

State of Indiana
FY 2014
Traffic Safety
Annual Report

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Introduction

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

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

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

ICJI's traffic area consists of a Division Director who coordinates the efforts of the support staff including an Impaired Driving Program Manager, Motorcycle Safety and Traffic Records Coordinator, Traffic Safety Research Associate, Traffic Services Program Manager, Program and Law Enforcement Liaison Coordinator, and seven Law Enforcement Liaisons (LELs) located regionally across Indiana. ICJI utilizes its Statistical Analysis Center (SAC) and works closely with the Indiana State Budget Agency. ICJI also utilizes the resources and expertise of the Public Policy Institute within the Indiana University-Purdue University of Indianapolis' School of Public and Environmental Affairs (PPI), the Center for Road Safety (CRS) located at Purdue University, the Governor's Council on Impaired and Dangerous Driving (Council) and the Traffic Records Coordinating Committee (TRCC).

ICJI promotes traffic safety initiatives on state and local roadways through the implementation of a comprehensive HSP. The HSP describes the projects and activities planned to help ICJI reach national and state traffic safety targets in areas identified for priority programs. The Annual Report (AR) is an account of the previous fiscal year's activities and accomplishments in response to the targets set forth in the HSP. The performance plan explains the evaluation process and whether the targets were reached. Each program report section details the targets and achievements, project details, media activities and evaluation (where applicable) for each program area. This is followed by sections on program funding, LEL highlights and finally the fiscal and legislative summaries. Our target is to not only illustrate the activities of FY 2013 to those outside of ICJI, but also that this document is utilized internally as a tool for reflection and help to stimulate ideas and improvements that can be made in FY 2014 and years to come.

Performance Measures and Targets

Figure 1: Performance Targets and Current Figures

ANNUAL STATISTICS FOR TRAFFIC SAFETY PERFORMANCE MEASURES														
Outcome Measure	Annual Figures										Targets	Data Source 2006-2012	Data Source 2013	Data Source 2014
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014 ^A				
C-1	Traffic Fatalities	902	898	820	693	754	751	779	784	707	749	FARS	FARS	FARS - Projected
C-2	Incapacitating Injuries	3,807	3,661	3,382	3,179	3,443	3,405	3,810	3,443	4,615**	3,550	PPI	PPI	ARIES - Projected
C-3	Fatalities Per 100 Million Vehicle Miles Traveled	1.27	1.23	1.11	0.90	1.00	0.98	0.99	1.10^^	0.99^^	0.98	FARS	PPI	ARIES/INDOT - Projected
C-4	Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions)	309	291	267	206	208	192	214	267	215	196	FARS	PPI	ARIES - Projected
C-5	Fatalities Involving Driver or Motorcycle Operator with .08 BAC or Above	245	224	206	207	194	207	228	202	199	185	FARS	FARS - Projected	FARS - Projected
C-6	Speeding-Related Fatalities	195	199	250	174	190	153	185	214	180	160	FARS	PPI	ARIES - Projected
C-7	Total Motorcycle Fatalities	110	122	131	111	111	118	152	118	105	131	FARS	PPI	ARIES - Projected
C-8	Unhelmeted Motorcycle Fatalities	81	95	95	84	88	95	116	99	79	105	FARS	PPI	ARIES - Projected
C-9	Drivers Aged 20 and Under Involved in Fatal Crashes	180	157	147	116	125	100	130	101	93	115	FARS	PPI	ARIES - Projected
C-10	Pedestrian Fatalities	73	59	54	50	62	62	59	69	73	62	FARS	PPI	ARIES - Projected
B-1	Observed Seatbelt Usage Rate (%)	84.3	87.9	91.2	92.6	92.4	93.2	93.6	91.6^^	90.2^^	94.7	CRS	CRS	CRS
12	*Number of Seat Belt Citations During Grant Funded Enforcement	68,968	72,115	108,956	113,577	105,746	99,077	82,961	71,993	64,586	N/A	OPO	OPO	OPO
13	*Number of Impaired Driving Citations and Arrest During Grant Funded Enforcement	8,137	6,947	8,157	8,975	8,257	7,907	7,950	6,983	5,823	N/A	OPO	OPO	OPO
14	*Number of Speeding Citations and Arrests During Grant Funded Enforcement	18,003	18,282	66,394	100,230	107,151	86,702	56,181	59,872	44,436	N/A	OPO	OPO	OPO
15	Fatalities Per 100 Million Vehicle Miles Traveled - Rural	1.47	1.77	1.80	1.46	1.67	1.66	1.77	1.89	1.83	N/A	FARS	PPI	FARS/PPI - Projected
16	Fatalities Per 100 Million Vehicle Miles Traveled - Urban	1.05	0.81	0.65	0.57	0.59	0.57	0.52	0.49	0.36	N/A	FARS	PPI	FARS/PPI - Projected
17	Motorcycle Fatalities per 100k Registrations ^{A*}	74.55	82.69	63.91	54.15	54.15	57.73	68.13	51.90	47.36	62.10	FARS	PPI	ARIES/BMV - Projected
18	Rate of .08+ BAC Impaired Driving Fatalities per 100 Million Vehicle Miles Traveled	0.34	0.31	0.28	0.27	0.26	0.27	0.29	0.25	0.24	0.23	FARS	FARS - Projected	FARS - Projected
19	Children Aged 15 and Under Killed in Traffic Collisions	48	49	47	35	33	38	29	40	23	25	PPI	ARIES	ARIES - Projected
20	Bicyclists and Other Cyclists Fatalities	21	15	18	7	13	11	15	15	12	12	FARS	PPI	ARIES - Projected
21	Fatalities per 100,000 Population	14.27	14.15	12.69	10.77	11.63	11.49	11.92	11.89	10.76	11.63	PPI	PPI	ARIES/US Census - Projected
22	Incapacitating Injuries per 100,000 Population	60.43	57.70	52.95	49.54	53.10	52.20	58.30	52.70	70.23**	55.00	PPI	PPI	ARIES/US Census - Projected
23	Incapacitating Injuries per 100M VMT	5.35	5.12	4.77	4.51	4.88	4.83	5.40	4.88	6.48^^	4.70	PPI	PPI	ARIES/INDOT - Projected
24	Percent of All Fatalities Involving Driver or Motorcycle Operator with BAC 0.08 or above	27%	25%	25%	30%	26%	28%	29%	26%	28%	23%	FARS	PPI	FARS - Projected
25	Fatalities from Collisions Involving Alcohol-Impaired Motorcycle Operator	35	31	28	22	25	40	36	14	15	30	PPI	PPI	ARIES - Projected
26	Seat Belt Usage Rates for Pickup Trucks	54.4%	64.9%	78.7%	85.2%	84.3%	84.8%	86.5%	86.8%^^	84.2%^^	87.2%	CRS	CRS	CRS
27	Motorcycle Operators Involved in Fatal Collisions	113	121	127	118	112	121	149	115	125	120	PPI	PPI	ARIES - Projected
28	Collisions Caused by a Vehicle Disregarding a Traffic Control Device	2,855	4,797	4,343	3,983	4,011	3,955	4,009	4,171	4,016	3,800	PPI	PPI	PPI - 2006-2013 Average
29	Children Ages 15 and Younger with Incapacitating Injuries	287	305	249	235	235	198	243	239	293**	220	PPI	ARIES	ARIES - Projected
30	Pedestrians with Incapacitating Injuries	222	217	223	211	251	238	221	205	278**	215	PPI	PPI	ARIES - Projected
31	Pedalcyclists with Incapacitating Injuries	89	84	66	64	81	82	97	82	89**	90	PPI	PPI	ARIES - Projected

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

Note (1): Where "Date Source 2014" is noted as "ARIES - Projected", data was pulled from the ARIES system for January 1, 2014 through November 30, 2014 and retrieved December 5, 2014. These 11 months of data were used to project 2014 annual figures.

Note (2): Rate of Urban, Suburban, Exurban, and Rural Fatalities per 10,000 population are no longer tracked.

* Denotes a federal fiscal year statistic

^ 2014 Targets taken from FY 2014 HSP unless otherwise noted

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

^^Calculated using INDOT VMT data for 2013

***New survey sites were utilized starting in 2013 and new observers were used in 2014

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

Data

The data sources used for each year 2006-2014 are noted in Figure 1 above. Several of the Traffic Safety Division's (TSD) data partners house, track, compile and/or analyze the data used by the TSD to make programmatic decisions. To determine calendar year 2014 data projections, all Indiana State Police (ISP)

Automated Reporting Information Exchange System (ARIES) and Fatality Analysis Reporting System (FARS) supplied data was pulled on December 5, 2014 for January 1, 2014 through November 30, 2014. The data for this period was divided by 11 (period of time covered in the data) and the resulting quotient was added to the original 11 month figure to achieve the projected 2014 figure.

The data compiled in *Figure 2. Citations During Grant Funded Enforcement Activities, FY 2013* were taken from the Operation Pull Over (OPO) database. Law enforcement agencies report grant funded activities directly into this database.

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

“A non-fatal injury that prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing before the injury occurred. Hospitalization is usually required. Examples are: severe lacerations, broken limbs, skull fracture, crushed chest, internal injuries, etc.”

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

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

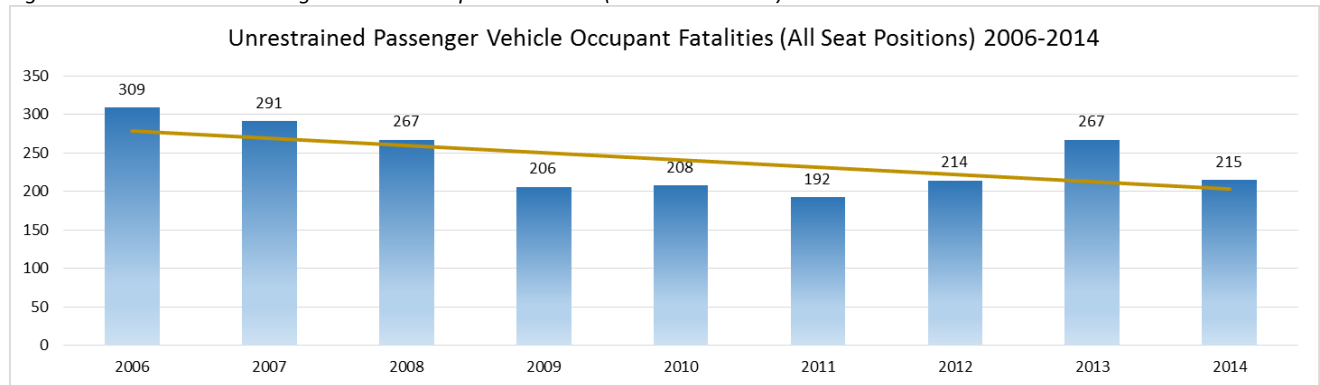
Figure 2: Citations During Grant Funded Enforcement Activities, FY 2013

Citations During Grant Funded Enforcement Activities, FY 2014					
Citations	Seat Belt Patrols	Sobriety Checkpoints	Impaired Driving Patrols	Other Patrols	Total 2013
<i>Seat Belt</i>	50,737	127	5,932	7,790	64,586
<i>Child Restraint</i>	1,436	37	508	371	2,352
<i>Misdemeanor DUI</i>	289	220	4,364	233	5,106
<i>Felony DUI</i>	55	20	633	9	717
<i>Suspended License</i>	2,190	165	2,504	1,168	6,027
<i>Speed</i>	12,021	163	14,751	17,501	44,436
<i>Motorcycle Permit/ License Violation</i>	191	18	236	38	483
<i>Criminal Misdemeanor</i>	1,178	201	3,130	684	5,193
<i>Criminal Felony</i>	310	32	766	192	1,300
<i>All Others</i>	13,028	844	20,974	4,577	39,423
<i>Grand Total</i>	81,435	1,827	53,798	32,563	169,623

Source: OPO database

Occupant Protection

Figure 3: Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) 2006-2013



Source: FARS and Indiana State Police crash data

Note: 2014 figure is projected

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

In 2014, there were 215 unrestrained passenger vehicle fatalities. The number of unrestrained passenger fatalities in 2014 decreased nearly 19.5 percent from 2013. There has been a 30.4 percent decrease in unrestrained passenger vehicle fatalities since 2006.

In June, the LELs conducted an observational seat belt survey to determine usage rates for drivers and passengers of all vehicles. Starting in 2013, seat belt usage rates were calculated using a new formula and a new set of survey sites. In addition, new observers were used for the 2014 survey. It is likely these factors played a large role in recent decrease from the 2012 observation rate of 93.6 to the 2014 rate of 90.2 percent. Historically, seat belt usage rates of pickup truck occupants have been lower than cars; therefore, one of ICJI's primary focuses was targeting this class of occupants. Utilizing the new formula, survey sites, and observers the survey results found pickup truck occupant usage rates for 2014 at 84.2 percent.

Program Management

In FY 2014, the Occupant Protection Program Manager coordinated and oversaw occupant protection initiatives. Program Manager responsibilities included monitoring subgrantee compliance and performance, and promoting education and enforcement of occupant protection laws. Program Manager oversaw the Rural Demonstration Project (RDP) and Operation Pull Over (OPO). Funds paid for the program manager's salary, benefits, and travel costs to conferences and trainings.

Traffic Occupant Protection Strategies (TOPS)

Officers working overtime enforcement under Operation Pull Over (OPO) and driving under the influence (DUI) grants through the Traffic Safety Division are required to complete the Traffic Occupant Protection Strategies (TOPS) Course. In FY13, ICJI created the TOPS Online four-hour certified course to replace the instructor-led version that previously encompassed an entire day. This increased efficiency and improved tracking for compliance. Since its inception in July 2013 through December 9, 2014, the TOPS online course has certified 886 officers. This figure will continue to grow as new agencies join the OPO program.

Operation Pull Over

ICJI continued working toward increasing Indiana's seat belt usage rate by funding overtime enforcement during the Operation Pull Over (OPO) enforcement program. During FY 2014, one new agency and one new Traffic Safety Partnership joined the OPO program.

OPO agencies averaged 3.26 contacts per hour and issued 1.73 seat belt/child restraint (SB/CR) citations per hour. Although impaired driving was not a priority for these programs, OPO agencies arrested an impaired driver every 10.33 hours. OPO officers working enforcement programs worked a total of 77,164.79 hours and issued 210,129 citations and warnings, of which 63.6 percent were citations.

Rural Demonstration Project

The Rural Demonstration Project (RDP) increased seat belt and proper child restraint enforcement in rural areas with high unrestrained fatality and injury rates. During the two-week enforcement period, April 18 to May 8, 2014, 13 law enforcement agencies and ISP increased patrols in rural areas that have consistently low seat belt usage rates. As a result, 916 patrol hours were worked with 1,242 seat belt and 46 child restraint citations issued. In addition, 61 criminal misdemeanor and felony arrests were made during the enforcement period.

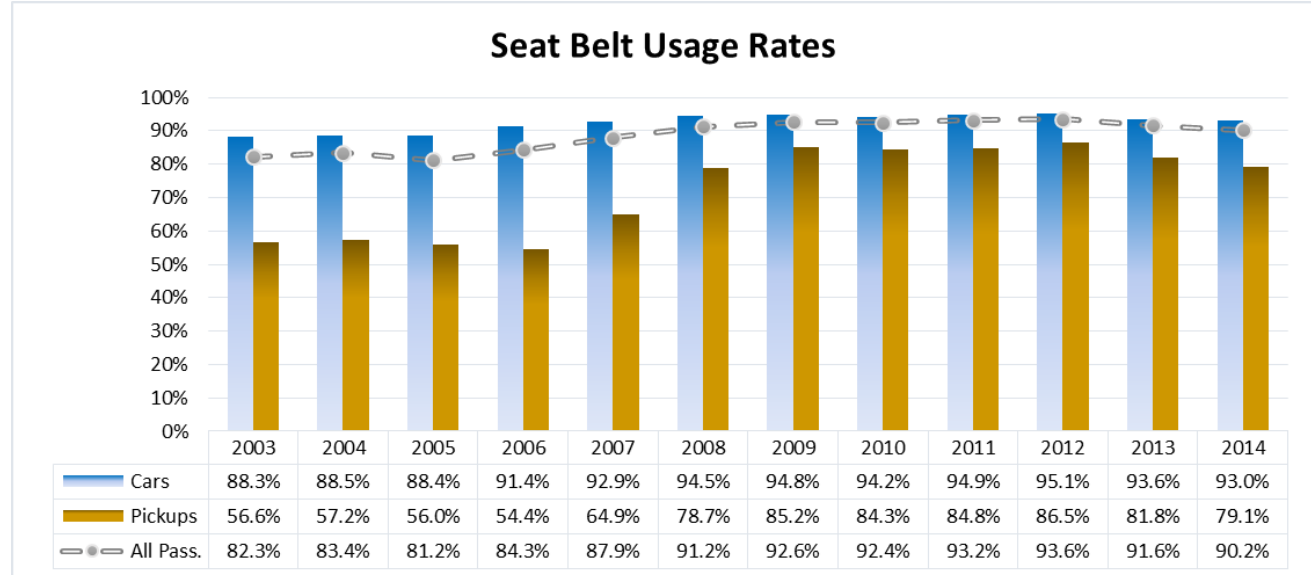
Looking Beyond the Ticket

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

- Grant County TSP made 17 arrests during September 2014 OPO enforcement with one warrant, one Sexual Misconduct with a Minor, one Possession of and Manufacturing of Methamphetamine during a traffic stop, three misdemeanor DUIs, one felony DUI, one Habitual Traffic Violator, and nine Driving While Suspended-Priors.
- Sullivan Police Department issued 44 citations and warnings, and made 11 arrests, including one OVWI, two Possession of Marijuana, one Domestic Battery involving a child, one Driving While Suspended-Prior, three Disorderly Conduct, one Reckless Driving, one Possession of a Syringe and Possession of a Synthetic Drug, and one Public Intoxication and Public Indecency.
- Tippecanoe County TSP issued 423 seatbelt and four child restraint citations as well as 12 Driving While Suspended citations, six of them as priors. They additionally made five DUI arrests, one Habitual Traffic Violator arrest, and nine other criminal arrests, including five warrants, Resisting Law Enforcement, and several drug-related arrests.
- New Albany Police Department Officer Will Popp made a traffic stop after observing the front passenger was not wearing a seatbelt. The passenger initially provided false information. The passenger was arrested for Burglary and Robbery, a subject law enforcement officials had been searching for.
- Michigan City Police Department officers stopped 248 vehicles, and wrote 222 citations with 199 of those citations for seatbelt violations.

Observational Seat Belt Surveys

Figure 4: Seat Belt Usage Rates 2003-2014



Source: CRS

State Traffic Safety Information System Improvements (Traffic Records)

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

ICJI depends on the accuracy and timeliness of crash reports submitted into the crash database for program decisions, resource allocation, and requests for statewide and local crash statistics. As of November 30, 2014, 91 percent of all crash reports for the year were submitted within five days of the crash.

Program Management

In FY 2014, the Traffic Records Coordinator was responsible for managing Indiana's crash records system, recruiting agencies to report crashes electronically, and instituting initiatives to improve the timeliness and accuracy of crash records. The program coordinator utilized the 2013 Indiana Crash Records assessment as a guide to improve data quality in 2014. The 2013 Indiana Crash Records assessment will be referenced until a new assessment is conducted. Similar to other years, in FY 2014 the program coordinator followed a strategic timeline, which outlined when each improvement activity would be conducted. Funds paid for the program manager's salary, benefits, and travel costs to traffic record related conferences and training seminars.

Indiana University Public Policy Institute

In FY 2014 funds supported services provided by the Public Policy Institute (PPI), including the identification of motor vehicle crash trends and the creation of Indiana traffic trend fact sheets. Fact sheets contain traffic-related data for each of the following categories: motorcycles, young drivers,

dangerous driving, occupant protection, children, trucks, and alcohol. In addition, the Center publishes an annual Indiana crash fact book and county profiles publication covering each of Indiana's 92 counties. The TSD utilizes this information to help inform performance measures, inform media requests, and distributes it to subgrantees to incorporate in their grant applications. In FY 2014, funds paid for salaries, benefits, indirect costs, travel costs, printing, and administrative costs.

Center For Road Safety

In FY 2014, Purdue University's Center For Road Safety (CRS) conducted various data analysis for ICJI. The CRS released two publications regarding crash, EMS, and hospital inpatient/outpatient databases. The CRS also analyzes results from the observational seat belt usage surveys (90.2 seat belt rate in 2014). For more information regarding the seat belt survey, please reference the *Occupant Protection* section of this report. In addition, data provided by CRS in FY 2014 allowed ICJI to identify the locations for the forthcoming FY 2015 Operation Centipede. Funding paid for salaries, benefits, indirect costs, printing, and other administrative costs associated with this program.

Traffic Records Improvement

Automated Reporting Information Exchange (ARIES)

Through November 2014, 100 percent of all crash reports were electronically submitted by law enforcement agencies in Indiana's newest electronic vehicle crash program, ARIES version 5. ICJI's Traffic Safety research continues to work with Appriss to identify data problems, possible querying improvements, and other issues to help further improve data validity and access.

Trauma Registry Project

The Indiana Trauma Registry (ITR) is the foundation component of the Indiana trauma system, providing the means to monitor the system for efficiency and effectiveness in hopes of improving injury data submitted by hospitals for those involved in a traffic crash. During FY 2014, the number of submitting hospitals increased from 60 to 101. With the increase in submitting trauma centers, the number of trauma patient records available for analysis continues to increase. The number of patient records increased from 100,573 in 2013 to 128,029 in 2014. For FY 2014, the number of days from the incident to entry in the Trauma Registry decreased from 132 days to 51 days.

Electronic Citation and Warning System (eCWS)

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

As of September 30, 2014 there have been 211 courts in 50 of the 92 counties trained on and using the Odyssey case management system. In FY 2014, 29 additional law enforcement agencies have been trained in the eCWS (or e-ticket) system. Furthermore, the number of uniformed citations found in the eCWS central repository for analysis jumped from 6,004,281 at the end of FY 2013 to 6,925,185 at the end of FY 2014.

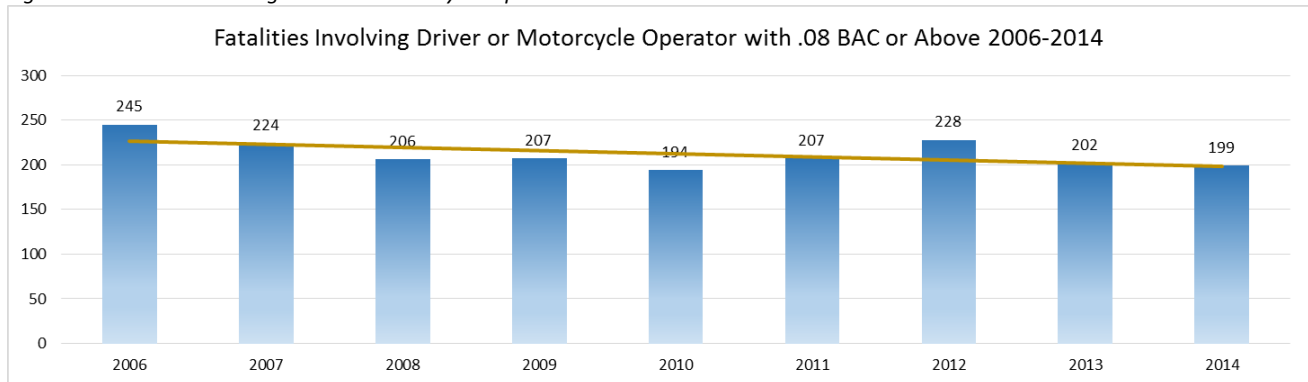
Racial Profiling

In FY 2014, funds were used for agencies to purchase the necessary scanners and printers needed to utilize eCWS to help increase the access to citations in the Odyssey Case Management System. Additionally, funding was used to train representatives from the agencies on how to use the equipment.

To date, the Division of State Court Administration's electronic Citation and Warning System (eCWS) stores approximately 76% of all traffic infraction and ordinance stops in the State of Indiana. The ticketing software has the ability to collect numerous data elements for each driver or passenger for any given traffic stop. Race is one data element that is collected. In FY 2014, the project continued training officers and collected data to later be analyzed. This analysis should allow ICJI to determine whether racial profiling occurred in regard to traffic infractions and stops.

Impaired Driving

Figure 5: Fatalities Involving Driver or Motorcycle Operator with .08 BAC or Above 2006-2013



Source: FARS and Indiana State Police crash data

Note: 2014 figure is projected

Reducing impaired driving continued being one of ICJI's primary focuses. Although Indiana has historically had a lower percentage of overall fatalities as a result of impaired driving than that of the national level, during 2014, ICJI continued implementing enforcement efforts and public information campaigns to reduce impaired driving crashes, injuries, and fatalities. In 2014, ICJI, local law enforcement and statewide LEL's made an increased effort to promote and support High Visibility Enforcement (HVE) in the form of sobriety checkpoints, sign boards and patrol car signage to help spread a general deterrent for impaired driving prevention.

In 2014, there were 199 alcohol-impaired fatalities. Based on the number of alcohol-related fatal collisions, the 2014 rate of alcohol-related fatalities per 100M VMT of 0.24 did not meet the 0.23 target.

The 15 fatalities involving a motorcycle operator with a blood alcohol concentration (BAC) of .08 or higher in 2014 was slightly above the 14 motorcyclists killed in 2013, but well below the 2014 target of 30. Indiana State Police (ISP) and local law enforcement agencies conducted 136 sobriety checkpoints in 2014; 43 of which were conducted by DUI Task Forces. In the last six years, 891 sobriety checkpoints have been conducted.

Program Management

In FY 2014, the Impaired Driving Program Manager coordinated and monitored impaired driving countermeasure projects. Program Manager responsibilities included monitoring subgrantee compliance and performance, collaborating with local, state, and community organizations in developing and implementing impaired driving awareness campaigns, and promoting enforcement of Indiana's impaired driving laws. Funds paid for the program manager's salary, benefits, and travel costs to impaired driving related conferences and training seminars.

DUI Task Force

FY 2014 was another important year in the DUI Task Force program in Indiana. With a continued focus on general deterrence, Task Force agencies stepped up their enforcement with highly visible and sustained strategies in order to change behaviors of those willing to drink and drive. Thirty-one counties comprised the DUI Task Force program supplemented with 14 regional ISP districts throughout the state. These agencies, strategically located in areas of the state with the highest representations of alcohol-related crashes, were provided overtime funding for officers to detect and arrest impaired drivers utilizing high visibility enforcement (HVE) efforts such as sobriety checkpoints. In FY 2014, the DUI Task Force program issued 36,027 citations, of which 3,360 were misdemeanor DUI arrests and 432 were felony DUI arrests. DUI Task Force details also made 2,523 criminal misdemeanor arrests/citations, 614 criminal felony arrests, and arrested/cited 1845 suspended drivers.

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

Indiana State Police – Underage Drinking Programs

The Indiana State Excise Police (Excise Police), the law enforcement division of the Indiana Alcohol & Tobacco Commission, has full police powers to enforce alcohol and tobacco laws. During FY 2014, the Excise Police received funding from ICJI to conduct two enforcement initiatives; Stop Underage Drinking and Sales (SUDS) and Cops in Shops (CIS), which focused on reducing the availability of alcoholic beverages to persons who cannot legally possess, consume, transport, or purchase alcohol.

CIS allows officers to work one-on-one with alcoholic beverage establishment employees on how to recognize false identifications. Because of this one-on-one time, store employees are able to prevent minors from purchasing when officers are not present.

In FY 2014, the Excise Police changed how SUDS and CIS were conducted around the state. As a result, there was marked improvement in several areas -- particularly in the number of counties served by the CIS program, as well as the number of enforcement details held overall. The Excise Police worked 91 CIS details in Indiana in FY14 resulting in 99 arrests.

Data does not exist on how many minors are deterred from possessing, consuming, driving impaired and/or acquiring alcoholic beverages by persons under the age of 21. However, during the 190 SUDS details in FY14, juveniles and/or minors were prevented from further consuming and possessing alcoholic beverages illegally. Over 2,000 arrests were made with 96 charges/warnings being levied against businesses throughout the state. SUDS details are conducted at large events where underage drinking often occurs. Such events include Indiana University's Little 500, the Indianapolis 500, concerts at Klipsch Music Center, White Rive State Park, the Madison Regatta, Terre Haute Scheid Diesel, Evansville's West Side Nut Club Fall Festival, and many more.

Crash Investigation and DUI Training Program (FACT)

In FY 2014, ICJI program staff worked to secure funding for central Indiana law enforcement agencies to participate in several multijurisdictional training seminars. In an effort to provide centralized training, these seminars provided legal and planning assistance for crash investigation, crash reconstruction, and legal updates surrounding the implementation of sobriety checkpoints. This project is in lieu of the expiration of the Fatal Alcohol Crash Team (FACT) funding which expired in FY 2013.

Standardized Field Sobriety Testing & Drug Recognition Expert Programs

The Standardized Field Sobriety Testing (SFST) program, under direction of the Indiana Law Enforcement Academy, continued training officers in best practices for identifying alcohol and drug impaired drivers in 2014. Officers were trained in SFST, Advanced Roadside Impaired Driving Enforcement (ARIDE), and drug recognition at the Indiana Law Enforcement Academy and two off-site training courses conducted throughout Indiana. Upon completion of the training, officers became certified Drug Recognition Experts (DREs). As of December 2014, there are 170 certified DREs throughout the State of Indiana.

Traffic Safety Resource Prosecutor

Chris Daniels serves as the Traffic Safety Resource Prosecutor (TSRP) for Indiana. As the TSRP, Chris provided comprehensive training to prosecutors and law enforcement officers about the most effective methods of investigating and prosecuting impaired drivers and other traffic-related offenders. During FY 2014, the TSRP hosted four statewide conferences teaching the following courses: Train the Trainer, SFST and OWI, Legal and Ethical Update, and Trial Advocacy. In addition, the TSRP presented at the IPAC Winter, Spring, and Summer conferences. These trainings provided over 75 hours of legal continuing education hours.

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

In 2014, the TSRP spoke at numerous law enforcement trainings, including the ILEA Academy, ISP ARIDE class, DRE Instructor Course, the DRE Academy, the SFST Instructor Refresher course, the Chiefs of Police, and numerous regional law enforcement agencies, providing training on case law updates, cops in court, trial strategy, and OWI enforcement.

During the 2014 legislative session, the TSRP worked closely with law enforcement, defense attorneys, members of the legislature, and other prosecutors on various legislative matters. Primarily the TSRP focused on the criminal code rewrite, in which he worked on applying the new sentencing plan to the Indiana traffic code and helped plan trainings for the transition to the new code. Other matters included ignition interlock, highway work-zones, and motor driven bicycles.

Judicial Outreach Liaison

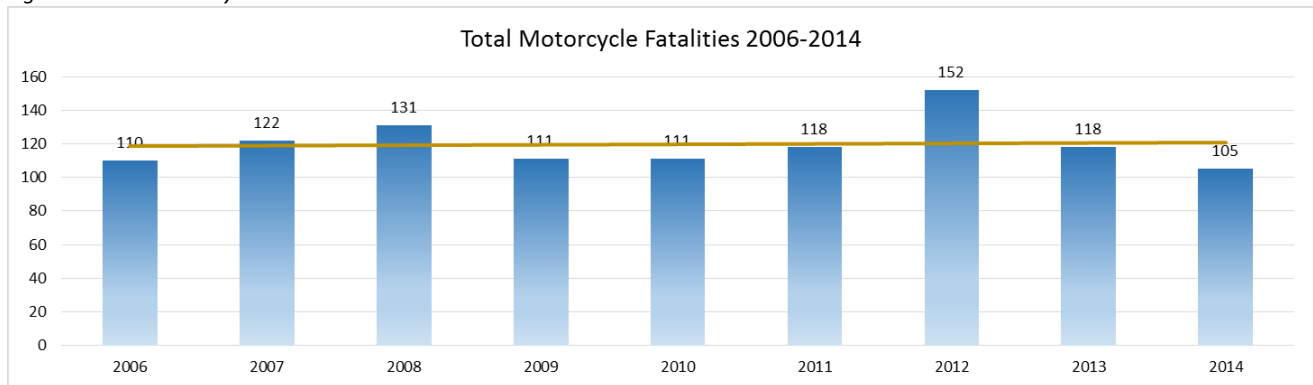
In September of 2012, ICJI was awarded a \$50,000 competitive grant from NHTSA over a 30 month period to help pay for a part-time Judicial Outreach Liaison (JOL). NHTSA's funding enabled ICJI to create a contract with Judge Linda Chezem to serve as Indiana's initial JOL position to assist in establishing stronger relationships between judicial entities and the Indiana State Highway Safety Office (SHSO). In January of 2014, Judge Chezem vacated this position to pursue other roles and avenues. In July, a new JOL was contracted by ICJI, Judge Tim Oakes.

As the new JOL, Judge Oakes has networked and remained in contact on a regular basis with National Judicial Fellows and the Regional JOL regarding the promotion of outreach efforts and opportunities as it applies to impaired driving and other traffic safety issues. New within his role, the JOL spent much time in introduction meetings and further fact finding from the National NHTSA fellow, other state JOLs, the Regional JOL and others including Judge Chezem. These and other activities, including regular conference calls with the Traffic Safety Division Director and the Indiana Traffic Safety Resource Prosecutor, Chris Daniels, have helped the TSD delve more deeply into the issues surrounding impaired driving including ignition interlock and DWI courts.

The JOL has also held discussions with several key leaders involved in the training of judges throughout the state in order to gauge how to approach implementing more training on ignition interlock and other sentencing around impaired driving offenses. The expected outcome of this program is the improved adjudication of impaired driving cases in Indiana. Through the addition of education and research based resources, the adjudicatory process should be more efficient and effective. Although much work lies ahead, the intended impact of the work is that the improved management of evidentiary issues and the overall adjudication of impaired driving cases will result in a decrease in crashes caused by alcohol or drug impaired drivers.

Motorcycle Safety

Figure 6: Total Motorcycle Fatalities 2006-2013



Source: FARS and Indiana State Police crash data

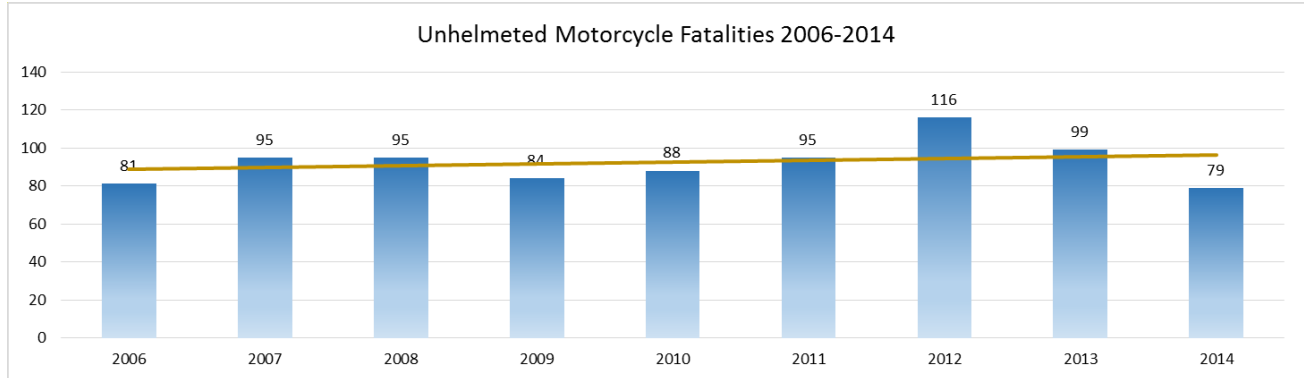
Note: 2014 figure is projected

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

In 2014, there were 105 motorcycle fatalities in Indiana; therefore, the target of reducing the number of motorcycle fatalities to 131 in 2014 was achieved. With a rate of 47.36, ICJI successfully met its target (62.10) of decreasing the rate of motorcycle fatalities per 100,000 motorcycle registrations in 2014.

Indiana law does not require helmets to be worn by motorcyclists with a motorcycle endorsement, if they are over the age of 18. However, ICJI would like to increase motorcycle helmet usage across the state, which will contribute to a decrease in total motorcycle fatalities. In 2014, only 26 of the 105 motorcycle or moped operators and passengers involved in fatal collisions were wearing helmets; therefore, 75 percent of motorcycle operators or passengers were not helmeted at the time of the fatal collision.

Figure 7: Unhelmeted Motorcycle Fatalities 2006-2014



Source: FARS and Indiana State Police crash data

Note: 2014 figure is projected

In FY 2014, the focus of ICJI's motorcycle program emphasized reducing alcohol impaired riding, motorist awareness of motorcycles, promoting formal rider training, and increasing the percentage of motorcycle riders who were properly licensed.

Informational brochures outlining how to become properly licensed, rider training course information, and recommended proper protective motorcycle gear were distributed at events heavily attended by riders. These events included the Riley Hospital for Children Miracle Ride, the ABATE of Indiana Boogie, and the Motorcycle Awareness Month Kickoff. Informational cards for law enforcement officers and the general public were also produced, detailing how to spot impaired motorcycle riders and posters featuring Moto GP Rider Nicky Hayden promoted the message to riders to wear protective gear.

In 2014, ICJI continued an impaired riding crackdown project, in which law enforcement agencies were encouraged to participate. The purpose of this project was to increase high visibility enforcement in areas that were identified with high impaired motorcycle rider fatalities, and where there was a heavy concentration of motorcycle traffic associated with establishments that catered to motorcyclists. Two impaired motorcycle HVE events were conducted in 2013 in Portage and in Crown Point. Additional events are being planned for FY 2015.

Started in 2013 and continuing in 2014, ICJI contracted with Purdue University to work in conjunction with ABATE of Indiana, Inc. to develop a database that would be able to cross reference crash involved motorcyclists with ABATE's records on motorcycle rider course participants. ABATE had a state contract to conduct motorcycle training courses through the Indiana Motorcycle Operator Safety Education Program from 1987-2014. ABATE has trained over 90 percent of the people taking a rider education course over this period and has had the exclusive contract with the state to conduct rider education courses since 2010.

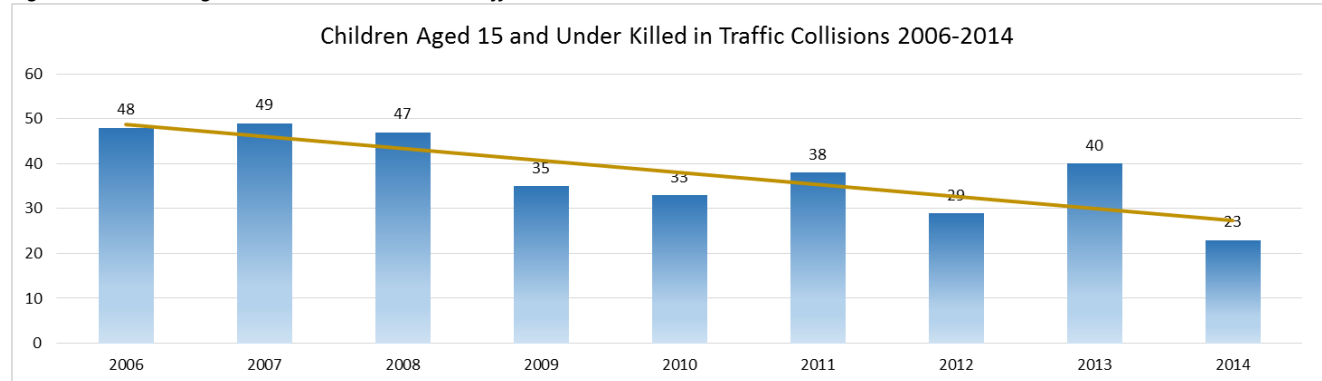
ICJI now has the capability to cross reference any crash involved motorcyclist with ABATE rider course records going back as far as 2000. This will provide ICJI with the ability to measure what correlation rider training courses have on future crash involvement. Not only can the new database identify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

Motorcycle Media / Public Awareness Campaign

The TSD partnered with ABATE to promote motorcycle safety awareness at a statewide kick-off event in Indianapolis in early May. In addition, we were a major sponsor of their annual Boogie in July which attracts more than 15,000 riders. For the first time, the TSD was a title sponsor for the Miracle Ride for Riley Hospital for Children. This is one of the largest motorcycle fundraising events in the country – with more than 7,000 riders. Our “Get Legal. Get Licensed” message was visible at the event and was published in multiple editions of the Hoosier Motorcyclist Magazine which reaches 150,000 riders.

Child Passenger Safety

Figure 8: Children Aged 15 and Under Killed in Traffic Collisions 2006-2014



Source: Indiana State Police crash data

Note: 2014 figure is projected

Children ages 15 and younger killed in traffic collisions decreased from 40 in 2013 to 23 in 2014 meeting the target of 25 or less. ICJI did not reach the target of reducing child incapacitating injuries. The number of incapacitating injuries increased from 239 in 2013 to 293 in 2014. It should be noted a methodological change in the reporting of incapacitating injuries beginning on October 15, 2014 has resulted in a moderate to large increase of incapacitating injuries compared with historic figures. See DATA section of this report for a full explanation. ICJI continues its collaboration with law enforcement agencies and Automotive Safety Program (ASP) to reduce child fatalities and incapacitating injuries.

Automotive Safety Program

During FY 2014, ICJI continued to support the Automotive Safety Program (ASP) at the Indiana University School of Medicine, which sought to reduce injuries and fatalities resulting from motor vehicle crashes in Indiana. The primary focus of the ASP was to design and promote traffic safety initiatives for children in Indiana. The ASP provided statewide public information and education programs to increase the correct use of child restraints. To do this, ASP oversaw a network of 111 permanent fitting stations, including 27 satellite sites with locations in 56 counties. These sites offered child safety seat inspections and education throughout the year. Forty-five (45) sites reported they offer services to Spanish speaking families; twenty-eight (28) by means of an interpreter; thirteen (13) by means of bilingual a Child Passenger Safety Technician (CPST), and four (4) by means of language lines. In addition to the permanent fitting stations, ASP funded 69 child safety seat clinics throughout the state.

In FY 2014, ASP utilized the National Child Passenger Safety Curriculum to conduct 16 CPST certification classes throughout Indiana. These classes were held in the following cities; Indianapolis (6), Fort Wayne (3), Evansville, South Bend, Richmond, Dayton, Terre Haute, La Porte, and Newburgh. By conducting these classes the ASP was able to add 188 new technicians, 13 of which were law enforcement officers. As of the end of 2014, there are a total of 1,149 Child Passenger Safety Technicians and Instructors in Indiana.

The addition of these new technicians aided ASP's effort to increase the number of child safety seats provided to the public. Throughout FY 2014, with funding from ASP, 8,650 car seats were inspected in Indiana. Of those inspected, 3,266 were deemed defective or unsafe and were replaced.

ASP also continued to administer Project L.O.V.E. (Law Officer Voucher and Enforcement). This program was designed specifically for law enforcement to provide families with education on the proper use and installation of child restraints. The ASP provided law enforcement officers with vouchers they could distribute during a traffic stop, at the scene of a crash, or during an OPO event to parents or caregivers who were traveling with children who were not properly restrained in a child safety seat. Parents and caregivers could redeem the vouchers at the Permanent Fitting Station nearest to their home where they were provided with education on the proper use and installation of child safety seats as well as a new seat, if deemed necessary. In FY 2014, officers issued 596 vouchers; of which 175 were redeemed.

ASP continued outreach to minority populations in an effort to educate immigrant families on child passenger safety, focusing primarily on the increasing Hispanic population. From October 1, 2013-September 30, 2014 the Latino Project Manager conducted a total of 107 Hispanic/Latino office appointment inspections. These inspections served 26 pregnant women, 7 children in seatbelts, and 140 safety seats. The Latino Project Manager distributed 81 new car seats to Hispanic/Latino families.

Automotive Safety Program Additions and Highlights

- Each year ASP conducts a child restraint use/misuse surveys in 25 locations within 21 counties across the state. This data is used to track trends, conduct research and formulate programmatic targets for the future. This fiscal year, ASP was able to implement the iPad program for more accurate and timely data. They were informed police could no longer help recruit participants and switched to firefighters for recruitment.
- The *Operation KIDS (OP KIDS): Next Generation* curriculum was updated to teach basic child passenger safety to law enforcement personnel, health care providers, child care providers, fire and rescue professionals and military personnel. This curriculum was distributed to over thirty-five (35) technicians in Indiana so that they may use to course to attempt to recruit future technicians.
- The Safe Kids Project Manager and the Automotive Safety Program Director completed and published a page on www.preventinjury.org titled "Vehicle Safety for Your 8-12 Year Old." It is geared towards parents and addresses common concerns for children in that age group. This went live in September.
- The state CPST coordinator developed a partnership with RecycleForce. They are able to recycle used car seats from ASP and other organizations throughout Indiana. ASP collected child restraints from car seat appointments and car seat clinics throughout the grant year and dropped them off to RecycleForce's downtown location. ASP recycled a total of 185 child restraints this FY.
- "Transporting Children Safely in Cars" is a basic overview of child passenger safety developed by Safe Kids Indiana. It includes a 90-minute presentation with practice installations on a demonstration seat. The training is provided to all new Department of Child Services (DCS) employees from across the state as well as parents/caregivers and staff of other organizations. A total of 16 trainings were conducted, attended by a total of 341 participants.

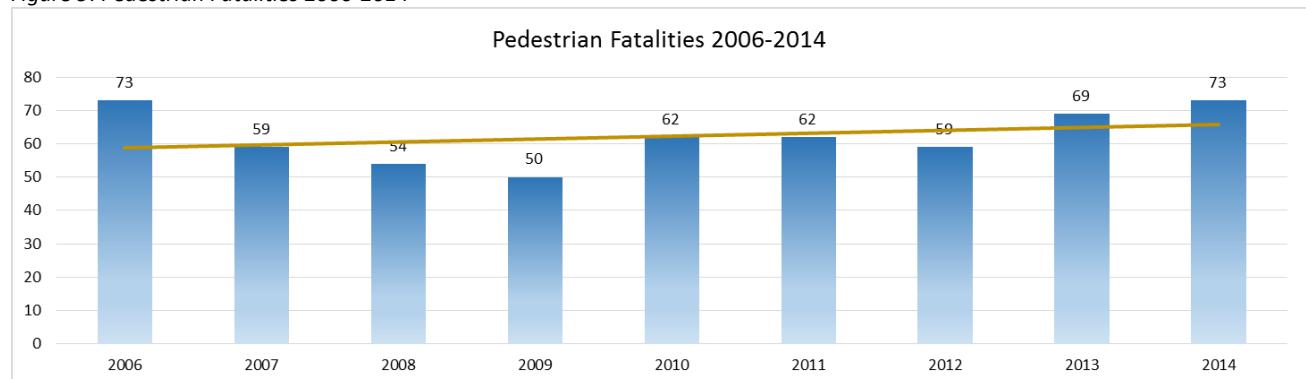
- ASP attempts to maintain the number of CPSTs by providing annual refresher courses which aid the CPSTs in their recertification process. The recertification rate in Indiana for CPST is 50.7 percent below the national average of 55.9 percent. ICJI is interested in continuing to improve the state's recertification rate. In July of 2012 a survey of the approximately 1,000 child passenger safety technicians in the state was conducted to determine the top reasons for lack of recertification. Among this list were technicians who were certified as far back as 1999. There were 233 total survey responses to the survey and of these 60 were no longer technicians. The primary reason(s) for letting the certification expire was listed as 'too many recertification requirements' and 'other (various)'. In FY2014, ASP attempted to make recertification easier; however, this is an area requiring improvement.
- The 9th Annual Indiana Injury Prevention Conference was held during the month of April in Indianapolis and attended by ASP staff. The conference provides up to date information on child passenger safety and other pertinent traffic safety related injury prevention initiatives. The conference concluded on the first day with a car seat clinic at the Indianapolis Zoo; however this clinic had to cancel after approximately one hour due to inclement weather. The families waiting were referred to Permanent Fitting sites.

Child Restraint Distribution Grant

As a result of the Indiana Child Restraint law that requires children to ride in child restraints until they turn eight years of age, a state child restraint system account was created. Funds generated from fines collected as judgments for violations, appropriations from the General Assembly, grants, gifts, donations, and interest are granted by ICJI to private and public organizations for the purpose of purchasing and distributing child restraints to those who may not be able to afford proper child restraints. During the 2014 state fiscal year, July 1, 2013 through June 30, 2014, 49 agencies in 33 counties across Indiana received child restraint distribution funds from ICJI. As a result of this grant, in state FY 2014 as of 11/30/2014, 756 child restraints were inspected for proper installation and 1,462 child restraints were distributed to families in need for free or at a reduced cost. Furthermore, they loaned out 30 special needs seats were loaned out to families in need. Additionally, 68 individuals have become certified child passenger safety technicians at classes sponsored by Riley Hospital and CASY.

Pedestrian/Bicycles

Figure 9: Pedestrian Fatalities 2006-2014



Source: FARS and Indiana State Police crash data

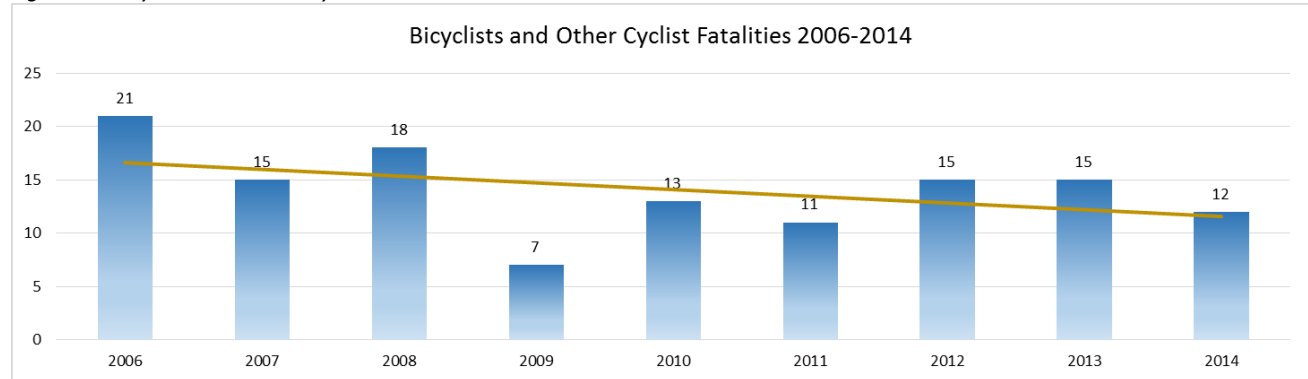
Note: 2014 figure is projected

In 2014, there were 73 pedestrian fatalities. Therefore, the target of 62 or fewer pedestrian fatalities in 2014 was not met. With 278 pedestrian incapacitating injuries, the 2014 target of 215 was not met. It should be noted a methodological change in the reporting of incapacitating injuries beginning on October

15, 2014 has resulted in a moderate to large increase of incapacitating injuries compared with historic figures. Please see the DATA section of this report for a full explanation.

ICJI provides funding for SAFE KIDS Indiana through the Automotive Safety Program at the Indiana University School of Medicine. SAFE KIDS Indiana provides mini grants for traffic safety initiatives to SAFE KIDS chapters and coalition across the state. SAFE KIDS Indiana participates in National Walk to School Day. Three chapters/coalitions conducted Walk to School Day events to promote pedestrian safety. Five elementary schools and approximately 800 students participated in this program and received information on how to stay safe when walking to and from school.

Figure 10: Bicyclists and Other Cyclists Fatalities 2006-2014



Source: FARS and Indiana State Police crash data

Note: 2014 figure is projected

In FY14 ICJI provided funding to the Indiana Bicycle Coalition, Inc to expand on education and prevention in an effort to reduce bicycle injuries and fatalities. Statistics show that there were 12 bicyclists and other cyclists fatalities in 2014 which is down from 15 in 2013 and matches the 2014 target of 12. Bicyclists and other cyclists with incapacitating injuries were at 89 in 2014 which was an increase from the 82 in 2013, but met the 2014 target of 90 based on the 2012 figure of 97. It should be noted a methodological change in the reporting of incapacitating injuries beginning in October 15, 2014 has resulted in a moderate to large increase of incapacitating injuries compared with historic figures. See the DATA section of this report for a full explanation.

In FY 2014, the Indiana Bicycle Coalition conducted a two-fold project. One portion of the project focused on bicycle riders and the other focused on drivers. They completed 197 public announcements to motorists regarding sharing the road with bicyclists. Indiana Bicycle Coalition also offered bicyclist education in Elkhart and Marion counties. Elkhart County had 24 participants while no one participated in Marion County.

Educational materials, bicycle lights, bells, and reflectors were distributed at approximately 19 events within the Indianapolis area. Information was available through Twitter, Facebook, and the Indiana Bicycle Coalition webpage generating 169,491 impressions.

Individuals visiting the website were encouraged to take a knowledge quiz and view an educational video entitled, *Share the Road*. Their Drivers In The Know website had 3,047 visits and the video was viewed 78 times. The *Drivers In The Know* quiz was taken 39 times with an average score of 86.2%. The *Smart Cycling* exam was taken 23 times with an average score of 83%. These figures are lower than last year's due, in part, to Indiana Bicycle Coalition's reduced advertising presence. For instance, IndyGo buses were used in FY 2013 but not in FY 2014.

Police Traffic Services

Program Management

The program manager funded under Police Traffic Services oversaw the LEL, Automotive Safety Program, Excise Police, Indiana SADD, pedestrian, pedalcyclist, and teen driver programs in FY 2014. This included organizing and being responsible for the two Rule the Road events held in FY 2014.

Statewide Traffic Safety Training

In FY 2014, the TSD conducted three annual traffic safety updates to inform subgrantees about upcoming grant solicitations and current crash trends. At these meetings, the TSD sought input from subgrantees regarding types of training they deem necessary to better implement occupant protection enforcement, drug and alcohol recognition and testing, child passenger safety, and legal traffic stops. Expectations of the subgrantees during the fiscal year were also reiterated. Funding paid for training facilities, travel costs, and training materials.

Traffic Safety Incentive Awards and Ceremony (OPO Awards Banquet)

In FY 2014, the TSD hosted the annual OPO awards banquet. Likely the final year for the Ceremony, TSD recognized subgrantees for their accomplishments during the previous grant period. Equipment grants were awarded to top performing agencies and traffic safety partnerships identified by a mathematical equation. Funding paid for banquet facilities, food, beverages, speaker fees, and equipment awards.

Indiana State Police

In FY 2014, Indiana State Police (ISP) officers conducted 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 concentrated their efforts in areas of the state having few, if any, agencies participating in ICJI traffic safety funded programs in FY 2014. The ISP also participated in RDP. The 406 funds were used for the purchase of crash data retrieval equipment for troopers in each region. Other funding paid for law enforcement officers' salaries, training, and travel.

Paid Media and Communications

Child Passenger Safety / October 2013

Media Focus: Make Sure Your Car Seat is Properly Installed

ICJI partnered with the Automotive Safety Program (ASP) to hold child seat safety clinics across Indiana. Since the local ASP volunteers were not familiar with media and special events, ICJI provided boilerplate press releases, media contact lists, speaking points, and a two-week planning guide on how to hold a successful media/special event.

In addition, ICJI created new website link (childseat.in.gov) for parents and primary care givers. The website lists permanent fitting stations across Indiana and provides key phone numbers and other information about car seats and booster seats. ICJI created original radio ads, in English and Spanish, where the new website was prominently featured. The radio ads were primarily targeted to women between 18 and 35, with a secondary audience of grandparents. The new website received hundreds of visits during the radio campaign and continues to receive frequent traffic. All print materials distributed to new parents now feature the website link.

ICJI also partnered with the Indianapolis Children’s Museum during their Halloween events. We sponsored a table where thousands of parents could learn more about how to properly install child safety seats. In addition, we held a car seat fitting clinic in the museum’s parking lot during the final weekend of the event.

Budget: \$85,000

Number of radio spots: 2,775

Indianapolis Children’s Museum Sponsorship: \$25,000

Drive Now. Text Later.

GRAD Magazine

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

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

Budget: \$9,180

Safe Family Travel / Blitz 77 / November 2013

Media Focus: Drive Sober or Get Pulled Over

For this campaign, we tried a new earned media approach to increase awareness. Instead of one generic press release issued from Indianapolis, ICJI created boilerplate media releases, speaking points, and media contact lists for the local traffic safety partnerships (TSP). The TSPs added local information to make their announcement more relevant and likely to be picked up by local reporters. In the major media markets (South Bend, Fort Wayne, Terre Haute, Indianapolis, Evansville, Louisville), the TSPs engaged their local, regional, and state partners at press conferences.

The results were very positive. The visual of many police agencies joining together in a combined effort was powerful. A good example is the Louisville market, where typically media do not cover events in Indiana. All local media attended the event. In fact, one brought their helicopter and used aerial shots of I-65 during a live segment on the 6:00 p.m. news. A television station in South Bend rode along with an Elkhart police officer during his night shift to see how officers identify potentially impaired drivers. The news segment was expanded to more than four minutes – typical media reports are 90 seconds or less.

The campaign was supplemented with statewide “Drive Sober or Get Pulled Over” radio ads – with an emphasis on counties where there are more drunk driving crashes.

Budget: \$85,000

Number of spots: 3,205

Drive Now. Text Later Social Media Contest / April 2014

Media Focus: High school and college students

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

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

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

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

Budget: \$85,000

Motorcycle Safety Awareness / May – June 2014

Media Focus: Get Legal. Get Licensed.

ICJI partnered with ABATE, the Indiana State Police, the Indiana Bureau of Motor Vehicles, and the Indiana Department of Transportation for a kick-off event at the Circle in downtown Indianapolis. Governor Mike Pence spoke about the importance of watching out for motorcycles. In addition, he emphasized riders need to have their motorcycle license.

As part of the month-long awareness campaign, ICJI partnered with the Miracle Ride for Riley Hospital. This is one of the largest motorcycle fundraising events in the country. ICJI was a title sponsor which reaches more than 7,000 riders statewide.

Indiana statistics show the majority of accidents, injuries, and deaths occur to those who do not have their motorcycle license. Our message is: “Get Legal. Get Licensed.” Visibility for our sponsorship included:

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

Budget: \$25,000

Click It or Ticket / Blitz 79 / May 2014

We used NHTSA's 30-second radio spot and targeted the top 10 counties which had the lowest seat belt usage rate (primarily in southern Indiana). In addition, law enforcement in these counties used speaking points ICJI provided to get the message out through local radio talk shows and newspapers.

Budget: \$75,000

Number of radio spots: 3,519

ABATE Boogie / July 2014

Media Message: Get Legal. Get Licensed

This annual event attracts nearly 15,000 riders over the three-day event. Our messaging was similar to the Miracle Ride for Riley Hospital: "Get Legal. Get Licensed."

ICJI had high-profile signage on the main and day entertainment stages. There was additional signage in the motorsports arena and at the registration tent. Our message was posted in the six transportation shuttles, the restroom facilities, and on the maps distributed at the gate. Advertisements appeared in the daily "Boogie-Times" newspaper (circulation 5,000) and commercials were broadcast on the private Boogie FM radio station.

Budget: \$10,000

Drive Sober or Get Pulled Over / Blitz 80 / August – September 2014

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

For the first time, ICJI utilized its advertising budget exclusively on social media (Facebook and Pandora). Our target audience was males between 21 and 44. We used NHTSA's "What You Don't See" audio campaign and placed special emphasis on counties with the highest rate of alcohol accidents. This includes: Lake County; Marion; Allen; LaPorte; Clark; and Porter.

The results were better than expected. There were nearly nine million impressions on Facebook and Pandora. Our click-through rate was .09 which is solidly in line with the industry standard of .08 to .10. The ads communicated directly with our target audience. We will look at using social media exclusively in upcoming campaigns, where appropriate, to reach the under-40 demographic.

Budget: \$85,000

Number of impressions: 8,912,747

Speed (Dangerous Driving/Texting)

In FY 2014, ICJI did not focus any resources on speeding. Instead, a focused media effort was undertaken to reduce and create awareness around the dangers of texting while driving.

Texting While Driving

As stated in the *Paid Media and Communications*, ICJI partnered with Indiana Lt. Governor Sue Ellspermann, Indiana State Police, Indiana Department of Transportation, Indiana Bureau of Motor Vehicles, and Indiana Department of Labor to sponsor a social media contest. Occurring in April 2014, the contest encouraged Hoosiers not to text while driving.

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

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Safe Communities/Community Traffic Safety Programs (Services)

Law Enforcement Liaison Program (LEL)

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

In FY 2014, each LEL developed their own traffic safety plan for the assigned region. LELs were responsible for meeting with representatives from law enforcement agencies to assist in developing, administering, and monitoring effective traffic safety programs and policies. Each year, LELs monitor their assigned law enforcement agencies’ compliance with state and federal guidelines. The LELs also helped their assigned agencies by coordinating media events during blitz periods as well as distributing media kits to promote traffic safety messaging. With only four of the six available LEL positions occupied, FY 2014 was a challenge addressed by the LELs expanding their geographical areas of responsibility. In doing so, the LELs successfully provided programmatic and planning value to local law enforcement agencies across the state. In addition, the four LELs, with some assistance from contracted persons, were able to successfully administer the annual observational seat belt survey to 190 survey sites across the state.

Media and Communications Division

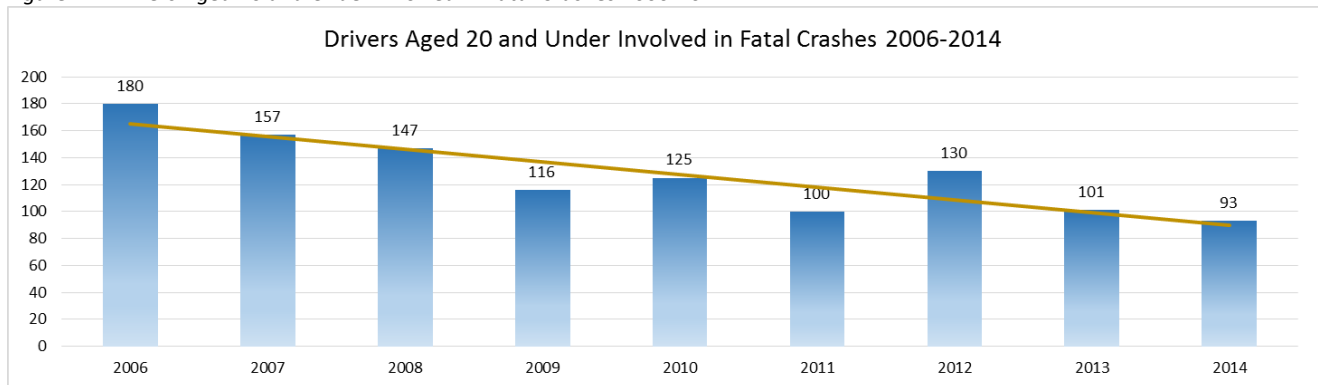
The TSD contracts with an advertising/public relations agency to develop campaign materials. Funding is used to create campaigns that target law enforcement and the public. Media is conducted for all four blitz periods as well as targets bicycle, pedestrian, and motorcycle safety, teenage seat belt usage, 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.

In FY 2014, the TSD utilized radio as the primary source for the “Click It or Ticket” and “Child Passenger Safety” campaigns. A customized spot, for child passenger safety, promoted a new website where parents and primary caregivers can find permanent fitting stations in their area. Traffic to the website more than doubled as a result. TSD exclusively used social media (Facebook and Pandora) for the “Drive Sober or Get Pulled Over” blitz. These platforms allowed us to micro target our audience with more than nine million message exposures during the blitz period.

Young Drivers

Figure 11: Drivers Aged 20 and Under Involved in Fatal Crashes 2006-2014



Source: FARS and Indiana State Police crash data

Note: 2014 figure is projected

During FY 2014, ICJI focused efforts toward reducing young driver fatalities. The target was to reduce the number of fatal crashes for this age group. In 2014, 93 young drivers were involved in a fatal crash exceeding the target of 115.

Indiana Students Against Destructive Decisions

Indiana Students Against Destructive Decisions' (SADD) mission is to provide students with the best prevention tools possible to deal with the issues of underage drinking, other drug use, risky and impaired driving, and other destructive decisions. Starting with 80 chapters in 2000, Indiana SADD continues to expand the number of SADD chapters in high schools from 246 in FY13 to 252 in FY14. Indiana SADD extended their reach with the Rock the Belt Day/toolkit (75 schools in FY14 from 60 schools in FY13) and the Advisor Incentive Program (10 schools in FY13 to 17 schools in FY14). Indiana SADD also worked with 25 communities to promote the NHTSA/SADD National "21 or Bust" underage drinking campaign in the spring. With an emphasis on speaking directly to students about teen traffic safety, Indiana SADD visited 60 schools in FY14. Many of these schools received local press coverage as a result of the SADD visit.

By meeting with nearly 30 chapters at regional meetings in the fall and 40 chapters at the annual Indiana SADD one-day conference (SADD Celebration), the organization provided education and resources to chapters and allowed them to network to gain new ideas, renew passion, and a sense of the "bigger picture" of making an impact at the state level.

Indiana SADD worked with State Farm for a second year on the State Farm Celebrate My Drive program. This partnership provided another opportunity to promote teen traffic safety in local communities, as well as get \$10,000 worth of funds to 20 SADD chapters to continue their efforts. In

addition, Indiana SADD had the privilege of working with some fantastic students as part of our Student Leadership Council. One of these students, Tenasha Stephens, was named to the SADD National Student Leadership Council.

Finally, SADD was able to add some new and exciting programs to help increase awareness. In February 2014 they worked with the Pacers to hold the first Indiana SADD Night. Indiana SADD also partnered with SADD National to offer SADD Shines Day to chapters across Indiana. They also created some smaller activities and opportunities such as “Be a Blessing” project in December and “Celebrate Yourself” in February. Indiana SADD started “monthly giveaways” on the Indiana SADD Facebook page to draw more Facebook fans.

Rule the Road Indiana

In FY 2014, ICJI continued the Rule the Road (RTR) teen driving initiative which targets youth ages 15 through 18 and teaches safe driving skills. RTR events are supported by ICJI, Indiana SADD, and local law enforcement. The events provide young drivers hands-on driving experience with the assistance of certified emergency vehicle operators.

State Farm Insurance awarded ICJI a grant of \$20,000 to assist with cost of RTR events. There were two RTR events across the state in FY 14. The Richmond Police Department in conjunction with Reid Hospital, The Richmond Fire Department, Lifeline Rescue, and Emergency Vehicle Operations (EVO) officers from several local agencies conducted the first RTR event on September 27, 2014. This event had 52 student participants. The Seymour Police Department in conjunction with Freeman Field Air Base, Seymour High School and trained EVO officers from several local police agencies held the second RTR event on October 23, 2014. With 57 student participants in the second event, RTR provided hands-on experience and expert instruction to 109 young drivers. Both of these events received excellent media coverage and student participants’ evaluations gave very high marks for the event.

Driving Simulator

ICJI provides interactive education on the dangers of texting and driving using an all-in-one portable, table top driving simulator. The simulator is used at various events across the state. These events include Rule the Road Teen Driving Events, numerous county fairs, and The WTHR Health and Fitness Expo. The traffic Safety Division partnered with State Farm Insurance and AT&T to fund these events. In 2014, the TSD completed two events in the fall. One event, named “Every 15 Minutes,” was held at Carroll Jr-Sr High school with approximately 26 participants. One major event of 2014 was the WTHR Health and Fitness Expo where approximately 50 participants ranging in age from 11 to 64 with the majority falling in the 15-18 age range. The simulator was not working properly for parts of 2014 causing our numbers to be fairly low. After investigating repair costs, it was determined a new unit would be a more effective solution and a new unit was purchased with State Farm Insurance funds.

Financial Information

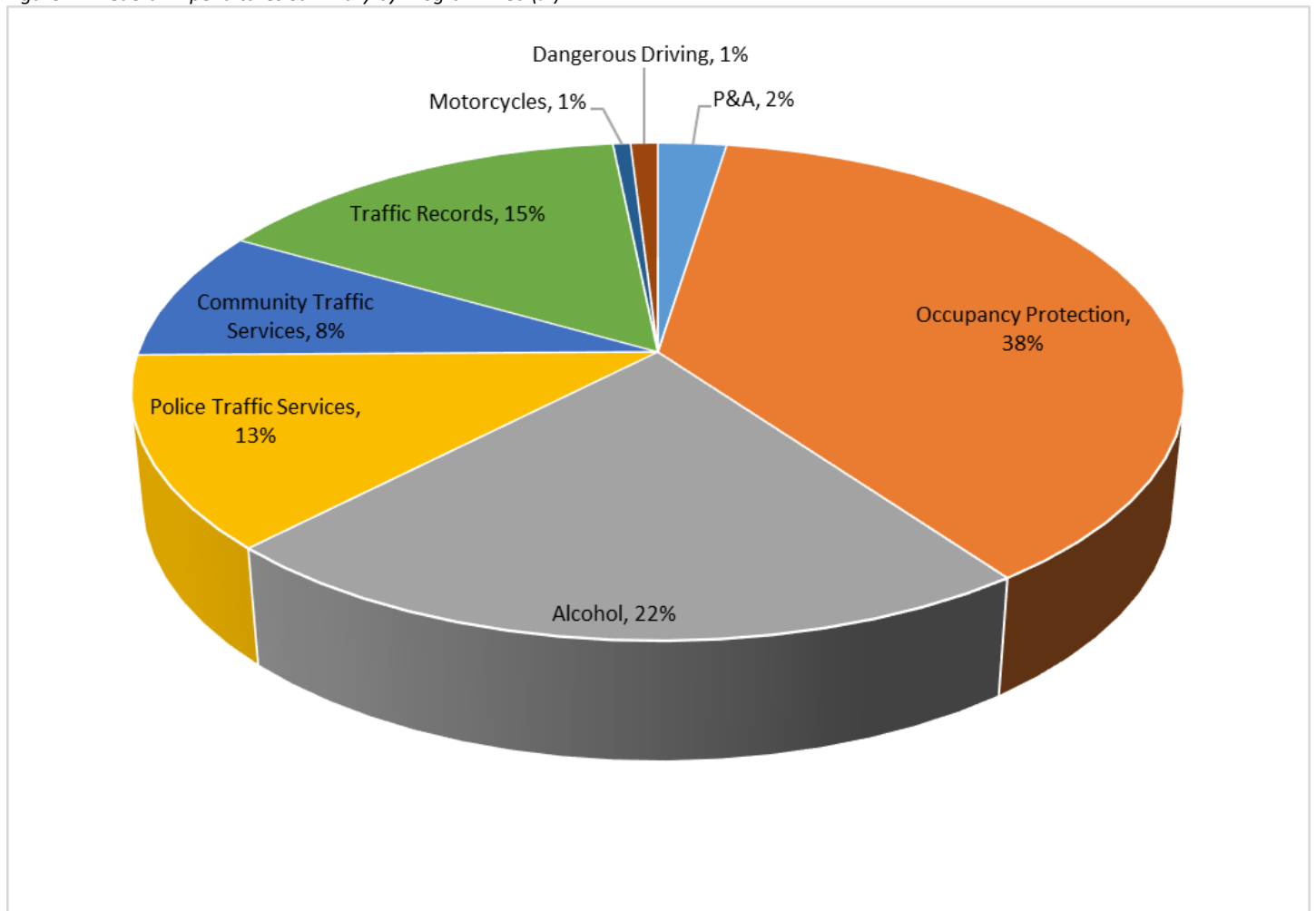
Figure 12: FY 2014 Traffic Safety Expenditures

2014 Traffic Safety Expenditures	2014	406	402	405 Part 3		405 Part 1	405 Part 5	405 Part 2	405 Pt. 4	Total	State	Total
	Budget	Primary Seat Belt	General	410 Impaired Driving	2011 Child Pass	405 Seat Belts	2010 Motorcycle	408 Traffic Records	Distracted 1906 Profiling			
Planning and Administrative (P&A)												
Planning & Administration-Federal	523,333.00	0.00	214,547.26	0.00	0.00	0.00	0.00	0.00		214,547.26	0.00	214,547.26
Planning & Administration-State	523,333.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	214,547.26	214,547.26
Sub-total P&A	1,046,666.00	0.00	214,547.26	0.00	0.00	0.00	0.00	0.00		214,547.26	214,547.26	429,094.52
Section II: Occupancy Protection												
Program Management	63,000.00		74,652.90	0.00	0.00	0.00	0.00	0.00		74,652.90	0.00	74,652.90
Automotive Safety Program	850,000.00	0.00	0.00	0.00	300,000.00	550,000.00	0.00	0.00		850,000.00	0.00	850,000.00
Seat Belt Enforcement (OPO)/Peds/Bikes	2,680,000.00		2,234,890.27	0.00	0.00	96,154.73	0.00	0.00		2,331,045.00	0.00	2,331,045.00
Rural Demonstration Project (RDP)	45,000.00	0.00	0.00	0.00	0.00	30,212.76	0.00	0.00		30,212.76		30,212.76
Sub-total Occ Protection	3,638,000.00	0.00	2,309,543.17	0.00	300,000.00	676,367.49	0.00	0.00		3,285,910.66	0.00	3,285,910.66
Section III: Alcohol												
Program Management	65,000.00	0.00	0.00	68,635.66	0.00	0.00	0.00	0.00		68,635.66	0.00	68,635.66
FACT Teams/Trainings	75,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00
Enforcement (DUI Task Force)	1,550,000.00	0.00	0.00	1,258,797.77	0.00	0.00	0.00	0.00		1,258,797.77	0.00	1,258,797.77
Ignition Interlock Pilot	30,000.00			0.00						0.00		
Law Enforcement Training Board (SFST/DRE)	180,000.00		0.00	173,759.26	0.00	0.00	0.00	0.00		173,759.26	0.00	173,759.26
Traffic Safety Resource Prosecutor	185,000.00		173,992.58	0.00	0.00	0.00	0.00	0.00		173,992.58	0.00	173,992.58
Excise Police	120,000.00		0.00	116,341.79	0.00	0.00	0.00	0.00		116,341.79	0.00	116,341.79
SADD	150,000.00		150,000.00	0.00	0.00	0.00	0.00	0.00		150,000.00	0.00	150,000.00
Sub-total Alcohol	2,355,000.00	0.00	323,992.58	1,617,534.48	0.00	0.00	0.00	0.00		1,941,527.06	0.00	1,941,527.06
Section IV: PTS												
Program Management	65,000.00		42,964.33	0.00	0.00	0.00	0.00	0.00		42,964.33	0.00	42,964.33
Statewide Training	10,000.00	0.00	46.03	0.00	0.00	0.00	0.00	0.00		46.03	0.00	46.03
OPO Awards Banquet	95,000.00		105,271.48	0.00	0.00	0.00	0.00	0.00		105,271.48	0.00	105,271.48
Indiana State Police	1,250,465.00	52,725.00	473,770.56	420,327.09	0.00	0.00	0.00	0.00		946,822.65	0.00	946,822.65
Sub-total PTS	1,420,465.00	52,725.00	622,052.40	420,327.09	0.00	0.00	0.00	0.00		1,095,104.49	0.00	1,095,104.49
Section V: Community TS												
LEL Program	540,000.00		360,638.00	0.00	0.00	0.00	0.00	0.00		360,638.00	0.00	360,638.00
Media / Communications Division	1,068,000.00		246,121.62	133,390.00	0.00			0.00		379,511.62	0.00	379,511.62
Sub-total Community TS	1,608,000.00	0.00	606,759.62	133,390.00	0.00	0.00	0.00	0.00		740,149.62	0.00	740,149.62
Section VI: Traffic Records/ Research												
Program Management	65,000.00	0.00	0.00	0.00	0.00	0.00	0.00	72,238.10		72,238.10	0.00	72,238.10
Indiana University Center	350,000.00		350,000.00	0.00	0.00	0.00	0.00	0.00		350,000.00	0.00	350,000.00
Purdue University/ CODES	115,000.00		0.00	0.00	0.00	0.00	0.00	115,000.00		115,000.00		
Traffic Records Improvements	521,000.00	0.00	0.00	0.00	0.00	0.00	0.00	413,021.14		413,021.14	0.00	413,021.14
Racial Profiling Grant	375,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	371,487.39	371,487.39	0.00	371,487.39
Sub-total Traffic Records	1,426,000.00	0.00	350,000.00	0.00	0.00	0.00	0.00	600,259.24	375,000.00	1,321,746.63	0.00	1,321,746.63
Section VII: Motorcycles												
Media / Public Awareness Campaign	170,000.00	0.00	0.00	0.00	0.00	0.00	54,899.81	0.00		54,899.81	0.00	54,899.81
Sub-total Motorcycles	170,000.00	0.00	0.00	0.00	0.00	0.00	54,899.81	0.00		54,899.81	0.00	54,899.81
Section VIII: Dangerous Driving												
Dangerous Driving/ Texting	200,000.00	0.00	85,000.00	0.00	0.00	0.00	0.00	0.00		85,000.00	0.00	85,000.00
Sub-total Dangerous Driving	200,000.00	0.00	85,000.00	0.00	0.00	0.00	0.00	0.00		85,000.00	0.00	85,000.00
Total 2014 Budget Expenditures	11,864,131.00	52,725.00	4,511,895.03	2,171,251.57	300,000.00	676,367.49	54,899.81	600,259.24	375,000.00	8,738,885.53	214,547.26	8,953,432.79

Figure 13: Federal Expenditures Summary by Program Area

Federal Expenditures Summary by Program Area	406	402	405 Part 3	2011	405 Part 1	405 Part 5	405 Part 2	405 Pt. 4 Distracted	Total Federal Funds
	Primary Seat Belt	General	410 Impaired Driving	Child Pass	405 Seat Belts	2010 Motorcycle	408 Traffic Records	1906 Profiling	
P&A		214,547.26							214,547.26
Occupancy Protection		2,309,543.17		300,000.00	676,367.49				3,285,910.66
Alcohol		323,992.58	1,617,534.48						1,941,527.06
Police Traffic Services	52,725.00	622,052.40	420,327.09						1,095,104.49
Community Traffic Services		606,759.62	133,390.00						740,149.62
Traffic Records		350,000.00					600,259.24	371,487.39	1,321,746.63
Motorcycles						54,899.81			54,899.81
Dangerous Driving		85,000.00							85,000.00
TOTAL	52,725.00	4,511,895.03	2,171,251.57	300,000.00	676,367.49	54,899.81	600,259.24	371,487.39	8,738,885.53

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



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