



FY 2014 Indiana Highway Safety Plan



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ACRONYM LISTING

Advanced Roadside Impaired Driving Enforcement	ARIDE
Advocates Against Impaired Driving	AAID
American Association of State Highway Transportation Officials	AASHTO
American Bikers Aimed Toward Education	ABATE
Automated Reporting Information Exchange System	ARIES
Automotive Safety Program	ASP
Big City/Big County	BCC
Blood Alcohol Content	BAC
Bureau of Motor Vehicles	BMV
Center for Criminal Justice Research	Center
Center for Road Safety	CRS
Click It or Ticket	CIOT
Cops in Shops	CIS
Crash Outcome Data Evaluation System	CODES
Dangerous Driving Enforcement	DDE
Drug Recognition Expert	DRE
electronic Citation and Warning System	eCWS
Emergency Medical Services	EMS
Fatal Alcohol Crash Team	FACT
Federal Highway Administration	FHWA
Federal Motor Carrier Safety Administration	FMCSA
Governor's Council on Impaired and Dangerous Driving	The Council
Graduated Drivers Licensing	GDL
Gross Rating Point	GRP
High Visibility Enforcement	HVE
Highway Safety Plan	HSP
Indiana Criminal Justice Institute	ICJI
Indiana Department of Education	IDOE
Indiana Department of Homeland Security	INHS
Indiana Department of Transportation	IDOT
Indiana Office of Technology	IOT
Indiana State Coroners' Association	ISCA
Indiana State Department of Health	ISDH
Indiana State Police	ISP
Indiana University	IU
Judicial Technology Automation Committee	JTAC
Law Enforcement Liaison	LEL
Law Officer Voucher and Enforcement	LOVE
National Emergency Medical Services Information System	NEMSIS

National Highway Traffic Safety Administration	NHTSA
Operation Pull Over	OPO
Rural Demonstration Project	RDP
Standard Field Sobriety Test	SFST
State Highway Safety Office	SHSO
Stop Underage Drinking and Sales	SUDS
Strategic Highway Safety Plan	SHSP
Students Against Destructive Decisions	SADD
Traffic Records Coordinating Committee	TRCC
Traffic Safety Division	TSD
Traffic Safety Resource Prosecutor	TSRP
Vehicle Miles Traveled	VMT

EXECUTIVE SUMMARY

The Indiana Criminal Justice Institute's (ICJI) Traffic Safety Division (TSD) manages federal funds allocated throughout the state that support programs designed to decrease the number of people injured or killed on Indiana roadways. The TSD remains dedicated to attaining Indiana's portion of reaching the American Association of State Highway and Transportation Officials' (AASHTO) goal to reduce the number of national fatalities in half from 2007 to 2027. During this 20 year period, the TSD seeks to reduce the number of Indiana traffic fatalities by approximately 20 each year.

The TSD is comprised of a Division Director who coordinates the efforts of support staff, including an impaired driving and motorcycle safety program manager, traffic records coordinator, traffic safety research associate, traffic services program manager, and law enforcement liaisons (LEL). TSD staff has maintained close collaborations with multiple organizations, including ICJI's Research and Planning Division, the Governor's Council on Impaired and Dangerous Driving, Indiana University's Center for Criminal Justice Research, Purdue's Center for Road Safety, and the Traffic Records Coordinating Committee to fulfill its mission of reducing traffic fatalities. Through these partnerships, 30 performance measures in the following priority areas have been established:

- Fatalities
- Serious Bodily Injuries
- Impaired Driving
- Occupant Protection
- Young Drivers
- Motorcycle Safety
- Pedestrians
- Children
- Bicyclists
- Dangerous Driving (speed, aggressive driving, disregarding traffic signal, and texting)

Primary data sources used in problem identification program evaluations include the Fatality Analysis Reporting System (FARS), driver and vehicle reports maintained by the Bureau of Motor Vehicles (BMV), and the Indiana State Police (ISP) Automated Reporting Information Exchange System (ARIES). Data from these sources are monitored throughout the year by TSD staff to determine whether programming adjustments need to be made. Likewise, data from these sources inform the TSD of their grantees' impact on traffic safety. These various data sources are utilized in the development of the Indiana's Highway Safety Plan (HSP), which contains the following sections:

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

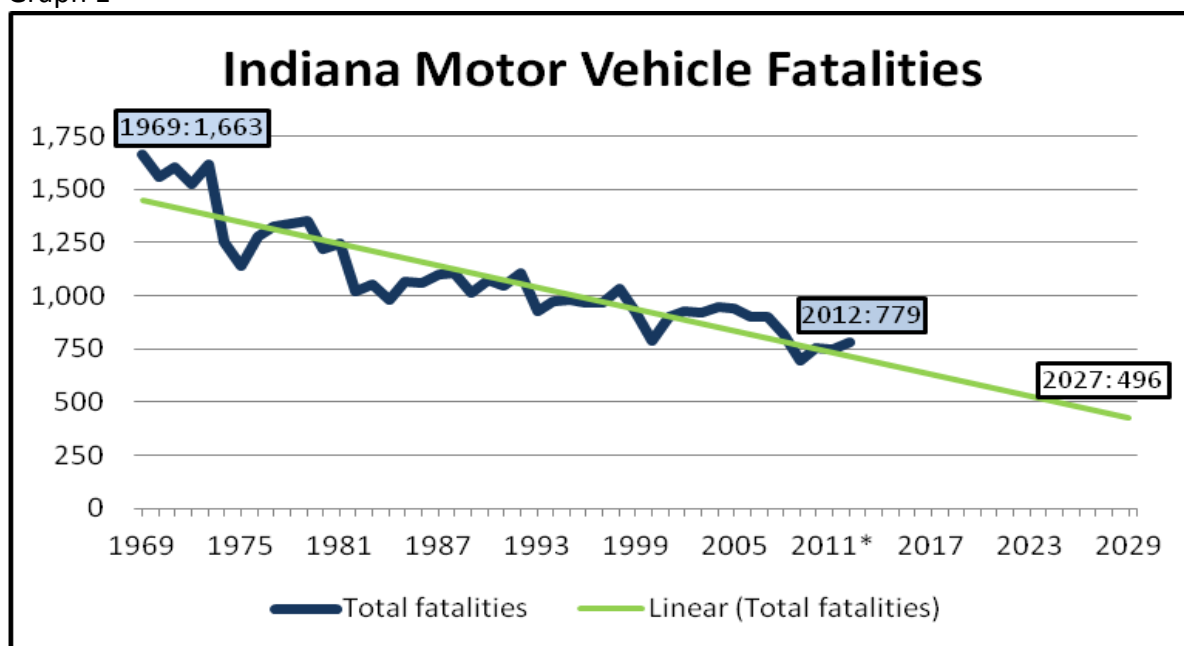
PLAN SCHEDULE

Dates	Action	Details
October and November 2013	Reevaluation of HSP by SHSO	Review past and current year activity
		Review crash data
		Obtain input from traffic safety community
December and January	Program Partner Collaborations	Meet with key program partners
		Review Annual Report
		Outline grant opportunities
		Identify long-term strategies (3 years)
February and March	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
March	Finalize Grant Development Plans	Review current state and national priorities
		Identify key problem areas
		Identify short- and long-term goals
		Grant development plans finalized
		HSP team reviews programs and budget
April	Begin Formal Grant Process	Finalize administrative grants
		Notify grantees of grant trainings
		HSP budget finalized
May	Prepare FY 2014 Performance Plan and HSP	Conduct regional grant trainings
		Send grant templates
		Create draft HSP
		Administrative review of HSP
July	Approve FY 2014 Performance Plan and HSP	Approve FY 2014 HSP
		Distribute HSP to NHTSA, FHWA, state and local agencies
		Post HSP to website
August and September	Grant Approval and Implementation	Approve and start implementation of FY 2014 grants
		Submit amendments to NHTSA on HSP if applicable

PLAN INTRODUCTION

In 2007, the American Association of State Highway Transportation Officials (AASHTO) established the goal of reducing the national number of traffic fatalities by 50 percent over the next 20 years by seeking an annual reduction of one thousand deaths per year. Since 1969 when Indiana traffic fatalities accounted for three percent of all traffic fatalities, Indiana's portion of traffic deaths has decreased to two percent, at an approximate rate of 20 fewer deaths annually. To fulfill Indiana's portion of the national goal, the same rate of reducing the number of traffic fatalities by 19 per year must continue during this 20 year period.¹ Indiana has adopted this goal and seeks to reduce the number of traffic fatalities to 496 by 2027.

Graph 1



Source: Indiana State Department of Health and Center for Criminal Justice Research

Problem Identification

Each program area contains an explanation of identified problems. Data analyses of crash records and trends aid in determining where problems exist and what program areas will be addressed. Funding priority will be given to programs that have the greatest impact on reducing traffic-related injuries and fatalities. Problem areas are established by using a crash report database, Indiana traffic safety publications, and the electronic citation repository.

¹ Indiana Department of Transportation. State Highway Safety Plan: 2010 Revision.

Automated Reporting Information Exchange System (ARIES)

Nearly 100 percent of Indiana law enforcement agencies submit electronic crash reports into the Indiana State Police's (ISP) Automated Reporting Information Exchange System (ARIES). This system uses business edits to provide users with only the areas of the report that need to be completed. It also includes a mapping feature and enhanced VIN and INDOT data. Over 90 percent of agencies submit reports into ARIES within five days of a collision. This allows for TSD staff to access accurate, up-to-date crash data.

Indiana Traffic Safety Fact Sheets

Indiana University's Center for Criminal Justice Research (Center), a partner of ICJI, publishes an annual collection of the state's motor vehicle crash facts and trends. Fact sheet topics include: alcohol, children, large trucks, light trucks, young drivers, motorcycles, occupant protection, and dangerous driving. The Center also publishes county profile fact sheets for all 92 counties and a comprehensive crash fact book that contains statistics, trends, and maps of crashes that occur across the state. Fact sheets can be found under the traffic safety link <http://www.in.gov/cji/2572.htm> on the ICJI website.

Odyssey Case Management System

The TSD has obtained access to query the Odyssey Case Management System, which allows staff to view electronically submitted traffic citations, including the charges, dispositions, file date and county in which the offense occurred. Demographic information, including gender and race, can also be obtained. This is one way that the TSD can measure law enforcement activity during grant funded periods. Although citation statistics are useful in determining law enforcement activity, the TSD does not believe this data is an accurate predictor in determining whether goals will be met. Therefore, the TSD does not use citation information to establish goals.

As an increasing number of law enforcement agencies submit citation information into the electronic citation program, the TSD would like to conduct future studies to determine the effectiveness of written traffic citations. The TSD would like to form a research collaboration between the Center and JTAC to analyze the data collected in the e-citation system.

Performance Measures

Performance measures were created by the TSD and a subcommittee of Council members, including representatives from the Center, INDOT, Indiana State Department of Toxicology, Riley Hospital for Children, NHTSA, State Farm Insurance, and the City of Marion Police Department. The TSD regularly analyzes subgrantee performance measure data to identify problem areas and whether programming needs to be modified to meet goals of reducing collisions and fatalities on Indiana roadways.

Setting Goals

In 2006, the Council subcommittee created short- and long-term goals² for five target areas: alcohol, seat belt usage, young drivers, motorcycles, and dangerous driving. Due to improved data collection, goals for the

² Short-term goals: 2 year; Long-term goals: 4 years

following additional target areas have since been established: statewide fatality and serious bodily injury numbers, children, pedestrians, and pedalcyclists.

The TSD uses a hierarchal approach to establish goals, first using the NHTSA national goals, then employing the previous 5 year mean and linear trend analysis to inform the new goal(s). (See Figure 1) Any national goals that Indiana has not met automatically become Indiana’s goals. Finally, for those national goals that have been met, the linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Figure 1



Strategy to Reach Goals

Once short- and long-term goals are established, the TSD develops strategies to ensure that adequate resources are applied to reach each goal. Activities used for this include: program prioritization, traffic safety partner input, and the HSP.

Program Prioritization and Funding

To receive funding, law enforcement agencies are required to submit an application explaining their need for financial assistance to reduce the number of traffic fatalities in their county. Each applicant must provide a problem identification statement explaining problematic traffic trends in their county. Applicants must also describe specific countermeasures they will use to reduce traffic collisions. The TSD will evaluate the applications to determine which agencies will implement the most effective programming to reduce the

largest amount of fatalities. Output measures such as number of seat belt, impaired driving and speeding citations are reviewed in the Operation Pull Over database to also help determine performance of previous grantees. See Table 1.

Table 1. Citations During Grant Funded Enforcement Activities, FY 2012

Citations	Seat Belt Patrols	Sobriety Checkpoints	Impaired Driving Patrols	Other Patrols	Total 2012
Seat Belt	65,133	335	6,653	10,840	82,961
Child Restraint	1,951	65	576	475	3,067
Misdemeanor DUI	221	224	6,485	90	7,020
Felony DUI	41	13	874	2	930
Suspended License	3,516	246	4,587	1,637	9,986
Speed	10,838	35	16,583	28,725	56,181
Motorcycle Permit/ License Violation	213	15	374	65	667
Criminal Misdemeanor	1,147	178	3,619	367	5,311
Criminal Felony	395	33	1,197	160	1,785
All Others	11,794	1,087	23,476	5,781	42,138
Grand Total	95,249	2,231	64,424	48,142	210,046

Once subgrantees are determined, the TSD establishes funding amounts based on the subgrantee’s county population and fatality rate. Four county population categories have been established: small (population between 0 and 29,999), medium (30,000-49,999), large (50,000-99,999), and extra large (100,000+). A base amount is associated with each population category.

Through de-obligated funds from the previous or current year, subgrantees may also be awarded additional funding based on the fatality rate in their county. Priority is given to counties with high percentages of unrestrained, speed, or alcohol-related fatalities. Extra large counties are eligible to receive additional funding to help combat aggressive driving.

Traffic Safety Partner Input

It is essential that the TSD continues to collaborate with traffic safety stakeholders to remain current about emerging traffic safety issues. This allows the TSD to take appropriate action to address any identified problems.

Serving as Indiana's traffic safety advisory group, the Council assists the TSD in developing policies, procedures, and programs that will strengthen Indiana's highway safety program. Best practices and evidence based countermeasures and strategies are consistently reviewed from documents such as *Countermeasures that Work* to address traffic safety problems and help attain performance targets. Regular assessments of current projects are conducted by looking at output and outcome based data to determine areas that may need changes in administration or funding. This voluntary group appointed by the Governor, coordinates aggressive public information campaigns and provides educational materials and research findings to traffic safety advocates. The Council conducts quarterly meetings where representatives from the ISP, fatal alcohol crash teams (FACTs), Automotive Safety Program (ASP), the Center, Indiana Prosecuting Attorneys Council (IPAC) which houses the states Traffic Safety Resource Prosecutor (TSRP), Marion County Traffic Safety Partnership, Standard Field Sobriety Test/Drug Recognition Expert (SFST/DRE) coordinator, Indiana Excise Police, and law enforcement liaisons (LELs) discuss strategies that will reduce traffic collisions resulting in injuries and death. The Council also works with INDOT to coordinate traffic safety strategies outlined in the HSP and State Highway Safety Plan (SHSP) whenever it is updated. INDOT works closely with the TSD through regular meetings and communications about the status of goals and efforts outlined in the HSP and SHSP through the monthly *Indiana Crash Snapshot* report that is exchanged between INDOT, ICJI, and FHWA.

The TSD will continue collaborating with the Traffic Records Coordinating Committee (TRCC), a group of individuals dedicated to improving the state's traffic records systems. The TRCC includes representatives from ICJI, Bureau of Motor Vehicles (BMV), Indiana Department of Transportation, (INDOT), ISP, Federal Highway Administration (FHWA), Judicial Technology Automation Committee (JTAC), Indiana State Department of Health (ISDH), and the Federal Motor Carrier Safety Administration (FMCSA). The TRCC seeks to enhance the accessibility, accuracy, uniformity, and completeness of statewide traffic-related information.

The TSD will continue its partnership with the Center to obtain a research analysis of Indiana's traffic safety trends and an evaluation of the TSD's countermeasures. The data obtained by the Center allows for the TSD and their partners to determine whether programming is effective. Annual traffic safety fact sheets, county profile fact sheets, and a comprehensive crash fact book allow the TSD and their partners to make informed policy and program decisions.

Lastly, the TSD will continue its partnership with Purdue University's Center for Road Safety (CRS). The CRS seeks to strengthen injury data throughout the state by tracking the progress of the linkages between crash, EMS, and hospital inpatient/outpatient databases. The CRS does not own the information in these three databases; however, they advise the owners of the data about source quality on the results of linking packages. The CRS assists the TSD by improving observational seat belt survey designs and training observers on how to correctly obtain data. Once the surveys are complete, the CRS analyzes the raw data and provides the TSD with overall seat belt and helmet usage rates and usage rates broken down into regions, vehicle type, gender, race, role (i.e., driver or passenger), and road class.

Highway Safety Plan

Through a yearly review of collision data as it relates to the key target areas, the TSD can identify programs that have reduced injuries and fatalities on Indiana roadways. Subgrantees whose program is deemed successful will be selected to receive additional funding. One of the metrics used to evaluate grantees is their activities conducted during grant funded enforcement programs. These numbers are reported into the OPO Database and evaluated regularly by LELs and programmatic staff. In FY 2012 there were 82,961 seat belt, 7,950 impaired driving, and 56,181 speeding citations reported into the database during grant funded enforcement. Those programs that are not meeting agreed upon performance measures outlined in their grant will be evaluated by the program manager and appropriate adjustments will be made.

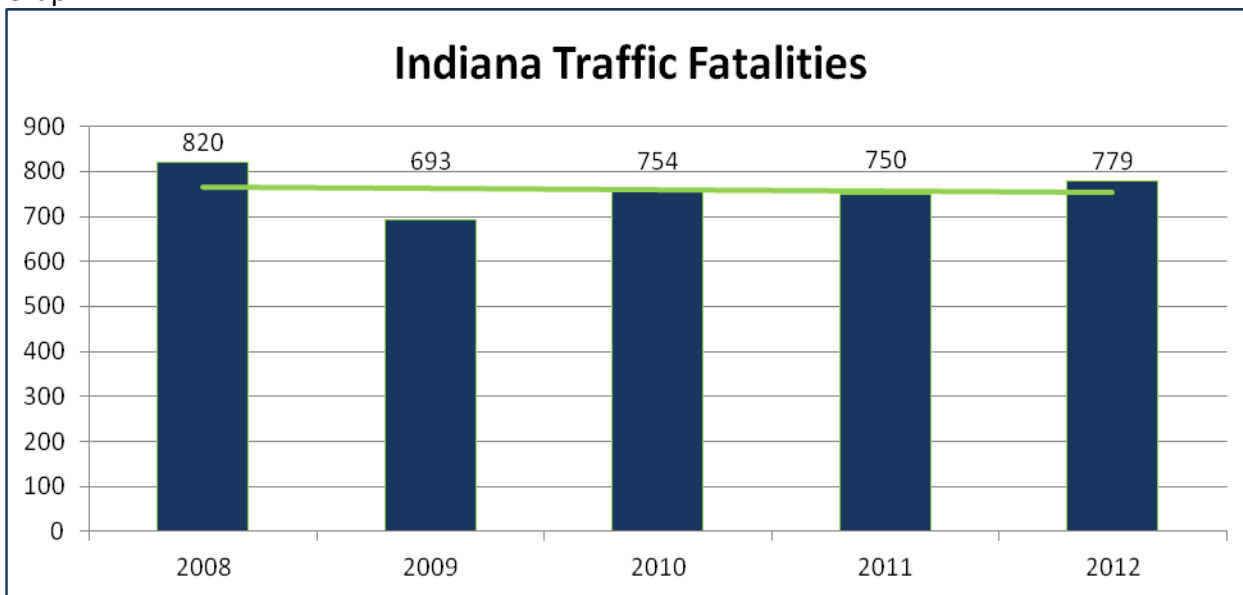
Following sections of the HSP will outline key target areas. Problem identifications, performance measures, and goals are noted with a strategy to reach set goals. Funding details are included for each priority area.

FATALITIES

Problem Identification

Over the past five years, there has been a 5 percent decrease in the number of traffic fatalities in Indiana. Despite a nine percent increase in fatalities from 2009 to 2010 and a four percent increase from 2011 to 2012, there continues to be a slight downward trend in the number of traffic fatalities. See Graph 2.

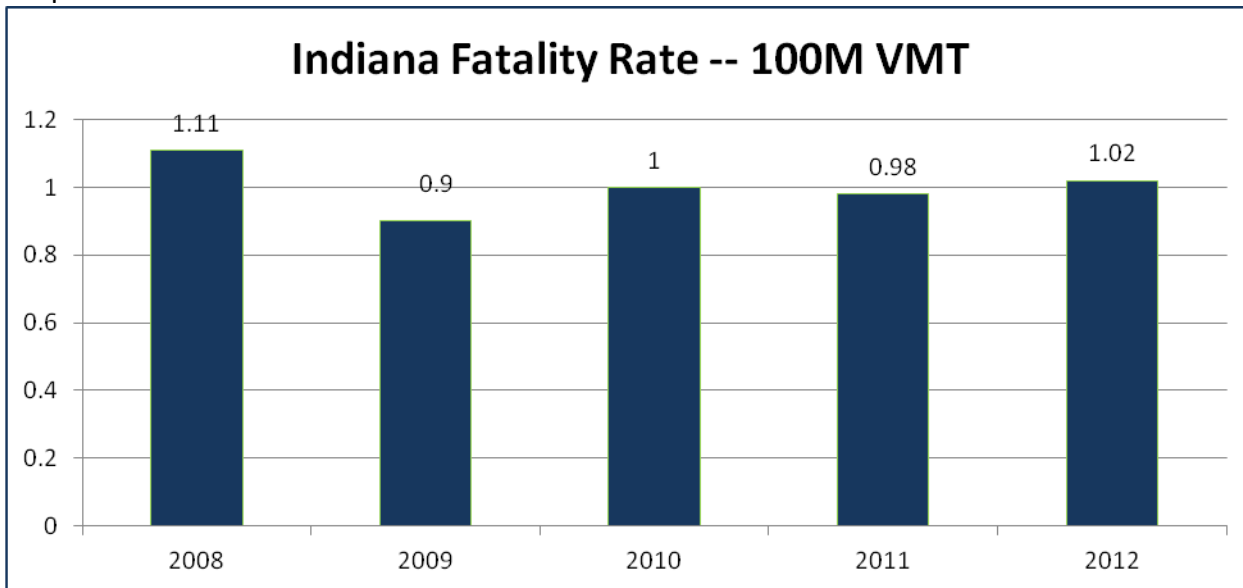
Graph 2



Source: Center for Criminal Justice Research

Since 2008, there have been no more than 1.11 traffic fatalities per 100 million vehicle miles traveled. Although the rate of fatalities per VMT was 8 percent lower in 2012 than in 2008, the rate has continued to rise slowly since 2009. See Graph 3.

Graph 3



Source: Center for Criminal Justice Research

The TSD continues to use new performance measures to capture the fatality rate per 10,000 population in four locality categories: urban, suburban, exurban, and rural. The Center’s 2011 report, *Locational Classifications of Indiana Motor Vehicle Collisions*, outlines a new location identification strategy utilizing census locality that was adopted by the TSD. According to the Center, this “new 4-category (urban, suburban, exurban, and rural) locality improves upon the existing ARIES 2-category (urban and rural) locality element by providing a more informative characterization of the location of collisions.” The Center defined census-based locality classifications as ‘Urban’ defined as Census 2010 Urban Areas, ‘Suburban’ as areas within 2.5 miles of urban boundaries, ‘Exurban’ as areas within 2.5 miles of suburban boundaries, and ‘Rural’ as areas beyond exurban boundaries (i.e. everything else).³

Performance Measures

- Total number of traffic fatalities
- Fatality rate per 100,000 population
- Urban fatality rate per 10,000 population
- Rural fatality rate per 10,000 population
- Suburban fatality rate per 10,000 population
- Exurban fatality rate per 10,000 population
- Fatality rate per 100M VMT

³ Newby, Bill. (2011). Improving the Locational Classifications of Indiana Motor Vehicle Collisions. *Indiana 2010 Traffic Safety Facts, 11-C10*, 1-6.

Goals

There are no established national goals regarding the number of statewide fatalities. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Short-term Goals

1. Reduce the number of traffic fatalities from 779 in 2012 to 749 in 2014⁴
2. Reduce the rate of fatalities per 100,000 population from 11.92 in 2012 to 11.63 in 2014⁵
3. Reduce the rate of urban fatalities per 10,000 population from 13.03 in 2012 to 13.00 in 2014⁶
4. Reduce the rate of suburban fatalities per 10,000 population from 64.46 in 2012 to 62.37 in 2014⁷
5. Reduce the rate of exurban fatalities per 10,000 population from 74.05 in 2012 to 72.63 in 2014⁸
6. Reduce the rate of rural fatalities per 10,000 population from 88.07 in 2012 to 83.82 in 2014⁹
7. Reduce the number of fatalities per 100M VMT from 1.02 in 2012 to 0.98 in 2014¹⁰

Long-term Goals

1. Reduce the number of traffic fatalities to 744 in 2016¹¹
2. Reduce the rate of fatalities per 100,000 population to 11.34 in 2016¹²
3. Reduce the rate of urban fatalities per 10,000 population to 12.87 in 2016¹³
4. Reduce the rate of suburban fatalities per 10,000 population 60.50 in 2016¹⁴
5. Reduce the rate of exurban fatalities per 10,000 population 71.18 in 2016¹⁵
6. Reduce the rate of rural fatalities per 10,000 population 81.00 in 2016¹⁶
7. Reduce the number of fatalities per 100M VMT to 0.96 in 2016¹⁷

⁴ Follows downward five-year trend from 2008-2012.

⁵ Reduction of 2.5% to get back to 2010 figure.

⁶ 13.00 is lower than four of the last five years and will help to stabilize the trend (high in 2008 and low in 2012).

⁷ Continues slight upward trend but is a 3% reduction from 2012.

⁸ Brings us back down to the average of the last 5 years (excluding the spike in 2010) and reduction of 2012 by just about 2%.

⁹ 2008-11 Mean = 79.8. 2012 was sizeable increase and omitted from the calculation. 2014 goal is 105% of 2008-11 Mean and reflects a nearly 5% reduction from 2012 figure.

¹⁰ 2008 was high figure. 0.98 will bring figure back to 2009-2012 mean and will be a 4% reduction from 2012 figure.

¹¹ Follows downward five-year trend from 2008-2012.

¹² Reduction of 2.5% from 2014 figure.

¹³ Reduction of 1% from 2014 figure and nearly 3% decrease from the 2008-2012 mean.

¹⁴ Reflects a 3% reduction from 2014 figure and 6% decrease from 2012 figure.

¹⁵ Reflects a 2% reduction from 2014 figure and is the second lowest figure compared with 2008-2012.

¹⁶ Reflects an over 3% decrease from 2014 figure and is within approximately 1.5% of 2008-2011 mean.

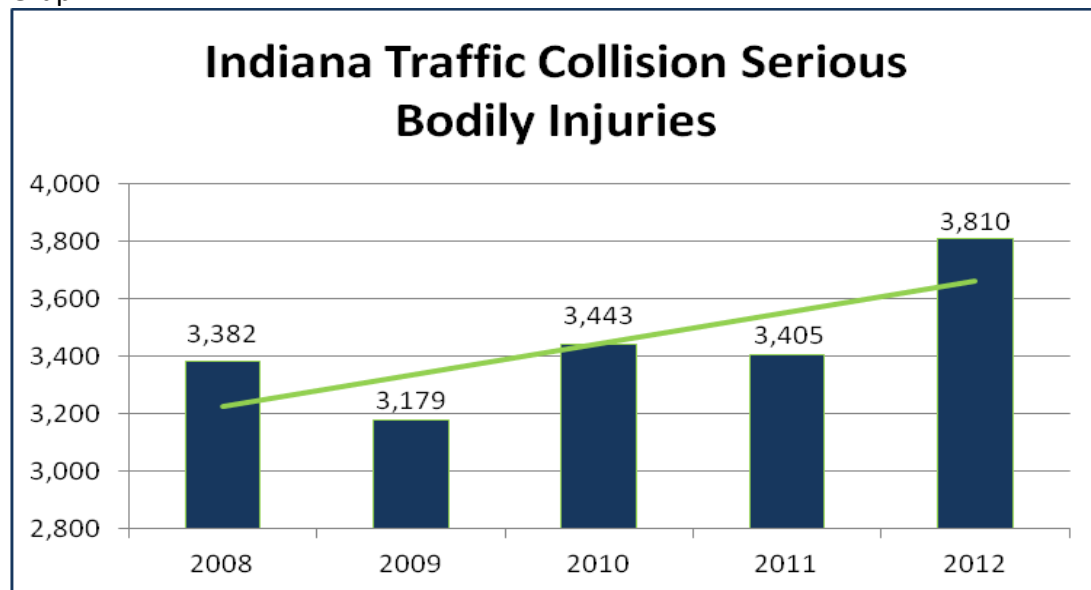
¹⁷ Reflects a 2% decrease from 2014 figure and is 1.5% lower than the 2009-2012 mean.

SERIOUS BODILY INJURIES

Problem Identification

There has been an approximate 13 percent annual increase in serious bodily injuries since 2008. The greatest decrease in serious bodily injuries occurred between 2008 and 2009, a six percent reduction. There was an approximate 12 percent increase from 2011 to 2012. Due to the increase in the number of serious bodily injuries in 2012, the last five years results in an upward trend. See Graph 4.

Graph 4



Sources: The Center for Criminal Justice Research and the Indiana State Police

Performance Measures

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

Goals

There are no established national goals regarding statewide serious bodily injuries. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Short-term Goals

1. Reduce the number of serious bodily injuries from 3,810 in 2012 to 3,550 in 2014¹⁸
2. Reduce the number of serious bodily injuries per 100,000 population from 58.28 in 2012 to 55.00 in 2014¹⁹
3. Reduce the number of serious bodily injuries per 100M VMT from 4.98 in 2012 to 4.70 in 2014²⁰

Long-term Goals

1. Reduce the number of serious bodily injuries to 3,352 in 2016²¹
2. Reduce the number of serious bodily injuries per 100,000 population to 52.50 in 2016²²
3. Reduce the number of serious bodily injuries per 100M VMT to 4.50 in 2016²³

IMPAIRED DRIVING

Problem Identification

On average since 2008, approximately 27 percent of traffic fatalities have involved an alcohol impaired driver. Of the 779 fatalities in 2012, 194, or 25 percent, were the result of impaired driving. This is the smallest percentage of overall fatalities in the previous 5 years. From 2008 to 2012, the number of fatalities involving an alcohol impaired driver decreased by nearly 6 percent, with the largest single-year decrease of 6 percent and the largest single-year increase of 7 percent. The overall number of impaired driving related fatalities reflects a downward trend based on 2008 to 2012 data. See Graph 5.

¹⁸ Reduction of nearly 7% from 2012 figure but is still more than 3% higher than 2008-2011 mean.

¹⁹ Reduction of over 5.5% from 2012 figure but still approximately 6% higher than the 2008-2011 mean.

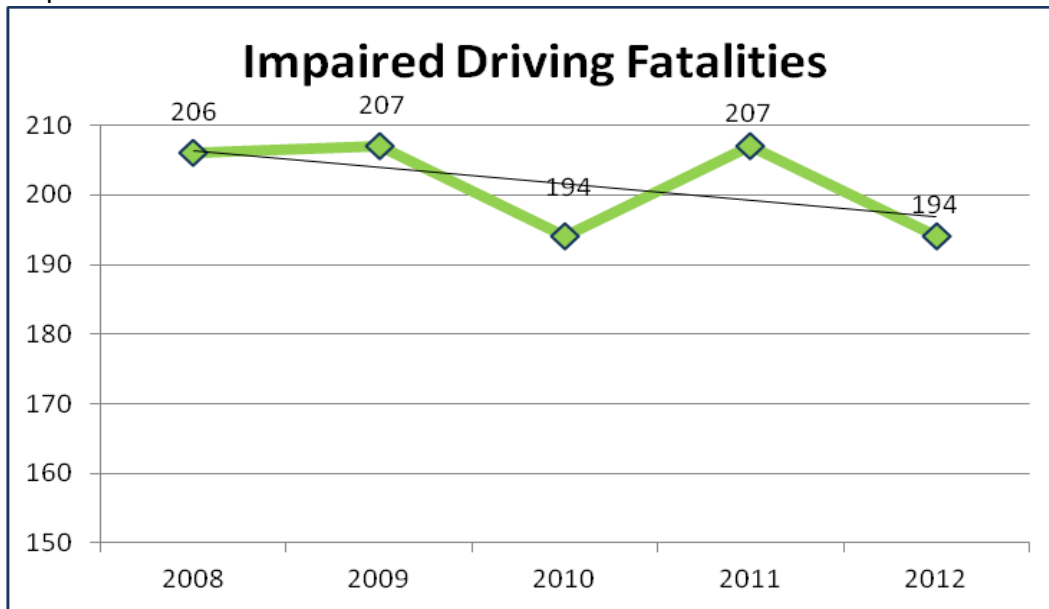
²⁰ Reduction of nearly 3.5% from projected 2014 figure and more than 5.5% decrease from the 2012 figure.

²¹ Reduction of 5.5% from projected 2014 figure and will align metric with 2008-2011 mean.

²² Reduction of 4.5% from projected 2014 figure and bring metric within 1.3% of 2008-2011 mean.

²³ Reduction of 4% from projected 2014 figure and is 10% lower than currently projected 2016 figure.

Graph 5



Source: NHTSA and Center for Criminal Justice Research

According to the Traffic Safety Facts, Indiana; 2007-2011, in 2011, 65 percent of surviving drivers and motorcycle operators and 69 percent of drivers and motorcycle operators killed had their BAC results reported to FARS.²⁴ A little over 27 percent of those involved in fatal crashes and tested were found to have a BAC of 0.08 or higher.²⁵

Performance Measures

- Number of fatalities involving driver or motorcycle operator with 0.08 BAC or above
- Percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator
- Rate of alcohol-related fatalities per 100M VMT
- Total number of fatalities in collisions involving an alcohol-impaired motorcycle operator

Goals

National goals regarding impaired driving have not been established at this time. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

²⁴ National Highway Traffic Safety Administration. (2012). *Blood Alcohol Concentration (BAC) Reporting Rates For Drivers/Motorcycle Riders (operators) Involved in Fatal Crashes: Indiana, U.S. and Best State*. Traffic Safety Facts: 2007-2011 - Indiana, pg 8.

²⁵ National Highway Traffic Safety Administration. (2012). *Alcohol-Impaired Driving Fatalities: Indiana, U.S. and Best State*. Traffic Safety Facts: 2007-2011 – Indiana, pg 6.

Short-term Goals

1. Reduce the number of fatalities involving driver or motorcycle operator with 0.08 BAC or above from 194 in 2012 to 185 in 2014²⁶
2. Reduce the percent of all fatalities from collisions involving an alcohol-impaired driver or motorcycle operator from 25 percent in 2012 to 23 percent in 2014²⁷
3. Reduce the rate of alcohol-related fatalities per 100M VMT from 0.25 in 2011 to 0.23 in 2013²⁸
4. Reduce the number of fatalities from collisions involving an alcohol-impaired motorcycle operator from 36 in 2012 to 30 in 2014²⁹

Long-term Goals

1. Reduce the number of fatalities involving driver or motorcycle operator with 0.08 BAC or above to 180 in 2016³⁰
2. Reduce the percent of fatalities in collisions involving an alcohol-impaired driver or motorcycle operator to 21 percent in 2016³¹
3. Reduce the rate of alcohol-related fatalities per 100M VMT to 0.21 in 2016³²
4. Reduce the number of fatalities in collisions involving an alcohol-impaired motorcycle operator to 26 in 2016³³

Project Descriptions

Task 1: Program Management

405 Part 3/405 (d)	\$65,000
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Project Description: This task funds the Impaired Driving Program Manager to coordinate and monitor impaired driving countermeasure projects. Program Manager responsibilities include 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. This task will provide funds for the program manager's salary, benefits, and travel costs to impaired driving related conferences and training seminars.

Task 2: Fatal Alcohol Crash Team Training

405 Part 3/405 (d)	\$75,000
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Project Description: This task provides funds to Fatal Alcohol Crash Teams (FACT) throughout the state. FACTs develop countywide uniform policies and procedures for investigating serious bodily injury and fatal alcohol-related crashes. These teams seek to eliminate procedural mistakes that could lead to the suppression of important evidence in DUI

²⁶ Short term goal is 3.6% lower than the currently projected 2014 figure and is 4.6% below the lowest figure from 2008-2012.

²⁷ Achievement of goal also depends on the total number of fatalities.

²⁸ Achievement of goal also depends on the total number of miles driven.

²⁹ While the current upward trend generates a projected 2014 figure of nearly 44 fatalities, the current short term goal matches the 2008-2012 mean. With of range of 22 to 40 fatalities from 2008-2012, 30 fatalities in 2014 is achievable.

³⁰ Reflects a goal approximately 4% below the currently projected 2016 figure.

³¹ Achievement of goal also depends on the total number of fatalities.

³² Achievement of goal also depends on the total number of miles driven.

³³ While the current upward trend generates a projected 2016 figure of nearly 51 fatalities, this figure was only 22 as recently as 2009.

cases. These funds will be used to help cover crash reconstruction trainings for officers and limited equipment purchases, such as PBTs. This area will work closely with IPAC to help improve BAC testing of fatal drivers across the state through trainings.

Task 3: DUI Enforcement

405 Part 3/405 (d)	\$1,370,000
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Project Description: This task funds overtime pay to officers in participating DUI taskforces. Nominal funds may be used by subgrantees to purchase equipment, including sobriety checkpoint signs and PBTs, for effective impaired driving enforcement throughout Indiana. There may also be limited funding available to agencies that apply for reconstruction training and prosecutors salary to cover costs of going to the scene of fatal crashes or training officers to improve procedures. Located in counties with high levels of impaired driver crashes, subgrantees will conduct high visibility sustained enforcement during three statewide blitzes. Saturation patrols and sobriety checkpoints will also be performed. In FY 2012, the 32 DUI task forces funded by the TSD conducted over 45,000 hours of DUI patrol. The TSD plans to fund 32 DUI task forces in FY 2014.

Task 4: SFST/DRE Program

405 Part 3/405 (d)	\$180,000
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Program Description: This task provides funding for SFST training. Studies show that officers who completed SFST training courses are four times more successful at indentifying impaired drivers. The TSD requires that all officers participating in federally funded DUI taskforces be SFST certified. SFST courses consist of 16 hours of training in how to detect and test an impaired driver and how to file cases against the offender.

Drug Recognition Expert (DRE) and Advanced Roadside Impaired Driving Enforcement (ARIDE) programs are also funded by this task. These programs provide training to officers to better recognize drug impaired drivers. DRE certification courses are available to officers, which consist of nine days of classroom instruction in the areas of physiology, onset and duration of drug impairment, signs and symptoms of drugs, and the administration and interpretation of the twelve-step test used in the drug recognition process. ARIDE trainings also provide officers in drug impaired driving detection. This task will pay for a SFST/DRE coordinator to instruct trainings.

Task 5: Indiana Excise Police

405 Part 3/405 (d)	\$120,000
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Program Description: This task provides funds for the Indiana Excise Police’s alcohol countermeasure programs aimed at underage alcohol consumption and impaired driving. Coordinating the Cops in Shops (CIS), Stop Underage Drinking and Sales (SUDS), and bartender programs, the Excise Police take a proactive approach to reducing the sale of alcoholic beverages to persons under the age of 21 and over serving those who may drive impaired. Funding is also used to pay Excise Police officers for their investigative assistance in alcohol-related crashes, such as FACT call outs. This task also funds overtime enforcement during increased visibility patrols at concerts and tailgating events.

Task 6: Ignition Interlock Pilot

405 Part 3/405 (d)	\$30,000
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Program Description: This task provides funds for a pilot project to check the feasibility of Indiana having a more comprehensive and robust ignition interlock program for first time and repeat offenders. Four pilot counties, Grant, Tippecanoe, Monroe and Vigo have been identified as areas to test this pilot project. The goal is to use this pilot project as a springboard to help demonstrate the changes that could occur legislatively to improve the use and monitoring of ignition interlock offenders across the state to reduce DUI crashes and fatalities.

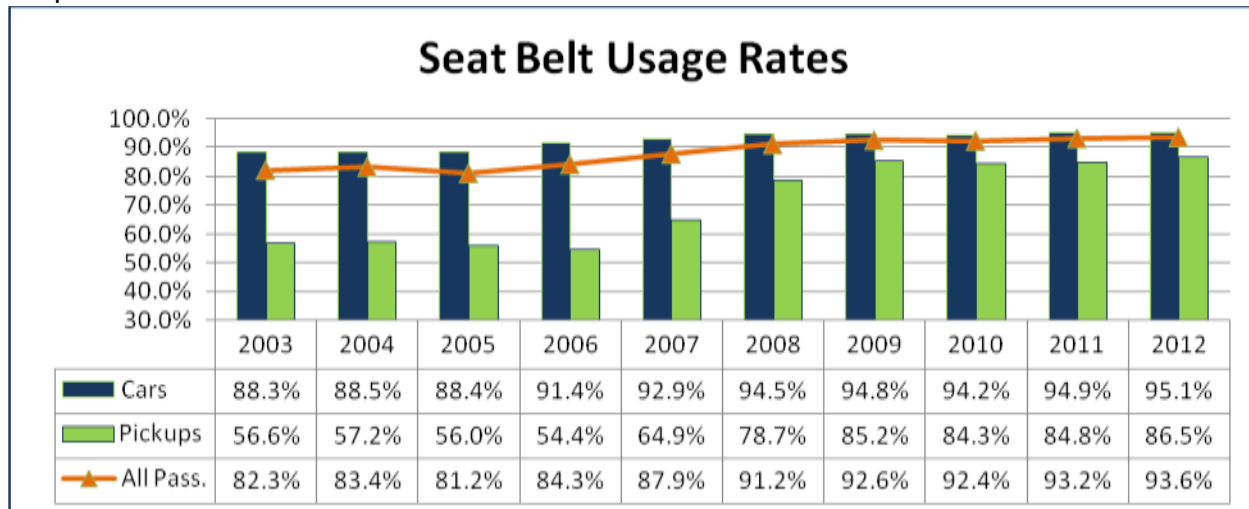
Impaired Driving Activities Program Summary
 405 Part 3/405 (d): \$1,840,000
 TOTAL: \$1,840,000

OCCUPANT PROTECTION

Problem Identification

The 2012 observational seat belt survey results show that over 95 percent of occupants in passenger vehicles wear their seat belts. Indiana’s passenger vehicle seat belt usage rate increased from a low of 62.1 percent in 2000 to 93.6 percent in 2012. From 2011 to 2012, there was an approximate two percent increase in pickup occupant seat belt usage from 84.8 percent to 86.5 percent respectively. This was a major factor in the increase in overall seat belt usage.³⁴ See Graph 7.

Graph 7



Source: Center for Road Safety

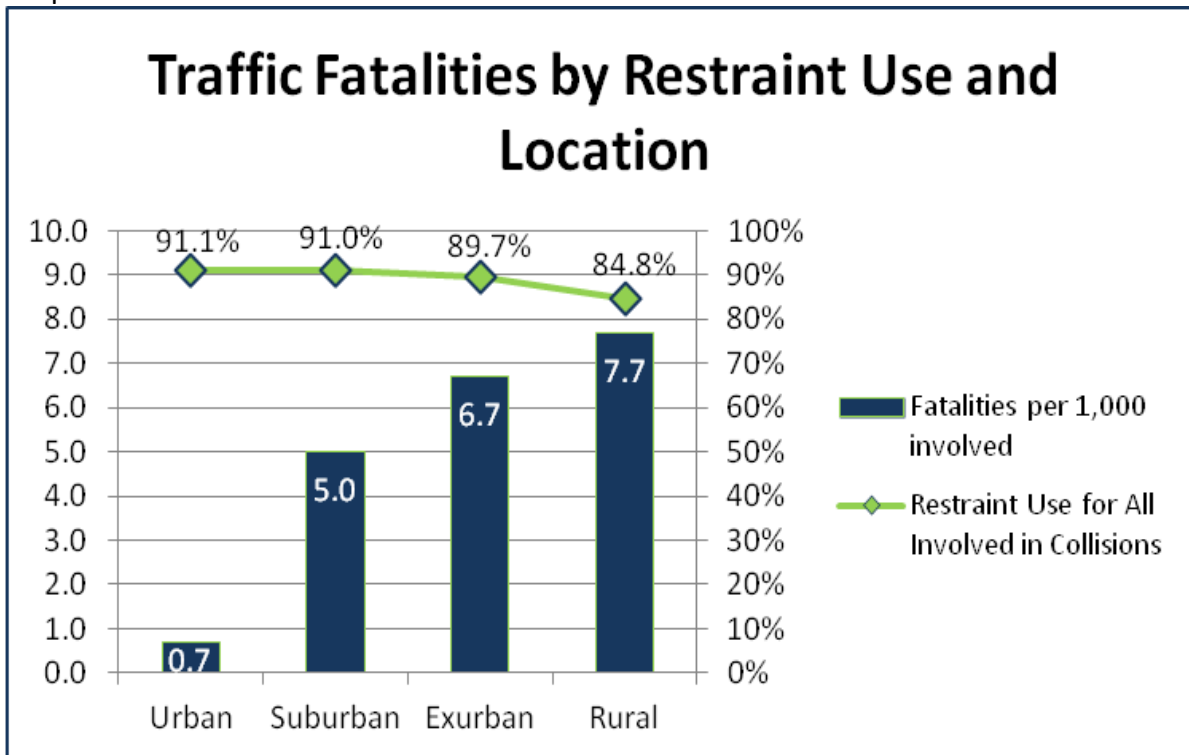
Research has shown that vehicle seating positions is linked with the rate of seat belt usage and the risk of injury for all vehicle occupants. The risk of serious injury was greater for all unrestrained passengers. In 2012,

³⁴ Purdue University Center for Road Safety. (2012). Indiana Safety Belt Observational Survey: June 2012 Survey Results. 1-11.

approximately 52 percent of drivers killed in a crash were not properly restrained and approximately 51 percent of individuals killed in the front passenger seat were not properly restrained. Unrestrained driver seat occupants were 4.4 times more likely and unrestrained passenger vehicle occupants in the farthest back (third row) position were 3.2 times more likely to suffer serious injuries than those unrestrained in the same positions.³⁵

The TSD seeks to continue increasing seat belt usage across the state, but research shows that efforts should be focused on certain demographics. Data shows that of those killed in 2012 collisions, restraint use was lowest in the 16 to 20, 21 to 24, and 35 to 44 age groups. Males are more likely than females of the same age group to be unrestrained. Additionally, males age 8-15 have represented the highest proportion of vehicle occupants that are unrestrained when in a collision from each year 2008-2012. Seat belt usage rates for all persons involved in collisions were lower in less densely populated locales, or exurban and rural, than in urban and suburban areas (see Graph 8). It also appears there are lower seat belt rates in southwestern counties than in other parts of the state.³⁶

Graph 8



³⁵ Sapp, Dona. (2013). *Indiana Traffic Safety Facts: Occupant Protection, 2012 data*. Indiana University-Purdue University, School of Public and Environmental Affairs, Center for Criminal Justice Research.

³⁶ Ibid.

Performance Measures

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

Goals

National goals have not been set for this priority program. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals. Please note that due to the passage of a law in 2008 requiring pickup drivers and passengers to wear seat belts, there was a large spike in seat belt usage rates for pickups and subsequently all passenger vehicles between 2008 and 2009. This has been taken into account when determining goals.

Short-term Goals

1. Reduce the number of unrestrained passenger vehicle fatalities from 206 in 2012 to 196 in 2014³⁷
2. Increase the observed seat belt usage rate for all vehicles from 93.6 percent in 2012 to 94.7 percent in 2014³⁸
3. Increase the observed seat belt usage rate for pickup truck occupants from 86.5 percent in 2012 to 87.2 percent in 2014³⁹

Long-term Goals

1. Reduce the number of unrestrained passenger vehicle fatalities to 193 in 2016⁴⁰
2. Increase the observed seat belt usage rate for all vehicles to 95.4 percent in 2016⁴¹
3. Increase the observed seat belt usage rate for pickup truck occupants to 88.1 percent in 2016⁴²

³⁷ Due to not having the 2012 NHTSA figure, the Center's figure was used but adjusted based on the average percentage difference between historical Center and NHTSA figures. This resulted in an estimated figure of 206 unrestrained passenger fatalities for 2012. Using 206 unrestrained passenger fatalities for 2012, the trend analysis results in a trend slope of $y = -13.6x + 256.6$ which is likely unsustainable. Removing the 2008 figure which is 24% higher than the 2009-2012 mean, the resulting slope is a more realistic $y = -1.6x + 207$. Short and long term goals were figured following this trend.

³⁸ Follows projected trend based on 2009-2012 data.

³⁹ Follows projected trend based on 2009-2012 data.

⁴⁰ Due to not having the 2012 NHTSA figure, the Center's figure was used but adjusted based on the average percentage difference between historical Center and NHTSA figures. This resulted in an estimated figure of 206 unrestrained passenger fatalities for 2012. Using 206 unrestrained passenger fatalities for 2012, the trend analysis results in a trend slope of $y = -13.6x + 256.6$ which is likely unsustainable. Removing the 2008 figure which is 24% higher than the 2009-2012 mean, the resulting slope is a more realistic $y = -1.6x + 207$. Short and long term goals were figured following this trend.

⁴¹ Follows projected trend based on 2009-2012 data.

⁴² Follows projected trend based on 2009-2012 data.

Project Descriptions

Task 1: Program Management

402	\$63,000
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Project Description: This task provides funds for the Occupant Protection Program Manager to coordinate and oversee occupant protection initiatives. Program Manager responsibilities include monitoring subgrantee compliance and performance, and promoting education and enforcement of occupant protection laws. Funds are used for the program manager’s salary, benefits and travel costs to conferences and trainings.

Task 2: Operation Pull Over (OPO) Enforcement

402	\$2,500,000
405 Part 1/405 (b)	\$100,000
Total	\$2,600,000

Project Description: This task provides funds for the OPO program, which is allocated to state and local law enforcement departments to conduct enhanced, high visibility enforcement during four blitz periods. Effective in FY 2013, the program formally known as the Big City/Big County enforcement grant merged into the OPO enforcement program, making OPO the primary seat belt enforcement program in Indiana. All agencies working in the program must work the national blitzes, Click It or Ticket and Drive Sober or Get Pulled Over, and two additional statewide blitzes occurring in November and March. At least 70 percent of grant funds must be expended during the blitz periods unless otherwise outlined and agreed to in their grant. The remaining 30 percent can be used outside of the blitz period, but must be used for seat belt enforcement activities. Subgrantees are required to conduct at least 40 percent of nighttime enforcement during the National Click It or Ticket campaign during nighttime hours and 30 percent during the Safe Family Travels and St. Patrick’s Day blitzes. Speed, school crossings, and other projects are not eligible. However, pedestrian and bicyclist safety projects may be considered under this task. DUI enforcement may be eligible if the subgrantee does not have a DUI Task Force Indiana grant, and impaired driving is the focus of the blitz that occurs during that quarter. Funding will be used to pay overtime for officers to work the blitzes.

Task 3: Rural Demonstration Project

405 Part 1/405 (b)	\$45,000
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Project Description: Starting as a pilot project in 2005, the RDP has shown substantial impacts on increasing seat belt usage rates in rural areas of the state. Due to the majority of unrestrained fatalities occurring in rural areas and the closing of the “truck plate” loophole in 2007, the TSD implemented this program in the weeks leading up to the Click It or Ticket campaign. This adds month long enforcement in 30 rural counties that show the greatest number of unrestrained fatalities and serious bodily injuries. Funds from this task will pay for officer overtime and paid media.

Occupant Protection Activities Program Summary

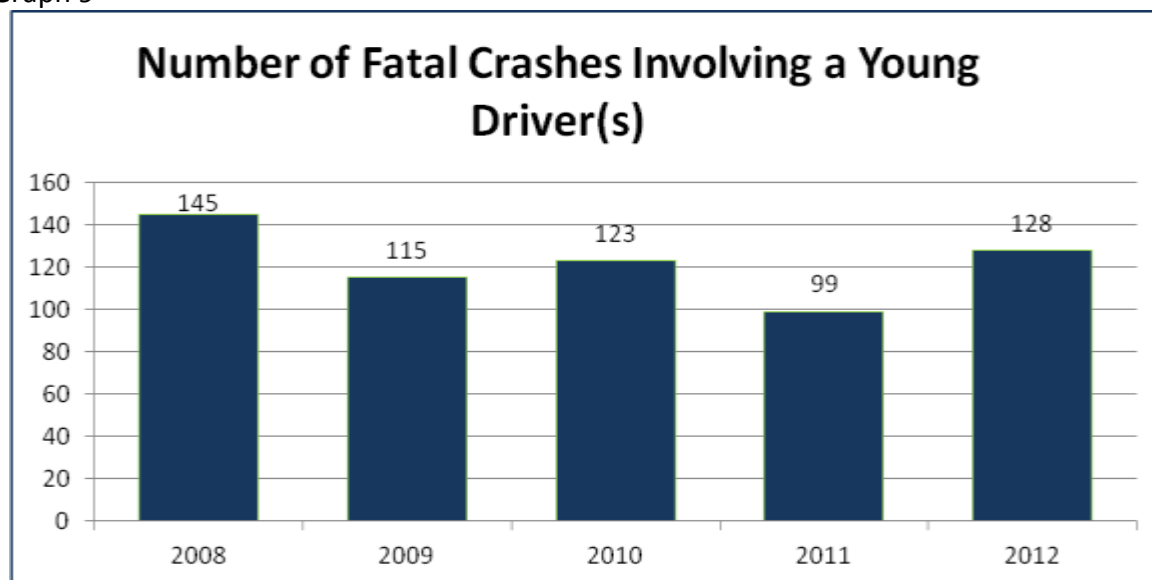
402: \$2,563,000
 405 Part 1/405 (b): \$145,000
 TOTAL: \$2,708,000

YOUNG DRIVERS

Problem Identification

The number of young drivers involved in fatal crashes decreased by 32 percent from 2008 to 2011, before a 28 percent increase from 2011 to 2012. Injuries to people involved in crashes involving young drivers decreased by nearly 16 percent since 2008. There was an 18 percent, 2 percent and 16 percent reduction in fatal, incapacitating, and non-incapacitating injuries, respectively, from 2008 to 2012. While there were decreases in all injury types for the most recent five-year period, 2012 saw increases from 2011 across all three injury categories.⁴³

Graph 9



Source: Center for Criminal Justice Research

The implementation of strengthened Graduated Driver Licensing (GDL) laws in 2009 and 2010 has caused the number of teen (age 15 to 17) drivers in collisions to decline approximately 29 percent between 2009 and 2012. The GDL law seeks to reduce the number of young driver collisions by building driving experience through supervision and reducing driver distractions, including young passengers, nighttime travel, and cell phone use. Since the prohibition of drivers under the age of 18 from using cell phones, there has been a sharp decline in the number of crashes.⁴⁴

Performance Measure

- Number of young drivers involved in fatal collisions

⁴³ Newby, Bill. (2013) *Indiana Traffic Safety Facts: Young Drivers, 2012 data*. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Criminal Justice Research.

⁴⁴ Ibid.

Goals

There are no national goals established for young drivers. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Short-term Goal

1. Decrease the number of young drivers involved in fatal collisions from 128 in 2012 to 115 in 2014⁴⁵

Long-term Goal

1. Decrease the number of young drivers involved in fatal collisions to 100 in 2016⁴⁶

Project Descriptions

Task 1: Indiana SADD

402	\$150,000
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Project Description: Funds from this task are allocated to a fulltime coordinator and program manager to implement statewide programs aimed at strengthening SADD programs at middle and high schools throughout the state. SADD focuses on reducing underage drinking and driving, increasing teen seat belt usage and reducing distracted driving hazards. SADD continues to establish chapters in middle and high schools where peer-to-peer training occurs to create local teen traffic safety advocates. Funds are also used to pay for travel and equipment costs for training and activities at over 150 schools throughout the state.

Task 2: Rule the Road Teen Driving Event

State Farm Funding	\$10,000
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Project Description: This task funds the TSD's collaborative efforts with law enforcement agencies, schools, and communities to improve teen driver safety. Young driver events, called Rule the Road, are held

throughout the state to provide teens with hands-on driving training with certified emergency vehicle operator instructors. These events also educate young drivers and their parents about the GDL law, basic car maintenance, seat belt safety, and dangers of distracted and impaired driving. This task will pay for materials, supplies, and overtime for officers used to conduct Rule the Road events that was received from a grant by State Farm..

Young Drivers Activities Program Summary

402: \$150,000

State Farm: \$10,000

TOTAL: \$160,000

⁴⁵ The 2014 goal is a 10% decrease from 2012 data, almost 6% below the 2008-2012 mean, and will match the second lowest annual figure over the past five years and is possible given the historical year to year changes.

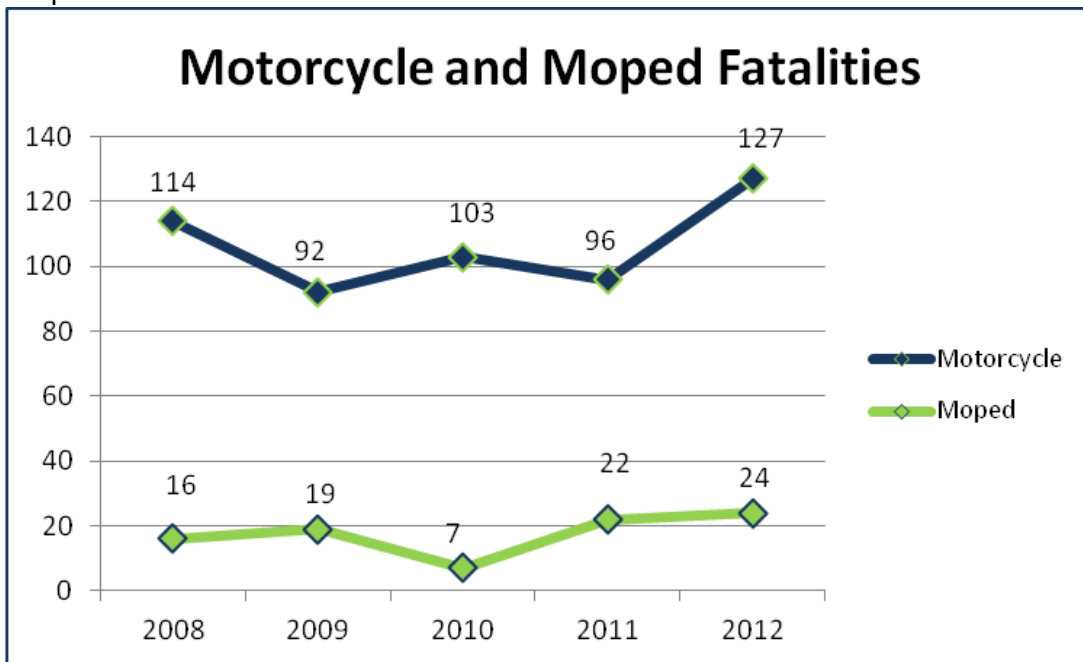
⁴⁶ Continues approach used for 2014 goal. 2016 goal is 18% below the 2008-2012 mean and is within one fatal crash of the low over 2008-2012.

MOTORCYCLES

Problem Identification

In 2012, there were 4,104 motorcycle collisions, a 15.6 percent increase from 2011. There were 151 motorcycle fatalities, of which 112 were motorcycle operators, 23 were moped operators, 15 were motorcycle passengers, and 1 was a moped passenger. The number of motorcycle and moped operator fatalities increased in 2012 by 20 and 2, respectively.⁴⁷ See Graph 10.

Graph 10



Source: Center for Criminal Justice Research

The number of motorcycle operators and passengers involved in collisions increased in 2012. The number of fatalities and injuries increased from 2011 to 2012 by 28 and 14 percent, respectively. In 2012, male operators had a lower injury rate than female operators. There were not any male passenger or female operator fatalities in 2012, but there was a 167% increase in the female passenger fatality rate from 2011 to 2012.⁴⁸

Indiana law does not require the use of helmets for riders over the age of 18. In 2012, 30.9 percent of motorcycle riders (3.1 percentage point decrease from 2011) and 9.4 percent of moped riders (7.9 percentage points increase from 2011) involved in a collision were wearing a helmet. Helmets were used 22 percent of

⁴⁷ Nunn, Samuel. (2013). *Indiana Traffic Safety Facts: Motorcycles, 2012 data*. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Criminal Justice Research.

⁴⁸ Ibid.

fatal motorcycle crashes and just over 4 percent of moped fatal crashes. Although it is required for those under the age of 18 to wear a helmet, nearly two-thirds of riders under the age of 16 were not wearing helmets at the time of a collision.⁴⁹

Performance Measures

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

Goals

The national goal is to reduce the expected rate of increase in motorcycle rider highway fatalities per 10,000 motorcycle registrations from 6.95 in 2008 to 7.06 by 2013. This goal is within reach as the 2012 figure for fatalities per 10,000 motorcycle registrations was 7.1.

The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Short-term Goals

1. Reduce the number of motorcycle fatalities from 151 in 2012 to 131 in 2014⁵⁰
2. Reduce the number of motorcycle operators involved in fatal collisions from 135 in 2012 to 120 in 2014⁵¹
3. Reduce the number of unhelmeted motorcycle fatalities from 116 in 2012 to 105 in 2014⁵²
4. Reduce the rate of motorcycle and moped fatalities per 10,000 motorcycle registrations from 6.65 in 2012 to 6.21 in 2014⁵³

Long-term Goals

1. Reduce the number of motorcycle fatalities to 115 in 2016⁵⁴

⁴⁹ Ibid.

⁵⁰ Goal of 131 is 9% lower than the projected 2014 figure of 144 and is within about 5.5% of 2008-2012 mean.

⁵¹ Reflects an 11% decrease from 2012 figure and is 11% lower than the projected 2014 figure. Goal brings 2014 figure to within 5% of 2008-2012 mean.

⁵² Due to not having the 2012 NHTSA figure, the Center's figure was used but adjusted based on the average percentage difference between historical Center and NHTSA figures. This resulted in an estimated figure of 116 unhelmeted motorcycle fatalities for 2012. Using 116 unrestrained passenger fatalities for 2012, the trend analysis results in a trend slope of $y=5.3x+79.7$. Using this figure, the 2014 goal is a 10% decrease from both the 2012 figure and the projected 2014 trend figure. Goal is nearly 10% higher than 2008-2012 mean.

⁵³ Reflects a 6.7% reduction from the 2012 figure and matches the currently projected 2014 figure.

2. Reduce the number of motorcycle operators involved in fatal collisions to 110 in 2016⁵⁵
3. Reduce the number of unhelmeted motorcycle fatalities to 95 in 2016⁵⁶
4. Reduce the rate of motorcycle and moped fatalities per 10,000 motorcycle registrations to 5.71 in 2016⁵⁷

Project Descriptions

Task 1: Media/Public Awareness Campaign for Motorcycles

405 Part 5/405 (f)	\$170,000	This task allocates funds for the purchase of televisions and radio media spots, production of printed materials, and participants with rider events to educate the public of motorcycle safety. Media messaging is also aimed at motorcycle riders to educate them about how to complete rider training courses and how to become properly licensed. Special media efforts will be conducted at various motorcycle events and rallies, including the Riley Miracle Ride, MotoGP, and Boogie. The TSD will continue its partnership with 2006 MotoGP Champion Nicky Hayden to educate the public about motorcycle safety. This task will pay for the purchase of television and radio media spots, billboards, production of printed materials, partnerships with rider events, and all other media related to motorcycle safety and awareness.
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Motorcycle Activities Program Summary

405 Part 5/405 (f): \$170,000

TOTAL: \$170,000

DANGEROUS DRIVING

Problem Identification

Dangerous driving is defined in Indiana as when a driver engages in aggressive driving, speeding, or disregarding a traffic control device. In 2012, dangerous driving contributed to 12 percent of traffic collisions and nearly 27 percent of fatal collisions. Dangerous driving collisions decreased three percent from 2011 to 2012. In 2012, there were 22,527 dangerous driving collisions, of which 193 were fatal.⁵⁸

Although more collisions and fatalities resulted from speed-related crashes than from aggressive driving or disregarding a traffic signal/device, the 16,608 speed-related crashes in 2012 is a decrease of 27 percent

⁵⁴ Reflects a 12% reduction from 2014 goal, is within 8% of the 2008-2012 mean, and is 7.5% lower than the 2016 trend projection based on 2008-2012 figures.

⁵⁵ Reflects a 8% reduction from the 2014 goal, is less than 1% more than the 2008-2012 mean, and is 21% lower than the 2016 trend projection based on 2008-2012 figures.

⁵⁶ Reflects a 9.5% reduction from the 2014 goal, aligns with the 2008-2012 mean, and is 25% lower than the 2016 trend projection based on 2008-2012 figures.

⁵⁷ Reflects a 5% reduction from 2014 goal and is nearly 4% lower than the 2008-2012 mean.

⁵⁸ Sapp, Dona. (2013). *Indiana Traffic Safety Facts: Dangerous Driving, 2012 data*. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Criminal Justice Research.

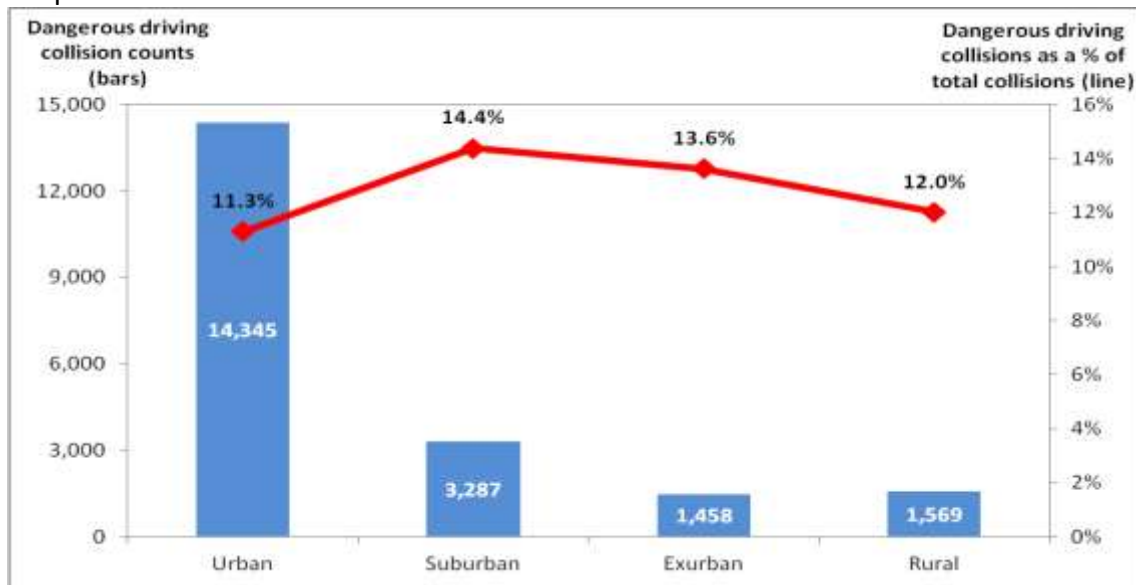
compared to the 22,820 speed-related crashes in 2008. There were 163 speed-related fatal collisions in 2012 resulting in 175 fatalities; a 22 percent decrease in speed-related crash fatalities compared to 2008.⁵⁹

Indiana statute states that aggressive driving applies when an investigating officer determines that a driver is engaged in at least three of the following: unsafe speed, speed too fast for weather conditions, failing to yield right of way, disregarding a traffic signal/sign, improper passing/turning/ lane usage, or following too closely. In 2012, there were 4,494 aggressive driving collisions which is a 4 percent increase from 2011. As a result of aggressive driving, there were 36 fatalities and 2,003 non-fatal injuries. The number of aggressive driving fatalities decreased by nearly 8 percent from 2011 to 2012.⁶⁰

Of the three dangerous driving categories, disregarding a traffic signal caused the fewest number of crashes, but more injuries resulted from disregarding a traffic signal than aggressive driving. There were 4,009 collisions were the result of a driver disregarding a signal in 2012. As a result, there were 23 fatalities and 2,674 non-fatal injuries.⁶¹

In 2012, drivers ages 15 to 20 were involved in a higher proportion of total collisions than any other age group. Males of all age groups were involved in collisions as a result of dangerous driving more than females. Over 8 percent of male drivers were found to be dangerously driving compared to nearly 6.5 percent of females. The largest number of dangerous driving collisions occurred in urban but the highest proportion of dangerous driving collisions as a proportion of locale specific total collisions occurred in suburban areas.⁶² See Graph 11.

Graph 11



Source: Center for Criminal Justice Research

⁵⁹ Ibid.

⁶⁰ Ibid.

⁶¹ Ibid.

⁶² Ibid.

Performance Measures

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

Goals

No national goals have been set for this priority area. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Short-term Goals

1. Reduce the number of speed-related fatalities from 175 in 2012 to 160 in 2014⁶³
2. Reduce the number of collisions caused by a vehicle that disregarded a traffic control device from 4,009 in 2012 to 3,800 in 2014⁶⁴

Long-term Goals

1. Reduce the number of speed-related fatalities to 145 in 2016⁶⁵
Reduce the number of collisions caused by a vehicle that disregarded a traffic control device to 3,700 in 2016⁶⁶

Project Descriptions

Task 1: Dangerous Driving Enforcement

402	\$200,000	Project Description: This task supports funding for officers to work overtime enforcement to combat dangerous driving in areas with high collision rates. Indiana crash data shows that a large number of collisions have been the result of dangerous driving, specifically speed-related crashes, aggressive driving, texting while driving and disregarding traffic signals. To lower the number of dangerous driving crashes, the TSD will fund overtime to officers who conduct saturation patrols and high visibility enforcement during the enforcement periods between the Click It or Ticket and Drive Sober or Get Pulled Over blitzes. These efforts will be located on roadways and intersections
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⁶³ 2008 figure was omitted when determining short and long term goals as it was 28.5% higher than the next highest figure from 2008-2012. 2014 goal reflects an 8.5% decrease from 2012, is 12% lower than the currently projected 2014 figure, but is still 2% higher than 2009-2012 mean.

⁶⁴ Due to the somewhat extreme nature of the 2008 figure when compared with the 2009-2012 figures it was omitted from goal calculations. 2014 goal is a decrease of 5% from 2012 figure, is approximately 5% lower than the currently projected 2014 figure, and is approximately 5% lower than 2009-2012 mean.

⁶⁵ If goal is achieved, it will match the lowest total 2009-2012. Goal is a 10% percent decrease from 2014 goal and is 25% below currently projected 2016 figure (using 2009-2012 data).

⁶⁶ Goal is approximately 6.5% lower than the lowest annual figure 2009-2012, is a decrease of 2.6% from 2014 goal, and is 7.5% lower than the currently projected figure for 2016.

in 20 counties that the TSD and Center determined as having a higher than average rate of collisions caused by dangerous driving behaviors. Enforcement conducted will be based on the problem identification developed by the subgrantee.

Dangerous Driving Activities Program Summary

402: \$200,000

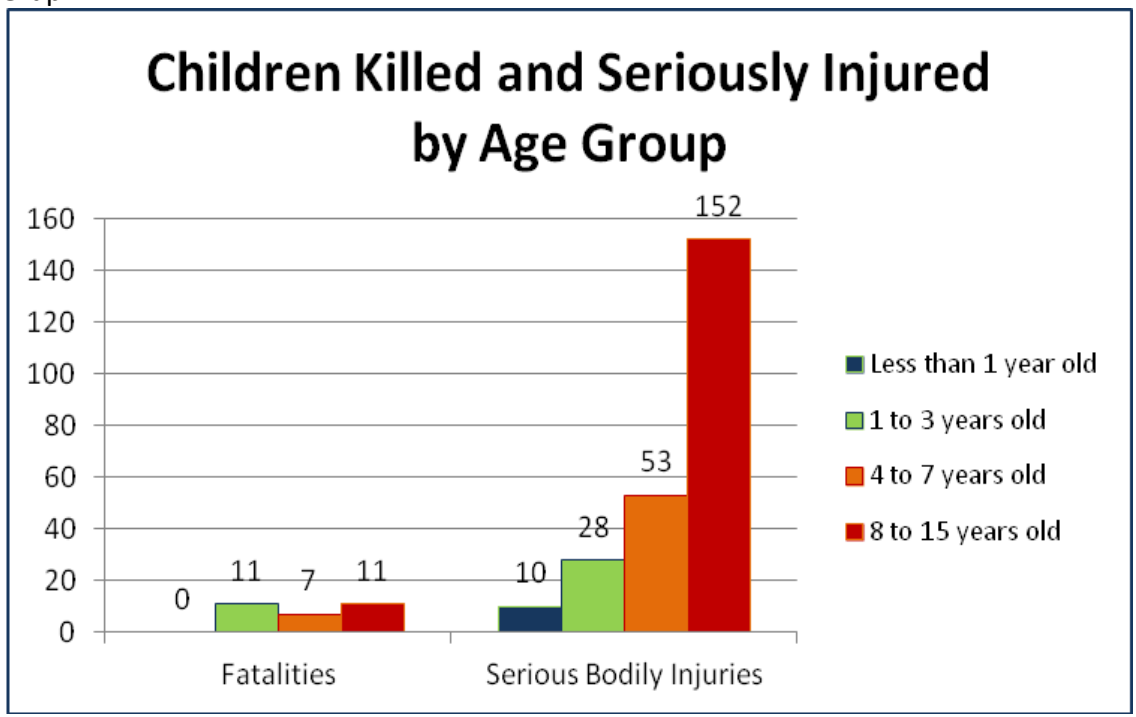
TOTAL: \$200,000

CHILDREN

Problem Identification

In 2012, 4,013 children were injured or killed in Indiana traffic collisions. There were 29 fatalities and 243 incapacitating injuries. The number of children killed in collisions in 2012 decreased by 19 percent from 2011, while the number of incapacitating injuries increased by nearly 24 percent. Data shows that the largest percent of serious bodily injuries and fatalities occurred in the 8 to 15 year old age range. In 2012, 38 percent of child traffic fatalities and 63 percent of child incapacitating injuries occurred in this age group. See Graph 12. Data showed that this age group also had the lowest percentage of restraint use (82.2 percent) of all children categories.⁶⁷

Graph 12



Source: Center for Criminal Justice Research

⁶⁷ Thelin, Rachel. (2013). Indiana Traffic Safety Facts: Children, 2012 data. Indiana University–Purdue University Indianapolis, School of Public and Environmental Affairs, Center for Criminal Justice Research.

Performance Measures

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

Goals

There are no national goals established for children. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Short-term Goals

1. Reduce the number of children ages 15 and younger killed in traffic collisions from 29 in 2012 to 25 in 2014⁶⁸
2. Reduce the number of serious bodily injuries from children ages 15 and younger from 243 in 2012 to 220 in 2014⁶⁹

Long-term Goals

1. Reduce the number of children ages 15 and younger killed in traffic collisions to 22 in 2016⁷⁰
2. Reduce the number of serious bodily injuries from children ages 15 and younger to 205 in 2016⁷¹

Project Descriptions

Task 1: Automotive Safety Program

2011	\$300,000
405 Part 1/405 (f)	\$550,000
Total	\$850,000

Project Description: This task funds Indiana University's Automotive Safety Program's child restraint public information and education programs. The conducts the following trainings:

- Programs for school-aged children
- NHTSA child safety seat technician and instructor trainings
- Child Passenger Safety (CPS) refresher courses for technicians

and instructors

- SAFE KIDS training and chapter establishment
- Trainings regarding the transportation of children with special health care needs

⁶⁸ Data from 2009-2012 was used to determine trends and mean. Data from 2008 was omitted as it was nearly 26% higher than the next highest annual figure from 2008-2012. 2014 goal is a 13.7% reduction from 2012 figure and is 24% lower than 2009-2012 mean.

⁶⁹ Goal is a 9% reduction from 2012 figure but is approximately 3% higher than the currently projected 2014 figure.

⁷⁰ Reflects a 12% reduction from 2014 goal, is 8% lower than currently projected 2016 figure, and is 33% below 2009-2012 mean.

⁷¹ Reflects a 6.8% reduction from 2014 goal, aligns with the currently projected 2016 figure, and is nearly 11% lower than the 2008-2012 mean.

This task also provides funding for car seat clinics and informational presentations to law enforcement agencies and caregivers about how to properly restrain children. ASP's Project LOVE will also be funded. This project allows for law enforcement officers to provide families with educational materials about proper use and installation of child restraints. If given a voucher, the parent can redeem the voucher for educational materials and a new car seat at the Permanent Fitting Station if deemed necessary.

Funding may also be used for car seat related items such as foam noodles and locking clips. ASP staff salary, benefits, and travel expenses to attend conferences will be funded by this task. Additionally, funding permanent fitting stations will provide a network of trained individuals throughout the state to advocate for child occupant protection. The ASP will hold regional trainings specifically for law enforcement officers to be trained as certified child passenger safety technicians. Funding will help cover class registration fees, lodging, and per diem.

Children Activities Program Summary

2011: \$300,000

405 Part 1/405 (f): \$550,000

TOTAL: \$850,000

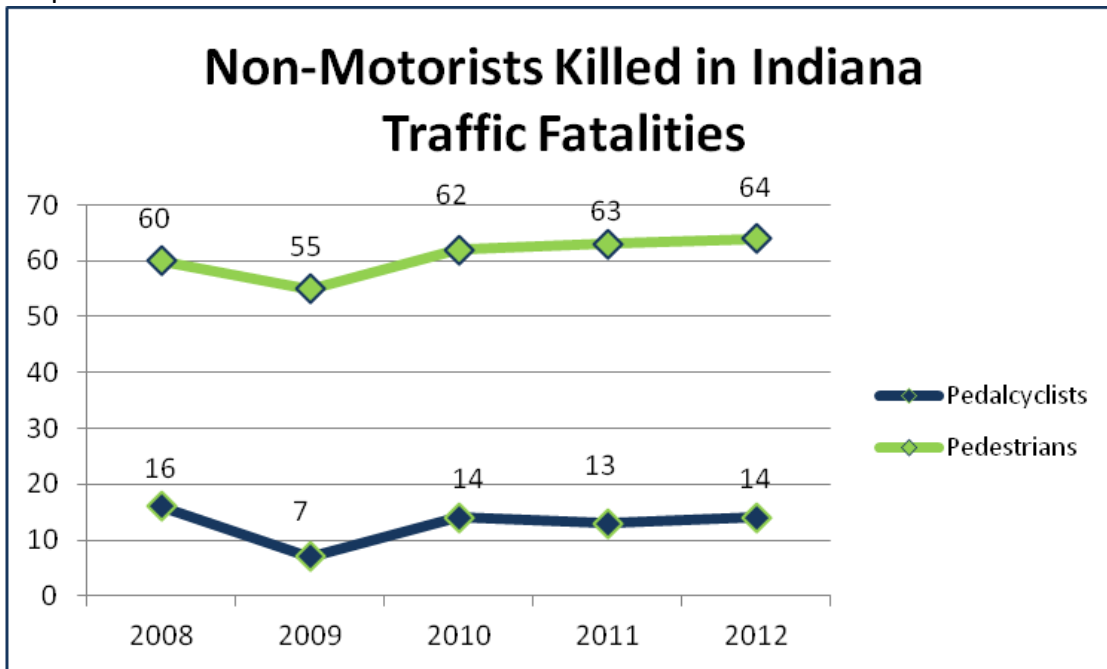
NON-MOTORISTS

Problem Identification

In 2012, there were a total of 78 non-motorists killed in Indiana traffic collisions, of which 64 were pedestrians and 14 were bicyclists. In 2012, there were 221 pedestrian and 97 bicyclist serious bodily injuries.⁷² See Graph 13.

⁷² Data was obtained from the Center for Criminal Justice Research in May 2013.

Graph 13



Source: Center for Criminal Justice Research

Performance Measures

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

Goals

There are no national goals established for pedestrians or pedalcyclists. The linear trend analysis of the most recent five year period was used to determine short- (2 year) and long-term (4 years) goals by utilizing the slope equation of the linear trend and projecting the data to the needed future year(s). This methodology was employed to determine the baseline for the short- and long-term goals. The goals were determined based upon the direction and slope of the five-year trend. Extremely high and low figures were also given special consideration when determining goals.

Short-term Goals

1. Reduce the number of pedestrians killed in traffic collisions from 64 in 2012 to 62 in 2014⁷³
2. Reduce the number of pedestrian serious bodily injuries from 221 in 2012 to 215 in 2014⁷⁴
3. Reduce the number of pedalcyclists killed in traffic collisions from 14 in 2012 to 12 in 2014⁷⁵

⁷³ Reflects a 3% reduction from the 2012 figure and is nearly 11% below the currently projected 2014 figure.

⁷⁴ Reflects a nearly 3% reduction from 2012 figure, is nearly a 10% decrease from currently projected 2014 figure and is 6% lower than the 2008-2012 mean. 2014 goal would be the second lowest figure from 2008-2012.

4. Reduce the number of pedalcyclist serious bodily injuries from 97 in 2012 to 90 in 2014⁷⁶

Long-term Goals

1. Reduce the number of pedestrians killed in traffic collisions to 59 in 2016⁷⁷
2. Reduce the number of pedestrian serious bodily injuries to 210 in 2016⁷⁸
3. Reduce the number of pedalcyclists killed in traffic collisions to 11 in 2016⁷⁹
4. Reduce the number of pedalcyclist serious bodily injuries to 82 in 2016⁸⁰

Project Descriptions

Task 1: Non-Motorists and Vulnerable Users

402	\$TBD	Program Description: According to the 2011 Indiana Crash Facts Publication, there were 80 non-motorists killed in collisions in the year 2011 (63 pedestrians, 13 pedal cyclists, and 4 animal drawn vehicle operators. In addition, 1,808 pedestrians and 956 pedal cyclists were involved in collisions. http://www.in.gov/cij/2572.htm
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The Traffic Safety Division of the Indiana Criminal Justice Institute will solicit proposals to address these fatalities and the numerous injuries that affect the vulnerable populations of non-motorists (pedestrians, pedal cyclists, and animal drawn vehicles) in FY 2014.

This task will potentially provide funding to proposals considered to be innovative, data driven that addresses a specific traffic safety concern. Educational efforts of the targeted population of these vulnerable users through earned media efforts are essential components of any proposal to address these traffic safety needs as well. The uses of local data, and a needs assessment will be required for any consideration. Awarded projects will be those that address traffic safety concerns that are not currently being addressed by TSD funding through OPO, DUI, or DDE. The TSD will encourage non-traditional, first time grantees, partnerships and/or non- profit organizations to apply. Funding out of the Section 402 funding from the Occupant Protection section will be utilized for funding of successful grant proposals. The HSP will be updated as needed to address this area.

⁷⁵ While only a 2 person reduction this represents a 14% reduction from 2012 figure, a nearly 12% reduction from the currently projected 2014 figure, and is 6% below the 2008-2012 mean.

⁷⁶ Reflects a 7% reduction from 2012 figure, is 18% lower than the currently projected 2014 figure, but is still 15% higher than the 2008-2012 mean.

⁷⁷ Reduction of 3 pedestrian fatalities represents a nearly 5% reduction from 2014 goal, is 16% lower than currently projected 2016 figure, and is nearly 3% lower than the 2008-2012 mean.

⁷⁸ Reflects a 2% reduction from the 2014 goal, is a nearly 13.5% reduction from the currently projected 2016 figure, and is 6% below the 2008-2012 mean.

⁷⁹ While only a 1 person reduction, this represents an 8% reduction from the 2014 goal, is 21% below the currently projected 2016 figure, and is 14% below the 2008-2012 mean.

⁸⁰ Reflects a nearly 9% reduction from 2014 goal, is 32.5% below currently projected 2016 figure, but is still 9% higher than the 2008-2012 mean.

Non-Motorists Activities Program Summary
 402: \$TBD
 TOTAL: \$TBD

PLANNING AND ADMINISTRATION

Project Descriptions

Task 1: State Highway Safety Office Planning and Administration

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

Project Description: This task funds the salaries and benefits of the TSD Director, Fiscal Manager, and Research Associate. Other ICJI employees, including the executive director, deputy director, and general counsel, will bill hours for their time working on TSD assignments. Operating costs such as office rent, equipment, supplies, and IT support for the OPO database will be supported by this task.

This task will also fund travel costs for staff to attend traffic safety-related conferences.

Planning and Administration Activities Program Summary
 402: \$523,333
 State: \$523,333
 TOTAL: \$1,046,666

POLICE TRAFFIC SERVICES

Project Descriptions

Task 1: Program Management

402	\$65,000
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Program Description: This task funds a TSD program manager to oversee the LEL, ASP, Excise Police, Indiana SADD, pedestrian, pedalcyclist, and teen driver programs. Salary, benefits, and travel costs will be paid for by this task.

Task 2: Statewide Traffic Safety Training

402	\$10,000
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Project Description: The TSD conducts annual traffic safety updates to inform subgrantees about upcoming grant solicitations and current crash trends. At these meetings, the TSD also seeks 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. Funding will pay for training facilities, travel costs, and training materials.

Task 3: Traffic Safety Incentive Awards & Ceremony

402	\$95,000
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Project Description: This task provides funds to host the annual OPO awards banquet. Each year the TSD recognizes subgrantees for their accomplishments during the previous grant period. Equipment grants will be awarded to top performing

agencies and traffic safety partnerships. Funding will be used for banquet facilities, food, beverages, speaker fees, and equipment awards.

Task 4: Indiana State Police

402	\$600,000
405 Part 3/405 (d)	\$600,000
406	\$50,465
Total	\$1,200,000

Project Description: This task provides funding to the ISP to enforce traffic safety laws. ISP officers will conduct saturation patrols and sobriety checkpoints to combat dangerous driving, seat belt violations, and impaired driving. The ISP is required to participate in all four OPO blitzes and must conduct at least 30 percent of their seat belt enforcement at night. The ISP will concentrate their efforts in areas of the state that have no or few agencies participating in ICJI traffic safety funded programs. The ISP will also participate in RDP. The 406 funds will be used for the purchase of crash data retrieval equipment for troopers in each region. Funding will be use to pay for law enforcement officers' salaries, training, and travel.

Police Traffic Services Activities Summary
 402: \$770,000
 405 Part 3/405 (d): \$600,000
 406: \$50,465
 TOTAL: \$1,420,465

COMMUNITY TRAFFIC SAFETY PROGRAMS

Project Descriptions

Task 1: Law Enforcement Liaison Program

402	\$540,000
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Program Description: This task provides funds for the salaries of the seven regional LELs. All seven LELs develop their own specific traffic safety plan for their region. The LELs are responsible for meeting with representatives from law enforcement agencies to assist in developing, administering and monitoring effective traffic safety programs and policies. Each year, the LELs monitor their assigned law enforcement agencies' compliance with state and federal guidelines. The LELs also help their assigned agencies with coordinating media events during the four blitz periods as well as pass out media kits to promote traffic safety messaging. This task pays for salaries, travel, lodging, and equipment associated with this program.

Task 2: Media Program Development and Management

402	\$668,000
405 Part 3/405 (d)	\$400,000
Total	\$1,068,000

Program Description: The TSD contracts with an advertising/public relations agency to develop 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 driving (texting) and child passenger safety.

Campaigns highlight local law enforcement efforts to help 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, communications staff and educational brochures for public distribution.

Task 3: Traffic Safety Resource Prosecutor

402	\$185,000
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Project Description: This task provides funds for Indiana’s Traffic Safety Resource Prosecutor (TSRP) to train law enforcement officers and prosecuting attorneys on effective methods of investigating and prosecuting traffic violators, with an emphasis on impaired driving. The TSRP holds multiple trainings throughout the year, requiring that each contains at least 20 attendees. The TSRP is available to officers and prosecutors for consultations regarding traffic offense cases. The TSRP also reviews proposed traffic safety legislation during the legislative session. This task will provide the TSRP’s salary, benefits, travel, and training costs.

Community Traffic Safety Activities Program Summary

402: \$1,393,000

410: \$400,000

TOTAL: \$1,793,000

TRAFFIC RECORDS IMPROVEMENT

Project Descriptions

Task 1: Program Management

405 Part 2/405 (c)	\$65,000
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Project Description: This task provides funds for the Traffic Records Coordinator who is responsible for managing Indiana’s crash records system, recruiting agencies to report crashes electronically, instituting initiatives to improve the timeliness and accuracy of crash records. The program coordinator utilizes the 2013 Indiana Crash Records assessment as a guide to improve data quality. The 2013 Indiana Crash Records assessment will be referenced until a new assessment is conducted. Each year the program coordinator follows a strategic timeline, which outlines when each improvement activity will be conducted. This task provides for the program managers salary, benefits, and travel costs to traffic record related conferences and training seminars.

Task 2: Traffic Records Improvement Projects

405 Part 2/405 (c)	\$521,000
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Project Description: This project provides funds to pay for server costs, training, and software necessary for the Indiana State Department of Health’s (ISDH) new EMS Data Registry programs web-based on-line reporting system. This system seeks to link data submitted by EMS providers into CODES. This project aligns Indiana EMS run reporting data with national NEMSIS requirements.

This task will also fund improvements made to the statewide health trauma database. This data includes intake and discharge data from hospitals regarding injuries resulting from traffic crashes. There are 142 acute-care hospitals in Indiana that ISDH staff will work with to get them all to submit trauma injury data into the registry. This task will pay for 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 (including training/travel, user group meetings, hardware/software upgrade costs for some hospitals, and the purchase of annual maintenance of software from selected vendors).

This task also funds the expansion of Indiana’s electronic citation system, eCWS. ICJI will allocate funding to JTAC to partner with local law enforcement agencies throughout the state to deploy the e-citation system. Citation data is then uploaded into JTAC’s Odyssey Case Management System, which can be accessed by the TSD and other state agencies.

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

405 Part 2/405 (c)	\$115,000	Project Description: This task funds data analysis conducted by Purdue University’s Center for Road Safety (CRS). The CRS will release two publications regarding crash, EMS, and hospital inpatient/outpatient databases. The CRS also analyzes results from the observational seat belt usage surveys. Funding is used for salaries, benefits, indirect costs, printing, and other administrative costs associated with this program.
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Task 4: Center for Criminal Justice Research (IUPUI)

402	\$350,000	Project Description: This fund supports services provided by the Center, 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: children, motorcycles, drivers, dangerous driving, occupant protection, child passenger safety, large trucks, light trucks, and alcohol. In addition, the Center publishes an annual crash fact book specific to Indiana. The TSD utilizes this information to help set performance measures and distributes it to subgrantees to incorporate in their grant applications. Funding from this task will pay for salaries, benefits, indirect costs, travel costs, printing, and administrative costs.
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Task 5: Racial Profiling Incentive Project

1906	\$375,000	Project Description: Funds will be 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 will be used to train representatives from the agencies on how to use the equipment.
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Traffic Records Improvement Activities Program Summary

- 405 Part 2: \$65,000
- 405 Part 2: \$521,000
- 405 Part 2: \$115,000
- 402: \$350,000
- 1906: \$375,000
- TOTAL: \$1,426,000

STRATEGIC COMMUNICATIONS PLAN

The ICJI's Communication Division's goal is to develop a yearlong communications plan that compliments programs in the areas of occupant protection, motorcycle safety and awareness, child passenger safety, young drivers, impaired driving, dangerous driving, and bicyclist and pedestrian safety. This goal will be best achieved through the development of core message strategies that support specific programmatic activities and by creating marketing support materials to supplement media messages. This strategic communications plan will outline how the TSD will achieve this goal by promoting initiatives that encourage Hoosiers to enact positive behavioral change as it relates to traffic safety. By targeting our communications efforts to targeted populations, the TSD will be better able to leverage resources, impact and engage audiences, and measure the effectiveness of its communications campaign.

Objectives

- To reduce the incidence of traffic collisions, injuries, and fatalities that result from impaired driving and motorcycle riding, speeding, non/improper restraint use, 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 targeted audiences by placing paid, statewide advertising buys in conjunction with earned media initiatives. These efforts will publicize statewide HVE efforts;
- To build and sustain awareness of key traffic safety initiatives between statewide advertising campaigns by supporting cause-marketing partnerships, which deliver to a large target audience during non-enforcement periods. The TSD seeks continued partnerships with organizations and individuals that the target audience deems credible.
- To plan and execute a series of communication activities which effectively convey the dangers and consequences of impaired, dangerous, and distracted driving behaviors. The TSD seeks to generate a steady stream of paid and earned media exposure needed to heighten levels of awareness and increase positive behavioral change.
- To implement an integrated calendar of paid and earned media events. To do this, the TSD will continue to collaborate with key partners to amplify key messages, expand its reach, and boost the interpersonal communication of the messages.

Key Messages and Target Audiences

Occupant Protection

Target Audiences

Primary – White males, 18 to 34 years old; male teens, ages 15 to 17

Secondary – Latino males, ages 18 to 34

Tertiary – African American males, ages 18 to 34

Key Messages

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

Motorcycle Safety and Awareness

Target Audiences

Primary – Young males, ages 18 to 24; males, ages 24-55

Key Messages

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

Child Passenger Safety

Target Audiences

Primary – Parents and caregivers who transport children up to age 13

Secondary – Latino parents

Tertiary – Burmese speaking immigrants

Key Messages

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

Young Driver Safety

Target Audiences

Primary – Teen drivers ages 15 to 20

Secondary – Parents of newly licensed drivers

Key Messages

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

Bicyclist and Pedestrian Safety

Target Audiences

Primary – All Hoosiers, particularly adults who use alternative forms of transportation

Key Messages

- Share the Road
- Walk Safe, Walk Smart

Dangerous and Distracted Driving

Target Audiences

Primary – All drivers ages 15 to 45

Key Messages

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

Impaired Driving and Riding

Target Audiences

Primary – While males, ages 25 to 54

Secondary – Young men, ages 21 to 24

Tertiary – Young women, ages 21 to 44

Key Messages

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

Paid Media

Serving as an important component in Indiana traffic safety communications strategy, paid media flights are planned for enforcement periods and special initiatives supported by the TSD.

FY2014 Paid Media Flights and Dates (tentative)

- Safe Family Travel (Blitz 77)
November 8 – December 1, 2013
- St. Patrick's Day (Blitz 78)
February 28 – March 23, 2014
- Put the Brakes on Distracted Driving
April 2014
- Motorcycle Safety and Awareness
Late April-early May 2014
- Click It or Ticket (Blitz 79)
May 9– June 1, 2014
- Dangerous Driving Enforcement
June – August 2014
- Drive Sober or Get Pulled Over (Blitz 80)
August 8– September 1, 2014

- Child Passenger Safety
September 14 – 20, 2014

Paid Media Strategy

In line with the communications strategy, the TSD will select only those advertising mediums that will most likely reach the defined target audience. New and traditional media forms will be used to spread traffic safety messages. New media forms, such as online banner advertisements directing people to traffic safety splash pages, will provide reinforcement messages that are promoted on traditional forms of media, such as television and radio. By doing this, the TSD will be able to accurately gauge the impact of its traffic safety messaging.

Paid Media Evaluation

The TSD uses several tools to properly measure media campaign effectiveness, including phone surveys, post buy reports, media monitoring, partnerships recap information, and web metrics.

Phone Surveys

Pre- and post-survey campaign surveys are conducted for the Click It or Ticket and Drive Sober or Get Pulled Over blitzes. These surveys seek to determine how familiar the Indiana public is with key traffic safety messaging, particularly those involving HVE activities.

Paid Media Post Buy Reports

Post buy reporting measures the reach of traditional media. Actual audience reach can be determined by the total GRPs achieved through the amount of air time purchased.

Media Monitoring

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

Partnership Recaps

To effectively reach target audiences, the TSD partners with several organizations, including the Indianapolis Indians and the Indianapolis Motor Speedway. At the conclusion of such partnerships, these groups provide a recap of the objectives met and deliverables received. Specifically, each recap provides the TSD with a clear measure of actual reach, audience engagement, and added value.

Web Metrics

The TSD uses Webtrends to track online presence through the state of Indiana's web portal. Using Web analytics track audience engagement in real-time, calculate the number of unique views to each webpage, and determine click-through rates on online advertising.

Earned Media

An earned media strategy is also critical in successfully implementing traffic safety communications efforts. Indiana’s highway safety earned media strategy works to inform audiences about enforcement activities and to educate audiences about traffic safety issues, enforcement, and initiatives.

While earned media is one way to generate public interest about traffic safety initiatives, on its own, it lacks the ability to change behavior. However, enforcement alone does not reach a wide enough audience segment to actually achieve messaging goals. Therefore, when possible, the TSD will create earned media opportunities that are coupled with enforcement activities.

The TSD created a year-round media plan that helps meet its communication objectives. The TSD in conjunction with the Communications Division will determine which earned media tools would be most appropriate for each campaign. These tools include:

- **Digital Media:** Through the use of the state’s web portal, in.gov, the TSD routinely provides feature content to both ICJI and State of Indiana homepages.
- **Media Correspondence:** News releases, media advisories, and press kits will be provided to key media sources across the state for all of the TSD’s communications efforts. Written communications will be provided in template form to LELs to allow for region-specific media opportunities.
- **Media Events:** When appropriate, media events will be held to generate interest in specified traffic safety initiatives.
- **Interviews and Speeches:** The TSD Director and LELs are routinely asked to publicly comment on various traffic safety topics. As a result, talking points are created for many media campaigns to help keep speakers on point and ensure a unified, statewide message.
- **Community Outreach:** The TSD is regularly asked to participate in community events around the state. When possible, the TSD, along with several of its subgrantees, will staff onsite booths, provide informational materials, or speak to audiences about the state’s many traffic safety initiatives.

COMMUNICATIONS CALENDAR

October 2013

Safe Halloween/Pedestrian Safety (October 26-31, 2013)

Earned Media Work Plan:

- Media correspondence
- Digital Media

National Teen Driver Safety Week (October 20-26, 2013)

Earned Media Work Plan:

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

Paid Partnerships

Indiana University/Purdue University Sports

Programmatic Area: Dangerous Driving; Impaired Driving

Messaging: Fans Don't Let Fans Drive Drunk (Football); Put the Brakes on Distracted Driving (Basketball)

Funding: \$79,740.00

Indiana and Purdue Universities allow the TSD to feature impaired driving and distracted driving messaging during game play, online and onsite. Students of both universities can also engage the participation of their peers to learn more about distracted driving through Facebook.

Star Media Group

Programmatic Area: All

Messaging: All

Funding: \$150,000

While Star Media places paid media for the TSD through Yahoo, Indystar.com, and its affiliate sites, the partnership provides the TSD with the ability to develop unique, state-specific creatives for both print and online use. Mobile messaging capabilities as well as app development are also a feature of this partnership.

The Children's Museum Haunted House

Programmatic Area: Child Passenger Safety

Messaging: Protecting Precious Cargo

Funding: \$25,000.00

In an effort to educate parents and caregivers on how to properly restrain their children in motor vehicles, the TSD will partner with the Indianapolis Children's Museum to promote child passenger safety at the Children's Museum Guild Haunted House. Deliverables include on-site signage, web mentions, and message inclusions on promotional materials. To further promote the importance of child passenger safety, the TSD will encourage parents to take part in a CPS clinic set up on location at the event.

November 2013

Safe Family Travel Enforcement (November 8 – December 1, 2013)

Paid Media Work Plan:

- Messaging: Drive Sober or Get Pulled Over/Click It or Ticket (English and Spanish)
- Budget: \$123,800
- Mediums: Outdoor, radio, and online

Earned Media Work Plan:

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

Other Significant Events

- Operation Pull Over Banquet (November 15, 2013)
 - Funding: \$30,000

Paid Partnerships

All Pro Dads

Programmatic Area: Dangerous Driving

Messaging: Put the Brakes on Distracted Driving

Funding: \$3,750

An event that promotes healthy relationships between fathers and their children, the All Pro Dads partnership allows the TSD to talk to parents and children directly about the dangers of distracted driving. The TSD partners with ICJI's Youth Division to staff a booth in the event's exposition area. Deliverables include web mentions and the inclusion of messaging in promotional materials.

December 2013

Winter Holidays

Earned Media Work Plan:

- Messaging: Friends Don't Let Friends Drive Drunk
- Media correspondence
- Digital media

New Year's Eve

Earned Media Work Plan:

Messaging: Drive Sober or Get Pulled Over

- Media correspondence
- Online advertising
- Digital media

January 2014

Safe Winter Travel

Earned Media Work Plan:

- Media correspondence
- Digital media

February 2014

Super Bowl 2014 (February 2, 2014)

Earned Media Work Plan:

Messaging: Fans Don't Let Fans Drive Drunk

- Media Correspondence
- Digital media

March 2014

St. Patrick's Day (February 28-March 23, 2014)

Paid Media Work Plan:

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

- Budget: \$150,000
- Mediums: Online, radio, and online

Earned Media Work Plan:

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

April 2014

Motorcycle Safety & Awareness

Paid Media Work Plan:

Messaging: Save a Life. Be Aware. Motorcycles Are Everywhere.

- Budget: \$90,000
- Mediums: Outdoor, radio, online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Media event

Safe Spring Break

Earned Media Work Plan:

- Media correspondence
- Digital media

Distracted Driving

Paid Media Work Plan:

Messaging: Put the Brakes on Distracted Driving

- Budget: \$100,000
- Mediums: Online

Earned Media Work Plan:

- Media correspondence
- Digital media
- Distracted driving brochure distribution

Rural Demonstration Project

Earned Media Work Plan:

- Media correspondence

- Digital media

Paid Partnerships

Indianapolis Indians

Programmatic Area: Impaired Driving

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

Funding: \$26,500

Digital billboard signage, sponsorship of stadium cup holders, and the designation of a Traffic Safety Night are part of this partnership. The TSD will officially kick off the state's 2014 Drive Sober or Get Pulled Over campaign during this event. To further support the impaired driving message at Indians games, promotional items will be selected to distribute to fans who attend the games the night of the enforcement kickoff.

May 2014

Click It or Ticket Enforcement (May9-June 1, 2014)

Paid Media Work Plan:

- Budget: \$75,000
- Mediums: Outdoor, radio, and online (English and Spanish)

Earned Media Work Plan:

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

Safe Graduation

Earned Media Work Plan:

- Media correspondence
- Digital media

National Bicycle Safety Month

Earned Media Work Plan:

- Media correspondence
- Digital media
- Message appropriate promotional item distributed through subgrantees and partnering organizations (i.e., bike lights or reflectors)
- *Ride Safe, Walk Smart* brochure distribution
- *Driver's in the Know; Rider's in the Know*

National Youth Traffic Safety Month

Earned Media Work Plan:

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

Paid Partnerships

Indianapolis Motor Speedway

Programmatic Area: Occupant Protection and Motorcycle Safety & Awareness

Messaging: Buckle Up, Trucks and Gear Up, Indiana

Funding: \$65,000

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

Riley Miracle Ride

Programmatic Area: Motorcycles

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

Funding: \$15,000

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

June 2014

Keep Kids Safe In and Around Cars

Earned Media Work Plan:

- Media correspondence (English and Spanish)
- Digital media
- Media event with message specific promotional item (4 Steps of Kids magnet)
- Keep Kids Safe In and Around Cars brochure distribution (English and Spanish)

July 2014

Dangerous Driving Enforcement (June 12-August 14, 2014)

Paid Media Work Plan:

- Budget: \$100,000
- Mediums: Outdoor, radio, and online

Earned Media Work Plan

- Media correspondence
- Digital media

Paid Partnerships

ABATE of Indiana

Events: The Boogie

Programmatic Area: Motorcycles

Funding: \$10,000

Messaging: None For the Road

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

Indiana Black Expo

Programmatic Area: Occupant Protection

Messaging: Click It or Ticket

Funding: \$200.00

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

August 2014

Drive Sober or Get Pulled Over Enforcement (August 8-September 1, 2014)

Paid Media Work Plan:

- Budget: \$90,000
- Mediums: Outdoor, radio, and online (English and Spanish)

Earned Media Work Plan:

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

Paid Partnerships

Indiana State Fair

Programmatic Area:

Messaging: Distracted Driving; Buckle Up, Trucks

Funding: \$7,000

The Indiana State Fair, the largest multi-day event in Indiana, expects more than 900,000 consumers to visit during its 17-day course. "One Text or Call Could Wreck It All" and "Trucks Don't Rock They Roll" messaging will saturate eight of the Fair's parking lots. Advertising mediums at the state fair will consist of parking lot signage, shuttle signage and an exhibitor's table to raise awareness of traffic safety messaging. Public safety messages promoted will include: "One Text or Call Could Wreck It All" and "Trucks Don't Rock They Roll".

Through this partnership, the TSD has the opportunity to raise awareness of Indiana's ban on texting and driving, educate the public and positively impact social behaviors of their target audience. Additionally, the TSD will have an opportunity to directly interface with attendees to hand out educational materials and give demonstrations on the driving simulator on the dangers of unsafe driving habits.

September 2014

Child Passenger Safety Week (September 14-20, 2014)

Paid Media Work Plan:

Messaging: Protecting Precious Cargo

- Budget: \$85,000
- Mediums: Radio, online

Earned Media Work Plan:

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

COMMUNICATIONS BUDGET

Table 2. Communications Budget

Project	402	405 Part 3 Impaired Driving	405 Part 5 Motorcycle
Staff Salaries (Communications work)	\$25,630		
Special Projects & Productions	\$15,180		
Operation Pullover Banquet (November 2013)	\$30,000		
Blitz 77 Paid Media Radio/TV <i>Safe Family Travel</i> (November 2013)	\$50,000	\$73,800	
Blitz 78 Paid Media Radio/TV <i>St. Patrick's Day</i> (March 2014)	\$100,000	\$50,000	
Blitz 79 Paid Media Radio/TV <i>Click It or Ticket</i> (May 2014)	\$75,000		
Blitz 80 Paid Media Radio/TV <i>Drive Sober or Get Pulled Over</i> (August 2014)	\$10,000	\$45,000	\$35,000
Dangerous Driving Paid Media Radio/TV (July 2014)	\$100,000		
Motorcycle Safety & Awareness Paid Media Radio/TV (April 2014)			\$90,000
Child Passenger Safety Paid Media Radio/TV (September 2014)	\$85,000		
Learfield Sports (IU and Purdue) Partnership Impaired and Distracted Driving	\$29,740	\$50,000	
Riley Miracle Ride Partnership Motorcycles			\$15,000
ABATE Partnership (Boogie) Motorcycles			\$10,000
The Children's Museum Partnership Child Passenger Safety	\$25,000		
Indianapolis Indians Partnership Impaired Driving	\$1,500	\$20,000	\$5,000
Star Media Partnership All Areas- Occupant Protection, Young Drivers, Motorcycles, Impaired Driving, Distracted Driving, <i>Digital, Mobile, and Social Media</i>	\$20,000	\$120,000	\$10,000
All Pro Dads Partnership Dangerous Driving	\$3,750		
Indianapolis Motor Speedway Partnership Occupant Protection, Motorcycles, Impaired Driving	\$30,000	\$30,000	\$5,000
Indiana Black Expo Partnership	\$200		
Indiana State Fair Partnership	\$7,000		
Pre and Post Telephone Surveys <i>Click It or Ticket</i>	\$35,600		
Pre and Post Telephone Surveys <i>Drive Sober or Get Pulled Over</i>	\$24,400	\$11,200	
Total Expenditures	\$668,000	\$400,000	\$170,000

FISCAL SUMMARY

Table 3. Program Cost Summary

	2014	406	402	405 Part 3 / 405 (d)		405 Part 1 / 405 (b)	405 Part 5 / 405 (f)	405 Part 2 / 405 (c)	405 Pt. 4 Distracted	Total	State	Total
	Budget	Primary Seat Belt	General	410 Impaired Driving	2011 Child Pass	405 Seat Belts	2010 Motorcycle	408 Traffic Records	1906 Profiling	Fed.Funds	Hard Match	Federal & State
Planning and Administrative (P&A)												
Planning & Administration-Federal	523,333	0	523,333	0	0	0	0	0	0	523,333	0	523,333
Planning & Administration-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		63,000	0	63,000
Automotive Safety Program	850,000	0	0	0	300,000	550,000	0	0		850,000	0	850,000
Seat Belt Enforcement (OPO)/Peds/Bikes	2,600,000		2,500,000	0	0	100,000	0	0		2,600,000	0	2,600,000
Rural Demonstration Project (RDP)	45,000	0	0	0	0	45,000	0	0		45,000	0	45,000
Sub-total Occ Protection	3,558,000	0	2,563,000	0	300,000	695,000	0	0		3,558,000	0	3,558,000
Section III: Alcohol												
Program Management	65,000	0	0	65,000	0	0	0	0		65,000	0	65,000
FACT Teams/Trainings	75,000	0	0	75,000	0	0	0	0		75,000	0	75,000
Enforcement (DUI Task Force)	1,370,000	0	0	1,370,000	0	0	0	0		1,370,000	0	1,370,000
Ignition Interlock Pilot	30,000			30,000						30,000		30,000
Law Enforcement Training Board (SFST/DRE)	180,000		0	180,000	0	0	0	0		180,000	0	180,000
Traffic Safety Resource Prosecutor	185,000		185,000	0	0	0	0	0		185,000	0	185,000
Excise Police	120,000		0	120,000	0	0	0	0		120,000	0	120,000
SADD	150,000		150,000	0	0	0	0	0		150,000	0	150,000
Sub-total Alcohol	2,175,000	0	335,000	1,840,000	0	0	0	0		2,175,000	0	2,175,000
Section IV: PTS												
Program Management	65,000		65,000	0	0	0	0	0		65,000	0	65,000
Statewide Training	10,000	0	10,000	0	0	0	0	0		10,000	0	10,000
OPO Awards Banquet	95,000		95,000	0	0	0	0	0		95,000	0	95,000
Indiana State Police	1,250,465	50,465	600,000	600,000	0	0	0	0		1,250,465	0	1,250,465
Sub-total PTS	1,420,465	50,465	770,000	600,000	0	0	0	0		1,420,465	0	1,420,465
Section V: Community TS												
LEL Program	540,000		540,000	0	0	0	0	0		540,000	0	540,000
Media / Communications Division	1,068,000		668,000	400,000	0			0		1,068,000	0	1,068,000
Sub-total Community TS	1,608,000	0	1,208,000	400,000	0	0	0	0		1,608,000	0	1,608,000
Section VI: Traffic Records/ Research												
Program Management	65,000	0	0	0	0	0	0	65,000		65,000	0	65,000
Indiana University Center	350,000		350,000	0	0	0	0	0		350,000	0	350,000
Purdue University/ CODES	115,000		0	0	0	0	0	115,000		115,000	0	115,000
Traffic Records Improvements	521,000	0	0	0	0	0	0	521,000		521,000	0	521,000
Racial Profiling Grant	375,000	0	0	0	0	0	0	0	375,000	375,000	0	375,000
Sub-total Traffic Records	1,426,000	0	350,000	0	0	0	0	701,000	375,000	1,426,000	0	1,426,000
Section VII: Motorcycles												
Media / Public Awareness Campaign	170,000	0	0	0	0	0	170,000	0		170,000	0	170,000
Sub-total Motorcycles	170,000	0	0	0	0	0	170,000	0		170,000	0	170,000
Section VIII: Dangerous Driving												
Dangerous Driving/ Texting	200,000	0	200,000	0	0	0	0	0		200,000	0	200,000
Sub-total Dangerous Driving	200,000	0	200,000	0	0	0	0	0		200,000	0	200,000
Total 2014 Budget Expenditures	11,604,131	50,465	5,949,333	2,840,000	300,000	695,000	170,000	701,000	375,000	11,080,798	523,333	11,604,131

Chart 1. Percentage Funding by Program Area

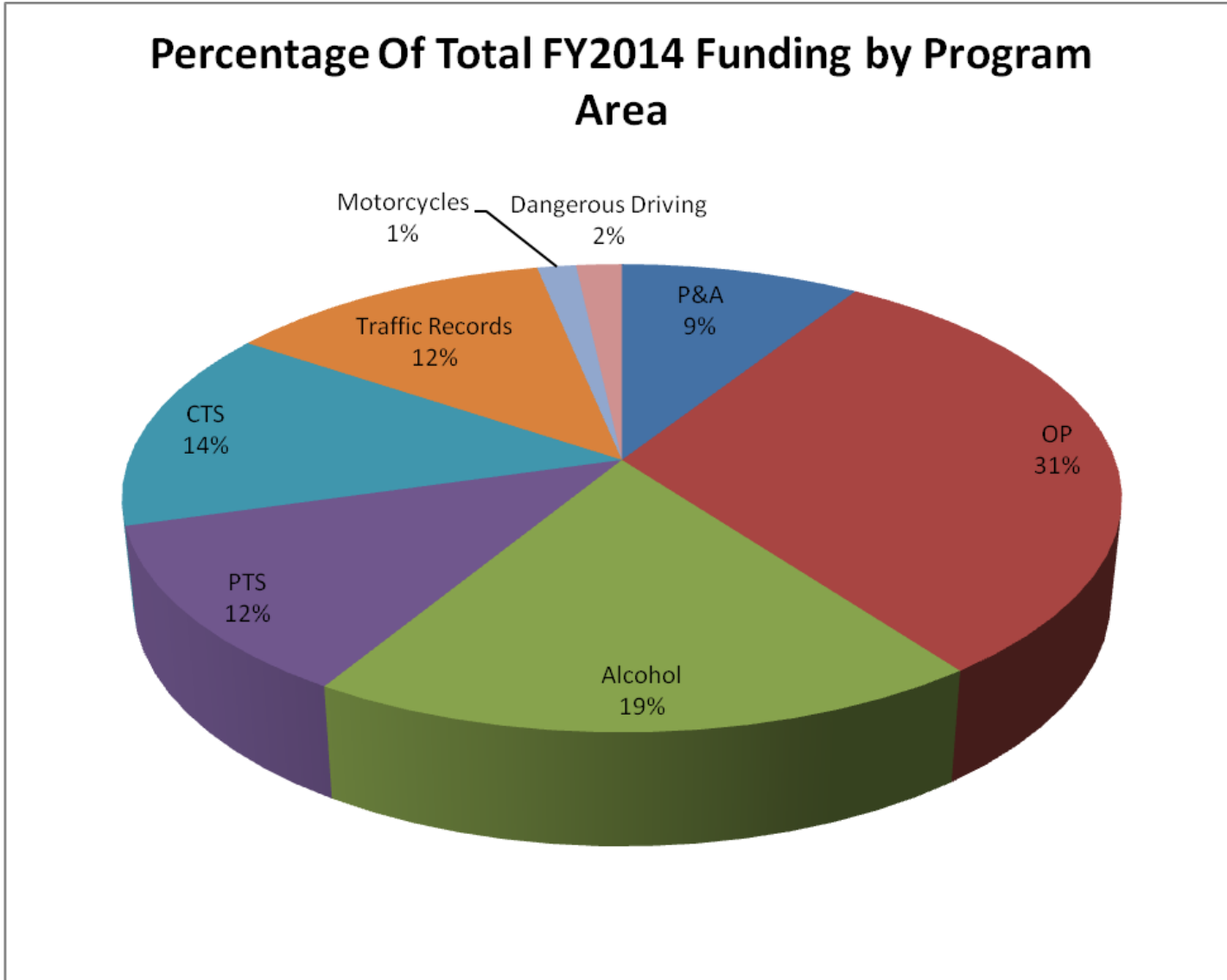


Table 4. Fiscal Summary

<i>Updated Fund Name</i>	<i>406</i>	<i>402</i>	<i>405 Part 3 / 405 (d)</i>	<i>2011</i>	<i>405 Part 1 / 405 (b)</i>	<i>405 Part 5 / 405 (f)</i>	<i>405 Part 2 / 405 (c)</i>	<i>405 Part 4 - Distracted</i>	<i>Match</i>	<i>Total</i>
<i>Previous Fund Name</i>	<i>Primary Seat Belt</i>	<i>402</i>	<i>410</i>	<i>2011</i>	<i>405</i>	<i>2010</i>	<i>408</i>	<i>1906</i>		
P&A		\$523,333							\$523,333	\$1,046,666
OP		\$2,563,000		\$300,000	\$695,000					\$3,558,000
Alcohol		\$335,000	\$1,840,000							\$2,175,000
PTS		\$770,000	\$600,000							\$1,370,000
CTS		\$1,208,000	\$400,000							\$1,608,000
Traffic Records		\$350,000					\$701,000	\$375,000		\$1,426,000
Motorcycles						\$170,000				\$170,000
Dangerous Driving		\$200,000								\$200,000
Total	\$0	\$5,949,333	\$2,840,000	\$300,000	\$695,000	\$170,000	\$701,000	\$375,000	\$523,333	\$11,553,666

PERFORMANCE REPORT DATA

Table 5. Performance Report Data

Goals and performance measures†	MOST RECENT FIGURES (2012)~	2012 GOALS**	GOALS		HISTORICAL				Annualized rates of change	
			Short term (2014)	Long term (2016)	2011	2010	2009	2008	2011-12	2008-12
Goal: Reduce total fatalities										
Count of fatalities	779	722	749	744	749	754	692	815	4.0%	-1.1%
Rate per 100K population	11.92	11.02	11.63	11.34	11.49	11.63	10.71	12.69	3.7%	-1.6%
Rate per 100M vehicle miles travelled (VMT)	1.02	0.90	0.98	0.96	0.98	1.00	0.90	1.15	4.0%	-3.0%
BY CRASH LOCALITY										
Count of fatalities in URBAN areas	283	N/A	266	257	279	292	243	324	1.4%	-3.3%
Rate per 10k involved in collisions	13.03	N/A	13.00	12.87	13.10	13.95	11.65	14.49	-0.5%	-2.6%
Count of fatalities in SUBURBAN areas	219	N/A	201	192	189	140	193	201	15.9%	2.2%
Rate per 10k involved in collisions	64.46	N/A	62.37	60.50	56.14	44.67	59.76	54.60	14.8%	4.2%
Count of fatalities in EXURBAN areas	109	N/A	104	99	108	128	101	116	0.9%	-1.5%
Rate per 10k involved in collisions	74.05	N/A	72.63	71.18	74.72	94.84	70.15	71.62	-0.9%	0.8%
Count of fatalities in RURAL areas	154	N/A	143	131	135	123	129	152	14.1%	0.3%
Rate per 10k involved in collisions	88.07	N/A	83.82	81.00	79.93	79.34	78.59	81.47	10.2%	2.0%
Goal: Reduce serious bodily injuries (SBIs)										
Count of SBIs	3,810	3,357	3,550	3,352	3,405	3,443	3,179	3,382	11.9%	3.0%
Rate per 100K population	58.28	51.40	55.00	52.50	52.25	53.10	49.22	52.64	11.5%	2.6%
Rate per 100M VMT	4.98	4.17	4.70	4.50	4.45	4.54	4.15	4.77	11.9%	1.1%
Goal: Reduce alcohol involvement in crashes										
Count of fatalities that involve an impaired driver (any vehicle)	158	122	185	180	140	135	127	173	12.9%	-2.2%
Percent of all fatalities	20.3%	17.6%	23.0%	21.0%	18.7%	17.9%	18.4%	21.2%	8.5%	-1.1%
Rate per 100M VMT	0.21	0.16	0.23	0.21	0.18	0.18	0.17	0.24	12.9%	-4.1%
Count of fatalities that involve an impaired motorcycle operator	36	21	30	26	40	25	22	28	-10.0%	6.5%
Goal: Increase safety belt usage										
Count of unrestrained occupants of passenger vehicles killed	269	187	196	193	260	287	258	332	3.5%	-5.1%
Observed usage rate for occupants of all passenger vehicles	93.6%	94.1%	94.7%	95.4%	93.2%	92.4%	92.6%	91.2%	0.4%	0.7%
Observed usage rate for occupants of pickup trucks	86.5%	86.5%	87.2%	88.1%	84.8%	84.3%	85.2%	78.7%	2.0%	2.4%
Goal: Reduce involvement of young drivers in fatal crashes										
Count of drivers aged 15 to 20 in fatal crashes	128	118	115	100	100	123	116	142	28.0%	-2.6%
Goal: Reduce motorcyclist fatalities										
Count of motorcycle and moped rider fatalities	151	144	131	115	118	110	111	130	28.0%	3.8%
Count of motorcycle and moped operators involved in fatal crashes	149	110	135	110	121	112	118	127	23.1%	4.1%
Rate per 10K registrations	6.65	4.68	6.21	5.59	5.63	5.36	5.82	6.21	18.1%	1.7%
Count of unhelmeted motorcycle fatalities	122	84	105	95	100	92	90	99	22.0%	5.4%
Goal: Reduce the incidence of dangerous driving in crashes										
Count of speed-related fatalities	175	138	160	145	150	145	158	225	16.7%	-6.1%
Count of total crashes involving a driver disregarding a signal	4,009	3,931	3,800	3,700	3,955	4,011	3,983	4,343	1.4%	-2.0%
Goal: Reduce fatalities and SBIs for children										
Count of children aged 15 and under killed	30	30	25	22	38	33	35	47	-21.1%	-10.6%
Count of children with SBIs	248	223	220	205	198	235	235	249	25.3%	-0.1%
Goal: Reduce non-motorist fatalities and SBIs										
Count of pedestrian fatalities	64	59	62	59	63	62	55	60	1.6%	1.6%
Count of pedestrian SBIs	221	246	215	210	238	251	211	223	-7.1%	-0.2%
Count of pedalcyclist fatalities	14	13	12	11	13	14	7	16	7.7%	-3.3%
Count of pedalcyclist SBIs	97	79	90	82	82	81	64	66	18.3%	10.1%

†Serious bodily injury is classified as an incapacitating injury in the crash database.

‡2012 goals as stated in the FY2012 Indiana's Annual Traffic Safety Report.

*Due to variations in data sources, data quality, and calculations, the 2012 goals as specified in the FY2012 Indiana's Annual Traffic Safety Report may not align with historical annual figures.

~"Most Recent Figures (2012)" do not match many 2012 figures listed in the FY2012 Indiana's Annual Traffic Safety Report as the annual report's figures were current as of December 19, 2012 due to annual report deadlines.

"N/A" denotes a metric without a specified 2012 goal in the FY2012 Indiana's Annual Traffic Safety Report.

Sources: Indiana State Police; Indiana Criminal Justice Institute; US Census Bureau; Federal Highway Administration; Indiana Bureau of Motor Vehicles

STATE CERTIFICATIONS AND ASSURANCES

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

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

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

Certifications and Assurances

Section 402 Requirements (as amended by Pub. L. 112-141)

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 percent 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 and high-visibility law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources,
- Coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan as defined in section 148(a). (23 USC 402 (b)(1)(F));

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(j)).

Other Federal Requirements

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

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

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

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

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

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

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

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

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

(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 OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as

amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

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

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 1. The dangers of drug abuse in the workplace.
 2. The grantee's policy of maintaining a drug-free workplace.
 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 - 1. Abide by the terms of the statement.
 - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
 - 1. Taking appropriate personnel action against such an employee, up to and including termination.
 - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

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

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

POLITICAL ACTIVITY (HATCH ACT).

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

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

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

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

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

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

5. The terms COVERED TRANSACTION, DEBARRED, SUSPENDED, INELIGIBLE, LOWER TIER COVERED TRANSACTION, PARTICIPANT, PERSON, PRIMARY COVERED TRANSACTION, PRINCIPAL, PROPOSAL, AND VOLUNTARILY EXCLUDED, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

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

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency

entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

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

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

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

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS-PRIMARY COVERED TRANSACTIONS

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

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

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

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

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

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

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to whom this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms COVERED TRANSACTION, DEBARRED, SUSPENDED, INELIGIBLE, LOWER TIER COVERED TRANSACTION, PARTICIPANT, PERSON, PRIMARY COVERED TRANSACTION, PRINCIPAL, PROPOSAL, AND VOLUNTARILY EXCLUDED, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the

covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

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

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

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION -- LOWER TIER COVERED TRANSACTIONS:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

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 crashes 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).

Christina F. Trexler

Governor's Representative for Highway Safety

6/26/2013

Date

State of Indiana

Highway Safety Plan for Fiscal Year 2014