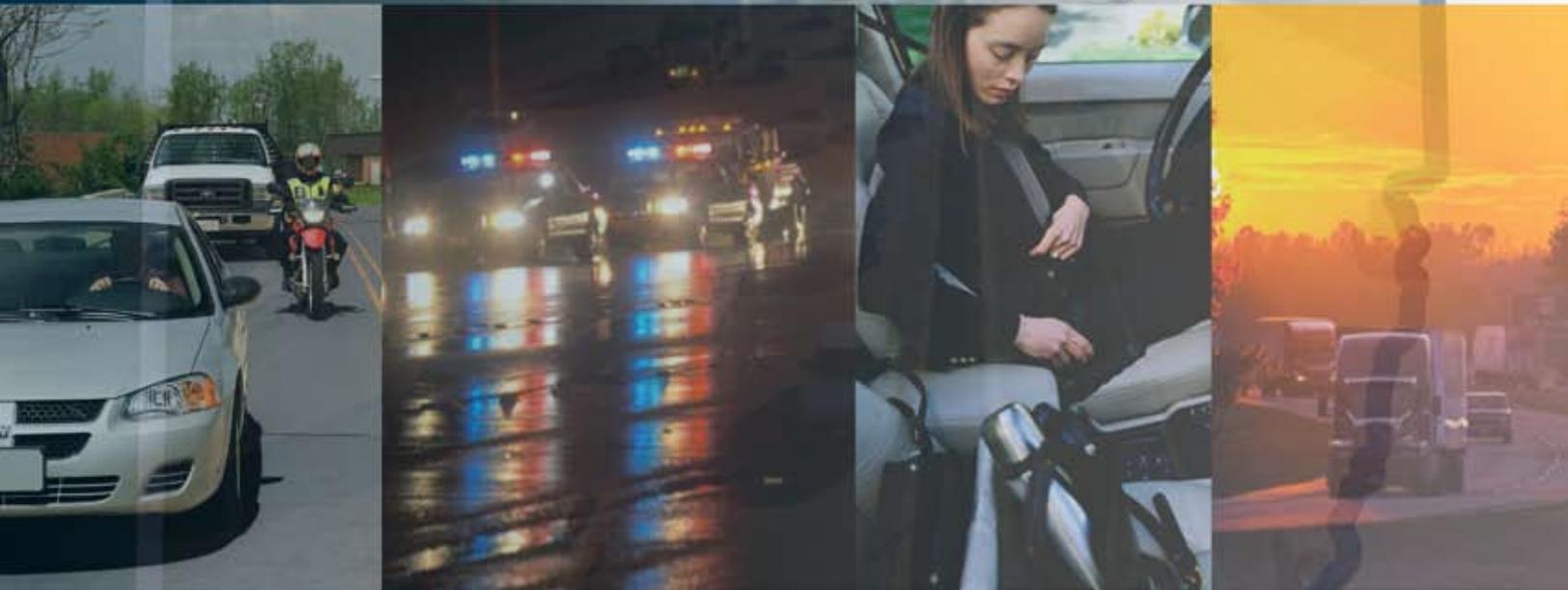


# Annual Evaluation Report Federal Fiscal Year 2008



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[WWW.PUBLICSAFETY.OHIO.GOV](http://WWW.PUBLICSAFETY.OHIO.GOV)



**OTSO**

**Ohio Traffic Safety Office**

## **Mission Statement**

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

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Ohio Highway Safety Program  
Annual Evaluation Report  
Federal Fiscal Year 2008  
October 1, 2007 - September 30, 2008

Table of Contents

OTSO Accomplishments	1
Ohio Crash Data and Trends	2
Mission Statement and Problem Identification	8
FFY 2008 Statewide Highway Safety Goals	9
Occupant Protection Programs	11
Impaired Driving Programs	23
Evaluation Strategies	30
Noteworthy Practices	32
• Comprehensive Highway Safety Plan_____	32
• Safety Conscious Planning Workshop_____	33
• Law Enforcement Liaison Program_____	33
• Speed Management_____	34
• Equipment Awards_____	34
• Construction Zone Enforcement_____	34
• Ohio Safe Commute_____	35
• Safe Communities_____	36
• Ohio Partnership for Traffic Safety (OPTS)_____	37
• Traffic Safety Diversity Grants (Cultural Competence Initiative)_____	37
• Amish Traffic Safety Grant_____	38
• Motorcycle Safety Program_____	39
• OTSO Senior Driver Presentations_____	40
• Engineering Studies_____	41
• Engineering Training - ODOT_____	41
• Crash Outcomes Data Evaluation System (CODES) Project_____	41
• Incident Reporting Data Validation Process_____	42
• Statewide Road Inventory and Location Based Response System_____	42
• Grant Program Management Strategies_____	43
Financial Summary	44

## Accomplishments

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- The 2008 statewide observational seat belt survey conducted by Miami University, Applied Research Center showed Ohio's seat belt use rate had increased another percentage point to a record 82.7 percent. With Ohio continuing to be a secondary seat belt state at this point, the enforcement, public awareness, paid media and educational initiatives are continuing to increase seat belt usage
- Implementation of the comprehensive highway safety plan, *Ohio's Road Map to Fewer Fatalities*, continued in FFY 2008. The interdisciplinary plan identifies five highway safety emphasis areas, with specific strategies to address crashes and fatalities.
- The OTSO has been making an increased effort to ensure traffic safety messages are being delivered to all populations in Ohio. We were especially successful with the Hispanic media markets this year.
- The Ohio Hispanic Coalition hosted 72 Safety classes and 15 Car Seat Checks. Based on the surveys done, it showed that there was a 48% increase in the use of safety seat belts and child restraints among our participants.
- Traffic safety discussions have taken place with leaders from Somali and Hispanic/Latino communities around the state. Some programs resulting from these discussions will be implemented in FFY2009.
- Motorcycle Ohio developed the Ride SMART campaign to help make motorcyclists more aware of safety issues dealing with their riding. We are distributing materials in the Spring of 2009 on the following topics: Ride SOBER, Ride MOTORCYCLE ENDORSED, Ride ALERT, Ride RIGHT GEAR and Ride TRAINED.
- ODPS Communications Office and OTSO partnered with TEAM (Techniques for Effective Alcohol Management) to promote NHTSA's Responsibility Has Its Rewards Campaign. On April 4<sup>th</sup> at Cincinnati Red's stadium, fans had the opportunity to record their own responsibility message to show support for their favorite MLB club.
- OTSO partnered with the Ohio Department of Transportation (ODOT) to display traffic safety messages on the overhead message boards throughout the state. Message included: Watch for Motorcycles, Click It or Ticket, and Over the Limit Under Arrest.

# Crash Data & Trends

## Progress Report Data 2001 – 2008

	2001	2002	2003	2004	2005	2006	2007	2008*
<b>Fatalities (Actual)</b>	1,379	1,417	1,278	1,285	1,326	1,239	1,239	
<b>Fatality Trend</b>	1,379	1,398	1,358	1,340	1,337	1,358	1,309	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Fatality Rate /100 million VMT</b>	1.28	1.31	1.16	1.14	1.18	1.10	1.11	
<b>Fatality Rate Trend</b>	1.28	1.30	1.25	1.22	1.21	1.20	1.18	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Injuries (Actual)</b>	66,854	67,864	66,466	66,842	63,650	59,810	58,031	
<b>Injury Trend</b>	66,854	67,359	67,061	67,007	66,335	65,248	64,217	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Fatality &amp; Serious Injury Rate/(100 million VMT)</b>	12.2	12.3	11.23	11.75	11.09	10.65	10.56	
<b>Fatality &amp; Serious Injury Rate Trend</b>	12.2	12.3	11.9	11.9	11.7	11.5	11.4	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Fatality Rate/100K Population</b>	12.1	11.26	11.26	11.56	11.56	10.79	10.96	
<b>Fatality Rate Trend/100K Population</b>	12.1	11.7	11.5	11.5	11.5	11.4	11.4	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Fatal &amp; Serious Injury Rate/100K population</b>	114.4	116.36	108.73	115.42	107.96	104.02	102.26	
<b>Fatal &amp; Serious Injury Rate Trend /100K population</b>	114.4	115.4	113.2	113.7	112.6	111.1	109.9	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Alcohol Related Fatalities</b>	375	482	463	477	474	495	473	
<b>Alcohol Related Fatality Trend</b>	375.0	428.5	440.0	449.3	454.2	461.0	462.7	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Proportion of Alcohol Related Fatalities</b>	27.2	34.0	36.0	37.1	35.7	39.9	37.6	
<b>Alcohol Proportion Trend</b>	27.2	30.6	32.4	33.6	34.0	35.0	35.4	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Alcohol Related Fatality Rate/100M VMT</b>	0.35	0.45	0.42	0.42	0.42	0.44	0.43	
<b>Alcohol Fatality Rate Trend</b>	0.35	0.40	0.41	0.41	0.41	0.42	0.42	
	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Percent of Population Using Seat Belts</b>	66.90%	70.30%	74.70%	74.10%	78.70%	81.70%	81.60%	82.70%
<b>Seat Belt Use Trend</b>	66.90%	68.60%	70.63%	71.50%	72.94%	74.40%	75.43%	77.69%

\* Crash numbers for 2008 are being collected and will not be available until 2009.

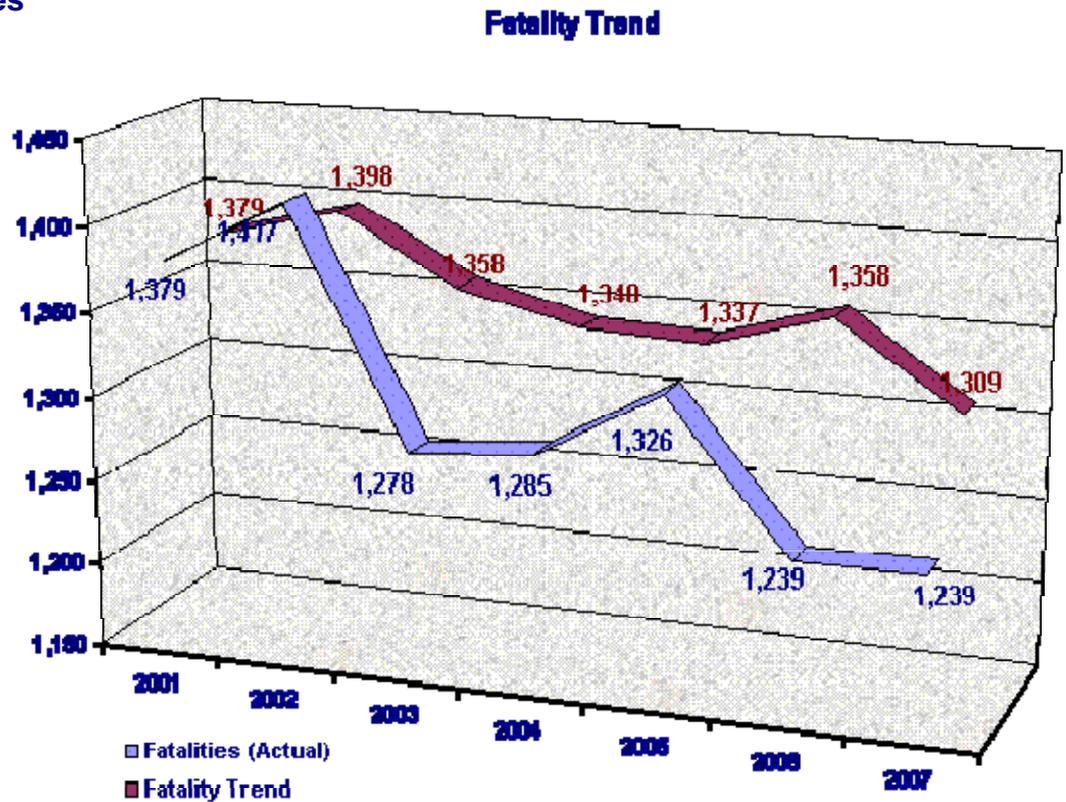
Crash numbers listed above are taken from the official Ohio Traffic Crash Facts Book for the year indicated.

From the Ohio Department of Transportation, Vehicle Miles of Travel for 2007 is 111,063,784,100.

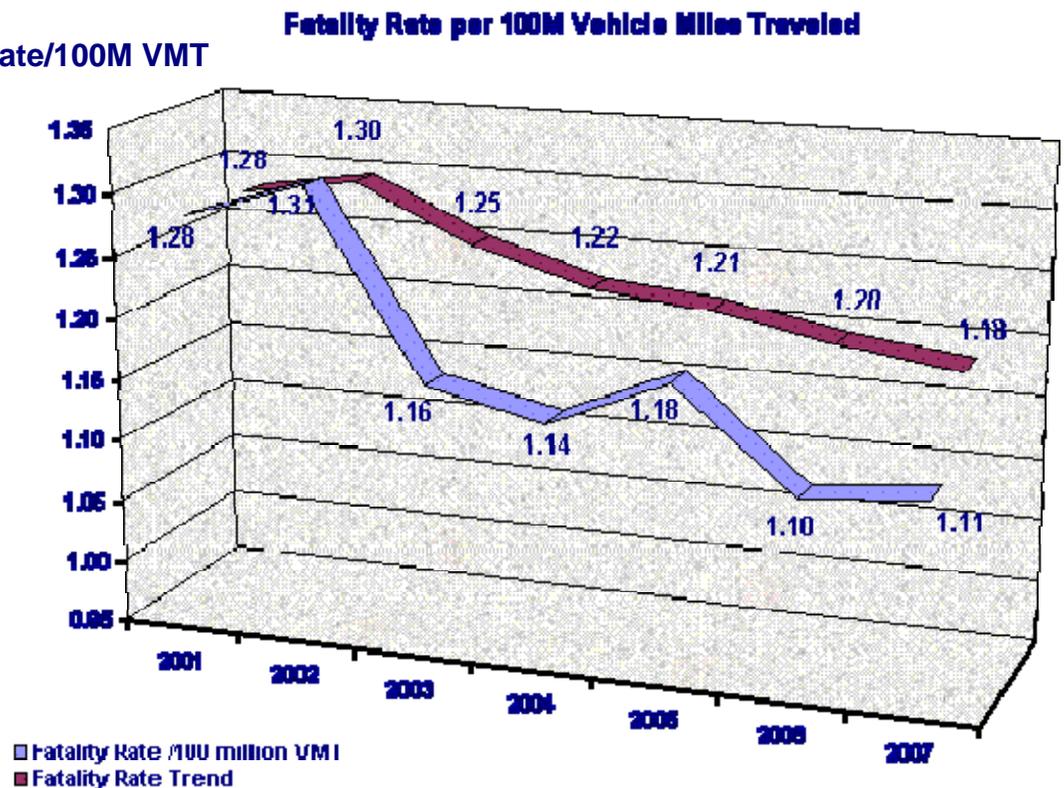
From the Ohio Department of Development, the population estimate for 2007 is 11,466,917.

# Motor Vehicle Crash Trends

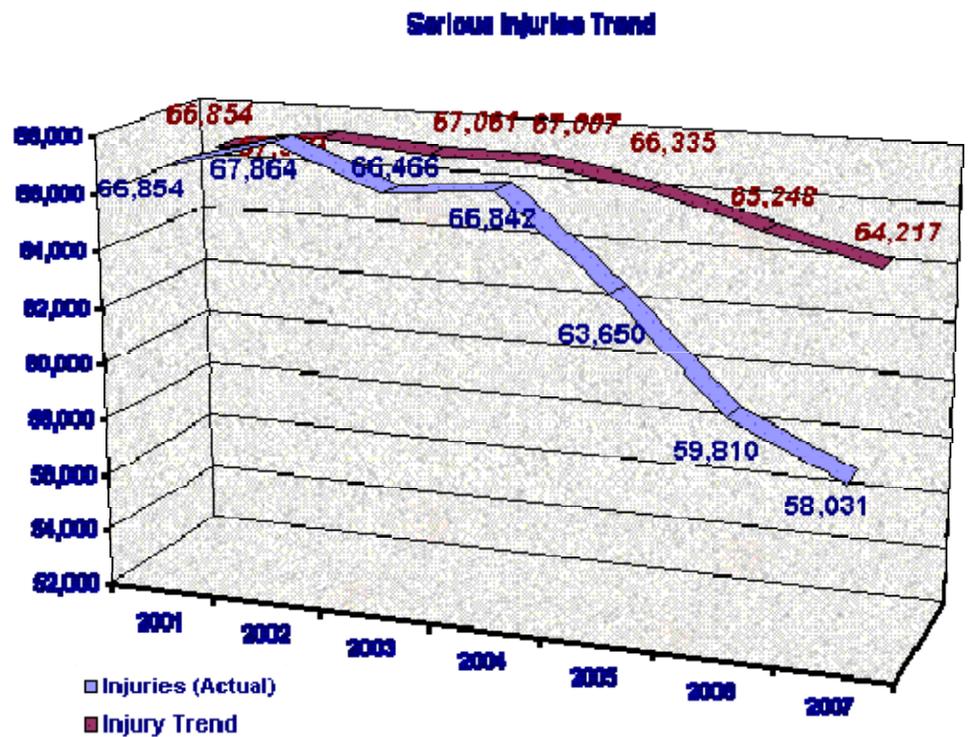
## Trend: Fatalities



## Trend: Fatality Rate/100M VMT

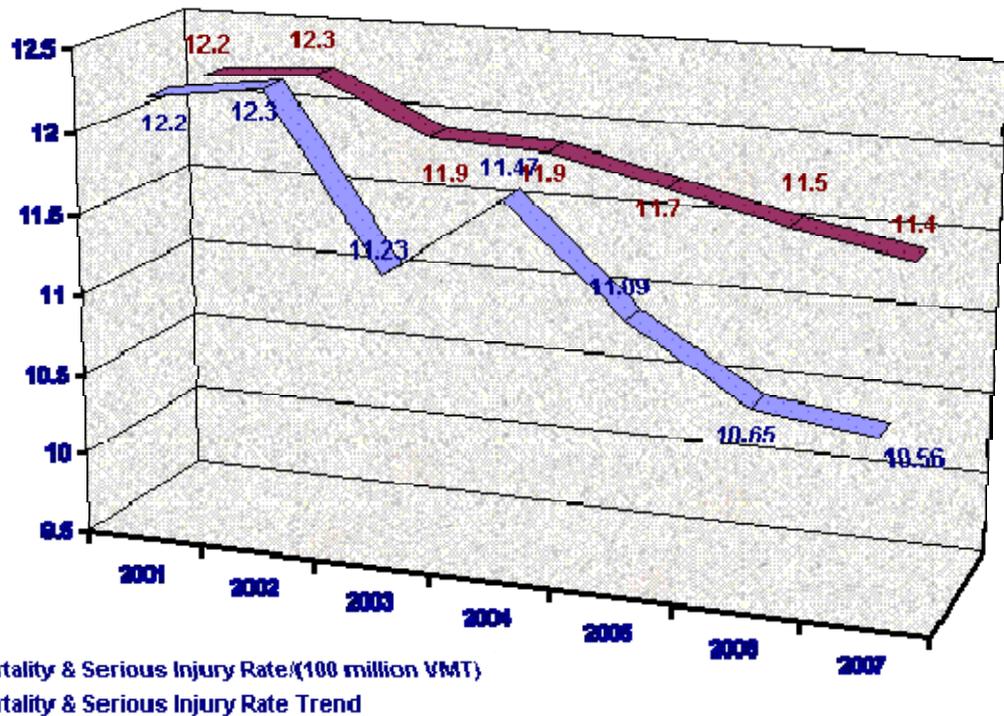


Trend: Serious Injuries

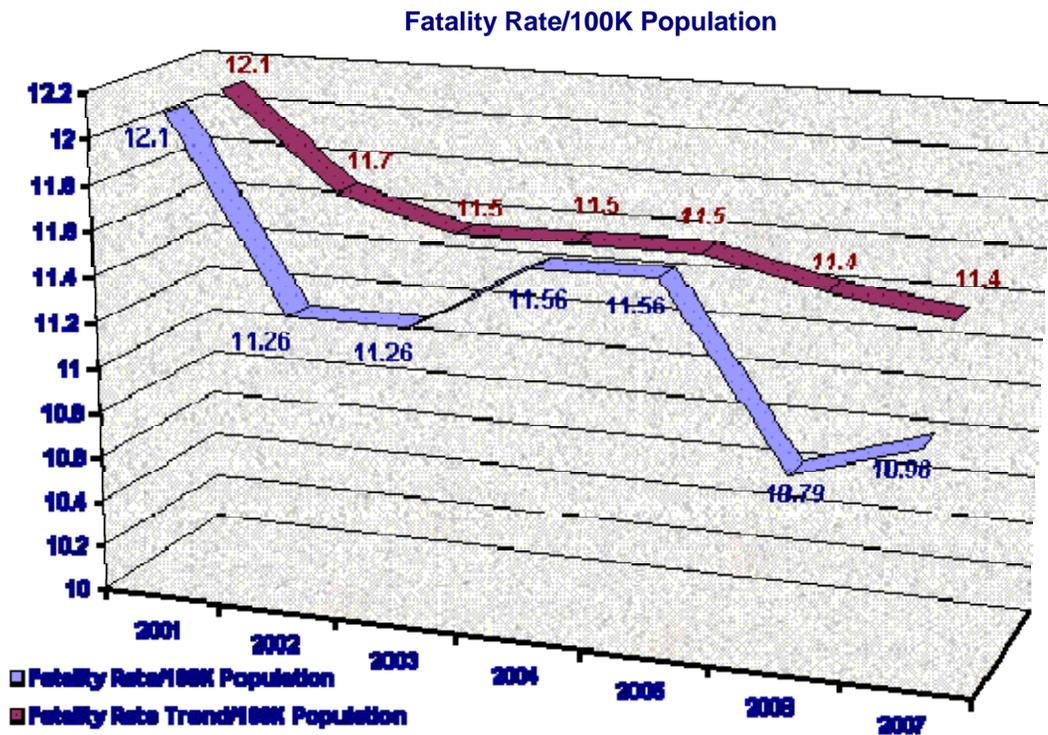


Trend: Fatal & Serious Injury Rate/100M VMT

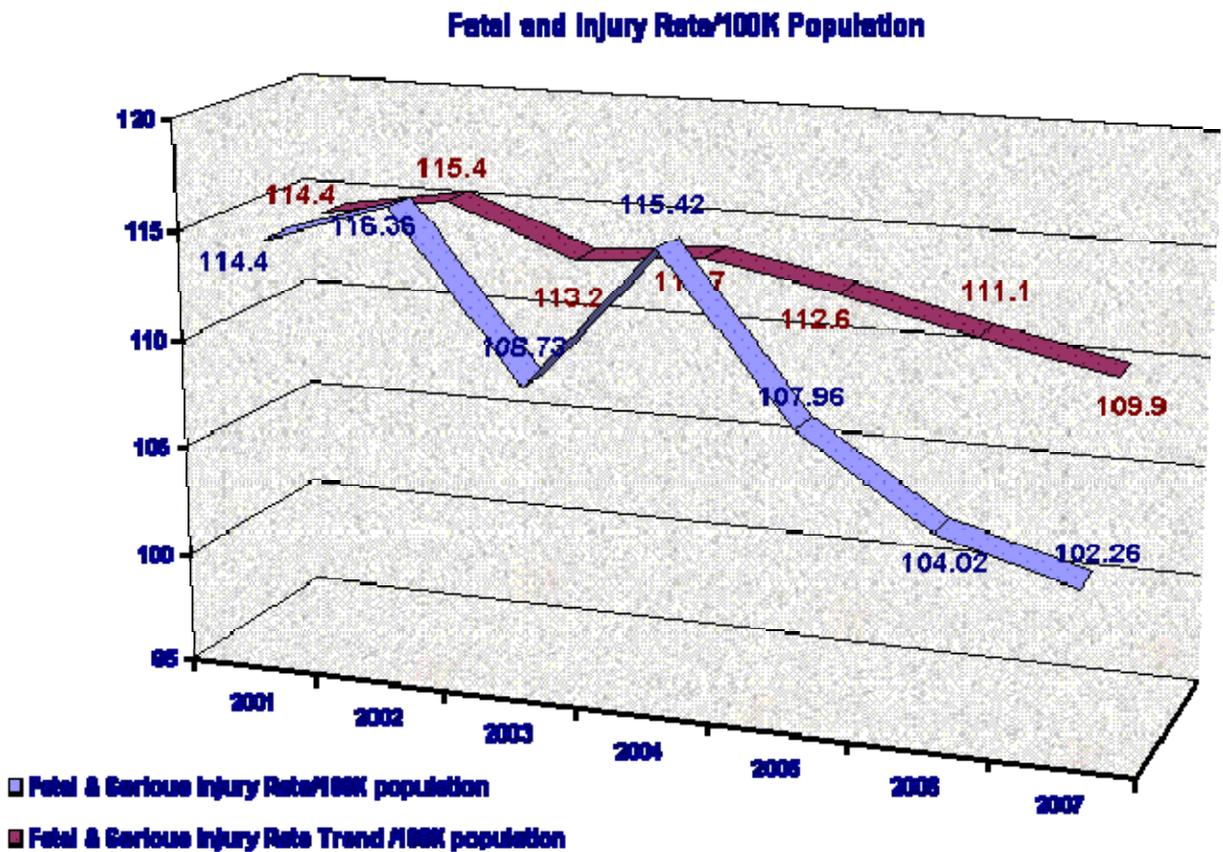
**Fatal & Serious Injury Rate per 100M Vehicle Miles Traveled**



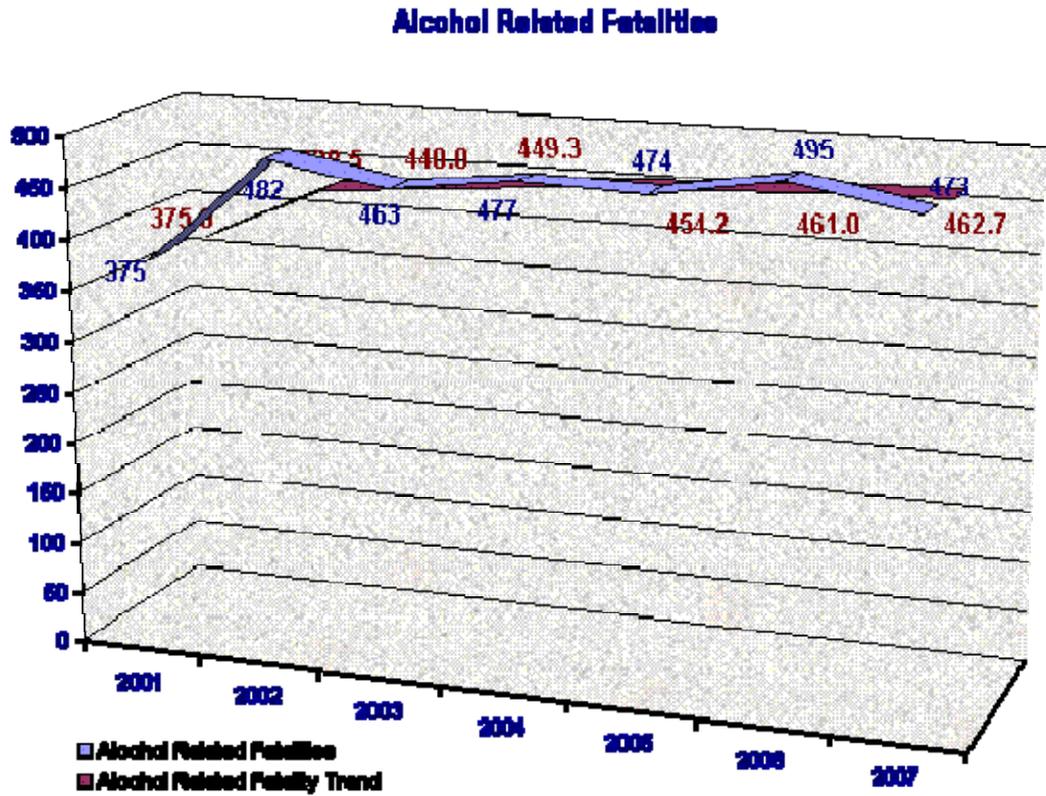
Trend: Fatality Rate/100K Population



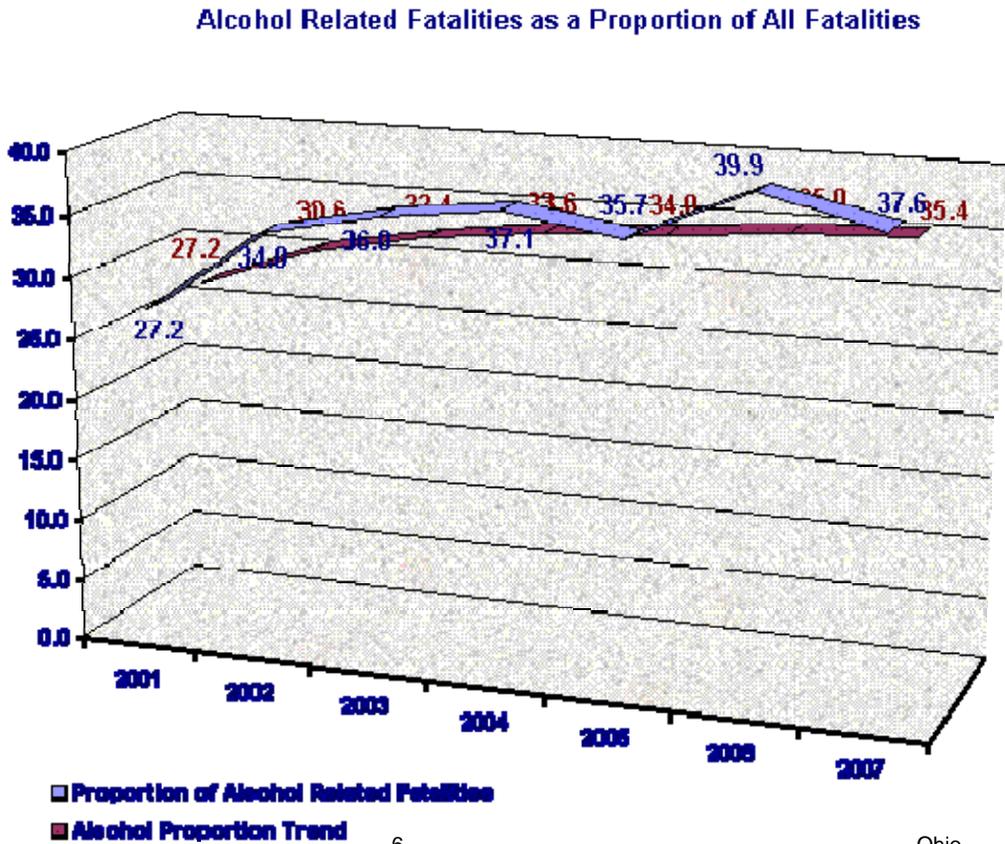
Trend: Fatal/Injury Rate/100K Population



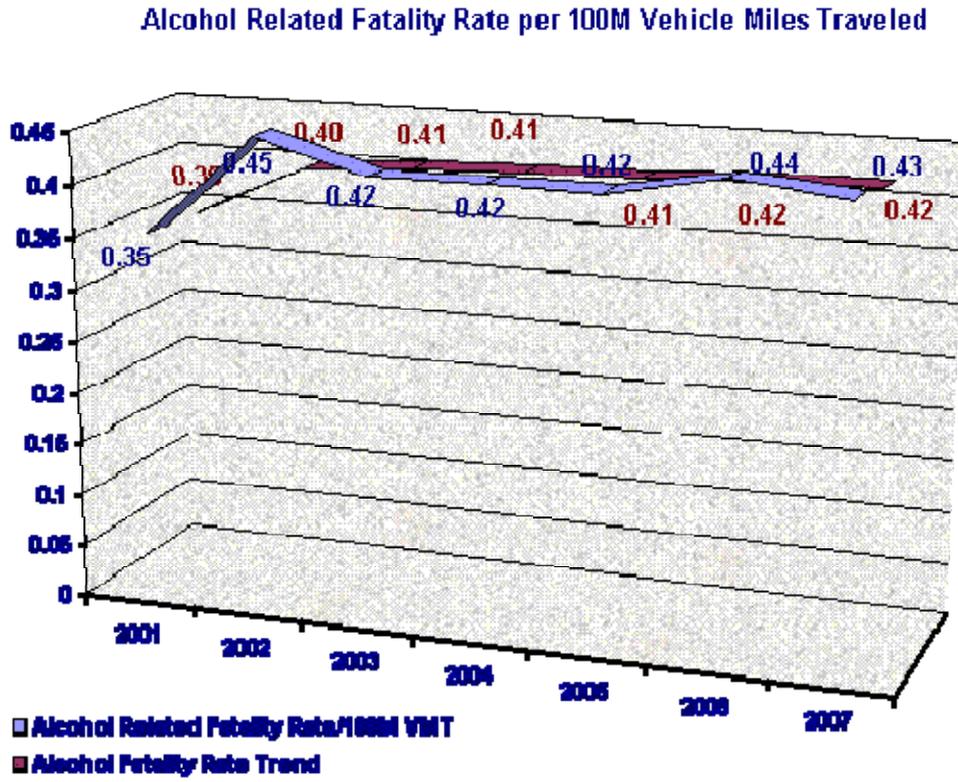
Trend: Alcohol Fatalities



Trend: Alcohol Fatality Proportion

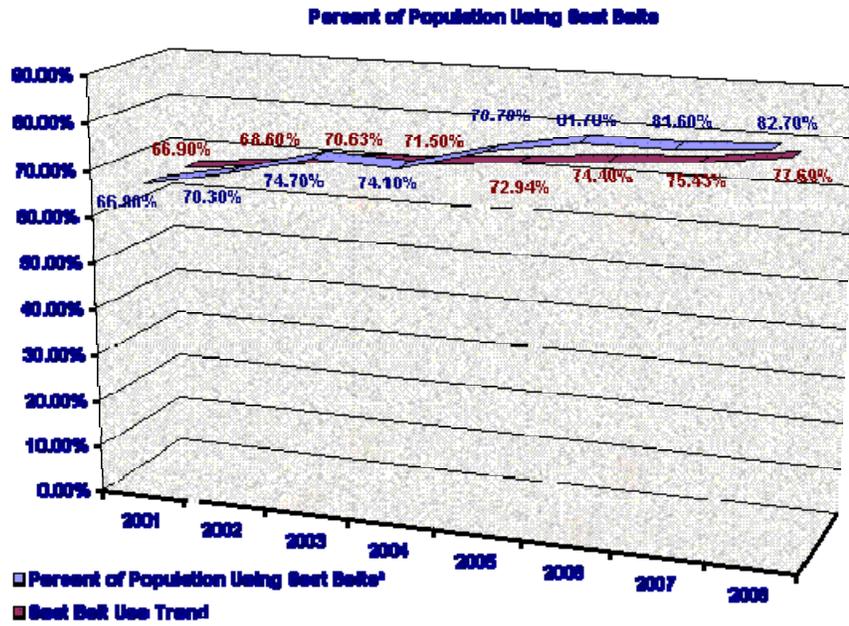


Trend: Alcohol Fatality Rate/100M VMT



Safety Belt Use Trend

Trend: Population Observed Using Seat Belts



# Mission Statement and Problem Identification

## OTSO Mission Statement

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

## FFY 2008 Problem Identification Process

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For FFY 2008, the OTSO conducted an in-depth analysis of traffic crash data to identify and prioritize traffic safety problems and to target fatal crash locations for traffic safety programming. The OTSO focuses the majority of its grants funding on these areas because they have been identified as locations where programming may have the most impact on the statewide goal. The data used in this process include traffic crash data from 2004, 2005 and 2006.

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

To be eligible for FFY 2008 funding, a law enforcement jurisdiction had to experience an annual average of 2.25 or more fatal crashes over the three-year period of 2004, 2005 and 2006. These priority areas are referred to as *Targeted Jurisdictions*.

As a means of directing resources where the state's highest number of alcohol-related crashes occurred, for the last seven years Ohio has established and supported countywide OVI (Operating Vehicle Impaired) task forces in the counties that rank in the top 10 for alcohol-related crashes. The top 10 counties for FFY 2008, referred to as *Targeted Alcohol Counties*, are listed below alphabetically:

<b>Ashtabula</b>	<b>Lucas</b>
<b>Butler</b>	<b>Mahoning</b>
<b>Cuyahoga</b>	<b>Montgomery</b>
<b>Franklin</b>	<b>Stark</b>
<b>Hamilton</b>	<b>Summit</b>

In addition to analyzing crash data, the OTSO reviewed and evaluated recommendations from the strategic motorcycle safety planning work group, Miami University evaluations of mobilizations and grant programs, four assessment reports (alcohol, occupant protection for children, traffic records and program impact), and two Data Nexus reports (*Timeliness of Crash Data Uploads to SafetyNet in Ohio* and *Ohio OVI Tracking System Plan*) to identify program direction in FFY 2008. Additional input was gleaned from meetings held to develop Ohio's Comprehensive Highway Safety Plan, Traffic Records Coordinating Committee meetings, Safety Conscious Planning workshops, a series of regional workshops, and special meetings with grantees (Safe Communities, OVI Task Forces and Occupant Protection Coordinators). The NHTSA headquarters staff and Great Lakes Regional staff also provided guidance throughout the year. Strategic activities were being implemented as a result of these recommendations and activities.

# FFY 2008 Statewide Highway Safety Goals

The following goals were established in the FFY 2008 Traffic Safety Action Plan (TSAP) which identified program direction and activity for the funding year. The TSAP was submitted to NHTSA on September 1, 2007. This Annual Evaluation Report summarizes the activity that occurred between October 1, 2007 and September 30, 2008.

## Goal 1 - National "2008" Goal

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- Ohio has adopted the national goal of 1.0 fatality per 100 million vehicle miles traveled by the end of 2008.

### Performance Measurements

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

### Baselines

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

### Status

**Rate of Fatalities per 100 Million Vehicle Miles of Travel**

Year	Fatalities	Vehicle Miles of Travel	Rate
Baseline 2002	1,417	107,887,513,950	1.31
2003	1,278	109,906,274,200	1.16
2004	1,285	112,388,055,200	1.14
2005	1,326	111,534,896,900	1.18
2006	1,239	112,097,916,700	1.11
2007	1,239	111,063,784,100	1.13
2008 Goal	1,120		1.0

## Goal 2 - Seat Belt Usage

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- Increase the overall seat belt usage rate in Ohio to 85% or above in 2008.

### Performance Measurement

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

### Baseline

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

### Status

**Seat Belt Usage in Ohio**

Year	Percent of Use
2001 Observed	66.9
2002 Observed	70.3
2003 Observed	74.7
2004 Observed	74.1
2005 Observed	78.7
2006 Observed	81.7
2007 Observed	81.6
2008 Observed	82.7

## Goal 3 - Impaired Driving

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- Ohio has adopted the goal of no more than 35% of fatal crashes being alcohol-related by the end of 2008.
- Reduce the number of alcohol-related traffic deaths to no more than 457 by the end of 2008, thus saving 38 lives from the 2006 baseline.

### **Performance Measurement**

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

### **Baseline**

- During 2006, there were 1,140 fatal traffic crashes in Ohio. Of these fatal crashes, 462 were alcohol-related or 40.5%.
- In 2006 there were 495 alcohol-related deaths on Ohio roads; these fatalities represented 39% of all crash fatalities.

### **Status**

- During 2007, 435 fatal crashes were alcohol-related. This is 37.4% of the total fatal crashes in 2007.
- In 2007, there were 473 alcohol-related deaths saving 22 lives from the 2006 baseline.

# Occupant Protection Programs

## Goal

- Increase the overall seat belt usage rate in Ohio to 85% or above in 2008.

## Performance Measurement

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

## Results

- Ohio's observed statewide seat belt usage rate in 2008 was 82.7 percent.

## High Visibility Enforcement Overtime Grants

<b>Awarded:</b>	\$1,076,179	<b>Expended:</b>	\$848,651	<b>Funding Sources:</b>	402PT
	\$1,076,179		\$848,651		410

## Funded Agencies

47 Sheriff's Offices and 17 local jurisdictions

Akron Police Department	Holmes Co. Sheriff's Office	Ross Co. Sheriff's Office
Allen Co. Sheriff's Office	Jefferson Co. Sheriff's Office	Sandusky Co. Sheriff's Office*
Ashland Co. Sheriff's Office*	Licking Co. Sheriff's Office	Scioto Co. Sheriff's Office
Ashtabula Co. Sheriff's Office	Logan Co. Sheriff's Office	Seneca Co. Sheriff's Office
Butler Co. Sheriff's Office	Lorain Co. Sheriff's Office	Springfield Police Department
Canton Police Department	Lorain Police Department	Springfield Twp. Police Department*
Carroll Co. Sheriff's Office*	Lucas Co. Sheriff's Office	Stark Co. Sheriff's Office
Cincinnati Police Department	Mahoning Co. Sheriff's Office	Summit Co. Sheriff's Office
Clark Co. Sheriff's Office	Marion Co. Sheriff's Office	Toledo Police Department
Clermont Co. Sheriff's Office	Medina Co. Sheriff's Office	Trumbull Co. Sheriff's Office*
Colerain Twp. Police Department*	Mercer Co. Sheriff's Office*	Union Co. Sheriff's Office
Columbus Police Department	Miami Co. Sheriff's Office	Union Twp. Police Department*
Crawford Co. Sheriff's Office	Montgomery Co. Sheriff's Office	Warren Co. Sheriff's Office
Dayton Police Department	Ottawa Co. Sheriff's Office*	Warren Police Department
Delaware Co. Sheriff's Office*	Perry Twp. Police Department*	Washington Co. Sheriff's Office
Erie Co. Sheriff's Office	Perrysburg Twp. Police Dept.	Wayne Co. Sheriff's Office
Goshen Police District	Pickaway Co. Sheriff's Office*	Wood Co. Sheriff's Office
Guernsey Co. Sheriff's Office*	Pike Co. Sheriff's Office	Wyandot Co. Sheriff's Office*
Hancock Co. Sheriff's Office	Portage Co. Sheriff's Office	Youngstown Police Department
Hardin Co. Sheriff's Office*	Putnam Co. Sheriff's Office	University Hospitals (Cleveland Police)
Harrison Co. Sheriff's Office	Richland Co. Sheriff's Office	University Hospitals (Cuyahoga Co. SO)
Highland Co. Sheriff's Office		

\*Agencies didn't participate in 2006 and/or 2007. Fatal/Alcohol numbers are not included for these jurisdictions.

Year	Fatal Crashes	Alcohol-Related Crashes
2006	666	10,445
2007	713	9,930
2008	Not completed yet	Not completed yet

**Project Description**

Grants were awarded to law enforcement agencies whose jurisdictions experienced an average of 2.25 or more fatal crashes over the three-year period of 2004, 2005 and 2006. In addition, all Sheriff’s offices who conduct traffic enforcement were eligible to submit a proposal to participate in high visibility enforcement efforts to impact Ohio’s fatal crash goal. With the intent to conduct highly visible enforcement activities at strategic times throughout the year, awarded grantees were required to conduct enforcement blitzes during the following periods:

- |  |  |
|--|--|
| Halloween – Oct. 26 – Nov. 1, 2007                 | Thanksgiving – November 16 - 25, 2007    |
| Christmas/New Year’s – Dec. 7, 2007 – Jan. 1, 2008 | Super Bowl – February 1 - 3, 2008        |
| St. Patrick’s Day – March 14 - 18, 2008            | Prom Season – April / May 2008           |
| 4 <sup>th</sup> of July – July 3 - July 6, 2008    | Homecoming – October 2007/September 2008 |

In addition, all agencies were required to participate in two national mobilizations - the Memorial Day “Click It or Ticket” (CIOT) mobilization and the Labor Day “Drunk Driving. Over the Limit. Under Arrest.” (OLUA) crackdown.

All HVEO Grants included three primary goals in their FFY 2008 grants. These goals are: 1) reduce the number of traffic-related fatalities; 2) increase the seat belt usage; and 3) decrease the number of alcohol-related crashes.

Agencies funded in FFY 2008 were required to focus their enforcement efforts on locations and times where their high visibility enforcement would achieve a reduction in fatal crashes. All agencies receiving funding had to certify that any personnel operating as an arresting officer has completed Standard Field Sobriety Testing (SFST) or Advanced Detection, Apprehension and Prosecution (ADAP) training.

**Accomplishments**

<b>General Law Enforcement</b>	<b>FFY 2006</b>	<b>FFY 2007</b>	<b>FFY 2008</b>
Overtime Enforcement Hours	33,093	46,330	39,634
Number of Checkpoints	10	19	15
Number of Traffic Stops	53,580	60,379	48,745
OVI Arrests 21 and Over	664	786	752
OVI Arrests Under 21	146	149	444
Adult Restraint Citations	4,578	4,918	3,934
Child Restraint Citations	194	168	176
Speed Violations	22,257	24,051	18,738
Driving Under Suspension	2,663	3,131	2,449
Felony Arrests	338	309	888

Ohio State Highway Patrol

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<b>Awarded:</b>	\$678,076	<b>Expended:</b>	\$672,876	<b>Funding Sources:</b>	402PT
	\$456,407		\$454,984		410

**Funded Agency**

The Ohio State Highway Patrol (OSHP)

**Project Description**

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

**Accomplishments**

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

<b>Enforcement Activities Results</b>	<b>FFY 2006</b>	<b>FFY 2007</b>	<b>FFY 2008</b>
Overtime Enforcement Hours	31,865	29,077	24,858
Number of Traffic Stops	135,164	51,567	40,461
OVI Arrests 21 and Over	1,799	688	498
OVI Arrests Under 21	575	107	89
Adult Restraint Citations	19,627	8,700	6,900
Child Restraint Citations	1,171	109	102
Speed Violations	43,986	17,725	15,579
Driving Under Suspension	1,926	893	921
Felony Arrests	174	80	75

<b>Low Manpower OVI Sobriety Checkpoint Results</b>	<b>FFY 2006</b>	<b>FFY 2007</b>	<b>FFY 2008</b>
OVI Checkpoints Conducted	46	29	15*
Vehicles through the Checkpoint	22,848	17,752	8,226
Vehicles Checked	20,103	17,138	7,802
OVI Arrests 21 and Over	104	102	64
OVI Arrests Under 21	3	81	4
Driving Under Suspension	63	97	18
No Operator License Citations	21	30	18
Other Citations Issued	130	150	46
Vehicles Seized	33	29	4
Felony Arrests	6	2	3
Misdemeanor Arrests	40	108	13
Restraint Citations	371	603	38**
Refusals	36	21	13

\*An additional 76 checkpoints were conducted by the patrol using state dollars. Low-manpower checkpoints have become an integrated part of operations to reduce alcohol-related fatalities.

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

#### Ohio Department of Natural Resources Enforcement

<b>Awarded:</b>	\$29,494	<b>Expended:</b>	\$27,405	<b>Funding Source:</b>	402PT
	\$29,494		\$27,405		410

#### Funded Agency

Ohio Department of Natural Resources Enforcement

#### State Parks Funded for Overtime Enforcement in FFY 2008

Alum Creek	Hueston Woods	Mosquito
Buck Creek	Lake Milton	Portage Lakes
Caesar Creek	Maumee Bay	Salt Fork
Cleveland	Mohican	West Branch
East Fork		

#### Project Description

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

#### Accomplishments

- The parks displayed banners and yard signs from Memorial Day to Labor Day at the entrances, exits and other high traffic locations throughout the park.

- Thirteen State Parks participated in five traffic enforcement blitzes. The busy season in state parks is traditionally from Memorial Day through Labor Day.
- Pre and post observational surveys conducted by park officers reported a seven percent increase in restraint use. The pre survey baseline rate was 64.38%; the final post survey rate was 71.23%.
- 30 contacts were made with 7 local media outlets to air both seat belt and alcohol traffic safety messages during the peak park season.

<b>Enforcement Activity</b>	<b>FFY 2006</b>	<b>FFY 2007</b>	<b>FFY 2008</b>
Overtime Enforcement hours	1,302	1,359	1,236
Number of Traffic Stops	1,689	1,677	1,410
OVI Arrests 21 and Over	6	4	5
OVI Arrests Under 21	2	7	1
Adult Restraint Citations	284	262	189
Child Restraint Citations	11	19	11
Speed Violations	521	548	450
Driving Under Suspension	61	81	46
Felony Arrests	4	14	6

#### Low Belt Usage Site Pilot Project

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**Awarded:** \$52,166      **Expended:** \$50,544      **Funding Source:** 402OP

#### **Funded Agency**

University Hospitals of Cleveland

#### **Project Description**

A demonstration project designed to increase safety belt use around low seat belt usage site during the 2008 National Click It or Ticket Mobilization. Methods included: enhanced enforcement, media, continuous feedback to the public, and outreach and education efforts in a way that took the buckle-up message to the public as a whole, with a focus on 21-44-year old males, while targeting the bulk of enforcement efforts on low-use areas in the county.

#### **Accomplishments**

- Of 19 observation sites, effect size increases of .2 or greater over the June 2007 baseline measures were obtained at 5 sites, including 2 sites in the City of Cleveland, where baseline usage was lowest. The overall change in belt use for the county as a whole, from 70% in June 2007 to 71% in June 2008 was not significant. Low observation numbers in the June 2007 counts hampered analysis by creating unusually wide confidence intervals that virtually guaranteed non-significant findings. Overall trends in belt use in the county are positive; we will continue to track changes in belt use at quarterly intervals.
- CIOT messages were on 10 static billboards and 7 digital billboards throughout the county. Between our leveraged buy and the pro-bono gained from Clear Channel Outdoor, there were 52,140 total CIOT spots displayed on the digital billboards over the two week campaign.
  - The ten static boards were up for three months total.
  - All of the digital billboards had messages in rotation specifically geared toward the younger male demographic, with the remainder of the billboards having more general appeals.
- The program included an active partnership with a news radio station that has the highest ratings with males in the 21-44 demographic of any Cleveland station. Announcements regarding the program and the importance of seat belt use were made on air. The on-air coverage referred listeners to a CIOT page on the station's website, which received 900,212 hits over three weeks, including 767 click-throughs to enter a contest associated with the CIOT effort and its primary partner, the Mr. Chicken restaurant chain.

- Three “buckle down” events at Mr. Chicken restaurants, where drivers were rewarded for their seat belt use with coupons and prizes, resulted in 2,100 contacts. Two press ops were set up at Mr. Chicken locations
- Mr. Chicken displayed “Get Clickin with Mr. Chicken” messages throughout all eleven of their restaurants. Employees wore “Get Clickin with Mr. Chicken” safety belt promotion t-shirts. Safety belt reminder stickers were placed on products and signs were put throughout the restaurants.
- Approximately 25 police departments committed officers to distribute leaflets with Click It or Ticket campaign information at high volume traffic areas (intersections, entrances and exits of busy shopping malls, businesses and schools). With Safe Communities members also distributing these leaflets in paycheck envelopes, at community events and during buckle downs, 20,000 leaflets were distributed to motorists throughout Cuyahoga County.
- One thousand cans of pop were donated by a local business and were used to conduct “Pop Stops” throughout the county. Beachwood Police Department conducted a Pop Stop for faculty, parents and students of their local high school. Several calls were placed to the station with gratitude from parents that the officers would take the time to remind their children to buckle up and reward good behavior.
- Ten thousand fortune cookies and 10,000 auto air fresheners with the buckle up message were distributed by Safe Communities members, RBC staff and OVI Task Force members at Buckle Down safety belt check events throughout the county. Eight thousand Mr. Chicken free desert and drink coupons were distributed throughout the county by OVI Task Force members. Buckle Down locations included University Hospitals Case Medical Center, Southwest General Hospital, Fairview Hospital, Westlake Middle School, Beachwood High School, Cuyahoga Heights High School and the Cuyahoga County Board of Health. An additional 30 buckledowns were conducted by OVI Task Force members at locations throughout their cities.
- Two types of signs were distributed to law enforcement agencies throughout Cuyahoga County. OMUTCD compliant signs that state “Click It or Ticket” with the buckled person graphic were distributed to departments to install permanently on high volume roadways. “Seat Belt Enforcement Zone” signs were distributed to law enforcement agencies to put up when conducting high visibility enforcement at NOPUS sites as well as at high volume roadways throughout the county

Crestview Local Schools Safe Driving Program

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**Awarded:**           \$13,552                      **Expended:**           \$12,588                      **Funding Source:**   402CP

**Funded Agency**  
Crestview Local Schools

**Project Description**

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

- Provide technology to improve student driving skills by installing monitors in student’s cars with parental approval; Conduct training for the students on the use of the monitors.
- Conduct seat belt observations to raise awareness and to monitor progress in changing student behavior.
- Implement the STOPPED program (law enforcement call parents of all students in a vehicle stopped for any violation).
- Develop and distribute a series of traffic safety messages to students.
- Participate in the Ford’s “Driving Skills for Life” on-line skills challenge.

### Accomplishments

- Fifteen monitors (RS-1000) were re-distributed to parents that volunteered to participate in the “Black Box” pilot project.
- The average seat belt usage survey for the 2008-09 school year increased 3% from 79% to 82% for drivers. Passenger usage increased 2% from 69% to 71%.
- Conducted the PA DUI Simulator Event involving 300 students. Seventy students participated as “drivers”; all students participated as “passengers”.
- The Crestview Schools in cooperation with local law enforcement have enrolled a total of 125 students in the STOPPED Program.
- The OTSO has received and is reviewing an evaluation conducted by Miami University on the Crestview Black Box Project.

### Big Brothers Big Sisters of Central Ohio

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**Awarded:** \$5,835                      **Expended:** \$5,565                      **Funding Source:** 402CP

### Funded Agency

Big Brothers Big Sisters of Central Ohio

### Project Description

The Big Brothers Big Sisters mentoring model was used to increase knowledge of traffic safety issues regarding seat belt use and impaired driving among Big Brothers Big Sisters youth (6 – 18), mentors and staff.

### Accomplishments

- School-based Program Coordinators held 24 traffic safety workshops reaching 584 at-risk urban, suburban and rural youth in three counties. Workshops were held at:
  - Big Walnut Middle School (Big Walnut Schools District – Delaware County)
  - Hyatts Middle School (Olentangy Schools District – Delaware County)
  - Liberty Middle School (Olentangy Schools District – Delaware County)
  - Orange Middle School (Olentangy Schools District – Delaware County)
  - Shanahan Middle School (Olentangy Schools District – Delaware County)
  - Clinton Elementary School (Columbus City Schools District – Franklin County)
  - Como Elementary School (Columbus City Schools District – Franklin County)
  - Georgian Heights Elementary School (Columbus City Schools District – Franklin County)
  - Hubbard Elementary School (Columbus City Schools District – Franklin County)
  - Mifflin Welcome Center (Columbus City Schools District – Franklin County)
  - South Mifflin Elementary School (Columbus City Schools District – Franklin County)
  - Starling Middle School (Columbus City Schools District – Franklin County)
  - Weinland Park Elementary School (Columbus City Schools District – Franklin County)
  - Windsor Elementary School (Columbus City Schools District – Franklin County)
  - Yorktown Middle School (Columbus City Schools District – Franklin County)
  - Stevenson Elementary School (Grandview Heights Schools District – Franklin County)
  - Holt Intermediate School (Southwestern City Schools District – Franklin County)
  - Norton Middle School (Southwestern City Schools District – Franklin County)
  - Prairie Norton Elementary School (Southwestern City Schools District – Franklin County)
  - Tremont Elementary School (Upper Arlington Schools District – Franklin County)
  - Windermere Elementary School (Upper Arlington Schools District – Franklin County)
  - Kae Avenue Elementary School (Whitehall Schools District – Franklin County)
  - Navin Elementary School (Marysville Schools District – Union County)
  - North Union Elementary School (North Union Schools District – Union County)

- Youth participants completed pre and post-tests to evaluate what they knew beforehand and what they learned from the workshops. On the pre-test 68% of youth surveyed stated that they always buckle up. On the post-test 89% of participants now know that it is important to always buckle up.
- Extended the belt/alcohol messages to more than 8,000 parents/caregivers/guardians through a summer newsletter, which featured a half-page article on seat belt safety and the importance of being a good role model.
- Included traffic safety information on the web site ([www.bbbscentralohio.org](http://www.bbbscentralohio.org)) throughout the year.

### Third Grade Seat Belt Program

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**Awarded:** \$267,280      **Expended:** \$192,820      **Funding Source:** State

#### Funded Agencies

156 local law enforcement agencies

#### Project Description

The Third Grade Seat Belt program completed its 21st year in 2008. The program is offered to all agencies throughout the state. In 2008, the program was taught in 61 of Ohio's 88 counties. The program is state funded from local fines levied against seat belt violators. The funds were used to print materials and pay law enforcement agencies an instructor stipend for each student taught. In 2008, the OTSO placed many of the materials online for agencies to print; which reduced our material costs. In exchange, the stipend per student was increased for the first time in many years. Participating agencies received videos, course curriculum guides and student materials to assist them in making presentations to third grade students where officers stressed the importance of wearing a seat belt at all times while riding in a motor vehicle. The training also serves to impress to all law enforcement officers the importance of wearing their seat belt and to enforce the seat belt law.

#### Accomplishments

- 180 agencies enrolled in the program, with 156 agencies providing training in the schools.
- Approximately 48,000 third grade students participated in the training.

### Occupant Protection Coordinators

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**Awarded:** \$570,327      **Expended:** \$508,494      **Funding Source:** 402OP

#### Funded Agencies

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

#### Project Description

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

#### Accomplishments

- Regional Coordinators partnered with radio and TV stations, Wal-Mart, State Farm, United Way, Babies R Us, National Safe Kids, community businesses & civic organizations who provided additional funding for occupant protection programs. The regional programs reported \$256,884 in

program income. Program income was encumbered on items such as car seats, car seat checks, supplies needed to fit car seats, training and overnight accommodations for training classes.

- Each region participated in the statewide *Click It or Ticket* and the *Over the Limit, Under Arrest* mobilization and crackdown.
- All regional programs worked to deliver programs to address all population demographics represented in their respective regions.
- The coordinators began developing a plan to address the future of the occupant protection program. The coordinators will submit a proposal for future programming and direction in FFY2009.

Following is a summary of activities:

<b>Activity</b>	<b>FFY2006</b>	<b>FFY2007</b>	<b>FFY2008</b>
In-House Car Seat Program	1,391	3,649	2,882
Low-Income Car Seats	4,185	3,510	3,998
Car Seat Check Events Conducted	267	221	168
Car Seats Checked at Events	4,727	4,022	3,030
Car Seats Checked at Fitting Stations	8,890	11,813	9,346
32-Hour Technician Class Conducted	21	14	18
New CPS Technicians	267	159	215
Refresher Courses Conducted	10	31	25
Refresher Course Attendees	153	461	333
Renewal Courses Conducted	n/a	n/a	6
Technicians Recertified	n/a	n/a	19

#### Special Needs Grant (Cultural Competence Initiative)

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**Awarded:** \$37,115      **Expended:** \$35,484      **Funding Source:** 402OP

#### **Funded Agency**

Goodwill Industries

#### **Project Description**

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

#### **Accomplishments**

- Ohio Kids Are Riding Safe ([www.ohiokidsareringingsafe.org](http://www.ohiokidsareringingsafe.org)), the interactive website maintained by Goodwill Industries, includes information for children of all ages with specific information for CPS technicians, school personnel, health care providers and parents. The website includes an informational travel guide provides recommendations for restraint use according to a child's diagnosis. The accurate resource guides maintained on the website are designed to provide information for transporting children with special needs of all ages as well as traditional installation guides and restraint information. Goodwill Industries partners with Easter Seals of Ohio, AAA Miami Valley, Cincinnati Children's Medical Center, City of Kettering, Children's Medical Center of Dayton and Preble County General Health. This website has received 136,000 hits as of 12/18/2008.
- A handbook titled *Bus & Van Safety For Children With Special Needs* was developed to provide specific information to CPS technicians and health care providers who typically are not trained with the knowledge and requirements needed to safely transport children with special needs. This handbook is also available online.

## Booster Seat Education

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**Awarded:** \$10,000      **Expended:** \$0      **Funding Source:** State

### Funded Agency

OTSO

### Project Description

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

### Accomplishments

- In FFY 2008, the OTSO began developing a method to get NHTSA's The Booster Club into K – second grade classrooms. Nothing monetarily was done during FFY 2008; however the OTSO will be requiring the 9 Occupant Protection Regional Coordinators to implement this program in FFY 2009.

## CPS Technician Training

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**Awarded:** \$20,000      **Expended:** \$10,081      **Funding Source:** 402OP

### Funded Agency

OTSO

### Project Description

- The LATCH manual is a nationally recognized educational tool used by certified child passenger safety instructors and technicians as an installation guide, text-book, and product reference and to maintain new technology and current information. Provided the Safe Kids Latch Manual to the OPC Regional Coordinators, local site coordinators and class participants.
- Funding for four registrations fees for the 2008 Ohio Occupant Protection Conference.

## Statewide Seat Belt Observation

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**Awarded:** \$100,000      **Expended:** \$53,515      **Funding Source:** 402OP

### Funded Agency

OTSO

### Project Description

Since 1991, Ohio has conducted annual observation surveys to determine seat belt use following guidelines set by the National Highway Traffic Safety Administration (NHTSA). Ohio conducts these observations at 244 sites in 47 of Ohio's 88 counties. In an average year, the observations include 20,586 occupants (16,706 drivers and 3,880 passengers) of non-commercial passenger cars, vans, minivans, sport utility vehicles (SUVs), and pickup trucks. Two surveys were conducted in FFY 2008 (April and June).

### Accomplishments

- Ohio seat belt use rate is 82.7%, an improvement over the 2007 rate of 81.6%. This is a 1.1% increase and the highest rate ever achieved in Ohio.
- Seat belt usage for males has increased from 55% in 2000 to 79% in 2008.



### Specific Enforcement Activities

- Total officer hours worked by all reporting agencies specifically on seat belt enforcement increased from 124,880 to 127,675.
- Activities conducted during the mobilization were high visibility enforcement, press conferences, display of CIOT signs/banners, prom events, high school seat belt challenges and safety rodeos. Other types of earned media activities included seat belt observations where the people who were buckled up received a small incentive (i.e., coupon, free pop, candy, etc.)

\$34,276 was spent by OTSO during the mobilization on banners displayed throughout the state.

#### ***Click It or Ticket National Mobilization Activity***

<b>Reporting Information</b>	<b>FFY 2006</b>	<b>FFY 2007</b>	<b>FFY 2008</b>
Enforcement Hours	97,823	124,880	127,675
OVI Arrests	1,797	2,613	1,380
Restraint Citations	39,963	20,498	20,630
Child Restraint Citations	216	459	289
Speed Citations	27,793	36,934	18,385
Driving Under Suspension	2,151	4,404	3,617
Felony Arrests	511	671	807

### Evaluating Effectiveness of Seat Belt Usage Media Messages

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The OTSO's paid media components consisted primarily of television and radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2008 paid media plan for seat belts.

The Applied Research Center, a Center for Policy Research at Miami University, conducted a series of four random-digit dialing statewide telephone surveys of 4,156 drivers across the five regions of Ohio. The OTSO funded these surveys, which were conducted between April and September 2008, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions to Ohio laws and law enforcement.

Sixty-seven percent (67%) of survey participants reported that during the 30 days prior to taking the survey, they had "definitely" or "probably" seen or heard messages in Ohio encouraging people to wear their seat belts. Approximately 56% of those respondents saw or heard the message on television only and nearly all would describe the message as a commercial, advertisement or public service announcement. Approximately 29% reported being exposed to messages encouraging seat belt use through the radio only, and most of those respondents would also consider the message to have been a commercial, advertisement or public service announcement. Additionally, 19% of respondents reported they were exposed to these messages through both the television and radio. When respondents were asked to identify other places they had seen or heard messages encouraging seat belt use, 74% of responses were billboards or road signs; other frequently mentioned places included electronic roadway signs (8%), banners (6%), bumper stickers (3%), newspapers (3%), and signs at rest areas (3%). Places that were each mentioned by less than 1% of the respondents included: signs on buses, yard signs, driver's education classes or programs, and friends or relatives.

When respondents were asked if they recalled seeing or hearing messages in specific locations, the percentages of respondents reporting they had seen or heard messages were as follows: from law enforcement (39%), schools (28%), around their neighborhood (27%), at their workplace (25%), from a doctor (12%), in sports facilities (11%), in grocery stores (9%), and at church (4%).

The majority of respondents reported that the number of seat belt messages they had seen or heard in the 30 days prior to the survey had been “about the same” (75%), while 19% claimed they had seen or heard more messages than usual.

Fifty-eight percent (58%) of respondents reported that they had seen or heard slogans encouraging seat belt use during the 30 days prior to the survey. Those who reported seeing or hearing a slogan identified the following specific slogan names without prompting: During the 1<sup>st</sup> (baseline) survey, respondents mentioned *Click It or Ticket* (75%) and *What’s Holding You Back?* (17%). During the 2<sup>nd</sup> survey, which was congruent with the first paid media initiative, respondents mentioned *Click It or Ticket* (86%) and *What’s Holding You Back?* (12%). During the 4<sup>th</sup> survey, which was congruent with the second paid media initiative, respondents mentioned *Click It or Ticket* (82%) and *What’s Holding You Back?* (13%). Consequently, recall of slogans encouraging seat belt use persisted through the 4<sup>th</sup> survey.

Finally, it is also significant that respondents who maintained they had not heard or seen a slogan encouraging seat belt use during the 30 days prior to the survey as well as those who saw or heard a slogan, but could not identify the specific slogan, were then questioned about the *Click It or Ticket* and *What’s Holding You Back* slogans by name. When prompted, 64% of those respondents had heard *Click It or Ticket* and 40% said they had heard the *What’s Holding You Back*.

Based on results from the Miami University statewide telephone surveys, earned media, paid media, education and enforcement efforts will be re-evaluated to determine proper segmentation and geographic location.

# Impaired Driving Programs

## Goal

- Ohio has adopted the goal of no more than 35% of fatal crashes being alcohol-related by the end of 2008.
- To reduce the number of alcohol-related traffic deaths to no more than 457 by the end of 2008. Thus saving 38 lives from the 2006 baseline.

## Performance Measurement

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

## Results

- During 2007, 435 fatal crashes were alcohol-related. This is 37.4% of the total fatal crashes in 2007.
- In 2007, there were 473 alcohol-related deaths.

## Impaired Driving Strategies

### Countywide OVI (Operating Vehicle Impaired) Task Forces

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<b>Awarded:</b>	\$880,684	<b>Expended:</b>	\$880,684	<b>Funding Source:</b>	410
	\$880,604		\$590,878		164AL

## Funded Agencies

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

Ashtabula County OVI Task Force – UHHS Memorial Hospital of Geneva\*  
Butler County OVI Task Force – Hamilton Police Department  
Cuyahoga County OVI Task Force – University of Cleveland Hospital  
Franklin County OVI Task Force – Franklin County Sheriff's Office  
Hamilton County OVI Task Force – Sharonville Police Department  
Lucas County OVI Task Force – Sylvania Township Police Department  
Mahoning County OVI Task Force – Goshen Police Department  
Montgomery County OVI Task Force – AAA Miami Valley  
Stark County OVI Task Force – Perry Township Police Department  
Summit County OVI Task Force – Summit County Sheriff's Office

Trumbull County OVI Task Force – Community Solutions\*\*

\*NOTE: Ashtabula County Sheriff's Office was added as the 10<sup>th</sup> Targeted Alcohol County in FFY 2008. Reduced funding was made available during this start up phase of the task force.

\*\*NOTE: The Trumbull County OVI task force received reduced funding in FFY 2008 when Ashtabula County OVI Task Force was added as the 10<sup>th</sup> Targeted Alcohol County. The OTSO determined that even though Trumbull County alcohol numbers had improved and was no longer a top 10 alcohol county, it was to our advantage to partially fund the task as an exit phase.

## Project Description

In FFY 2008 the OTSO continued to place special emphasis on Ohio's impaired driving problem and nurtured partnerships with countywide OVI task forces that could coordinate law enforcement activities to impact impaired driving crashes in their county. Agencies receiving these grants were required to coordinate a minimum of twelve sobriety checkpoints with coordinating saturation patrols and three press events. A summary of all task force activity is listed on the following page.

### OVI Task Force Checkpoint Results

	FFY 2006	FFY 2007	FFY 2008
OVI Checkpoints Conducted	110	200	194
Vehicles through Checkpoint	68,656	135,949	99,479
Vehicles Checked	46,273	109,758	79,827
OVI Arrests 21 and Over	246	481	477
OVI Arrests Under 21	15	39	65
Driving Under Suspension	338	728	575
No Operator License Citations	331	621	399
Other Citations Issued	778	1,630	1,337
Vehicles Seized	318	652	374
Felony Arrests	47	60	56
Misdemeanor Arrests	250	559	398
Restraint Citations	1,735	2,511	538
Refusals	109	124	129

### OVI Task Force Saturation Patrol Results

	FFY 2006	FFY 2007	FFY 2008
Overtime Enforcement Hours	18,758	22,488	17,287
Number of Traffic Stops	32,277	33,219	26,291
OVI Arrests 21 and Over	1,210	1,191	1,116
OVI Arrests Under 21	192	177	150
Adult Restraint Citations	3,206	3,157	2,471
Child Restraint Citations	116	134	92
Speed Citations	8,512	7,888	5,561
Driving Under Suspension	2,152	1,806	1,423
Felony Arrests	251	253	238

#### Accomplishments

- Two hundred and twenty nine law enforcement agencies participated in the OVI task forces within the top ten alcohol counties. An average of 26.5 OVI arrests were made weekly in FFY 2008.
- Of the one hundred ninety-four checkpoints conducted during FFY 2008, 152 were low manpower (14 officers or less).
- Of the 56 felony arrests, six stolen vehicles were recovered by the OVI Task Forces during checkpoints in FFY2008.

#### DUI Court Pilot Project

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**Awarded:** \$403,466      **Expended:** \$305,817      **Funding Source:** 163

#### Funded Agencies

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

#### Project Description

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

### Accomplishments

- Sixty-three people successfully completed the DUI program and received a certificate of graduation in FFY 2008.
- Of the 63 graduates, a potential of 17,293 days of incarceration were suspended as a result of the participation in the program resulting in a cost savings to the county.

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### Streamline the Impaired Driving Arrest Process, Paperwork and Processing Time

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**Awarded:** \$100,000      **Expended:** \$90,610      **Funding Source:** 163

### Funded Agency

Ohio Department of Public Safety

### Project Description

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

### Accomplishments

- The Ohio Department of Health (ODH) which is responsible for the state's breath-testing instrument program has:
  - Scientifically tested instruments to determine reliability; complete testing included laboratory, field and portability.
  - Purchased 10 instruments to begin pilot testing in FFY2009.

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### OSHP Law Enforcement Training

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**Awarded:** \$41,916      **Expended:** \$40,361      **Funding Source:** 402PT  
\$23,578      \$15,987      410

### Funded Agency

Ohio State Highway Patrol

### Project Description

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

### Accomplishments

#### Alcohol Related Training

- Advance Detection, Apprehension & Prosecution (ADAP) – Four courses, 107 students
- Regional ADAP - Six courses, 126 students
- ADAP Local Instructor Update – One course, 20 students
- ADAP Regional Instructor Update – One course, 46 students
- ADAP Judicial Seminar – One course, 30 students

#### Crash Related Training

- Academy Basic Crash Investigation – Five courses, 193 students
- Regional Basic Crash Investigation – Five courses, 94 students
- Technical Crash Investigation – Two course, 45 students
- Electronic Speed Measuring Device (ESMD) – Four courses, 143 students
- Electronic Speed Measuring Device Instructor Certification – One courses, 20 students
- Electronic Speed Measuring Device Judicial Seminar – One Course, 35 students

**Awarded:** \$184,935      **Expended:** \$103,969      **Funding Source:** 410

**Funded Agency**

Ohio Investigative Unit

**Project Description**

The purpose of this project was to reduce the sale of alcoholic beverages to intoxicated person, including minors, and provide beverage service training to liquor premises in Ohio's top ten alcohol counties. In 2008, grant funding was used to develop a spatial technological program which will allow the OIU to identify liquor permit premises that appear to produce relatively high numbers of intoxicated persons. These identified premises will be the focus of selective enforcement and beverage service training.

**Accomplishments**

- OGRIP identified liquor permit premises within all six statewide districts within a certain mile radius from high fatal/DUI sites. A total of 240 liquor permit premises were visited by Ohio Investigative Unit Agents while conducting alcohol compliance checks statewide. Of those 240 permit premises, 56 of them sold alcohol to a confidential informant under 21 years of age. Of those 56 places that sold alcohol to a person under 21 years of age, 33 of those premises received alcohol training provided by Ohio Licensed Beverage Association. Upon revisiting the liquor permit premises that originally sold alcohol to a person under 21, 6 of those places again sold alcohol to a confidential informant under 21 years of age. Of those six, 5 of those premises had received the TAM alcohol training from the OLBA.
- The spatial technological programs are now up and operational. This process took longer than expected; therefore it was not operational enough to offer any DUI task forces this information until late in the grant year. Several Agents from around the state have begun to participate in the DUI Task Force meetings. The OIU 2009 grant requires the OIU to partner with the DUI Task Forces and we foresee a great partnership beginning. The OIU has already begun coordinating with these task forces for the 2009 grant.

## Ohio Peace Officer's Training Academy

**Awarded:** \$80,000      **Expended:** \$80,000      **Funding Source:** 402PT

**Funded Agency**

Ohio Peace Officer's Training Academy (OPOTA)

**Project Description**

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

**Accomplishments**

- Provided law enforcement training to 245 officers in ADAP Instructor, ESMD Instructor, Technical Crash Investigation Level I and II, Commercial Motor Vehicle Inspection and Investigation Level I
- Agencies received training through OPOTA, paid for with funding from the OTSO in FFY 2008.

**Training Offered Through OPOTA**

<b>Training Course</b>	<b>Students</b>	<b>Training Days</b>
Alcohol Detection Apprehension Prosecution (ADAP)	102	4
ADAP Instructor	23	5
ESMD Instructor	23	5
CMVI – Level I	21	5
Traffic Crash Investigation: Level I	36	10
Traffic Crash Investigation: Level II	40	10



### Earned Media

Press conferences	28
TV news stories	286
Radio news stories	71
Print news stories	96

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

### Paid Media

TV/Cable Paid Spots	Bonus Spots	Total Spots
0	0	0

Radio Paid Spots	Bonus Spots	Total Spots
6,597	7,235	15,832

Total Cost	TV ads	Radio Ads	Print Ads	Other
\$244,450	\$0	\$222,408	\$0	\$22,042

\*\$84,576 is the amount that OTSO reimbursed our Communications office through a grant for alcohol paid media in support of the approved NHTSA Communications plan. An additional \$2,781 of state funds were spent by the Communications office in support of the OLUVA media buy.

OTSO spent \$27,400 on alcohol banner to be displayed throughout the state. \$5,065 was reimbursed to our Communications office through a grant for alcohol materials in support of the approved NHTSA Communications plan.

### National Alcohol Crackdown

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With Ohio working toward decreasing the number of impaired driving crashes and deaths on Ohio roads, the OTSO made it a priority for grantees and non-grantee partners to participate in the 2008 crackdown. Participation and public awareness focusing on impaired driving continues to increase each year.

**Dates:** August 15 – September 1, 2008

#### ***Over the Limit. Under Arrest. Crackdown Agency Participation***

Law Enforcement Agencies	Total in State	Participating	Reporting
Highway Patrol	63	63	63
County Sheriffs	88	76	68
City / Town Police	791	648	423
Other	151	151	101
<b>Totals</b>	<b>1,093</b>	<b>938</b>	<b>655</b>

#### **Specific Enforcement Activities**

- Number of checkpoints conducted – 31
- Sobriety checkpoints and saturation patrols coupled with statewide earned media and paid media continued to result in a reduction of alcohol related crashes. See chart on page 11.

**Over the Limit. Under Arrest. Crackdown Activity**

	FFY 2006	FFY 2007	FFY 2008
Enforcement Hours	91,052	119,285	54,010
OVI Arrests	2,380	2,735	984
Restraint Citations	15,895	12,278	3,788
Child Restraint Citations	340	298	235
Speed Citations	32,187	37,527	9,403
Driving Under Suspension	3,333	4,109	3,775
Felony Arrests	1,051	2	792

Evaluating Effectiveness of Alcohol Impaired Driving Media Messages

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The OTSO's paid media components consisted primarily of radio buys combined with earned media television, radio and outdoor advertising. The following is a summary of information collected via statewide telephone surveys used to evaluate the effectiveness of the FFY 2008 paid media plan for impaired driving.

The Applied Research Center, a Center for Policy Research at Miami University, conducted a series of four random-digit dialing statewide telephone surveys of 4,156 drivers across the five regions of Ohio. The OTSO funded these surveys, which were conducted between April and September 2008, to identify changes in public opinion in reaction to media campaigns and law enforcement initiatives. The surveys covered a variety of topics, including general driving habits; seat belt use; opinions and actions regarding drinking and driving; and opinions and actions to Ohio laws and law enforcement.

Thirty-four percent (34%) of survey participants reported that during the 30 days prior to taking the survey, they had seen or heard messages in Ohio discouraging drinking and driving.

During the 1<sup>st</sup> (baseline) survey, respondents who reported seeing or hearing an alcohol-impaired driving slogan identified the following slogans without prompting: *Friends Don't Let Friends Drive Drunk* (34%), *You Drink and Drive, You Lose* (21%), and *Drunk Driving, Over the Limit, Under Arrest* (11%). During the 2<sup>nd</sup> and 3<sup>rd</sup> surveys, recall of those same slogans remained fairly consistent. The 4<sup>th</sup> telephone survey was conducted immediately after the media and enforcement initiatives on alcohol-impaired driving (i.e., *Drunk Driving, Over the Limit, Under Arrest*). At that time, respondents recalled the slogans as follows: *Friends Don't Let Friends Drive Drunk* (19%), *You Drink and Drive, You Lose* (20%), and *Drunk Driving, Over the Limit, Under Arrest* (25%). Consequently, recall of the latter NHTSA slogan to reduce alcohol-impaired driving increased by 14% as a result of media and enforcement initiatives.

Respondents who maintained they had not heard or seen a slogan discouraging drinking and driving during the 30 days prior to taking as well as those who saw or heard a slogan, but could not identify the specific slogan, were then presented with a list of slogans. When prompted, 64% had heard *Friends Don't Let Friends Drive Drunk* and 48% said they had heard *You Drink and Drive, You Lose*. Additionally, 39% said they have heard the slogan *Buzzed Driving is Drunk Driving*, 18% claimed to have heard *Fans Don't Let Fans Drive Drunk*, and 23% heard *Drunk Driving, Over the Limit, Under Arrest*.

Based on results from the Miami University statewide telephone surveys, earned media, paid media, education and enforcement efforts will be re-evaluated to determine proper segmentation and geographic location.

# Evaluation Strategies

**Awarded:** \$547,899\*      **Expended:** \$547,899\*      **Funding Source:** 402CP

\*NOTE: Action plan list award amount as \$450,000. Contract with Miami University is awarded on a State Fiscal year. For FFY2007 and FFY2008 Miami University was awarded a total of \$900,000 (\$450,000 each year). Amount spent in FFY2007 \$351,375; amount spent in FFY2008 \$547,899 – total \$899,274.

## **Funded Agency**

Miami University

## **Project Description**

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

**Basic Riders Course (BRC) - Motorcycle Safety:** At the request of the Ohio Traffic Safety Office and Motorcycle Ohio, the Applied Research Center recently evaluated the effectiveness of the 16-hour Basic Rider Course (BRC) relative to the 8-hour Basic Rider Course-2 (BRC-2). This was accomplished through a quasi-experimental design. BRC and BRC-2 participants completed the BRC Pre-Questionnaire, a knowledge-based instrument, prior to completing the respective courses. At the conclusion of the two BRC courses, participants completed the Skills Test. The evaluation report completed by the Applied Research Center compares the knowledge-based pre-test and post-Skills Test performance of participants who completed the 16-hour Basic Rider Course relative to those who completed the 8-hour Basic Rider Course-2. This is the second year of a three year pilot. Final evaluation will be available in FFY2009.

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

**Crestview Black Box Project:** The Crestview Local School District was selected to participate in a project implementing the RS-1000 On-Board Car Monitor Package (i.e., "Black Box" computer) for parents of teen drivers. The goal of the program is to assist parents in their efforts to keep student drivers safe by preventing highway crashes, serious injuries, and fatalities. The Ohio Department of Safety provided an RS-1000 On-Board Car Monitor Package to interested parents of students who possessed a driving permit issued by the District and maintained driving privileges. The Applied Research Center attempted to complete pre- and post-test survey data from all Crestview High School students with valid drivers' licenses and a telephone survey with one parent of each of those students. Survey data were analyzed and a final report of the results is currently being prepared. Final evaluation was received at the end of FFY2008 and is currently being reviewed.

**DUI Court:** The voluntary DUI Court Program at Clermont County Municipal Court involves close collaboration between the Judicial, Law Enforcement, and Treatment sectors to accomplish the goals of decreasing drinking and driving behaviors, reducing DUI recidivism, achieving a reduction in long-term jail sentences, and enhancing highway safety by reducing the risk drunk drivers pose to society and themselves. The Applied Research Center has been asked to evaluate this program and is in the process of finalizing and implementing an evaluation plan. This is the final year of a two year evaluation and will serve as the model for the other 4 DUI courts in their third and final year of funding.

**Ohio Traffic Safety Office Grantee Survey:** The Ohio Traffic Safety Office (OTSO) required that its 2007-2008 Safe Communities, law enforcement, and occupant protection grant recipients conduct observation surveys of seat belt use in their respective Ohio counties. The required surveys conducted at selected sites are a major component of the ongoing OTSO commitment to reduce highway fatalities and serious injuries throughout Ohio by increasing seat belt use. Annually, the Applied Research Center completes the site selection, enters the information from the submitted observation forms, analyzes the data, and completes a report on the findings. Miami University provides this service annually. The information is used to determine a county seat belt usage rate.

**I'm Safe! In the Car Evaluation:** I'm Safe! In the Car is an early intervention program designed to extend the benefits of Project Safety Belt by raising awareness with young children (grades K-2) and their families about proper safety restraint usage. The program and presentation is based on learning objectives that are clearly aligned to the Ohio State Academic Content Standards for grade levels K-2. The Applied Research Center collected pre- and post-test data from children at experimental schools (children who participated in the program) and control schools (children who did not participate in the program) so that comparisons could be made between the two groups. The evaluation was completed in FFY2007. It was reviewed in FFY2008, from this evaluation, the OTSO made the decision to use NHTSA Booster Club program instead of I'm Safe! Programming for Booster Club will be beginning in FFY2009.

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

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

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

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

# Noteworthy Practices

## Comprehensive Highway Safety Plan

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**Awarded:** \$0                      **Expended:** \$0                      **Funding Source:** N/A

**Funded Agency**

N/A

**Project Description**

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

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

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

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

**Accomplishments**

- Ohio's plan, approved by the Federal Highway Administration (FHWA) as required by SAFETEA-LU regulations, can be found online at:  
[http://www.dot.state.oh.us/planning/Safety/CHSP/CHSPFinalJune%202006\\_fulldoc.pdf](http://www.dot.state.oh.us/planning/Safety/CHSP/CHSPFinalJune%202006_fulldoc.pdf)
- Subcommittees representing the plan's five emphasis areas (Data and Support Systems, High-Risk Behaviors/Drivers, Serious Crash Types, Special Vehicles/Roadway Users, and Incident and Congestion Related Crashes) meet quarterly to review and update project information.

## Safety Conscious Planning Workshops

**Awarded:** \$0      **Expended:** \$0      **Funding Source:** N/A

### Funded Agencies

N/A

### Project Description

In FFY 2008, the OTSO continued the partnership with ODOT to coordinate and conduct Safety Conscious Planning Workshops in cooperation with the Metropolitan Planning Organizations (MPOs).

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

### Accomplishments

- MPO's provide input on potential funding for roadway safety (traffic engineering) grants.
- Traffic safety broadcasts are shared with all MPO's throughout the state.

## Law Enforcement Liaison Program

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**Awarded:** \$318,000      **Expended:** \$233,739      **Funding Source:** 402CP

### Funded Agencies

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

### Program Description

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

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

### Strategies

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

### Accomplishments

- The liaisons were instrumental in maintaining participation in the countywide OVI Task Forces and recruiting new agencies in areas where there were no task forces. They attended numerous chief meetings, task force meetings, Safe Communities meetings, and county law enforcement meetings. They were a catalyst for supplying information to local law enforcement agencies about the OTSO and other departmental resources available to them.
- Ohio's LEL's were recognized as a regional leader in mobilization participation due to the active role and concerted effort by the liaisons.

- The liaisons assisted many law enforcement agencies during FFY 2008 with the acquisition of equipment from defunct agencies, overstocked equipment or equipment no longer in use. The equipment included radios, radars and light bars.
- The liaisons were instrumental in organizing motorcycle regional meetings. Agencies that had an investment in motorcycle safety gathered to discuss possible methods to increase motorcycle awareness and reduced motorcycle crashes.
- The liaison from northwest Ohio resigned in March; the new liaison should be in place in early 2009. In the meantime, the work in northwest Ohio is divided among the remaining three liaisons.

#### Speed Management

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**Awarded:** \$25,000      **Expended:** \$0      **Funding Source:** 402SC

#### Funded Agency

OTSO

#### Project Description

The OTSO attended the April 2007 Speed Management Workshop Facilitator Training in Chicago to help provide guidance for State and local governments in designing and applying a balanced and effective speed management program to reduce speeding-related crashes. Concepts learned at the workshop were implemented into the Comprehensive Highway Safety Plan. In FFY 2009, the OTSO will take the lead in adding speed management strategies under the CHSP High-Risk Behaviors/Drivers subcommittee. Strategies will include initiating meetings to discuss development of a state speed management policy, identifying best practices, development of educational materials, and implementation of a joint speed management pilot project with ODOT.

#### Accomplishments

- Draft plan of speed management program completed.

#### Equipment Awards

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**Awarded:** \$300,000      **Expended:** \$230,629      **Funding Source:** 402CP

#### Funded Agency

OTSO

#### Project Description

An annual equipment incentive was coordinated with the CIOT kickoff for FFY 2008. Agencies across the state are encouraged to participate in the National CIOT and OLUAs mobilizations. Law enforcement agencies that showed their intent to participate in the mobilization by signing a letter and submit their activity for both mobilizations qualified for equipment. Over 800 agencies participated in the mobilizations. Following is the equipment purchased for the incentive in FFY 2008:

2	Patrol Cars
175	Radars
17	Lasers
40	Portable Breath Testing Instruments

#### Construction Zone Enforcement

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**Awarded:** \$114,821      **Expended:** \$76,345      **Funding Source:** ODOT

#### Funded Agencies

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

### Project Description

The Ohio Department of Transportation (ODOT) designated federal safety funds to be spent directly on the work zone enforcement presence and education campaign in the 2008 construction season. The ODOT and the Department of Public Safety, the Ohio State Highway Patrol, and local law enforcement agencies noted above formalized a partnership to reduce crashes in Ohio's work zones. The purpose of this program was to initiate an enforcement presence and educational campaign in identified interstate highway work zones during the 2008 construction season. The work zones targeted in FFY 2008 were:

- Interstate 71 Medina County
- Interstate 75 Montgomery County
- Interstate 75 Butler County
- Interstate 75 Warren County
- Interstate 77 Summit County
- Interstate 275 Hamilton County

### Accomplishments

The numbers below represent the activity of the Work Zone project for FFY 2008.

#### 2008 Work Zone Enforcement Locations

Enforcement Activity	Hamilton I-275	Summit I-77	Butler I-75	Warren I-75	Montgomery I-75	Medina I-71	TOTALS
Enforcement Hours Worked	735	317	158	76	321	337	1,944
Number of Traffic Stops	895	339	136	69	586	815	2,840
OVI Arrests 21 and Over	0	0	0	1	1	0	2
OVI Arrests Under 21	0	0	0	0	0	0	0
Adult Restraint Citations	28	25	0	0	46	104	203
Child Restraint Citations	0	3	0	1	1	0	5
Speed Citations	766	114	70	50	404	521	1,925
Driving Under Suspension	23	23	3	3	14	5	71
Felony Arrests	3	0	0	2	5	6	16
Other Citations	53	88	68	1	126	20	356

### Ohio Safe Commute

**Awarded:** \$239,173      **Expended:** \$188,365      **Funding Source:** ODOT

#### Funded Agencies

Blue Ash Police Department	Montgomery Police Department
Cincinnati Police Department	Norwood Police Department
Columbus Police Department	Ohio State Highway Patrol
Franklin County Sheriff's Office	Sharon Township Police Department
Gahanna Police Department	Worthington Police Department
Hamilton County Sheriff's Office	

### Project Description

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

### Accomplishments

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

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

The numbers below represent the results of Ohio Safe Commute for FFY 2008.

<b>Enforcement Activity</b>	<b>Totals</b>
Stops	12,268
Citations	8,373
Hours	5,473

### Safe Communities

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<b>Awarded:</b>	\$1,313,696	<b>Expended:</b>	\$1,105,341	<b>Funding Source:</b>	402SA
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#### Funded Agencies

Clark County Combined Health District	Lucas County Educational Service Center
Clermont County General Health District	Mansfield-Richland County Health Department
Columbus Health Department	Medina County Commissioners
Community Solutions	Morrow County Health Department
Delaware County Health Department	Putnam County Educational Service Center
Fairfield County Health Department	Ravenna Police Department
Goshen Police Department	Ross County General Health District
Greene County combined Health District	Safety Association for Education
Hamilton County General Health District	Stark County Sheriff's Office
Holmes County Health Department	UHHS Geneva Memorial Hospital
Knox County General Health District	Union County Health Department
Lake County General Health District	University Hospitals of Cleveland
Licking County Health Department	University of Cincinnati
Lima-Allen County Regional Planning Commission	Wayne County Mental Health & Recovery Board
Lorain County General Health District	Williams County Combined Health District

#### Program Description

Ohio Safe Communities is a data driven initiative to save lives and reduce injuries by building collaboration between state, county, and local community partners. In FFY 2008, there were 30 countywide community-based Safe Communities programs. Every Safe Communities program had five primary goals in FFY 2008 that included increasing seat belt usage, increasing seat belt and impaired driving awareness, increasing motorcycle safety awareness, coalition building, and fatal data review.

#### Accomplishments

- Collectively, the 30 Safe Community programs achieved 91% of their goals.
- Safe Communities coalitions worked to have a presence at highly publicized events. Each Safe Communities program participated in their County Fair or other summer event. Other major venues included the Dayton International Air Show, the Greater Cleveland Auto Dealers New Car Show, Amish Safety Days, various community festivals, high school football and basketball games, community health fairs and more.
- During FFY 2008, the Safe Communities programs reported \$157,344 in contributions and in-kind services from their communities. Program income was encumbered on such items as meeting space, event space, printing, promotion, events, etc. With the emphasis on moving Safe Communities programs toward self-sustainability, a majority of the Safe Communities programs were able to secure multiple contributions and in-kind services in support of their

programs. Media outlets including television, radio and print have increased their participation along with insurance companies. Several programs were able to get donation of billboard space to highlight traffic safety messages. Local restaurants and fast food venues continue to support efforts by providing refreshments and food coupons as incentives.

#### Ohio Partnership for Traffic Safety (OPTS)

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**Awarded:** \$50,000                      **Expended:** \$0                      **Funding Source:** 402CP

**Funded Agency**

Ohio Traffic Safety Office

**Project Description**

The OPTS program is coordinated by the OTSO. Established 13 years ago, OPTS partners with various traffic safety partners including NHTSA, FHWA and the Employers for Traffic Safety (NETS) to provide information and programs to employers. Through OPTS, materials and resources are provided to employers to assist them in reducing costs associated with on-and off-the-job traffic-related crashes.

**Accomplishments**

- While, in FFY 2008, OPTS partnered with 180 organizations with more than 265,000 employees and 60,000 company vehicles, no federal dollars were spent. Magnets (provided by the Ohio Department of Public Safety/Communications Office) were distributed to agencies with fleet vehicles.
- The OPTS partners receive a weekly broadcast from the OTSO relaying up to date traffic safety information and available resources to use within their companies.

#### Traffic Safety Diversity Grants (Cultural Competence Initiative)

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**Awarded:** \$210,999                      **Expended:** \$188,287                      **Funding Source:** 402CP

**Funded Agencies**

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

**Project Description**

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

**Accomplishments**

**City of Refuge Point of Impact**

- The church partners in the Mahoning, Trumbull, Lucas and Summit counties directly reached a total of 82,407 individuals through the mediums of church bulletins and announcements, radio broadcast, outdoor banner, special church programming like back-to-schools rallies, special services, as well as, end of the year celebrations. Again, as in the past, our church partners continue to use various innovative venues to get the message out regarding the importance of buckling-up. The church partners intensified the Buckle-up message to the church and surrounding communities because of the vast numbers of people expected to be on the roadways during the summer months.
- Elizabeth Missionary Baptist Church has a Sunday radio broadcast, "Living in the Light" in Youngstown, Ohio where the Safety message was delivered.
- New Birth Kimmelbrook Baptist Church hosted a community festival for the Kimmelbrook Housing Complex. The Buckle-up message was displayed throughout the festival grounds. Exercises and games were performed with the fatal vision goggles to demonstrate for youth the out of control

experience one has when one drinks and drives. This church partner was also the host of the end-of-year celebration for the church partners in this area.

- Church partners in the Montgomery area reached approximately 92,667 individuals through the mediums of church bulletins and inserts, literature, weekly radio broadcasts, as well as, special church and community programming.
- Omega Baptist Church's youth department took part in the City-wide youth parade in the city of Dayton. The event was sponsored by the City of Dayton, the Dayton Public Schools, and the Interdenominational Ministerial Alliance of Dayton. Youth carried the "What's Holding You Back?" banner. There were an estimated 15,000 to 20,000 on lookers on the parade route.

### **Ohio Hispanic Coalition**

- OHCO was able to partnership with the Latino newspaper like "La Voz Hispana", La Jornada Latina", and "Mid West Latino". Radio Sol and Radio "La X" also participated in the effort to educate the Latino community about Ohio Driving Laws. As well as schools, Churches, Latino grocery stores and OHCO programs which included: ESL programs, Computer program, After School program, Health programs, and Social Services programs. OHCO attended more than 50 festivals and was able to show the OHCO video as a tool to educate Latinos about Ohio Safety Laws.
- The Ohio Hispanic Coalition hosted 72 Safety classes (teaching seat belts, car seats and Ohio laws) and 15 Car Seat Checks. Based on the surveys done, it showed that there was a 48% increase in the use of safety seat belts and child restraints among our participants.

### **Asian American Community Services**

- 125 people participated in five traffic safety workshops for the Chinese / Taiwanese community; 44 people participated in one traffic safety workshop for the Cantonese community; 47 people participated in one traffic safety workshop for the Korean community.
- Pre and post survey results
  - 97.69% of senior workshop participants buckle up "always" or "most of the time".
  - 98.06% of senior workshop participants ask grandchildren under 18 to buckle up "always" or "most of the time".
  - Traffic sign knowledge increased 15.56% after the workshop.
- Distributed 24 Driving Safety DVDs to Asian-oriented organizations and communities; Distributed 500 copies of Senior Traffic Education materials to the Japanese, Korean and Vietnamese communities; Distributed safety video CD in English and Japanese to Japanese communities in Columbus and Cleveland.
- Conducted 6 car seat checks; 48 seats were checked; One CPS technician training produced six technicians from Cantonese, Japanese, Cambodian and Vietnamese communities.

### Amish Traffic Safety Grant (Cultural Competence Initiative)

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**Awarded:** \$54,920      **Expended:** \$45,572      **Funding Source:** 402CP

#### **Funded Agency**

The Ohio State University (OSU) Research Foundation

#### **Project Description**

This OSU project worked with Ohio's Amish communities to implement effective public information and education programs/campaigns that focus on both Amish and "English" communities, as well as tourists. In FFY 2008, the program sought to expand the current buggy program to known Amish communities in the state.

### Statistics for Animal Drawn Crashes in Ohio

	1999	2000	2001	2002	2003	2004	2005	2006	2007
Fatal Crashes	3	0	0	0	1	1	1	4	3
Injury Crashes	91	68	54	53	55	76	69	60	49
Property Damage	67	71	86	89	89	95	97	58	59

#### Accomplishments

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

#### Motorcycle Safety

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<b>Awarded:</b>	\$2,596,132	<b>Expended:</b>	\$2,278,226	<b>Funding Source:</b>	State
	\$ 175,000		\$ 19,860		402MC
	\$ 180,080		\$ 114,015		2010

#### Funded Agency

Ohio Department of Public Safety

#### Program Description

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

The program's 16-hour Basic Riding Course (BRC) is mandatory for 16 and 17 year olds to obtain a motorcycle endorsement. Successful completion of the basic course waives the state on-cycle skill test; an incentive that has driven the increase in course enrollment since 2000. The basic course is offered at 18 fixed and 21 mobile training sites across the state. The Experienced Rider Course (ERC) is offered at eight of these sites, while the Instructor Preparation Course is offered as needed each year at select training sites across the state.

In 2008, MO pilot tested an eight-hour Basic Rider Course 2 (BRC-2) which was developed for the returning rider and those individuals that have been riding on temporary permits from year to year (1,000

miles of riding experience is required). Like with the BRC, the skill test waiver is given upon successful completion of the course. Miami University conducted a study to compare the student achievement in the BRC-2 versus the BRC. A pre-test given to students of both courses prior to any training found that the BRC-2 students did slightly better than the BRC students. The BRC-2 students also did slightly better on the end of course skill test.

**Accomplishments**

- MO trained 13,650 students in 2008 which represented a 9 percent increase over training in 2007. 3,500 students received training at private provider training sites.
- MO conducted ten BRC-2 courses during 2008 at the ODPS Columbus, Ross County and Delaware training sites; 192 students participated in these courses.
- Workshops and curriculum updates were held in February, 2008 with participation of 254 certified MO instructors. An additional 35 instructors were trained to help meet the demand for training.
- Motorcycle Ohio developed the Ride SMART campaign to help make motorcyclists more aware of safety issues dealing with their riding. We are distributing materials in the Spring of 2009 on the following topics: Ride SOBER, Ride MOTORCYCLE ENDORSED, Ride ALERT, Ride RIGHT GEAR and Ride TRAINED.
- Motorcycle Ohio developed a magnet car sticker for motorcycle awareness. The magnet sticker says, "Look Out for Motorcycles". These stickers will be passed out at mall shows and other events.

OTSO Senior Driver Presentations (Cultural Competence Initiative)

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**Awarded:** \$5,000                      **Expended:** \$0                      **Funding Source:** 402CP

**Funded Agency**

Ohio Traffic Safety Office

**Program Description**

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

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

**Accomplishments**

During FFY 2008, 6 total events consisting of 12 presentations with an attendance of 180 participants were conducted.

**Senior Driver Topics in FFY 2008**

- |                      |                            |
|----------------------|----------------------------|
| Aggressive Driving   | Insurance                  |
| Care of Your Vehicle | Rules of the Road          |
| Collision Avoidance  | Seasonal Driving           |
| Finding Your Way     | Signs/Signals and Markings |
| Freeway Traffic      | When to Give Up the Keys   |



Ohio was awarded a CODES grant. The OTSO awarded a grant to Children's Hospital in Columbus through their Center for Injury Research and Policy to oversee the day-to-day operations of the CODES Project.

NHTSA's linkage requirements for CODES states include motor vehicle crash records, EMS incidence reporting, and hospital discharge data and emergency department data. The CODES2000 software facilitates the linkage of these data sources. Ohio additionally has access to the trauma registry data, driver's license records, and death certificate data. These ancillary datasets will be used in the future to enhance the linkage capabilities of the current linked data files. For Ohio's CODES project, 2002 and 2003 data were used for the first linkage; since then 2004 - 2006 data have been added to the linkage and the 2007 data has been requested from the data owners.

### Accomplishments

- As a result of changing priorities at the federal level, additional CODES funding for the Ohio project was not extended beyond May 2007. However, after demonstrating the project's progress and potential at the June 2007 CODES Technical Assistance meeting, NHTSA indicated that they do not want to lose the Ohio CODES project and has demonstrated an interest in funding the project in FFY 2009. Children's Hospital Columbus, Center for Injury Research and Policy was awarded a 5-year cooperative agreement with NHTSA for the CODES project in September 2008.

### Incident Reporting Data Validation Process

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**Awarded:** \$104,844      **Expended:** \$95,769      **Funding Source:** 408

### Funded Agency

Ohio Department of Public Safety

### Project Description

As a funded project under the Section 408 grant application, the department's Emergency Medical Services Division will finalize a data validation process for the Emergency Medical Services Incident Reporting System (EMSIRS) data set. The purpose of the "EMSIRS-2" project is to update the EMSIRS to meet the standards set forth by National EMS Information System (NEMSIS). The project will be based on data definitions and programming specifications provided by the National EMS Information System Technical Assistance Center (NEMSIS TAC). The goal will be to create a system that meets the data collection needs of the state of Ohio and is capable of providing improved analysis of EMS procedures, as well as allowing for comparison of data across jurisdictional and state boundaries.

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

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

### Accomplishment

Project completed in FFY2008.

### Statewide Road Inventory and Location Based Response System (LBRS)

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**Awarded:** \$539,329      **Expended:** \$157,046      **Funding Source:** 408

### Funded Agency

Ohio Department of Public Safety

### Project Description

The purpose of this project is to provide a multi-jurisdictional statewide asset containing accurate street centerline information, valid address ranges for every road throughout the state, along with other critical roadway inventory items that will improve traffic crash location information and highway safety analysis, as well as enable quick response of emergency responders. This project is identified as a priority in the

Traffic Records Coordinating Committee's strategic plan. Counties that have been completed are available online at: <http://gis1.oit.ohio.gov/website/lbrs/viewer.htm>.

**Accomplishment**

- 43 - County Data Accepted
- 4 - County Reviewing Data
- 7 - Memorandums of Agreement – Approved/ Collecting
- 3 - Memorandums of Agreement – Pending Controlling Board Approval
- 6 - County Requested Memorandums of Agreement
- 13 - Requested Information

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

Grant Program Management Strategies

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<b>Awarded:</b>	\$787,000	<b>Expended:</b>	\$345,376	<b>Funding Source:</b>	402PA
	\$787,000		\$345,376		STATE
	\$687,500		\$624,386		402CP

**Funded Agency**

OTSO

**Project Description**

The OTSO administers the Section 402 State and Community grants, related NHTSA awards and initiatives, and contracts for traffic safety activities, as well as the state-funded Driver Training and Motorcycle Ohio programs. In addition to direct office expenditures, the GHSO incurs the cost for staff salaries, benefits, office expenses such as travel, equipment, supplies, and other indirect costs necessary to carry out the functions of the GHSO.

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FFY 2008 Financial Summary

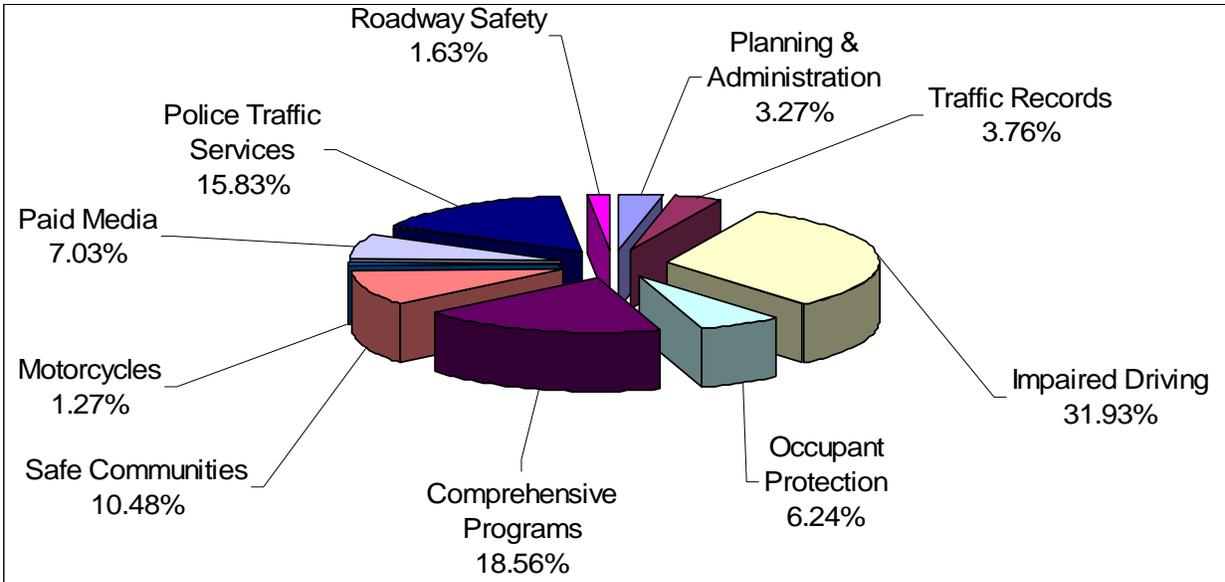
Federal Funds	Code	Program Descriptions	Federal Obligated	Expended	% Spent	Local Benefits	% Local
402	PA	Administration	\$ 1,477,095	\$ 345,376	23%	\$ -0-	0%
402	AL	Alcohol Programs	\$ -0-	\$ -0-	0%	\$ -0-	0%
402	MC	Motorcycle Safety	\$ 175,000	\$ 19,860	11%	\$ -0-	0%
402	OP	Occupant Protection	\$ 658,119	\$ 658,119	100%	\$ 579,523	88%
402	PT	Police Traffic Services	\$ 1,772,000	\$ 1,669,293	94%	\$ 1,669,293	100%
402	TR	Traffic Records	\$ 150,000	\$ 144,143	96%	\$ 144,143	100%
402	CP	Comprehensive Programs	\$ 2,286,688	\$ 1,957,406	86%	\$ 520,216	27%
402	RS	Roadway Safety	\$ 300,000	\$ 172,000	57%	\$ 172,000	100%
402	SA	Safe Communities	\$ 1,425,000	\$ 1,105,341	76%	\$ 1,105,341	100%
402	SC	Speed Control	\$ 25,000	\$ -0-	0%	\$ -0-	0%
402	PM	Paid Advertising	\$ 1,400,000	\$ 741,859	53%	\$ -0-	0%
402	SE	Speed Enforcement	\$ 2,401,641	\$ -0-	0%	\$ 0-	0%
<b>402 TOTAL</b>			<b>\$ 12,070,543</b>	<b>\$ 6,813,397</b>	<b>56%</b>	<b>\$ 4,190,516</b>	<b>62%</b>
<b>408 TOTAL</b>	<b>K9</b>	<b>Data Program</b>	<b>\$ 2,484,196</b>	<b>\$ 252,815</b>	<b>10%</b>	<b>\$ 157,046</b>	<b>62%</b>
<b>410 TOTAL</b>	<b>K8</b>	<b>Section 410 Impaired Driving</b>	<b>\$ 8,810,921</b>	<b>\$ 2,359,080</b>	<b>27%</b>	<b>\$ 2,331,680</b>	<b>99%</b>
<b>2010 TOTAL</b>	<b>K6</b>	<b>Motorcycle Safety</b>	<b>\$ 432,794</b>	<b>\$ 114,015</b>	<b>26%</b>	<b>\$ -0-</b>	<b>0%</b>
164	164 AL	Section 164 Alcohol Programs	\$ 1,213,797	\$ 612,588	50%	\$ 612,588	100%
164	164 HE	Section 164 Hazard Elimination	\$ 31,814,102	\$ 6,611,714	21%	\$ -0-	0%
<b>164 TOTAL</b>			<b>\$ 33,027,899</b>	<b>\$ 7,224,302</b>	<b>22%</b>	<b>\$ 612,588</b>	<b>8%</b>
<b>TOTAL GTS</b>			<b>\$ 56,826,353</b>	<b>\$ 16,763,609</b>	<b>30%</b>	<b>\$ 7,291,830</b>	<b>72%</b>
<b>FHWA</b>							
<b>163</b>	<b>163</b>	<b>163 .08</b>	<b>\$ 9,506,323</b>	<b>\$ 396,427</b>	<b>4%</b>	<b>\$ 305,817</b>	<b>77%</b>

Notes:

Costs included through 2008-VOU-43.

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

FFY 2008 Financial Summary



\*164 Hazard Elimination Funds of \$6,611,714 not included above