INDIANA

INDIANA CRIMINAL JUSTICE INSTITUTE

TRAFFIC SAFETY DIVISION

FISCAL YEAR 2012

HIGHWAY SAFETY PLAN

MISSION:

To reduce death, injury, property damage, and economic cost associated with traffic crashes on Indiana's roadways.

PREPARED FOR:

U.S. Department of Transportation

National Highway Traffic Safety Administration

PREPARED BY:

Indiana Criminal Justice Institute

Traffic Safety Division

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Acronym Listing

Traffic Safety Division	TSD
Indiana Criminal Justice Institute	ICJI
Highway Safety Plan	HSP
American Association of State Highway Transportation Officials	AASHTO
Blood Alcohol Content	BAC
State Highway Safety Office	SHSO
Federal Highway Administration	FHWA
Strategic Highway Safety Plan	SHSP
Automated Reporting Information Exchange System	ARIES
Center for Criminal Justice Research	The Center
Judicial Technology Automation Committee	JTAC
Governor's Council on Impaired and Dangerous Driving	The Council
Indiana Department of Transportation	INDOT
National Highway Traffic Safety Administration	NHTSA
Operation Pull Over	OPO
Big City/Big County	BCC
Rural Demonstration Project	RDP
Dangerous Driving Enforcement	DDE
Indiana State Police	ISP
Fatal Alcohol Crash Team	FACT
Automotive Safety Program	ASP
Standard Field Sobriety Test	SFST
Drug Recognition Expert	DRE
Law Enforcement Liaison	LEL
Traffic Records Coordinating Committee	TRCC
Bureau of Motor Vehicles	BMV
Indiana State Department of Health	ISDH

Federal Motor Carrier Safety Administration	FMCSA
Center for Road Safety	CRS
Crash Outcome Data Evaluation System	CODES
Vehicle Miles Traveled	VMT
Mothers Against Drunk Driving	MADD
Advanced Roadside Impaired Driving Enforcement	ARIDE
Cops in Shops	CIS
Stop Underage Drinking and Sales	SUDS
Click It or Ticket	CIOT
Graduated Drivers Licensing	GDL
Students Against Destructive Decisions	SADD
Department of Education	DOE
Law Office Voucher and Enforcement	LOVE
Traffic Safety Resource Prosecutor	TSRP
Indiana Department of Homeland Security	IDHS
Emergency Medical Services	EMS
National Emergency Medical Services Information System	NEMSIS
Indiana Office of Technology	IOT
electronic Citation and Warning System	eCWS
Indiana State Coroner's Association	ISCA
High Visibility Enforcement	HVE
Gross Rating Point	GRP
American Bikers Aimed Toward Education	ABATE
Indiana University	IU

Executive Summary

The TSD of ICJI manages federal funds that are allocated throughout the state to support programs designed to reduce the number of people injured and killed in traffic crashes each year. In this year's HSP the TSD has embraced the AASHTO stance to reduce fatalities in half by 2027. Indiana has a vision to do our part to reach this goal by reducing fatalities to fewer than 496 by 2027. To begin this endeavor this year's HSP contains 27 performance measures. All of these performance measures have goals associated with them in the following areas:

Total fatalities	Total serious bodily injuries	Impaired Driving
Occupant Protection	Young drivers	Motorcycle safety
Pedestrians	Children	Bicycles
Dangerous driving (speed, aggressive driving, disregarding traffic signal and texting)		

Moving into FY 2012, the TSD looks to build on the successes of previous years to further enhance traffic safety in Indiana. Emphasis will continue on increasing the BAC testing rate for drivers involved in fatal crashes by law enforcement officers. To help improve the processing of BAC test results the Indiana legislature last session voted to make the Department of Toxicology a standalone state agency. A Toxicology Advisory Board has been developed to look at ways of improving the organizational structure and efficiencies of processing suspected DUI drivers BAC samples in FY 2012. Continued targeting and direct marketing of relevant traffic safety media campaigns to vulnerable segments of the population will expand. Furthermore, Indiana was approved as an assurance state for a second year, allowing Indiana to qualify for the 1906 racial profiling money. This money will be utilized to enhance the electronic reporting of traffic citations to a statewide repository that will be analyzed by TSD staff to better monitor agencies.
Indiana's FY 2012 HSP contains the following sections:

Performance Plan	Performance Measures	Goal Identification
Strategy to Reach Goals	Communications Plan	Fiscal Summary
State Certification and Assurances		

Indiana is looking forward to building on the momentum of the past years to continue to reduce crashes and fatalities throughout Indiana in FY 2012.

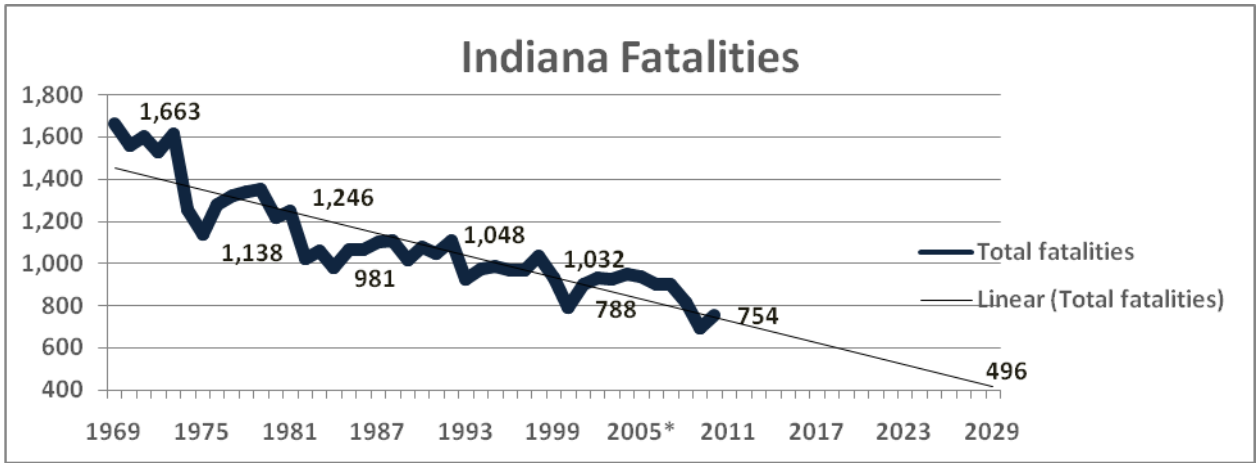
Plan Schedule

DATES	ACTION	DETAILS
November & December 2011	Reevaluation of HSP by SHSO	Review past and current years activity
		Review crash data
		Obtain input from traffic safety community
		Review current state and national priorities
		Identify problem areas
		Identify short (1-2 years) & long-term goals (3 years)
January & February 2012	Program Partner Collaborations	Meet with key program partners
		Review Annual Report
		Outline grant opportunities
		Identify long term strategies (3 years)
March & April	Initiate Grant Development Plans	Consult with current and prospective grantees
		Identify short-term strategies (1 year)
		Validate draft strategies with program goals
		Create draft of grant development plans
		Establish draft budget
May	Finalize Grant Development Plans	Grant development plans finalized
		HSP team reviews programs and budgets
June	Begin Formal Grant Process	Finalize administrative grants
		Notify grantees of grant trainings
		HSP budget finalized
July	Prepare FY 2013 Performance Plan and HSP	Conduct regional grant trainings
		Send grant templates
		Create draft HSP
		Administrative review of HSP
August	Approve FY 2013	Approve FY 2013 HSP

	Performance Plan and HSP	Distribute HSP to NHTSA, FHWA, state & local agencies
		Post HSP to website
September & October	Grant Approval and Implementation	Approve and start implementation of FY 2013 grants
		Submit amendments to NHTSA on HSP if applicable

Plan Introduction

In FY 2012 the TSD will institute a vision to reduce the total number of fatalities in half by 2027. In 2007, AASHTO established a goal of reducing fatalities in half across the United States by 2027. The TSD has worked as a strategic partner in the development of the most recent SHSP, which has incorporated this goal at the state level. The TSD and our partners believe that this is a straightforward, ambitious, yet realistic goal. Achieving this goal would require that Indiana have approximately 20 fewer fatalities every year to reach the goal of fewer than 496 fatalities in 2027.



Problem Identification

Further in this document, there are sections dedicated to explaining the specific problem(s) identified for the program areas. A review and analysis of relevant traffic safety data has determined the program areas that will be addressed in FY 2012. Priority is given to the areas which have the greatest opportunity to reduce deaths and injuries on Hoosier roadways. To maintain a solid foundation for designing and implementing successful traffic safety programs, ICJI and our partners perform year-round data analysis through which traffic crash issues and trends are identified. The problem identification areas are established using data from the crash report database, traffic safety publications and the new electronic citation repository.

Automated Reporting Information Exchange System (ARIES)

With consistent quality and availability of electronic crash data, members of the TSD can directly access crash records from the ARIES database. Ninety percent of the reports are submitted into ARIES within five days or less from the time of the crash. Nearly all of the crash reports are available electronically. This helps to expedite the process of running queries and obtaining valid and up to date crash data.

Indiana Traffic Safety Fact Sheets

Through a partnership with the Center, a collection of the State's motor vehicle crash facts and trends, covering many different aspects of traffic safety are compiled and published annually. Fact sheet topics include: alcohol, children, large trucks, light trucks, young drivers, motorcycles, occupant protection and dangerous driving. They also produce county profile fact sheets for all 92 of Indiana's counties and a comprehensive crash fact book

which contains statistics, trends and maps of crashes that occur across the entire state. These fact sheets can be found under the traffic safety link on the ICJI website http://www.in.gov/cji/2572.htm. Fact sheets are completed prior to the annual grant trainings in July. This timely and locally specific data is then utilized by local law enforcement agencies to develop problem identifications in their grant applications for the TSD in the coming fiscal year.

In 2011 the TSD commissioned the Center to draft a report on the *Locational Classifications of Indiana Motor Vehicle Collisions*. This report outlined a new location identification strategy utilizing census locality. According to the Center this "new 4-category (urban, suburban, exurban, rural) locality improves upon the existing ARIES 2-category (urban, rural) locality element by providing a more informative characterization of the location of collisions." The Center went on to explain the definition of census-based locality classification:

> Census-based locality: 'Urban' is defined as Census 2000 Urban Areas, 'Suburban' as areas within 2.5 miles of urban boundaries, 'Exurban' as areas within 2.5 miles of suburban boundaries, and 'Rural' as areas beyond exurban boundaries (i.e., everything else).

The new census-based locality classification will help to better classify the actual locations of collisions across the state. The 2012 HSP for the first time utilizes this new location classification system to better help pinpoint, identify and address collisions.

Odyssey Case Management System

The TSD has now obtained access to query the Odyssey Case Management System. With this access staff can inquire about the traffic citations submitted by law enforcement agencies that utilize the electronic citation software developed by JTAC, a division of the Indiana Supreme Court. Citation information will include which citations are being issued, where they are issued and who is issuing them. As well as demographic information such as age, sex and race for further analysis. Future studies are planned on the effectiveness of written traffic citations have on traffic safety as more law enforcement agencies submit their data to the electronic citation program.

The TSD will use citation statistics to measure law enforcement activity during grant funded periods. While this measure will be useful for the TSD to understand the law enforcement activities, citation statistics are not believed to be a direct indicator or predictor of increases or decreases in the goals established. Therefore, the data will not be used to establish goals for upcoming fiscal year.

Performance Measures

Using input gathered from a sub-committee of members from the Council, performance measures continue to be reevaluated and updated to help move the state and the TSD in the right direction for obtaining data useful to identifying problems and reducing collisions and fatalities on Indiana roadways. The members of the sub-committee included representatives from the Center, INDOT, Indiana University Medical Center – Department of

Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and Marion Police Department.

Performance measures used in previous years have continued to garner additional support from local law enforcement and other traffic safety partners. Because the measures have been successfully implemented, the TSD will continue with the spirit of these benchmarks by making only minor adjustments to the measures in FY 2012 to reflect new performance measures and program management focuses.

Goal Setting

In the original Council subcommittee discussions held in 2006 regarding performance measures, members were asked for their input and desired goals for each of the five target areas identified by the TSD (alcohol, seat belt usage, young drivers, motorcycles, and dangerous driving). Through both re-visiting goals set in FY 2011 and examining trends and successes over the last few years, it was determined that new short term (2012) and long term (2014) goals should be set for each priority area. Quantitative targets were based on five year trends, depending on the priority area. The method of setting goals for FY 2012 largely remains the same as FY 2011 because of the success the TSD experienced with the plan set up during FY 2011. As data has improved there is a better understanding of the traffic collisions trends within Indiana. As a result, the target areas initially identified have grown to include overall fatality figures, serious bodily injuries, children, pedestrians and pedalcyclists.

The first priority of the TSD was to examine the national goals set by NHTSA. New FY 2012 national goals were not available at the time this report was written. Therefore Indiana referred to the goals established in the FY 2012 NHTSA Regional Action Plan. For areas where Indiana did not meet the national targets from FY 2011, the goal for 2012 was set as the national goal. Where Indiana surpassed the national goal, the measures were compared to the NHTSA Region V goals. In areas where Indiana did not meet NHTSA Region V goals, these were the goals for 2012. If these goals were met, each priority area was examined to determine the average reduction in rates over the last five years.

For short term goals, it was determined by the sub-committee that the average reduction rate would be applied to the current rate in order to establish the new goal. In the event that the average either illustrated an increase in rate over the time period, or the reduction did not equal two percent of the total rate, then a standard two percent reduction in the rate would be used. Long term goal development was determined by the short term goal. The long term goal for 2014 was established by calculating the goal for 2012 and applying the same rate annually to determine the 2014 long term goal. Using this strategy, the goals were established by the TSD and its stakeholders in conjunction with the goals set by NHTSA and NHTSA's Region V office. The goals will be outlined after each perspective problem identification performance measures.

Strategy to Reach Goals

After analyzing data and trends, identifying key target areas, and setting short and long term goals and performance measures for each area, the next step is to develop a strategy to

ensure that our greatest resources are being applied toward reaching our goals. The following activities are used to achieve these goals:

Program Prioritization

In order to determine grantee funding eligibility and award amounts in FY 2012, the TSD will continue to use its objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allows for focus to be placed on counties with high traffic fatalities while still continuing funding on a statewide basis.

To create a maximum funding level for each group, the TSD established the following four county population categories: small (population fewer than 30,000); medium (population between 30,000 and 49,000); large, (population between 50,000 and 99,000); and extra large (population greater than 100,000). In the first part of the formula, the TSD will evaluate each grant proposal to determine its funding eligibility based on the following criteria: submission of an explanation of how the proposal specifically addresses Indiana's traffic fatalities, the previous effectiveness of the program for the agency and the agency's data reporting quality. While some programs concentrate on statewide or regional traffic safety issues, special emphasis will be placed on grantees to develop local solutions to local problems. The entry level grantees operate as OPO agencies. These agencies are funded for each of the four blitz periods throughout the year. Others, known as BCC and DUI Taskforce are funded for their efforts to reduce impaired driving, enforce speed limits and seat belt use throughout the year. Additionally, the TSD will implement additional campaigns throughout the year that run for shorter periods of time, such as RDP and DDE blitzes.

The second part of the formula involves targeting counties with the highest fatality numbers with additional funding beyond the blanket approach. Funding will also be made available through de-obligated funds carried over from other grantees that have not utilized all of their funding to agencies that have the need for additional traffic safety enforcement. Using unrestrained, speed, and alcohol-related crashes or fatalities as indicators for increased funding; ICJI will examine trends in order to identify those jurisdictions that account for the majority of the State's traffic fatalities. Those counties will become eligible for any available funds based on their ability to identify their specific problem, their ability to present new and innovative traffic strategies and their agency's data reporting quality.

Aggressive driving grant dollars are purposely targeted at larger cities and counties throughout the state; areas that fit the large to extra-large population size requirements. These areas are targeted for this grant money because aggressive driving, speeding, disregarding a traffic control device and now texting and driving happen at a higher rate in larger population areas and have the crash density to justify funding to these areas. The grant awards are also awarded based on the grantee's total number of fatalities averaged over a three year period. Additional funding may be awarded to the thirty counties with the highest number of fatalities.

Traffic Safety Partner Input

Communication and collaboration with numerous traffic safety stakeholders is an essential ongoing process for the TSD staff in order to stay current about emerging traffic safety issues and coordinate appropriate responses to addressing them. Strategies and planning

techniques, such as clarifying a program's mission and goals, setting measurable objectives and evaluating the programs progress towards these goals must be in place. The process description, performance plan and program area sections of this HSP detail the goals we have set for our program and the strategies, tactics and projects we intend to implement during FY 2012 to achieve them.

Implementation of one year's HSP occurs in conjunction with planning for the next. The TSD conducts an after action review of the previous year's process, using the Annual Report to identify successful areas and those areas in need of improvement. The TSD then makes any necessary revisions to the planning process and the HSP development action plan. This pre-planning ensures that the traffic safety planning process remains dynamic, efficient and effective. As a result, the TSD maintains year-round working partnerships with its stakeholders, support committees, grantees, and affiliates.

One of the most important TSD partnerships is the Council, which serves as the traffic safety advisory group in Indiana. The Council helps in the development of policies, procedures, strategies and programs to effectively manage and administer Indiana's highway safety program on a quarterly basis. The TSD will continue to work with the Council advisory board, which is a group comprised of volunteers representing various traffic safety interests at the federal, state, and local levels appointed by Governor Daniels to make traffic safety policy recommendations. The Council coordinates aggressive public information campaigns designed for implementation at the state and local level and provides materials, research findings and information to traffic safety advocates. Regular year-long grantee meetings will also provide a forum where members of the traffic safety community can discuss current issues, concerns and trends.

Participants in these regular meetings include a diverse cross section of representatives from across the state. The representatives that report out come from ISP, FACT, ASP, the Center, Indiana Prosecuting Attorneys Council, Marion County Traffic Safety Partnership, SFST/DRE coordinator, Indiana Excise Police and seven regional LELs that represent over 260 local law enforcement agencies from across the state. The information obtained at these meetings has proved to be a valuable resource for the TSD in the development of the HSP.

In FY 2012, the TSD will also continue to work closely with the TRCC, a statewide stakeholder forum created to coordinate the planning and implementation of projects to improve the state's traffic records systems. Members of the TRCC include representatives from ICJI, BMV, INDOT, ISP, Federal Highway Administration, JTAC, ISDH, and FMCSA. The TRCC facilitates understanding among stakeholders in the development of projects for improving the accessibility, accuracy, uniformity and completeness of statewide traffic-related information.

Additionally, in FY 2012, the Center will continue to assist in the analysis and research of Indiana's traffic safety concerns. The Center provides the TSD with direction in developing, implementing and measuring the impact of traffic safety programs. The Center will continue to analyze Indiana roadway crashes over a period of years to determine trends and proper countermeasures. The data produced by the Center is analyzed frequently by all partners to determine if goals set in the HSP are on track. If corrective action needs to be taken, it is

discussed with the appropriate committee and stakeholders to whom it relates. With the Center's compilation of annual traffic safety fact sheets, county profile fact sheets and one comprehensive crash fact book, together they help traffic safety stakeholder make informed policy and program decisions.

The TSD continues to utilize the insight and recommendations provided in the alcohol, traffic records, motorcycle and occupant protection assessments conducted in Indiana in 2008 and 2009. These assessments have been great tools for helping drive policy changes to improve traffic safety in Indiana. Currently, due in large part to a recommendation in the 2008 Impaired Driving Assessment, legislation was passed to move the Department of Toxicology out of the Indiana University School of Medicine and make it a standalone state agency. Currently, a Toxicology Advisory Board has been formed to help during this transition and give the guidance to the Governor's office on improvements to the lab. One of the priorities of the advisory board is to develop policy recommendations to improve the testing of suspected impaired drivers in the state. Enhancing BAC testing of drivers involved in fatal crashes has also become a priority of the TSD in FY 2011 and continues into FY 2012.

The TSD will also continue its partnership with CRS at Purdue University. CRS provides data analysis and input with regards to strengthening the CODES and injury data across the state. This input, as well as input or feedback from other stakeholders, will be used in the development of new traffic safety programs or in the strengthening of existing programs. CODES data will also continue to be instrumental in helping to provide legislators and the public with information about the true costs associated with traffic crashes in Indiana.

Highway Safety Plan

Through a yearly review of Indiana's collision, injury and fatality data as it relates to each of the key target areas. Members of the TSD identify programs and activities that have been successful in reaching priority goals and reducing death and injury on the State's roadways. Those programs identified as being successful are selected to receive additional support and funding in FY 2012. In the event that a program is less successful than anticipated, the appropriate TSD manager will re-examine the data and adjust the program as seen fit. Grantees are also encouraged to develop their own community specific traffic safety activities and programs to submit to the TSD for review and approval.

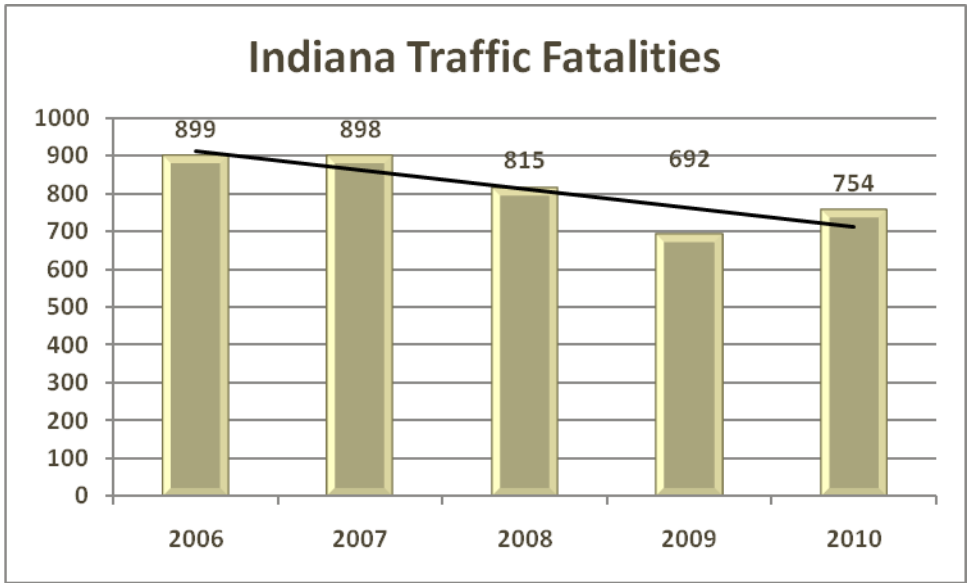
The remainder of the HSP will outline the targeted areas the TSD identified with its partners. The problem identification, performance measures and goals are explained where applicable and then strategy to reach the goals and the funding details are included for each priority area.

Fatalities

Problem Identification

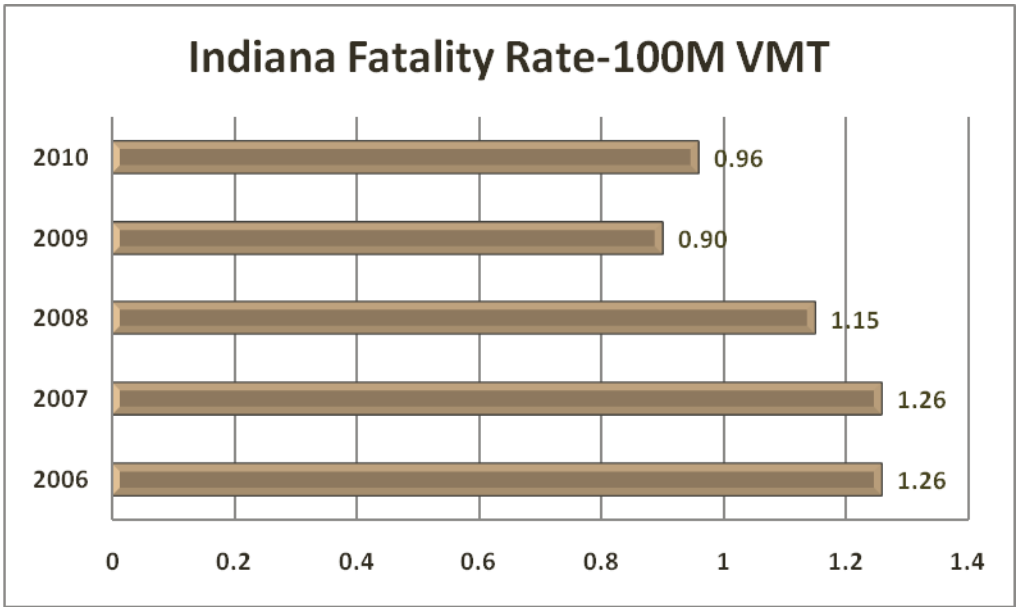
Over the past five years, Indiana has seen a decrease in the total number of traffic fatalities, despite a nine percent increase in 2010 (see Graph 1). Indiana reached a historic all-time low in the total number of traffic fatalities in 2009. In spite of the slight increase in 2010, the overall trend is promising.

Graph 1



Data from 1998 to 2010 show encouraging trends for fatalities per 100 million vehicle miles traveled (100M VMT). Indiana has maintained a fatality rate per 100M VMT that is significantly lower than the national rate. Indiana fatalities per 100M VMTs decreased 2.5% on average annually between 2006 to 2010. Preliminary VMT numbers for 2010 indicate that Indiana was below 1.0 fatalities per 100M VMTs for the second year in a row (see Graph 2).

Graph 2



This year, Indiana added additional performance measures for the fatality rate per 100,000 population by locality. Based on the definitions provided above by the Center, Indiana now includes fatality rates per 100,000 population for rural, suburban, urban and exurban areas[1].

Performance Measures

- Total number of traffic fatalities
- Fatality rate per 100,000 population
- Urban fatality rate per 100,000 population
- Rural fatality rate per 100,000 population
- Suburban fatality rate per 100,000 population
- Exurban fatality rate per 100,000 population
- Fatality rate per 100M VMT

Goals

The statewide goal for reducing total fatalities is based on a five-year downward trend and the moving average of where Indiana should be in the short and long term. Indiana's short term goals for urban and exurban fatality rates per 100,000 population are based on the standard two percent reductions, since the average annual change from 2006-2010 did not meet that reduction. There are no established national or regional goals for statewide total fatalities.

Short term goals

1. Reduce the number of traffic fatalities from 754 in 2010 to 722 in 2012

[1] Estimates are derived through an overlay geo-processing procedure in GIS using block group population values from the Census ACS 2005-2009 five year estimates. Population is assigned to locales based on the proportion of block group areas that are in each locale (e.g., if 50% of block group areas are in urban areas, then 50% of the population is assigned to urban areas). Thus, this estimation approach assumes normal distribution of population. Center for Criminal Justice Research, September 2011.

2. Reduce the rate of fatalities per 100,000 population from 11.63 in 2010 to 11.02 in 2012
3. Reduce the rate of urban fatalities per 100,000 population from 6.91 in 2010 to 6.77 in 2012
4. Reduce the rate of suburban fatalities per 100,000 population from 12.56 in 2010 to 11.96 in 2012
5. Reduce the rate of exurban fatalities per 100,000 population from 22.58 in 2010 to 22.13 in 2012
6. Reduce the rate of rural fatalities per 100,000 population from 17.70 in 2010 to 16.89 in 2012
7. Reduce the number of fatalities per 100M VMT from 0.96 in 2010 to 0.90 in 2012

Long term goals

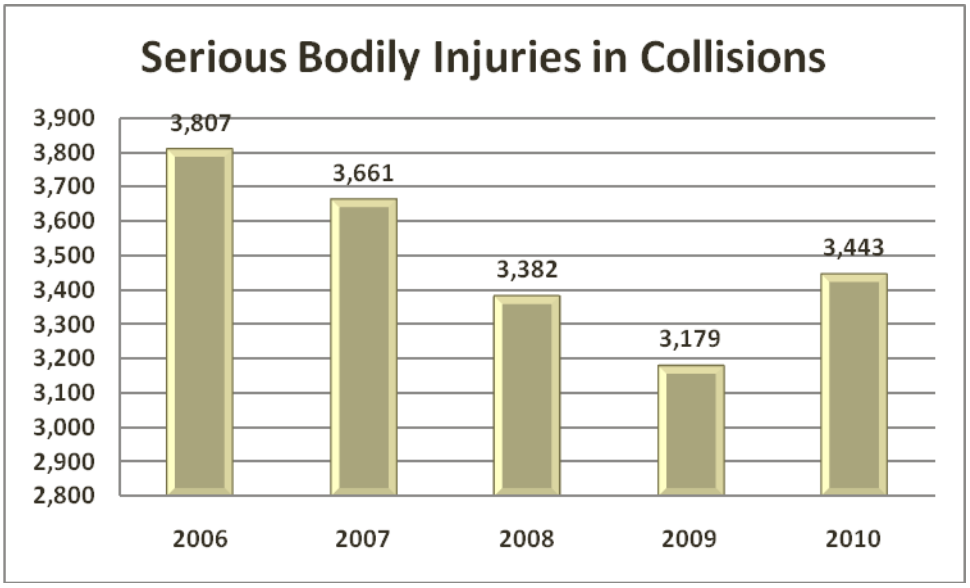
1. Reduce the number of traffic fatalities to 661 in 2014
2. Reduce the rate of fatalities per 100,000 population to 9.95 in 2014
3. Reduce the rate of urban fatalities per 100,000 population to 6.50 in 2014
4. Reduce the rate of suburban fatalities per 100,000 population to 10.84 in 2014
5. Reduce the rate of exurban fatalities per 100,000 population to 21.25 in 2014
6. Reduce the rate of rural fatalities per 100,000 population to 15.37 in 2014
7. Reduce the number of fatalities per 100M VMT to 0.78 in 2014

Serious Bodily Injury

Problem Identification

Despite a slight increase in 2010, over the past five years, serious bodily injuries caused by traffic collisions have declined and the serious bodily injury rate per 100,000 population has followed the same trend since 2006 (see Graph 3). Serious bodily injuries increased 8.3 percent from 2009 to 2010, which is consistent with the nearly nine percent increase in total traffic fatalities.

Graph 3



Performance Measures

- Number of serious bodily injuries
- Serious bodily injuries per 100,000 population
- Serious bodily injuries per 100M VMT

Goals

There are no established national or regional goals for statewide serious bodily injuries. Indiana's goals are based on a five year downward trend and the moving average of where Indiana should be in the short and long term.

Short term goals

1. Reduce the number of serious bodily injuries from 3,443 in 2010 to 3,357 in 2012
2. Reduce the number of serious bodily injuries per 100,000 population from 53.10 in 2010 to 51.40 in 2012
3. Reduce the number of serious bodily injuries per 100M VMT from 4.38 in 2010 to 4.17 in 2012

Long term goals

1. Reduce the number of serious bodily injuries to 3,191 in 2014
2. Reduce the number of serious bodily injuries per 100,000 population to 48.16 in 2014

3. Reduce the number of serious bodily injuries per 100M VMT to 3.77 in 2014

Impaired Driving

Problem Identification

Nationally, alcohol-related fatalities decreased 7.4% from 2008 to 2009[2]. The number of fatalities in alcohol-related[3] collisions in Indiana steadily declined from 2006 to 2009 in a pattern similar to overall traffic fatalities (see Graph 4*)*. From 2009 to 2010, there was a 10.0 percent decline in alcohol-related fatalities in Indiana.[4] In Indiana in 2010, 135 people were killed in alcohol-related collisions. From 2006 to 2010, over 1,000 lives were lost in alcohol-related collisions in Indiana.

Graph 4

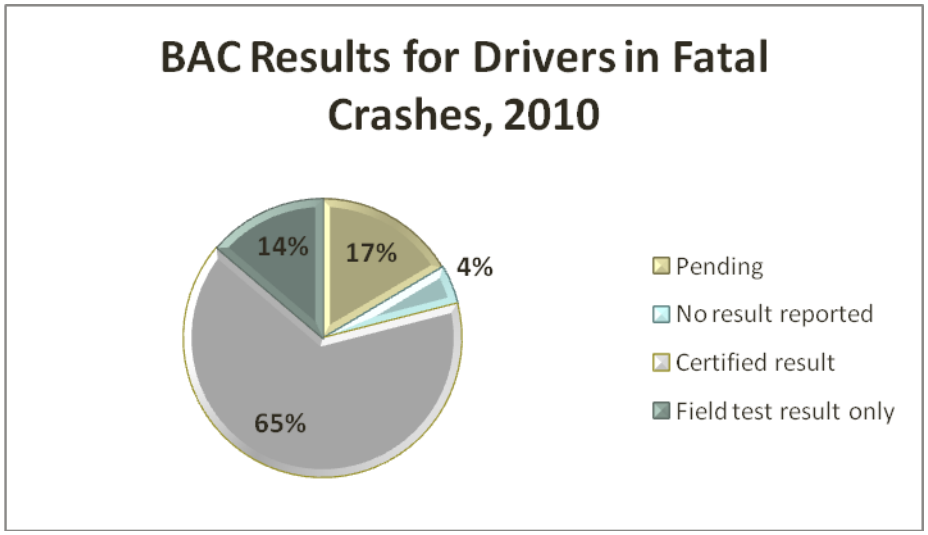
According to the *Indiana Traffic Safety Facts-Alcohol,* in fatal crashes in 2010, 73 percent of surviving drivers and 66 percent of drivers killed were tested for alcohol consumption. Of those drivers with a BAC content result reported, 14 percent of surviving drivers and 38 percent of drivers killed had a positive result. In 2010, over 50 percent of drivers with a positive test result had a BAC result of 0.15 and above. Graph 5 shows the BAC results for drivers involved in fatal crashes in 2010.

[2] 2009 NHTSA Traffic Safety Facts-*Alcohol-Impaired Driving*

[3] Indiana defines 'alcohol-related' as when the driver has a BAC test result at or above 0.08 g/dL

[4] The reduction in alcohol-related fatalities from 2009 to 2010 is under review. 2010 crash reports had a low submission of driver BAC results compared to 2009.

Graph 5



During 2010, there were 135 people killed in traffic collisions involving an alcohol-impaired driver[5]. Drivers ages 35 to 44 accounted for the greatest percentage (24.8%) of legally impaired drivers in Indiana in 2010. Drivers ages 25 to 34 accounted for the second greatest percentage (22.5%) of alcohol-impaired drivers involved in 2010 fatal collisions. While NHTSA identifies the target age range for impaired driving initiatives to be 18-34, Indiana's FY 2012 communications plan is designed to better target the problem age range specific to our state (21-49 years of age). These figures are incorporated into the communications plan to target the population most at risk.

Preliminary numbers for 2010 indicate that alcohol-related fatal collisions accounted for nearly 19 percent of all fatal collisions in Indiana. There were 0.18 alcohol-impaired fatalities (BAC 0.08+) per 100m VMT in 2010[6]. As in the past, in FY 2012 DUI Taskforce agencies in Indiana will continue to target counties that have a history of high alcohol-related fatalities. Saturation patrols and sobriety checkpoints will continue to be used in an effort to reduce the number of impaired drivers throughout the state. The TSD also promotes the use of low manpower checkpoints and wolf pack strategies to enforce impaired driving laws and deter people from drinking and driving.

The cause of the lower testing rates during 2009 has been addressed by the Council and changes have been recommended that will improve the speed of BAC test results from the Indiana Department of Toxicology. In addition, Indiana was awarded a grant from the MADD national office in FY 2010 and 2011 which helped improve the number of supplements made to the crash reports by the responsible law enforcement agency by eight percent.

[5] Center for Criminal Justice Research, September 2011
[6] Center for Criminal Justice Research, August 2011

Performance Measures

- Total number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator
- Percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator
- Rate of alcohol-related fatalities per 100M VMTs
- Total number of fatalities in collisions involving an alcohol-impaired motorcycle operator

Goals

National goal

1. Reduce the rate of fatalities in highest BAC (0.08+) from 0.37 in 2009 to 0.39 by 2012

Regional goal

1. Reduce the rate of fatalities in highest BAC (0.08+) from 0.28 in 2009 to 0.25 by 2012

Statewide goals are based on a five year downward trend and the moving average of where Indiana should be in the short and long term.

Short term goals

1. Reduce the number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator from 135 in 2010 to 122 in 2012
2. Reduce the percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator from 18.57% in 2010 to 17.57% in 2012
3. Reduce the rate of alcohol-related fatalities per 100M VMTs from 0.18 in 2010 to 0.16 in 2012
4. Reduce the number of fatalities in collisions involving an alcohol-impaired motorcycle operator from 23 in 2010 to 21 in 2012

Long term goals

1. Reduce the number of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator to 99 in 2014
2. Reduce the percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator to 15.72% in 2014
3. Reduce the rate of alcohol-related fatalities per 100M VMTs to 0.12 in 2014
4. Reduce the number of fatalities in collisions involving an alcohol-impaired motorcycle operator to 17 in 2014

Project Descriptions

Task 1: Program Management

410	$76,000.00

Project Description: This task provides funds for the Impaired Driving Program Manager to plan, coordinate, and monitor impaired driving countermeasure projects. The program manager's responsibilities will include providing technical assistance to the Division Director in addition to working with local, state, and community organizations to develop and

implement impaired driving awareness campaigns. The program manager will promote the education and enforcement of Indiana's impaired driving laws, in addition to monitoring grantee compliance and performance. This task will provide salary, benefits, travel costs to impaired driving related conferences and training seminars.

Task 2: Fatal Alcohol Crash Team

410	$ 550,000.00

Project Description: This task provides funds to FACT and DUI Taskforces in Indiana. The goal of this program is to eliminate procedural mistakes that could lead to the suppression of important evidence in a DUI case. FACTs aim is to develop uniform policies and procedures for investigations of serious and fatal alcohol-related crashes.

Currently, this funding will support seven county FACTs (Allen, Elkhart, Hamilton, Kosciusko, Marion, St. Joseph and Tippecanoe). These counties were chosen to participate in the FACT program due to their high alcohol crash rate. As part of this task, ICJI will sponsor training courses for FACT team members and DUI Taskforce officers from other counties on topics related to the investigation and adjudication of serious and fatal DUI crashes. Topics will include motorcycle crash investigation, commercial motor vehicle investigations, preparing courtroom presentations, adjudicating the DUI offender, and other related topics that may help in the conviction of DUI offenders. Funds will also pay for an officer to respond to all fatal and serious bodily injury crashes to look for signs of impairment. If impairment is suspected, FACT will be called to the crash site. This officer will also ensure that chemical testing is conducted on at least 90 percent of drivers involved in a fatal crash in their county. These funds will also pay for prosecutors to respond to the scene of fatal and serious bodily injury crashes to ensure proper collection of BAC testing occurs.

Task 3: DUI Enforcement

410	$1,400,000.00

Project Description: This task provides funds for overtime pay to DUI Taskforce officers in counties with a high percentage of alcohol-related crashes. Counties and cities determined to have a historically high concentration of impaired driver crashes are funded to conduct sustained yearlong countywide, multi-jurisdictional saturation patrols and sobriety checkpoints. This program's success has resulted in the participation of 33 counties that covers approximately 70 percent of the state's population. Sustained enforcement will also consist of three statewide blitz periods, along with sustained saturation patrols and periodic sobriety checkpoints.

Task 4: SFST/DRE Program

410	$ 190,000.00

Project Description: This task provides funds for SFST training. Studies have shown that when an officer completes the SFST training course, they are four times more successful at identifying impaired drivers. The TSD requires that all officers participating in federally funded enforcement activities be SFST certified. The SFST training consists of 16 hours of

training in detecting and testing an impaired driver, as well as preparing for and presenting a case against the impaired driver.

Also supported by this task are the DRE and ARIDE programs. These programs are designed to reduce personal injuries and deaths on Indiana roadways by training law enforcement officers to recognize drug impaired drivers. DRE training consists of nine days of classroom instruction in areas such as physiology, onset and duration of drug impairment, signs and symptoms of each category of drug, and the administration and interpretation of the twelve-step test used in the drug recognition process. DRE certification courses will be made available this fiscal year to law enforcement officers. ARIDE trainings will also be conducted to train officers in drug impaired driving detection. Lastly, this task will fund an SFST/DRE Coordinator to provide these trainings and recruit additional law enforcement personal to become certified in the state.

Task 5: Indiana Excise Police

410	$125,000.00

Project Description: This task provides funds for the Indiana Excise Police's alcohol countermeasure programs to reduce underage consumption of alcohol and impaired driving. The Excise Police coordinate the CIS, SUDS, and server training for bartenders programs. These programs are a pro-active approach to reducing the sale of alcoholic beverages to persons under the age of 21 and to reduce the over-serving of alcohol to patrons who may drive impaired. This funding also allows for overtime enforcement for increased visibility during events at which underage drinking is likely to occur, such as concerts and tailgating events. The Excise Police also assist FACTs and other law enforcement agents in alcohol-related investigations to determine the location of last drink. Funding will go towards the overtime funding of Excise officers' salaries to work the aforementioned programs.

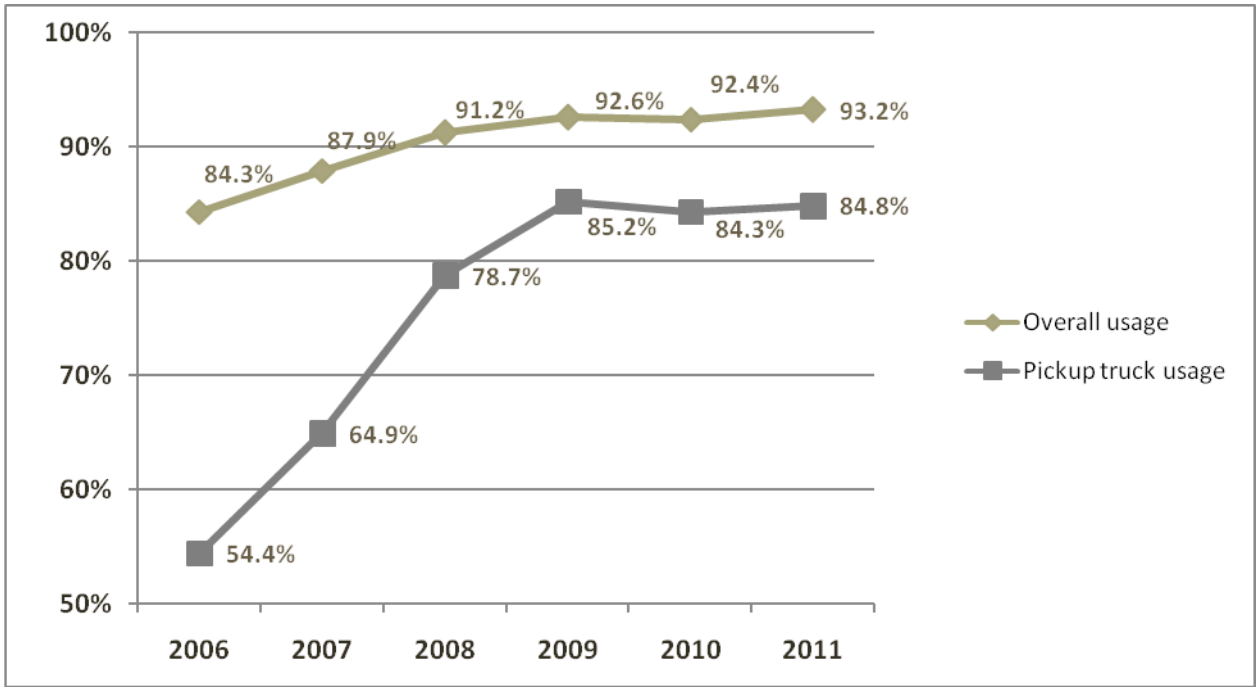
Alcohol Initiatives	
Total by Funding Stream	
410	$2,341,000.00
Total	**$2,341,000.00**

Occupant Protection

Problem Identification

Indiana's seat belt usage rate for all passenger vehicles increased from a low of 62 percent in 2000 to an all-time high of 93.2 percent in 2011. Results from the June 2011 statewide seat belt survey revealed a slight increase in restraint use across passenger vehicles, pickup trucks and all vehicles combined (see Graph 6)[7]. Overall observed restraint use increased from 92.4 percent in 2010 to 93.2 percent in 2011.

Graph 6



Collision data shows that 88 percent of passenger vehicle occupants who were injured or killed in 2010 were wearing proper safety restraints. Vehicle occupants who were killed in traffic collisions in 2010 were properly restrained less than 48 percent of the time[8].

While Indiana focuses on improvement in the overall seat belt use, there are specific problems identified in the rural areas with lower restraint use and drivers in pickup trucks. Restraint use is much lower in rural areas compared to urban, suburban and exurban areas. Urban locales have the lowest rate of fatalities per 1,000 involved but one of the highest restraint use rates for all individuals involved in collisions in 2010. Rural and exurban locales have the highest rates of fatalities per 1,000 involved and the lowest rates of restraint use for all persons involved in collisions[9] (see Graph 7).

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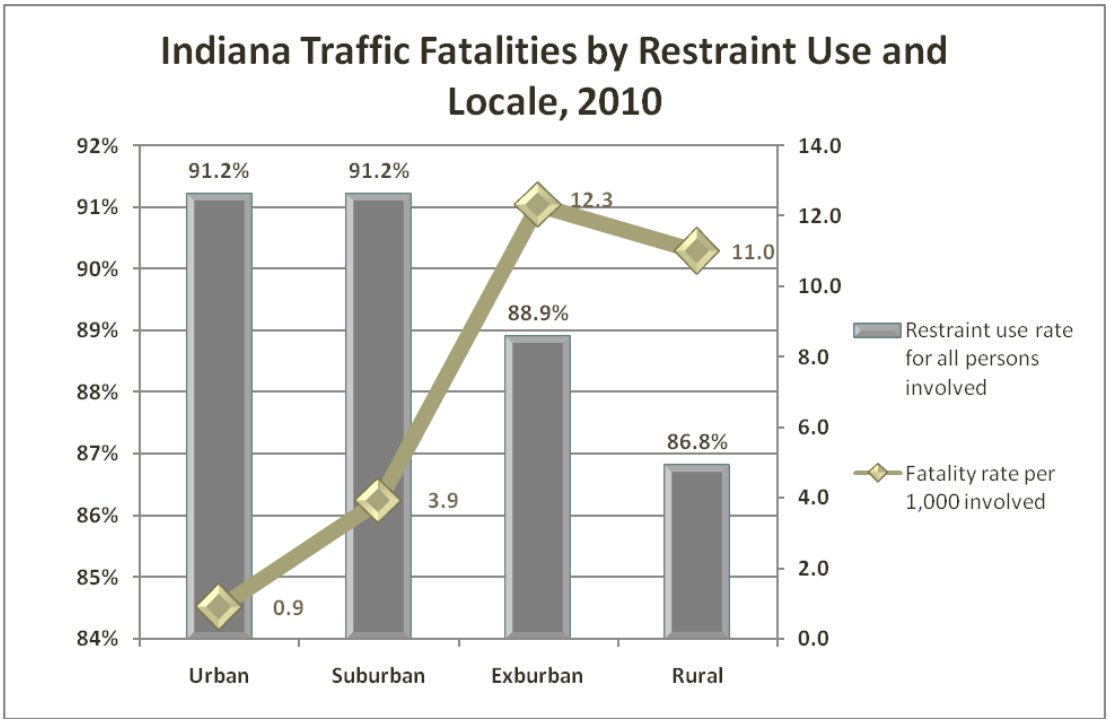
[7] Indiana Safety Belt Observational Survey—June 2011 Survey Results. Results compiled by the Purdue University Center for Road Safety.

[8] 2010 Indiana Traffic Safety Facts-*Occupant Protection*

[9] 2010 Indiana Traffic Safety Facts-Occupant Protection

Graph 7



The overall restraint use has increased dramatically over the last five years, mostly due to increase pickup truck restraint use. Since FY 2007 when HB 1237 took effect and eliminated the pickup truck exemption in the Indiana occupant protection law, restraint use rate for pickup trucks has been on the rise. The findings from the recent observational seat belt surveys indicate that Indiana's seat belt use rates will only increase dramatically if pickup truck seat belt rates climb to the same levels observed in passenger cars.

While Indiana surpassed the NHTSA-set Great Lakes regional goal of 87 percent seat belt usage in 2007, the TSD will continue to support the OPO program in FY 2012 to reach the state goal of 95.1 percent observed seat belt usage. Federal funds will support sustained yearlong seat belt enforcement through the BCC program.

Performance Measures

- Number of unrestrained passenger vehicle fatalities
- Observed seat belt usage for all passenger vehicles
- Observed seat belt usage for pickup truck occupants

Goals

National goals

1. Increase seat belt use to 87% in 2011
2. Increase child passenger restraint use to 90% for the 0-7 age group in 2011

Regional goal

1. Increase seat belt use from 89.6% in 2011 to 91% in 2012

Indiana's seat belt use rate has surpassed the national and regional goals set for 2011. Unrestrained fatalities have become a focus on a large scale as the seat belt usage rates were statistically the same from 2009 to 2010 and the number of unrestrained fatalities remains a concern in Indiana.

The goal to reduce the number of unrestrained fatalities was based on the five year downward trend and moving average while observed seat belt usage goals were based on a one percent increase for the short term. Once the 2012 goal was calculated, the same reduction was applied annually to establish the long term goal. Although the five year moving average for the observed seat belt usage is higher than the one percent increase, the goals set based on the moving average would be unrealistic. With Indiana's observed seatbelt usage rate over 93 percent, it is unlikely Indiana will continue to see large percent increases each year.

Short term goals

1. Reduce the number of unrestrained passenger vehicle fatalities from 207 in 2010 to 187 in 2012
2. Increase the observed seat belt usage rate for all vehicles from 93.2% in June 2011 to 94.1% in June 2012
3. Increase the observed seat belt usage rate for pickup truck occupants from 84.8% in June 2011 to 86.5% in June 2012

Long term goals

1. Reduce the number of unrestrained passenger vehicle fatalities to 153 in 2014
2. Increase the observed seat belt usage rate for all vehicles to 96.0 percent in 2014
3. Increase the observed seat belt usage rate for pickup truck occupants to 90.0% in June 2014

Project Descriptions

Task 1: Program Management

402	$61,000.00

Project Description: This task provides funds for an Occupant Protection Program Manager to plan, coordinate and oversee occupant protection initiatives. The program manager will promote the education and enforcement of Indiana's occupant protection laws, in addition to monitoring grantee compliance and performance. This task will provide salary, benefits, and travel costs to in and out-of-state conferences and trainings.

Task 2: OPO Enforcement

406	$450,000.00
405	$25,000.00
Total	**$475,000.00**

Project Description: This task provides funds for the OPO program, which provides grant funding to state and local law enforcement departments for the purpose of conducting enhanced traffic enforcement during four "blitz" periods. Two of the scheduled blitzes

correspond with NHTSA's national mobilizations and media campaigns in May and August while the other two occur in November and March. The November blitz focuses on safe family travel using vehicle restraints and DUI enforcement, while the March blitz focuses on DUI and aggressive driving. In Indiana, the blitzes operate for a total of two weeks but cover three weekends. The overtime enforcement for the OPO program provides for saturation patrols, sobriety checkpoints, DUI and aggressive driving enforcement methods. These efforts are coordinated through the seven regional LELs and the TSD. The TSD requires OPO agencies to conduct at least 30 percent of their enforcement efforts on nighttime seat belt enforcement during the November and March blitzes, and a minimum of 40 percent nighttime seat belt enforcement during the *Click It or Ticket* campaign.

The program is currently supported statewide by over 250 law enforcement agencies, as well as ISP. Participating local law enforcement agencies cover over 80 percent of the state's population. This task will support the goals and objectives of OPO program within local communities in the form of law enforcement grants to pay for overtime. Communities will coordinate their programs in conjunction with the established OPO schedule and guidelines drafted in their grant agreement with the TSD.

Task 3: Rural Demonstration Project

405	$60,000.00

Project Description: This task provides specific funds for the RDP. In 2005, Indiana participated as a pilot state for RDP, which as research shows from NHTSA report DOT HS 810 753, had a significant effect in increasing seat belt usage rates among rural residents. As research in Indiana indicates, a majority of the unrestrained fatalities occur in the rural areas of the state. After the closure of the seat belt "loophole" for vehicles plated as trucks in 2007, the RDP program was redeployed on an annual basis prior to CIOT to help further address this issue. The 20 rural counties with the lowest restraint usage rates in the state will be the focus of RDP. Local law enforcement along with ISP will be notified of their eligibility to participate in RDP. The RDP mobilization will occur prior to the national and statewide CIOT campaign, creating a month-long enforcement and education blitz on occupant protection in these rural areas. Funds will be used to pay for law enforcement officers overtime salaries and paid media.

Occupant Protection Initiatives	
Total by Funding Stream	
402	$61,000.00
405	$85,000.00
406	$450,000.00
Total	**$596,000.00**

Young Drivers

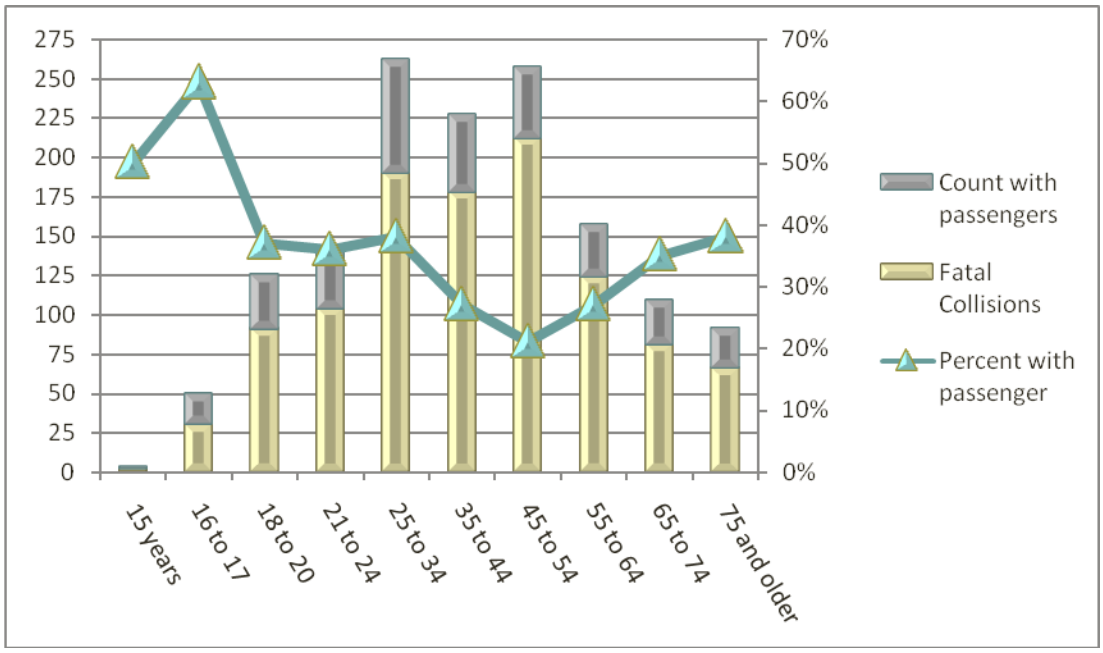
Problem Identification

Young drivers are a focus for Indiana because research consistently illustrates that this population of new drivers are far more likely to be involved in collisions. Traditionally, young drivers in Indiana have had one of the highest rates of involvement in fatal collisions. However, through the implementation of strengthened GDL laws, Indiana saw a significant decline in young drivers involved in collisions in 2010. Specifically, the number of young drivers ages 16 and 17 involved in Indiana collisions decreased 11.5 percent between 2009 and 2010, while the number of 15 year old drivers involved in collisions decreased 22.9 percent between 2009 and 2010.

Of all factors assigned to a driver during a collision, young drivers are most likely to engage in "errant/risky driving" as a contributing factor, which includes cell phone use. However, with the implementation of a strengthened GDL law, which bans the use of telecommunications devices for drivers under the age of 18, rates of cell phone use declined from 0.78 percent before GDL implementation to 0.48 percent afterward.[10]

While Indiana's GDL law restricts the number of passengers in vehicles with drivers with probationary driver's licenses, 63 percent of drivers ages 16 to 17 in fatal crashes had a passenger with them. The risk of improper road use and disregarding traffic signals among young drivers increases when passengers are present.[11]

Graph 8



[10] 2010 Indiana Traffic Safety Facts-*Drivers*
[11] 2010 Indiana Traffic Safety Facts-*Drivers*

Performance Measure

- Number of young drivers involved in fatal collisions

Goals

There are no national or regional goals established for young drivers. The statewide goal to decrease the number of young drivers involved in fatal collisions is based on the five year moving average for short term.

Short term goal

1. Decrease the number of young drivers involved in fatal collisions from 123 in 2010 to 112 in 2012

Long term goal

1. Decrease the number of young drivers involved in fatal collisions to 93 in 2014

Project Descriptions

Task 1: Indiana SADD

402	$ 76,000.00
406	$76,000.00
Total	**$152,000.00**

Project Description: This task provides funds for the SADD program. The SADD program focuses on reducing underage drinking and driving, as well as increasing seat belt usage rates among teens. SADD encourages high schools and middle schools throughout the state to implement a local SADD chapter in their schools, allowing students to become traffic safety advocates so that they may teach their peers.

This project provides funds for a full-time coordinator and program manager to formulate strategies and programs statewide aimed at strengthening Indiana's youth programs at the middle school and high school level. This task also pays for the travel and equipment costs for conducting trainings at the more than 150 schools throughout the state.

Task 2: Rule the Road Teen Driving Program

402	$20,000.00

Project Description: This task provides funds for the TSD to work with stakeholders in the community to develop strategies to improve teen driving safety throughout the state through education and training of both young drivers and their parents. Young driver training sessions, called *Rule the Road* teen driving events, will be held throughout the state to increase awareness of Indiana's GDL law, as well as provide the young drivers with hands on training with certified emergency vehicle operator instructors. This task will pay for the various training sessions, educational materials and supplies to conduct the Rule the Road safety events and other opportunities to improve young driver safety.

Young Driver Initiatives	
Total by Funding Stream	
402	$96,000.00
406	$76,000.00
Total	**$172,000.00**

Motorcycles

Problem Identification

There were 3,429 motorcycle collisions in Indiana in 2010,[12] a 4.7 percent increase from 2009. Of those collisions, 1,872 involved multiple vehicles, which were also slightly more likely to involve fatalities than single vehicle collisions.

After a substantial decline in the number of Indiana motorcyclists killed in motor vehicle collision between 2008 and 2009 (130 to 111), the number of motorcycle riders killed in 2010 was 110.[13] According to the *2010 Indiana Traffic Safety Facts-Motorcycles*, while the number of motorcycle operators decreased 6.5 percent (107 to 100) from 2009, the number of motorcycle passengers killed increased 150 percent (4 to 10).

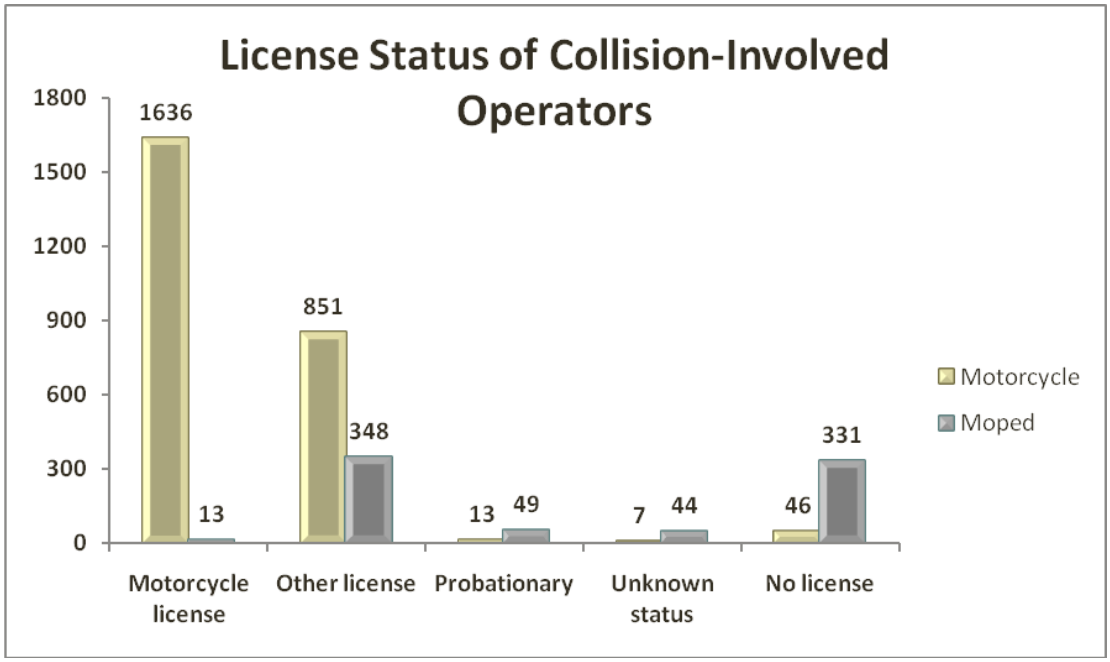
In 2010, motorcycle operators with proper endorsements involved in collisions remained about the same as in the past; however, there was an increase in unlicensed moped operators. The number of unlicensed moped operators involved in collisions increased nearly 17 percent since 2009 and 19 percent since 2006. Conversely, the number of unlicensed motorcycle operators involved in collisions decreased over 19 percent since 2009 and nearly four percent since 2006.

Indiana requires motorcyclists to have a motorcycle license, motorcycle endorsement or valid motorcycle permit. Indiana law does not, however, require moped operators to be licensed. In 2010, approximately two-thirds of motorcyclists involved in collisions had proper licensing, similar to 2009 data. Nonetheless, over 40 percent of moped operators involved in 2010 collisions were unlicensed (see Graph 9). The TSD has maintained motorcycles to be a major focus of the efforts for FY 2012. Efforts will be made to work with law enforcement to ensure that motorcycle licensing laws are upheld, citations are issued for improper licensing, and resources are available for law enforcement to tow motorcycles driven by a person without a proper license.

The rate of motorcycle operators involved in fatal collisions per 10,000 registrations has declined 5.5 percent on average annually since 2006, while the number of motorcycle registrations has increased 6.6 percent on average annually. In 2010, there were 4.95 motorcycle operators involved in fatal collisions per 10,000 registrations, and a total of 209,917 registered motorcycles.

[12] 2010 Indiana Traffic Safety Facts-Motorcycles
[13] 2010 Indiana Traffic Safety Facts-Motorcycles

Graph 9



One factor that may contribute to the high fatality rate of motorcyclists in Indiana is the relatively low number of riders who wear a helmet.[14] According to the 2010 *Indiana Traffic Safety Facts-Motorcycles*, the rate of helmet use in collisions remained at about 1 in 3 motorcycle riders using a helmet. Of the 110 fatal injuries to motorcycle and moped riders, only 16.4 percent were reported as being helmeted.

Based on recommendations from NHTSA's motorcycle assessment, the TSD is implementing strategies to educate the public about the benefits of wearing a helmet while riding a motorcycle and encourage motorcyclists to get properly licensed.

Performance Measures

- Number of motorcycle rider fatalities
- Number of motorcycle and moped operators involved in fatal collisions
- Number of unhelmeted motorcycle[15] fatalities
- Rate of motorcycles involved in fatal collisions per 10,000 motorcycle registrations

Goals

National goal

1. Reduce the expected rate of increase in motorcycle rider highway fatalities per 10,000 motorcycle registrations from 6.95 in 2008 to 7.06 by 2012.

Regional goal

1. Increase enforcement countermeasures intended to reduce motorcycle crashes.

The statewide goals to decrease the number of motorcycle rider fatalities and the rate of motorcycles involved in fatal collisions per 10,000 motorcycle registrations are based on the five year moving average for short term. The statewide goal to reduce the number of

[14] Indiana law does not require the use of helmets for motorcycle riders

[15] Number includes unhelmeted motorcycle operators only (mopeds are not included)

motorcycle and moped operators involved in fatal collisions is based on the standard two percent reduction since the average annual change from 2006-2010 was less than the two percent reduction. The goal to reduce the number of unhelmeted motorcycle fatalities was based on the average annual change from 2006 to 2010 of 1.3 percent. Although the average annual change for unhelmeted motorcycle fatalities is less than the standard two percent reduction, it is unlikely Indiana will see significant changes in helmet use without a motorcycle helmet law or similar legislation for riders ages 18 and over.

Short term goals

1. Reduce the number of motorcycle fatalities from 110 in 2010 to 108 in 2012
2. Reduce the number of motorcycle and moped operators involved in fatal collisions from 112 in 2010 to 110 in 2012
3. Reduce the number of unhelmeted motorcycle fatalities from 85 in 2010 to 84 in 2012
4. Decrease the rate of motorcycle fatalities per 10,000 motorcycle registrations from 4.95 in 2010 to 4.68 in 2012

Long term goals

1. Reduce the number of motorcycle fatalities to 106 in 2014
2. Reduce the number of motorcycle and moped operators involved in fatal collisions to 105 in 2014
3. Reduce the number of unhelmeted motorcycle fatalities to 82 in 2014
4. Decrease the rate of motorcycle fatalities per 10,000 motorcycle registrations to 4.42 in 2014

Project Descriptions

Task 1: Media/Public Awareness Campaign for Motorcycles

2010	$150,000.00

Project Description: This task provides funds to support an active media campaign for motorist awareness messages aimed at reminding the motoring public that motorcycles are on the roads. The other objective is to notify current riders on how to complete rider training and how to become properly licensed to ride in Indiana since more than 50 percent of riders involved in collisions in Indiana were not properly licensed. The increase in awareness activities will be conducted with media materials produced by the State of Indiana and will utilize television, radio, partnerships, brochures and outdoor media to keep motorcycle safety in mind during the riding season. Special focus will be placed on these efforts at various motorcycle events and rallies (e.g. Riley Miracle Ride, Moto GP, Boogie) that occur throughout the riding months, utilizing our media partnership with 2006 Moto GP Champion Nicky Hayden.

This task will pay for the purchase of media spots on television and radio, production of printed materials, partnerships with rider events, and other media related to motorcycle safety.

Task 2: Closed Circuit Training Facilities and Training Motorcycle Purchases

2010	$20,000.00

Project Description: This task provides funds for closed circuit motorcycle training facilities. The TSD, in cooperation with the BMV will seek locations where motorcycle training courses can be safely conducted for the purpose of licensing motorcycle operators and conducting basic and advanced rider training courses. Special consideration will be given to counties where there are a large number of registered motorcycles and classes are not currently being offered. This task will also be used to support the review, critique, and revision of Indiana's basic rider training course curriculum. Depending on the results of the study, the BMV will re-evaluate the possibility of changing the curriculum to address any possible concerns raised after reviewing the study. Funds will be used to cover any personal and software costs necessary to complete the study.

This task also provides funds for the purchase of additional training motorcycles or scooters to be used during the rider training courses offered by DOE. The additional motorcycles will ensure that enough training can be held to meet the demand of the number of riders wanting to become licensed. The new motorcycles or scooters will be housed on site at the training facility, and will be used to outfit any new training facilities. This task will fund for the purchase of training motorcycles and facility rental.

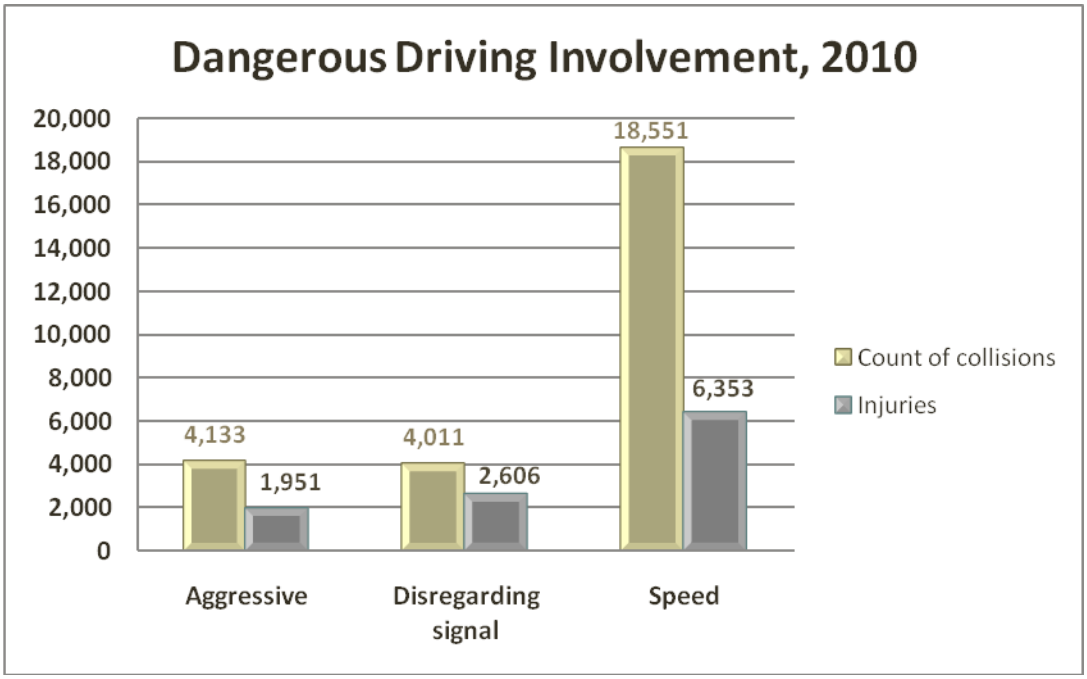
Motorcycle Safety Initiatives	
Total by Funding Stream	
2010	$170,000.00
Total	**$170,000.00**

Dangerous Driving

Problem Identification

Dangerous and hazardous driving remains a persistent problem on Indiana roadways, with speeding being one of the biggest problems. In Indiana, dangerous driving actions include aggressive driving, disregarding a traffic control device and speeding. Dangerous driving actions were a contributing factor in 13 percent of all traffic collisions in 2010. Dangerous driving actions also accounted for 22 percent of all fatal collisions. From 2009 to 2010, the number of collisions involving dangerous driving actions increased two percent. Graph 10 illustrates the number of collisions and injuries in 2010 involving dangerous driving actions.

Graph 10



In 2010, dangerous driving actions led to 164 fatalities, 145 of which were speed-related. Between 2006 and 2010, there was a 12.2 percent increase in the number of vehicles involved in collisions that disregarded a traffic control signal[16]. More specifically, there has been a 49.8 percent increase between 2006 and 2010 in the number of motorcycles and mopeds involved in collisions that disregarded a traffic control signal.

Effective July 1, 2011, SB 18 took effect banning texting and emailing for all drivers. While the ban does not prohibit all cell phone use, the TSD will continue to educate on the dangers of distracted driving for all types of cell phone use while driving, not just texting and emailing.

Although speed-related collisions account for the majority of dangerous driving collisions, disregarding a traffic control device and aggressive driving are also areas where law enforcement can greatly influence driver behavior. Funds in FY 2012 will support overtime

[16] 2010 Indiana Traffic Safety Facts-*Dangerous Driving*

enforcement to target drivers who exhibit dangerous driving behaviors, including texting and emailing while driving.

Performance Measures

- Number of speed-related fatalities
- Number of collisions caused by vehicles disregarding a traffic control signal

Goals

There are no national or regional goals for dangerous driving measures. The statewide goal to reduce the number of speed-related fatalities is based on the five year moving average. The short term goal for the number of collisions caused by a vehicle that disregarded a traffic control signal was calculated using a two percent increase since the five year moving average exhibited an average annual increase. Long term goals were established by calculating the goal for 2012 and applying the same rate annually to determine the 2014 long term goal.

Short term goals

1. Reduce the number of speed-related fatalities from 145 in 2010 to 138 in 2012
2. Reduce the number of collisions caused by a vehicle that disregarded a traffic control device from 4,011 in 2010 to 3,931 in 2012

Long term goals

1. Reduce the number of speed-related traffic fatalities to 126 in 2014.
2. Reduce the number of collisions caused by a vehicle that disregarded a traffic control device to 3,775 in 2014

Project Descriptions

Task 1: Dangerous Driving Blitz

402	$250,000.00

Project Description: This task will support funding for overtime pay for officers to be dedicated to enforcing the traffic laws of areas prone to dangerous driving habits. While important areas of traffic safety such as texting and emailing while driving, speeding, failure to yield at rail road crossings, school zones, aggressive driving and red light running have been overlooked in previous HSPs, the evidence is clear that many crashes and fatalities can be attributed to these dangerous driving habits. Working closely with the Center and local law enforcement, the TSD has identified dangerous roadways and intersections in Indiana where persistent dangerous driving habits have resulted in crashes and fatalities. With limited funding available for such a large problem resources will be allocated to a special enforcement blitz between CIOT and the DUI crackdown in the summer of 2012. This blitz will work to eliminate dangerous driving habits by the general motoring public through proven enforcement methods such as saturation patrols and high visibility enforcement. This task will support overtime enforcement for at least 12 counties with the greatest need for addressing dangerous driving crashes based on data. The TSD will use the two prong-funding approach that considers both population size and traffic-related injury data. The TSD will work with the Center to identify those counties with a higher than average prevalence of traffic-related crashes and injuries.

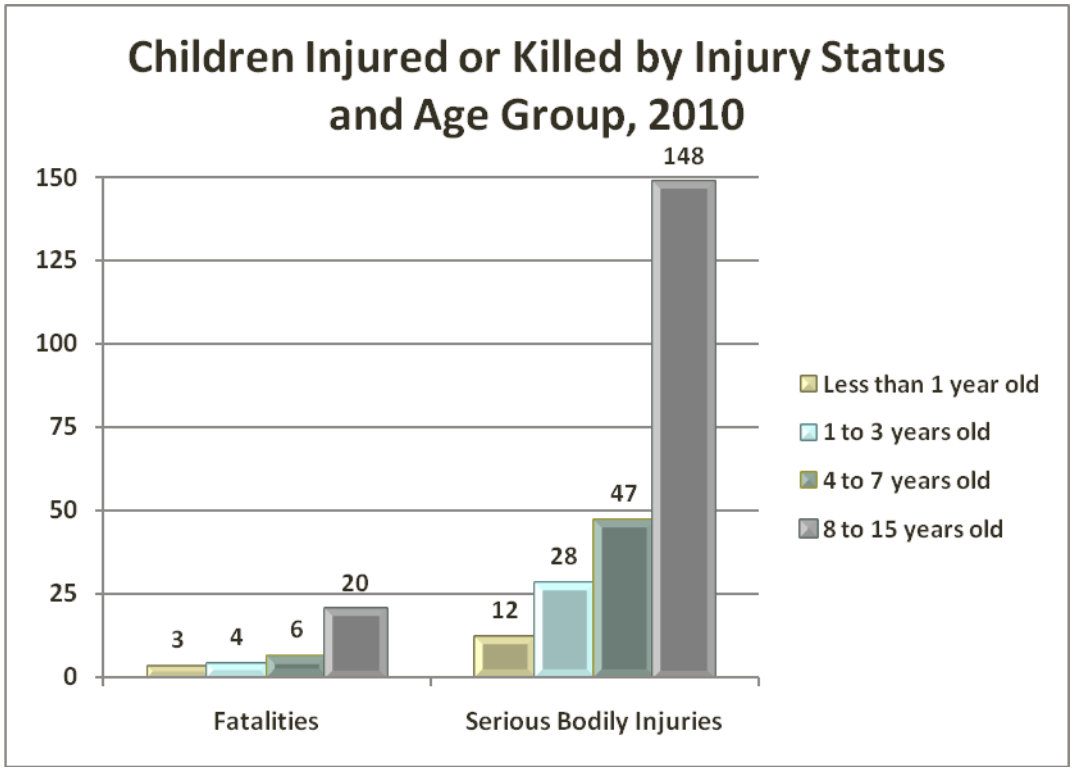
Dangerous Driving Initiatives	
Total by Funding Stream	
402	$250,000.00
Total	**$250,000.00**

Children

Problem Identification

In 2010, over 4,300 children were injured or killed in Indiana motor vehicle collisions[17]. There were 33 fatalities and 235 incapacitating injuries. The number of children killed in Indiana traffic collisions decreased by 5.7 percent from 2009, while the number of incapacitating injuries remained the same. Data shows that the largest portion of serious injuries occurred in the 8 to 15 year old age group. In 2010, 61 percent of all child traffic fatalities and 63 percent of incapacitating injuries occurred in the 8 to 15 year old age group[18] (see Graph 11).

Graph 11



Indiana law requires that children under the age of eight be properly restrained in a child safety seat. Funding in FY 2012 will support the efforts by ASP in Indiana. Their initiatives across Indiana are helping to increase the affordability and ensure the proper use of child safety seats and seatbelt education for the overall effort to reduce child passenger injuries.

Performance Measures

- Number of children killed in traffic collisions ages 15 and younger
- Number of serious bodily injuries for children ages 15 and younger

[17] 2010 Indiana Traffic Safety Facts-*Children*
[18] 2010 Indiana Traffic Safety Facts-*Children*

Goals

There are no national or regional goals established for children. The statewide goals were based on the five year moving average.

Short term goals

1. Reduce the number of children ages 15 and younger killed in traffic collisions from 33 in 2010 to 30 in 2012
2. Reduce the number of serious bodily injuries from children ages 15 and younger from 235 in 2010 to 223 in 2012

Long term goals

1. Reduce the number of children ages 15 and younger killed in traffic collisions to 25 in 2014
2. Reduce the number of serious bodily injuries from children ages 15 and younger to 202 in 2014

Project Descriptions

Task 2: Automotive Safety Program

2011	$375,000.00
405	$475,000.00
Total	**$850,000.00**

Project Description: This task provides funds to Indiana University's ASP to conduct statewide public information and education programs to increase proper use of occupant safety restraints for children. The ASP also provides education and training to conduct or support car seat clinics throughout the state; to conduct informational presentations to targeted audiences such as law enforcement and caregivers; to programs for school-aged children; to conduct NHTSA child safety seat technician and instructor trainings; to conduct CPS refresher courses for technicians and instructors; to continue the SAFE KIDS training and chapter establishment; and to provide trainings focusing on the transportation of children with special health care needs. ASP's Project LOVE, a child safety seat voucher program, will also be funded by this task.

Funding may be used for car seat related items such as foam noodles, locking clips, and educational materials. The salary, benefits, and travel expenses for the staff of the ASP to attend conferences will also be provided by this task. Additionally, the funding of permanent fitting stations will provide a network of trained individuals in nearly every county to accommodate the increase in child occupant awareness. ASP will also hold regional trainings specifically for law enforcement officers. Funding will help cover class registration fees, lodging and per diem.

Children Initiatives	
Total by Funding Stream	
2011	$375,000.00
405	$475,000.00
Total	**$850,000.00**

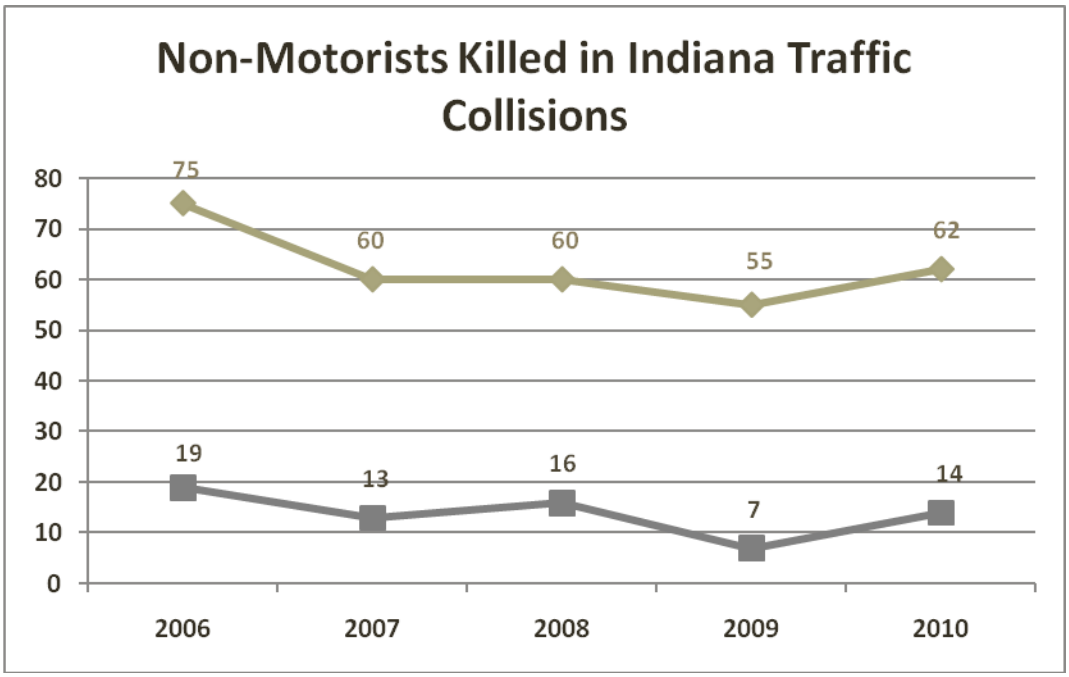
Non-Motorists

Problem Identification

In 2010, there were a total of 76 non-motorists killed in Indiana traffic collisions, 62 of which were pedestrians (see Graph 12). The numbers of pedestrians and pedalcyclists killed in traffic collisions have followed the same trends since 2006.

Between 2006 and 2010, the number of pedalcyclists killed in traffic collisions decreased an average of 7.4 percent annually, while the number of serious bodily injuries decreased an average of 2.3 percent annually[19]. In 2010, Indiana experienced a 50 percent increase in pedalcyclists killed and a nearly 13 percent increase from 2009 in the number of pedestrians killed.

Graph 12



Performance Measures

- Number of pedestrians killed in traffic collisions
- Number of pedestrian serious bodily injuries
- Number of pedalcyclists killed in traffic collisions
- Number of pedalcyclist serious bodily injuries

Goals

There are no national or regional goals established for pedestrians or pedalcyclists. The statewide goals to reduce the number of pedestrians killed, number of pedalcyclists killed, and the number of pedalcyclist serious bodily injuries are based on the five year moving average. The short term goal for the number of pedestrian serious bodily injuries was calculated using a two percent increase since the five year moving average exhibited an

[19] Center for Criminal Justice Research, August 2011

average annual increase. Long term goals were established by calculating the goal for 2012 and applying the same rate annually to determine the 2014 long term goal.

Short term goals

1. Reduce the number of pedestrians killed in traffic collisions from 62 in 2010 to 59 in 2012
2. Reduce the number of pedestrian serious bodily injuries from 251 in 2010 to 246 in 2012
3. Reduce the number of pedalcyclists killed in traffic collisions from 14 in 2010 to 13 in 2012
4. Reduce the number of pedalcyclist serious bodily injuries from 81 in 2010 to 79 in 2012

Long term goals

1. Reduce the number of pedestrians killed in traffic collisions to 54 in 2014
2. Reduce the number of pedestrian serious bodily injuries to 236 in 2014
3. Reduce the number of pedalcyclists killed in traffic collisions to 11 in 2014
4. Reduce the number of pedalcyclist serious bodily injuries to 76 in 2014

Project Descriptions

While Indiana does not have specific tasks for pedestrians and pedalcyclists, the TSD will be working with numerous bicycle advocacy groups to help transmit information to driver's education schools to talk about how motorists should share the road with bicycles and pedestrians.

Planning and Administration

Project Descriptions

Task 1: State Highway Safety Office Planning and Administration

402	$523,333
State	$523,333
Total	**$1,046,666**

Project Description: This task provides funds for the salaries and benefits of the management and staff necessary to effectively administer Indiana's traffic safety initiatives. The TSD Director, Fiscal Manager, and Traffic Safety Research Associate position will be fully funded under this task. Other employees such as Deputy Directors, Executive Director, General Counsel, will bill hours for time spent on traffic safety functions and assignments. Operating costs associated with traffic safety administration such as office rent, travel, equipment, supplies, IT support for the OPO database and other office expenses will also be supported by this task.

Planning and Administration	
Total by Funding Stream	
402	$523,333
State	$523,333
Total	**$1,046,666**

Police Traffic Services

Project Descriptions

Task 1: Program Management

402	$65,000.00

Project Description: This task provides funds for the TSD to employ a program coordinator to oversee the initiatives and grants not covered by other TSD program managers. These responsibilities include monitoring the LELs, ASP, Excise Police, Indiana SADD, teen driver programs and other community traffic safety efforts. This task will provide salary, benefits, travel costs to in and out-of-state conferences and training seminars.

Task 2: Statewide Traffic Safety Training

402	$10,000.00

Project Description: This task provides funds for various traffic safety trainings for law enforcement officers. Upgrading skills and knowledge of Indiana's law enforcement officers is essential in providing safer roadways for all Hoosiers.

The TSD will conduct grant trainings throughout the state to educate all participating agencies in grant requirements and current traffic trends in their respective regions. In conjunction with the Indiana Law Enforcement Academy, the TSD will determine what traffic safety trainings have occurred and identify additional training needs in order to improve traffic safety throughout the state. Areas of training will include project management, traffic occupant protection strategies, recent traffic crash trends in Indiana, SFST, child passenger safety technical workshops, as well as safe and legal traffic stops. These trainings will generally occur at mandatory quarterly meetings containing representatives from over 100 of the state's largest law enforcement agencies that are grantees of the TSD. When ICJI implements an agency wide electronic grant system these funds will be utilized to help with training expenses of grantees on the new system. Funding will pay for the training facilities, travel costs, lodging and training materials.

Task 3: Traffic Safety Incentive Awards & Ceremony

402	$95,000.00

Project Description: This task provides funds for the OPO awards banquet in November of 2012. The banquet will recognize grantees for their accomplishments in FY 2012. Honors will be given to the agencies and individuals that have performed above and beyond prescribed performance measures outlined in their grants.
Funding will procure banquet facilities, food, beverages, speaker fees, and money for equipment awards for the grantees honored.

Task 4: Enforcement Project – Big City/Big County Enforcement

402	$2,125,000.00
405	$75,000.00
Total	**$2,200,000.00**

Project Description: This task provides funds for the continuation of the BCC occupant protection enforcement program in FY 2012. This program funds over 100 agencies to help provide sustained yearlong enforcement of Indiana's occupant protection laws, utilizing saturation patrols, high visibility enforcement and other proven seat belt enforcement methods allowable under Indiana law. BCC grantees will also participate in all four OPO blitzes throughout the year. Funding will pay for overtime salaries of the officers working the program.

Task 5: Indiana State Police

402	$800,000.00
410	$600,000.00
Total	**$1,400,000.00**

Project Description: This task provides funds for the ISP to conduct sustained yearlong enforcement to counter dangerous driving, motorcycle violations, occupant protection and impaired driving laws statewide. ISP officers will be conducting saturation patrols and sobriety checkpoints to enhance Indiana's roadway safety. Furthermore, the TSD has required that ISP conduct 30 percent of their seatbelt enforcement at night. ISP will also participate in all four OPO blitzes in FY 2012. High fatality and crash locations throughout the state will be identified by the TSD and forwarded onto ISP for targeted enforcement. Furthermore, ISP will also concentrate enforcement in areas of the state that currently have little or no local agencies participating in traffic safety activities paid for through other programs. The funding will provide for officers' salaries to work the programs and the grant will be monitored by the TSD programmatic staff for compliance.

Police Traffic Services	
Total by Funding Stream	
402	$2,925,000.00
405	$75,000.00
410	$600,000.00
Total	**$3,600,000.00**

Community Traffic Safety Programs

Project Descriptions

Task 1: Law Enforcement Liaison Program

406	$540,000.00

Project Description: This task provides funds for the salaries and benefits for seven regional LELs throughout the state. Specific responsibilities include meeting with law enforcement departments within their assigned region to assist them in developing and administering effective traffic safety programs and policies that mirror the strategies developed in the problem identification of the HSP.

LELs also help to monitor law enforcement agencies' compliance to the performance measures specified in their grant as well as to state and federal guidelines as outlined in the LEL Policies and Procedures Manual. LELs conduct at least one annual on-site visit to all grantee law enforcement agencies in the state and conduct an evaluation of the agency with the coordinator of the grant. The LELs also help coordinate regional media events for the four blitzes that occur throughout the year. Traffic safety media kits are disseminated to participating agencies to help promote traffic safety messaging. This task pays for the salaries, travel, lodging and equipment associated with this program.

Task 2: Media Program Development and Management

402	$568,000.00
406	$232,000.00
410	$400,000.00
2010	$150,000.00
Total	**$1,350,000.00**

Project Description: This task provides funds for the TSD to employ one full time Communications Manager, dedicated exclusively to traffic safety. The Communications Manager will assist in developing and implementing statewide and local public awareness activities for various traffic safety initiatives. This task will provide for program management services in the area of public information and education. Funding will provide for the employee's salaries, benefits, travel and office related costs.

The TSD, through the State of Indiana, contracts with an advertising/public relations agency to develop materials for its campaigns. Funding will be used for campaigns that have an internal focus geared toward law enforcement and an external focus geared toward the public. All four enforcement blitzes target the general public. Additional campaigns will target bicycle and pedestrian safety, seat belt usage among teenage drivers, motorcycle riders, child passenger safety among mothers and caregivers with young children and impaired driving among 21-49 year old males. An additional $150,000 in 2010 funds will be

added to this task and media budget to focus on motorcycle safety awareness. In all campaigns, regional news conferences, as well as print and electronic materials, will highlight the efforts of local law enforcement and help to develop community support for traffic safety initiatives. Funding also provides for traffic safety planning kits for local communities, athletic events, seasonal activities, special enforcement projects, and educational brochures for public distribution and progress reports.

Task 3: Traffic Safety Resource Prosecutor

402	$95,000.00
406	$95,000.00
Total	**$190,000.00**

Project Description: This task provides funds for Indiana's TSRP to train law enforcement officers and prosecuting attorneys throughout the state on effective methods of investigating and prosecuting impaired drivers and offenders of other traffic violations. The TSRP is to hold multiple trainings throughout the year, with at least 20 attendees. The TSRP will be available for consultations on any traffic offense cases to all prosecutors and law enforcement officers in Indiana. The TSRP will also help to analyze proposed traffic safety legislation during this year's legislative session. This task will provide salary, benefits, travel and training costs for the TSRP.

Community Traffic Safety Programs	
Total by Funding Stream	
402	$663,000.00
406	$867,000.00
410	$400,000.00
2010	$150,000.00
Total	**$2,080,000.00**

Traffic Records Improvement

Project Descriptions

Task 1: Program Management

408	$67,000.00

Project Description: This task provides funds for the Traffic Records Coordinator position which will be responsible for increasing the quality of Indiana's crash records systems, recruit agencies to report electronically, institute new initiatives to improve traffic records, CODES and to serve as the state's champion for traffic records. The Program Coordinator will oversee and manage all the traffic records initiatives. On a state and local level, the program coordinator will promote the importance of data quality and will utilize the 2008 Indiana Crash Records assessment as a guide for these improvements. The coordinator will also follow through on the traffic records strategic plan timeline. This task will provide salary, benefits, travel costs to conferences and training seminars related to traffic records.

Task 2: Traffic Records Improvement Projects

408	$546,000.00

Project Description: This project will provide funding to continue to pay for the server costs, training and software maintenance necessary for IDHS EMS Data Registry programs web-based on-line reporting system. The purpose of this system is to improve the data submitted by EMS providers into Indiana's CODES network linking program. There are 871 Indiana EMS providers, 500 are stand-alone ambulance services, with 371 EMS providers being co-located with 950 Fire Departments. This project aligns Indiana EMS run reporting data with the national NEMSIS requirements and expands the registry program database with CODES linking projects. This project will also pay for the improvements to the electronic coding program by the ISDH's Trauma Registry unit.

This task will also provide funds for the continued server fees associated with the statewide health trauma registry database. This in turn will help improve the intake and discharge data from hospitals from traffic crashes that are available for analysis. There are 142 acute-care hospitals in Indiana, of which, approximately 50 formally collect trauma data to be submitted into the registry. This task will cover trauma registry software, training, data importation, customization costs, software assurance, salary and benefits for an injury epidemiologist, IOT annual housing and maintenance of state SQL server, pilot rural hospital expansion of registry project (training/travel, user group meetings, hardware/software upgrade costs for some hospitals, and the purchase of annual maintenance of software product from the selected vendor). The continued expansion of eCWS to law enforcement agencies will continue under this project. This task provides funds for the continued implementation of an electronic citation system for law enforcement agencies in Indiana. JTAC will partner with local law enforcement agencies to deploy the e-citation system. This will allow the State to collect data from traffic citations issued statewide by law enforcement agencies which will be housed in JTAC's Odyssey case management system. These funds will be used for the purchase of electronic citation printers and scanners for use

with the application to be given to agencies as an incentive for reporting into the Odyssey case management system.

This task will also provide funds for the ISCA. ISCA will review data, conduct statewide trainings on the FARS reporting system, and work to improve the Coroner's ME database. ISCA will continue to work to collect and disseminate fatal crash data in Indiana.

Task 3: Center for Roadway Safety and CODES (Purdue University)

406	$10,000.00
408	$105,000.00
Total	**$115,000.00**

Project Description: This task provides funds to the CRS at Purdue University. CRS will provide data analysis and information with regards to strengthening Indiana's CODES. They will provide two annual publications on traffic crash data showing the linkages of crash, EMS, and hospital inpatient/outpatient databases. Two observational seat belt usage survey results will also be analyzed and reported by CRS. Funding will cover salaries, benefits, indirect costs, travel costs, printing and other administrative costs associated with this program.

Task 4: Center for Criminal Justice Research (IUPUI)

406	$350,000.00

Project Description: This task will also provide funds to the Center. The Center will identify motor vehicle crashes trends and characteristics and create various fact sheets covering particular areas in traffic safety. The fact sheets will contain traffic crash information specific to Indiana. Fact sheets produced will cover children, motorcycles, drivers, dangerous driving, occupant protection, child passenger safety, large trucks, light trucks and alcohol. The crash fact sheets will be followed by an annual crash facts book specific to Indiana's crash data from the previous calendar year. The information is used in planning, policy and legislative traffic safety decisions. Through the assistance of various state and federal agencies, the Center is providing integral support for improvement of Indiana's traffic records system. Funding will cover salaries, benefits, indirect costs, travel costs, legislative reports, printing and other administrative costs.

Task 5: Bureau of Motor Vehicle Records

408	$10,000.00

Project Description: This task will pay for the BMV to query and pull relevant traffic data for the TSD and the Center needed for analysis. Funding will cover technical costs the BMV supposedly incurs for pulling this data.

Task 6: Racial Profiling Incentive Project

1906	$885,460.00

Project Description: For a second year, Indiana has qualified as an assurance state to receive 1906 racial profiling monies. The Indiana Supreme Court, through JTAC, is deploying the Odyssey Case Management System to all of the courts throughout Indiana. In conjunction with this project and with the cooperation and participation of the ICJI, JTAC has developed an electronic ticketing application. Approximately 250 law enforcement agencies use this software already, additional agencies would like the ability to issue tickets and warnings electronically. Unfortunately, for both projects, the amounts of available funds are limited on an annual basis, thereby slowing down the deployment of both applications to additional courts and law enforcement agencies as fast as JTAC would prefer.

This project can be divided into two parts. First, an initial analysis of the existing race and gender data will begin. JTAC can separate the data by agency, by county, and by officer and provide this data to the research unit or any other requesting entity to satisfy their needs for analysis of racial profiling. Second, JTAC will continue the deployment of e-ticketing software to additional counties. Although some agencies in the identified counties already use the ticketing software, additional equipment (scanners and printers) are needed so that more officers within those agencies can utilize the software. Funding will cover the purchase of eCWS equipment needed by agencies to begin to submit race data, training and development costs of the software.

Traffic Records Improvements	
Total by Funding Stream	
406	$360,000.00
408	$728,000.00
1906	$885,460.00
Total	**$1,973,460.00**

Strategic Communications Plan

Summary and Overview

To develop a yearlong communications plan that complements programs in the areas of occupant protection, motorcycle safety and awareness, child passenger safety, young drivers, impaired driving, dangerous driving, bicyclist and pedestrian safety. This goal can best be achieved through the development of core message strategies that support specific programmatic activities. This strategic communications plan achieves that goal by promoting initiatives that encourage Hoosiers to enact positive behavioral change as it relates to traffic safety.

By carefully targeting our communications efforts, the division will be better able to leverage resources, impact and engage audiences, and measure the effectiveness of its communications campaigns. Fiscal year 2012 will also be the first full year the division will have a dedicated communications manager on staff to oversee the implementation of the communications plan.

Objectives

- To reduce the incidence of traffic crashes, injuries and fatalities that result from impaired driving, impaired motorcycle riding, speeding, non/improper restraint use, non-use of safety gear, distracted and aggressive driving by executing media promotions that are highly targeted and effectively communicated;
- To raise awareness of multiple traffic safety campaigns and initiatives among the target audience(s) by placing paid, statewide advertising buys in conjunction with earned media initiatives. These efforts will publicize high-visibility enforcement efforts, based on crash data, taking place throughout the state;
- To build and sustain awareness of key traffic safety initiatives between statewide advertising campaigns by supporting cause-marketing partnerships, which deliver the target audience in high numbers during non-enforcement periods. Specifically, partnering with well-known organizations/individuals that the target audience regards as credible to keep our core social responsibility messages in front of them as often as possible throughout the year;
- To plan and execute a series of communication activities which effectively convey the dangers and consequences of impaired, dangerous, and distracted driving behaviors. Generate a steady stream of paid and earned media exposure needed to heighten levels of awareness and increase positive behavioral change.
- To implement an integrated calendar of paid and earned media events. To do this, we will continue to collaborate with key partners to amplify key messages, expand our reach and boost the critically important interpersonal communication of our messages. Additionally, the communications goal is to create tangible marketing support materials to supplement the presence of messaging as we collectively work

to increase awareness among the public of Indiana's traffic safety laws and related initiatives.

Key Messages and Target Audiences

Occupant Protection

Target Audiences

Primary –White males, 18 to 34; Male teens, 15 to 17.
Secondary – Newly arrived immigrant Latino males, 18 to 34.
Tertiary – African American males, 18 to 34.

Key Messages

- Click It or Ticket
- Buckle Up Trucks
- Buckle Up Indiana

Motorcycle Safety & Awareness

Target Audiences

Primary – Young men, ages 18-24; Men 24-55.

Key Messages

- Gear Up, Indiana
- Ride Safe, Indiana
- Get Legal, Get Licensed
- Save A Life, Be Aware, Motorcycles Are Everywhere.

Child Passenger Safety

Target Audiences

Primary - Parents and caregivers who transport children from birth to age 13
Secondary – Newly immigrated, Spanish-speaking parents who are not fully acculturated
Tertiary – Burmese speaking immigrants

Key Messages

- 4 Steps For Kids
- Protecting Precious Cargo
- Keeping Kids Safe Inside & Out

Young Driver Safety

Target Audiences

Primary – Teenagers ages 15 to 20
Secondary – Parents of newly licensed drivers

Key Messages

- Put the Brakes of Distracted Driving
- Follow the Rules, Keep the Privilege
- Be a Good Road Model
- It Only Takes One

Bicyclist & Pedestrian Safety

Target Audiences

All Hoosiers, particularly adults who regularly use alternative forms of transportation or who walk or bike recreationally.

Key Messages

- Share the Road
- Walk Safe, Walk Smart

Dangerous/Distracted Driving

Target Audiences

Primary–All drivers ages 15 to 45

Key Messages

- Stop Speeding Before Speeding Stops You
- Put the Brakes on Distracted Driving
- X the Txt

Impaired Driving and Riding

Target Audiences

Primary- White males ages 25-54
Secondary- Young men ages 21-24
Tertiary-Young women ages 21-44

Key Messages

- Drive Sober or Get Pulled Over
- Ride Safe, Ride Sober (Motorcycles)
- Fans Don't Let Fans Drive Drunk
- None For the Road

Paid Media

Paid advertising is an important component in Indiana's traffic safety communications strategy. Media flights for each of the state's major enforcement efforts are planned, as well as for several special initiatives identified by the TSD.

FY2012 Paid Media Flights and Dates

- Safe Family Travel (Blitz 69)
  November 9 – 27, 2011

- St. Patrick's Day (Blitz 70)
  March 1 – 16, 2012

- Put the Brakes on Distracted Driving
  April 10- 24, 2012

- Motorcycle Safety & Awareness
  April 26- May 3, 2012

- Click It or Ticket (Blitz 71)
  May 16 – June 2, 2012

- Dangerous Driving Enforcement
  July 1 – 31, 2012

- Drive Sober or Get Pulled Over (Blitz 72)
  August 15 – September 2, 2012

- Child Passenger Safety
  September 18-25, 2012

Paid Media Strategy

In line with its overall communications strategy, the division will select only those advertising mediums that will most likely reach its defined target audience. A mix of both new and traditional media forms will be used to achieve this goal. New media forms, such as online banner advertisements that direct people to traffic safety splash pages will serve as a reinforcement of the messages promoted on traditional forms of media, such as television and radio. In doing so, the division will be able to more accurately gauge the impact of its traffic safety messaging.

Paid Media Evaluation

The division uses several tools to properly measure media campaign effectiveness. Phone surveys, post buy reports, media monitoring, partnership recap information, and web metrics.

Phone Surveys

Pre and post campaign surveys are conducted for both national enforcement campaigns (Click It or Ticket and Drive Sober Get Pulled Over). These studies help determine the level of familiarity audiences have with key traffic safety messages, particularly those associated with HVE activities.

Paid Media Post Buy Reports

The reach of traditional media is measured through post buy reporting. Actual audience reach can be determined by the total GRPs achieved through the amount of air time purchased.

Media Monitoring

Radio, television, print, online and social media mentions related to the division's programmatic initiatives will be tracked through the Cision media database. This service will provide articles and news clips for TSD staff, and provide detailed reports that pinpoint exactly how audiences are consuming traffic safety-related news.

Partnership Recaps

To more effectively reach target audiences, the division partners with several organizations to promote traffic safety messaging. At the conclusion of such partnerships, these groups provide a recap of the objectives met and deliverables received. Effectively, each recap provides the division with a clear measure of actual reach, audience engagement, and

added value.

Web Metrics

The division uses Webtrends to track its online presence through the state of Indiana's web portal. This capability is also available through several of the division's partnerships. Using web analytics, the division can message effectiveness in just minutes. These services track audience engagement in real-time, calculate the number of unique views to each webpage, and determine click-through rates on online advertising.

Earned Media

An earned media strategy is also critical to the success of Indiana's traffic safety communications efforts. Indiana's highway safety earned media strategy works on two levels: 1) to inform audiences about enforcement activities; and 2) to educate audiences about traffic safety issues, enforcement and initiatives.

While earned media is one way to generate public interest about traffic safety initiatives, on its own, it lacks the credibility of enforcement to change behavior. On the same token, enforcement alone does not reach a wide enough audience segment to actually achieve goals. Thus, whenever possible, the division will create earned media opportunities that are coupled with enforcement activities.

The division created a year-round media plan that helps to meet its communications objectives. The communications manager will determine which earned media tools would be most appropriate for each campaign and work with program managers, LELs, and other partners to coordinate earned media opportunities that support a specific TSD program.

These tools include:

- Digital Media: Through the use of the state's web portal, in.gov, the division routinely provides feature content to both ICJI and State of Indiana homepages.

- Media Correspondence: News releases, media advisories and press kits will be provided to key media sources across the state for all of the division's communications efforts. Written communications will also be provided in template form to LEL to allow for a more regionally-specific media opportunities.

- Media Events: When appropriate, media events will be held to generate interest in specified traffic safety initiatives.

- Interviews and Speeches: The TSD division director and LELs are routinely asked to comment publicly on a variety of traffic safety topics. As a result, talking points are created for many media campaigns to help keep speakers on point and ensure a unified, statewide message.

- Community Outreach – The division is regularly asked to participate in community events around the state. When possible, the division, along with several of its grantees, will staff onsite booths, provide informational materials, or speak to audiences about the state's many traffic safety initiatives.

Collateral Materials

The creation of Indiana-specific creative material allows the TSD to more effectively reach Hoosier audiences and generate interest in traffic safety programming. These unique creatives will be used in the development of brochures, online and print advertising, and promotional signage. New informational brochures planned for FY 2012 include:

- Distracted Driving
- Keeping Kids Safe in and Around Cars (English, Spanish and Burmese)

Research

The communications efforts outlined in this plan are largely driven by statistical data. This information not only helps to identify problem areas, it also helps determine the target audience for each media campaign and programmatic initiative. Before media buys are placed, correspondence distributed, or creative materials developed, the communications manager will work with a dedicated research analyst to 1)determine the most appropriate target audience; and 2) obtain traffic data relevant to an identified demographic. This will allow for a more efficient allocation of resources, as well as a more streamlined communications effort overall.

Communications Calendar

October 2011

Safe Halloween/ Pedestrian Safety

Paid Media Work Plan

- Online advertising

Earned Media Work Plan

Messaging- Walk Safe, Walk Smart or Friends Don't Let Friends Drive Drunk

- Media correspondence
- Digital media

National Teen Driver Safety Week (October 16 – 22)

Paid Media Work Plan:

- Online advertising

Earned Media Work Plan:

- Media correspondence
- Digital media
- Media Event with message appropriate promotional item

International Walk to School Month

Paid Partnerships

Indiana University/ Purdue University Sports

Programmatic Area: Dangerous Driving; Impaired Driving
Messaging: Fans Don't Let Fans Drive Drunk (Football); Put the Brakes on Distracted Driving (Basketball)
(This partnership began in September 2011 and runs through April 2012)
Indiana and Purdue Universities provide the division with a unique opportunity to actively engage fans. Traffic Safety messaging is not only featured during game play, and onsite, the students of both universities actively engage the participation of their peers to learn more about distracted driving through Facebook.

Star Media Group

Programmatic Area: All
Messaging: All
(This partnership runs through September 2012)
While Star Media places paid media for the division through Yahoo, Indystar.com and its affiliate sites, the partnership provides the division with the ability to develop unique, state-specific creatives for both print and online use. Mobile messaging capabilities as well as app development are also a feature of this partnership.

The Children's Museum Haunted House

Programmatic Area: Child Passenger Safety
Messaging: Protecting Precious Cargo
In an effort to educate parents and caregivers on how to properly restrain their children in motor vehicles, the division will partner with the Indianapolis Children's Museum to

promote child passenger safety at the heavily attended Children's Museum Guild Haunted House. Deliverables include on-site signage, web mentions, and message inclusions on promotional materials. To further promote the importance of this issue, the division will encourage parents to take part in a CPS clinic set up on location at the event. The division will also develop message appropriate promotional items to help support the partnership.

Horseshoe Classic

Programmatic Area: Dangerous Driving
Messaging: Put the Brakes on Distracted Driving
(This partnerships runs through November 2011)
Much like the All Pro Dads partnership, the division's involvement with this event provides a platform to address younger audiences about the dangers of distracted driving. The Horseshoe Classic consists of three different matchups between high school football teams from across the state. Deliverables include digital signage, print materials, message inclusions and web mentions.

November 2011

Safe Family Travel Enforcement (November 11 – 27)

Paid Media Work Plan:

- Messaging – Drive Sober or Get Pulled Over/ Click It or Ticket (English and Spanish)
- Budget - $200,000
- Mediums – Outdoor, radio and online

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media Event

Other Significant Events

- Operation Pull Over Banquet (November 19)

Paid Partnerships

All Pro Dads

Programmatic Area: Dangerous Driving
Messaging: Put the Brakes on Distracted Driving
An event that promotes healthy relationships between fathers and children, the All Pro Dads partnership allows the TSD to talk to parents and children directly about the dangers of distracted driving. The division partners with ICJI's Youth division to staff a booth in the event's exposition area. Deliverables include web mentions, and the inclusion of messaging in promotional materials.

December 2011

Winter Holidays

Paid Media Work Plan:

- Online advertising

Earned Media Work Plan:
Messaging – Friends Don't Let Friends Drive Drunk

- Media correspondence

- Digital media

New Year's Eve

Earned Media Work Plan:

Messaging – Drive Sober or Get Pulled Over

- Media correspondence
- Online advertising
- Digital media

January 2012

Safe Winter Travel

Paid Media Work Plan:

- Online advertising

Earned Media Work Plan:

- Media correspondence
- Digital media

February 2012

Super Bowl 2012 (January 28 – February 3)

Earned Media Work Plan:

Messaging: Fans Don't Let Fans Drive Drunk

- Media correspondence
- Digital media

Paid Media Work Plan:

Messaging – Fans Don't Let Fans Drive Drunk

- Budget - $150,000
- Mediums: Online and outdoor advertising

March 2012

St. Patrick's Day (March 2 – 18)

Paid Media Work Plan:

Messaging – Drive Sober or Get Pulled Over/ Click It or Ticket

- Budget - $200,000
- Mediums – Outdoor, radio and online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Media Event with message appropriate promotional item (designated driver wristbands)

Paid Partnerships

Steel Horse

Programmatic Area: Motorcycles

Messaging: None For the Road; Gear Up, Indiana

(This partnerships runs through September 2012)
The long-running program has an avid following among members of the motorcycle community statewide. Each week, the show features a safety segment that specifically speaks to riders about the importance of safe riding practices. The division sponsors the Safety 101 segment for each program, as well as provides two state-specific ads for each episode.

Radio Disney

Programmatic Area: Child Passenger Safety
Messaging: Keep Kids Safe in and Around Cars; Protect Your Precious Cargo
(This partnership runs through September 2012)
This partnership allows the division to educate parents about the importance of child passenger safety while engaging younger audiences. For each designated event, the Radio Disney Road Crew creates a fun learning atmosphere for both parents and children. Special giveaways, music and Disney-themed activities become part of any TSD event.

April 2012

Motorcycle Safety & Awareness (April 26 –May 3)

Paid Media Work Plan:
Messaging – Save a Life. Be Aware. Motorcycles Are Everywhere

- Budget - $100,000
- Mediums – Outdoor, radio and online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Media Event

Safe Spring Break

Paid Media Work Plan:
Messaging – Put the Brakes on Distracted Driving

- Budget - $100,000
  Mediums – Outdoor, radio and online

Earned Media Work Plan:

- Media correspondence
- Digital media

Distracted Driving

Paid Media Work Plan:
Messaging – Put the Brakes on Distracted Driving

- Budget - $50,000
  Mediums – Online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Distracted driving brochure distribution

Rural Demonstration Project

Paid Media Work Plan:

Messaging – Buckle Up Trucks

- Budget - $10,000

  Mediums – Online

Earned Media Work Plan:

- Media correspondence
- Digital media

Paid Partnerships

Indianapolis Indians

Programmatic Area: Impaired Driving

Messaging: Fans Don't Let Fans Drive Drunk; Drive Sober or Get Pulled Over

(This partnerships runs through September 2012)

Digital billboard signage, sponsorship of stadium cup holders, and the designation of a Traffic Safety Night are part of this partnership. The division will officially kick off the state's 2012 Drive Sober or Get Pulled Over campaign during this event. To further support the impaired driving message at Indians games, promotional items will be selected to distribute to fans who attend the games the night of the enforcement kickoff.

Indianapolis Motor Speedway

Programmatic Area: Occupant Protection and Motorcycle Safety & Awareness

Messaging: Buckle Up, Trucks and Gear Up, Indiana

(This partnerships runs through September 2012)

This partnership provides the TSD with the opportunity to directly promote motorcycle safety messaging at an event largely attended by motorcycle riders and enthusiasts, as well as targeting the demographic for the seatbelt use. This promotion will include prominent signage, print advertising, branding entitlements, opportunities to directly interact with the target audience, distribute informational materials and more.

May 2012

Click It or Ticket Enforcement (May 18 – June 3)

Paid Media Work Plan:

- Budget - $200,000

  Mediums – Outdoor, radio and online (English and Spanish)

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event

Safe Graduation

Earned Media Work Plan:

- Media correspondence
- Digital media

National Bicycle Safety Month

Paid Media Work Plan:

Messaging – Share the Road

- Budget - $20,000
  Mediums – Online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Message appropriate promotional item distributed through grantees and partnering organizations (Bike lights or reflectors)
- Ride Safe, Walk Smart brochure distribution

National Youth Traffic Safety Month

Paid Media Work Plan:

Messaging – Follow the Rules, Keep the Privilege

- Budget - $20,000
- Mediums – Online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Teen driver safety brochure distribution

Paid Partnerships

Riley Miracle Ride

Programmatic Area: Motorcycles

Messaging: None For the Road; Save A Life. Be Aware. Motorcycles Are Everywhere.

The division uses this partnership to speak directly to the target population. The division will promote two key motorcycle safety messages at one event. Hundreds of motorcycle riders from across the state take part in this annual, three-day even. Deliverables include the inclusion of logos and slogans on promotional materials, on-site signage, and web mentions.

June 2012

Keep Kids Safe In and Around Cars

Paid Media Work Plan:

Messaging – Keep Kids Safe In and Around Cars

- Budget - $20,000
  Mediums – Online

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event with message specific promotional item (4 Steps for Kids Magnet)
- Keep Kids Safe… brochure distribution (English and Spanish)

July 2012

Dangerous Driving Enforcement (July 1 – 31)

Paid Media Work Plan:

- Budget - $100,000
  Mediums – Outdoor, radio and online

Earned Media Work Plan:

- Media correspondence
- Digital media

Paid Partnerships

ABATE of Indiana

Events: The Boogie
Programmatic Area: Motorcycles
Messaging: None For the Road

A partnership with ABATE of Indiana for this annual event provides the division to directly communicate with its target audience. The organization advocates safe riding practices among Hoosier motorcyclists and regularly helps the division promote initiatives over the course of the year. Deliverables for this event includes on-site signage, radio mentions, print advertisements, and the inclusion of motorcycle safety messaging in their promotional material.

Indiana Black Expo

Programmatic Area: Occupant Protection
Messaging: Click It or Ticket

With more than 300,000 attendees each year, the Indiana Black Expo provides the division with an opportunity to educate the African-American demographic about Indiana's traffic safety initiatives. This partnership includes a booth in the event's exhibition area where collateral materials and promotional items can be distributed.

August 2012

Drive Sober or Get Pulled Over Enforcement (August 17 – September 3)

Paid Media Work Plan:

- Budget - $200,000
- Mediums – Outdoor, radio and online (English and Spanish)

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media Event

September 2012

Child Passenger Safety Week (September 16 – 22)

Paid Media Work Plan:

Messaging – Protecting Precious Cargo

- Budget - $90,000
- Mediums – Radio, online

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event with message appropriate promotional item(English and Spanish)
- Precious Cargo brochure distributed (English, Spanish, Burmese)

Communications Budget

EXPENSE	*402*	*410*	*406*	*2010*
Staff Salaries	$55,000.00			
Special Projects & Productions	$20,000.00			
Operation Pullover Banquet (November 2011)	$35,000.00			
Blitz 69 Paid Media Radio/ TV *Safe Family Travel* (November 2011)	$45,000.00	$80,000.00		
Blitz 70 Paid Media Radio/TV *St. Patrick's Day (*March 2012)	$25,000.00	$125,000.00		
Blitz 71 Paid Media Radio/ Outdoor *Click It or Ticket* (May 2012)	$75,000.00			
Blitz 72 Paid Media Radio/ Outdoor *Drive Sober or Get Pulled Over* (August 2012)		$75,000.00		$15,000.00
Dangerous Driving Paid Media Radio/ TV (July 2012)	$57,250.00		$42,750.00	
Motorcycle Safety & Awareness Paid Media TV/Outdoor (April 2012)				$40,000.00
Child Passenger Safety Paid Media Radio/TV (September 2012)	$90,000.00			
Learfield Sports (IU and Purdue) Partnership Impaired and Distracted Driving	$45,000.00	$25,000.00		
Riley Miracle Ride Partnership Motorcycles		$3,000.00		$12,000.00
The Boogie Partnership Motorcycles		$5,000.00		$5,000.00

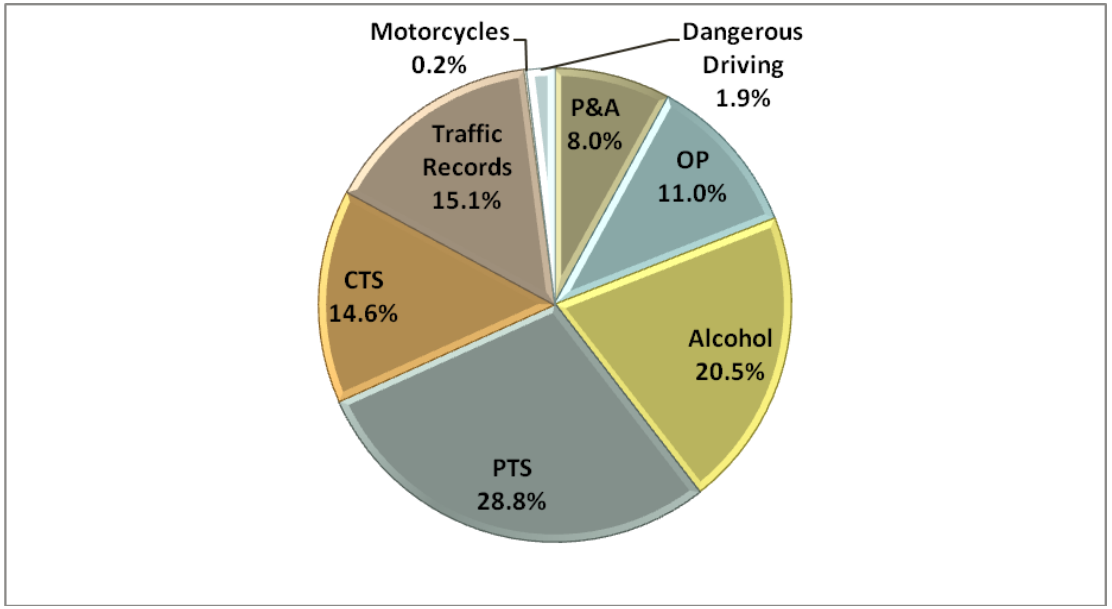
Radio Disney Partnership Child Passenger Safety			$7,000.00	
The Children's Museum Partnership Child Passenger Safety	$20,000.00			
Indianapolis Indians Partnership Impaired Driving		$30,000.00	$5,000.00	
Premium Items	$7,500.00	$400.00	$1,250.00	
Star Media Partnership All Areas - Occupant Protection, Young Drivers, Motorcycles, Impaired Driving, Distracted Driving, *Digital, Mobile Media*		$21,000.00	$170,000.00	$9,000.00
Steel Horse Partnership (2012)				$14,000.00
Media Monitoring Print, Broadcast, Online	$46,650.00			
Indiana Black Expo Partnership	$1,000.00			
Lucas Oil Football	$2,500.00			
All Pro Dads Partnership	$7,500.00			
Indianapolis Motor Speedway Partnership Occupant Protection, Motorcycles, Impaired Driving (2012)			$6,000.00	$55,000.00
Pre and Post Telephone Surveys *Click It or Ticket* (2012)	$35,600.00			
Pre and Post Telephone Surveys *Drive Sober or Get Pulled Over* (2012)		$35,600.00		
Total Expenditures	**$568,000.00**	**$400,000.00**	**$232,000.00**	**$150,000.00**
Communications Budget Totals	$568,000.00	$400,000.00	$232,000.00	$150,000.00
Balance	$0.00	$0.00	$0.00	$0.00

Fiscal Summary

Traffic Safety Budget

	406	402	410	2011	405	2010	408	1906	Match	Total
P&A		523,333							523,333	1,046,666
OP	450,000	61,000		375,000	560,000					1,446,000
Alcohol	171,000	171,000	2,341,000							2,683,000
PTS		3,095,000	60,000		75,000					3,770,000
CTS	772,000	588,000	40,000			150,000				1,910,000
Traffic Records	360,000						728,000	885,460		1,973,460
Motorcycles						20,000				20,000
Dangerous Driving		250,000								250,000
Total	**1,753,000**	**4,688,333**	**3,341,000**	**375,000**	**635,000**	**170,000**	**728,000**	**885,460**	**523,333**	**13,099,126**

Program Section Funding



Program Cost Summary

	2012	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Budget	Primary Seat Belt	General	Impaired Driving	Children	Seat Belts	Motor-cycles	Traffic Records	Profiling (Est.)	Fed.Funds	Hard Match	Federal & State
Planning and Administrative (P&A)												
Planning & Administration-Federal	523,333	0	523,333	0	0	0	0	0		523,333	0	523,333
Planning & Administration-State	523,333	0	0	0	0	0	0	0		0	523,333	523,333
Sub-total P&A	1,046,666	0	523,333	0	0	0	0	0		523,333	523,333	1,046,666
Section II: Occupant Protection												
Program Management	61,000		61,000	0	0	0	0	0		61,000	0	61,000
Automotive Safety Program	850,000	0	0	0	375,000	475,000	0	0		850,000	0	850,000
Seat Belt Enforcement (OPO)	475,000	450,000		0	0	25,000	0	0		475,000	0	475,000
Rural Demonstration Project (RDP)	60,000	0	0	0	0	60,000	0	0		60,000		60,000
Sub-total Occupant Protection	1,446,000	450,000	61,000	0	375,000	560,000	0	0		1,446,000	0	1,446,000

	2012	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Budget	**Primary Seat Belt**	**General**	**Impaired Driving**	**Children**	**Seat Belts**	**Motor-cycles**	**Traffic Records**	**Profiling (Est.)**	**Fed.Funds**	**Hard Match**	**Federal & State**
Section III: Alcohol												
Program Management	76,000	0	0	76,000	0	0	0	0		76,000	0	76,000
FACT Teams	550,000	0	0	550,000	0	0	0	0		550,000	0	550,000
Enforcement (DUI Task Force)	1,400,000	0	0	1,400,000	0	0	0	0		1,400,000	0	1,400,000
Law Enforcement Training Board (SFST/DRE)	190,000		0	190,000	0	0	0	0		190,000	0	190,000
Traffic Safety Resource Prosecutor	190,000	95,000	95,000	0	0	0	0	0		190,000	0	190,000
Excise Police	125,000		0	125,000	0	0	0	0		125,000	0	125,000
SADD	152,000	76,000	76,000		0	0	0	0		152,000	0	152,000
Sub-total Alcohol	2,683,000	171,000	171,000	2,341,000	0	0	0	0		2,683,000	0	2,683,000
Section IV: PTS												
Program Management	65,000		65,000	0	0	0	0	0		65,000	0	65,000
Statewide Training	10,000	0	10,000	0	0	0	0	0		10,000	0	10,000
OPO Awards Banquet	95,000		95,000	0	0	0	0	0		95,000	0	95,000

	2012	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Budget	**Primary Seat Belt**	**General**	**Impaired Driving**	**Children**	**Seat Belts**	**Motor-cycles**	**Traffic Records**	**Profiling (Est.)**	**Fed.Funds**	**Hard Match**	**Federal & State**
BCC Enforcement	2,200,000		2,125,000	0	0	75,000	0	0		2,200,000	0	2,200,000
Indiana State Police	1,400,000		800,000	600,000	0	0	0	0		1,400,000	0	1,400,000
Sub-total PTA	3,770,000	0	3,095,000	600,000	0	75,000	0	0		3,770,000	0	3,770,000
Section V: Community TS												
LEL Program	540,000	540,000		0	0	0	0	0		540,000	0	540,000
Media / Communications Division	1,350,000	232,000	568,000	400,000	0		150,000	0		1,350,000	0	1,350,000
Young Drivers Programs	20,000	0	20,000	0	0	0	0	0		20,000	0	20,000
Sub-total Community TS	1,910,000	772,000	588,000	400,000	0	0	150,000	0		1,910,000	0	1,910,000
Section VI: Traffic Records/ Research												
Program Management	67,000	0	0	0	0	0	0	67,000		67,000	0	67,000
Indiana University Center	350,000	350,000	0	0	0	0	0	0		350,000	0	350,000
Purdue University/ CODES	115,000	10,000	0	0	0	0	0	105,000		115,000		
Payment to the BMV	10,000	0	0	0	0	0	0	10,000		10,000	0	10,000

	2012	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Budget	**Primary Seat Belt**	**General**	**Impaired Driving**	**Children**	**Seat Belts**	**Motor-cycles**	**Traffic Records**	**Profiling (Est.)**	**Fed.Funds**	**Hard Match**	**Federal & State**
Traffic Records Improvements	546,000	0	0	0	0	0	0	546,000		546,000	0	546,000
Racial Profiling Grant	885,460	0	0	0	0	0	0	0	885,460	885,460	0	885,460
Sub-total Traffic Records	1,973,460	360,000	0	0	0	0	0	728,000		1,973,460	0	1,973,460
Section VII: Motorcycles												
Lease Purchase of Facility	10,000	0	0	0	0	0	10,000	0		10,000	0	10,000
Training Motorcycles	10,000	0	0	0	0	0	10,000	0		10,000	0	10,000
Media / Public Awareness Campaign	0	0	0	0	0	0	0	0		0	0	0
Sub-total Motorcycles	20,000	0	0	0	0	0	20,000	0		20,000	0	20,000
Section VIII: Dangerous Driving												
Dangerous Driving/ Texting	250,000	0	250,000	0	0	0	0	0		250,000	0	250,000
Sub-total Dangerous Driving	250,000	0	250,000	0	0	0	0	0		250,000	0	250,000
Total 2012 Budget	13,099,126	1,753,000	4,688,333	3,341,000	375,000	635,000	170,000	728,000	885,460	12,575,793	523,333	13,099,126

STATE CERTIFICATIONS AND ASSURANCES

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

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

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

Certifications and Assurances

Section 402 Requirements

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

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

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

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

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

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

(23 USC 402 (b)(1)(E));

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

Other Federal Requirements

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

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

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

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

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

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

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

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_C

ompensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
    - the entity in the preceding fiscal year received—
        - 80 percent or more of its annual gross revenues in Federal awards; and(II) $25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.;* PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as

amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702):
The State will provide a drug-free workplace by:

a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

b. Establishing a drug-free awareness program to inform employees about:

   1. The dangers of drug abuse in the workplace.

   2. The grantee's policy of maintaining a drug-free workplace.

   3. Any available drug counseling, rehabilitation, and employee assistance programs.

   4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --

1. Abide by the terms of the statement.

2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.

e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -

1. Taking appropriate personnel action against such an employee, up to and including termination.

2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

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

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

POLITICAL ACTIVITY (HATCH ACT)

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

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

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

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

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Instructions for Lower Tier Certification

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

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

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

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

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

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

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

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this

clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

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

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

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

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

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

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

1. Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—
   a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
   b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
   a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
   b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

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

_____

Governor's Representative for Highway Safety

_____

State or Commonwealth

_____

For Fiscal Year

_____

Date