

State of Indiana FY 2015 Traffic Safety Annual Report



FISCAL YEAR 2015 ANNUAL REPORT

PREPARED FOR:

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NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

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Introduction

The Indiana Criminal Justice Institute (ICJI) Traffic Safety Division (TSD) manages federal funds allocated throughout Indiana to support programs designed to fulfill its mission:

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

By using up-to-date crash data, ICJI is able to implement countermeasures in specific areas, thus reducing collisions throughout the state.

TSD is comprised of a Division Director who coordinates the efforts of the support staff, including an Impaired Driving Program Manager, a Motorcycle Safety and Traffic Records Program Manager, a Traffic Safety Research Associate, an Occupant Protection Program Manager, a Young Driver and Child Passenger Program Manager, and six Law Enforcement Liaisons (LELs), located regionally across Indiana. ICJI utilizes its Statistical Analysis Center (SAC) to assist in preparing and analyzing the data collected. ICJI also utilizes the resources and expertise of the Public Policy Institute within the Indiana University-Purdue University of Indianapolis’ School of Public and Environmental Affairs (PPI), the Center for Road Safety (CRS) located at Purdue University, the Governor’s Council on Impaired and Dangerous Driving (Council), and the Traffic Records Coordinating Committee (TRCC).

ICJI promotes traffic safety initiatives on state and local roadways through the implementation of a comprehensive Highway Safety Plan (HSP). The HSP is a major component and requirement of the Highway Safety Improvement Program (23 U.S.C. § 148). The HSP is a statewide-coordinated, data-driven, multi-year comprehensive plan that provides the overall framework for reducing highway fatalities and serious injuries on all public roads. It further establishes statewide goals, objectives, and key emphasis areas, while integrating the four E's of highway safety – engineering, education, enforcement and emergency medical services (EMS). The HSP allows highway safety programs and partners in the State to work together in an effort to align goals, leverage resources and collectively address the State's safety challenges.

In addition to the HSP, the Annual Report (AR) is an account of the previous fiscal year’s activities and accomplishments in response to the targets set forth in the HSP. The performance plan explains the evaluation process and whether the targets were reached. Each program report section details the targets and achievements, project details, and evaluation (where applicable) for each program area. This is followed by sections on paid media and communications, LEL highlights, and finally the fiscal summaries. Our target is to not only illustrate the activities of FY 2015 to those outside of ICJI, but also that this document is utilized internally as a tool for reflection and help to stimulate ideas and improvements that can be made in FY 2016 and years to come.

Performance Measures and Targets

Figure 1: Performance Targets and Current Figures

Outcome Measure		Annual Figures										Sources			
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Targets 2015 [^]	Data Source 2006-2014	Data Source 2015	
NHTSA CORE MEASURES	C-1	Traffic Fatalities	902	898	820	693	754	751	781	783	746	829	717	FARS	FARS Projected
	C-2	Incapacitating Injuries	3,807	3,661	3,382	3,179	3,449	3,414	3,816	3,441	5,493**	18,647**	3,344	PPI	ARIES Projected
	C-3	Fatalities Per 100 Million Vehicle Miles Traveled	1.27	1.23	1.11	0.90	1.00	0.98	0.99	1.00	0.92^^	1.01^^	1.01^^	FARS	FARS/INDOT Projected
	C-4	Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions)	309	291	267	206	208	192	214	201	190	250	193	FARS	ARIES Projected
	C-5	Fatalities Involving Driver or Motorcycle Operator with .08 BAC or Above	245	224	206	207	194	207	230	198	205	180	197	FARS	FARS/PPI Projected
	C-6	Speeding-Related Fatalities	195	199	250	174	190	153	185	217	204	215	166	FARS	ARIES Projected
	C-7	Total Motorcycle Fatalities	110	122	131	111	111	118	152	114	124	108	120	FARS	ARIES Projected
	C-8	Unhelmeted Motorcycle Fatalities	81	95	95	84	88	95	116	82	89	63	94	FARS	ARIES Projected
	C-9	Drivers Aged 20 and Under Involved in Fatal Crashes	180	157	147	116	125	100	130	104	87	52	111	FARS	ARIES Projected
	C-10	Pedestrian Fatalities	73	59	54	50	62	62	59	77	78	95	57	FARS	ARIES Projected
	B-1	Observed Seatbelt Usage Rate (%)	84.3	87.9	91.2	92.6	92.4	93.2	93.6	93.1	90.2	91.9	88*^	CRS	CRS
	12	*Number of Seat Belt Citations During Grant Funded Enforcement	68,968	72,115	108,956	113,577	105,746	99,077	82,961	71,993	64,586	52,704	N/A	OPO	OPO
	13	*Number of Impaired Driving Citations and Arrest During Grant Funded Enforcement	8,137	6,947	8,157	8,975	8,257	7,907	7,950	6,983	5,823	4,069	N/A	OPO	OPO
	14	*Number of Speeding Citations and Arrests During Grant Funded Enforcement	18,003	18,282	66,394	100,230	107,151	86,702	56,181	59,872	44,436	41,643	N/A	OPO	OPO
	15	Fatalities Per 100 Million Vehicle Miles Traveled - Rural	1.47	1.77	1.80	1.46	1.67	1.66	1.78	1.83	1.61	1.64	1.60	FARS	FARS/PPI Projected
	16	Fatalities Per 100 Million Vehicle Miles Traveled - Urban	1.05	0.81	0.65	0.57	0.59	0.57	0.52	0.50	0.56	0.55	0.53	FARS	FARS/PPI Projected
	17	Motorcycle Fatalities per 100k Registrations*^	74.55	82.69	63.91	54.15	54.15	57.73	68.13	52.14	55.98	49.67***	61*^	FARS	ARIES/BMV Projected
	18	Rate of .08+ BAC Impaired Driving Fatalities per 100 Million Vehicle Miles Traveled	0.34	0.31	0.28	0.27	0.26	0.27	0.29	0.25	0.25^^	.22^^	0.35*^	FARS	FARS/PPI Projected
	19	Children Aged 15 and Under Killed in Traffic Collisions	48	49	47	35	33	38	30	40	33	40	32	PPI	ARIES Projected
	20	Bicyclists and Other Cyclists Fatalities	21	15	18	7	13	11	15	14	12	9	12	FARS	ARIES Projected

Sources: U.S. Department of Transportation and NHSTA *Traffic Safety Facts: Indiana 2008-2012, 2007-2011, 2006-2010*, OPO Database, Indiana University Public Policy Institute (PPI), Purdue University Center for Road Safety (CRS), Indiana Bureau of Motor Vehicles (BMV), Indiana Department of Transportation (INDOT), daily Fatality Analysis Reporting System (FARS) Indiana Fatality Report, United States Census Bureau (US Census), Federal Highway Administration Highway Statistics 2013, and the Indiana State Police Automated Reporting Information Exchange System (ARIES).

Note (1): Where "Date Source 2015" is noted as "Projected", data was pulled for January 1, 2015 through November 30, 2015 and retrieved December 11, 2015. These 11 months of data were used to project 2015 annual figures.

* Denotes a federal fiscal year statistic

^ 2015 Targets taken from FY 2015 HSP unless otherwise noted

**A change in reporting methodology implemented during October 2014, resulted in a large increase in Incapacitating Injury crash counts starting in 2014.

^^Calculated using INDOT VMT data for 2014

*^Targets are based on U.S. Department of Transportation national targets for the preceding three years.

^*Adjusted from motorcycle fatalities per 10,000 registrations to motorcycle fatalities per 100,000 registrations

***Projected based on number of motorcycle registrations as of November 30, 2015

Data

The data sources used for each year, 2006-2015, are noted in Figure 1 above. Several of TSD's data partners house, track, compile/analyze the data used by TSD to make programmatic decisions. To determine calendar year 2015 data projections, all Indiana State Police (ISP) Automated Reporting Information Exchange System (ARIES), and Fatality Analysis Reporting System (FARS) supplied data was pulled in December 2015, for January 1, 2015 through November 30, 2015. The data for this period was divided by 11 (period of time covered in the data) and the resulting quotient was added to the original 11 month figure to achieve the projected 2015 figure.

The data compiled in *Figure 2. Citations During Grant Funded Enforcement Activities, FY 2015* were taken from the Operation Pull Over (OPO) database. Law enforcement agencies report grant funded activities directly into this database.

It should be noted a methodological change in the reporting of incapacitating injuries, beginning on October 15, 2014, has resulted in a moderate increase in 2014, and a large increase in 2015 of incapacitating injuries, compared with historic figures. Prior to October 15, 2014, law enforcement officer's exercised discretion when classifying an injury or injuries as incapacitating based on the following definition in the ARIES 5 User Manual:

"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 are: severe lacerations, broken limbs, skull fracture, crushed chest, internal injuries, etc."

Beginning October 15, 2014, injuries were to be classified as incapacitating if an individual was transported from the crash scene for immediate medical treatment.

Data sources, figures, and methodology are shared and discussed with the Indiana Department of Transportation (INDOT). This approach continues the coordination of the agencies required for the Highway Safety Plan (HSP), Strategic Highway Safety Plan (SHSP), and Highway Safety Improvement Plan (HSIP).

Figure 2: Citations During Grant Funded Enforcement Activities, FY 2015

Citations During Grant Funded Enforcement Activities, FY 2015					
Citations	Seat Belt Patrols	Sobriety Checkpoints	Impaired Driving Patrols	Other Patrols	Total 2015
<i>Seat Belt</i>	44,074	61	4,808	3,761	52,704
<i>Child Restraint</i>	1,236	87	391	212	1,926
<i>Misdemeanor DUI</i>	261	144	3,024	63	3,492
<i>Felony DUI</i>	48	9	506	14	577
<i>Underage Alcohol</i>	32	13	344	8	397
<i>Suspended License</i>	3,318	152	2,853	980	7,303
<i>Speed</i>	15,335	27	12,171	14,110	41,643
<i>Motorcycle Permit/License Violation</i>	211	13	215	96	535
<i>*HVE (High Visibility Enforcement)</i>	0	0	0	56	56
<i>Criminal Misdemeanor</i>	1,237	147	1,994	230	3,608
<i>Criminal Felony</i>	331	21	525	56	933
<i>Texting</i>	49	0	60	128	237
<i>All Others</i>	11,792	581	15,698	7,260	35,331
Grand Total	77,924	1,255	42,589	26,974	148,742

Note: The first of four scheduled blitzes did not occur due to late award of funding.

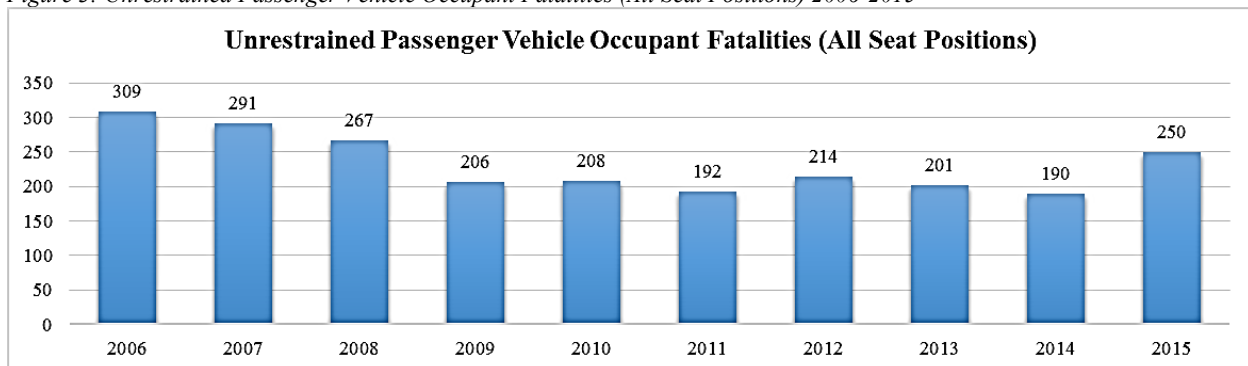
Source: OPO database

*First year of funding

Occupant Protection

The occupant protection program was designed to increase seat belt usage by educating the public about the proper use of seat belts and child restraint systems, coupled with law enforcement efforts to enforce the occupant protection laws in Indiana.

Figure 3: Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) 2006-2015

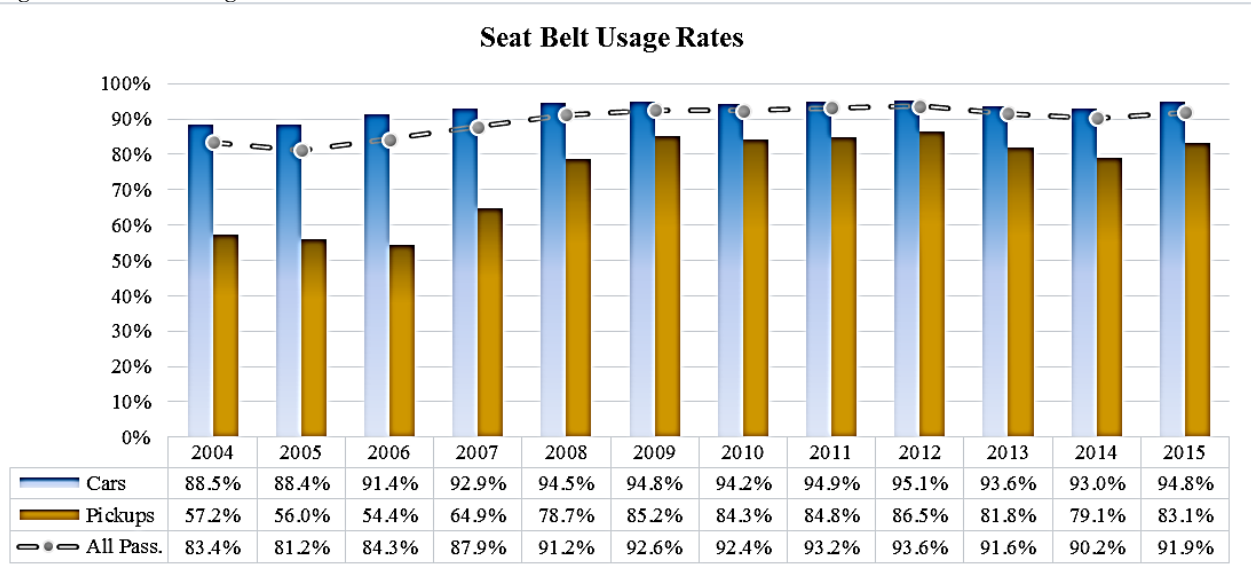


Source: FARS and Indiana State Police crash data

Note: 2015 figure is projected

In 2015, there were 250 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2015 increased 31.6 percent, from 2014. However, overall, there has been a 23.6 percent decrease in unrestrained passenger vehicle fatalities since 2006.

Figure 4: Seat Belt Usage Rates 2004-2015



Source: CRS

In June 2015, the LELs conducted an observational seat belt survey to determine usage rates for drivers and passengers of all vehicles. Starting in 2013, seat belt usage rates were calculated using a new formula and a new set of survey sites. In addition, new observers were used for the 2014 survey. It is likely these factors played a large role in recent decrease from the 2012 observation rate of 93.6 percent to the 2015 rate of 91.9 percent. Historically, seat belt usage rates of pickup truck occupants have been lower than cars; therefore, one of ICJI’s primary focuses was targeting this class of occupants. Utilizing the new formula, survey sites, and observers the survey results found pickup truck occupant usage rates for 2015 at 83.1 percent, which is significantly lower than that of cars, which was 94.8 percent. However, truck seat belt usage rates increased 4 percent from 2014 to 2015, therefore efforts to increase truck usage rates seem to have had a positive effect.

Program Management

In FY 2015, the Occupant Protection Program Manager coordinated and oversaw occupant protection initiatives. The Program Manager’s responsibilities included monitoring subgrantee compliance and performance, and promoting education and enforcement of occupant protection laws. The Program Manager also oversaw the Rural Demonstration Project (RDP) and Operation Pull Over (OPO). Occupant Protection funds cover the program manager’s salary, benefits, and travel costs to conferences and trainings.

Traffic Occupant Protection Strategies (TOPS)

Officers working overtime enforcement under OPO and Driving Under the Influence (DUI) grants through the Traffic Safety Division are required to complete the Traffic Occupant Protection Strategies (TOPS) Course. In FY 2013, ICJI created the TOPS online, four-hour certified course to replace the instructor-led version that previously encompassed an entire day. This increased efficiency and improved tracking for compliance. Since its inception in July 2013 through December 1, 2015, the TOPS online course has certified 1,544 officers. This figure will continue to grow as new agencies join the OPO program.

Operation Pull Over (OPO)

ICJI continued working toward increasing Indiana's seat belt usage rate by funding overtime enforcement during the OPO enforcement program. During FY 2015, there were a total of 231 participating agencies and 41 Traffic Safety Partnerships.

OPO agencies averaged 3.31 contacts per hour and issued 1.50 seat belt/child restraint (SB/CR) citations per hour. Although impaired driving was not a priority for these programs, OPO agencies arrested an impaired driver every 12.69 hours. OPO officers working enforcement programs worked a total of 55,881.44 hours and issued 151,594 citations and warnings, of which 69 percent were citations.

Rural Demonstration Project (RDP)

RDP increased seat belt and proper child restraint enforcement in rural areas with high unrestrained fatality and injury rates. During the twenty-one day enforcement period, April 5 to April 25, 2015, 18 law enforcement agencies and ISP increased patrols in rural areas that have consistently low seat belt usage rates. As a result, 1,592.50 patrol hours were worked with 1,673 seat belt and 35 child restraint citations issued. In addition, 81 criminal misdemeanor and felony arrests were made during the enforcement period.

Looking Beyond the Ticket

Law enforcement agencies reported the following significant events that occurred while working occupant protection enforcement programs:

- During Blitz 83, Marion County Traffic Safety Partnership made 41 arrests, including fleeing, resisting law enforcement, gun possession by a serious violent felon, multiple drug arrests, and seven DUI arrests with children in the vehicle, battery on an officer, and a police-action shooting.
- While working impaired driving enforcement, Hammond Police Department assisted Munster Police Department taking a suspect into custody after just committing robbery, carjacking, and the kidnapping of several people in a vehicle.
- While enforcing a seat belt violation, Lake Station Police Department engaged in a vehicle and foot pursuit involving a vehicular crash. The driver was captured and charged with five felonies and a misdemeanor, and was in possession of large amounts of marijuana, controlled pills, heroin, and dealing equipment.
- During Blitz 82, Tippecanoe County Traffic Safety Partnership wrote 432 seat belt violations and eight child restraint violations. They additionally made three DUI arrests, HTV, DWS as well as warrant arrests.
- During Blitz 82, the Evansville-Vanderburgh Traffic Safety Partnership issued more than 300 seat belt and child restraint citations and more than 400 other moving violation citations.

State Traffic Safety Information System Improvements (Traffic Records)

The target of the Traffic Records program is to create an integrated traffic records system through a collaboration of all local, state and federal entities responsible for motor vehicle safety. This collaboration includes coordination with the SHSP and the Indiana Department of Transportation (INDOT) to improve traffic information systems across the state. The program was designed to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of state data that is needed to identify priorities for national, state and local roadway and traffic safety programs.

ICJI depends on the accuracy and timeliness of crash reports submitted into the crash database for program decisions, resource allocation, and requests for statewide and local crash statistics. As of November 30, 2015, 91 percent of all crash reports for the year were submitted within five days of the accident.

Program Management

In FY 2015, the Traffic Records Coordinator was responsible for managing Indiana's crash records system, recruiting agencies to report crashes electronically, and instituting initiatives to improve the timeliness and accuracy of crash records. The program coordinator utilized the 2013 Indiana Crash Records assessment as a guide to improve data quality in 2015. The 2013 Indiana Crash Records assessment will be referenced until a new assessment is conducted. Similar to other years, in FY 2015 the program coordinator followed a strategic timeline, which outlined when each improvement activity would be conducted. Traffic Records funds cover the program manager's salary, benefits, and travel costs to traffic record related conferences and training seminars.

Indiana University Public Policy Institute

In FY 2015, funds supported services provided by the Public Policy Institute (PPI), including the identification of motor vehicle crash trends and the creation of Indiana traffic trend fact sheets. Fact sheets contain traffic-related data for each of the following categories: motorcycles, young drivers, dangerous driving, occupant protection, children, trucks, and alcohol. In addition, the Center publishes an annual Indiana crash fact book and county profiles publication covering each of Indiana's 92 counties. TSD utilizes this information to help inform performance measures, inform media requests, and distributes it to subgrantees to incorporate in their grant applications.

Center for Road Safety

In FY 2015, Purdue University's Center for Road Safety (CRS) conducted various data analysis for ICJI. The CRS released two publications regarding crash, EMS, and hospital inpatient/outpatient databases. The CRS also analyzes results from the observational seat belt usage surveys (91.9 percent seat belt rate in 2015). This was an increase of 1.7 percent from 2014. For more information regarding the seat belt survey, please reference the *Occupant Protection* section of this report.

Traffic Records Improvement

Automated Reporting Information Exchange (ARIES)

Through November 2015, 100 percent of all crash reports were electronically submitted by law enforcement agencies in Indiana's newest electronic vehicle crash program, ARIES version 5.1. ICJI's Traffic Safety research continues to work with Appriss to identify data problems, possible querying improvements, and other issues to help further improve data validity and access.

Trauma Registry Project

The Indiana Trauma Registry (ITR) is the foundation component of the Indiana trauma system, providing the means to monitor the system for efficiency and effectiveness in hopes of improving injury data submitted by hospitals for those involved in a traffic crash. During FY 2015, the number of submitting hospitals decreased from 101 to 100. With the increase in submitting trauma centers, the number of trauma patient records available for analysis continues to increase. The number of patient records increased from 128,029 in 2014 to 177,160 in 2015. For FY 2015, the number of days from the incident to entry in the Trauma Registry increased from 51 days to 107 days.

Electronic Citation and Warning System (eCWS)

The Indiana Supreme Court's Division of State Court Administration accepted the role of designing an electronic traffic citation system. The purpose of this project was to provide a statewide end-to-end solution for the electronic transmission of a traffic violation. This program also brings together systems that will build on a statewide case management system, Odyssey, which will include information sharing between Indiana's court, clerks, Indiana BMV, and law enforcement agencies.

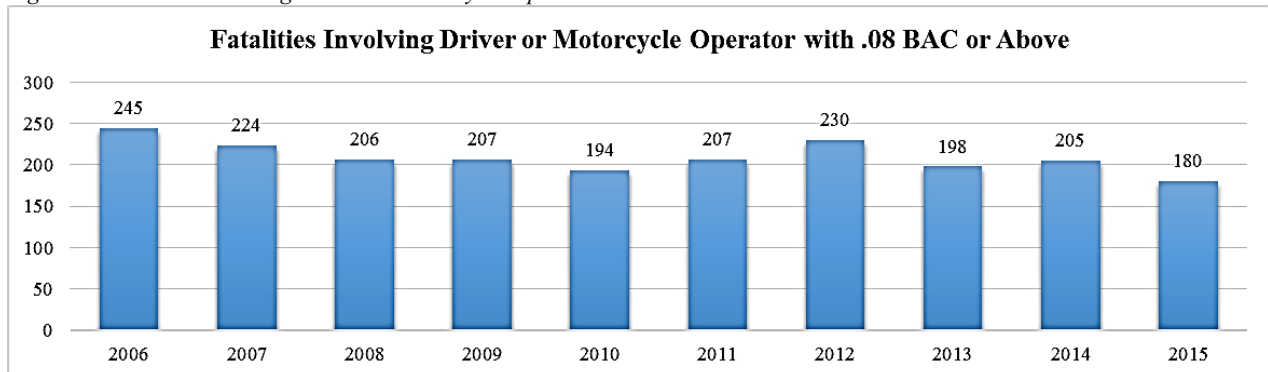
As of September 30, 2015 there have been 230 courts in 54 of the 92 counties trained on and using the Odyssey case management system. In FY 2015, a total of 374 law enforcement agencies have been trained in the eCWS (or e-ticket) system. Furthermore, the number of uniformed citations found in the eCWS central repository for analysis increased from 6,925,185 at the end of FY 2014 to 7,912,717 at the end of FY 2015.

Racial Profiling

In FY 2015, funds were used for agencies to purchase the necessary scanners and printers needed to utilize eCWS to help increase the access to citations in the Odyssey Case Management System. Additionally, funding was used to train representatives from the agencies on how to use the equipment. To date, eCWS stores approximately 76 percent of all traffic infraction and ordinance stops in the State of Indiana. The ticketing software has the ability to collect numerous data elements for each driver or passenger for any given traffic stop. Race is one data element that is collected. In FY 2015, the project continued training officers and collected data to later be analyzed. This analysis should allow ICJI to determine whether racial profiling occurred in regard to traffic infractions and stops. It should be noted that FY 2015 will be the final year of funding for this grant.

Impaired Driving

Figure 5: Fatalities Involving Driver or Motorcycle Operator with .08 BAC or Above 2006-2015



Source: FARS and Indiana State Police crash data

Note: 2015 figure is projected

Reducing impaired driving continued being one of ICJI's primary focuses. Although Indiana has historically had a lower percentage of overall fatalities as a result of impaired driving than that of the national level, during 2015, ICJI continued implementing enforcement efforts and public information campaigns to reduce impaired driving crashes, injuries, and fatalities. In 2015, ICJI, local law enforcement and statewide LEL's made an increased effort to promote and support HVE in the form of sobriety checkpoints, sign boards, and patrol car signage to help spread a general deterrent for impaired driving prevention.

In 2015, there were 180 alcohol-impaired fatalities. Based on the number of alcohol-related fatal collisions, the 2015 rate of alcohol-related fatalities per 100M VMT of 0.22 did meet the 0.35 target. ISP and local law enforcement agencies conducted 71 sobriety checkpoints in 2015 using 405D Impaired Driving funds; 51 of which were conducted by DUI Task Forces. In the last seven years, 962 sobriety checkpoints have been conducted.

Program Management

In FY 2015, the Impaired Driving Program Manager coordinated and monitored impaired driving countermeasure projects. The Program Manager responsibilities included monitoring subgrantee compliance and performance, collaborating with local, state, and community organizations in developing and implementing impaired driving awareness campaigns, and promoting enforcement of Indiana's impaired driving laws. In 2015, the Impaired Driving Program Manager participated in all of ICJI's traffic safety update meetings in Indiana, which consist of roadshows around the state meeting with local law enforcement about upcoming funding availability. Impaired Driving funds paid for the program manager's salary, benefits, and travel costs to impaired driving related conferences and training seminars.

DUI Task Force

FY 2015 was another important year in the DUI Task Force program in Indiana. With a continued focus on general deterrence, Task Force agencies stepped up their enforcement with highly visible and sustained strategies in order to change behaviors of those willing to drink and drive. Thirty-two counties comprised the DUI Task Force program supplemented with 14 regional ISP districts throughout the state. These agencies, strategically located in areas of the state with the highest representations of alcohol-related crashes, were provided overtime funding for officers to detect and arrest impaired drivers utilizing HVE efforts such as sobriety checkpoints. In FY 2015, utilizing 405 funds, the DUI Task Force program issued 27,132 citations/arrests. DUI Taskforce Indiana was also instrumental in implementing NHTSA recommended HVE techniques, by conducting 71 sobriety checkpoints, resulting in 719 arrests/citations.

With the renewed efforts in HVE, ICJI saw new agencies participate in sobriety checkpoints. In conjunction with programmatic staff, ICJI's regional LEL network, and the state's Traffic Safety Resource Prosecutor, Indiana was able to saturate new markets with HVE and general deterrent traffic enforcement.

Indiana State Excise Police – Underage Drinking Programs

The Indiana State Excise Police (Excise), the law enforcement division of the Indiana Alcohol & Tobacco Commission, has full police powers to enforce alcohol and tobacco laws. During FY 2015, Excise received funding from ICJI to conduct three enforcement initiatives; Stop Underage Drinking and Sales (SUDS), Cops in Shops (CIS), and Intensified College Enforcement (ICE), which focused on reducing the availability of alcoholic beverages to persons who cannot legally possess, consume, transport, or purchase alcohol.

Data does not exist on how many minors are deterred from possessing, consuming, driving impaired, or acquiring alcoholic beverages by persons under the age of 21. However, during the 132 SUDS details in FY 2015, juveniles/minors were prevented from further consuming and possessing alcoholic beverages illegally. Over 1,400 arrests/warnings being issued. SUDS details are conducted at large events where underage drinking often occurs. Such events include Indiana University's Little 500, the Indianapolis 500, concerts at Klipsch Music Center, White Rive State Park, the Madison Regatta, Terre Haute Scheid Diesel, Evansville's West Side Nut Club Fall Festival, and many more.

CIS allows officers to work one-on-one with alcoholic beverage establishment employees on how to recognize false identifications. Because of this one-on-one time, store employees are able to prevent minors

from purchasing when officers are not present. In FY 2015 Excise conducted 67 details resulting in over 100 citations and warnings being issued.

ICE was a new program in FY 2015 in which officers were able to increase their enforcement efforts in and around six of the major college campuses in Indiana. Specifically targeted were Indiana University, Purdue University, Ball State University, Notre Dame, Indiana State University, and Butler. Excise conducted 98 ICE details in FY2015. Approximately 1,880 citations, arrests, or warning tickets were issued as a result of these details.

Standardized Field Sobriety Testing & Drug Recognition Expert Programs

The Standardized Field Sobriety Testing (SFST) program, under direction of the Indiana Law Enforcement Academy (ILEA), continued training officers in best practices for identifying alcohol and drug impaired drivers in 2015. Officers were trained in SFST at ILEA in conjunction with rules for basic officer certification by the Law Enforcement Training Board. Officers were trained at various sites in Advanced Roadside Impaired Driving Enforcement (ARIDE). Some agencies required all of their patrol officers to be trained in ARIDE. Officers were trained in the Drug Evaluation and Classification program at two off-site trainings, Ft Wayne in the spring and Lawrenceburg in the fall. While some of the officers have completed their training requirements for certification, training for other officers is ongoing. Upon completion of the training, officers become certified Drug Recognition Experts (DREs). As of December 2015, there are 150 certified DREs throughout the State of Indiana covering 40 counties, 69 departments, and four state agencies.

Traffic Safety Resource Prosecutor

Chris Daniels serves as the Traffic Safety Resource Prosecutor (TSRP) for Indiana. As the TSRP, Prosecutor Daniels provided comprehensive training to prosecutors and law enforcement officers about the most effective methods of investigating and prosecuting impaired drivers and other traffic-related offenders. During FY 2015, the TSRP hosted four statewide conferences teaching the following courses: Train the Trainer, SFST and OWI, Legal and Ethical Update, and Trial Advocacy. In addition, the TSRP presented at the IPAC Winter, Spring, and Summer conferences, as well as several regional trainings. These trainings provided over 75 hours of legal continuing education hours. The first of a series of ongoing webinars was also instituted in 2015, allowing greater reach to a wider array of audiences.

In addition, the TSRP joined with ICJI LELs to help set up Sobriety Checkpoint training across the state and aided various police departments in setting up their own successful sobriety checkpoint programs.

In 2015, the TSRP spoke at numerous law enforcement trainings, including the ILEA Academy, ISP ARIDE class, DRE Instructor Course, the DRE Academy, the SFST Instructor Refresher course, the Chiefs of Police, and numerous regional law enforcement agencies, providing training on case law updates, cops in court, trial strategy, and OWI enforcement.

During the 2015 legislative session, the TSRP worked closely with law enforcement, defense attorneys, members of the legislature, and other prosecutors on various legislative matters. Primarily the TSRP focused on the criminal code rewrite, in which he worked on applying the new sentencing plan to the Indiana traffic code and helped plan trainings for the transition to the new code as well as other matters such as ignition interlock, highway work-zones, and motor driven bicycles.

The TSRP continues to be a member of several work groups and community organizations such as MADD, the Bureau of Motor Vehicles, Department of Toxicology, and other agencies working closely with traffic safety.

Judicial Outreach Liaison

In September of 2012, ICJI was awarded a \$50,000 competitive grant from NHTSA over a 30 month period to help pay for a part-time Judicial Outreach Liaison (JOL). In FY 2015, ICJI continued to contract with Judge Tim Oakes as a part time JOL. The JOL assists in establishing stronger relationships between judicial entities and the Indiana State Highway Safety Office (SHSO).

During this year the JOL has provided Continuing Legal Education seminars for lawyers involved in Impaired Driving cases for the ICLEF. Three main topics were presented: 1) NHTSA's push for Specialized OVWI Courts; 2) NHTSA's push for Ignition Interlock; and 3) the impact, issues, and concerns regarding the science of convictions on OVWI involving marijuana.

In addition the JOL partnered with the Indiana Prosecuting Attorney's Council (IPAC) to conduct four specialized OVWI Court trainings to include participation from law enforcement and prosecutors.

Earlier in the year the JOL hosted the regional JOL, Judge Phyllis McMillian from Michigan, for an introduction and explanation to criminal court colleagues at Marion County Criminal Term meeting.

These and other activities, including regular conference calls with the Traffic Safety Division Director and the Indiana Traffic Safety Resource Prosecutor, Chris Daniels, have helped TSD delve more deeply into the issues surrounding impaired driving including ignition interlock and DWI courts.

Operation Centipede (Five Percent Report)

The FHWA Five Percent Report program, completed in 2012, resulted in an Indiana procedure for identifying high-crash locations in the road network. This report expands the original screening criteria by identifying roads (intersections and segments) that experience high frequency of specific types of crashes including: high-severity crashes on segments resulting in fatality or incapacitating injury (KA crashes), intersection crashes that involved vehicles arriving from different intersection legs, and crashes that involved commercial vehicles 10,000 pounds or heavier. The first and second types of crashes can be linked with unsafe behavior of drivers. The first type of crash may indicate excessive speeding while the second is most likely caused by violation of either the intersection control or the priority rule. In reconciling the need for targeted enforcement coupled with funding restrictions, ICJI further refined these segments to those experiencing crashes involving alcohol. Implementing this approach, the Traffic Safety Division utilized carry forward funding to provide local, county, and state police the resources to conduct extra HVE patrols and DUI checkpoints in these geo-targeted areas to reduce fatalities and injuries.

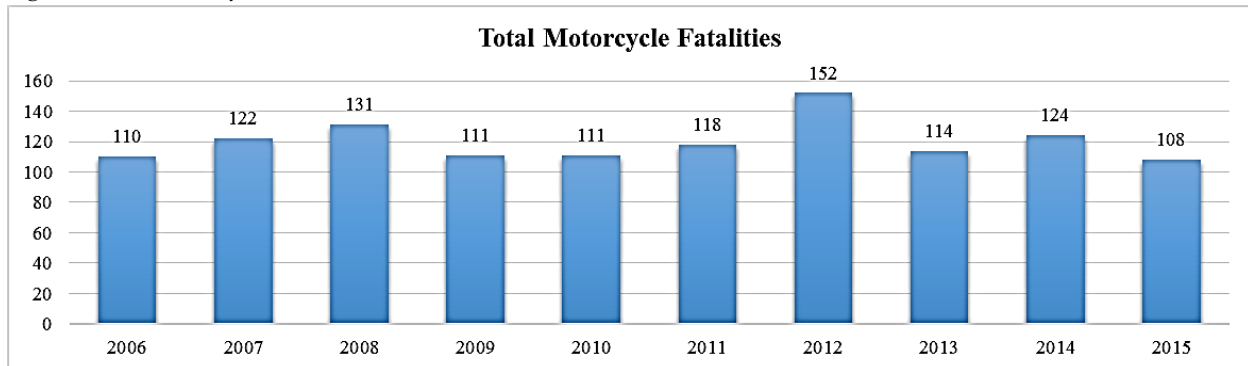
The project funded additional enforcement efforts for the most dangerous roadways in Indiana. Data was provided by Purdue University's Center for Road Safety (CRS) and encompassed annual collision data for 2010 through 2012. After acquiring additional data from CRS, 54 segments or intersections in 19 counties accounting for 418 alcohol-related collisions were identified. Operation Centipede was designed to focus enforcement on these locations

In 2015, TSD implemented the 5 percent report, targeting Indiana's most dangerous road segments and intersections with the highest propensity for alcohol involved collisions. Unfortunately, the enforcement results were inconclusive as they relate to impaired driving arrests and stops. However, there was considerable activity along these segments for speeding, red light running, and following too closely. Here are a few significant enforcement results of Indiana's 5 percent Report during the summer months of 2015:

- 8481 total speed related citations across Indiana
- 121 texting citations
- 6 sobriety checkpoints that netted a total of 154 separate arrests/citations to the driver

Motorcycle Safety

Figure 6: Total Motorcycle Fatalities 2006-2015



Source: FARS and Indiana State Police crash data

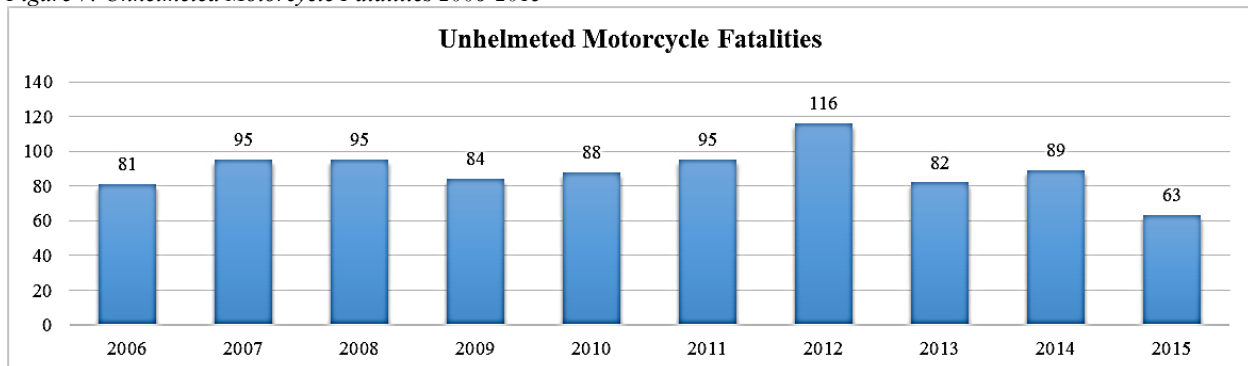
Note: 2015 figure is projected

The motorcycle program is designed to increase the general motoring public's awareness of motorcycles on the roadway. This program also serves to educate riders of training opportunities on how to improve their riding skills, become properly licensed, and the importance of protective gear.

In 2015, there were 108 motorcycle fatalities in Indiana; therefore, the target of reducing the number of motorcycle fatalities to 120 in 2015 was achieved. With a rate of 49.67, ICJI successfully met its target rate of 61, decreasing the rate of motorcycle fatalities per 100,000 motorcycle registrations in 2015.

Indiana law does not require helmets to be worn by motorcyclists with a motorcycle endorsement, if they are over the age of 18. However, ICJI would like to increase motorcycle helmet usage across the state, which will contribute to a decrease in total motorcycle fatalities. In 2015, 63 of the 108 motorcycle or moped operators and passengers involved in fatal collisions were not wearing helmets; therefore, 58 percent of motorcycle operators or passengers were not helmeted at the time of the fatal collision.

Figure 7: Unhelmeted Motorcycle Fatalities 2006-2015



Source: FARS and Indiana State Police crash data

Note: 2015 figure is projected

Program Management

In FY 2015, the Motorcycle Safety Program Manager, in coordination with ICJI's Communications Director, coordinated and oversaw motorcycle safety initiatives. The Program Manager's responsibilities included monitoring subgrantee compliance and performance, and promoting education and enforcement

of motorcycle laws. Traffic Records funds paid for the program manager's salary, benefits, and travel costs to conferences and trainings.

Programs

In FY 2015, the focus of ICJI's motorcycle program emphasized reducing alcohol impaired riding, motorist awareness of motorcycles, promoting formal rider training, and increasing the percentage of motorcycle riders who were properly licensed.

Informational brochures outlining how to become properly licensed, rider training course information, and recommended proper protective motorcycle gear were distributed at events heavily attended by riders. These events included the Riley Hospital for Children Miracle Ride, and the Motorcycle Awareness Month Kickoff. Posters featuring Moto GP Rider Nicky Hayden promoted the message to riders to wear protective gear.

In 2015, ICJI continued an impaired riding crackdown project, in which law enforcement agencies were encouraged to participate. The purpose of this project was to increase high visibility enforcement in areas that were identified with high impaired motorcycle rider fatalities, and where there was a heavy concentration of motorcycle traffic associated with establishments that catered to motorcyclists. Five impaired motorcycle HVE events were conducted in 2015 in Portage, Ft. Wayne, Lawrence County, Vanderburgh County, and Clark County. Additional events are being planned for FY 2016.

Started in 2013 and continuing in 2015, ICJI contracted with Purdue University to work in conjunction with ABATE of Indiana, Inc. to develop a database that would be able to cross reference crash involved motorcyclists with ABATE's records on motorcycle rider course participants. ABATE had a state contract to conduct motorcycle training courses through the Indiana Motorcycle Operator Safety Education Program from 1987-2014. ABATE has trained over 90 percent of the people taking a rider education course over this period.

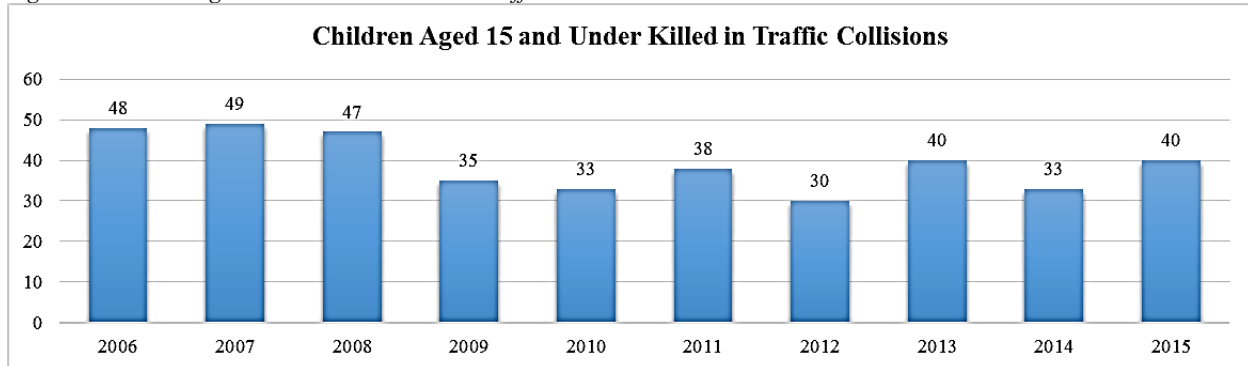
ICJI now has the capability to cross reference any crash involved motorcyclist with ABATE rider course records going back as far as 2000. This will provide ICJI with the ability to measure what correlation rider training courses have on future crash involvement. Not only can the new database identify if a crash involved rider has ever taken a training class, but it can also provide information as to where that course took place, the individual's license status at the time, and whether the individual passed or failed the course. It is hoped that this new capability will help measure the effectiveness of rider training courses, and provide insight on how to improve the training courses.

Motorcycle Media / Public Awareness Campaign

TSD partnered with ABATE to promote motorcycle safety awareness at a statewide kick-off event in Indianapolis in early May. For the third year, TSD was a title sponsor for the Miracle Ride for Riley Hospital for Children. This is one of the largest motorcycle fundraising events in the state – with more than 7,000 riders. Our messages of "Get Legal. Get Licensed." and "Ride Sober or Get Pulled Over." were visible at the event and were published in multiple editions of the Hoosier Motorcyclist Magazine and several other motorcycle publications, reaching over 150,000 riders.

Child Passenger Safety

Figure 8: Children Aged 15 and Under Killed in Traffic Collisions 2006-2015



Source: Indiana State Police crash data

Note: 2015 figure is projected

Children ages 15 and younger killed in traffic collisions increased from 33 in 2014 to 40 in 2015, which did not meet the target of 32 or less. ICJI continues its collaboration with law enforcement agencies and Automotive Safety Program (ASP) to reduce child fatalities and incapacitating injuries.

Program Management

In FY 2015, the Child Passenger Safety Program Manager coordinated and oversaw child passenger safety initiatives. The Program Manager's responsibilities included monitoring subgrantee compliance and performance, and promoting education and enforcement of child passenger laws. Child Passenger Safety funds paid for the program manager's salary, benefits, and travel costs to conferences and trainings.

Automotive Safety Program

During FY 2015, ICJI continued to support the Automotive Safety Program (ASP) at the Indiana University School of Medicine, which sought to reduce injuries and fatalities resulting from motor vehicle crashes in Indiana. The primary focus of the ASP was to design and promote traffic safety initiatives for children in Indiana. The ASP provided statewide public information and education programs to increase the correct use of child restraints. To do this, ASP oversaw a network of 103 permanent fitting stations, including 25 satellite sites with locations in 53 counties. These sites offered child safety seat inspections and education throughout the year. Forty sites reported they offer services to Spanish speaking families; thirty by means of an interpreter; five by means of bilingual a Child Passenger Safety Technician (CPST), and five by means of language lines. In addition to the permanent fitting stations, ASP funded 90 child safety seat clinics throughout the state.

In FY 2015, ASP utilized the National Child Passenger Safety Curriculum to conduct 20 CPST certification classes throughout Indiana. These classes were held in the following cities; Fort Wayne (2), Terre Haute (2), Indianapolis (4), Columbus, Richmond, South Bend, Muncie, Seymour, Avon, St. John, Newburgh, Greenwood, Lebanon, LaPorte, and Bedford. By conducting these classes, the ASP was able to add 193 new technicians, 29 of which were law enforcement officers. As of the end of FY 2015, there were a total of 1,115 Child Passenger Safety Technicians and Instructors in Indiana.

The addition of these new technicians aided ASP's effort to increase the number of child safety seats provided to the public. Throughout FY 2015, with funding from ASP, 10,538 car seats were inspected in Indiana. Of those inspected, 4,487 were deemed defective or unsafe and were replaced.

ASP also continued to administer Project L.O.V.E. (Law Officer Voucher and Enforcement). This program was designed specifically for law enforcement to provide families with education on the proper use and installation of child restraints. The ASP provided law enforcement officers with vouchers they could distribute during a traffic stop, at the scene of a crash, or during an OPO event to parents or caregivers who were traveling with children who were not properly restrained in a child safety seat. In FY 2015, Project L.O.V.E. vouchers were made part of E-citations. When an officer gave a citation for improper child restraint, a voucher automatically printed with the ticket. Parents and caregivers could redeem the vouchers at the Permanent Fitting Station nearest to their home where they were provided with education on the proper use and installation of child safety seats as well as a new seat, if deemed necessary. In FY 2015, officers issued 3,848 vouchers; of which 185 were redeemed.

ASP continued outreach to minority populations in an effort to educate immigrant families on child passenger safety, focusing primarily on the increasing Hispanic population. From October 1, 2014-September 30, 2015 the Latino Project Manager conducted a total of 199 Hispanic/Latino office appointment inspections. These inspections served 104 families, of which 15 were Project L.O.V.E. recipients and 57 were expectant women. The Latino Project Manager distributed 157 new car seats to Hispanic/Latino families.

Automotive Safety Program Additions and Highlights

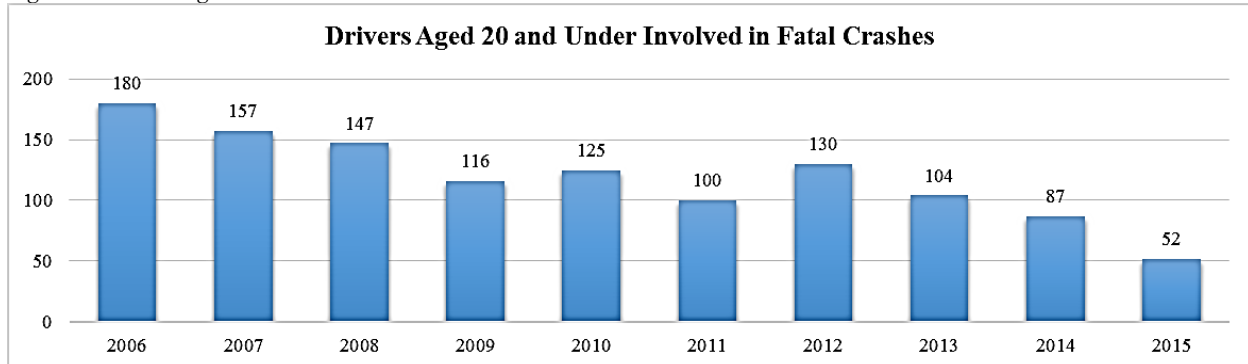
- The Safe Kids Project Manager and the Automotive Safety Program created a new program directed at 8-12 year olds called *Belt Abouts*. They have created 2 versions for younger and older students, a letter for the parent or caregiver, and extra storyboard sheets.
- The Automotive Safety Program have a partnership with RecycleForce. They are able to recycle used car seats from ASP and other organizations throughout Indiana. ASP collected child restraints from car seat appointments and car seat clinics throughout the grant year and dropped them off to RecycleForce's downtown location. ASP recycled a total of 164 child restraints this FY.
- ASP attempts to maintain the number of CPSTs by providing annual refresher courses which aid the CPSTs in their recertification process. The recertification rate in Indiana for CPST in FY15 was 59.5 percent. This is a 9 percent increase from FY14 and above the national average of 58.4 percent.
- The 10th Annual Indiana Injury Prevention Conference was held during the month of June in Indianapolis and attended by ASP staff. The conference provides up to date information on child passenger safety and other pertinent traffic safety related injury prevention initiatives. The conference concluded on the first day with a car seat clinic at the Indianapolis Zoo. The event was staffed by 79 child passenger safety technicians. A total of 187 inspections were completed and 140 car seats distributed.

Child Restraint Distribution Grant

As a result of the Indiana Child Restraint law that requires children to ride in child restraints until they turn eight years of age, a state child restraint system account was created. Funds generated from fines collected as judgments for violations, appropriations from the General Assembly, grants, gifts, donations, and interest are granted by ICJI to private and public organizations for the purpose of purchasing and distributing child restraints to those who may not be able to afford proper child restraints. Between January 1, 2014 and June 30, 2015 a total of 2,478 child safety seats were distributed to families in need as a result of this fund. This fund also provided 84 special needs car seats loaned to children in hip casts at Riley Hospital for Children. In addition, 8 child passenger safety technicians training occurred resulting in 105 new Child Passenger Safety Technicians in the state of Indiana.

Young Drivers

Figure 9: Drivers Aged 20 and Under Involved in Fatal Crashes 2006-2015



Source: FARS and Indiana State Police crash data

Note: 2015 figure is projected

During FY 2015, ICJI focused efforts toward reducing young driver fatalities. The target was to reduce the number of fatal crashes for this age group. In 2015, 52 young drivers were involved in a fatal crash, meeting our target of 111.

Program Management

In FY 2015, the Young Driver Program Manager coordinated and oversaw young driver safety initiatives. The Program Manager's responsibilities included monitoring subgrantee compliance and performance, and promoting education and enforcement of young driver laws, including the Graduated Driver's License (GDL) program. Young Driver Safety funds paid for the program manager's salary, benefits, and travel costs to conferences and trainings.

Indiana Students Against Destructive Decisions

Indiana Students Against Destructive Decisions' (Indiana SADD) mission is to provide students with the best prevention tools possible to deal with the issues of underage drinking, other drug use, risky and impaired driving, and other destructive decisions. Starting with 80 chapters in 2000, Indiana SADD continues to expand the number of SADD chapters in high schools from 252 in FY 2014 to 255 in FY 2015. Indiana SADD was able to reach 71 schools who participated in seat belt use and underage drinking campaigns in the fall and spring.

By meeting with nearly 30 chapters at regional meetings in the fall and 46 chapters at the annual Indiana SADD one-day conference (SADD Celebration), the organization provided education and resources to chapters and allowed them to network to gain new ideas, renew passion, and a sense of the "bigger picture" of making an impact at the state level.

Indiana SADD had the privilege of working with some fantastic students as part of their Student Leadership Council. One of these students, Derek Sims, was named to the SADD National Student Leadership Council.

Finally, Indiana SADD was able to add some new and exciting programs to help increase awareness. In March 2015 they worked with the Pacers to hold the second Indiana SADD Night. Indiana SADD also partnered with SADD National to offer SADD Shines Day to chapters across Indiana. They also created some smaller activities and opportunities such as "Be a Blessing" project in December and "Celebrate Yourself" in February. Indiana SADD started "monthly giveaways" on the Indiana SADD Facebook page to draw more Facebook fans.

Rule the Road Indiana

In FY 2015, ICJI continued the Rule the Road (RTR) teen driving initiative which targets youth ages 15 through 18 and teaches safe driving skills. RTR events are supported by ICJI, Indiana SADD, and local law enforcement. The events provide young drivers hands-on driving experience with the assistance of certified emergency vehicle operators.

State Farm Insurance awarded ICJI a grant of \$10,000 to assist with cost of RTR events. There were three RTR events across the state in FY 15. The Vanderburgh County Traffic Safety Partnership in conjunction with Roberts Park, Mater Dei High School, and Reitz Memorial High School conducted the first RTR event on May 7, 2015. This event had 36 student participants. Scott County, in conjunction with John Jones Automotive Dealership, Austin High School, and Scottsburg High School, conducted the second RTR on September 2, 2015. This event had 57 student participants. The Seymour Police Department, in conjunction with Freeman Field Air Base, Seymour High School, and trained EVO officers from several local police agencies, held the last RTR event on October 29, 2015. With 58 student participants in the final event, altogether RTR provided hands-on experience and expert instruction to over 150 young drivers. All of these events received excellent media coverage and student participants' evaluations gave very high marks for the event.

Ford Driving Skills for Life

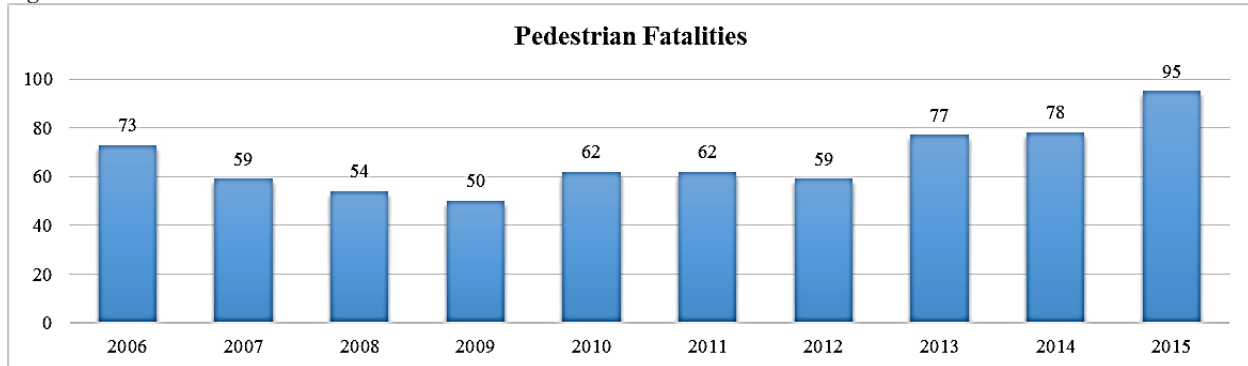
In FY15, ICJI received over \$15,000.00 in grant funds from Ford Driving Skills for Life to conduct a teen driving conference. The conference was held in October 2015 at the Indiana State Fairgrounds. ICJI partnered with Indiana SADD, Hamilton County Traffic Safety Partnership, Marion County Traffic Safety Partnership, Indiana Bureau of Motor Vehicles, Tom Wood Ford, AAA Hoosier Motor Club, ABATE, Indiana Motor Truck Association, and Indiana Bicycle Coalition Inc. to provide teens with a comprehensive one day event. Twenty teens from area schools were able to come to the event. While there, they learned information regarding the graduated driver's licensing laws, sharing the road with motorcycles, pedestrians, bicyclists, and large trucks. Teens were also given hands on experience driving police cars with trained emergency vehicle operators through evasive maneuvering, controlled braking, and SKID car courses. Finally Tom Wood Ford provided information regarding maintaining your vehicle with proper oil changes, checking tire pressure, and checking tire tread. The evaluations of the event showed that the teens really enjoyed the event and that it made a positive impact on the participants' knowledge of vehicle maintenance and safety.

Driving Simulator

ICJI provides interactive education on the dangers of texting and driving using an all-in-one portable, table top driving simulator. The simulator is used at various events across the state. These events include Rule the Road Teen Driving Events, numerous school events, driver's education classes, and The Indiana State Fair. The simulator was available at 29 events throughout the state of Indiana in FY15 and was used by over 850 people ages 14 to 65.

Pedestrian/Bicycles

Figure 10: Pedestrian Fatalities 2006-2015

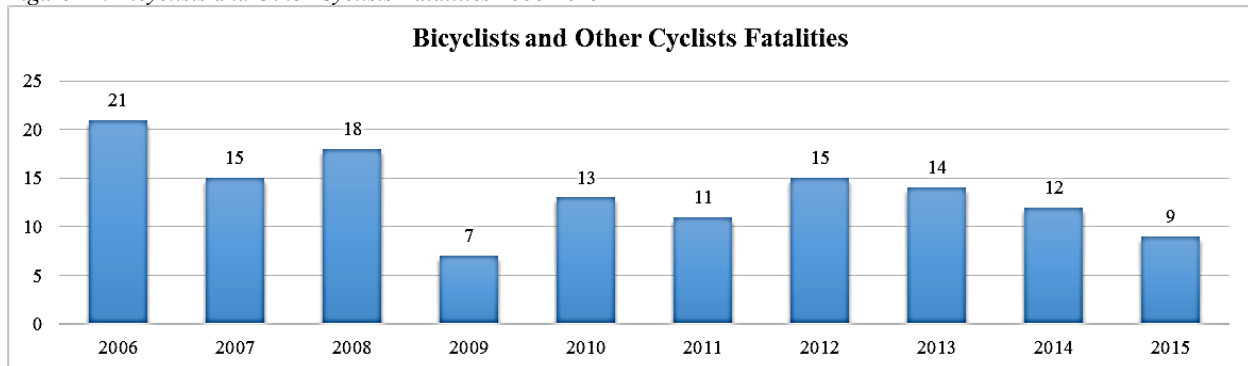


Source: FARS and Indiana State Police crash data

Note: 2015 figure is projected

In 2015, there were 95 pedestrian fatalities. Therefore, the target of 57 or fewer pedestrian fatalities in 2015 was not met. There were 9 bicyclist and other cyclist fatalities in 2015, which is down from 12 in 2014 and is below the 2015 target of 12 fatalities.

Figure 11: Bicyclists and Other Cyclists Fatalities 2006-2015



Source: FARS and Indiana State Police crash data

Note: 2015 figure is projected

Program Management

In FY 2015, the Pedestrian and Bicyclists Program Manager coordinated and oversaw pedestrian and bicyclist safety initiatives. The Program Manager's responsibilities included monitoring subgrantee compliance and performance, and promoting education and enforcement of laws regarding pedestrians and bicyclists. Pedestrian and Bicyclist Safety funds paid for the program manager's salary, benefits, and travel costs to conferences and trainings.

SAFE KIDS

ICJI provides funding for SAFE KIDS Indiana through the Automotive Safety Program at the Indiana University School of Medicine. SAFE KIDS Indiana provides mini grants for traffic safety initiatives to SAFE KIDS chapters and coalition across the state. SAFE KIDS participated in many events to provide education regarding bicycle and pedestrian safety. They reached 450 children, teachers, and parents through their events related to bicycle safety. SAFE KIDS reached 1,800 children and parents through events related to pedestrian safety.

Safety Programs

In FY2015, ICJI funded six pedestrian and bicycle safety programs. Two of those programs were Hammond Police Department and Princeton Police Department. These agencies worked to keep pedestrians and bicyclists safe through presence and enforcement of traffic laws. ICJI funded the city of Bloomington for a project they called Civil Streets. This program looked at engineering changes throughout the city, educating the public through numerous avenues, and working with the Bloomington Police Department to enforce pedestrian and bicyclist laws. IndyCog and Indiana Bicycle Coalition were both funded for their efforts in bicycle safety. Indiana Bicycle Coalition strives to include consistent education regarding bicycle safety in all driver's education programs. IndyCog provided educational materials, reflectors, and bicycle lights as well as conducting bicycle education safety classes. Finally, Alliance for Health Promotion was funded for their efforts in pedestrian safety. They analyzed crash data from the Indianapolis area finding the most dangerous intersections for pedestrians. With this information, three pedestrian safety zones were completed.

Police Traffic Services

Program Management

The program manager funded under Police Traffic Services oversaw the Automotive Safety Program, Excise, Indiana SADD, pedestrian, pedalcyclist, and teen driver programs in FY 2015. This included organizing and being responsible for the three Rule the Road events and one Ford Driving Skills for Life event held in FY 2015.

Statewide Traffic Safety Training

In FY 2015, TSD conducted three annual traffic safety updates to inform subgrantees about upcoming grant solicitations and current crash trends. At these meetings, TSD sought input from subgrantees regarding types of training they deem necessary to better implement occupant protection enforcement, drug and alcohol recognition and testing, child passenger safety, and legal traffic stops. Expectations of the subgrantees during the fiscal year were also reiterated. Funding paid for training facilities, travel costs, and training materials.

Indiana State Police

In FY 2015, Indiana State Police (ISP) officers conducted saturation patrols and sobriety checkpoints to combat dangerous driving, seat belt violations, and impaired driving. ISP is required to participate in all four OPO blitzes and must conduct at least 30 percent of their seat belt enforcement at night. ISP concentrated their efforts in areas of the state having few, if any, agencies participating in ICJI traffic safety funded programs in FY 2015. ISP also participated in RDP. The 406 funds were used for the purchase of crash data retrieval equipment for troopers in each region. Other funding paid for law enforcement officers' salaries, training, and travel.

Paid Media and Communications

Child Passenger Safety / October 2014

Media Focus: Make Sure Your Car Seat is Properly Installed

ICJI partnered with ASP to hold child seat safety clinics across Indiana. ICJI provided boilerplate press releases, media contact lists, speaking points, and a two-week planning guide on how to hold a successful media/special event. Press conferences were held in the large media markets highlighting the importance of proper car seat installation and checkup events. During the CPS Week events a total of 357 child restraints were checked for proper installation, 206 seats were replaced for families in over seven separate events.

Media also focused on ICJI website, www.childseat.in.gov, for parents and primary care givers. The website lists permanent fitting stations across Indiana and provides key phone numbers and other information about car seats and booster seats.

Budget: \$100,000

Drive Now. Text L8R.

GRAD Magazine

ICJI placed an ad in GRAD Magazine encouraging college students not to text and drive. The magazine is delivered to every college junior and senior at public and private universities in Indiana. Nearly 80,000 magazines are distributed through this initiative which is strongly supported by every university and college president.

Distribution: 80,000 pieces distributed directly to all juniors and seniors at every Indiana college and university.

Budget: \$9,000

Safe Family Travel / Blitz 81 / November 2014

Media Focus: Drive Sober or Get Pulled Over

ICJI's Communication's Division provided boilerplate media releases, speaking points, and media contact lists for the local Traffic Safety Partnerships (TSP). TSPs added local information to make their announcement more relevant and likely to be picked up by local reporters. In the major media markets (South Bend, Fort Wayne, Terre Haute, Indianapolis, Evansville, Louisville), TSPs engaged their local, regional, and state partners at press conferences.

Indiana has a strong network of traffic safety partnerships and just as in years past the TSPs were able to gain media recognition during the first blitz of 2014. Press conferences were held in the large media markets and small local papers produced articles to raise awareness.

Drive Now. TXT L8R Social Media Contest / April 2015

Media Focus: High school and college students

ICJI partnered with Indiana Lt. Governor Sue Ellspermann, Indiana State Police, Indiana Department of Transportation, Indiana Bureau of Motor Vehicles, and Indiana Department of Labor to sponsor a social media contest, in April, to encourage Hoosiers not to text while driving.

Students worked individually, or in teams of up to three people, to create messages and videos for their Twitter, Instagram, and Vine accounts. Students were encouraged to use “Drive Now. TXT L8R” in their posts and the #TXTL8RIN hash tag. There were high school and college divisions – with awards for each platform (Twitter, Vine, Instagram). There also was a “most creative” award given for each platform.

The student or team with the greatest number of likes, favorites, and forwards each received a \$5,000 scholarship for their post-secondary studies. The funds were deposited into their 529 accounts.

Thirty students received awards from Lt. Governor Ellspermann at a summer ceremony at the Indiana Statehouse. The competition led to thousands of posts and generated a lot of social media traffic during April – which is Distracted Driving Awareness Month.

Budget: \$150,000

Motorcycle Safety Awareness / May – June 2015

Media Focus: Get Legal. Get Licensed. & Ride Sober or Get Pulled Over

ICJI partnered with ABATE, the Indiana State Police, the Indiana Bureau of Motor Vehicles, and numerous law enforcement agencies for a kick-off event at the Circle in downtown Indianapolis.

Along with radio, traditional, and digital media, ICJI partnered with the Miracle Ride for Riley Hospital. This is one of the largest motorcycle fundraising events in the state. ICJI was a title sponsor in the three day event which reaches more than 7,000 riders statewide.

Indiana statistics show that unlicensed motorcycle riders are substantially overrepresented in accidents, injuries, and deaths. Our messages are: “Get Legal. Get Licensed.” and “Ride Sober or Get Pulled Over.” Visibility for our sponsorship included:

- Ads in Hoosier Motorcyclist Magazine for four months. (150,000 circulation)
- Title sponsorship of two motorcycles given away at the end of the Miracle Ride. The bikes had a custom appliqué applied with our messages.
- One-time use of a mailing list of every Miracle Ride participant (approximately 7,000 names).
- “Get Legal. Get Licensed” and “Ride Sober or Get Pulled Over.” logo on all participant tee shirts.
- “Get Legal. Get Licensed” and “Ride Sober or Get Pulled Over.” banners and materials distributed at the poker run events that start at approximately seven locations throughout the state. These runs are held on the day before the Miracle Ride and lead to Indianapolis for the big event on Sunday.
- Prominent mentions by presenters during the awards ceremony at the completion of the ride.

Budget: \$135,000

Click It or Ticket / Blitz 82 / May 2015

Along with using a statewide saturation of radio, traditional, and digital media, ICJI targeted the top 10 counties which had the lowest seat belt usage rate (primarily in southern Indiana). In addition, law enforcement in these counties used speaking points ICJI provided to get the message out through local radio talk shows and newspapers.

Budget: \$150,000

Drive Sober or Get Pulled Over / Blitz 83 / August – September 2015

Based on the earned media success with the “Safe Family Travel” and “Click It or Ticket” campaigns, ICJI provided local law enforcement with a boilerplate press release, speaking points, and media lists for this initiative. Local reporters are writing longer and better stories about the dangers of drinking and driving when they receive the information from local law enforcement. The local agencies are also using Twitter and Facebook to announce checkpoints and to announce the number of arrests during the blitz period. Local law enforcement are taking much greater ownership and the results are very positive.

ICJI saturated the Indiana market with radio, traditional, and digital media. Our target audience was males between 21 and 44. ICJI also placed special emphasis on counties with the highest rate of alcohol accidents.

Budget: \$150,000

Speed (Dangerous Driving/Texting)

In FY 2015, ICJI did not focus any resources on speeding. Instead, a focused media effort was undertaken to reduce and create awareness around the dangers of texting while driving.

Texting While Driving

As stated in the *Paid Media and Communications*, ICJI partnered with Indiana Lt. Governor Sue Ellspermann, Indiana State Police, Indiana Department of Transportation, Indiana Bureau of Motor Vehicles, and Indiana Department of Labor to sponsor a social media contest. Occurring in April 2015, the contest encouraged Hoosiers not to text while driving.

Students worked individually, or in teams of up to three people, to create messages and videos for their Twitter, Instagram, and Vine accounts. Students were encouraged to use “Drive Now. TXT L8R” in their posts and the #TXTL8RIN hash tag. There were high school and college divisions – with awards for each platform (Twitter, Vine, Instagram). There also was a “most creative” award given for each platform.

The student or team with the greatest number of likes, favorites, and forwards each received a \$5,000 scholarship for their post-secondary studies. The funds were deposited into their 529 accounts.

Eighteen students received awards from Lt. Governor Ellspermann at a summer ceremony at the Indiana Statehouse. The competition led to thousands of posts and generated a lot of social media traffic during April – which is Distracted Driving Awareness Month.

Safe Communities/Community Traffic Safety Programs (Services)

Law Enforcement Liaison Program (LEL)

One method of reducing traffic fatalities is by encouraging active law enforcement participation in traffic safety enforcement programs. ICJI participates in the two national blitz campaigns (Click It or Ticket and Drive Sober or Get Pulled Over) and active law enforcement participation is imperative to the success of these federally required programs. A proven method of increasing law enforcement participation is the utilization of Law Enforcement Liaisons (LEL).

In FY 2015, each LEL developed their own traffic safety plan for the assigned region. LELs were responsible for meeting with representatives from law enforcement agencies to assist in developing,

administering, and monitoring effective traffic safety programs and policies. Each year, LELs monitor their assigned law enforcement agencies' compliance with state and federal guidelines. The LELs also help their assigned agencies by coordinating media events during blitz periods as well as distributing media kits to promote traffic safety messaging. In addition, the six LELs, with some assistance from contracted persons, were able to successfully administer the annual observational seat belt survey to 224 survey sites across the state.

Media and Communications Division

TSD contracts with an advertising/public relations agency to assist in develop and distributing campaign materials. Funding is used to create campaigns that target law enforcement and the public. Media is conducted for all four blitz periods as well as targets bicycle, pedestrian, and motorcycle safety, teenage seat belt usage, impaired driving, dangerous and distracted driving, and child passenger safety. Campaigns also highlight local law enforcement efforts to help develop community support for traffic safety initiatives. Additionally, funding provides for traffic safety planning kits for local communities, athletic events, seasonal activities, special enforcement projects, communications staff, and educational brochures for public distribution.

In FY 2015, TSD utilized radio, traditional, and digital media for all campaigns. These platforms allowed us to target our audience in today's fast paced world where people are always on their digital devices, and always on the go.

Financial Information

Figure 12: FY 2015 Traffic Safety Expenditures

2015 Traffic Safety Expenditures	2015 Budget	402 General	405D Impaired Driving	405B Child Pass/Seat Belts	405F Motorcycle	405C Traffic Records	164 Alcohol Penalty Funds	405 Pt. 4 Distracted 1906	Total Federal Funds	State Match	Total Federal & State
Planning and Administrative (P&A)											
Planning & Administration-Federal	320,000	320,000							320,000		320,000
Planning & Administration-State	320,000								0	320,000	320,000
Sub-total P&A	640,000	320,000	0	0	0	0	0	0	320,000	320,000	640,000
Section II: Occupancy Protection											
Program Management	65,000	65,000							65,000		65,000
Automotive Safety Program	850,000			850,000					850,000		850,000
Seat Belt Enforcement (CPO)/Peds/Bikes	2,282,830	2,282,830							2,282,830		2,282,830
Pedestrian/Bicycle	100,000			100,000					100,000		100,000
Rural Demonstration Project (RDP)	70,000			70,000					70,000		70,000
Sub-total Occ. Protection	3,367,830	2,347,830	0	1,020,000	0	0	0	0	3,367,830	0	3,367,830
Section III: Alcohol											
Program Management	65,000		65,000						65,000		65,000
FACT Teams/Trainings	50,000		50,000						50,000		50,000
Enforcement (DUI Task Force)	1,550,000		100,875				1,449,125		1,550,000		1,550,000
Motorcycle HVE	65,000		65,000						65,000		65,000
Ignition Interlock Pilot	37,000	37,000							37,000		37,000
Law Enforcement Training Board (SFST/DRE)	180,000		180,000						180,000		180,000
Traffic Safety Resource Prosecutor	185,000		185,000						185,000		185,000
Emise Police	220,000		220,000						220,000		220,000
Indiana Department of Toxicology - Laboratory	300,000						300,000				
SADD	150,000		150,000						150,000		150,000
Sub-total Alcohol	2,802,000	37,000	1,015,875	0	0	0	1,749,125	0	2,802,000	0	2,802,000
Section IV: PTS											
Program Management	65,000	65,000							65,000		65,000
Statewide Training	7,000	7,000							7,000		7,000
OPO Success Awards	95,000	95,000							95,000		95,000
Indiana State Police	1,666,000	926,000	640,000						1,566,000		1,566,000
Sub-total PTS	1,833,000	1,093,000	640,000	0	0	0	0	0	1,733,000	0	1,733,000
Section V: Community TS											
LEL Program	465,000	465,000							465,000		465,000
Media / Communications Division	800,000	600,000	200,000						800,000		800,000
Sub-total Community TS	1,265,000	1,065,000	200,000	0	0	0	0	0	1,265,000	0	1,265,000
Section VI: Traffic Records/Research											
Program Management	65,000					65,000			65,000		65,000
PPI	350,000	350,000							350,000		350,000
Purdue University/ CMS	115,000					115,000			115,000		115,000
JTAC	340,000					340,000			340,000		340,000
DHS	105,000					105,000			105,000		105,000
KSDH	170,252					170,252			170,252		170,252
Racial Profiling Grant	350,577							350,577	350,577		350,577
Sub-total Traffic Records	1,495,829	350,000	0	0	0	795,252	0	350,577	1,495,809	0	1,495,809
Section VII: Motorcycles											
Media / Public Awareness Campaign	150,000				150,000				150,000		150,000
Sub-total Motorcycles	150,000	0	0	0	150,000	0	0	0	150,000	0	150,000
Section VIII: Dangerous Roadways											
Operation Centipede	500,000		500,000						500,000		500,000
Sub-total Dangerous Roadways	500,000	0	500,000	0	0	0	0	0	500,000	0	500,000
Section IX: First Responder Communications											
P-25 Integrated Public Safety Communications	3,191,537	1,975,937		1,215,600					3,191,537		3,191,537
Sub-total IPSC	3,191,537	1,975,937	0	1,215,600	0	0	0	0	3,191,537	0	3,191,537
Total 2015 Budget Expenditures	15,245,196	7,188,767	2,355,875	2,235,600	150,000	795,252	1,749,125	350,577	14,825,176	320,000	15,145,176

Figure 13: Federal Expenditures Summary by Program Area

Federal Expenditures Summary by Program Area	402	405D	405B	405F	405C	164 Alcohol	405 Pt. 4	Total Federal Funds
	General	Impaired Driving	Child Pass/Seat Belts	Motorcycle	Traffic Records	Penalty Funds	1906 Profiling	
P&A	320,000.00							320,000.00
Occupancy Protection	2,347,830.00		1,020,000.00					3,367,830.00
Alcohol	37,000.00	1,015,875.00				1,749,125.00		2,802,000.00
Police Traffic Services	1,093,000.00	640,000.00						1,733,000.00
Community Traffic Services	1,065,000.00	200,000.00						1,265,000.00
Traffic Records/Research	350,000.00				795,252.00		350,557.00	1,495,809.00
Motorcycles				150,000.00				150,000.00
Dangerous Roadways		500,000.00						500,000.00
First Responders	1,975,937.00		1,215,600.00					3,191,537.00
TOTAL	7,188,767.00	2,355,875.00	2,235,600.00	150,000.00	795,252.00	1,749,125.00	350,557.00	14,825,176.00

Figure 14: Federal Expenditures Summary by Program Area (percent)

