OVI saturation patrols and a minimum of three press events (one required for the August/September 2007 alcohol mobilization). The GHSO will reimburse for overtime labor and fringe costs, alcohol-related equipment, training, supplies, materials and minimal administrative costs. The countywide OVI Task Forces representing the following 10 *Targeted Alcohol Counties* are:

- Butler County OVI Task Force
- Cuyahoga County OVI Task Force
- Franklin County OVI Task Force
- Hamilton County OVI Task Force
- Lucas County OVI Task Force
- Mahoning County OVI Task Force
- Montgomery County OVI Task Force
- Stark County OVI Task Force
- Summit County OVI Task Force
- Trumbull County OVI Task Force

Funding Level: \$2,000,000

Funding Source: 164

- **Labor Day Alcohol Mobilization** – The Labor Day "Over the Limit. Under Arrest." / YDDYL alcohol mobilization combines highly visible law enforcement with both local and national media exposure. Advertising during the mobilization highlights that law enforcement will be strictly enforcing impaired driving laws during the mobilization period. Law enforcement agencies across the state will be asked to participate in the 2007 mobilization scheduled for August 17 – September 3, 2007.

The goal of the paid media plan for the 2007 mobilization is to decrease the number of impaired drivers and alcohol-related fatalities. The media objective is to increase awareness of highly visible law enforcement with both local and national media exposure.

The target audience is defined as anyone who drives impaired or is likely to drive impaired on Ohio's roadways. In 2007, all media direction will be skewing toward a younger male audience. Once again, the primary media target will be 18-34-year-olds, however, other demographic audiences might be targeted based on data from the 2006 statewide telephone surveys when they become available.

The following is a projected media investment strategy to support the paid media plan during the August 2007 alcohol mobilization.

The following parameters will be adhered to:

- The total budget will not exceed \$300,000.
- The advertising will provide broadcast coverage in the major Ohio markets of Cleveland, Cincinnati, Columbus and Dayton, as in 2006.
- Flight weeks will be 8/17/2007 – 9/3/2007.
- Creative units available will include a :30 television spot and :30 radio spots.
- The target audience will be men 18-34 years.
- PSA units (unpaid media) will be no less than 30-40% of the buy and will be scheduled within the flight as much as possible.
- Media will complement the national NHTSA media buy.

Media Tactics

Cable Television provides the best opportunity to deliver frequency of exposure to our target in very selective networks (i.e., MTV, ESPN, ESPN2, Spike, Comedy, Discovery - automotive programming - etc.)

- The major cable systems will be selected in each of the major statewide markets. Presently the Ohio markets have a 70-75% cable penetration. A level of at least two daily prime time spots on each of the target networks will be purchased for an approximate total of 150 GRPS per market.
- To extend the reach statewide, a sufficient schedule will be purchased on the Fox Sports Net Ohio cable network and Sports Time Ohio. Fox Sports Net Ohio provides Ohio statewide coverage. This cable network carries the Cincinnati Reds games. Additionally, it has other well-known pertinent programming for this target, such as the "Best Damn Sports Show", and other major local, regional and national sports events. Sports Time Ohio is a new regional Northern Ohio network just established by the Cleveland Indians that primarily broadcasts the Indians games, but also coach's shows, pre/post game shows and other similar programming.
- Radio is an excellent support or reminder medium (since there can be no visual treatment). Radio is also a very effective means to reach a "mobile" audience, offering the potential to immediately impact behavior. It is efficiently priced to help build frequency in a selected "lifestyle" programming format in a metro market.
- Radio buys (:30) will be planned with a daypart mix planned of 35% morning drive; 35% afternoon drive; 15% in evenings and 15% on weekends. Primary formats planned are Rock, Alternative, Urban Contemporary and Country, as appropriate for each market.
- Sports sponsorships with the Cincinnati Bengals and Cleveland Browns will be purchased to promote responsible drinking throughout the season. However, specific emphasis will be placed on the pre-season games which occur within the mobilization period. In addition to the radio and interior/exterior stadium signage agreements for the season, a television component will be added for the pre-season games in each package, as well as the opportunities to exhibit or distribute literature to fans at select pre-season games.
- Bonus inventory will be negotiated with each media vehicle as available and will be a requirement to participate in the campaign.

Funding Level: \$300,000 (all paid media) **Funding Source:** 164

- **DUI Court Pilot Project** – In FFY 2005, the GHSA began funding the Clermont County Municipal Court to pilot the DUI court concept. During FFY 2006, two additional pilot programs were launched. In February 2006, Athens Municipal Court started a DUI Court and Akron Municipal Court started in August, 2006 on their DUI Court pilot for Summit County. In addition to their implementation plans, all courts are

required to develop a sustainability plan so that the special docket can continue once federal funding is discontinued. The DUI Court State Policy Group, consisting of GHSO, The Supreme Court of Ohio and the Ohio Department of Alcohol and Drug Addition Services staff, oversees the project. Evaluation is a required component of the pilot test project. The findings of the pilot test and a best practices guide will be provided to judges through written materials and a series of workshops.

For FFY 2007, the GHSO will continue their support for the three programs listed above. The GHSO will continue the ongoing evaluation of the pilot project.

Funding Level: \$491,000

Funding Source: 163

- **Streamline the Impaired Driving Arrest Process, Paperwork and Processing Time –** Streamlining the impaired driving arrest process, duplicate paperwork and processing time for OVI arrests and providing a standardized electronic OVI reporting format to all law enforcement agencies was included in one of the main recommendations from the Governor’s Task Force on Impaired Driving.

In FFY 2005, the GHSO, in conjunction with the Ohio Department of Health (ODH) and key stakeholders representing state, county and local law enforcement, the Supreme Court of Ohio, prosecuting and defense attorneys and toxicologists convened a working group to examine replacing existing breath testing instruments with portable instruments that would greatly streamline the arrest process. Initial recommendations developed after research, discussions and visits to other states utilizing new breath-testing technology have allowed ODH to release vendor requirements for potential portable breath-testing instruments. After the new products have passed ODH scientific tests, ODH will develop and seek approval of administrative rules for the new technology. Once administrative rules are revised, the GHSO will fund a pilot test to determine the instruments that will meet the State’s expectations for statewide distribution. The GHSO will seek to replace all of the instruments in the state once the pilot test is complete, administrative rules are approved and legal issues are resolved. Use of a standard portable breath testing instrument throughout Ohio is expected to reduce OVI arrest processing time; allow for advanced data collection; automate current manual processes, reducing the likelihood of data input errors; simplify machine maintenance and increase officer safety.

The funding level identified below is allocated for the working group. Funding for the pilot test and instrument replacement will be submitted once administrative rules are approved.

Funding Level: \$10,000

Funding Source: 163

- **MADD –** MADD of Ohio will provide multi-media school assembly presentations to schools in Ohio’s 10 Targeted Alcohol Counties. For FFY 2007, at least 25% of assembly presentations will be shown in inner city urban schools located in diverse communities. National MADD’s presentation “Game On” will be used to target grades 7-12. Key messages for the presentation focus on preventing underage drinking and safe driving such as limiting distractions, staying focused, buckling up and not drinking and driving. MADD will promote and publicize the show locally and coordinate with school administrators, community leaders, media and law enforcement.

Also, MADD of Ohio will directly assist high school administrators to coordinate and provide Mock Crashes, Grim Reaper and Mock Trial programs prior to and during prom season. A “Best Practices” Mock Crash guide that identifies supporting community resources will be developed and distributed to high school administrators, students and prom committees located in the 10 Targeted Alcohol Counties.

In addition to school-based programming, MADD of Ohio will provide volunteers to assist with sobriety checkpoints by participating in the planning process, coordinating victims to speak to the press, and conducting media interviews. To further assist law enforcement, MADD of Ohio will provide specialized, in-depth training to 250 officers on “Testifying in OVI Cases” at various locations around the State.

Funding Level: \$64,000

Funding Source: 410

Estimated Funding for Impaired Driving Programs in FFY 2007

Strategic Programs and Activities	Funding Level	Funding Source
OVI Task Forces	\$2,000,000	164
Labor Day Alcohol Mobilization	\$ 300,000	164 PM
DUI Court Pilot Project	\$ 491,000	163
Streamline the Impaired Driving Arrest Process	\$ 10,000	163
MADD of Ohio	\$ 64,000	410
Subtotal	\$2,865,000	
TOTAL	\$2,865,000	

Highway Safety Program Cost Summary

STATE: OHIO

NUMBER: 2007-OH-0

DATE: 08/25/06

Federally Funded Program								
Program Area	Approved Program Costs	Basis for % Change	State/Local Funds	Previous Balance	Increase / (Decrease)	% Change	Current Balance	Federal Share to Locals
AL-N	170,000						170,000	0
CP-N	925,000		967,485				925,000	637,000
MC-N	250,000		2,391,172				250,000	0
OP-N	650,000						650,000	555,000
PA-N	550,000		550,000				550,000	0
PM-N								0
PT-N	2,200,000						2,200,000	1,801,000
RS-N	310,000						310,000	250,000
SA-N	1,800,000						1,800,000	1,625,000
SC-N	10,000						10,000	
TR-N	95,000						95,000	
Subtotal	6,960,000		3,908,657	208,000			6,960,000	4,868,000
7CP	1,066,000			1,066,000			1,066,000	866,000
7OP			0	243,000			243,000	243,000
7PM			0	1,000,000			1,000,000	0
Subtotal			0	2,309,000			2,309,000	1,129,000
IN4			0	0				0
IN5			0	0				0
Subtotal			0	0				0
4AL	2,000,000		0	15,500			2,015,500	2,000,000
4AL PM	300,000		0	0			300,000	0
4HE	17,229,323		0	17,000,000			34,544,823	0
Subtotal	19,529,323		0				36,544,823	2,000,000
J8-J	2,146,000		1,125,000				2,146,000	2,146,000
Subtotal	2,146,000		1,125,000				2,146,000	2,146,000
163DM								
163-.08			0	6,730,000			6,730,000	491,000
Subtotal			0	6,730,000			6,730,000	491,000
Total NHTSA	28,635,323		3,908,657	23,953,500			54,689,823	10,634,000

State Official Authorized Signature

 Name: Kenneth L. Morckel
 Title: Director & Governor's Highway Safety Representative
 Agency: Ohio Department of Public Safety
 Date: August 25, 2006

Federal Official(s) Authorized Signature

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

 FHWA - Name: _____
 Title: _____
 Date: _____
 Effective Date: _____

STATE CERTIFICATIONS AND ASSURANCES

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

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

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

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

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

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

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

- **National law enforcement mobilizations,**

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

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

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

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

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

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

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

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

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
 - 1) The dangers of drug abuse in the workplace.
 - 2) The grantee's policy of maintaining a drug-free workplace.
 - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
 - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 - 1) Abide by the terms of the statement.
 - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
 - 1) Taking appropriate personnel action against such an employee, up to and including termination.
 - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

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

POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

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

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

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

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

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

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

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

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

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

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

Instructions for Lower Tier Certification

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

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

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

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

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

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it

determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

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

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

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

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

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

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2007 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

Kenneth L. Morckel

**Governor's Representative for Highway Safety
Director, Ohio Department of Public Safety**

Date