8/31/2010

INDIANA HIGHWAY SAFETY PLAN

Fiscal Year 2011

INDIANA CRIMINAL JUSTICE INSTITUTE

INDIANA HIGHWAY SAFETY PLAN

FISCAL YEAR 2011

MISSION

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

PREPARED FOR:

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

PREPARED BY:

The Traffic Safety Division
Indiana Criminal Justice Institute

SEPTEMBER 2010

STATE OF INDIANA

INDIANA CRIMINAL JUSTICE INSTITUTE

Mitch Daniels, governor
Dr. T. Neil Moore, executive director

August 30, 2010

Mr. Michael Witter
National Highway Traffic Safety Administration
Region 5
19900 Governor's Drive, Suite 201
Olympia Fields, Illinois, 60461

Dear Mr. Witter:

Enclosed you will find copies of Indiana's fiscal year 2011 highway safety planning document and traffic safety action plan for your review. In the event that other traffic safety needs are identified throughout the year, we will make the necessary changes to the plan and forward onto your office for approval.

We anticipate a very exciting and productive year in Indiana, building off of the momentum we are gaining on improving traffic safety in Indiana. We look forward to continuing our strong working partnership with the NHTSA Region 5 staff.

Thank you for your past and continued support of the State of Indiana's Highway Safety Office and staff.

Sincerely,

Sebastian Smelko
Policy Director, Public Safety
Office of Governor Mitch Daniels

T. Neil Moore, Ed.D.
Executive Director,
Indiana Criminal Justice Institute

Adam Horst
Director, State Budget Agency

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TABLE OF CONTENTS

TABLE OF CONTENTS 3
EXECUTIVE SUMMARY 4
HIGHWAY SAFETY PLAN SCHEDULE 5
SAFETY AND PERFORMANCE PLAN 6
Plan Introduction 6
Fatalities 12
Serious Bodily Injury 13
Alcohol 15
Occupant Protection 22
Young Drivers 28
Motorcycles 30
Dangerous Driving 35
Children 38
Pedestrians 39
Bicycles 40
Planning and Administration 41
Police Traffic Services 42
Community Traffic Safety Programs 44
Traffic Records Improvement 46
MEDIA AND COMMUNICATIONS 50
Summary and Overview 50
Paid Media 51
Earned Media 53
Communications 54
COMMUNICATIONS CALENDAR 55
COMMUNICATIONS BUDGET 67
FISCAL SUMMARY 69
Traffic Safety Budget 69
Program Section Funding 69
Program Cost Summary 70
STATE CERTIFICATIONS AND ASSURANCES 72
Certifications and Assurances 72
ENVIRONMENTAL IMPACT 82
Endnotes 83

EXECUTIVE SUMMARY

The Traffic Safety Division (TSD) of the Indiana Criminal Justice Institute (ICJI) manages federal funds that are allocated throughout the state to support programs designed to reduce the number of people injured and killed in traffic crashes each year. Over the last six years, Indiana has seen a substantial reduction in the number of overall crashes and fatalities in nearly all of the programmatic areas tracked by performance measures. This year's Highway Safety Plan (HSP) contains 25 performance measures overall. All of these performance measures Indiana has set goals for in Fiscal Year (FY) 2011 fall in the following areas:

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

Moving into FY 2011, the TSD looks to build on the successes of previous years to further enhance traffic safety in Indiana. Emphasis will continue on increasing the blood alcohol content (BAC) testing rate for drivers involved in fatal crashes by law enforcement officers. Continued targeting and direct marketing of relevant traffic safety educational materials to vulnerable segments of the population will expand. A comprehensive analysis of the state's Fatal Alcohol Crash Team (FACT) program will take place, to be followed by a report. A Toxicology Advisory Board has been developed to look at ways of improving the organizational structure and efficiencies of processing suspected DUI drivers BAC samples in FY 2011. Also, Indiana was recently approved as an assurance state, allowing Indiana to qualify for the 1906 racial profiling money. This money will be utilized to enhance the electronic reporting of traffic citations to a statewide repository that will be analyzed by TSD staff to better monitor grant funded agencies.

The FY 2011 HSP emphasizes the following areas of national priority: impaired driving, occupant protection, motorcycle safety and speed control. While Indiana's FY 2011 HSP concentrates on these national priorities, Indiana also emphasizes two areas specific to the state: aggressive drivers and young drivers. These two segments of the driving public are items of concern outlined within the HSP.

Indiana's FY 2011 HSP contains the following sections:

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

Indiana is looking forward to building on the momentum of the past six years to continue to reduce crashes and fatalities throughout Indiana in FY 2011.

Highway Safety Plan Schedule

DATES	ACTION	DETAILS
November and December 2010	Reevaluation of HSP by SHSO	• Review past and current years activity • Review crash data • Obtain input from traffic safety community • Review current state and national priorities • Identify problem areas • Identify short (1-2 years) and long-term goals (3 years) • Identify short-term goals (1-2 years)
January and February 2011	Program Partner Collaborations	• Meet with key program partners • Review Annual Report • Outline grant opportunities • Identify long term strategies (3 years)
March and April	Initiate Grant Development Plans	• Consult with current and prospective grantees • Identify short-term strategies (1 year) • Validate draft strategies with program goals • Create draft of grant development plans • Establish draft budget
May	Finalize Grant Development Plans	• Grant development plans finalized • HSP team reviews programs and budgets • HSP budget finalized
June	Begin Formal Grant Process	• Finalize administrative grants • Notify grantees of grant trainings
July	Prepare FY 2012 Performance Plan and HSP	• Conduct regional grant trainings • Send grant templates • Create draft HSP • Administrative review of HSP
August	Approve FY 2012 Performance Plan and HSP	• Approve FY 2012 HSP • Distribute HSP to NHTSA, FHWA, State and local agencies • Post to website
September and October	Grant Approval and Implementation	• Approve and start implementation of FY 2012 grants • Submit amendments to NHTSA on HSP if applicable

Safety and Performance Plan

Plan Introduction

The focus for the TSD staff during the last fiscal year was to move from simple program *management* to program *development*. In FY 2007 the TSD shifted toward the data-driven policy focus. This focus has helped Indiana move toward a place where problem areas are quickly and easily identified. The first indicator of the data-driven focus is evident from the six years of consecutive reductions in fatalities on Hoosier roadways (2004-2009). Moving forward for FY 2011, new grant applications were developed for grantees which compel them to provide locally specific problem identification, goals and evaluation for traffic safety in their community. This most recent change in focus from program *management* to program *development* is placing the emphasis for the success and failure of traffic safety initiatives more directly into the hands of the local grantees who receive National Highway Traffic Safety Administration (NHTSA) funds from the TSD.

Problem Identification

Further in this document, there are sections dedicated to explaining the specific problem(s) identified for the program areas. A review and analysis of relevant traffic safety data has determined the program areas that will be addressed in FY 2011. Priority is given to the areas which have the greatest opportunity to reduce deaths and injuries on Hoosier roadways. To maintain a solid foundation for designing and implementing successful traffic safety programs, ICJI performs year-round data analysis through which traffic crash issues and trends are identified. The problem identification areas are established use data from the crash report database, traffic safety publications and the new electronic citation repository.

Automated Reporting Information Exchange System (ARIES)

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

Indiana Traffic Safety Fact Sheets

Through a partnership with the Center, a collection of the State's motor vehicle facts and trends covering many different aspects of traffic safety are compiled and published annually. Fact sheet topics include: alcohol, children, large trucks, light trucks, young drivers, motorcycles, occupant protection and dangerous driving. They also produce county profile fact sheets for all 92 of Indiana's counties and a comprehensive crash fact book which contains statistics, trends and maps of crashes that occur across the entire state. These fact sheets can be found under the traffic safety link on the ICJI website http://www.in.gov/cji/2572.htm. Fact sheets are completed prior to the annual grant trainings in July. This timely and locally specific data is then utilized by local law enforcement agencies to develop problem identifications in their grant applications for the TSD in the coming FY.

Odyssey Case Management System

In FY 2011 the TSD will obtain access to query the Odyssey Case Management System Staff can inquire about the traffic citations submitted by law enforcement agencies that utilize the electronic citation software developed by the Judicial Technology Automation Committee (JTAC), a division of the Indiana Supreme Court. Citation information will include which citations are being issued, where they are issued and who is issuing them. Future studies are planned on the effectiveness of written traffic citations have on traffic safety as more law enforcement agencies submit their data to the electronic citation program.

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

Performance Measures

Using input gathered from a sub-committee of members from the Governor's Council on Impaired and Dangerous Driving (the Council) in 2006, performance measures were established to help move the state and the TSD in the right direction for obtaining data and information useful for identifying problems and reducing collisions and fatalities on Indiana roadways. The members of the sub-committee included representatives from the Center, Indiana Department of Transportation (IDOT), Indiana Department of Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and Marion Police Department.

Performance measures used during FY 2007 were successfully implemented and have garnered more support in FY 2009-2010 from local law enforcement and other traffic safety partners. Because the measures have been successfully implemented and validated, the TSD will continue with the spirit of these by making only minor adjustments to the measures in FY 2011 to reflect new performance measures and program management focuses.

Goal Setting

In the original discussions with the sub-committee of the Council in 2006, members were asked for their input and desired goals for each of the five target areas identified by the TSD (alcohol, seat belt usage, young drivers, motorcycles, and dangerous driving). Through both re-visiting goals set in FY 2010 and examining trends and successes over the last few years, it was determined that new short term (2011) and long term (2013) goals should be set for each priority area. Quantitative targets were based on five years trends, depending on the priority area. The method of setting the goals in FY 2010 largely remain the same for FY 2011 because of the success the TSD experience with the plan set up during FY 2010. As data has improved there is a better understanding of the traffic collisions trends within Indiana. As a result the target areas initially identified have grown to include overall fatality figures, serious bodily injuries, children, pedestrians and pedalcyclists.

The first priority of the TSD was to examine the national goals set by NHTSA. New FY 2011 national and regional goals were not available when this report was written. Therefore Indiana referred to the

goals established in the FY 2010 NHTSA Regional Action Plan. For areas where Indiana did not meet the national targets from FY 2010, the goal for 2011 was the national goal. Where Indiana surpassed the national goal, the measures were compared to the NHTSA Region V goals. In areas where Indiana did not pass NHTSA Region V goals, these were the goals for 2011. If these goals were met, each priority area was examined to determine the average change in rates over the last five years.

For short term goals, it was determined by the sub-committee that the average reduction rate would be applied to the current rate in order to establish the new goal. In the event that the average either illustrated an increase in rate over the time period, or the reduction did not equal two percent of the total rate, then a standard two percent reduction in the rate would be used. Long term goal development was determined by the short term goal. For goals based on the two percent reduction, six percent reduction was applied to the 2009 rate[1]. In cases where the average reduction was greater than the two percent reduction, the long term goal for 2013 was established by calculating in the goal for 2011 and applying it to find the average reduction for 2005 through 2012.

Using this strategy, the goals were established by the TSD and its stakeholders in conjunction with the goals set by NHTSA and NHTSA's Region V office. The goals will be outlined after the problem identification performance measures.

Strategy to Reach Goals

After analyzing data and trends, identifying key target areas, and setting short and long term goals and performance measures for each area, the next step is to develop a strategy to ensure that our greatest resources are being applied toward reaching our goals. The following activities are used to achieve these goals:

Program Prioritization

In order to determine grantee funding eligibility and award amounts in FY 2011, the TSD will continue to use its objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allows for focus to be placed on counties with high traffic fatalities while still continuing funding on a statewide basis.

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

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

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

Traffic Safety Partner Input

Communication and collaboration with numerous traffic safety stakeholders is an essential ongoing process for the TSD staff in order to stay current about emerging traffic safety issues and coordinate appropriate responses to addressing them. Strategies and planning techniques, such as clarifying a program's mission and goals, setting measurable objectives and evaluating the programs progress towards these goals must be in place. The process description, performance plan and program area sections of this HSP detail the goals we have set for our program and the strategies, tactics and projects we intend to implement during FY 2011 to achieve them.

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

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

Participants in these regular meetings include a diverse cross section of representatives from across the state. The representatives that report out come from the Indiana State Police (ISP), FACT, Automotive Safety Program (ASP), the Center, Indiana Prosecuting Attorneys Council, Marion County Traffic Safety Partnership, Standardized Field Sobriety Testing (SFST)/ Drug Recognition Expert (DRE) coordinator, Indiana Excise Police and seven regional LELs that represent over 250 local law enforcement agencies from across the state. The information obtained at these meetings has proved to be a valuable resource for the TSD in the development of the HSP.

In FY 2011, the TSD will also continue to work closely with the Traffic Records Coordinating Committee (TRCC), a statewide stakeholder forum created to coordinate the planning and implementation of projects to improve the state's traffic records systems. Members of the TRCC include representatives from ICJI, Indiana Bureau of Motor Vehicles (BMV), Indiana Department of Transportation (INDOT), ISP, Federal Highway Administration, JTAC, Indiana State Department of Health (ISDH), and the Federal Motor Carrier Safety Administration (FMCSA). The TRCC facilitates understanding among stakeholders in the development of projects for improving the accessibility, accuracy, uniformity, and completeness of statewide traffic-related information.

Additionally, in FY 2011, the Center will continue to assist in the analysis and research of Indiana's traffic safety concerns. The Center provides the TSD with direction in developing, implementing and measuring the impact of traffic safety programs. The Center will continue to analyze Indiana roadway crashes over a period of years to determine trends and proper countermeasures. The data produced by the Center is analyzed frequently by all partners to determine if goals set in the HSP are on track. If corrective action needs to be taken, it is discussed with the appropriate committee and stakeholders to whom it relates. With the Center's compilation of annual traffic safety fact sheets, county profile fact sheets and one comprehensive crash fact book, together they help traffic safety stakeholder make informed policy and program decisions.

The TSD continues to utilize the insight and recommendations provided in the alcohol, traffic records, motorcycle and occupant protection assessments conducted in Indiana in 2008 and 2009. These assessments have been great tools for helping to drive policy changes to improve traffic safety in Indiana. Currently, due in large part to a recommendation in the 2008 Impaired Driving Assessment, an advisory board has been formed to look at the organizational structure and efficiencies of the Indiana Department of Toxicology. This advisory board will be meeting throughout FY 2011 to develop policy recommendations to improve the testing of suspected impaired drivers in the state. These various assessments serve also as a guide to the TSD staff to developing continued programmatic improvements that will lead towards fewer crashes, injuries and deaths on Indiana's roadways.

The TSD will also continue its partnership with the Center for Roadway Safety (CRS) at Purdue University. CRS provides data analysis and input with regards to strengthening the Crash Outcome Data Evaluation System (CODES) and injury data across the state. This input, as well as input or feedback from other stakeholders, will be used in the development of new traffic safety programs or in the strengthening of existing programs. CODES data will also continue to be instrumental in helping to

provide legislators and the public with information about the true costs associated with traffic crashes in Indiana.

Highway Safety Plan

Through a yearly review of Indiana's collision, injury, and fatality data as it relates to each of the key target areas, members of the TSD identify programs and activities that have been successful in reaching priority goals and reducing death and injury on the State's roadways. Those programs identified as being successful are selected to receive additional support and funding in FY 2011. In the event that a program is less successful than anticipated, the appropriate TSD manager will re-examine the data and adjust the program as seen fit. Grantees are also encouraged to develop their own community specific traffic safety activities and programs to submit to the TSD for review and approval.

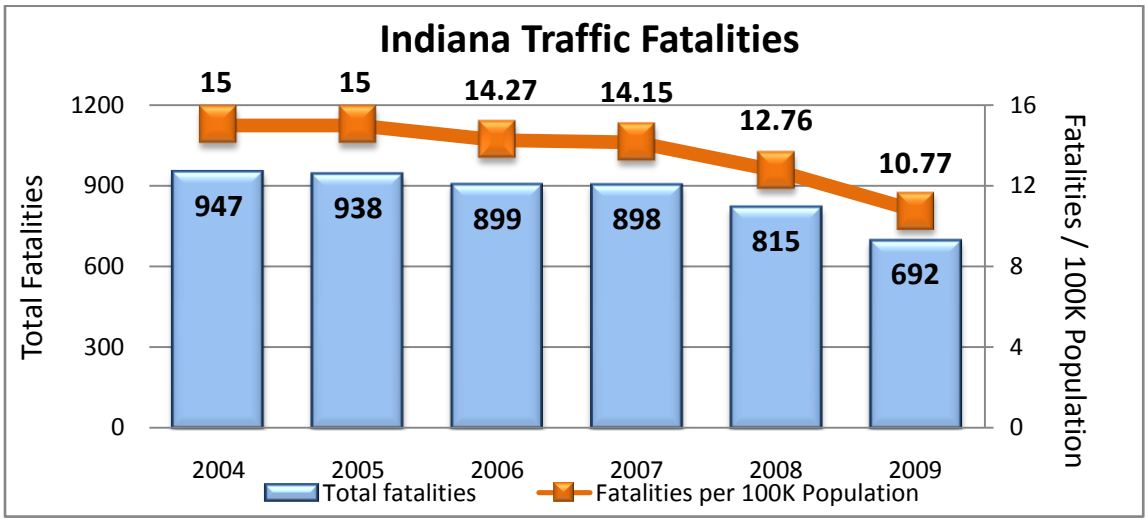
The remainder of the Safety and Performance Plan will outline the targeted areas TSD identified with its partners. The problem identification, performance measures and goals are explained where applicable, and then strategy to reach the goals and the funding details are included for each priority area.

FATALITIES

Problem Identification

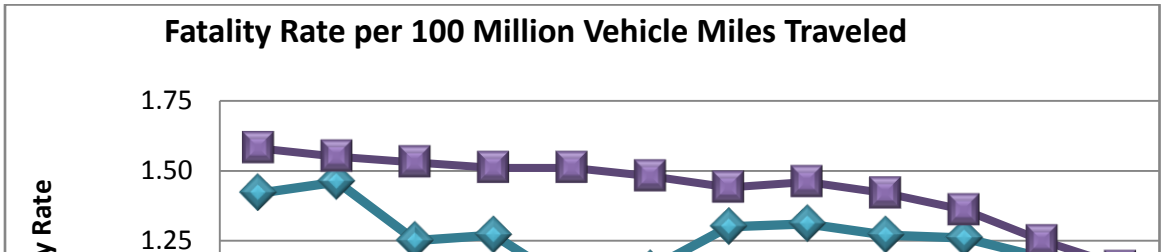
Over the past six years, Indiana has seen a decrease in the number of traffic fatalities (see Graph 1) and the fatality rate per 100,000 population has followed the same trends from 2004 through 2009. Data from 1998 to 2009 shows encouraging overall trends for fatalities per 100 million vehicle miles traveled (100M VMT) (see Graph 2).

Graph 1



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Graph 2



	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Indiana	1.42	1.46	1.25	1.27	1.09	1.15	1.30	1.31	1.27	1.26	1.19	0.97
Federal	1.58	1.55	1.53	1.51	1.51	1.48	1.44	1.46	1.42	1.36	1.25	1.16

Data derived: 1998-2004 Federal Highway Administration, Highway Statistics; 2009 VMTs Indiana based on estimates from the Indiana Department of Transportation (INDOT) June 2010. 2005-2009: National Highway Traffic Safety Administration, Early Estimate of Motor Vehicle Traffic Fatalities in 2009.

Indiana has maintained a fatality rate per 100M VMT that is significantly lower than the national rate. While both the national and Indiana rates declined in 2009, Indiana's fatality rate decreased 18 percent while the national rate decreased seven percent. The following sections will address the number of fatalities, injuries and collisions in greater detail from the factors that contribute to the collision to the type of vehicle or person involved in the collisions.

Performance Measures

- Number of traffic fatalities
- Fatality rate per 100,000 population
- Fatalities per 100M VMT

Goals

Indiana's goals for total fatalities are based on a five-year downward trend and the moving average of where Indiana should be in the short and long term. There are no national or regional goals for total fatalities.

Short Term Goal:

1. Reduce the number of traffic fatalities from 692 in 2009 to 643 in 2011
2. Reduce the rate of fatalities per 100,000 from 10.77 in 2009 to 9.93 in 2011
3. Reduce fatalities per 100M VMT from 0.97 in 2009 to 0.91 in 2011

Long Term Goal:

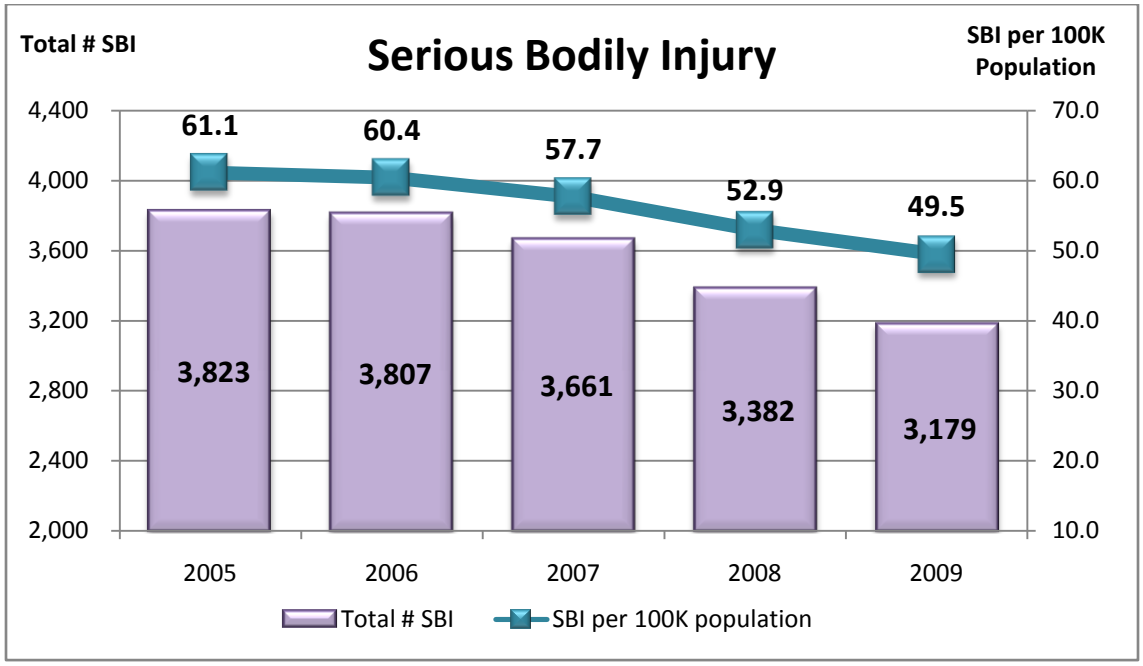
1. Reduce the number of traffic fatalities to 600 in 2013
2. Reduce the rate of traffic fatalities per 100,000 to 9.21 in 2013
3. Reduce fatalities per 100M VMT to 0.85 in 2013

Serious Bodily Injury

Problem Identification

Over the past five years, serious bodily injuries caused by traffic collisions have been on the decline and the serious bodily injury rate per 100,000 population has followed the same trend since 2004 (see Graph 3). Although similar to the decline in total traffic fatalities, serious bodily injuries declined six percent from 2008 to 2009 compared to the 15 percent decline in total traffic fatalities.

Graph 3



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Performance Measures

- Number of serious bodily injuries[2] in traffic collisions
- Serious bodily injury per 100,000 population
- Serious bodily injury per 100M VMT

Goals

Like total fatalities, there are no national or regional goals for total serious bodily injuries. Indiana's goals are based on a five-year downward trend and the moving average of where Indiana should be in the short and long term.

Short Term Goals:

1. Reduce the number of serious bodily injuries from 3,179 in 2009 to 3,050 in 2011
2. Reduce the serious bodily injuries per 100,000 population from 50 in 2009 to 47 in 2011
3. Reduce the serious bodily injury rate per 100M VMT from 4.47 in 2009 to 4.31 in 2011

Long Term Goals:

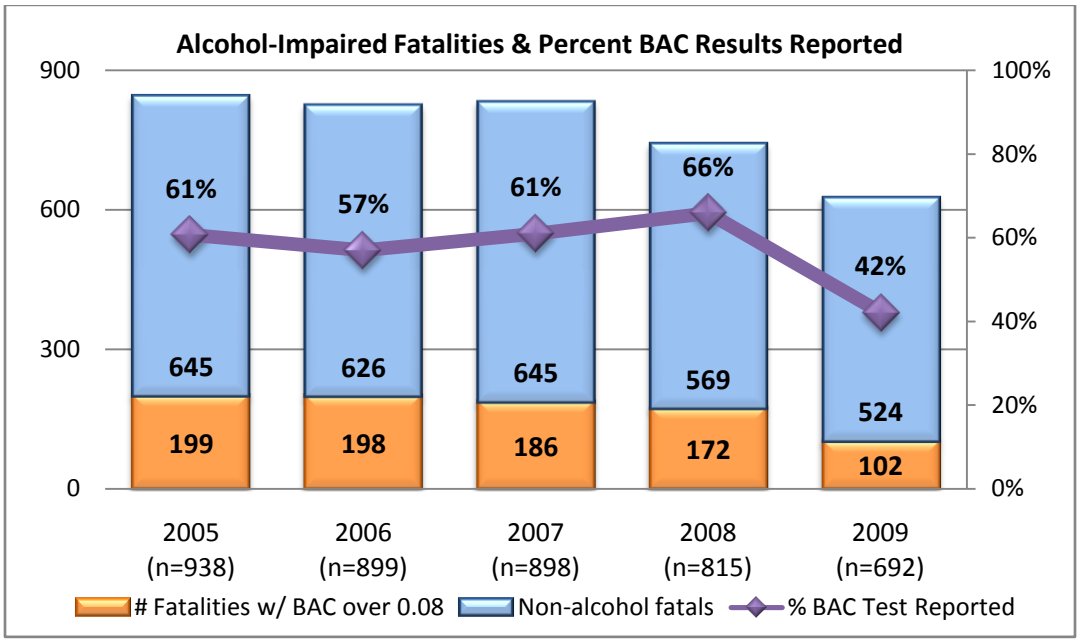
1. Reduce the number of serious bodily injuries to 2,924 in 2013
2. Reduce the serious bodily injuries per 100,000 population to 45 in 2013
3. Reduce the serious bodily injury rate per 100M VMT to 4.13 in 2013

ALCOHOL

Problem Identification

The proportion of fatalities in alcohol-related[3] collisions in Indiana was substantially below the national rate in 2008.[4] The number of fatalities in alcohol-related collisions in Indiana steadily declined from 2005 to 2008, in a pattern similar to overall traffic fatalities. During 2009, there were 32 percent fewer alcohol-related fatalities in Indiana than there were in the previous year.[5] Along with this decline, the submissions of BAC results to the crash reports were also down from nearly 66 percent to 42 percent (see Graph 4). From 2005 to 2009, over 1,200 lives were lost in alcohol-related collisions in Indiana.

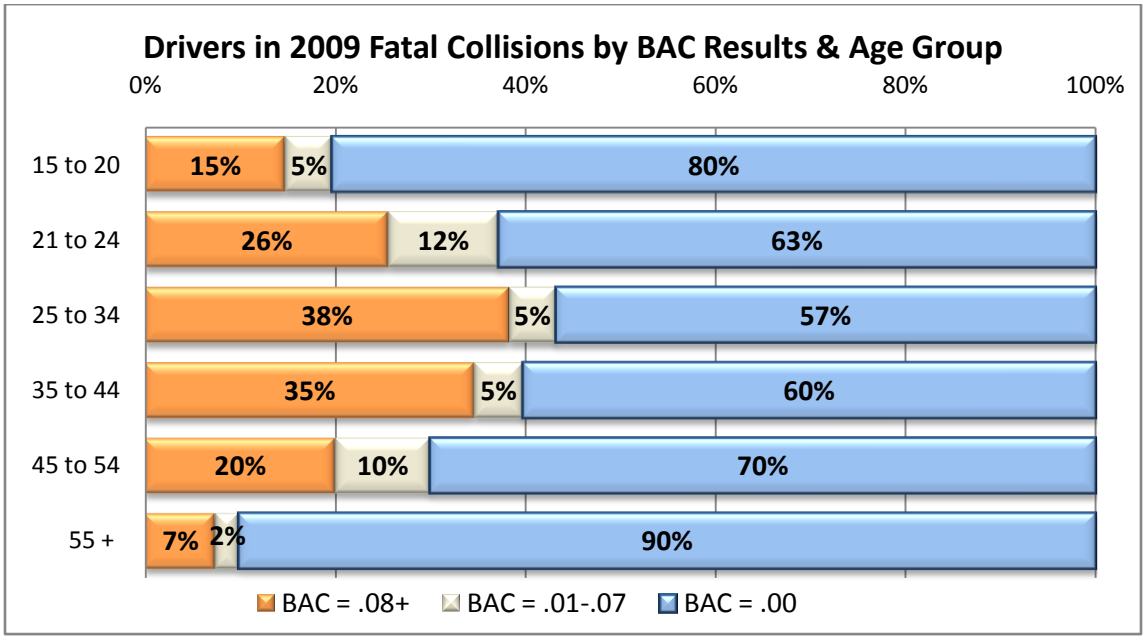
Graph 4



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

During 2009, there were 102 people killed in traffic collisions with a BAC of 0.08 g/dL or higher. Drivers age 25 to 34 were those most often involved in fatal collisions when they were legally intoxicated (see Graph 5). This same age group made up nearly 32 percent of all impaired drivers in fatal collisions. The next most common age groups were the 21 to 24 year olds followed by the 35 to 44 year olds. The group identified as being most at risk includes males ages 21 to 49. While NHTSA identifies the target age range for impaired driving initiatives to be 18-34, Indiana's FY 2011 communications plan is designed to better target the problem age range specific to our state (21-44 years of age). These figures are incorporated into the communications plan to target the population most at risk.

Graph 5



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Impaired driving is blamed for nearly 25 percent of all fatal collisions that occur on Indiana roadways. There were 0.14 alcohol-related fatalities (BAC 0.08+) per 100 million VMT in 2009.[6] As in the past, in FY 2011 DUI Taskforce agencies in Indiana will continue to target counties that have a history of high alcohol-related fatalities. Saturation patrols and sobriety checkpoints will continue to be used in an effort to reduce the number of impaired drivers throughout the state. The TSD also promotes the use of low manpower checkpoints and multi-jurisdictional enforcement strategies to enforce impaired driving laws and deter people from drinking and driving.

The cause of the lower testing rates during 2009 has been addressed by the Council and changes have been recommended that will improve the speed of BAC test results from the Indiana Department of Toxicology. Additionally, Indiana was awarded a grant from Mothers Against Drunk Driving (MADD) National during FY 2010 to improve the number of BAC test results submitted to the Fatality Analysis Reporting System (FARS) by the responsible law enforcement agencies.

Performance Measures

- Number of alcohol-related fatalities
- Percent of fatalities in collisions with BAC of 0.08 or higher

- Rate of fatalities with BAC of 0.08 or higher per 100M VMT
- Number of fatalities involving a driver or motorcycle operator with BAC of .08 or higher
- Number of impaired driving arrests made during grant-funded enforcement activities

Goals

National Goal:

- Reduce the rate of fatalities in highest BAC (.08+) from .49 in 2007 to .46 by 2010

Regional Goals:

- Reduce the rate of fatalities in highest BAC (.08+) from .39 in 2007 to .35 by 2010
- Reduce the rate of fatalities in highest BAC (.08+) by 100K population from 3.55 in 2007 to 3.34 by 2010.
- Reduce the rate (100K population 16 to 20 year olds) of alcohol-related fatalities (.01+) for 16 to 20 year olds from 8.03 in 2007 to 6.20 in 2010.

Indiana's rate for fatalities in highest BAC collisions is lower than the national goal of .46 and the regional goal of .35 (reflected as a percentage in goal #2). Indiana has established the following four goals that are reflective of the patterns seen in alcohol-related and high BAC collisions. The three goals are based on two percent reductions from the 2009 statistics. As explained above, long term goals are based on six percent reductions from 2009. The goal using the moving average was lower than the two percent and six percent reductions. With the exception of the forth goal which is specific to motorcycles, the moving average was not the primary choice due to the low reporting of BAC results to ARIES. The total number of alcohol-related crashes is subject to change due to the current delay in BAC test results being confirmed by the Indiana Department of Toxicology and supplemented in ARIES by the officer. Short and long-term goals are more moderate and are still attainable if the number of alcohol-related collisions were to increase.

Short Term Goals:

1. Reduce the number of alcohol-related fatalities from 168 in 2009 to 165 in 2011
2. Reduce the percent of fatalities in collisions with BAC of 0.08 or higher from 14.7% in 2009 to 14.4% in 2011
3. Reduce the rate of fatalities with BAC of 0.08 or higher per 100M VMT from 0.143 in 2009 to 0.141 in 2011
4. Reduce the number of fatalities involving a motorcycle operator with BAC of 0.08 or higher from 15 in 2009 to 13 in 2011

Long Term Goals:

1. Reduce the number of alcohol-related fatalities to 158 in 2012
2. Reduce the percent of fatalities in collisions with BAC of 0.08 or higher to 13.9% in 2013

3. Reduce the rate of fatalities with BAC of 0.08 or higher per 100M VMT to 0.135 in 2013
4. Reduce the number of fatalities involving a motorcycle operator with BAC of 0.08 or higher to 11 in 2013

Highway Safety Plan

Task 1: Program Management

410	$73,000.00

Project Description: This task provides funds for the Impaired Driving Program Manager to plan, coordinate, and monitor impaired driving countermeasure projects. The Program Manager's responsibilities will include providing technical assistance to the Division Director in addition to working with local, state, and community organizations to develop and implement impaired driving awareness campaigns. The Program Manager will promote the education and enforcement of Indiana's impaired driving laws, in addition to monitoring grantee compliance and performance. This task will provide salary, benefits, travel costs to impaired driving related conferences and training seminars.

Task 2: Fatal Alcohol Crash Team

410	$ 750,000.00

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

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

Task 3: DUI Enforcement

410	$1,500,000.00

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

Task 4: Standardized Field Sobriety Test and Drug Recognition Expert Program

410	$ 195,000.00

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

Also supported by this task is the Indiana DRE program. This program is designed to reduce personal injury and deaths on Indiana roadways by training law enforcement officers to recognize drug impaired drivers. Training consists of nine days of classroom instruction in areas such as physiology, onset and duration of drug impairment, signs and symptoms of each category of drug, and the administration and interpretation of the twelve-step test used in the drug recognition process. Three DRE certification courses will be made available this FY to law enforcement officers. Lastly, this task will fund an SFST/DRE Coordinator to provide these trainings and recruit additional law enforcement personal to become certified in the state.

Task 5: Traffic Safety Resource Prosecutor

402	$97,500.00
410	$97,500.00
Total	$195,000.00

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

Task 6: Indiana Excise Police

410	$125,000.00

Project Description: This task provides funds for the Indiana Excise Police's alcohol countermeasure programs to reduce underage consumption of alcohol and impaired driving. The Excise Police coordinate the Cops in Shops (CIS), Stop Underage Drinking and Sales (SUDS,) and server training for bartenders programs. These programs are a pro-active approach to reducing the sale of alcoholic beverages to persons under 21 and to reduce the over-serving of alcohol to patrons who may drive impaired. Of fatal crashes for drivers between the ages of 15 and 20, over 21 percent of them were alcohol-related. This funding also allows for overtime enforcement for increased visibility during events at which underage drinking is likely to occur, such as concerts and tailgating events. The Excise Police also assist FACTs and other law enforcement agents in alcohol-related investigations to determine the location of last drink. Funding will go towards the overtime funding of Excise Police's salaries to work the aforementioned programs.

Task 7: Indiana Students Against Destructive Decisions

402	$ 76,000.00
410	$76,000.00
Total	$152,000.00

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

This project provides funds for a full-time coordinator and program manager to formulate strategies and programs statewide aimed at strengthening Indiana's youth programs at the

middle school and high school level. This task also pays for the travel and equipment costs for conducting trainings at the more than 150 schools that are SADD chapters throughout the state.

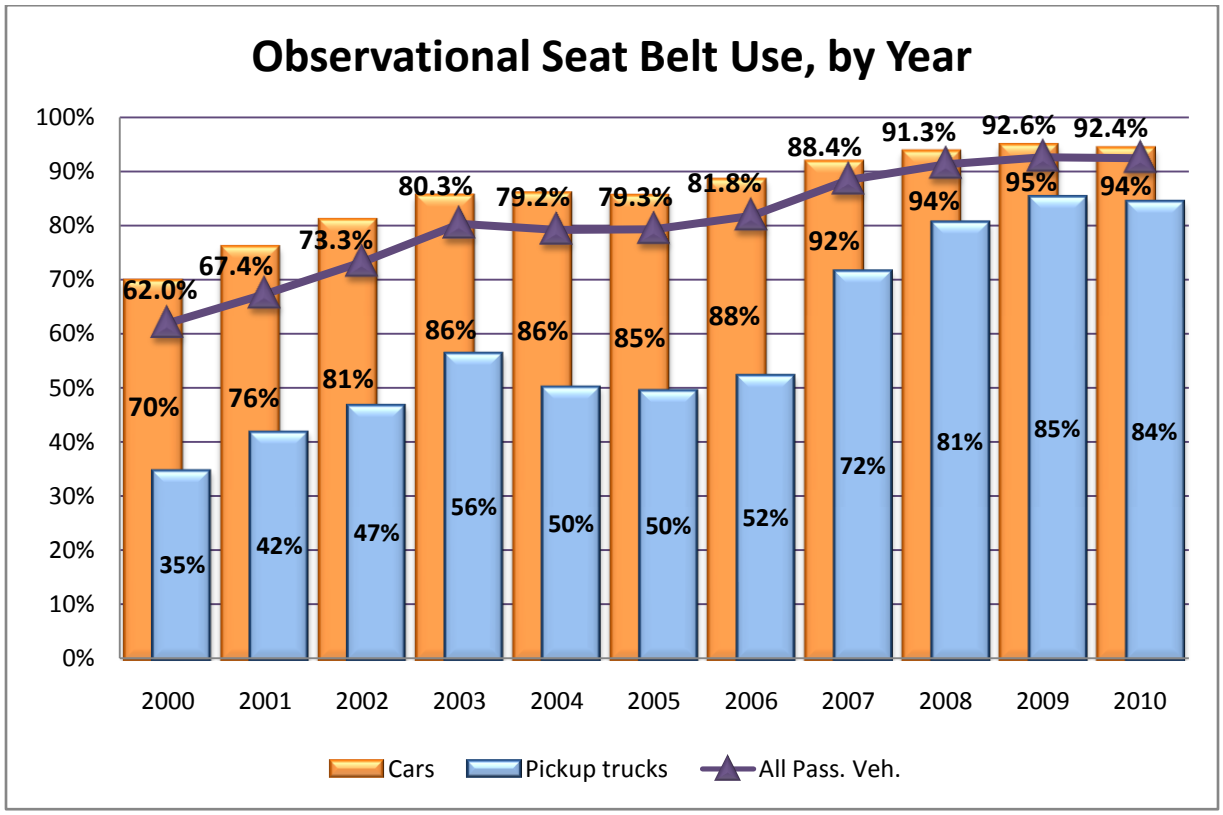
Impaired Driving Countermeasures Total by Funding Stream	
410	$2,816,500.00
402	$173,500.00
Total	**$2,990,000.00**

Occupant Protection

Problem Identification

Indiana's seat belt usage rate for all passenger vehicles increased from a low of 62 percent in 2000 to a high of 92.6 percent in 2009. Results from the June 2010 statewide seat belt survey revealed a slight decrease in restraint use across passenger vehicles, pickup trucks and all vehicles combined (see Graph 6).[7] Although seat belt use in pickup trucks has increased over the past five years, it is consistently lower than passenger vehicles. The lower use is residual from the previous exemption for pickup trucks in Indiana's seat belt law. The overall observed restraint use decreased from 92.6 percent in 2009 to 92.4 percent in 2010. However, according to CRS, the drop was not statistically significant.

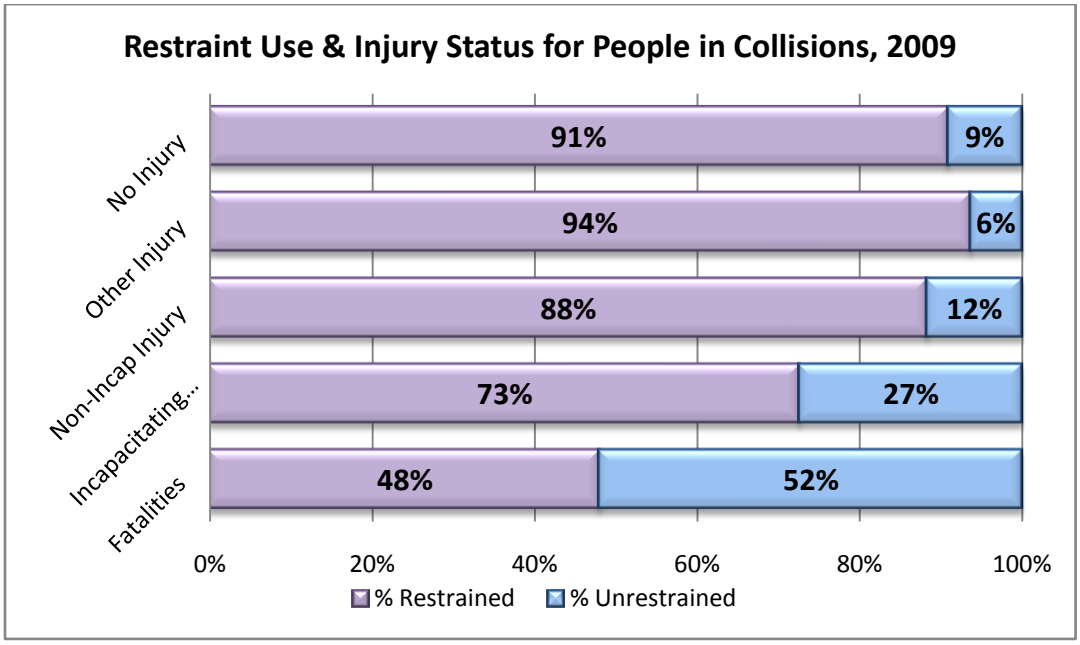
Graph 6



Data derived from the Indiana Safety Belt Observational Survey, June 2010 Survey Results.

The restraint use for all vehicles was similar to 2009 collision data which shows that 90.3 percent of all individuals injured in collisions were properly restrained (see Graph 7).[8] Vehicle occupants who were killed in traffic collisions in 2009 were properly restrained only 48 percent of the time.[9]

Graph 7



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010.

While Indiana focuses on improvement in the overall seat belt use, there are specific problems identified in the rural areas with lower restraint use and drivers in pickup trucks. Chart A shows which driver age group is most at risk for injury in collisions based on the restraint use for the age group in traffic collisions (lowest usage in highlighted table cells). The age demographic for drivers or passengers who are unrestrained in collisions helps the TSD to better focus programming to the specific demographic.

Chart A

Restraint Use Rate in Collisions, by Age and Injury level, 2009												
	< 1	1 to 3	4 to 7	8 to 15	16 to 20	21 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 +
% Use w/ Fatal Injury	100%	50%	75%	43%	39%	46%	42%	34%	48%	53%	64%	69%
% Use w/ Incap. Injury	70%	89%	84%	72%	59%	64%	69%	77%	80%	82%	83%	84%

Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

The overall restraint use has increased 49 percent over the past ten years; the increase in pickup truck restraint use has been a large contributor to this increase. Since FY 2007 when HB 1237 took effect and eliminated the pickup truck exemption in the Indiana occupant protection law, restraint use rate for pickup trucks has been on the rise until recently. The finding from the

2010 observational seat belt surveys could indicate that Indiana's seat belt use rates will no longer increase primarily because of the change to seat belt legislation. Program activities from the TSD and media messages from the Communications division will be credited with increases in the seat belt use rate for FY 2011.

While Indiana surpassed the NHTSA set Region V goal of 87 percent seat belt usage in 2007, the TSD will continue to support the OPO program in FY 2011 to reach the state goal of 94.2 percent in 2011. Grant money will additionally provide for participation in Click It or Ticket Mobilization as well as yearlong sustained enforcement through the BCC program.

Performance Measures

- Number of unrestrained fatalities
- Observed seat belt usage rate for all vehicles
- Observed seat belt usage rate for pickup trucks

Goals

National Goal:

- Increase seat belt use to 84% in 2010.
- Increase child passenger restraint to 87% for the 0-7 age group in 2010

Regional Goals:

- Increase seat belt use from 87.9% in 2007 to 91% in 2010.
- Reduce non-restraint use fatalities in the Region for 16 to 20 year olds from 1.65 per 100K population in 2007 to 1.38 per 100K population in 2010.

Indiana's seat belt use rate has surpassed the national and regional goals set for 2010. The focus for unrestrained fatalities is not targeted for 16 to 20 years olds but goals are rather set for the entire population for 2011 and 2013. Unrestrained fatalities have become a focus on a large scale as the seat belt usage rates were statistically the same from 2009 to 2010 and the number of unrestrained fatalities remains a concern in Indiana. The goal for fewer unrestrained fatalities (goal #1) was based on the five year downward trend and moving average while observed seat belt usage goals were based on two percent increases for the short term. Although the six year moving average for the observed seat belt usage is higher than the two percent increase, the long term goal for 2013 is more aggressive using the percentage increase rather than the moving average.

Short Term Goals:

1. Decrease the number of unrestrained passenger vehicle fatalities from 204 in 2009 to 178 in 2011
2. Increase the observed seat belt usage rate for all vehicles from 92.4% during June of 2010 to 94.2% for the same time period in 2011

3. Increase the observed seat belt usage rate for pickup truck occupants from 85.2% in 2009 to 86.0% in 2011

Long Term Goals:

1. Decrease the number of unrestrained passenger vehicle fatalities to 156 in 2013
2. Increase the observed seat belt usage rate for all vehicles to 97.9% in 2013
3. Increase the observed seat belt usage rate for pickup truck occupants to 89.4% in 2013

Highway Safety Plan

Task 1: Program Management

402	$63,000.00

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

Task 2: Automotive Safety Program

2011	$350,000.00
405	$500,000.00
Total	$850,000.00

Project Description: This task provides funds to Indiana University's ASP to conduct statewide public information and education programs to increase proper use of occupant safety restraints for children. The ASP also provides education and training to conduct or support a minimum of 20 car seat clinics throughout the state; to conduct at least 20 informational presentations to targeted audiences such as law enforcement and caregivers; to conduct a minimum of 30 programs for school-aged children; to conduct at least two NHTSA child safety seat technician and instructor trainings; to conduct a minimum of three CPS refresher courses for technicians and instructors; to continue the SAFE KIDS training and chapter establishment; and to provide a minimum of two trainings focusing on the transportation of children with special health care needs.

ASP's Project L.O.V.E. (Law Officer Voucher and Enforcement), a child safety seat voucher program, will also be funded by this task. Funding may be used for car seat related items such as towels, locking clips, and educational materials. The salary, benefits, and travel expenses for the staff of the ASP to attend conferences will also be provided by this task. Additionally, the

funding of permanent fitting stations will provide a network of trained individuals in nearly every county to accommodate the increase in child occupant awareness. There will be three regional trainings held specifically for law enforcement officers. Funding will help cover class registration fees, lodging and per diem.

Task 3: OPO Enforcement

402	$475,000.00
405	$100,000.00
Total	$575,000.00

Project Description: This task provides funds for the OPO program, which provides grant funding to local and state law enforcement departments for the purpose of conducting enhanced traffic enforcement during four "blitz" periods. Two of the scheduled blitzes correspond with NHTSA's national mobilizations and media campaigns in May and August while the other two occur in November and March. The November blitz focuses on safe family travel using vehicle restraints and DUI enforcement, while the other blitz in March focuses on DUI and aggressive driving. In Indiana, the blitzes operate for a total of two weeks but cover three weekends. The overtime enforcement for the OPO program provides for saturation patrols, sobriety checkpoints as well as other proven seat belt, DUI and aggressive driving enforcement methods. These efforts are coordinated through the seven regional law enforcement liaisons (LELs) and the TSD. The TSD requires OPO agencies to conduct at least 20 percent of their enforcement efforts on nighttime seat belt enforcement.

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

Task 4: Rural Demonstration Project

405	$60,000.00

Project Description: This task provides specific funds to again be allocated to the Rural Demonstration Project (RDP). In 2005, Indiana participated as a pilot state for the RDP, which as research shows from NHTSA report DOT HS 810 753, it had a significant effect in increasing seat belt usage rates among rural residents. As Indiana's research indicates, a majority of the unrestrained fatalities occur in the rural areas of the state. After the closure of the seat belt

"loophole" was made for vehicles plated as trucks in 2007, the RDP initiative makes more sense to implement now than prior to the legislative change.

The 20 rural counties of the state with the highest number of unrestrained fatality and serious bodily injuries will be the focus of the RDP. Local law enforcement along with ISP will be notified of their eligibility to participate in RDP. The RDP mobilization will occur prior to the national and statewide CIOT campaign, creating a month long enforcement and education blitz on occupant protection in these rural areas. Funds will be used to pay for law enforcement officers overtime pay as well as for paid media designed to alert rural residents that seat belt laws are being enforced.

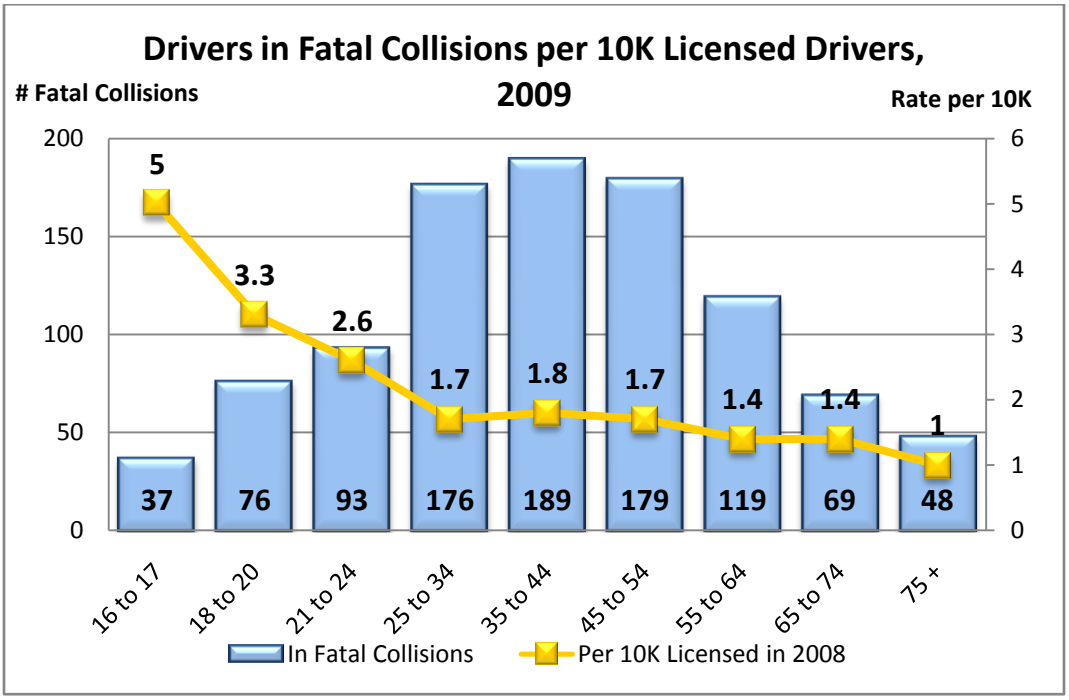
Occupant Protection Initiatives Total by Funding Stream	
2011	$350,000.00
405	$660,000.00
402	$538,000.00
Total	**$1,548,000.00**

YOUNG DRIVERS

Problem ID

Young drivers are a focus for Indiana because research consistently illustrates that this population of drivers are far more likely to be involved in collisions. In 2009, young drivers in Indiana had the highest rates of involvement in fatal collisions. Sixteen to seventeen year old drivers were involved in collisions seven times more often than any other driver age group (see Graph 8).

Graph 8



Collisions: Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010. Licensed driver: Federal Highway Administration, State Transportation Statistics, 2008. Data limited to collisions in which a valid age was reported.

In an effort to reduce young driver fatalities, Indiana joined several other states in strengthening their Graduated Driver's License (GDL) laws. Changes to the previous law were to ensure that young drivers would gain more driving experience before they were granted full licensure. The new law pushed back the minimum age requirements for learner's permits and probationary licenses to be issued, increased the holding time for learner's permits, reduced driver distractions and increased restricted driving times. Some of these provisions took effect July 1, 2009 while others took effect July 1, 2010.

While young drivers are involved in collisions at a higher rate than other age groups, this pattern is not always due to lack of experience, but rather attitudinal differences between young drivers and other age groups. These differences are seen in the disparities between different contributing factors in collisions involving a young driver.[10] Of all factors assigned to a driver during a collision, young drivers are most likely to have "Errant/risky driving" as a contributing factor than other age groups.

Young drivers involved in collisions have a similar restraint usage rate as older drivers.[11] However, only 44 percent of young drivers who were killed in traffic collisions were properly restrained. Those who are being killed have not developed the habit of buckling up. Furthermore, in 2009, one in seven young drivers was killed in an alcohol-related collision. Male young drivers were 2.7 times more likely than females to have been drinking (see Chart B). Portions of the FY 2011 communications plan will also focus on young males ages 16-24.

Chart B

2009 Percent of Young Drivers and Alcohol Use in Fatal Collisions, by Age and Gender				
	<21	16-17	18-20	21+
Female	6.7%	14.3%	0.0%	11.3%
Male	18.2%	20.0%	19.2%	28.1%
Total	14.6%	16.7%	14.7%	24.4%

Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Performance Measures

- Number of drivers age 15 to 20 involved in fatal crashes
- Number of unbelted fatalities age 15 to 20

Goals

There are no NHTSA established national or regional goals for young drivers. The goal to decrease fatal collisions involving young drivers is based on the moving average for the short and long term goals.

Short Term Goals:

1. Decrease the number of drivers age 16 to 20 involved in fatal crashes from 129 in 2009 to 117 in 2011

Long Term Goals:

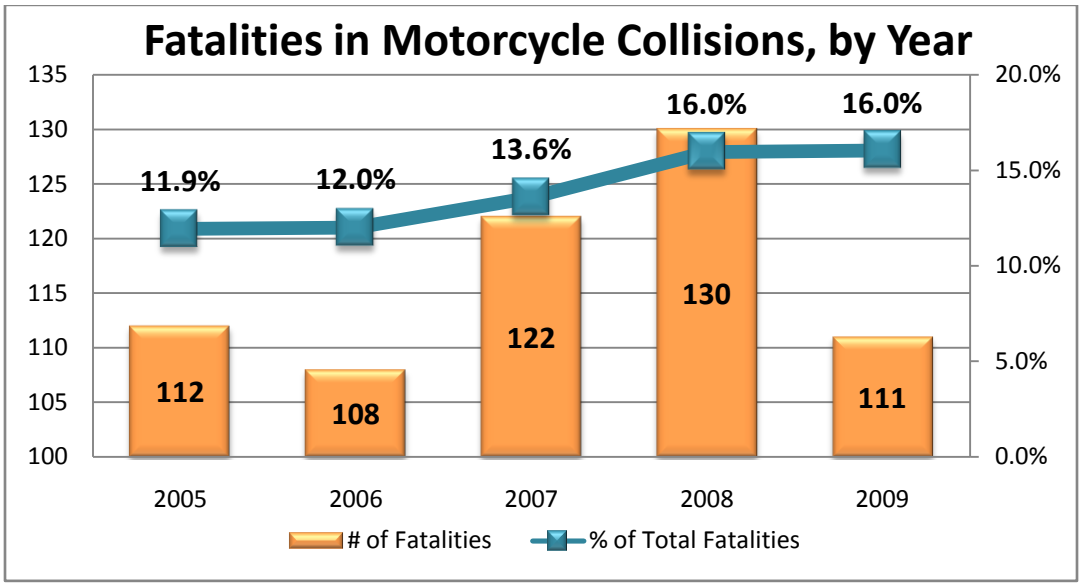
1. Decrease the number of drivers age 16 to 20 involved in fatal crashes to 105 in 2013

MOTORCYCLES

Problem Identification

There were 3,276 motorcycle collisions in Indiana in 2009.[12] This is down 41.2 percent from the number of 2008 collisions which marked a 15 year high. For the first time since 2002, the total motorcycle collisions did not continue the upward trend and the fatalities decreased from 130 during 2008 to 111 during 2009 (see Graph 9). While the total number of fatalities decreased, motorcycle fatalities as a rate of all fatalities remained steady from 2008 to 2009. Motorcycles account for 3 percent of all registered vehicles on Indiana roadways, but motorcycles generated 16 percent of total traffic fatalities in Indiana during 2009.

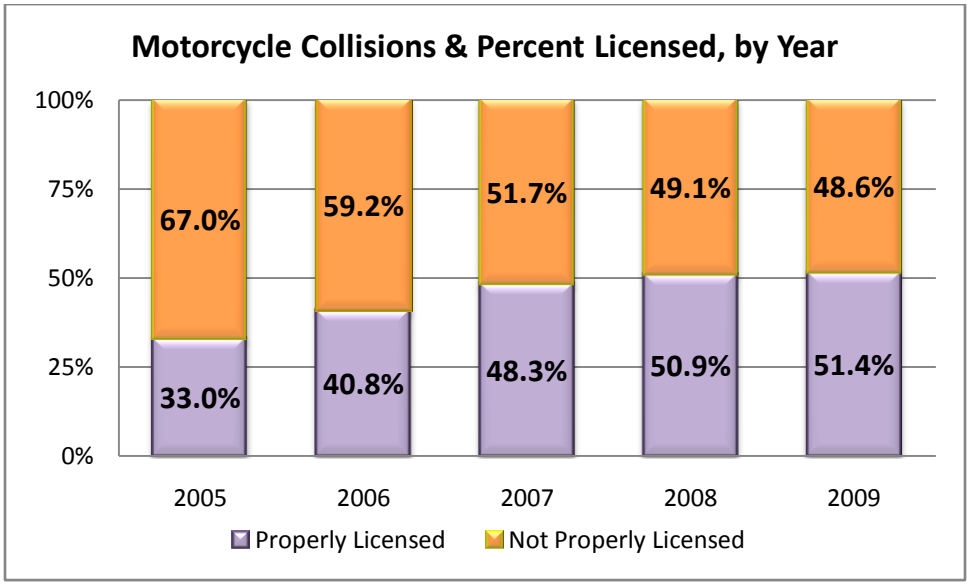
Graph 9



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

In Indiana, slightly less than one-half of the motorcycle collisions during 2009 involve operators who were not properly licensed to operate a motorcycle. While the percentage of those individuals involved in collisions who are properly licensed has increased annually since 2005, reaching over 51 percent in 2009, the state clearly has room for improvement (see Graph 10).

Graph 10



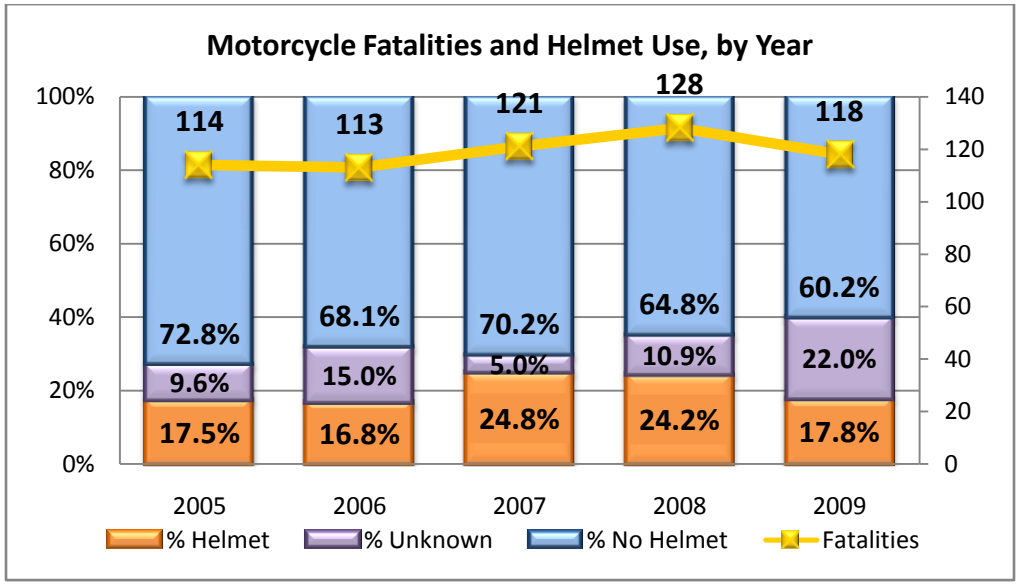
Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

While Indiana saw another decrease in overall fatalities and motor vehicle collisions in 2009 and the motorcycle fatalities decreased, the rate of fatalities as a percent of all fatalities stayed level from 2008. While NHTSA set the national and regional goal to decrease the expected increase in motorcycle rider fatalities per 100,000 registered motorcycles, Indiana hopes to decrease the fatalities further than what was accomplished in 2009.

Indiana requires motorcyclists to have a motorcycle license, motorcycle endorsement or valid motorcycle permit. As seen in Graph 10, many of these riders are not licensed. Proper licensing is a problem in Indiana where 40.2 percent of all motorcycle operators killed in 2009 did not have proper motorcycle license to ride.[13] The TSD has maintained motorcycles to be a major focus of the efforts for FY 2011 and further into FY 2013.

One factor that may contribute to the high fatality rate of motorcyclists in Indiana is the relatively low number of riders who wear a helmet (see Graph 11).[14]

Graph 11



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Performance Measures

- Number of motorcycle fatalities
- Percent of motorcycle fatalities per 10,000 motorcycle registrations
- Number of unhelmeted motorcycle fatalities

Goals

National Goals:

- Reduce the expected rate of increase in motorcycle rider highway fatalities per 100,000 motorcycle registrations from 72 in 2007 to 77 by 2010.

Regional Goals:

- Reduce the expected rate of increase in motorcycle rider highway fatalities per 100,000 motorcycle registrations from 40.2 in 2007 to 44.1 by 2010.

Indiana's motorcycle fatalities decreased during 2009 for the first time in the past six years. The rate of motorcycle fatalities per 10,000 registered motorcycles also saw a decrease. The goals to reduce the number and rate of motorcycle fatalities are based on the two percent decrease from 2009 fatalities[15]. Although the reduction in the rate of motorcycle fatalities per 10,000 registered motorcycles was lower using the five year moving average, the two percent decrease

was used to maintain consistency with the goals for reduction in the number of motorcycle fatalities.

Short Term Goals:

1. Reduce the number of motorcycle fatalities from 111 in 2009 to 109 in 2011
2. Decrease the percent of motorcycle fatalities per 10,000 motorcycle registrations from 5.6 in 2009 to 5.5 in 2011

Long Term Goals:

1. Reduce the number of motorcycle fatalities to 104 in 2013
2. Decrease the percent of motorcycle fatalities per 10,000 motorcycle registrations to 5.3 by 2013

Note: The minimum goal set for unhelmeted motorcyclist fatalities was not an appropriate measure for Indiana and therefore is not included here. Based on the trends of motorcycle fatalities, the goals set here are more aggressive than national or regional goals for FY 2010. Indiana strives to decrease the number of motorcycle fatalities in 2011 for all operators and riders—helmeted or unhelmeted. The countermeasures and media for riders will target the entire riding public and measures that encompass this group are more appropriate. While it is not argued that helmets can help save a motorcyclist's life, riding without a helmet is not an illegal activity in Indiana and therefore extra enforcement activities will have no affect on decreasing unhelmeted motorcycle fatalities. If there is a change in the state statute that would allow law enforcement to cite unhelmeted motorcyclists, we will deploy appropriate countermeasures and goals at that time.

Highway Safety Plan

Task 1: Media/Public Awareness Campaign for Motorcycles[16]

2010	$150,000.00

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

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

Task 2: Closed Circuit Training Facilities and Training Motorcycle Purchases

2010	$20,000.00

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

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

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

DANGEROUS DRIVING

Problem Identification

Dangerous and hazardous driving remains a persistent problem on Indiana roadways, with one of the biggest problems being speeding. Indiana uses the dangerous driving title to include aggressive driving, disregarding a traffic control device and speeding. Just as Indiana saw an average decrease in the total number of collisions from 2005 to 2009, the percent of speed-related collisions[17] has decreased in 2009 for the first time since 2005 (see Chart C). The percent of speed-related fatal collisions has followed the same trend of the declining number of total fatal collisions. Speed has settled just below alcohol on the list of contributing circumstances.

Chart C

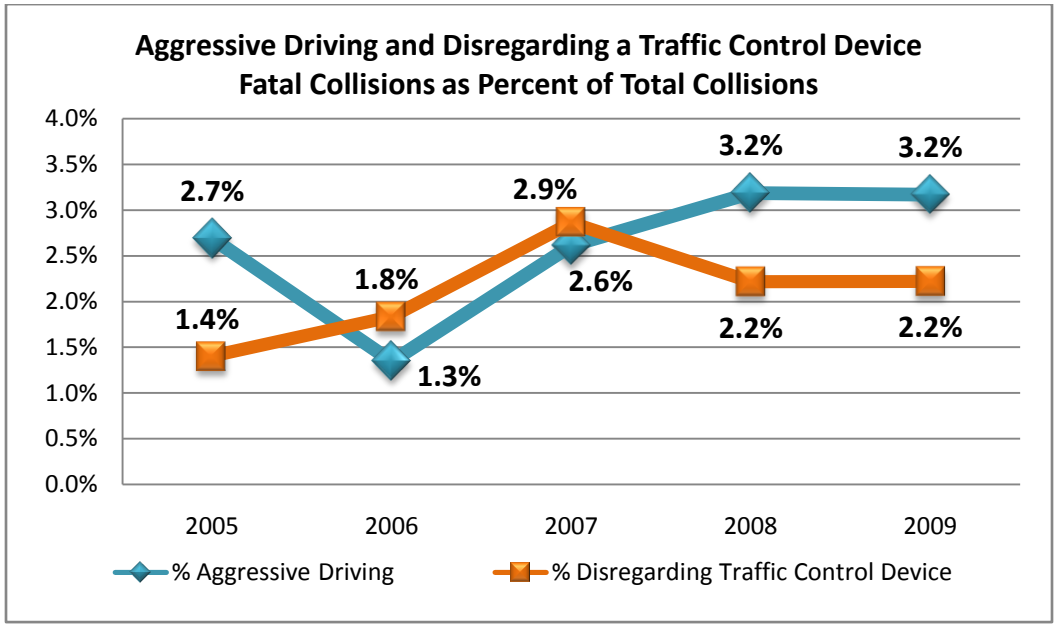
Total Collisions and Speed-Related Collisions						
	All Collisions		Speed-related collisions		Percent speed-related	
Year	Total	Fatal	Total	Fatal	% of all collisions	% of fatal collisions
2005	208,359	855	20,010	203	9.6%	23.7%
2006	192,721	817	14,570	159	7.6%	19.5%
2007	204,999	804	18,492	165	9.0%	20.5%
2008	205,452	722	22,820	188	11.1%	26.0%
2009	189,676	631	18,252	136	9.6%	21.6%

Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

In 2009, the number of speed-related collisions decreased 1.2 percent. The number of fatalities from speed-related collisions also dropped nearly five percent. The five year trends for speed-related collisions and fatal speed-related collisions suggest that speed could contribute to the severity of a collision. Funds in FY 2011 will support overtime enforcement for extra speed and traffic violation enforcement.

Collisions, non-fatal injuries and fatal injuries resulting from motor vehicles driving aggressively or disregarding a traffic control device have unpredictably increased and decreased since 2005 (see Graph 12). Aggressive driving has been examined more closely in recent years as a major contributor to traffic collisions and fatalities.

Graph 12



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Although speed-related collisions make up the majority of dangerous driving collisions, disregarding a traffic control device and aggressive driving are also areas where law enforcement can greatly influence driver behavior. Funds in FY 2011 will support overtime enforcement to target drivers who disregard a traffic control device and drive aggressively.

Performance Measures

- Number of speed-related fatalities
- Percent of speed-related fatalities of all traffic fatalities
- Number of collisions caused by vehicles disregarding a traffic control device
- Number of aggressive driving collisions

There are no national or regional goals for dangerous driving measures. The goal to reduce the number of speed-related fatalities was based on the five year moving average while the goal to reduce the percent of fatal collisions that are speed-related was more aggressive using the two percent decrease for 2011. Goal number three is based on a two percent and six percent decrease in collisions from 2009. The aggressive driving short and long term goals below are based on the moving average.

Short Term Goals:

1. Reduce the number of speed-related fatalities from 136 in 2009 to 123 in 2011
2. Reduce the percentage of speed-related fatalities from 21.6% in 2009 to 21.1% in 2011
3. Reduce the number of collisions caused by a vehicle that disregarded a traffic control device from 3,983 in 2009 to 3,903 in 2011
4. Reduce the number of aggressive driving collisions from 2,890 in 2009 to 2,752 in 2011

Long Term Goals:

1. Reduce the number of speed-related traffic fatalities to 139 in 2013
2. Reduce the percent of speed-related fatalities to 20.3% in 2013
3. Reduce the number of collisions caused by a vehicle that disregarded a traffic control device to 3,744 in 2013
4. Reduce the number of aggressive driving collisions to 2,670 in 2013

Highway Safety Plan

Task 1: Dangerous Driving

402	$650,000.00

Project Description: This task will support funding for overtime pay for officers to be dedicated to enforcing the traffic laws of areas prone to dangerous driving habits. While important areas of traffic safety such as speeding, failure to yield at rail road crossings, school zones, aggressive driving and red light running have been overlooked in previous HSP's, the evidence is clear that many crashes and fatalities can be attributed to these dangerous driving habits. Working closely with the Center and local law enforcement, the TSD has identified dangerous roadways and intersections in Indiana where persistent dangerous driving habits have resulted in crashes and fatalities. Sustained presence by law enforcement will work to eliminate dangerous driving habits by the general motoring public through proven enforcement methods such as saturation patrols. This task will support overtime enforcement for at least 20 of the highest fatality counties. The TSD will use the two prong-funding approach that considers both population size and traffic-related injury data. The TSD will work with the Center to identify those counties with a higher than average prevalence of traffic-related crashes and injuries.

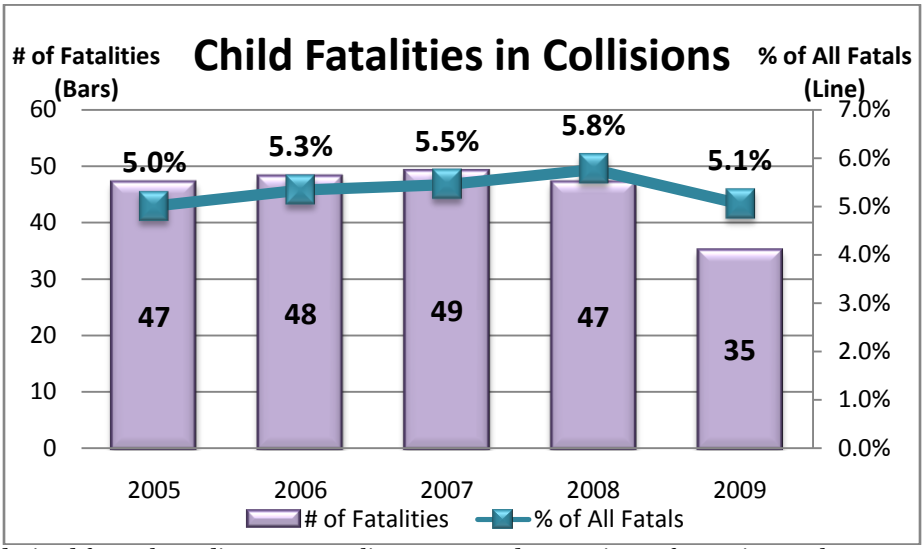
Dangerous Driving Total by Funding Stream	
402	$650,000.00
Total	$650,000.00

CHILDREN

Problem ID

This is the second year which children (ages 0 to 15) have been a focus point of the HSP. In 2009, 4,300 children were injured or killed on Indiana roadways. There were 35 fatalities and 235 incapacitating injuries (see Graph 13). The number of children killed in traffic collisions in 2009 was the lowest Indiana has seen in more than six years. Indiana law requires that children under the age of eight be properly restrained in a child safety seat. The percent of children killed as a percent of all fatalities decreased in 2009 for the first time in the past five years.

Graph 13



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Performance Measures

- Number of fatalities age 15 and younger
- Number of serious bodily injury age 15 and younger

There are no national or regional goals for children measures. Indiana's measures are based on the moving average for short term and long term reductions using 2009 data.

Short Term Goals:

1. Reduce the number of fatalities age 15 and younger from 35 in 2009 to 33 in 2011
2. Reduce the number of serious bodily injuries for children 15 and younger from 235 in 2009 to 222 in 2011

Long Term Goals:

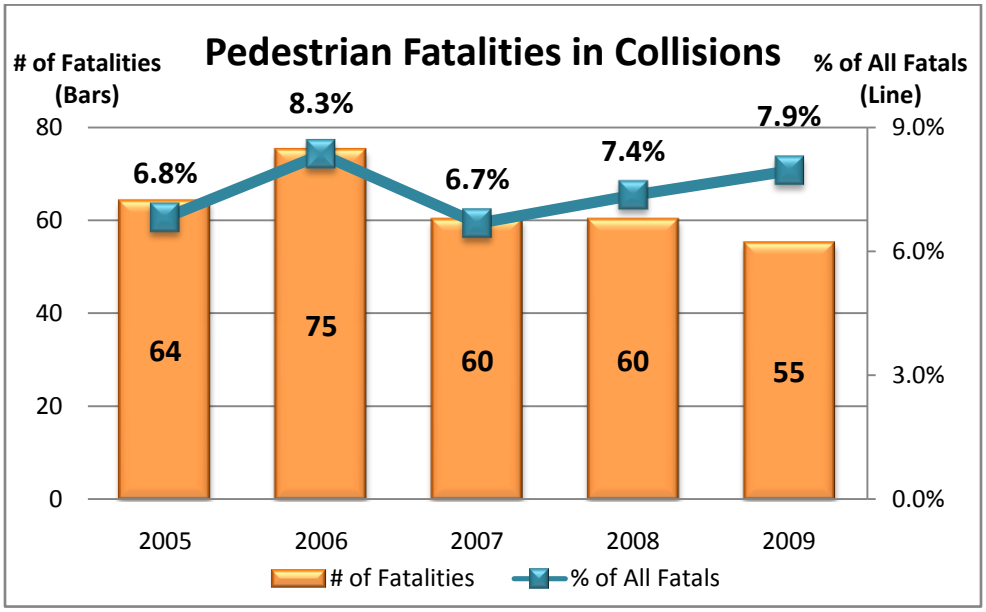
1. Reduce the number of fatalities age 15 and younger to 30 in 2013
2. Reduce the number of serious bodily injuries for age 15 and younger to 211 in 2013

PEDESTRIANS

Problem ID

The FY 2011 HSP is the second report to include pedestrians as a focus point. Each year since 2005 between six and nine percent of all fatalities on Indiana roadways were pedestrians (see Graph 14). Pedestrian fatalities decreased at a slower pace than total fatalities, thus increasing the percent of pedestrian fatalities of all traffic-related fatalities. Although the number of fatalities is alarming, the locations of the incidents are distributed widely across the state—making targeted efforts a challenge.

Graph 14



Data derived from the Indiana State Police Automated Reporting Information Exchange System, March 1, 2010

Performance Measures

- Number of pedestrian fatalities

The regional goal for pedestrians is not specific to the state and there is no national goal. This is the second year Indiana has established a goal to reduce pedestrian fatalities. The goal is based on a two percent decline from 2009 for short term and six percent decline for long term.

Short Term Goals:

1. Reduce the number of fatalities of pedestrians from 55 in 2009 to 54 in 2011

Long Term Goals:

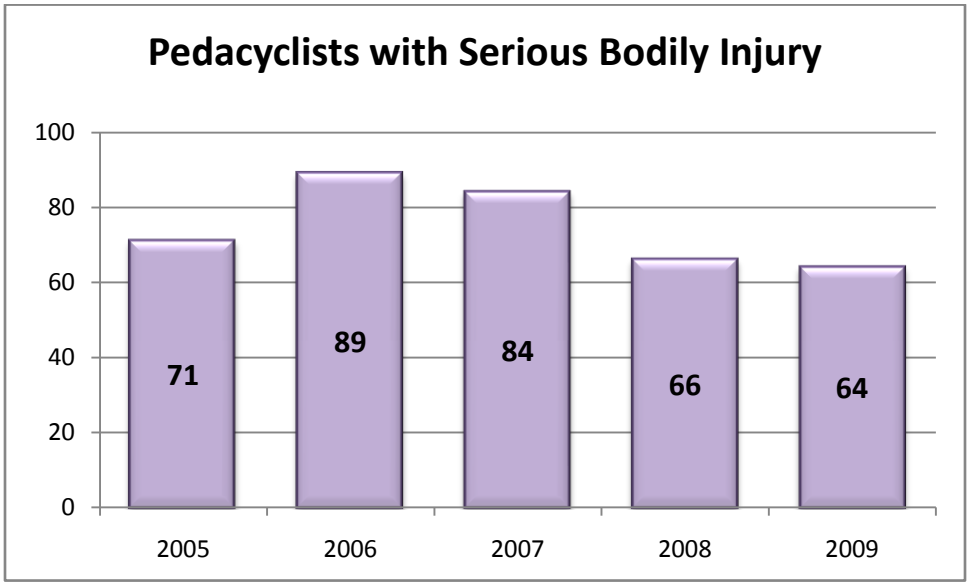
1. Reduce the number of fatalities of pedestrians to 52 in 2013

BICYCLES

Problem Identification

Bicycles or pedalcyclists are a new focus point of the HSP for FY 2011. Between 2005 and 2009, there have been nearly 400 pedalcyclists who suffered serious bodily injury and 68 pedalcyclists fatally injured (see Graph 15). During 2009 alone, there were nearly 1,000 collisions involving a pedalcyclist. Pedalcyclist injuries and fatalities have declined over the past five years in a pattern similar to all injuries and fatalities. Bicycle safety is a new focus for the TSD and new partnerships with local bicycle coalitions will help involve the TSD with local area concerns.

Graph 15



Data derived from the Indiana State Police Automated Reporting Information Exchange System, August 16, 2010

Performance Measures

- Number of pedalcyclist fatalities
- Number of pedalcyclist serious bodily injuries

Goals

Although there are no national or regional NHTSA goals for reducing fatalities and injuries for pedalcyclists, Indiana has made bicycle safety a priority. The state has received encouragement from government and private organizations for the public to move toward more environmentally friendly transportation. Indiana's measures are based on the moving average for short term and long term reductions based on 2009 data.

Short Term Goals:

1. Reduce the number of pedalcyclist fatalities from 7 in 2009 to 6 in 2011
2. Reduce the number of serious bodily injuries for pedalcyclists from 64 in 2009 to 63 in 2011

Long Term Goals:

1. Reduce the number of pedalcyclist fatalities to 4 in 2013
2. Reduce the number of serious bodily injuries for pedalcyclists to 58 in 2013

PLANNING AND ADMINISTRATION

Highway Safety Plan

Task 1: State Highway Safety Office Planning and Administration

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

Project Description: This task provides funds for the salaries and benefits of the management and staff necessary to effectively administer Indiana's traffic safety initiatives. The TSD Director, Fiscal Manager, and Traffic Safety Research Associate position will be fully funded under this task. Other employees such as deputy directors, executive director, general counsel, secretary and chief financial officer will bill hours for time spent on traffic safety functions and assignments.

Operating costs associated with traffic safety administration such as office rent, travel, equipment, supplies, IT support for the OPO database and other office expenses will also be supported by this task.

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

POLICE TRAFFIC SERVICES

Highway Safety Plan

Task 1: Program Management

402	$63,000.00

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

Task 2: Statewide Traffic Safety Training

402	$10,000.00

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

In July 2011, five grant trainings will take place throughout the state to educate all participating agencies in recent grant requirements and current traffic trends in their respective regions. In conjunction with the Indiana Law Enforcement Academy, the TSD will determine what traffic safety trainings have occurred and identify additional training needs in order to improve traffic safety throughout the state. Areas of training will include project management, traffic occupant protection strategies, recent traffic crash trends in Indiana, SFST, child passenger safety technical workshops, as well as safe and legal traffic stops. These trainings will generally occur at mandatory quarterly meetings with over 100 of the state's largest law enforcement agencies that are grantees of the TSD to attend these trainings. Funding will pay for the training facilities, travel costs, lodging and training materials.

Task 3: Traffic Safety Incentive Awards and Ceremony

402	$95,000.00

Project Description: This task provides funds for the OPO awards conference in November of 2010. The conference will feature the traffic safety grantees program accomplishments for FY 2010 and recognize those departments, groups, organizations and individuals who significantly contributed to the states traffic safety success. Honors will be given to the agencies that have performed above and beyond prescribed performance measures that are outlined in their grants.

Funding will procure banquet facilities, food, beverages, speaker fees, law enforcement equipment and the purchase of two police cruisers that will be outfitted with police equipment and be awarded via a random drawing to one of the best performing sheriffs and police agencies promoting traffic safety in the state.

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

402	$2,125,000.00

Project Description: This task provides funds for the continuation of the BCC occupant protection enforcement program in FY 2011. During non-blitz periods this program funds nearly 125 agencies to help provide sustained yearlong enforcement of Indiana's occupant protection laws, utilizing saturation patrols and other proven seat belt enforcement methods allowable by law. BCC grantees will also participate in all four blitzes throughout the year. Funding will pay for overtime enforcement salaries of the officers working the program.

Task 5: Indiana State Police

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

Project Description: This task provides funds for ISP to conduct sustained yearlong enforcement to counter dangerous driving, motorcycle violations, occupant protection and impaired driving laws statewide. Indiana State Police will be conducting saturation patrols and sobriety checkpoints to enhance Indiana's roadway safety. Furthermore, the TSD has required that ISP conduct 20 percent of their seat belt enforcement at night. Troopers will also participate in all four blitzes in FY 2010.

High fatality and crash locations throughout the state will be identified by the TSD and forwarded onto ISP for targeted enforcement. Furthermore, ISP will also concentrate enforcement in areas of the state that currently have little or no local agencies participating in traffic safety activities paid for through other programs. As a requirement of their grant, ISP officers who have not been trained in SFST will be required to become certified in order to be able to participate in the grant funded enforcement. The funding will provide for officers' salaries to work the programs and the grant will be monitored by the TSD programmatic staff for compliance.

Police Traffic Services Total by Funding Stream	
402	$3,093,000.00
410	$800,000.00
Total	$3,893,000.00

Community Traffic Safety Programs

Highway Safety Plan

Task 1: Law Enforcement Liaison Program

402	$540,000.00

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

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

Task 2: Media Program Development and Management

402	$700,000.00
410	$700,000.00
405	$100,000.00
2010	$150,000.00
Total	$1,650,000.00

Project Description: This task provides funds for the TSD to employ a two person communications team that will assist in statewide and local public awareness activities of traffic safety initiatives. This task will provide for program management services in the area of public information and education. Funding will provide for portions of the two communications employee's salaries, benefits, travel and office related costs. Approximately 80 percent of the Communication Manager's position and 40 percent of the Communication Director's time will be charged to this task. Impact in this task is statewide and funding is ongoing.

The TSD, through the State of Indiana, contracts with an advertising/public relations agency to develop materials for its campaigns. Funding will go towards campaigns that have an internal focus geared toward law enforcement and an external focus geared toward the public. All four enforcement blitzes target the general public. Additional campaigns will target bicycle and pedestrian safety, seat belt usage among teen drivers, motorcycle riders, child passenger safety among caregivers with young children and impaired driving among 21-44 year olds. An additional $150,000 in 2010 funds will be added to this task and media budget to focus on motorcycle safety awareness.

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

Task 3: Young Drivers

402	$52,000.00

Project Description: This task provides funds for the TSD to work with stakeholders in the community to develop strategies to improve teen driving safety throughout the state through education and training of both young drivers and their parents. Forums will be held for high school students and parents throughout the state to discuss Indiana's upgraded GDL law, and to evaluate and award mini-grants to high school groups that create a grassroots effort to improve teen driving through positive behavioral changes. Young driver training sessions utilizing many of the components of Ford's Driving Skills for Life curriculum will also be conducted to help train young drivers on proper techniques for handling vehicles.

This task will pay for the various training sessions, educational materials and mini-grants to high schools to improve young driver safety.

Community Traffic Safety Programs Total by Funding Stream	
402	$1,292,000.00
410	$700,000.00
405	$100,000.00
2010	$150,000.00
Total	$2,242,000.00

Traffic Records Improvement

Highway Safety Plan

Task 1: Program Management

408	$78,000.00

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

Task 2: Traffic Records Improvement Projects

408	$525,000.00

Project Description: This project will provide funding to continue to pay for the server costs, training and software maintenance necessary for the Indiana Department of Homeland Security (IDHS) EMS Data Registry programs web-based on-line reporting system. The purpose of this system is to improve the data submitted by EMS providers into Indiana's CODES network linking program. There are 871 Indiana EMS providers, 500 are stand-alone ambulance services, with 371 EMS providers being co-located with 950 Fire Departments. This project

aligns Indiana EMS run reporting data with the national NEMSIS requirements and expands the registry program database with CODES linking projects. This project will also pay for the improvements to the electronic coding program by ISDH's Trauma Registry unit.

Project Description: This task provides funds for the continued server fees associated with the statewide health trauma registry database. This in turn will help improve the intake and discharge data from hospitals from traffic crashes that are available for analysis. There are 142 acute-care hospitals in Indiana, of which, approximately 30 in Indiana formally collect trauma data to be submitted into the registry. This task will cover trauma registry software, training, data importation, customization costs, software assurance, salary and benefits for an injury epidemiologist, IOT annual housing and maintenance of state SQL server, pilot rural hospital expansion of registry project (training/travel, user group meetings, hardware/software upgrade costs for some hospitals, and the purchase of annual maintenance of software product from the selected vendor). The Crash Records coordinator will oversee the monitoring of this grant.

The continued expansion of the electronic Citation and Warning System (eCWS) to law enforcement agencies will continue under this project. This task provides funds for the continued implementation of an electronic citation system for law enforcement agencies in Indiana. JTAC will partner with local law enforcement agencies to deploy the e-citation system. This will allow the State to collect data from traffic citations issued statewide by law enforcement agencies which will be housed in JTAC's Odyssey case management system. These funds will be used for the purchase of electronic citation printers and scanners for use with the application to be given to agencies as an incentive for reporting into the Odyssey case management system.

Task 3: Center for Roadway Safety and Crash Outcome Data Evaluation System (Purdue University)

408	$115,000.00

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

Task 4: Center for Criminal Justice Research (IUPUI)

406	$150,000.00
402	$200,000.00
Total	$350,000.00

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

Task 5: Bureau of Motor Vehicle Records

408	$10,000.00

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

Task 6: Racial Profiling Incentive Project

1906	$885,460.00

Project Description: Indiana has qualified as an assurance state to receive 1906 racial profiling monies. The Indiana Supreme Court through JTAC is deploying the Odyssey Case Management System to all of the courts throughout Indiana. In conjunction with this project and with the cooperation and participation of the ICJI, JTAC has developed an electronic ticketing application. Approximately 170 law enforcement agencies use this software already, additional agencies would like the ability to issue tickets and warnings electronically. Unfortunately, for both projects, the amounts of available funds are limited on an annual basis, thereby slowing down the deployment of both applications to additional courts and law enforcement agencies as fast as JTAC would prefer.

This project can be divided into two parts. First, an initial analysis of the existing race and gender data will begin. JTAC can separate the data by agency, by county, and by officer and provide this data to the research unit or any other requesting entity to satisfy their needs for analysis of racial profiling. Second, JTAC will begin in FY 2010 the deployment of both Odyssey and the e-ticketing software to five additional counties that will include 18 trial courts and 15 additional law enforcement agencies in those counties. Although some agencies in the identified counties already use the ticketing software, additional equipment (scanners and printers) are needed so that more officers within those agencies can utilize the software. Also, JTAC has received documentation from 10 additional law enforcement agencies outside these five selected counties expressing their interest in using the eCWS. Funding will cover the purchase of eCWS equipment needed by agencies to begin to submit race data, training and development costs of the software.

Traffic Records Improvements Total by Funding Stream	
402	$200,000.00
406	$150,000.00
408	$728,000.00
1906	$885,460.00
Total	$1,963,460.00

Media and Communications

Summary and Overview

Objectives

- To reduce the incidence of traffic crashes, injuries and fatalities that result from impaired driving, impaired motorcycle riding, and other high-risk driving behaviors such as speeding, non/improper restraint use, non-use of safety gear, distracted and aggressive driving by executing media promotions that are highly targeted and effectively communicated;

- To raise awareness of multiple traffic safety campaigns and initiatives among the target audience(s) by placing paid, (statewide) advertising buys (in short, sustained flights) that publicize high-visibility enforcement efforts, based on crash data, taking place throughout the state;

- To build and sustain awareness of key traffic safety initiatives between statewide advertising campaigns by supporting cause-marketing partnerships, which deliver the target audience in high numbers during non-enforcement periods. Specifically, partnering with well-known organizations/individuals that the target audience regards as credible to keep our core social responsibility messages in front of them as often as possible throughout the year;

- To plan and execute a series of communication activities which effectively convey the dangers and consequences of impaired, dangerous, and distracted driving behaviors; and generate a steady stream of paid and earned media exposure needed to heighten levels of awareness and increase compliance; and

- To implement an integrated calendar of paid and earned media events. To do this, we will continue to collaborate with key partners to amplify key messages, expand our reach and boost the critically important interpersonal communication of our messages. Additionally, the communications goal is to create tangible marketing support materials to supplement the presence of messaging as we collectively work to increase awareness among the public of Indiana's traffic safety laws and related initiatives.

Key Messages Promoted

- "Click It or Ticket" and "Buckle Up Trucks" (enforcement)
- "Buckle Up Indiana. Every Seat, Every Trip, Every Time." (social responsibility)
- "Drunk Driving. Over the Limit. Under Arrest." (enforcement)
- "Drunk Riding. Over the Limit. Under Arrest." (enforcement – motorcycle)
- "Buzzed Driving Is Drunk Driving." (social responsibility)

- "Ride Safe, Ride Sober." (social responsibility – motorcycle)
- "Gear Up & Slow Down, Indiana." (social responsibility – motorcycle)
- "Share the Road" (social responsibility – motorcycle)
- "Obey the Sign or Pay the Fine" (enforcement – speeding)
- "4 Steps For Kids" and "Give Your Kid a Boost" (child passenger safety enforcement and education)
- "Heads Up, Phones Down. Put the Breaks on Distracted Driving!" (GDL enforcement and teen driver safety)

Target Audiences

- Occupant Protection, Impaired Driving or Riding and Speed:
  - Primary – all men/and pickup truck drivers (18-44).
  - Secondary - Hispanic males (18-44) who may be unfamiliar with Indiana's DUI and primary seat belt laws.
- Buzzed Driving: Men (18-41), and college students residing on college campuses.
- Child Passenger Safety: Parents and caregivers.
- Motorcycle Safety: Men (30-50).

Paid Media

All paid media and statewide media buys consisting of radio, television, and outdoor will be placed Asher, the state's advertising agency and adapted from the national creative or developed in-house by the Communications division.

FY2011 Blitz Flight Dates

Most media flights will begin running for the two weeks prior to the beginning of the enforcement campaign and continue through the enforcement campaign.

- Blitz 65 – November 7-27, 2010
- Blitz 66 – February 27 - March 20, 2011
- Blitz 67 – May 14 – June 5, 2011
- Blitz 68 – August 19 - September 11, 2011

Other/Non-enforcement Paid Media Flights

- Young Driver Safety (promoting Indiana's GDL Law and Distracted Driving) – March 27-April 10, 2011;
- Speed – April 17-May 1, 2011;
- Motorcycle Safety – June 5-15, 2011; and
- Child Passenger Safety – September 18-25, 2011.

Paid Media Strategy

- To place radio and television advertising that yield desired Gross Rating Points (GRPs) in order to reach the primary, secondary and tertiary target audiences;
- Reinforce messages being aired on the primary forms of media with supplemental advertising such as print and promotional materials that sustain messaging and educate the target audience; and
- Place outdoor advertising along roadways identified as problem traffic safety areas to impact the driving behaviors of the target audience while in their vehicles or on their motorcycles.

Paid Media Evaluation

A pre and post telephone survey will be conducted for each national campaign. These surveys will help to gage the attitudes of drivers across Indiana on a variety of traffic safety matters. The telephone surveys will also serve as an evaluation of the impressions the driving public has had on traffic safety media messages, where they heard them and what if any change in behavior they may have had on the driver. The effectiveness of paid media, which includes statewide flights and other paid partnerships will be evaluated upon the conclusion of each media flight or paid media partnership in post-buy summaries provided by the State's advertising agency or media partners. These summaries will highlight:

- GRPs (Neilson/Arbitron) projected vs. achieved;
- Make goods (adjustments made by radio or television stations to make up for a shortfall in a contracted advertising schedule from previous paid media expenditures);
- Added value (what was delivered above and beyond what was scheduled);
- Cision Media Monitoring –This media monitoring service provides a daily content analysis of television (and minimal radio) coverage that is generated as a result of paid and earned media efforts. In addition to monitoring television coverage received for traffic safety promotional efforts this service also measures audience impressions and publicity value in all of Indiana's major media markets;
- Media Gofer – This service provides the same level of content analysis as describe above for Cision - yet this service specifically monitors print and website exposure received as a result of paid and earned media efforts;
- Pre and Post telephone surveys – Measures pre and post impressions and attitudes on traffic safety topics from the CIOT and DDOTLUA campaigns; and
- Overall achievement of established traffic safety goals and performance measures outlined in the HSP.

Sports Marketing, Outreach Partnerships, and Signature Programs[18]

The Communications Plan includes strategically focused, highly visible, marketing partnerships. These partnerships will primarily focus on sporting events or other targeted events that appeal

to the lifestyle/entertainment preferences of the target audience. These partnerships will also allow the distribution of collateral and promotional materials that specifically coincide with the event and display branded traffic safety messages. Partnership elements include, but are not limited to:

- Table-top display boards promoting traffic safety programs, campaigns and key initiatives;
- Premiums promotional items that carry critical information and messages and given away as reminders to inspire behavioral change well beyond the scope of any event;
- Bounce backs/automatic responses consisting of ancillary messaging which ties into main message (double exposure);
- PSAs and live mentions;
- On-site/in –stadium signage (static signs, walkway beams, stage banners, etc.);
- Radio contests/ticket giveaways crediting the Council. In many instances the division receives event tickets as part of our sports-marketing package deliverables. Instead of returning these tickets, the Communications division will initiate third party partnerships with local radio stations to further promote traffic safety. The division will create traffic safety "quizzes" for radio stations to conduct ticket giveaways, which allow listeners to win tickets to the event in exchange for the correct answer to the traffic safety questions provided. This engages the target audience, making them more open to the idea of adopting positive behavioral changes that can save their lives on the roadways; and
- Turn-Key Designated Driver Programs. In –house concession vendor distributing soft drink coupons to patrons who sign up to be the designated driver for their group.

Earned Media

In the weeks leading up to each enforcement blitz and paid media flight, the Communications division will work to generate and sustain earned media coverage for each campaign. The division will rely on the following to achieve this:

- Editorials: Submitted by ICJI's executive director;
- Feature articles: Highlight the current campaign –featured on state's main website;
- News releases: Distributed statewide, by the Communications division and regionally by the LELs prior to each enforcement campaign and media flight as a way to publicize enforcement and solicit radio and television interviews;
- News conferences/media events: the Communications division will often invite state and local dignitaries (e.g. governor, mayor, state officials), law enforcement officers, and other traffic safety advocates to publicize statewide enforcement efforts;
- Media advisories: Distributed statewide, to media contacts and LELs as an invitation to attend local media events that are scheduled to occur to promote traffic safety messages and inform the public on the enforcement;

- Media kits: Presented at all media events (to members of the press, invited speakers, LELs and law enforcement officers) as an organized packet of information that provides background and data relevant to the campaign/enforcement effort that is being announced;
- Television interviews: Typically conducted (locally) with ICJI's executive director and guided by relevant talking points focusing on traffic safety. LELs (law enforcement PIOs) may also conduct television interviews within their regions – they too are guided by talking points that are prepared by the Communications division for such instances;
- Radio interviews: Interviews are typically conducted with ICJI's executive director. Talking points are also prepared for radio interviews;
- Internet/Electronic media: ICJI's website will post traffic safety features to coincide with each enforcement blitz;
- Social media: ICJI will create and maintain traffic safety Facebook and Twitter accounts.

COMMUNICATIONS

Collateral

The Communications division will develop and/or produce supplemental collateral materials to further brand, promote and enhance key messages throughout the year. Examples that will be used in FY 2011 Communications partnerships include but are not limited to:

- Brochures and Fact Sheets: Brochures and Fact Sheets will be distributed at appropriate events and made available to law enforcement agencies, via the LELs, and to the public. They will highlight detailed information as it pertains to Occupant Protection, Impaired Driving and Motorcycle Safety initiatives. These materials will also summarize state laws, codes as well as national and statewide traffic safety data as it relates to the above referenced (highway safety) initiatives;
- Templates: Templates will be developed for all forms of written (and visual) communications to convey a consistent message and look;
- Promotional signage used to promote messaging during event partnerships, media events, news conferences, etc. (i.e. banners, podium signs, and other displays); and
- Premium Items: Branded giveaways that enhance traffic safety messaging that are complementary to the campaign being promoted. Will distribute to target audience at promotional events.

Research

Prior to each media flight, the Communications division will work with ICJI's Research and Planning division to obtain relevant data, to ensure that resources for each media buy are appropriately targeted. Moreover, the goal is to saturate those regions/media markets reporting the highest incidents of traffic-related crashes and fatalities for the given enforcement initiative.

COMMUNICATIONS CALENDAR

OCTOBER 2010

Significant Events

- Partnership with Leerfield (featuring Indiana University and Purdue Sports Properties): Oct. 1, 2010 – March 15, 2011.
- Partnership with Butler University: Oct. 1, 2010- February 26, 2011.
- Oct. 17-19: National Teen Driver Safety Week.
- Partnership with Florida Family First (feat "All Pro Dads"): October 23-November 13, 2010.
- Oct. 31: Halloween.

Paid Media/Statewide Flights

- No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for the month of October.

Earned Media

- News releases, fact sheets, talking points, and other relevant material will be distributed to the media and law enforcement agencies prior to Halloween to increase awareness about pedestrian safety and the dangers of impaired driving during this holiday.
- News releases, talking points, and other educational materials will be distributed to the media, and at state/local events targeting parents and teens to raise awareness of Indiana's GDL law in conjunction with National Teen Driver Safety Week.

Paid Partnerships/Other Events

Leerfield Sports - Indiana University/Purdue University (featuring football and basketball seasons): IU and Purdue are among Indiana's leading collegiate athletic programs. Through this partnership ICJI's TSD has the opportunity to reach thousands[19] of young drivers in the state of Indiana who attend both schools' football and basketball games. This valuable sports-marketing partnership offers targeted opportunities to engage students and fans attending both universities through a variety of media platforms - specifically during non-enforcement periods. Both packages include in-stadium video board elements, web-based advertising, and customized promotional features such the "Social Responsibility" campaign[20]. This campaign will be largely facilitated by Leerfield Sports (guided by ICJI's Communications division) who will create a "behavioral" contract targeting one or several responsible driving behaviors that participating students will be encouraged to honor throughout the year. These driving behaviors will include, but are not limited to: seat belt use – every trip, every time, designating a sober driver at all times, and refraining from engaging in distracted driving

behaviors. In return for their "pledge," students who sign up will automatically be registered to win a prize as appropriated at each school's discretion.

Butler University: Includes in-stadium signage elements at Hinkle Fieldhouse, public address announcements as provided by ICJI's Communications division to be read live at football, soccer, and volleyball games (totaling 69 events in all), and scrolling (rotating) message board announcements. ICJI's TSD will also have the opportunity to invite SADD onto Butler's campus on Homecoming Day to demonstrate safe driving habits to young drivers with the seat belt convincer and impaired driving goggle.

All Pro Dads: This event was founded in 1997 by former Indianapolis Colts Coach, Tony Dungy to unite fathers and their kids for life. Specifically, ICJI's TSD uses "All Pro Dads" as a platform to educate fathers and their children (typically ages 8-17) about the importance of safe driving practices (with a focus on Indiana's GDL law) among teen and adult/parent drivers. The TSD relies on grantees such as Indiana SADD and ASP to engage fathers and children with relevant, interactive, hands-on demonstrations that promote positive driving behaviors. Partnership elements (past and present) include a promotional table to distribute educational and informational materials. Also, interactive demonstrations led by SADD and ASP include: bean bag toss using impaired vision goggles to demonstrate the affect underage drinking has on coordination and other obstacles that simulate various driving experiences with which teens may be faced. Also includes the use of the seat belt convincer and appearances by the "Crash Test Dummies," Vince and Larry, for photo opportunities and a meet and greet.

NOVEMBER 2010

Significant Events

- Nov. 7 Begin: Blitz 65 media campaign– Safe Family Travel (belts and alcohol).
- Nov. 13: "All Pro Dads" (event date).
- Nov. 19: Operation Pull Over Awards Banquet.
- Begin: Fox Sports Network (FSN) partnership (Pacers Basketball). Nov. 1, 2010-April, 2011.

Paid Media/Statewide Flights

Operation Pull Over – Blitz 65

- Theme: Safe Family Travel.
- Audience: Men 18-41.
- Purpose: To use the heavily traveled Thanksgiving holiday as an opportunity to remind motorists to always wear their seat belts and to designate a sober driver before they drink. Media: 11/7-11/27.
- Enforcement: 11/14 - 11/27.
- Advertising: Outdoor, radio, network and cable television.
- Paid Media Budget: $200,000.

Earned Media

Blitz 65 – Safe Family Travel: The Communications division will distribute local and statewide pre and post news releases, a media advisory (if appropriate), fact sheets, talking points and will post information on the TSD webpage to raise additional awareness about the state's traffic safety efforts to ensure safe holiday travel during this time.

Paid Partnerships/Other Events

Fox Sports Network (Indiana Pacers): This sustained sports-marketing partnership with the Indiana Pacers that incorporates a variety of promotional media platforms to reach the target audience with traffic safety messaging before, during and after Indiana Pacer basketball games. Although the majority of this partnership will work to sustain social responsibility messaging during non-blitz periods, this partnership can also enhance the awareness of enforcement messaging during those games that correspond with the statewide "Over the Limit. Under Arrest" media flights. These flights include Blitz 65/Safe Family Travel and Blitz 66/St. Patrick's Day.

This partnership will also introduce Indiana's distracted driving messages to the target audience through radio, signage, and live mentions. As seen in the 2010-2011 proposal, the distracted driving message/slogan will prominently display on sky beams located in a parking garage walkway connected to Fieldhouse that is used during all events and during non-event times. The signage is sure to be seen by many visitors traveling by foot to and from their vehicles. Through all of the multi-media elements offered, this partnership will help ICJI's Traffic Safety and Communications divisions reach statewide target audience. Finally, the Pacers extend several added value and earned media opportunities in this package, which include the option to host media events (i.e. announce enforcement campaigns) at Conseco Fieldhouse, on-site (i.e. in-game) exhibitor's opportunities, and opportunities to accompany Pacers representatives at live remote events.

OPO Awards Banquet: The Communications division will work with the TSD to plan the 16th Annual Operation Pull Over Awards Banquet. This year, the banquet is scheduled for Friday, November 19. The annual awards' banquet is s held in honor of state and local law enforcement partners who work year-round to support the TSD's traffic safety programming initiatives and enforce the state's driving laws. The Communications division will use creative materials developed from last year, which carry the theme "Honoring Those Who Answer the Call." Creative/collateral materials include electronic invitations, signage, banners, etc. The Communications division will also produce (or work with outside vendors) all audio/visual elements for the awards banquet.

DECEMBER 2010

Significant Events

- Submit: Communications Year End Report to NHTSA.

Paid Media/Statewide Flights

- No statewide enforcement mobilizations, crackdowns planned. NHTSA may conduct a national paid media campaign over the holiday period.

Earned Media

- Distribute "Safe Family Travel" post release.
- Distribute "Buzzed Driving Is Drunk Driving" holiday release.
- The Communications division will use this month to continue to work with local media outlets to coordinate radio and television interviews to further raise awareness about impaired/"buzzed" driving during the holiday season (covering Christmas and New Year's).
- Begin: Distributing promotional items to restaurants, bars and taxi cab companies for News Year's in support of designated drivers(if purchase is approved by OMB).

Paid Partnerships/Other Events

- No new paid partnerships are scheduled to begin in December.

JANUARY 2011

Significant Events

- Release preliminary results of 2010 traffic safety statistics.

Paid Media

- No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for January.

Earned Media

- The Communications division will maintain its year-round messaging strategy by working with partners such as restaurants bars, and taxi cab companies to ensure that "social responsibility" messages are kept in front of the target audience during non-grant funded enforcement periods.
- Distribute: Statewide news release on fatal numbers from prior year.

Paid Partnerships/Other Events

- No new partnerships are scheduled to begin in January.

FEBRUARY 2011

Significant Events

- Feb. 6: Super Bowl Sunday.
- Feb. 27: Begin Blitz 66 media campaign.

Paid Media/Statewide Flights

- No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for February.

Earned Media

The Communications division will maintain its year-round messaging strategy by working with sports-marketing partners to ensure that social responsibility messages are kept in front of the target audience during low enforcement periods.

Super Bowl Op-Ed: An Op-Ed article from ICJI's executive director will be distributed to the media to remind motorists throughout the state to designate a sober driver and to make responsible choices before participating in Super Bowl celebrations. This article will also remind those who are hosting parties of their obligation to serve their guests responsibly (e.g. limiting their guests' intake of alcoholic beverages, serving food with alcohol, allowing guests to sleep over, etc.).

Paid Partnerships/Other Events

- No paid partnerships are scheduled to begin in February.

MARCH 2011

Significant Events

- February 27 - March 20: Blitz 66 media blitz on aggressive and drunk driving.
- March 17: St. Patrick's Day Holiday.
- March 27: Young Driver Safety media flight.
- Begin: Indiana Sports Corp media partnership (Big Ten Basketball Tournaments).

Paid Media/Statewide Media Flights

Operation Pull Over – Blitz 66

- Theme: "Over the Limit. Under Arrest." Impaired and Aggressive Driving (focusing on St. Patrick's Day).
- Audience: Men 18-44.
- Purpose: To use the highly celebrated March Madness, the Big Ten Conference Finals and St. Patrick's Day festivities as a way to reach the target audience and remind them about the dangers and consequences of aggressive and impaired driving. The goal is to promote the life saving benefits of designating a driver before celebrating. Media will also target college towns that have the highest incidents of alcohol-related crashes and fatalities such as Muncie, Terre Haute, West Lafayette and Bloomington.
- Media: 2/27 – 3/20.
- Enforcement: 3/6– 3/20.
- Advertising: Radio, network, cable television and outdoor.
- Paid Media Budget: $200,000.

Young Driver Safety Media Flight

- Theme: Indiana's GDL Laws and Distracted Driving (i.e. "Heads Up. Phones Down! Put the Breaks on Distracted Driving").
- Audience: Teens and young adults 16-24.
- Purpose: To reduce the incidence of young drivers who are disproportionately involved in fatal collisions as a result of distracted driving. Next, the goal is to promote Indiana's new GDL law to parents and teens, which makes it illegal for young drivers under 18 to use a phone while driving. Finally, to encourage safe and responsible driving practices among teens and young adults.
- Media: 3/27 – 4/10.
- Enforcement: No specific grant funded enforcement scheduled for this flight.
- Advertising: Radio, network and cable television.
- Paid Media Budget: $100,000.

Earned Media

St. Patrick's Day and March Madness: The Communications division will distribute pre and post news releases, fact sheets, talking points, and other relevant materials prior to March Madness basketball season and the St. Patrick's Day holiday. The Communications division will also post promotional and informational features on the TSD webpage.

Request LELs Host: The Communications division plans to engage in earned media efforts in support of Blitz 66. The division will also request that LELs stage/host similar events in their

respective regions in order to create statewide awareness momentum regarding "Over the Limit. Under Arrest."

Safe Spring Break: In an effort to encourage safe and responsible driving practices among high school and college students, the Communications division will distribute a "Safe Spring Break" statewide news release specifically targeting this (young driver) demographic. The release will offer tips to parents and teens on how to celebrate safely and how to prevent tragedies from occurring during this time.

Paid Partnerships/Other Events

Indiana Sports Corporation/Big Ten Men's and Women's College Basketball: This partnership has many moving parts and offers broadcast television coverage, print full page and color ad in event's free publication and branding opportunities through signage such as welcome banners displayed at the Indianapolis airport, downtown hotels and select restaurants to promote seat belt and impaired driving messaging. This event receives national broadcast coverage and is attended by thousands of spectators throughout the state.

APRIL 2011

Significant Events

- Young Driver Safety (GDL and Distracted Driving focused) media flight continues through April 10.
- April 17 – Begin: Speed Media Flight.
- Prom and Spring Break season.

Paid Media

Speed

- Theme: "Obey the Sign or Pay the Fine" and "Stop Speeding Before Speeding Stops You"
- Audience: Men 18-41.
- Purpose: To increase awareness among the target demographic about the dangers and consequences of driving too fast and/or exceeding posted speed limits.
- Media: 4/17 – 5/1.
- Enforcement: Some targeted enforcement will be scheduled to coincide with this scheduled flight.
- Advertising: Radio, network, cable television and outdoor.
- Paid Media Budget: $103,800.

Earned Media

Safe Prom and Spring Break: In an effort to promote safe driving behaviors during the Spring Break and Prom seasons the Communications division will distribute correspondence and coordinate interviews on behalf of ICJI's executive director to ensure that parents and teens are taking a proactive approach to safety during this time.

Paid Partnerships/Other Events

- No paid partnerships are scheduled to begin in April.

MAY 2011

Significant Events

- Click It or Ticket.
- RDP.
- Safe Graduation.
- Riley Miracle Ride.

Paid Media/Statewide Media Flights

Operation Pull Over – Blitz 67

- Campaign: "Click It or Ticket."
- Pre Click It or Ticket telephone surveys.
- Audience: Men 18-41(pickup truck drivers).
- Purpose: Maximum enforcement visibility and publicity regarding statewide enforcement efforts to increase seat belt use.
- Media: 5/14 – 6/5.
- Enforcement: 5/19 – 6/5.
- Advertising: Radio, network, cable television and outdoor.
- Paid Media Budget: $200,000.

Earned Media

Blitz 67 – Click It or Ticket (CIOT): The Communications division will distribute pre and post news releases, fact sheets, talking points, and other relevant materials to promote the CIOT statewide mobilization. The Communications division will also post promotional/informational features on the TSD webpage.

- The Communications division will host a local media event to announce Blitz 67 and will coordinate radio and TV interviews on behalf of ICJI's executive director. The division will

also request that LELs stage/host similar events in their respective regions in order to create a statewide awareness momentum regarding CIOT.

Rural Demonstration Project: The Communications division will develop pre and post RDP news release templates and talking points for distribution to participating law enforcement agencies through the LELs.

Safe Graduation: In an effort to reduce impaired driving and increase seat belt usage among high school and college graduates, the Communications division will distribute correspondence and coordinate interviews on behalf of ICJI's executive director to ensure that parents and teens are taking a proactive approach to safe driving during this high-risk time.

Paid Partnerships/Other Events

Riley Miracle Ride: The Miracle Ride is annual motorcycle charity event held in May that benefits Indianapolis' Riley Hospital for Children. Through the use of radio and television media, the Communication's goal is to raise awareness among the general driving population about the returned presence of motorcycles on Indiana roadways. The Communications division and TSD will also have the opportunity to directly interact with the target audience on-site, to encourage the use of safety gear and educate motorcycle riders about Indiana's licensing and endorsement requirements. This is a highly attended and publicized event where exposure of messaging can be greatly maximized. The governor also participates in this event which receives statewide media coverage.

JUNE 2011

Significant Events

- Motorcycle Safety and Awareness Month for Indiana.

Paid Media/Statewide Media Flights

Motorcycle Safety and Awareness

- Theme: "Ride Safe Indiana." Audience: Men 30-50.
- Purpose: To raise awareness among the general driving population about the returned presence of motorcycles on Indiana roadways. Also, to promote the use of personal protective equipment (e.g. helmets, boots), the dangers and consequences of drinking and riding and the need for riders who are not properly licensed to ride to do so.
- Media: 6/56/15.
- Enforcement: General enforcement scheduled for this flight.
- Advertising: Radio, network, cable television and outdoor.
- Paid Media Budget: $100,000.
- Post Click It or Ticket telephone surveys.

Earned Media

- The Communications division will coordinate and solicit interviews on behalf of ICJI's executive director, who will speak to the TSD's efforts to reduce crashes, injuries and fatalities across the state during the summer season. The Communications division will also post features on the Traffic Safety webpage that encourage safe and responsible driving and riding choices throughout the summer months.

Paid Partnerships/Other Events

- No paid partnerships are scheduled to begin in June.

JULY 2011

Significant Events

- July 4th Holiday.
- The Boogie motorcycle rally.
- Indiana Black Expo.

Paid Media/Statewide Media Flights

- No statewide enforcement mobilizations, crackdowns or national paid media campaigns are planned for the month of July.

Earned Media

Social Responsibility Messaging: The Communications division will maintain its year-round messaging strategy by working with state and local partners to ensure that "social responsibility" messages are sustained and kept in front of the target audience during low enforcement periods.

July 4th News Release/Op-Ed Article: In an effort to sustain awareness of the "Buzzed Driving is Drunk Driving" social responsibility message during this holiday, the Communications division will issue a news release or op-ed article to the media urging all motorists to not to drink and drive and/or to designate a sober driver. The Communications division will also facilitate interviews on behalf of ICJI's executive director who will further promote the TSD's efforts to reduce crashes, injuries and fatalities across the state during this high-risk time. The TSD webpage will also feature visuals and information that encourage safe and responsible driving choices before and during the July 4th holiday.

Paid Partnerships

Boogie Partnership: Opportunity to partner with a highly active motorcycle organization that has strong ties to Indiana's motorcycle community and hosts this large scale event where promoting safe riding behaviors is critical to the success of the event. Deliverables include

prominent signage, radio, and other print and promotional material focusing on protective gear, proper licensure to ride, impaired riding and motorist awareness.

Indiana Black Expo: Opportunity to comprehensively promote the traffic safety messaging and initiatives to more than 300,000 attendees who come from all over the state of Indiana to attend this well-known annual event (40 years) that has a major impact on the African American demographic. Partnership includes exhibitor's table at the anchor event where branded premiums, brochures and other Traffic Safety promotional and educational items can be distributed.

AUGUST 2011

Significant Events

- "Drunk Driving/Riding. Over the Limit. Under Arrest."
- Develop and submit FY 2012 HSP Media Plan to TSD.
- Indiana State Fair partnership.
- Moto GP.

Paid Media/Statewide Media Flights

Operation Pull Over – Blitz 68

- Pre Over the Limit, Under Arrest telephone surveys.
- Campaigns: "Drunk Driving/Riding. Over the Limit. Under Arrest."
- Audience: Men 18-41.
- Media: 8/14– 8/28.
- Enforcement: 8/19 – 9/05.
- Advertising: Radio, network, cable television and outdoor.
- Paid Media Budget: $200,000.

Earned Media

Blitz 68 – Drunk Driving. Over the Limit. Under Arrest.: The Traffic Safety and Communications divisions in conjunction the LELs will partner with local law enforcement agencies, ISP, Indiana SADD, Advocates Against Impaired Driving, and other traffic safety advocates in support of the "Drink Driving. Over the Limit. Under Arrest." statewide crackdown. The Communications division will stage an event that appeals to both the public and media alike to generate desired broad coverage. The division will request that the LELs stage/host similar events in their respective regions in order to create a statewide awareness momentum. The Communications division will also distribute pre and post news releases, a media advisory, fact sheets, talking points, and will post information on TSD's webpage to publicize the state's traffic safety efforts to reduce traffic crashes, injuries and fatalities over the Labor Day holiday.

Paid Partnerships/Other Events

Partnership with Indiana State Fair: Sustained, multi-media partnership with the Indiana State Fair consisting of a paid media promotion featuring "Buckle Up Indiana" promotional tags on daily radio traffic reports, live radio liners, and a "Buckle Up Trucks" Main Street stage promotion. This partnership with the State Fair gives us the opportunity to positively impact driving behaviors using a sustained promotion that combines several forms of media to effectively communicate with nearly one million people.

Partnership with Moto GP: This partnership offers a variety of media platforms to effectively promote motorcycle safety messaging at an event that is attended by motorcycle riders and enthusiasts. This promotion will include prominent signage, print advertising, branding entitlements and opportunities to directly interact with the target audience and distribute informational materials.

SEPTEMBER 2011

Significant Events

- Sept. 18-24, 2011 - Begin: National Child Passenger Safety Week.
- Sept. 24, 2011 – Begin National Seat Check Saturday.

Paid Media/Statewide Media Flights

Child Passenger Safety

- Theme: Child Passenger Safety.
- Audience: Parents, grandparents and caregivers.
- Purpose: Educate parents about requirements of Indiana's Child Passenger Safety laws.
- Media: 9/18– 9/25.
- Enforcement: No enforcement scheduled for this flight.
- Advertising: Radio and Television.
- Paid Media Budget: $100,000.
- Post Over the Limit, Under Arrest telephone surveys.

Earned Media

Child Passenger Safety: The Communications division will partner with the ASP, local law enforcement agencies, ISP, and other traffic safety advocates to promote Child Passenger Safety Week. The Communications division will also distribute news releases, media advisories, fact sheets, talking points, and will post information on TSD's webpage to raise awareness about the state's efforts to promote child passenger safety.

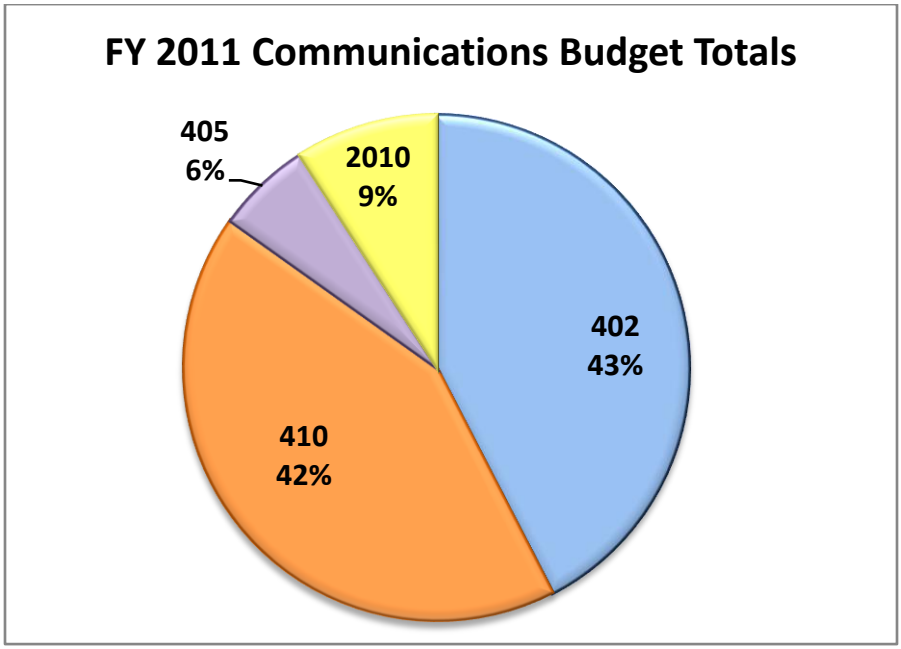
Paid Partnerships/Other Events

- All paid partnerships will conclude by or before the end of September.

COMMUNICATIONS BUDGET

EVENT	402	410	405	2010
Staff Salaries	$21,750	$48,750	$19,500	
Special Projects and Production Costs	$10,000	$40,750		$16,250
Operation Pull Over Awards Banquet	$30,000			
Operation Pull Over - Blitz 65	$33,750	$116,250		
Operation Pull Over - Blitz 66	$45,600	$154,400		
Operation Pull Over - Blitz 67	$200,000			
Operation Pull Over - Blitz 68		$175,000		$25,000
Young Driver Safety Media Flight	$50,000		$50,000	
Speed Media Flight	$101,300			
Motorcycle Safety Media Flight		$61,750		$40,750
Child Passenger Safety Media Flight	$90,000		$10,000	
Fox Sports Network/ Indiana Pacers	$20,000	$32,500		
Leerfield (Featuring IU and Purdue)	$25,000	$25,000		
Butler University		$10,000	$10,000	
Family First (ALL PRO DADS)	$7,500			
Indiana Black Expo Partnership			$500	
Indiana State Fair Partnership	$10,000		$10,000	
Riley Miracle Ride				$15,000
The Boogie				$10,000
Moto GP Partnership				$43,000
Pre and Post Telephone Surveys for Click It or Ticket	$35,600			
Pre and Post Telephone Surveys for Over the Limit. Under Arrest.		$35,600		
Total Expenditures	$680,500	$700,000	$100,000	$150,000
Balance	$19,500	$0	$0	$0
Communications Budget Totals	$700,000	$700,000	$100,000	$150,000

Graph 16


FY 2011 Communications Budget Totals
405
6%
2010
9%
402
43%
410
42%

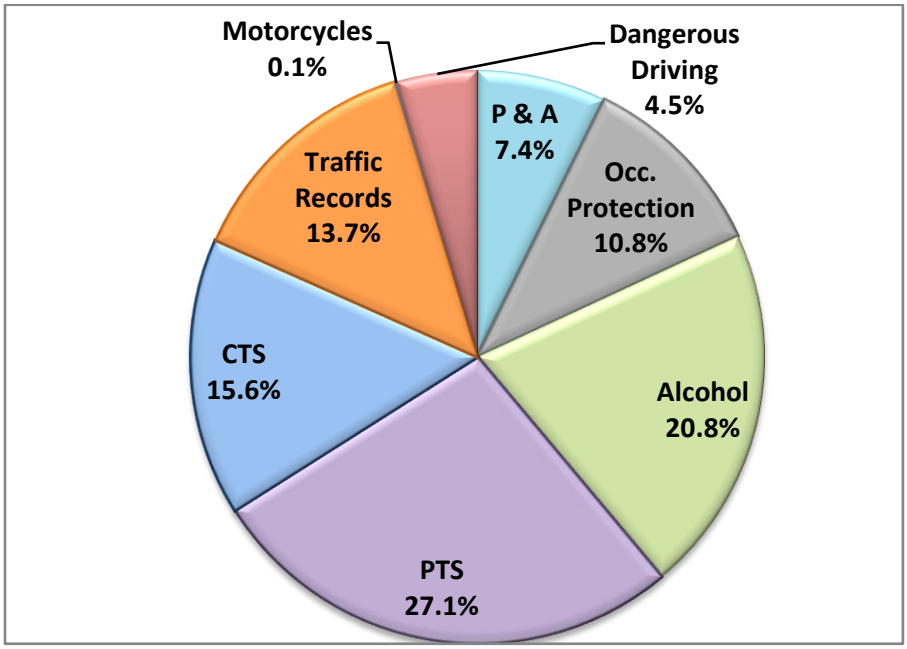
FISCAL SUMMARY

TRAFFIC SAFETY BUDGET

Traffic Safety Budget										
	406	402	410	2011	405	2010	408	1906	Match	Total
P & A	-	523,333	-	-	-	-	-		523,333	1,046,666
Occ. Protection	-	538,000	-	350,000	660,000	-	-		-	1,548,000
Alcohol	-	173,500	2,816,500	-	-	-	-		-	2,990,000
PTS	-	3,093,000	800,000	-	-	-	-		-	3,893,000
CTS	-	1,292,000	700,000	-	100,000	150,000	-		-	2,242,000
Traffic Records	150,000	200,000	-	-	-	-	728,000	885,460	-	1,963,460
Motorcycles	-	-	-	-	-	20,000	-		-	20,000
Dangerous Driving	-	650,000	-	-	-	-	-		-	650,000
Total	150,000	6,469,833	4,316,500	350,000	760,000	170,000	728,000	885,460	523,333	14,353,126

PROGRAM SECTION FUNDING

Graph17



PROGRAM COST SUMMARY

	2011	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Budget						Motorcycle	Traffic Records	Racial Profiling	Fed.Funds	Hard Match	Federal & State
Planning and Administrative (P&A)												
Planning & Admin.-Federal	523,333	0	523,333	0	0	0	0	0	0	523,333	0	523,333
Planning & Admin.-State	523,333	0	0	0	0	0	0	0	0	0	523,333	523,333
Sub-total P&A	1,046,666	0	523,333	0	0	0	0	0	0	523,333	523,333	1,046,666
Section II: Occupancy Protection												
Program Management	63,000		63,000	0	0	0	0	0	0	63,000	0	63,000
Automotive Safety Program	850,000	0	0	0	350,000	500,000	0	0	0	850,000	0	850,000
Seat Belt Enforcement (OPO)	575,000		475,000	0	0	100,000	0	0	0	575,000	0	575,000
Rural Demonstration Project	60,000	0	0	0	0	60,000	0	0	0	60,000		60,000
Sub-total Occ Protection	1,548,000	0	538,000	0	350,000	660,000	0	0	0	1,548,000	0	1,548,000
Section III: Alcohol												
Program Management	73,000	0	0	73,000	0	0	0	0	0	73,000	0	73,000
FACT Teams	750,000	0	0	750,000	0	0	0	0	0	750,000	0	750,000
Enforcement (DUI Task Force)	1,500,000	0	0	1,500,000	0	0	0	0	0	1,500,000	0	1,500,000
Law Enforcement Training Board (SFST/DRE)	195,000		0	195,000	0	0	0	0	0	195,000	0	195,000
Traffic Safety Resource Prosecutor	195,000		97,500	97,500	0	0	0	0	0	195,000	0	195,000
Excise Police	125,000		0	125,000	0	0	0	0	0	125,000	0	125,000
SADD	152,000		76,000	76,000	0	0	0	0	0	152,000	0	152,000
Sub-total Alcohol	2,990,000	0	173,500	2,816,500	0	0	0	0	0	2,990,000	0	2,990,000
Section IV: PTS												
Program Management	63,000		63,000	0	0	0	0	0	0	63,000	0	63,000
Statewide Training	10,000	0	10,000	0	0	0	0	0	0	10,000	0	10,000
OPO Awards Banquet	95,000		95,000	0	0	0	0	0	0	95,000	0	95,000
BCC Enforcement	2,125,000		2,125,000	0	0	0	0	0	0	2,125,000	0	2,125,000
Indiana State Police	1,600,000		800,000	800,000	0	0	0	0	0	1,600,000	0	1,600,000
Sub-total PTA	3,893,000	0	3,093,000	800,000	0	0	0	0	0	3,893,000	0	3,893,000
Section V: Community TS			0									
LEL Program	540,000		540,000	0	0	0	0	0	0	540,000	0	540,000
Media / Communications Division	1,650,000		700,000	700,000	0	100,000	150,000	0	0	1,650,000	0	1,650,000
Clarian	52,000	0	52,000	0	0	0	0	0	0	52,000	0	52,000
Sub-total Community TS	2,242,000	0	1,292,000	700,000	0	100,000	150,000	0	0	2,242,000	0	2,242,000

	2011	406	402	410	2011	405	2010	408	1906	Total	State	Total
	Budget						Motorcycle	Traffic Records	Racial Profiling	Fed.Funds	Hard Match	Federal & State
Section VI: Traffic Records/ Research												
Program Management	78,000	0	0	0	0	0	0	78,000	0	78,000	0	78,000
Indiana University Center	350,000	150,000	200,000	0	0	0	0	0	0	350,000	0	350,000
Purdue University/ CODES	115,000	0	0	0	0	0	0	115,000	0	115,000		115,000
Payment to the BMV	10,000	0	0	0	0	0	0	10,000	0	10,000	0	10,000
Traffic Records Improvements	525,000	0	0	0	0	0	0	525,000	0	525,000	0	525,000
Racial Profiling Grant	885,460	0	0	0	0	0	0	0	885,460	885,460	0	885,460
Sub-total Traffic Records	1,704,000	150,000	200,000	0	0	0	0	728,000	0	1,704,000	0	1,704,000
Section VII: Motorcycles												
Lease Purchase of Facility	10,000	0	0	0	0	0	10,000	0	0	10,000	0	10,000
Training Motorcycles	10,000	0	0	0	0	0	10,000	0	0	10,000	0	10,000
Media / Public Awareness Campaign	0	0	0	0	0	0	0	0	0	0	0	0
Sub-total Motorcycles	20,000	0	0	0	0	0	20,000	0	0	20,000	0	20,000
Section VIII: Dangerous Driving									0			
Dangerous & Impaired Driving	650,000	0	650,000	0	0	0	0	0	0	650,000	0	650,000
Sub-total Dangerous Driving	650,000	0	650,000	0	0	0	0	0	0	650,000	0	650,000
Total 2011 Budget Expenditures	14,353,126	150,000	6,469,833	4,316,500	350,000	760,000	170,000	728,000	885,460	13,829,793	523,333	14,353,126

STATE CERTIFICATIONS AND ASSURANCES

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

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

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

CERTIFICATIONS AND ASSURANCES

Section 402 Requirements

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

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

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

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

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

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide seat belt use survey in accordance with criteria established by the Secretary for the measurement of State seat belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.
- **(23 USC 402 (b)(1)(E));**
- The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(l)).

Other Federal Requirements

- Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20
- Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.
- The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.
- Failure to adhere to these provisions may result in the termination of drawdown privileges.
- The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);
- Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21
- The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act

The State will report for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

  (i) the entity in the preceding fiscal year received—
  (I) 80 percent or more of its annual gross revenues in Federal awards; and(II) $25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, et seq.; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply

with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702;):

The State will provide a drug-free workplace by:

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

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

   1. The dangers of drug abuse in the workplace.

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

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

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

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

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

   1. Abide by the terms of the statement.

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

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

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

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

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

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

Buy America Act

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

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

Political Activity (Hatch Act)

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

Certification Regarding Federal Lobbying

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the

undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

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

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

Restriction on State Lobbying

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

Certification Regarding Debarment and Suspension

Instructions for Primary Certification

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Instructions for Lower Tier Certification

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

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

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

4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definition and

Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

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

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

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

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

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

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

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

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

Policy to Ban Text Messaging While Driving

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

1. Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—
   a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
   b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
   a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
   b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

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

Governor's Representative for Highway Safety

INDIANA

State or Commonwealth

2011

For Fiscal Year

8/30/2010

Date

ENDNOTES

[1] *Strategy used when applicable to priority area. Other methods used where noted.*
[2] *Serious bodily injury is a non-fatal injury that prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing before the injury occurred. Hospitalization is usually required. Examples include severe lacerations, broken limbs, skull facture, crushed chest, internal injuries, etc.*
[3] *Taken from the 2008 Indiana Traffic Safety Fact Sheet – Alcohol compiled by the Center for Criminal Justice Research in which a collision is identified as alcohol-related if any one of the following conditions are met: (1) 'alcoholic beverages' is listed as the primary factor of the collision; (2) 'alcoholic beverages' is listed as a contributing circumstance in the collision; (3) any vehicle driver or non-motorist (pedestrian, pedalcyclist) involved in the collision had a BAC test result greater than zero; (4) the collision report lists the apparent physical condition of any driver or non-motorist involved as 'had been drinking'; or (5) a vehicle driver is issued an Operating While Intoxicated (OWI) citation. This is the expanded definition.*
[4] *National rate for 2008 is the most recent comparison available. Data derived from NHTSA for 2008 indicates that 32% of all fatal collisions were alcohol-related collisions. See http://www-nrd.nhtsa.dot.gov/Pubs/811155.pdf for reference.*
[5] *The reduction in alcohol-related fatalities from 2008 to 2009 is under review. 2009 crash reports had a low submission of driver BAC results compared to 2008. This may be due to the back log in alcohol tests within the Indiana Department of Toxicology. The number of alcohol-related collisions for 2009 may increase when the backlog is resolved.*
[6] *Taken from the 2009 Indiana Traffic Safety Fact Sheet- Alcohol compiled by the Center for Criminal Justice Research*
[7] *Indiana Safety Belt Observational Survey—June 2010 Survey Results. Results compiled by the Purdue University Center for Road Safety.*
[8] *Unknown restraint use included as unrestrained occupants*
Non-incapacitating injuries include those injuries reported as non-incapacitating or possible.
Other injury status includes not reported, unknown, and refused status codes.
No injury status includes individuals involved in collisions reported as null values in the injury status code field.
Includes only injuries occurring in passenger vehicles (defined as passenger cars, pickup trucks, SUVs and vans). Excludes all other vehicle types including those identified as pedestrians and pedalcyclists. People are considered to be restrained when the reporting officer selected any one of the following safety equipment categories on the crash report: 1) Lap belt only; 2) Harness; 3) Airbag deployed and harness; 4) Child restraint; or 5) Lap and harness.

[9] *Taken from the 2009 Indiana Traffic Safety Fact Sheet – Occupant Protection compiled by the Center for Criminal Justice Research*

[10] *National Highway Traffic Safety Administration (NHTSA) 2008 Traffic Safety Fact, Laws—Graduated Drivers Licensing System. http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Teen%20Driver/files/810888GradDriverLicense.pdf*

[11] *Data derived from the 2009 Indiana Traffic Safety Fact Sheet- Young Driver compiled by the Center for Criminal Justice Research*

[12] *Taken from the 2009 Indiana Traffic Safety Fact Sheet – Motorcycles compiled by the Center for Criminal Justice Research*

[13] *Taken from the 2009 Indiana Traffic Safety Fact Sheet- Motorcycles compiled by the Center for Criminal Justice Research*

[14] *Indiana law does not require helmets to be worn by motorcyclists with a motorcycle endorsement*

[15] *Goals for high BAC (0.08+) fatalities measure are set within the Alcohol section of this document (Goal #4).*

[16] *Funds from this Task 1 under the Motorcycle programming are also mentioned in the Community Traffic Services section to make it clear which funds are dedicated to media. These funds ($150,000) should not be double counted.*

[17] *A collision is defined as speeding-related if the driver was charged with a speeding-related offense or if an officer indicates on the collision report that the driver was driving at an unsafe speed or too fast for conditions*

[18] *Communications and marketing expenditures must now be approved by a special screening committee instituted by the state's Office of Management and Budget. Based on their decisions in reference to the FY 2011 Traffic Safety Communications Plan, certain elements have dramatically changed from those submitted in past years. While our partnership/promotional objectives remain the same, there are many key (sports-marketing) partnerships that have been denied - hence we may be unable to pursue them this fiscal year.*

[19] *Over 23,000 at each football game and more than 15,000 students will attend basketball games during the season*

[20] *This concept grew from two student focus groups (15 students total).*