

State of Indiana



Highway Safety Annual Report



FY 2006

**Prepared for:
U.S. Department of Transportation
National Highway Traffic Safety Administration**

**Prepared by:
The Traffic Safety Division of the
Indiana Criminal Justice Institute**



December 29, 2006

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I.

Introduction

The Traffic Safety Division (TSD) of the Indiana Criminal Justice Institute (ICJI), on behalf of the Governor's Council on Impaired & Dangerous Driving, manages federal funds that are allocated throughout the state to support programs designed and implemented to reduce the number of people injured and killed in traffic related crashes each year.

The TSD promotes traffic safety activities on state and local levels through the development of a comprehensive Highway Safety Plan (HSP). The HSP describes the projects and activities planned to reach national and state traffic safety goals 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 goals set forth in the HSP. While the TSD is making great strides in improving the quality and conciseness of the information and goals contained in the HSP for FY 2007, the FY 2006 HSP goals and data were wide-ranging and broad. It became apparent that there were some traffic safety issues that needed to be addressed through data driven decision making. That is why throughout the past fiscal year the implementation of performance measures on TSD initiatives were enhanced. As a result, the FY 2006 AR is being set as a benchmark year, which will begin to highlight the accomplishments of traffic safety initiatives in Indiana through performance measures and data driving strategies.

The ICJI TSD consists of a Division Director who coordinates the efforts of the support staff including an Alcohol Programs Manager, Traffic Records Coordinator, Traffic Safety Research Associate, Occupant Protection Manager and seven Law Enforcement Liaisons located regionally across Indiana. The TSD maintains a close working relationship with the Research Division within ICJI and with the Center for Urban Policy and the Environment based out of Indiana University's School of Public and Environmental Affairs, the Center for the Advancement of Transportation Safety located at Purdue University, the Governor's Council on Impaired and Dangerous Driving and Traffic Records Coordinating Committee.

II.

Executive Summary

Fiscal year 2006 has been a rebuilding year for the Traffic Safety Division (TSD) at the Indiana Criminal Justice Institute (ICJI). Comprehensive performance measures and data driven traffic safety initiatives enacted throughout the past fiscal year, have helped lead to many of the accomplishments highlighted in this Annual Report. In addition to the rebuilding of the TSD performance measures, additional staff was hired in FY 2006 to work on issues such as traffic records, fiscal, research and media.

In January, a Fiscal Manager was hired to work exclusively with the TSD in order to oversee traffic safety programs fiscal accountability. A Crash Records Coordinator was hired in February to work on improving the timeliness, accuracy, uniformity and quality of the data coming in to be analyzed. A Research Associate from the Research and Planning division was also assigned to work full time on the analysis of traffic safety data in February. In August, a Communications Manager was assigned to work a majority of their time on traffic safety related matters to ensure that media dollars are being spent effectively and all potential areas to gain earned media are being sought after.

With the addition of TSD staff, a number of traffic safety accomplishments from FY 2006 blossomed. Last November we recognized over 600 law enforcement officers at the 12th annual Operation Pull Over banquet that honors the officers who participate in the Indiana Criminal Justice Institute's traffic safety programs. This past July the TSD staff traveled throughout the state to conduct four regional grant trainings for over 200 law enforcement agencies. These trainings informed the grant coordinators on the importance of developing data driven strategies in their communities for improving traffic safety in their respective communities.

One of the biggest accomplishments of FY 2006 was the improvement of traffic records in Indiana. In November of 2004, Data Nexus, Inc., evaluated the progress and status of the Indiana Vehicle Crash Records System (VCRS). The VCRS is a database software system that houses all of the crash reports throughout the state, whether or not they come on paper and are scanned in or electronically via the Internet. This evaluation identified among other things that despite the improvements represented by the VCRS software, procedures for data entry and data management could be improved. It was also noted that the Traffic Records Coordinating Committee lacked a clear focus on improving traffic records. This resulted in a lack of traffic records oversight that led to unacceptable data quality in the system.

In October 2005, another assessment was completed by NHTSA evaluating VCRS to determine whether Indiana's traffic records system was capable of supporting the TSD's needs in identifying the state's safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness. One of the key findings of the assessment team was because of the overall

poor data quality, the crash data was not being used extensively for data analysis to support decision making. Key traffic safety stakeholders were relying on fatal crash data instead of utilizing data from all crashes.

In response to the assessments the State moved swiftly to address the findings in both the assessments reports. The state decided that by outsourcing VCRS to a private vendor, improvements to the system as a whole could be made much faster and at no cost to the state or with reliance on federal funds. A request for proposals was drafted by a committee of traffic safety stakeholders and a competitive bidding process took place that resulted in the selection of a vendor to administer VCRS in July of 2006. The four year contract with the vendor specifically outlines performance measures that they contractually must achieve in areas such as mapping all crash locations accurately and increasing the amount of crash reports submitted electronically.

Another fiscal year 2006 accomplishment through VCRS is the large increase in the amount of crash reports being submitted electronically. Crash reports that are submitted electronically must be able to pass data edits that have been built into the VCRS software in order to be downloaded into VCRS. Crash reports submitted by paper do not have a front-end data edit component that they must go through before they are scanned into the database like the electronically submitted reports due. Thus, it was determined by the Traffic Records Coordinating Committee that increasing the number of crash reports submitted electronically would enhance data quality and be a “low hanging fruit” that could easily be attained. With the help of the Crash Records Coordinator the percentage of crash reports being submitted electronically went up from 32% in January to 65% by October, 2006.

As previously mentioned, this year has been a rebuilding year for the TSD as we have prioritized funding decisions to programs based on problem identification and data driven strategies. Utilizing crash data from around the state the ICJI identified 37 counties that represented 70 percent of the state’s traffic fatalities. These identified counties were eligible to receive special incentive grants from the TSD. Of the 37 eligible counties, ten counties applied for and received additional funding for targeted and evidence based enforcement efforts.

As a result, from October 1, 2005 – September 30, 2006, counties that received increased funding for enforcement showed an average reduction in fatalities of 8.3 percent, compared to a 0.3 percent reduction in fatalities of those counties that did not receive funding. *These 10 targeted counties showed 83 fewer fatalities over the same period the previous year.*

Last but not least, all of the efforts of sustained and blitz enforcement by law enforcement in fiscal year 2006 has led to a recent surge in safety belt usage. According to a statewide survey completed in April and May of 2006, seat belt use in Indiana has increased 3.1% from the previous year, which translates to an all time high for Indiana of 84.3% of the population wearing safety belts. This was accomplished even though current Indiana law exempts adults riding in a vehicle plated as a truck from having to wear a safety belt.

In conclusion, the Indiana Criminal Justice Institute and the TSD have been rebuilding not only staff but also our direction in making funding decisions. The cornerstone in data driven decision making and analysis has been set and the TSD looks forward to continuing this work. With better analysis of the data and oversight of grantees we know Indiana will continue to make great strides in traffic safety for years to come.

III.

Performance Plan Development

To establish a solid foundation for designing and implementing successful traffic safety programs, the Indiana Criminal Justice Institute (ICJI) performs year-round data analysis through which traffic crash issues and trends are identified. The primary sources of data that are used include the Fatality Analysis Reporting System (FARS), NHTSA, Driver and Vehicle Reports maintained by the Bureau of Motor Vehicles (BMV), and the Vehicle Crash Records System (VCRS) maintained by the Indiana State Police. The data contained in VCRS is able to support analysis of crashes defined by various characteristics and components, such as weather conditions, types of roadways, contributing circumstances, and more.

In FY 2006, analyses of the data led to better problem identification. Analysis of the data determined what program areas needed to be addressed. Priority was established for the areas having the greatest possible impact in reducing the number of lives lost and injuries sustained on state roadways. Baseline rates were developed in the following areas:

- Total fatalities
- Fatality rate per 100,000 population
- Alcohol related fatalities
- Percent of alcohol related fatalities
- Percent of population using safety belts

Those stakeholders involved in setting performance goals for FY 2006 included the Traffic Safety Division (TSD) of ICJI, the Governor's Council on Impaired and Dangerous Driving, Law Enforcement Liaisons (LEL's), National Highway Traffic Safety Administration (NHTSA) and the members of the Traffic Records Coordinating Committee.

IV.

Program Funding

Federally Funded Programs

Section 408 Program

Under Title 23 of the U.S.C., section 408 funding provides for the state to develop and implement traffic information system improvements. Section 408 funds provide for the improvement of timeliness, accuracy, and uniformity of safety data. Funds also support the linking of state data systems, specifically traffic records with other data systems within the state.

Although Indiana did not receive section 408 funds until August of 2006, the funds will be carried forward into FY 2007. The majority of section 408 funds will support traffic records improvement programs such as electronic citations, trauma registries, and EMS reporting.

Section 2010 Program

Section 2010 of SAFETEA-LU establishes a new program of incentive grants to encourage States to adopt and implement effective programs to reduce the number of single and multi-vehicle crashes involving motorcyclists. Section 2010 funds can only be used for motorcyclist safety training and motorcyclist awareness programs, including improvement of training curricula, delivery of training, recruitment or retention of motorcyclist safety instructors, and public awareness and outreach programs.

Although Indiana did not receive Section 2010 funds until August of 2006, the funds will be carried forward into FY 2007. The majority of section 2010 funds will be used to support the Indiana Department of Education's motorcycle training programs.

Section 402 Program

Based on problems identified by the state, section 402 program funds are used to support the state's highway performance plan. Section 402 funds act as a resource to support programs that address a wide range of highway safety problems related to human factors that contribute to the reduction of crashes, death, and injury.

In FY 2006, the majority of section 402 funds supported Operation Pull Over and Big City/Big County programs.

Section 410 Program

Section 410 funds are used to support the development, implementation, or continued enforcement of programs aimed at reducing traffic safety problems from persons driving under the influence of alcohol or a controlled substance.

In FY 2006, the majority of section 410 funds supported DUI Taskforce programs and the establishment of new Fatal Alcohol Crash Teams.

Section 405 Program

The Occupant Protection Incentive Grant provides funds to be used only for the development, implementation, or continued enforcement of programs aimed at reducing highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles.

In FY 2006, the majority of section 405 funds supported Automotive Safety Plan initiatives such as child safety seat vouchers.

Section 157 Incentive Program and Innovative Programs

The state may use Section 157 incentive grant fund for any Title 23 U.S.C. projects including highway safety and construction programs. Innovative grant funding can be used to support programs aimed at increasing safety belt usage rates.

In FY 2006, the majority of section 157 funds supported speed incentive grants and special one-time grants.

Section 154 Program

Section 154 funds are used to encourage states to enact open container laws. States can also transfer funds to be used for alcohol-impaired driving countermeasures.

In FY 2006, the majority of section 154 funds supported DUI taskforces' and Big City/Big County program enforcement.

Funding Strategy

In order to determine grantee funding eligibility and award amounts in FY 2006, the Indiana Criminal Justice Institute (ICJI) developed an objective, two-pronged funding formula. Using a combined blanket and targeted funding strategy, the formula allowed for a focus to be placed on high fatality counties previously identified as having both seat belt and alcohol problems, as well as the continuation of funding on a statewide basis.

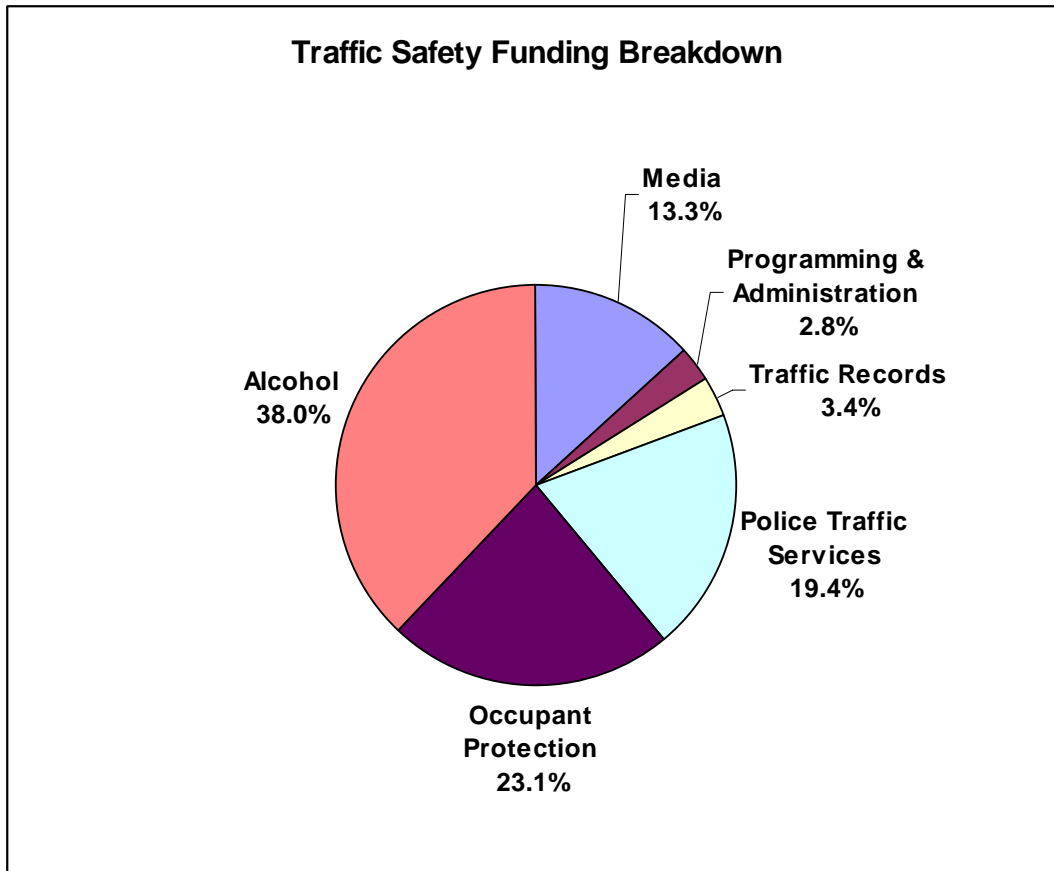
In order to create a maximum funding level for each group, the Traffic Safety Division (TSD) established the following four county population categories: small, or less than 30,000 population; medium, or 30,000 to 49,000 population; large, or 50,000 to 99,000; and extra large for any county with a population greater than 100,000. The first part of the formula involved evaluating each baseline blanket enforcement grant proposal to determine its funding eligibility based on the following criteria: having met the submission deadline, having submitted an explanation of how the proposal specifically addresses Indiana's traffic fatalities, previous effectiveness of the program for the agency and their reporting quality; and recommendations of the TSD.

The second part of the formula involved targeting counties with high numbers of fatalities. Using unrestrained and alcohol related fatalities as indicators of need for increased funding, ICJI examined the total number of fatalities (both unrestrained and alcohol related) over the last three years and identified those counties that accounted for approximately 70% of the state's traffic fatalities. Those counties then became eligible for incentive grants based on their ability to target their specific problem; their ability to present new and innovative traffic strategies; and their agency effectiveness and reporting.

V.

Fiscal Summary

	402	410 J8	410 SAFTEA	405a J2	405a SAFETEA	157 Incentive	157 Innovative	154	Total
P & A	401,038.95								401,038.95
Occupant Protection	706,747.12			678,978.28	679,891.75	1,281,357.75			3,346,947.37
Alcohol	24,959.83	1,689,883.12	784,271.04			582,725.28		2,423,482.86	5,505,322.13
PTS	2,068,514.63					705,650.28	35,685.90		2,809,850.81
Traffic Records	122,171.66	264,234.69	101,629.65						488,036.00
Media	852,494.18	238,206.89		9,735.82				823,279.70	1,923,716.59
Total Spent	4,175,926.37	2,192,324.70	885,900.69	688,714.10	679,891.75	2,569,732.78	35,685.90	3,246,762.56	14,474,938.85
Federal to Local Match	2,344,164.26	1,595,692.06		378,978.28	679,891.75	1,051,853.92		2,045,677.19	8,096,277.46



VI.

Program Reports

Highlights of specific projects and activities conducted during FY 2006 are presented below:

Traffic Records

The State of Indiana's Vehicle Crash Records System (VCRS) saw a tremendous improvement in FY 2006 in working toward the goal of creating an integrated traffic records system that is more accurate, timely, uniform, accessible, and complete. In March of 2006, the Traffic Records Coordinating Committee (TRCC) approved the activation of quality control edits on paper crash reports for the *first* time, rejecting those that contained one or more critical error. This gave TRCC members the ability to focus on rejected reports to determine the best way to alleviate rejections from occurring. All rejected crash reports were returned to the investigating officer for correction, which gave the TRCC the opportunity to gather feedback from submitting agencies about data quality issues of the existing crash report forms. Agencies and officers were made aware of these data quality issues and were trained if necessary to ensure the best possible data is submitted into the database.

As a result, the Traffic Safety Division (TSD) focused a large amount of energy on recruiting and encouraging law enforcement agencies to submit their crash reports electronically. Because of the validation rules (data edits) involved in the electronic VCRS, the officer is prompted to correct invalid or blank entries before the report can be transmitted to the Indiana State Police for entry into the data repository, significantly limiting the number of critical errors. In 2005, 32.7% of all reports were submitted electronically. By September of 2006, as a result of the TSD, ISP and the TRCC's strong support of eVCRS, the number of total reports being submitted electronically almost doubled, reaching 64.7%. In January of 2006, 61.1% of agencies had submitted at least one report electronically. By the end of FY 2006, that number had increased to over 80.0%.

Additionally in FY 2006, the Indiana Criminal Justice Institute (ICJI) and the Indiana State Police (ISP) conducted Electronic Vehicle Crash Report training sessions at 12 locations, reaching 20 agencies and over 200 law enforcement officers. In 2006, the Indiana Law Enforcement Academy (ILEA) transitioned to teaching only eVCRS to law enforcement recruits. The TSD division also received and distributed surplus laptops donated by Indiana State Police (ISP) to agencies for use in electronic crash report submissions. More than 350 computers were distributed in FY 2006, with an additional 350 expected to be distributed in FY 2007.

Goals set for FY 2006

1. To increase the number of agencies submitting electronic crash reports to 80.0% by January 1, 2008
2. Increase percentage of accepted electronic crash reports to 65% by October 1, 2006

Accomplishments

By the end of FY 2006, 405 out of 499, or 81.1% of agencies responsible for submitting vehicle crash reports had submitted reports electronically, already exceeding the goal set for 2008. Also, the addition of a Traffic Records Coordinator to the staff of the TSD in February 2006 resulted in achieving the goal of having 65% of all crash reports being submitted electronically.

Alcohol

In 2005, Indiana ranked 7th in the nation for lowest percentage of alcohol related fatalities at 34.1%, well below the national average of 40.0%. However, after several years of declining alcohol related fatalities, impaired driving has become a fluctuating problem. While the proportion of alcohol related fatalities dropped nearly ten percent from 41.2% in 1998 to 31.3% in 2003, the decline was not steady. Fatality rates spiked slightly in 2001 and continuously inclined through 2003.

In FY 2005, targeted alcohol related countermeasures were implemented to reduce impaired driving and alcohol related fatalities. Programs included, but were not limited to, overtime funding for DUI taskforces on state and local levels, funding for Fatal Alcohol Crash Teams (FACT), as well as various media campaigns.

Since passing the .08 BAC law in 2001, the number of Indiana DUI Taskforces has increased to represent 121 law enforcement agencies in 29 counties. Combined with the Operation Pull-Over program, DUI Taskforces serve as a very visible reminder of the states continued enforcement efforts. In FY 2006, Indiana's DUI Taskforces led the way in launching the new national impaired driving campaign "Over the Limit. Under Arrest". Over 230 law enforcement agencies throughout the state participated in the month long campaign.

In addition to participation in the "Over the Limit. Under Arrest." campaign, DUI Taskforce agencies, using overtime enforcement funds, conducted 45 sobriety checkpoints through out the state in FY 2006, 14 more checkpoints than in FY 2005. These checkpoints resulted in the issuance of 5,188 misdemeanor DUI citations and 944 felony DUI citations. Operation Pull-Over blitzes added another 1,586 misdemeanor DUI citations and 291 felony DUI citations.

With the addition of four new teams, there are now seven Fatal Alcohol Crash Teams (FACT) in Indiana. The FACT program was developed in 2002 to aide in the successful adjudication of impaired drivers who have caused serious bodily injury or death. Since the development of the first team in Marion County, the conviction rate for their drunk drivers has increased to 100%.

In FY 2006, FACT team investigations led to the successful closing of 23 cases, including a re-trial conviction of an individual who won an appeal after being convicted for causing a death while driving while intoxicated. Marion County's FACT crash reconstruction efforts also led to the August conviction of an individual who killed two people and seriously injured a third while driving with a BAC over three times the legal limit.

Using Indiana Criminal Justice Institute (ICJI) grant money, the four newly developed FACT teams were able to purchase crash investigation equipment and attend extensive crash reconstruction and at-scene investigation trainings to further develop officers DUI crash investigation skills.

Indiana Excise Police officers often assist FACT teams and other law enforcement agents in alcohol related investigations. Funding for the Stop Underage Drinking & Sales (SUDS) program allowed excise officers to work overtime and enforce Indiana's alcoholic beverage laws. This allowed for increased visibility and enforcement at large events such as Indiana University's Little 500, Purdue University's Grand Prix, the Indianapolis 500, and the Madison Regatta. The Cops in Shops (CIS) program also allowed excise officers to pose as customers and employees of liquor stores throughout Indiana. Persons under twenty-one years of age who entered and attempted to purchase alcoholic beverages were intercepted by excise officers and arrested.

In FY 2006, the Indiana Excise police conducted 158 SUDS related details. During SUDS details, excise officers and other enforcement agencies made enforcement contacts with 2,344 individuals, resulting in the issuance of over 2,700 warnings and citations for various offenses. In addition to individuals, officers reported citing 61 establishments on a combined total of 131 charges. CIS detail accounted for the arrest or citations of another 60 underage persons.

During FY 2006, 73 CIS details were conducted. These details resulted in the arrest or warning of over 100 people on a combined total of 150 charges. Excise officers also reported checking approximately 871 individuals for proof of age while working CIS details.

In an effort to increase the number of drivers tested for alcohol and drugs after being involved in a crash in FY 2006, the TSD continued to support and expand Standardized Field Sobriety Testing (SFST) and Drug Classification and Recognition Evaluation (DCRE) programs. Both programs are well established and are run by a common coordinator that works out of the Indiana Law Enforcement Academy. In FY 2006, the

SFST and DCRE programs focused on increasing training in counties that have lagged behind the rest of the state in impaired driving identification efforts. As a result, SFST and DCRE courses were expanded in several counties. Additionally, in February, twenty four new officers were trained to be SFST instructors, seven of which who were also trained as DCRE instructors. Retraining in SFST and DCRE was also made available in February.

The SFST and DCRE coordinator, Mr. Joe Turner, was requested by the National Highway Traffic Safety Association (NHTSA) to act as an assessor for other states on impaired driving issues. He has also been asked to submit information for admission to the DCRE Technical Advisory Panel (TAP), both of which are prestigious honors for Indiana that demonstrate the quality of the SFST and DCRE programs and the coordinator's dedication to impaired driving issues.

In the effort to promote healthy behavior in young drivers, Indiana Students Against Destructive Decisions (SADD) continues to be an asset in reducing the incidence of underage consumption of alcoholic beverages. In FY 2006, the number of schools receiving SADD program manuals and packets was higher than it has ever been. Additionally, nearly 400 high schools and an equal amount of middle schools received SADD newsletters and flyers.

In FY 2006, SADD coordinator Jim Noffsinger traveled to sixty-six schools, churches, and youth facilities (more than doubling the amount visited last year) with the SADD-mobile, featuring SADD's newest program, the Fatal Vision Obstacle Course. Through the year, 20 new high schools began SADD Chapters, doubling the amount started in the 2004-2005 school year. Thirty new middle school chapters were started, for a total of 50 new SADD chapters in Indiana over the last year. It is estimated that the SADD message reached nearly 13,000 students across the state in FY 2006.

Goals set for FY 2006:

1. To reduce the number of alcohol related fatalities with progress demonstrated on an annual basis
2. To reduce the number of alcohol related crashes per 100,000 MVMT with progress demonstrated on an annual basis

Accomplishments

The data for calendar year and FY 2006 is currently incomplete. The information will be forwarded as it become available. Having an alcohol fatality MVMT rate already lower than the NHTSA set regional goal of a 0.45 alcohol related fatality rate per 100 MVMT, the TSD has set the goal of achieving an alcohol related fatality rate of 0.33 per 100 MVMT in FY 2007.

Occupant Protection

The Indiana Criminal Justice Institute (ICJI) funded a roadside observational survey of seat belt and motorcycle helmet use, conducted by Purdue University's Center for the Advancement of Transportation (CATS). *Indiana's 2006 "all passenger vehicles" safety belt usage rate reached a record high for Indiana, increasing from 81.2% in June 2005 to 84.3% in June 2006, an all time high.* The results of the survey show advancements over past rates. The current usage is additionally higher than the national average of 82.0% as reported by the National Highways Traffic Safety Administration (NHTSA).

To save additional lives on Indiana roads, in FY 2006, ICJI continued to partner with NHTSA and utilize the "Click It or Ticket" safety belt campaign. "Click It or Ticket" uses high visibility enforcement, aggressive public information and education and intense media coverage to send the message to motorists that if they do not comply with Indiana's safety belt and child restraint laws they will receive a ticket.

In FY 2006, ICJI continued to support the statewide Operation Pull-Over (OPO) program, which focuses on increasing seat belt usage in conjunction with Click It or Ticket mobilizations. Funding goes toward the overtime enforcement for seat belt checkpoints and saturation patrols. In using the programs zero tolerance approach, over 180 law enforcement agencies participated in four blitzes and issued over 51,500 seat belt citations and 2,725 child restraint citations in FY 2006. OPO efforts also led to 1,586 misdemeanor DUI citations and 291 felony DUI citations.

In addition to existing OPO efforts, 88 departments designated as Big City/Big County (BCC) departments, representing 29 counties and nearly 50% of crashes, conducted year long stricter enforcements. These patrols added an additional 36,969 seat belt citations and 1,420 child restraint citations throughout the FY.

In an effort to target the youth population ages 0-19, the TSD additionally supported the Automotive Safety Program (ASP) at the Indiana University School of Medicine. ASP conducted statewide public information and education programs to increase correct use of occupant restraints through statewide involvement and utilization of child passenger safety advocates. The Automotive Safety Program (ASP) administers "Project L.O.V.E.," which is a voucher program developed for law enforcement officers. When an officer stops a vehicle for noncompliance with Indiana's child restraint law, the officer at his/her discretion, may issue a voucher to the driver for a free child safety seat. In FY 2006, 528 vouchers were given to the public, and of those almost 64 % were redeemed. ASP also coordinated the training of child passenger safety (CPS) technicians to aide in the inspection and installation of child safety seats. In FY 2006, 909 new CPS technicians were trained, and 120 technicians were recertified in training classes supported through grant funds. Additionally, 8,304 child passenger seat inspections were conducted and 3,649 new seats were provided.

Goals set for FY 2006

1. To increase safety belt usage rates from 81.2% in 2005 to 88.0% by 2008
2. To increase the number of children properly restrained in Indiana

Accomplishments

According to a roadside observational study conducted in June of 2006, Indiana's "all passenger vehicle" usage rate is at an all time high of 84.3%, less than 4% away from the goal set for 2008. Additionally, over 8,304 child passenger safety seat inspections were conducted, with 3,649 new seats being provided to those in need.

The TSD occupant protection goal for FY 2007 is to reach a 87.0% overall safety belt usage rate.

Speed Control

In FY 2006, ICJI was able to utilize reserve funding streams to provide problem counties with additional funds. As discussed earlier, the two-pronged funding approach was used to identify high fatality counties that were made eligible for increased speed enforcement funding. Of the 37 counties that were identified as having high fatalities, 10 counties applied for and received additional funding.

Compared to the number of fatalities in FY 2005, of those counties that received increased funding in FY 2006, the following occurred:

- 70% showed reductions in fatalities
- 55% fell within the top 10% of counties showing the greatest fatality reduction
- 30% reduced their number of fatalities by 50% or more

Goals set for FY 2006

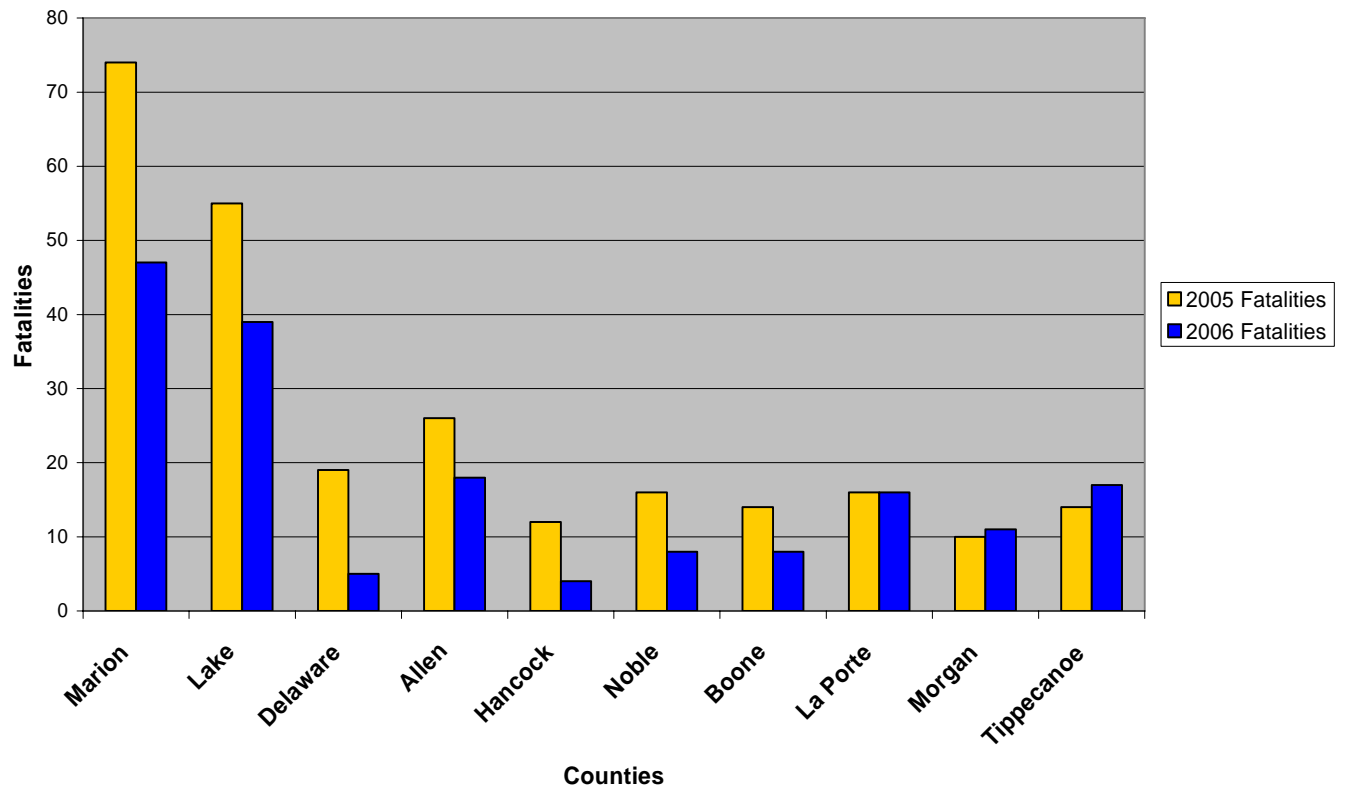
Because the funds used to support speed enforcement efforts were incentive grants and were not initially expected, no goals were set for FY 2006.

Accomplishments

Counties that received increased funding showed an average reduction in fatalities of 8.3 people, compared to 0.3 people in those counties that did not receive increased funding. Additionally, reductions of fatalities in counties that received increased funding accounted for over 70% of the total reduction of fatalities in FY 2006.*

*FY 2006 fatality numbers current as of November 1, 2006

Reduction in Fatalities in Counties with Increased Funding



VII.

Legislative Summary

The following legislation was enacted and became effective during FY 2006:

IC 9-30-7-5: if a subject has a previous conviction for operating while intoxicated and are in an accident causing serious bodily injury/fatality accident will be charged with a Class A infraction and a two-year license suspension

IC 9-21-8-55, IC 35-42-2-2: a person engages in aggressive driving if, during one episode of continuous driving a vehicle, the person commits at least three (3) of the following:

- Following a vehicle too closely
- Unsafe operation of a vehicle
- Overtaking another vehicle on the right by driving off the roadway
- Unsafe stopping or slowing a vehicle
- Unnecessary sounding of the horn
- Failure to yield
- Failure to obey a traffic control device
- Driving at an unsafe speed
- Repeatedly flashing the vehicle's headlights

The offense is a Class A misdemeanor with enhancements for serious bodily injury and death.

Vehicle Forfeiture: Officers can now forfeit vehicles:

- When a person is operating while intoxicated and has two prior operating while intoxicated convictions within five years, or
- When a person is driving while suspended as a misdemeanor or felony and has two prior operating while intoxicated convictions within five years

VIII.

Media and Communications

In fiscal year 2006 the Indiana Criminal Justice Institute had turn over in many of the Executive level positions. In addition, there was a period of time when the agency had no permanent Executive Director. With a lack of Executive level leadership and long term vacancies in the media and communication positions, the TSD was unable to attain information to make comparisons of media activities and accomplishments from FY 2005 to FY 2006. Nonetheless, the Media and Communication Division made it a priority in FY 2006 to place an emphasis on gaining additional earned media value and earned media from traffic safety media buys. Additional strides were made as well by the Media and Communications Division of ICJI in the course of promoting traffic safety, and will continue to do so in FY 2007.

One of the most important advances in the Media and Communications Division was the filling of vacancies of the Communications Director and Communications Manager positions. The Communications Manager was assigned by Executive level staff at ICJI to focus most of their time on traffic safety. With the help of local law enforcement liaisons (LEL), the Communications Division coordinated press conferences across the state to kick off enforcement campaigns. LEL's were also provided with press releases, talking points, and various promotional materials throughout the year. The Media and Communications staff also updated the ICJI website with traffic safety information that is accessed by the general public and grantees at <http://www.in.gov/cji/traffic/index.html>.

Another highlight of the Communication Divisions work in FY 2006 for the promotion of traffic safety initiatives was through paid media buys. The media buys were used to support enforcement efforts such as *Click It or Ticket; You Drink, You Drive, You Lose;* and *Over the Limit, Under Arrest*. Funds were used to produce various newspaper, television, and radio spots throughout the year. Overall, 34,839,934 television and newspaper exposures were earned media spots. Earned television and newspaper media value totaled \$1,404,776.40. Traffic safety media partnerships were established with the following organizations: Indiana Pacers, Indiana Fever, Indiana University, Purdue University, WIBC, Indiana Sports Talk, and the Indianapolis Colts.

The partnership with the Indiana Pacers during the 2005-2006 season was beneficial in reaching the 18-34 year old male drivers that are at particular risk for being involved in an impaired driving crash. ICJI was able to air one television network spot during 12 regular season games, in addition to airing one radio network commercial during 90 regular season games. ICJI also had three public awareness mentions per game as well as clicker board messages and signage throughout the stadium covering drunk driving and seat belt use.

Additionally, the Indianapolis 500 is the largest single-day spectator sporting event in the world. In affiliation with WIBC news radio, the ICJI Race Package included a total of 18 – 30 to 60 second spots throughout the race broadcast. ICJI was also the title sponsor of

Bump Day, with a Click It or Ticket message included in very commercial break. ICJI's Safety Belt enforcement campaign also aired statewide on Network Indiana radio, which reaches all 92 counties in Indiana.

Further efforts to spread the message that “buzzed driving is drunk driving” amongst basketball fans, ICJI formed a statewide radio advertising partnership with Indiana Sports Talk, which provides heavy coverage of basketball tournaments that are popular with men ages 18-34. During Sports Talk, the 24 commercials ran in the month of May in partnership with the Governor’s Council on Impaired and Dangerous Driving. Promotions and tag lines from the council also ran on Sports Talk during the Indiana High School Athletic Association (IHSAA) Girl and Boys State Finals basketball games.

Lastly, in addition to the several successful traffic safety media partnership, telephone awareness surveys conducted throughout the year found positive results of increased public knowledge. Administered in conjunction with Click It or Ticket (CIOT) mobilizations, the post-CIOT wave of surveys showed over 67% of the population indicated that they had seen, read, or heard about ICJI educational/media messages, an increase of over 8% pre-CIOT mobilization. Additionally, by the end of the CIOT mobilization, over 15% more people indicated that they noticed an increase in media messages than pre mobilization.

Investment and Rating Comparisons

	2005 Totals		Ratings
	# of Spots	Investment	
Safe Family Travel	512*	\$169,589	1675.9*
Child Passenger Safety	2742	\$87,075	1976.1*
Rural Seatbelt	10028	\$105,713.10	**
You Drink, You Drive, You Lose	5147	\$257,962	962.4****
Click it or Ticket	8,436	\$343,080	1068.7****
Total	26,865	\$963,419.10	5683.1

* Radio not available

** Ratings not available

*** Cable not available

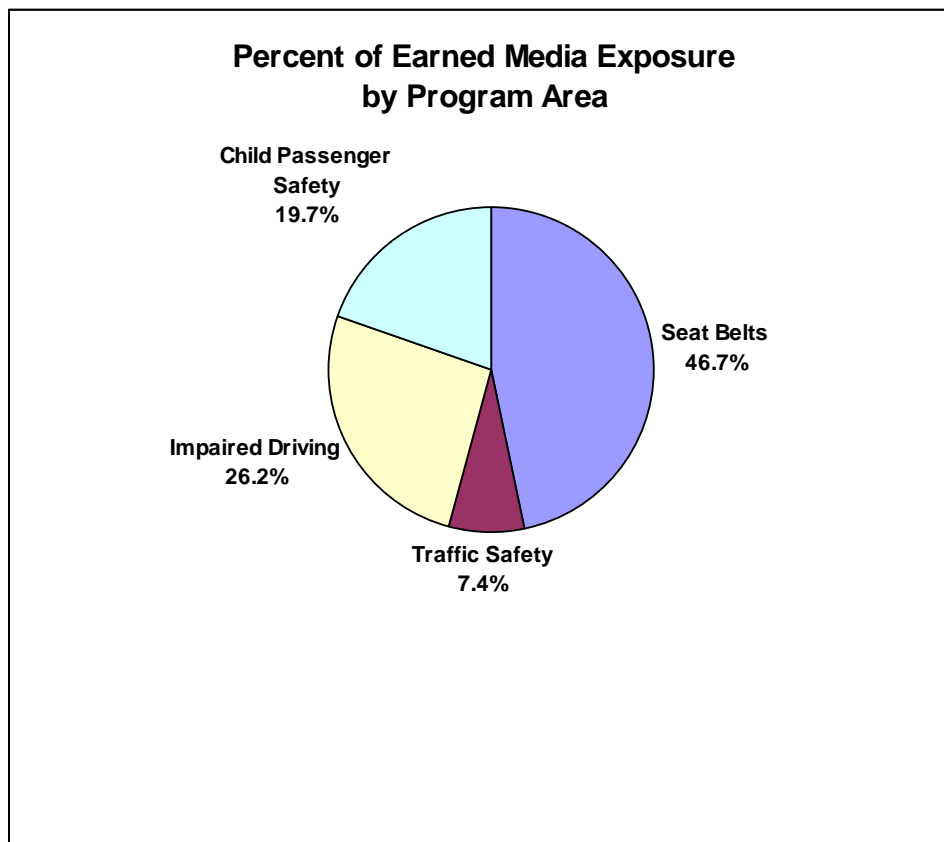
**** Radio and cable not available

	2006 Totals		Ratings
	# of Spots	Investment	
Safe Family Travel: Impaired Driving	1541	\$141,336	1423
Safe Family Travel: Click It or Ticket	3526	\$223,976	1373
May 2006: Rural Demonstration Project	7946	\$177,588	7032
May 2006: Click It or Ticket	5162	\$422,261	4616
Over The Limit. Under Arrest.	7684	\$562,022	6921
Total	25859	\$1,527,183	21365

2006 Earned Exposures and Media Value

	Earned Television Exposures	Earned Newspaper Exposures	Total Earned Exposures
Traffic Safety	427,267	2,142,196	2,569,463
Drinking and Driving	7,157,081	1,983,660	9,140,741
Child Passenger Safety	6,030,054	828,472	6,858,526
Seat Belts	12,818,201	3,452,606	16,270,807
Total	26,432,603	8,406,934	34,839,537

	Earned Television Media Value	Earned Newspaper Media Value	Total Media Value
Traffic Safety	\$19,941.92	\$71,006.08	\$90,948.00
Drinking and Driving	\$328,579.11	\$31,462.19	\$360,041.30
Child Passenger Safety	\$270,424.17	\$22,806.33	\$293,230.50
Seat Belts	\$578,406.55	\$82,150.04	\$660,556.59
Total	\$1,197,351.75	\$207,424.64	\$1,404,776.40



**Percent of Total Media Value
by Program Area**

