

Indiana

Project Title: Program Management

Description: This project provides funds for the occupant protection program manager to coordinate and oversee the occupant protection initiatives. Program manager responsibilities include monitoring sub-grantee compliance and performance, 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.

Budget: \$75,000

Project Title: Operation Pull Over (OPO) Enforcement

Description: ICJI provides funds which are allocated to state and local law enforcement agencies to conduct high visibility enforcement during four mobilization periods throughout the year and additional enforcement as needed. Local law enforcement agencies are required to work the two national mobilization periods as well as the two state mobilizations. Eligibility of events and enforcement techniques will be reviewed and approved by the program manager prior to funding. Beginning in FY16, OPO applicants utilized county specific data reflecting traffic collisions and injuries to set outcome measures and targets. This improved efficiency and allowed for data-driven decisions. This method was first successfully implemented for the ICJI Rural Demonstration Project in FY15. It was additionally modified and successfully implemented for the ICJI Rural Demonstration Project in FY16 with more significant data driven improvements. ICJI continues to utilize county specific data applications for all occupant protection projects.

OPO is Indiana's primary seat belt enforcement program. All OPO participating agencies must work both national blitzes (Click it or Ticket and Drive Sober or Get Pulled Over) and two statewide mobilizations. At least 12.5 percent of grant funds must be spent per mobilization, for a total of 50 percent being used for blitz enforcement. The remaining 50 percent can be used for additional enforcement periods determined by the local agencies based on local traffic data and community events.

All grantees are required to conduct at least 40 percent of their enforcement during nighttime hours (6:00 p.m. to 6:00 a.m.). Subgrantees are required to report fiscally and programmatically on a quarterly basis in the Egrants system. Subgrantees are also required to report all enforcement within 15 days of the end of the enforcement period in ICJI's OPO database. Though OPO is primarily a combination of seat belt and impaired driving enforcement, seat belts remain the top priority. Applicants can additionally request funding to address other high risk driving behaviors should their local data indicate a need.

The FY18 OPO project will introduce the use of Drug Recognition Experts (DRE) for drug-related impaired enforcement efforts. Subgrantees who have DREs in their area(s) will have the ability to allocate specific funding for DRE utilization throughout the grant period. DREs will only be activated within OPO enforcement, and not be used as part of DUI Task Force projects. Funding is used to provide overtime to officers working enforcement and administrative hours for enforcement planning and reporting.

Budget: \$3,000,000

Project Title: Rural Demonstration Project

Description: Since 2005, the RDP program has been highly effective in increasing seat belt usage rates in rural areas. Since the majority of unrestrained fatalities occur in rural areas, this enforcement is scheduled to occur shortly following the National Click It or Ticket mobilization in an effort to emphasize

rural seat belt usage. Rural counties are identified using FARS and census data and given top priority to receive funding in this project. Both rural and rural/mixed counties were selected for inclusion based on rates of unrestrained individuals in collisions per 10k population in 2015. The top 30 counties with the highest rates of unbelted crashes are contacted and asked to participate. Any remaining funding could be distributed to additional counties based on unrestrained crash rates. Funding may also be provided to the Indiana State Police to cover nonparticipating counties. Subgrantees are required to conduct enforcement patrols for roadway segments and intersections provided by ICJI. Once the enforcement locations and traffic collision maps are made available to subgrantees, they are required to write a descriptive enforcement plan. Subgrantees are required to report fiscally and programmatically within 15 days of the end of the enforcement period through the Egrants system. Speed, DUI, and other projects are not eligible for these enforcement funds. Funding is used to provide overtime to officers working enforcement and administrative hours for enforcement planning and reporting.

Assigned program manager will provide oversight and monitoring of this project. Monitoring of the project will include assurance that all activities performed are an effective use of 405B funds for appropriate enforcement activities.

Budget: \$80,000

Project Title: Indiana State Police

MOE: Alcohol (\$10,901,399) and Occupant Protection (\$20,245,455) Total (\$31,146,854)

Description: Funding is provided to ISP to enforce all traffic safety laws. Officers conduct saturation patrols and sobriety checkpoints to combat dangerous driving, **seat belt violations**, and impaired driving. ISP is required to participate in all the national mobilizations as well as any other activities determined by ICJI. ISP enforcement is comprised of five separate projects:

All programs have a zero tolerance policy requiring officers to write a citation, not a warning, whenever impaired driving, passenger restraint violations, graduated driver license violations, and motorcycle violations occur. At least 40 percent of their enforcement efforts must be during nighttime enforcement hours (6:00 p.m. to 6:00 a.m.). ISP concentrates their enforcement on the areas where local law enforcement have not received other grant funds from ICJI to conduct enforcement. ISP is required to report fiscally and programmatically on a quarterly basis in the Egrants system. They are also required to report all enforcement within 15 days of the end of the period in ICJI's OPO database. Funding pays for the officers' salaries, overtime, training, mileage, equipment, and travel.

Assigned program manager will provide oversight and monitoring of this project. Monitoring of the project will include assurance that all activities performed are an effective use of 402 and 405D funds for appropriate enforcement activities.

Budget: \$1,166,000

Project Title: Rural Demonstration Project

Description: **Since 2005, the RDP program has been highly effective in increasing seat belt usage rates in rural areas.** Since the majority of unrestrained fatalities occur in rural areas, this enforcement is scheduled to occur shortly following the National Click It or Ticket mobilization in an effort to emphasize rural seat belt usage. Rural counties are identified using FARS and census data and given top priority to receive funding in this project. Both rural and rural/mixed counties were selected for inclusion based on rates of unrestrained individuals in collisions per 10k population in 2015. The top 30 counties with the highest rates of unbelted crashes are contacted and asked to participate. Any remaining funding could be distributed to additional counties based on unrestrained crash rates. Funding may also be provided

to the Indiana State Police to cover nonparticipating counties. Subgrantees are required to conduct enforcement patrols for roadway segments and intersections provided by ICJI. Once the enforcement locations and traffic collision maps are made available to subgrantees, they are required to write a descriptive enforcement plan. Subgrantees are required to report fiscally and programmatically within 15 days of the end of the enforcement period through the Egrants system. Speed, DUI, and other projects are not eligible for these enforcement funds. Funding is used to provide overtime to officers working enforcement and administrative hours for enforcement planning and reporting.

Assigned program manager will provide oversight and monitoring of this project. Monitoring of the project will include assurance that all activities performed are an effective use of 405B funds for appropriate enforcement activities.

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All programs have a zero tolerance policy requiring officers to write a citation, not a warning, whenever impaired driving, passenger restraint violations, graduated driver license violations, and motorcycle violations occur. At least 40 percent of their enforcement efforts must be during nighttime enforcement hours (6:00 p.m. to 6:00 a.m.). ISP concentrates their enforcement on the areas where local law enforcement have not received other grant funds from ICJI to conduct enforcement. ISP is required to report fiscally and programmatically on a quarterly basis in the Egrants system. They are also required to report all enforcement within 15 days of the end of the period in ICJI’s OPO database. Funding pays for the officers’ salaries, overtime, training, mileage, equipment, and travel.

Assigned program manager will provide oversight and monitoring of this project. Monitoring of the project will include assurance that all activities performed are an effective use of 402 and 405D funds for appropriate enforcement activities.

Budget: \$1,166,000

Figure 16: Occupant Protection Program Budget Summary

Project Number	Project Title	Budget	Budget Source
OP-2018-01-00-00	Program Management	\$75,000	402
OP-2018-02-00-00	Operation Pull Over	\$3,000,000	402
M1X-2018-03-00-	Rural Demonstration Project	\$80,000	405 B
PT-2018-00-00-00	Indiana State Police	\$716,000	402
M6X-2018-10-00-	Indiana State Police	\$450,000	405 D
CP-2018-01-00-00	Law Enforcement Liaisons	\$495,000	402
Total All Funds		\$4,816,000	

Project Title: Children less than 15 years of age as unrestrained passenger vehicle occupant fatalities (Indirect Costs: \$69,727)

MOE: Occupant Protection (\$25,216.71)

Description: ICJI provides funding to Indiana University's Automotive Safety Program (ASP). ASP utilizes grant funds to reduce the number of children (under 15 years of age) who could be seriously injured or killed in a motor vehicle crash. The primary objective is to have each child properly restrained in a car seat, booster seat, or vehicle seat belt according to best practice. This is accomplished through:

- NHTSA child safety seat technician and instructor trainings for emergency personnel and other interested individuals.
- Basic awareness courses for emergency personnel and other interested individuals.
- Child Passenger Safety refresher courses for technicians and instructors.
- The planning and hosting of a Child Passenger Safety Conference.
- Statewide outreach on properly restraining children to non-English speaking populations.
- Safe Kids Indiana supports a network of coalitions and chapters across the state. These chapters and coalitions are dedicated to addressing proper vehicle restraint for children 8-15 years of age, pedestrian safety, and bicycle safety.
- A program designed for the classroom to teach the importance of belt use for children 8-12. This program is entitled *Belt Abouts* and will be provided through the Safe Kids Indiana network.

Assigned program manager will provide oversight and monitoring of this project. Monitoring will include assurance of the education and resources directed to all vulnerable populations under the age of 15.

Budget: \$767,000

Project Numbers:

PM-2018-00-00-12 (402): *Media/Communications Division*

MC-2018-00-00-13 (402): *Media/Public Awareness Campaign*

FDPEM-2018-00-00-01 (405 D): *Media/Communications Division*

M9X-2018-00-01-05 (405 F): *Media/Communications Division*

Plan Summary

ICJI will continue its effective efforts in targeting audiences to communicate messaging for occupant protection; motorcycle safety and awareness; child passenger safety; young drivers; impaired driving; dangerous driving; and bicyclist and pedestrian safety. State of Indiana FY 2018 Highway Safety Plan In addition to supplementing national messages, ICJI will place special emphasis on earned media. ICJI works with local law enforcement and non-profit agencies to localize messages. Experience has shown local media are much more receptive to speaking with representatives in their local community, than simply publishing a media release from the state agency.

ICJI will continue to use digital media messaging to reach audiences ages 35 and younger. Studies have shown this demographic does not consume traditional media and relies instead on their mobile devices to receive information. ICJI will also continue using some traditional media, primarily radio but, since driving habits are developed at a young age, it's important to place a heavier emphasis on digital and social media channels.

ICJI will strengthen its partnerships with key organizations to meet message objectives. This includes the Automotive Safety Partnership, Miracle Ride for Riley Hospital, ABATE and other groups that can assist in getting messages to targeted audiences. Additionally, when appropriate, ICJI will hold media events with our partners, to further expand messaging.

Objectives

- Reduce the number of traffic collisions, injuries, and fatalities that result from impaired driving and motorcycle riding, speeding, improper restraint use, and distracted and aggressive driving – by utilizing highly targeted digital media, social media, radio, and earned media;
- Raise awareness of national traffic safety campaigns through statewide paid media (primarily digital, social and radio), in conjunction with localized earned media. These efforts will publicize statewide HVE efforts;
- Build and sustain partnerships with key individuals and organizations to maintain awareness, between statewide advertising campaigns, which deliver large target audiences during non-enforcement periods;
- Plan and execute a series of communication activities which effectively convey the dangers and consequences of impaired, dangerous, and distracted driving behaviors, in addition to increasing seat belt usage. Paid and earned media exposure will successfully heighten awareness and increase positive behavioral change;
- Maintain an integrated calendar of paid and earned media events.

Communications Calendar

Ongoing/Season Long

Project Title: Year-long Campaign Specific Awareness (Indianapolis Colts) – Awareness Partnership

Project Budget: \$80,000

Project Number:

Funding Stream: 402 and 405 D

Target Audience:

- All Indiana drivers

Key Message(s):

- Don't Drive Distracted
- Buckle Up, It Saves Lives
- Drive Sober or Get Pulled Over

Project Title: Teen Seat Belt Usage, Don't Drive Distracted and Underage Drinking and Driving (WHMB TV40 Indianapolis) – Awareness Partnership

Project Budget: \$26,000

Project Number:

Funding Stream: 402 & 405 D

Target Audience:

- Teen drivers – ages 13-18

Key Message(s):

- Buckle Up, It Saves Lives
- Don't Drive Distracted.
- If You're Underage, Don't Drink. It's That Simple.

Synopsis: Reaching nearly 1.1 million homes, WHMB TV40 is the premier provider for high school sports in the Central Indiana area, which is a radius of 30 counties. From 2013-2016, the Central Indiana area has seen close to 31,000 automobile collisions from this age group, resulting in 9,222 injuries and 154 deaths. This represents 33 percent of the collisions and 43 percent of the injuries and fatalities that occurred within the state from 2013-2016 for this age group. Through the use of TV spots, live

announcements, and promotional mentions, we will partner with WHMB TV40 to deliver targeted messaging to our intended audience in an effort to reduce the number of teen collisions, injuries, and deaths due to unrestrained driving, driving distracted, and driving while under the influence. State of Indiana FY 2018 Highway Safety Plan

Project Title: Teen Seat Belt Usage, Don't Drive Distracted and Underage Drinking and Driving (WHME TV46 South Bend) – Awareness Partnership

Project Budget: \$18,000

Target Audience:

☑ Teen drivers – ages 13-18

Key Message(s):

☑ Buckle Up, It Saves Lives

☑ Don't Drive Distracted.

☑ If You're Underage, Don't Drink. It's That Simple.

Synopsis: Reaching nearly 340,000 households including all or part of about one dozen Indiana counties, WHME TV46 is the premier provider for high school sports in the South Bend area. From 2013-2016, the South Bend area has seen close to 12,500 automobile collisions from this age group, resulting in 2,791 injuries and 43 deaths. This represents 13 percent of the collisions and 13 percent of the injuries and fatalities that occurred within the state from 2013-2016 for this age group. Through the use of TV spots, live announcements, and promotional mentions, we will partner with WHME TV46 to deliver targeted messaging to our intended audience in an effort to reduce the number of teen collisions, injuries, and deaths due to unrestrained driving, driving distracted, and driving while under the influence.

Project Title: Seat Belt Usage and Drive Sober or Get Pulled Over (South Shore RailCats) – Awareness Partnership

Project Budget: \$26,000

Key Message(s):

☑ Drive Sober or Get Pulled Over

☑ Buckle Up, It Saves Lives

Synopsis: Each year more than 165,000 Northwest Indiana residents visit the U.S. Steel Yard, which is home to the South Shore RailCats baseball team. By partnering with the South Shore RailCats, we will use targeted messaging to reach our intended audience in an effort to reduce the number of collisions, injuries, and deaths related to unrestrained driving and driving under the influence. This partnership provides both static displayed messaging, as well as radio and video. Static messaging will be prominently displayed along the Indiana I-90 corridor, which reaches a daily driving audience of 35,000 to 42,000 cars. From 2013-2016, the Northwest Indiana area has seen nearly 88,000 automobile collisions, resulting in 15,021 injuries and 255 deaths. This represents 10 percent of the collisions and 11 percent of the injuries and fatalities that occurred within the state during the same time period.

Project Title: Child Passenger Safety & Seat Belt Usage – Magazine Ads

Project Budget: \$11,500

☑ The Right Seat Matters, Is Your Child in It?

☑ Buckle Up, It Saves Lives

Synopsis: Each year 75,000 adult students in Indiana receive the "Career Ready" publication, a publication of the Indianapolis Business Journal. The publication is focused towards the non-traditional students attending mostly community colleges. The articles about vocational education, financial aid, job search, and career info are extremely relevant. This year they are State of Indiana FY 2018 Highway Safety Plan also offering an online version of the magazine for digital enhancement and reach. The ads will emphasize the importance of child passenger safety and seat belt usage