2013 ANNUAL REPORT

Oklahoma Highway Safety Office

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Vision

Create and maintain an environment where Oklahoma roadways are safe for everyone

Mission

To combat the number and severity of traffic crashes by developing and supporting educational, enforcement, and engineering programs

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Executive Summary

The 2013 fiscal year has been a challenging and rewarding year in the Oklahoma Highway Safety Office. There were several personnel changes within the office this year, including Toby Taylor's appointment as Assistant Director, Jay Wall's promotion to Chief of Plans & Programs, the hiring of Holly Robison as Program Manager and Lindsay Farris as Administrative Assistant. The transition to a new grant management program called IntelliGrants has also been a challenge, but the results are encouraging and we feel the system will ultimately greatly improve our ability to successfully manage and track the day by day activities and requirements of our various grants.

Analysis of the results for 2012 and 2013 have shown or indicate an improvement in the various measurable aspects of our traffic safety efforts in the State. While the data for CY2013 are not yet finalized, the trends indicate improvement over the last five years in most areas. The specific areas reflecting measureable improvement from 2012 into 2013 include: a decrease in the number of serious injuries from crashes, a decrease in unrestrained fatalities, a decrease in alcohol-impaired driving fatalities, a decrease in motorcyclist fatalities, and a decrease in drivers under age 21 fatalities.

Oklahoma was identified by NHTSA in 2012 as having a high rate of alcohol-impaired drivers in fatal crashes. In response to this, the Oklahoma Highway Safety Office, in cooperation with our several partners throughout the state, developed a strategic plan to address this problem, including the formation of a Governor's Impaired Driving Prevention Advisory Council (GIDPAC) to examine the various aspects of the problem in detail and make recommendations as to how best to address them.

The state seat belt use rate has remained fairly constant over the last three years, as has the rate of unrestrained persons injured or killed in crashes. A statewide plan to continue to address this problem was developed and we will continue to promote restraint use through education and enforcement.

Overall, we feel we have improved in most of the core areas, as reflected in the performance assessment section of this report. We will continue to promote development of new and existing programs and projects to reduce the number of fatalities, injuries and societal costs associated with traffic crashes in the State of Oklahoma.

Statewide Program Overview

Participation in Mobilizations

Oklahoma participated in both the 2013 *Click It or Ticket* and 2013 *Drive Sober or Get Pulled Over* mobilizations. The OHSO website has a Mobilization Reporting System built into the site which allows agencies to sign up and submit their activity for each mobilization. For several years Oklahoma has employed Law Enforcement Liaisons with the Oklahoma Highway Patrol to aid in working with local agencies on their seat belt and impaired driving programs and encouraging participation in the mobilizations. The OHSO took part in "Click It or Ticket" press events in Tulsa, Oklahoma City, Enid and Madill in May. Safe Communities groups in these areas organized and hosted the events. In August, the OHSO kicked off the Labor Day "Drive Sober or Get Pulled Over" campaign with law enforcement officers around the state. Press events were held in Tulsa, Kiowa and far northeast Oklahoma (Miami area). The Miami-area event included agencies from four states (Oklahoma, Kansas, Missouri and Arkansas).

The results of the 2013 mobilization enforcement efforts (including number of arrests) are summarized in the following table:

Mobilization	Reporting Agencies	Impaired Driving	Occupant Protection	Speed	Other
Click It or Ticket	190	353	4,334	7,780	10,461
Drive Sober or Get Pulled Over	197	850	2,469	11,373	18,587

Impaired Driving

In response to a NHTSA review showing Oklahoma as having a high rate of alcohol-impaired drivers in fatal crashes, Oklahoma has expanded its projects directed at this problem. During FY2013, OHSO partnered with twenty-six law enforcement agencies statewide, including the OHP, to enhance enforcement of impaired driving violations in every county. These overtime efforts resulted in 3,478 arrests for impaired driving offenses. There were also a number of projects that addressed increased training and education in impaired driving offenses for judges and prosecutors.

Using funding from several sources, including Section 402, Section 164 Transfer, and Section 405(d) Oklahoma has developed a statewide strategic plan to address this issue. ***This plan promotes sustained enforcement of impaired driving violations (see the list of agencies in the specific program section).*** The plan includes activities in enforcement, education, media, judicial and prosecution areas. In addition, all grantees having enforcement activities are required to submit monthly reports on the number of impaired driving, occupant protection, and speeding violations issued during grant funded operations. As mentioned previously, the OHSO also employs five (5) Law Enforcement Liaisons with the OHP to work with local agencies in their efforts to enforce these laws.

On Feb. 5, 2013, Governor Mary Fallin signed Executive Order 2013-03, establishing the Governor's Impaired Driving Prevention Advisory Council. The OHSO organized and hosted the initial GIDPAC meeting on April 19, as well as subsequent working groups which addressed the specific recommendations from the November Impaired Driving Assessment. GIDPAC met again on July 9 and August 20 to further define potential statewide, inter-agency action to reduce the incidence of impaired driving.

Occupant Protection

The Oklahoma 2013 Observational Seat Belt Survey has already been completed and certification submitted. The 2013 survey reported the overall restraint use rate in Oklahoma as 83.6%. This rate has remained relatively unchanged over the last three years. Using Section 402 and Section 405(b) funds, Oklahoma has created a statewide Occupant Protection Plan to identify those low use areas and promote education and enforcement projects in those areas. ***This plan promotes sustained enforcement of occupant protection violations (see the list of agencies in the specific program section)***. In addition, Oklahoma has increased outreach to the Native American community as a low use population, as identified in the statewide plan. This annual survey is used by state law enforcement agencies, legislative leaders, governmental safety planning agencies, child restraint advocates, and public and non-profit groups in directing their OP focus for the coming years. The statewide "Get Your 'Clicks' on Route 66" mobilization once again featured border-to-border occupant protection enforcement on the first Friday of

November, February, May and August. This crackdown, organized and initiated in Oklahoma, has expanded to include partner agencies in all six states along Route 66 (Illinois to California).

Child Passenger Safety Week/Seat Check Saturday included a number of CPS events across the state. OHSO made a media buy, including broadcast of the OHSO "Buckle Up Family" PSA, and took part in a seat check event at RedHawks Field (OKC) in partnership with Safe Kids Oklahoma.

Coordination with the State Strategic Highway Safety Plan (SHSP)

Throughout this fiscal year, the Highway Safety Office has met regularly with our partners to review the current SHSP and develop goals and objectives for the upcoming plan to be released soon by the Oklahoma Department of Transportation. Those partners include ODOT, OHSO, FHWA, OHP Patrol, OHP CMV, municipal planners and others.

Statewide Data Systems/Traffic Records

The need for timely and accurate data related to traffic records has been a recognized problem for several years. ***Using Section 405(c) funding, the OHSO supported projects for continued development of an e-Citation system for the OHP and the Office of the Courts, as well as continued development of crash data reporting systems (see the list of agencies in the specific program area).*** The E-citation system allows for near instantaneous submission of OHP citations to the county court clerk for review and disposition. In addition, expansion of the Oklahoma SAFE-T crash analysis system now includes a Google Maps collision plotting capability for use by government planners and law enforcement agencies in their traffic safety efforts. In FY14, additional funding was set aside for use by the Oklahoma Traffic Records Council in promoting additional data improvement projects through cooperation between various state agencies, including the Department of Public Safety, the Oklahoma Office of the Courts, the Oklahoma Supreme Court Network and others.

Police Traffic Services/Speed Abatement

There were fifteen general traffic enforcement projects funded this year, with six of those being dedicated specifically as speed abatement (see the list of agencies in the specific program section). **However, all PTS projects are encouraged to include ongoing speed enforcement as an integral part of their PTS project. As with impaired driving and occupant protection, all enforcement grants are required to submit the number of speed related violations issued during grant funded enforcement activity.**

Ignition Interlock

There were no specific ignition interlock programs funded in the OHSO FY13 Highway Safety Plan. It is expected that these will be addressed through GIDPAC and proposals considered for FY14.

Distracted Driving

Drive Aware Oklahoma is a statewide grassroots organization formed in 2012 to decrease injuries and fatalities caused by inattentive driving in Oklahoma through public education. The Highway Safety Office, Highway Patrol, Oklahoma Safety Council, and a variety of other state organizations, businesses and individuals are members or supporting partners of the group. OHSO staff members manned a booth at Oklahoma City University's "Run to End Distracted Driving" on March 9. The OHSO will continue to support the group initiatives whenever possible to the extent possible.

Motorcycle Safety

Based on recommendations from the Oklahoma Advisory Committee on Motorcycle Safety, the Oklahoma Highway Safety Office has continued to expand outreach to this community through education

and training based projects. Using Section 405(f) funding, rider training courses have been established in the southwest, central and northeast sections of the state (which encompasses 70% of the state motorcycle rider population, based on registration data). The committee met at the OHSO in November and February. In August, OHP Lt. Col. J.D. Wilson took over as chairman of this group, replacing Kevin Behrens. At the direction of the committee, OHSO personnel designed and launched a new "OkieMoto" website (www.okiemoto.ok.gov) to promote motorcycle safety and training. The site offers information on statewide events and training opportunities, as well as updates on legislation, data/statistics, and other related topics. The OHSO partnered with the Oklahoma Highway Patrol to produce two new motorcycle safety PSAs and to make a major media buy during May. Added value extended the TV advertising period into June for Ride to Work Day.

Graduated Driver Licensing Laws

The Highway Safety Office partnered with the Department of Public Safety in their effort to improve the driver licensing process whereby private driving schools could conduct the driver examination. In order to promote and monitor this process, the OHSO funded a full time Quality Assurance position to monitor and ensure compliance with the licensing laws, including all provisions of the GDL law (see the list of description provided in the program section for details).

Child Passenger Safety

The OHSO supports and provides funding to the Oklahoma Safe Kids Coalition in Oklahoma City and the Tulsa Safe Kids Chapter with St. Francis hospital in Tulsa in providing education, training and car seats for needy families throughout Oklahoma. The two groups work closely together to promote these programs statewide.

Bicycle/Pedestrian Safety

The OHSO continued to support bicycle safety programs across the state and distributed bike safety brochures to schools, bicyclist events, and other events. The OHSO did not receive any applications specifically related to bicycle/pedestrian safety this year. However, in response to data indicating a slight increase in pedestrian fatalities in 2012, in cooperation with the Indian Nations Council of Governments (INCOG) an application was submitted to NHTSA for special funding to development and promote pedestrian safety initiatives in the Tulsa area.

Media

The OHSO contracted with several media organizations to promote traffic safety messages through a variety of means and venues, including: web based traffic safety messages, television and radio public service announcements, safety messages at sporting events at the University of Oklahoma, Oklahoma State University, the University of Tulsa, and Oklahoma Redhawks baseball games.

Safe Communities/Community Traffic Safety Programs

There are currently five Safe Community/Traffic Safety Coalition groups in Oklahoma: Metro Area Traffic Safety Council (Oklahoma City), Safe Communities of Northeastern Oklahoma (Tulsa), Green Country Traffic Safety Coalition (Grove), Southern Oklahoma Traffic Safety Coalition (Durant), North Central Oklahoma Traffic Safety Coalition (Ponca City/Enid). These groups all meet regularly to discuss, promote and coordinate traffic safety efforts in their general areas. There was also a private Facebook group created as a tool to promote communication between the Safe Community groups.

NHTSA Impaired Driving Assessment

The Oklahoma Highway Safety Office hosted an Impaired Driving Assessment November 4 – 9, 2012. The complete report is available online at the OHSO website "www.ohso.ok.gov". Oklahoma has taken steps to implement as many of the report recommendations as possible in the short term. Based on the recommendations, the following actions were taken in FY13: Increase in funding dedicated to impaired driving enforcement; development of a Statewide Impaired Driving Strategic Plan; creation of a "State Impaired Driving Coordinator" position within the OHSO; formation of the Governor's Impaired Driving Prevention Advisory Council which will review the problems identified and make recommendations to the Governor for addressing those problems. The OHSO will continue to strive to implement as many of the recommendations as possible in the coming years.

Highway Safety Corridor projects

The OHSO continued support of Highway Safety Corridor projects in Pottawatomie, Payne and Cherokee counties. These high-crash areas were identified in cooperation with the Oklahoma Department of Transportation; the Safety Corridor project is designed to decrease crashes by focusing on impaired driving, speed violations, occupant protection laws and other safety issues.

Combined Enforcement pilot project

As part of a NHTSA pilot project, "More Cops, More Stops" enforcement periods took place in November, April and July. Oklahoma and Tennessee are the two states selected to participate in the MCMS pilot project. The July wave was the final enforcement period for the project.

Personnel/Activities

- The OHSO began using the Agate Software IntelliGrants system (OKGrants) to manage the annual grant processes, starting with FY14 grant applications. Eighty-four (84) applications for traffic safety projects were submitted from a wide variety of traffic safety advocates across the state.
- Program Manager Jay Wall named Chief of Plans & Programs, April 2013.
- Toby Taylor, OHSO Impaired Driving Programs Coordinator, spoke on behalf of the OHSO and the Association of Ignition Interlock Program Administrators at the Lifesavers National Conference on Highway Safety Priorities held in Denver, Colorado April 14-16.
- Kevin Behrens, OHSO Assistant Director, was named Director of the Oklahoma Board of Tests for Alcohol and Drug Influence, July 2013.
- Holly Robison named as new Program Manager, July 2013.
- Toby Taylor, OHSO Impaired Driving Programs Coordinator, was named OHSO Assistant Director August 2013.
- Toby Taylor, Assistant Director, spoke at the 19th Annual IACP Training Conference on Drugs, Alcohol & Impaired Driving held in Oklahoma City, OK, August 5-7, 2013.
- Program Manager Sabrina Mackey attended the NAWHSL meeting in San Diego, CA, August 22-24, 2013.
- Director Garry Thomas attended the GHSA National Convention in San Diego, CA, August 25-28, 2013.
- The OHSO hosted the NHTSA Region 6 meeting in Oklahoma City September 10-11, 2013.

Other PI&E events

- OHSO hosted the annual Project Directors Training Course held at the Residence Inn in downtown Oklahoma City October 7-8, 2012, with about 100 representatives from grantee agencies in

attendance. This event equips our partners across the state to carry out their agreements related to impaired driving, occupant protection and police traffic services, among others.

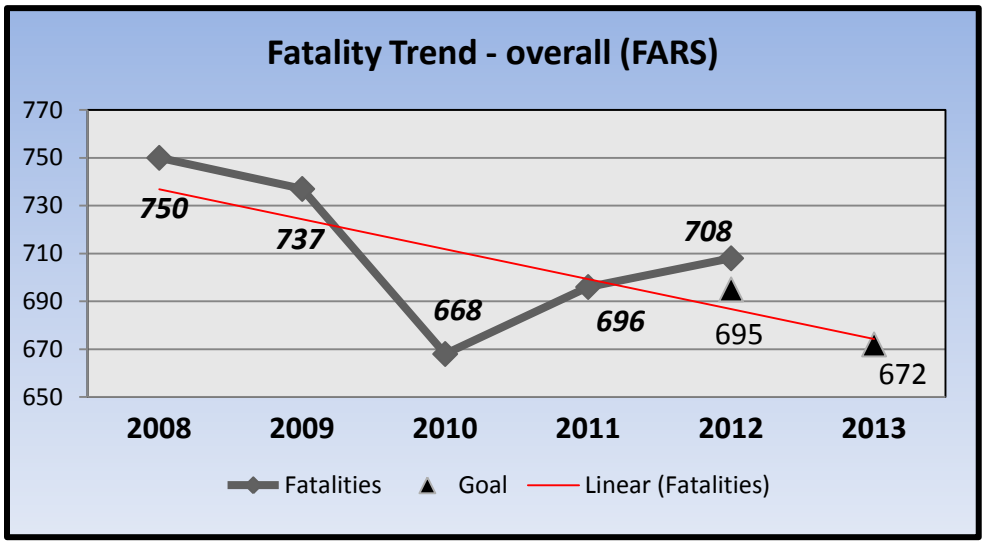
- OHSO staff members had a booth at the AAA Teen Driving Summit at Oklahoma City University on Oct. 6, 2012.
- OHSO staff members manned a booth at Oklahoma City University's "Run to End Distracted Driving" on March 9, 2013.
- The OHSO hosted the Oklahoma Impaired Driving Prevention Summit in Norman, Oklahoma, on March 21. The event featured a panel of experts and breakout sessions featuring agencies, offices, organizations and interest groups across the state. The OHSO awards luncheon took place during that event. Awards included the Duane Clark Award and the J.C. Burris Award, as well as several Director's Awards, Safe Communities Awards and Special Recognition Awards.
- Alice Collinsworth and Sabrina Mackey attended the Ford Driving Skills for Life demonstrations at Yukon High School April 11-12, 2013.
- Representatives from the OHSO took part in Work Zone Awareness press events in Oklahoma City and Tulsa in April 2013. The OHSO partners with the Oklahoma Department of Transportation each year to take part in the press events and promote awareness of work zone safety.
- Renee Reuter, Sherry Brown and Alice Collinsworth assisted at the AIIPA International Interlock Conference in Oklahoma City May 5-7, 2013. Toby Taylor helped to organize the event and served as a presenter.
- A Stakeholders Meeting for OHSO partners was held at RedHawks Field (OKC) on September 19, 2013. Attendees discussed priority issues, raised issues and made recommendations related to highway safety for the future.
- Program Managers Sabrina Mackey, Justin HySmith, Sam Harcrow and Holly Robison attended the Impaired Driving Program Management class at TSI September 10-12, 2013.
- The OHSO partnered with the Oklahoma City RedHawks baseball team to promote impaired driving messages via in-stadium signage, print program ads, and radio spots throughout the baseball season. The RedHawks also partnered with OHSO for a "Road to the Show" interactive text- and web-based contest for an away game in Houston.
- The OHSO promoted impaired driving prevention messages (in-stadium and radio) at football games at the University of Oklahoma and Oklahoma State University. Stadium messaging was also placed at the Tulsa University stadium. These messages ran throughout the 2013 season. One aspect of the OSU marketing program was a text- and web-based interactive contest in which OSU gave away a trip to an OSU away game.
- The OHSO Facebook page gathered approximately 500 "likes" by the end of FY13. The page is updated at least 4-5 times per week and with the purpose of promoting highway safety issues and events in a timely and relevant manner.

Annual Performance Assessment

Fatality Trend – overall (FARS)

Target: To reduce the number of fatalities from 708 in 2012 to 672 in 2013.

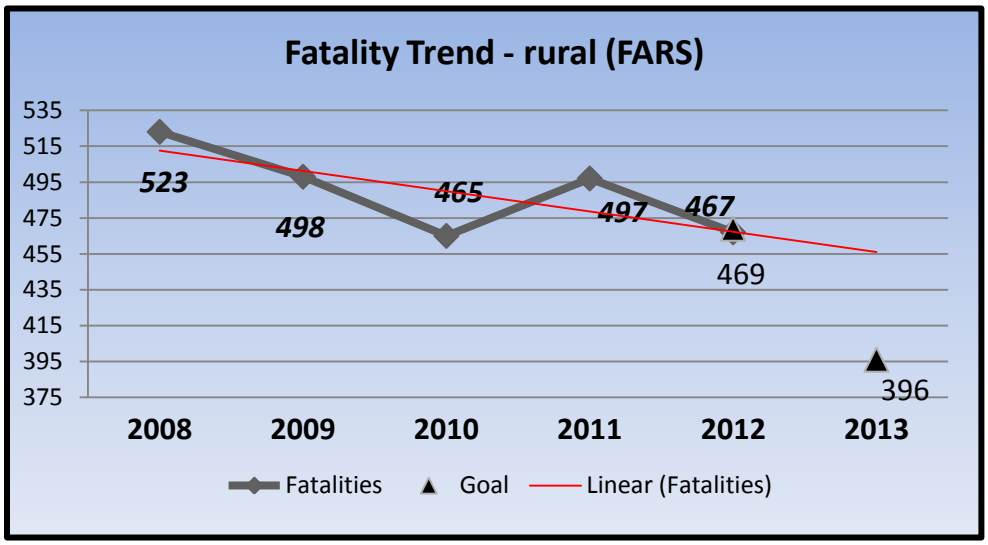
While the overall trend since 2008 has seen a decrease in the number of fatalities, the last two years have shown an increase. This trend is not entirely unexpected, as analysis provided by UCO indicated that such was a statistical possibility, based on an increase in vehicle traffic, licensed drivers, and economic conditions. Preliminary data from NHTSA indicates that nationwide fatalities increased by 7% during the first nine month of 2013; however, preliminary estimates from FARS indicate that Oklahoma will have close to or fewer fatalities in 2013 than 2012, but greater than the target of 672 for 2013.



Fatality Trend – rural (FARS)

Target: To reduce the number of rural fatalities from 467 in 2012 to 396 in 2013.

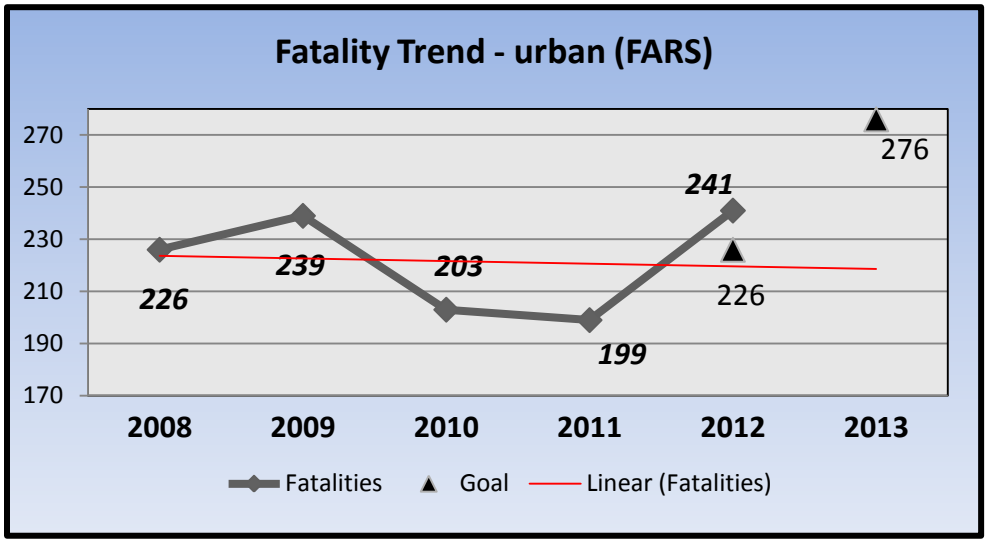
Oklahoma met its goal for 2012 and expects to meet a rather ambitous reduction goal for 2013. Preliminary data is favorable at this point.



Fatality Trend – urban (FARS)

Target: To minimize the expected increase in urban fatalities from 241 in 2012 to 276 in 2013.

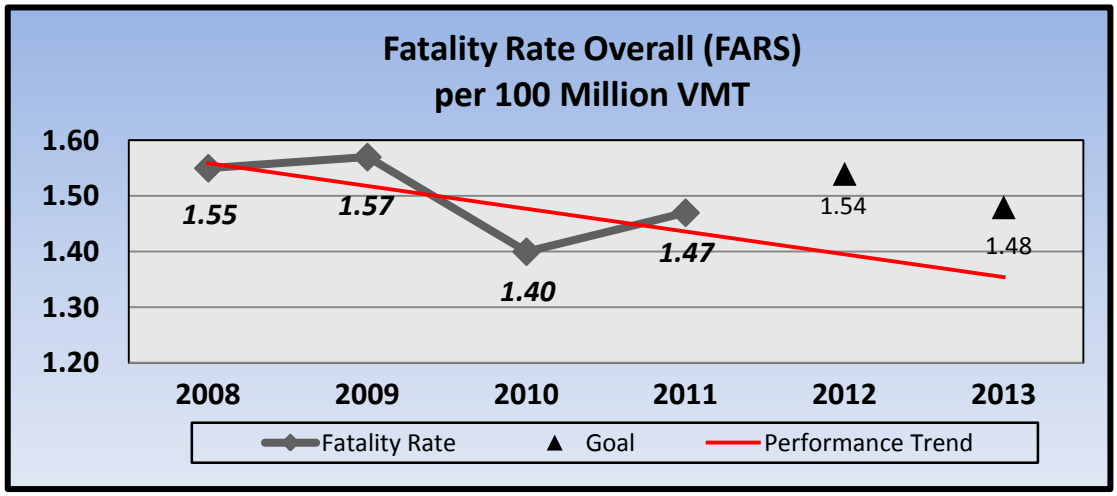
Data analysis indicates that due to improving economic conditions there is a definite possibility that despite enhanced enforcement efforts, fatalities in urban areas may increase, which was indeed reflected in the 2012 data. We will continue to promote efforts to minimize this expected increase.



Fatality Rate Overall (FARS)

Target: To decrease the Fatality Rate overall from an expected increase in 2012 to 1.48 in 2013.

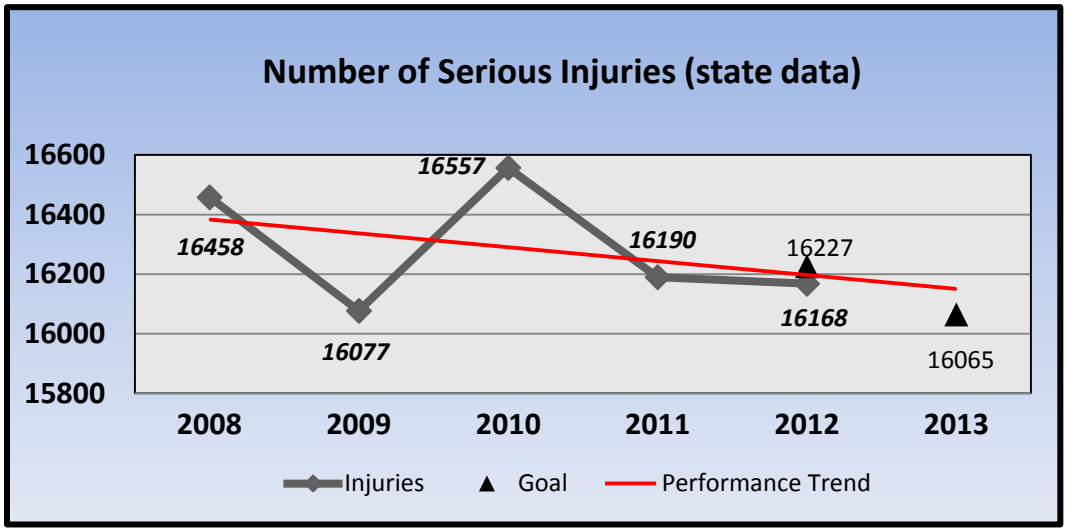
The fatality rate per 100 million VMT overall has continued to decline over the last several years but, as was observed with the Fatality trend above, we observed an increase in 2011. The statistics for 2012 (FARS) are not yet available for comparison.



Number of Serious Injuries (state data)

Target: To decrease the number of serious injuries resulting from traffic crashes from 16,168 in 2012 to 16,065 in 2013.

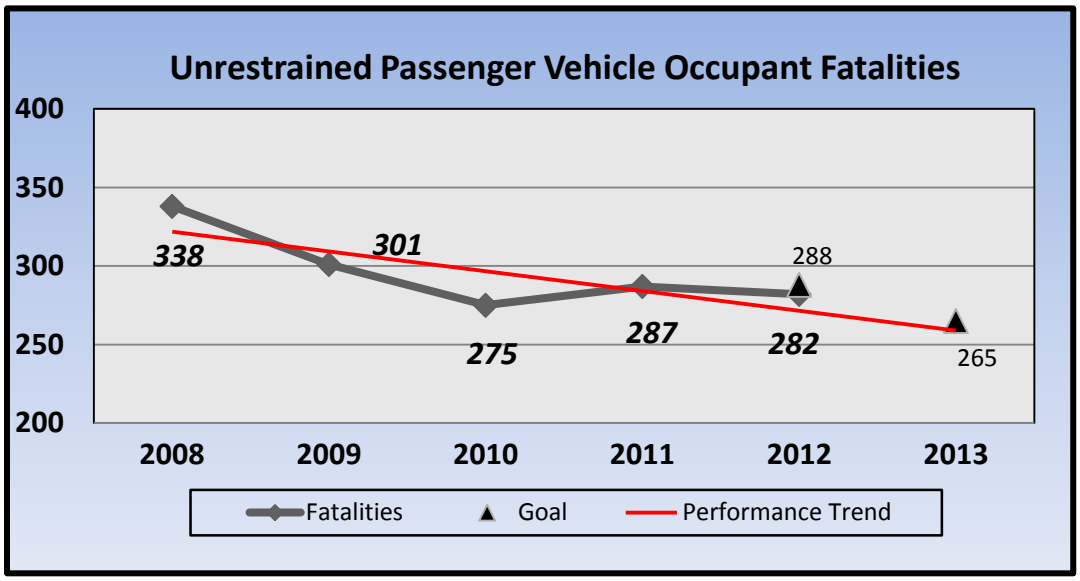
The number of serious injuries (defined as incapacitating or non-incapacitating) have continued to decline since a high in calendar year 2010. Oklahoma met the projected target for 2012 and we expect this trend to continue through 2013.



Unrestrained Passenger Vehicle Occupant Fatalities

Target: To reduce the number of unrestrained fatalities from 282 in 2012 to 265 in 2013.

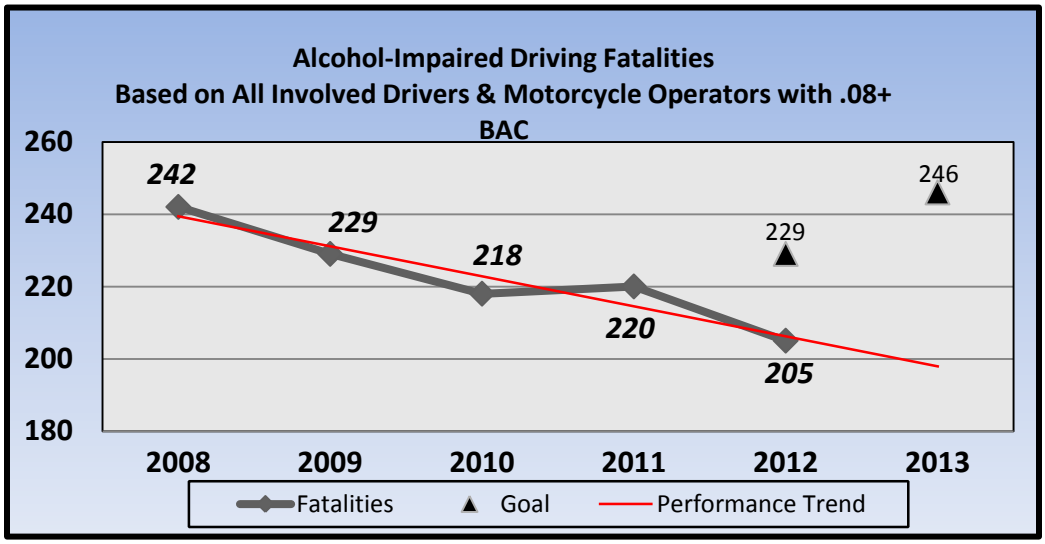
While the number of fatalities that were not restrained by use of a seat belt or child restraint has shown an overall decrease since 2008, the number has remained fairly constant over the last three years. This trend parallels that of the state seat belt use rate which has remained basically unchanged over that same period.



Alcohol-Impaired Driving Fatalities

Target: To minimize the expected increase in alcohol-impaired fatalities at or below a level of 246.

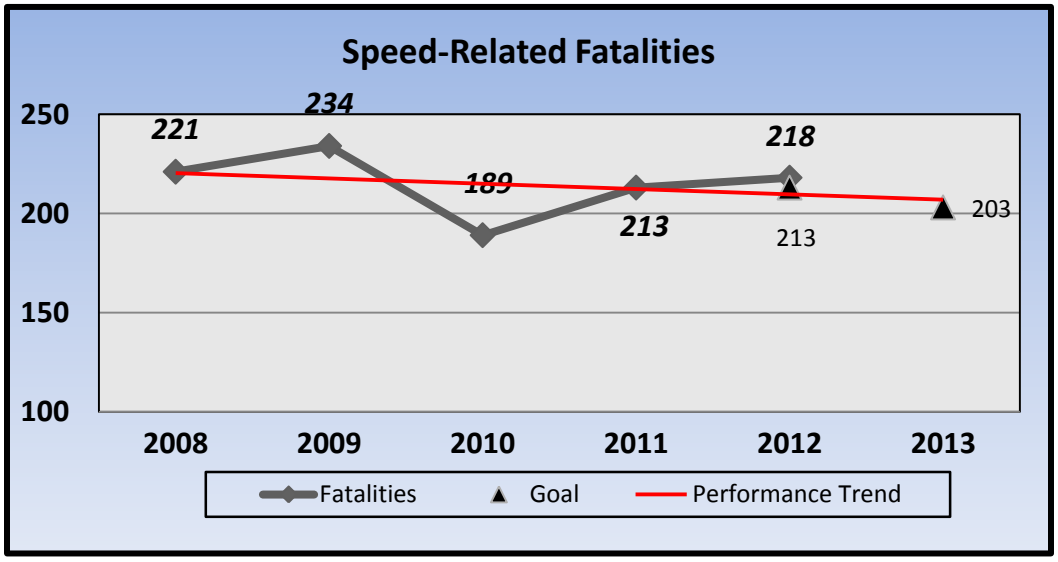
Although the overall numbers of alcohol-impaired fatalities has shown a slight decrease over the last 5 years, the State of Oklahoma still remains among the states having the highest rates for this category. We did better than expected in 2012, well below the target set. We will continue to emphasize impaired driving efforts to further reduce these numbers.



Speed-Related Fatalities

Target: Decrease the number of speed-related fatalities from 218 in 2012 to 203 in 2013.

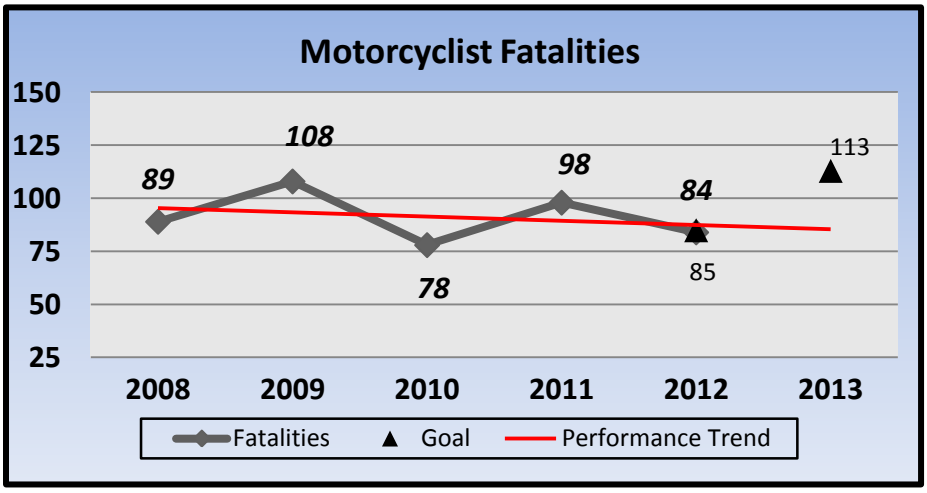
Speed usually ranks among the leading causes of crashes in Oklahoma, usually second only to alcohol-impaired driving. We expect the 2013 numbers to be near or slightly above the target of 203.



Motorcyclist Fatalities

Target: To prevent an expected increase in motorcycle fatalities from 84 to 113 through public education and training.

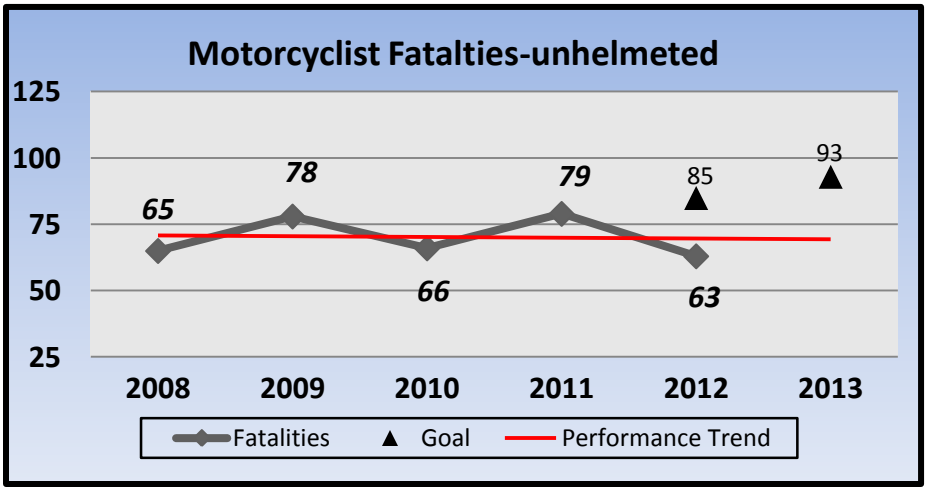
Oklahoma experienced a significant increase in motorcycle fatalities beginning in 2009 and these numbers have see-sawed up and down since then. This increase is due in large part to the increased number of "older" riders. While 2012 saw a decrease in numbers, based on registration data and economic conditions, an increase is expected again in 2013.



Motorcyclist Fatalities - unhelmeted

Target: To prevent an expected increase in unhelmeted motorcycle fatalities from 63 to 93 through public education and training.

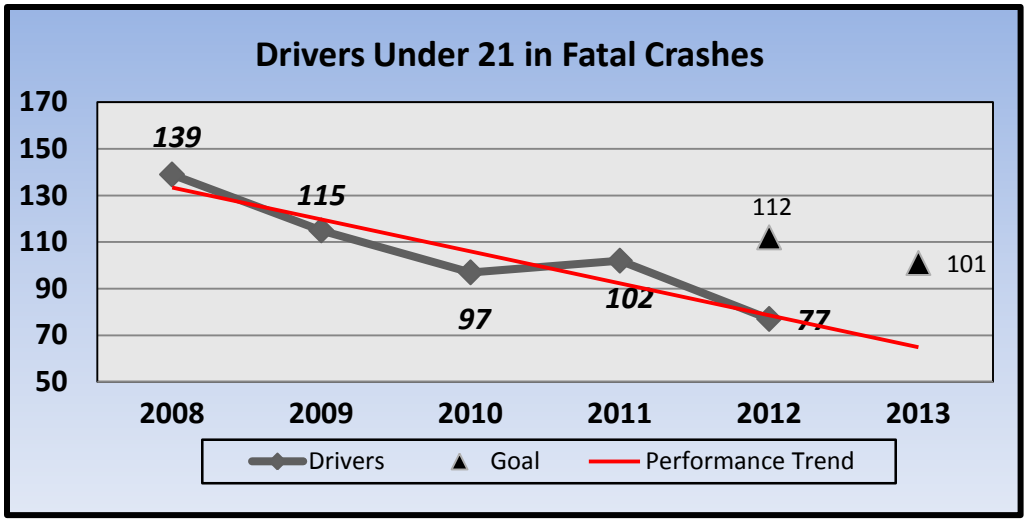
The trend line for unhelmeted motorcyclist fatalities has remained nearly level over the last 5 years. Based on an increase in registrations and economic conditions, we anticipated an increase in 2012, but experienced a decrease. We are hopeful that we will see the same result in 2013.



Drivers Under Age 21 in Fatal Crashes

Target: To continue to decrease the number of drivers under age 21 involved in fatal crashes.

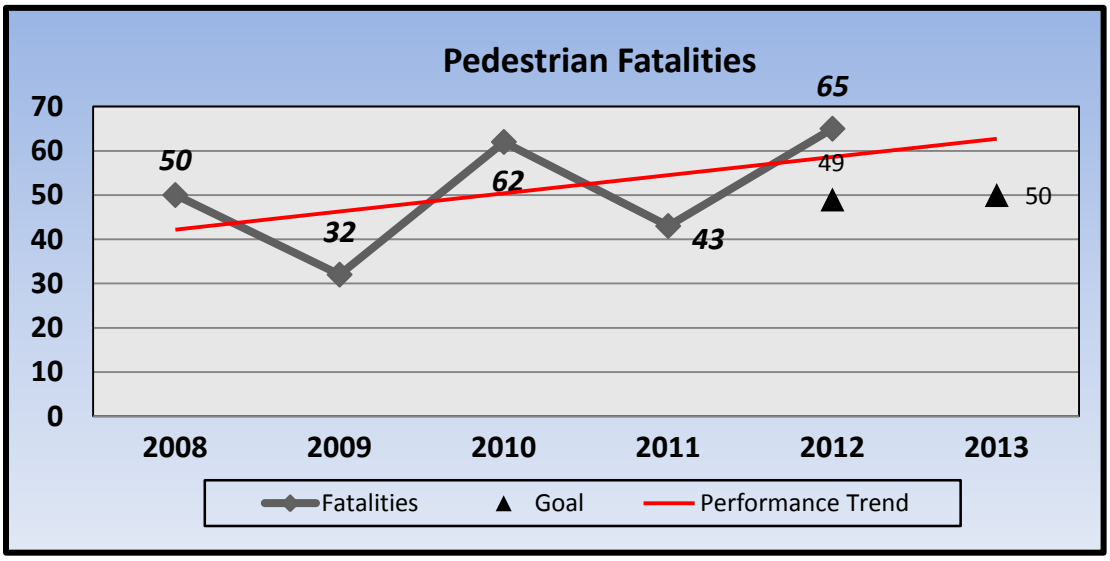
Oklahoma greatly exceeded our 2012 goal of preventing an increase in this area, experiencing a 25% decrease. We anticipate that 2013 will again reflect a decrease in these numbers.



Pedestrian Fatalities

Target: To decrease the number of pedestrian fatalities from 65 in 2012 to 50 in 2013.

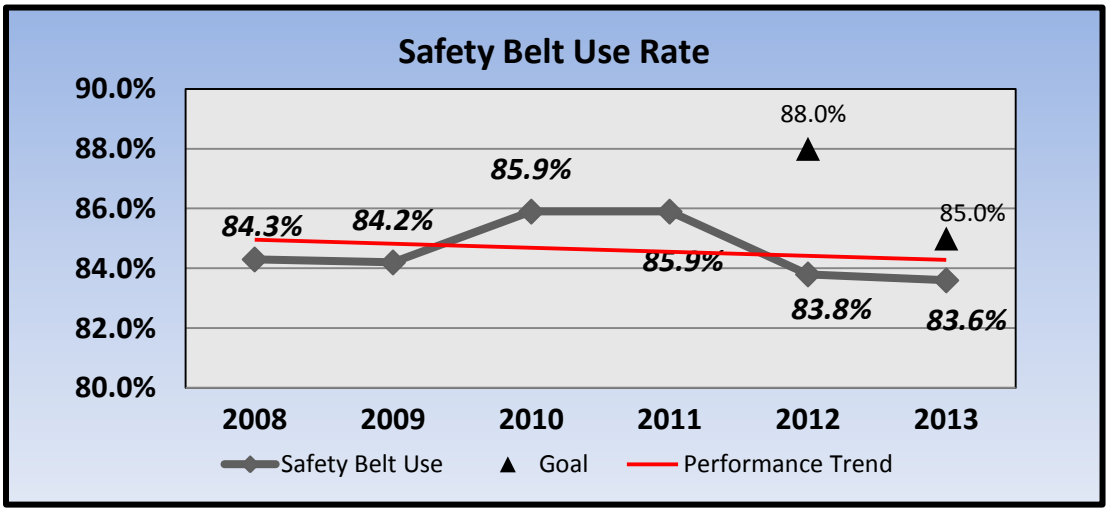
The statistics since 2008 show a slight upward trend in this area, however there are significant variations from year to year. The reasons for such have not been fully identified, but we will continue to monitor this area and seek avenues to address these concerns.



Safety Belt Use Rate

Target: To increase the seat belt use rate from 83.8% in 2012 to 85.0% in 2013.

Oklahoma did not meet the target of 85% for 2013. The restraint use rate has remained relatively unchanged over the last three years. Oklahoma is continuing its efforts to improve this through the Statewide Occupant Protection plan. We have not been successful in our legislative attempts to increase the seat belt fine from the current $20 level, which we feel would greatly assist in increasing the use rate.



FFY2013 Annual Report NHTSA Core Performance Measures

Oklahoma NHTSA Core Performance Measures							
	2008	2009	2010	2011	2012	2013	2013 Target
Traffic Fatalities (FARS)	750	737	668	696	708	*	672
Number of Serious Injuries (OK-AB)	16,398	16,077	16,557	16,190	16,168	**	16,065
Fatalities/VMT Overall (FARS)	1.55	1.57	1.40	1.47	*	*	1.48
Fatalities/VMT – Rural (FARS)	2.25	2.32	2.14	2.30	*	*	2.06
Fatalities/VMT – Urban (FARS)	0.90	0.94	0.78	0.77	*	*	0.94
Unrestrained Fatalities (FARS)	338	301	275	287	282	*	265
Alcohol Impaired Fatalities	242	229	218	220	205	*	246
Speed Related Fatalities (FARS)	221	234	189	213	218	*	203
Motorcyclist Fatalities (FARS)	89	108	78	98	84	*	113
Unhelmeted Motorcyclist	65	78	66	79	63	*	93
Drivers Under age 21 Involved	139	115	97	102	77	*	101
Pedestrian Fatalities (FARS)	50	32	62	43	65	*	50
Statewide Seat Belt Use Rate (OK)	84.3%	84.2%	85.9%	85.9%	83.8%	83.6%	85%
Grant Funded Enforcement Activity (based on FFY)							
Seat Belt Citations	21,808	18,152	31,276	46,276	22,043	15,616	
Impaired Driving Arrests	4,407	2,948	3,971	3.570	3,781	3,573	
Speeding Citations	34,005	36,987	50,738	47,995	48,202	35,962	
*FARS data for CY2013 and FARS data for CY2012 related to VMT are not yet available. **State injury data for CY2013 is not yet available.							

Alcohol/Impaired Driving

Alcohol/Impaired Driving Countermeasure Programs

Project Number: K8-13-03-23-07
Project Title: OHP Statewide Impaired Driving Enforcement
Agency: Oklahoma Highway Patrol
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. The Oklahoma Highway Patrol, using experienced Troopers, implemented a statewide overtime impaired driving enforcement project. Troopers were assigned to work overtime shifts to enforce alcohol-related traffic laws at high-risk locations in all 77 counties throughout the state. In addition, Troopers conducted quarterly High Visibility Enforcement (HVE) activities in November, December-January, April , and July-August, including the during the annual Drive Sober or Get Pulled Over National Impaired Driving Mobilization. A summary of the OHP enforcement activity is summarized below.

DUI/DWI/APC	SPEEDING	OCCUPANT PROTECTION	OTHER TYPES	HOURS WORKED
866	5,420	1,137	12,001	10,076

Project Number: AL-13-03-03-06
OP-13-03-05-06
PT-13-03-14-06
K8-13-03-22-06
Project Title: Oklahoma County Impaired Driving Enforcement
Agency: Oklahoma County Sheriff's Office
Description: This project supported both the Oklahoma Statewide Impaired Driving Plan and Statewide OP plan. Using Section 402 funds, Oklahoma County SO worked 1,191 hours of overtime occupant protection enforcement, resulting in 1,659 OP violations issued. Using Section 410 funds, deputies worked 3,496 hours of overtime impaired driving enforcement resulting in 287 DUI arrests. In addition, a full-time grant-funded deputy conducted 71 CRASHs courts and SIDNE demonstrations.

Law Enforcement Training

Project Number: AL-13-02-03-13
Project Title: Norman PD DRE Program
Agency: Norman Police Department
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. The Norman Police Department held one Drug Recognition Expert (DRE) in which fifteen students successfully completing the course in accordance with published federal guidelines and curriculum. One DRE Instructor training course was also held. Norman PD also acted as host for the National Drug, Alcohol and Impaired Driving Conference.

Project Number: AL-13-02-04-12
Project Title: OACP ARIDE Training Project
Agency: Oklahoma Association of Chiefs of Police
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. OACP conducted 23 ARIDE training classes this year in both urban and rural locations, with a total of 368 officers completing the training.

Prosecution and Adjudication

Project Number: AL-13-02-02-10
Project Title: Traffic Safety Resource Prosecutor Project
Agency: Oklahoma District Attorneys Council
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. Through this project, continuing professional education was made available to new assistant district attorneys and law enforcement personnel statewide. The TSRP made 195 technical assistance contacts and distributed 1,790 resource documents, including relevant case law, legal briefs and the project newsletter "Highway Headlights".

Project Number: K8-13-02-01-02
Project Title: ECU State Judicial Educator Project
Agency: East Central State University
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. The goal of the State Judicial Educator (SJE) project is to educate members of the judiciary on impaired driving issues. Between October 1, 2012 and July 1, 2013, the SJE project distributed four editions of the "Sound Judgment" newsletter through the Administrative Office of the Courts. In cooperation with the State District Attorneys Council and the OHSO, this project hosted a 2-day conference entitled "A Collision Course: From Crash Scene to Courtroom" with four District Judges attending the conference.

Project Number: K8-13-05-03-05
Project Title: OSBI Impaired Driving Testing Program
Agency: Oklahoma State Bureau of Investigation
Description: This project supported the Oklahoma Statewide Impaired Driving Plan, funding 75% of a full-time technician/chemist salary and benefits to operate the GC/MSD (gas chromatograph/mass selective detector) analysis device with 100% of his/her time devoted to the analysis of blood samples submitted to the OSBI laboratory for the prosecution of drug impaired driving cases. A total of 332 analyses were completed this year with an average open to close period of 58 days. Personnel changes at the agency resulted in a delay in some cases.

Education and Awareness

Project Number: K8-13-02-02-05
Project Title: OSU Traffic Safety and Alcohol Education Project
Agency: OSU Police Department
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. Funding was provided for 50% salary and benefits of a full-time officer of the OSU Police Department who devoted 100% of his time to traffic and alcohol safety education and enforcement. The Project Officer conducted 117 alcohol/drug education presentations to various groups, both on campus and off campus.

Project Number: AL-13-02-01-17
Project Title: Tulsa Community Services Council CRASHs Court
Agency: Tulsa Community Services Council
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. This project conducted ten CRASHs courts in the greater Tulsa metropolitan area to an audience of over 4,800 students. The goal of the CRASHs Court project is to prevent underage drinking and impaired driving

Project Number: K8-13-05-01-09
Project Title: Impaired Driving Assessment
Agency: University of Oklahoma Conference Pros
Description: This project supported the Oklahoma Statewide Impaired Driving Plan. Through the University of Oklahoma–Conference Pros, the State participated in a NHTSA impaired driving assessment for the purpose of identifying opportunities for growth in the areas of program development and delivery in the impaired driving arena.

Community Impaired Driving Enforcement Projects

Project Number: Multiple - See Impaired Driving Budget Summary
Project Title: Community Impaired Driving Enforcement Programs
Agency: See Description and AL Budget Summary
Description: The listed projects supported he Oklahoma Statewide Impaired Driving Plan. Each project listed conducted aggressive impaired driving enforcement. Shifts were scheduled at times most likely to detect impaired driving offenses and at locations with a history of such violations. These agencies also conducted Public Information and Educational programs, by working with local schools, civic groups and various media outlets. Agencies were encouraged to use officers trained in the detection of impaired drivers through programs such as SFST, ARIDE and DRE, but not required that they do so. Many of these agencies were also provided with a secondary source of funds to address other traffic issues within their jurisdictions. Community Impaired Driving Agencies participating included: Ada PD, Cherokee County SO, Collinsville PD, Creek County SO, Enid PD, Grove PD, Kay County SO, Lawton PD, Lincoln County SO, Logan County SO, Oklahoma City PD, Oklahoma County SO, Oklahoma Scenic Rivers Commission, Payne County SO, Ponca City PD, Sand Springs PD, Sapulpa PD, Tahlequah PD, Tulsa County SO, Tulsa PD, Washington County SO. OHP is a statewide Impaired Driving program.

Summary of enforcement activity – Impaired Driving Projects

Primary Project Number					Agency	Speed	OP	DUI	Other
K8-	13-	03-	02-	05	Ada PD	33	2	57	244
AL-	13-	03-	01-	03	Canadian County SO	359	17	5	383
K8-	13-	03-	06-	01	Cherokee County SO	359	188	40	1203
K8-	13-	03-	07-	06	Collinsville PD	46	29	7	634
K8-	13-	03-	08-	02	Creek County SO	523	162	60	907
K8-	13-	03-	11-	09	Enid PD	494	704	46	1753
K8-	13-	03-	12-	04	Grove PD	680	149	6	587
K8-	13-	03-	13-	05	Kay County SO	542	32	55	520
AL-	13-	03-	02-	10	Lawton PD	115	19	37	511
K8-	13-	03-	15-	02	Lincoln County SO	279	13	60	806
K8-	13-	03-	16-	04	Logan County SO	385	16	36	976
K8-	13-	03-	23-	07	OHP	5420	1137	866	12001
K8-	13-	03-	24-	02	OK Scenic River Commission	214	50	34	413
K8-	13-	03-	21-	09	Oklahoma City PD	950	2558	873	4338
AL-	13-	03-	03-	06	Oklahoma County SO	436	1989	301	4548

AL-	13-	03-	04-	02	Payne County SO	70	0	17	139
K8-	13-	03-	26-	06	Ponca City PD	27	37	5	386
AL-	13-	03-	05-	09	Purcell PD	1161	54	10	351
K8-	13-	03-	27-	10	Sand Springs PD	797	366	110	1415
K8-	13-	03-	28-	12	Sapulpa PD	951	391	30	1361
AL-	13-	03-	06-	07	Shawnee PD	379	172	30	1083
K8-	13-	03-	29-	11	Tahlequah PD	371	96	41	1224
K8-	13-	03-	30-	06	*Tulsa County SO	401	190	332	1548
K8-	13-	03-	01-	06	Tulsa PD	1792	632	41	2216
K8-	13-	03-	31-	04	Washington County SO	610	12	53	690
				Total		**17394**	**9015**	**3152**	**69343**

Tulsa County SO funding changed from 410 to 402, new Project #AL-13-03-30-06

Motorcycles

Motorcyclist Training and Education

Project Number: ST-MC-13-02-03-02
Project Title: Great Plains Tech. Center Training Program
Agency: Great Plains Technology Center
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. Great Plains Technology Center, located in Southwest Oklahoma, conducted 27 Motorcycle Basic Rider Courses with a total of 282 students trained. They also taught two 63-hour RiderCoach classes with eight persons completing the training.

Project Number: ST-MC-13-02-05-01
Project Title: Southern Okla. Tech. Center Motorcycle Safety Education
Agency: Southern Oklahoma Technology Center
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. Southern Oklahoma Technology Center, located in Southeast Oklahoma, conducted eight MSF Basic Rider Courses with 37 students completing the training.

Project Number: ST-MC-13-02-04-02
Project Title: OSU- OKC Training Program
Agency: OSU – OKC
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. Oklahoma State University-OKC, located in Oklahoma City, provided seven MSF Ready to Ride courses with 87 students completing the training. They also conducted three "3 Wheel Basic Rider Courses" with 25 students completing that training. OSU-OKC offers the only 3 wheel training course in Oklahoma.

Project Number: ST-MC-13-02-02-15
K6-13-02-03-15
Project Title: Edmond Motorcycle Safety Education
Agency: Edmond Police Department
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. The Edmond Police Department conducted nine motorcycle safety training courses with 165 students

receiving instruction. They also conducted 25 "Share the Road" presentations, including displays at the State's two largest motorcycle exhibitions.

Project Number: K6-13-02-02-13
Project Title: Broken Arrow Motorcycle Safety Education
Agency: Broken Arrow Police Department
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. As the newest OHSO sponsored project in motorcycle safety, this project had some delay in getting the actual classes started due to getting the trailer prepared and materials in order. Starting in April, they did conduct four Motorcycle Survival Training courses throughout the remainder of year, with 72 students completing the training.

Project Number: K6-13-05-01-02
Project Title: Oklahoma Motorcycle Instruction Quality Assurance
Agency: Department of Public Safety
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. The OHSO funded a full-time employee of the Department of Public Safety Driver License Division to perform quality assurance monitoring on all licensed motorcycle instruction providers in Oklahoma.

Project Number: MC-13-05-04-03
Project Title: National Guard Motorcycle Safety Training
Agency: Oklahoma National Guard
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. OHSO purchased incentive items for distribution by the Oklahoma National Guard to participants in its annual motorcycle training event. Soldiers and non-soldiers attending the event were eligible for the incentives. Receipt of the incentive awards was directly tied to participation in the safety training offered. The incentives consisted of personal protective equipment (helmets, gloves, reflective vests).

Communications

Project Number: ST-MC-13-05-02-00
Project Title: Oklahoma Motorcycle Helmet Survey
Agency: University of Central Oklahoma
Description: This project supported the state goal of maintaining or reducing motorcycle fatalities. In conjunction with the Oklahoma statewide seat belt survey, the University of Central Oklahoma conducted a survey of the number of motorcyclists wearing helmets. The 2013 survey reflected that 46.7% of motorcycle drivers wore a helmet, while 45% of passengers wore a helmet. The full survey is available on the Okiemoto website at: http://www.ok.gov/okiemoto.

Occupant Protection

Occupant Protection - Seat Belt and Child Restraint Enforcement

Project Number: Multiple (see Budget Summary)
Project Title: Community OP Enforcement Projects
Agency: Multiple (see Budget Summary)

Description: The listed projects supported he Oklahoma Statewide Occupant Protection Plan. Officers working these overtime enforcement projects conducted dedicated seat belt and child restraint enforcement efforts. Each community conducted a pre and post seat belt survey in order to gauge the effectiveness of their efforts. In addition to enforcement efforts, communities promoted seat belt and child passenger restraint use through public information and educational efforts. Community Occupant Protection Enforcement Projects included: Bethany Police Department, Midwest City Police Department, Norman Police Department, Warr Acres Police Department.

Child Passenger Safety Education and Training

Project Number: OP-13-02-01-15
Project Title: Safe Kids Oklahoma CPS Project
Agency: Safe Kids Oklahoma
Description: This project supported the Oklahoma Statewide Occupant Protection plan. Safe Kids Oklahoma conducted 91 car seat checkup events, with 1,665 car seats checked and 1,494 car seats distributed at these events. In addition, through their network of permanent fitting stations throughout Oklahoma, Safe Kids checked 1,995 car seat installations and distributed 1,418 car seats to needy families.

Project Number: OP-13-02-02-13
Project Title: Tulsa Safe Kids CPS Project
Agency: Tulsa Area Safe Kids
Description: This project supported the Oklahoma Statewide Occupant Protection plan. Safe Kids Tulsa, sponsored through St. Francis Hospital, conducted 65 car seat checkup events, checked 1,243 car seats and distributed 261 car seats – the majority of them through their community car seat workshop program. There were 29 community workshops held with 241 caregivers in attendance.

Project Number: STCPS- 13-02-02-00
Project Title: CPS Technician Certification Project
Agency: Safe Kids Worldwide
Description: This project supported the Oklahoma Statewide Occupant Protection plan.

Project Number: OP-13-05-01-00
Project Title: Seat Belt/Child Passenger Safety Survey
Agency: University of Central Oklahoma
Description: This project supported the Oklahoma Statewide Occupant Protection plan. The University of Central Oklahoma conducted a statewide observational survey of child restraint use in June of 2013. The survey results reported a combined use rate of 87.8% statewide, slightly down from the reported use rate of 89.1% in 2012.

Summary of enforcement activity – Occupant Protection Projects

Primary Project Number					Agency	Speed	OP	DUI	Other
OP-	13-	03-	01-	10	Bethany PD	136	1361	2	1175
OP-	13-	03-	02-	10	Midwest City PD	440	1079	53	1318
OP-	13-	03-	03-	05	Norman PD	75	585	76	547
OP-	13-	03-	06-	03	Warr Acres PD	120	361	3	281
				Total		**771**	**3386**	**134**	**3321**

Police Traffic Services

Enforcement

Project Number: Multiple
Project Title: Agency dependent
Agency: 9 LE Agencies (See summary)
Description: The listed projects supported the Oklahoma Highway Safety Plan goal of reducing the number and severity of traffic crashes statewide, with several specifically identified as dedicated to speed abatement. Police Traffic Services projects are intended to address a variety of traffic safety issues at the local level. Each participating agency was required to support NHTSA's goals and to support both major national mobilizations, including "Click It or Ticket" and the impaired driving crackdown, "Drive Sober or Get Pulled Over". Police Traffic Services projects included are listed in the summary of enforcement activity chart below.

Speed Enforcement

Project Number: Multiple
Project Title: Agency Dependent
Agency: 9 LE Agencies (See summary)
Description: While all agencies identified as Police Traffic Services contracts address speed abatement to some extent within their projects, eight communities have requested assistance with a defined speed management problem. Speed enforcement projects included are listed in the summary of enforcement activity chart below.

Project Number: PT-13-05-01-00
Project Title: OHP Crash Investigation Improvement Project
Agency: Oklahoma Highway Patrol
Description: This project supported the Oklahoma Highway Safety Plan goal of reducing the number and severity of traffic crashes statewide by funding equipment to conduct advanced crash investigation statewide. The Oklahoma Highway Patrol conducted 169 fatal motor vehicle death investigations and assisted 42 other law enforcement/prosecutorial agencies with such investigations this year. This funding also provided the OHP with membership in the Tulsa University Crash Reconstruction Research Consortium - an organization to share crash investigation best practices, emerging techniques, and additional testing capabilities to enhance the capabilities of the OHP to investigate serious crashes, gather evidence in traffic related prosecutions, and assist local law enforcement agencies with crash investigations.

Education and Awareness

Project Number: PT-13-05-02-06
K8-13-05-02-06
Project Title: OHP Regional LEL Project
Agency: Oklahoma Highway Patrol
Description: This project supported the Oklahoma Highway Safety Plan goal of reducing the number and severity of traffic crashes statewide. The OHP LEL's provided activity support and assistance to local law enforcement agencies statewide with regard to traffic enforcement. Public information and education

events along with media releases were used to inform the public of traffic safety issues. In addition, the OHP LEL's conducted visits with local law enforcement agencies in support of National Highway Safety initiatives, including the "Click-It or Ticket" mobilization and the "Drive Sober or Get Pulled Over" crackdown, and assisted in post-mobilization activity reporting. The LEL's were also certified as SFST instructors and provided SFST training to local law enforcement agencies in their respective regions.

Summary of enforcement activity – Police Traffic Services Projects

Primary Project Number					Agency	Speed	OP	DUI	Other
PT-	13-	03-	02-	13	Broken Arrow PD	1285	319	65	1194
PT-	13-	03-	04-	02	Catoosa PD	659	405	2	1059
PT-	13-	03-	06-	10	Durant PD	711	820	2	417
PT-	13-	03-	10-	03	Kiowa County SO	1087	53	2	145
PT-	13-	03-	12-	05	McAlester PD	1612	94	0	237
PT-	13-	03-	17-	03	Pottawatomie County SO	1639	336	37	1256
PT-	13-	03-	20-	04	Skiatook PD	975	152	18	709
PT-	13-	03-	21-	03	Tecumseh PD	396	326	11	672
				Total		**8364**	**2505**	**137**	**5689**

Summary of enforcement activity – Speed Abatement Projects

Primary Project Number					Agency	Speed	OP	DUI	Other
SE-	13-	03-	01-	12	Bixby PD	1313	134	29	904
SE-	13-	03-	02-	05	Calera PD	599	26	29	1177
SE-	13-	03-	03-	01	Duncan PD	1176	24	5	352
SE-	13-	03-	04-	15	Edmond PD	2546	256	66	1821
SE-	13-	03-	05-	05	Madill PD	619	50	11	969
SE-	13-	03-	06-	08	Owasso PD	3180	220	10	365
				Total		**9433**	**710**	**150**	**5588**

Traffic Records

Traffic Records

Project Number: K9-13-05-01-06
Project Title: DPS - TraCS/Traffic Records Support
Agency: Department of Public Safety
Description: This project supported the state HSP goal of improving traffic records and data collection processes in Oklahoma. This multifaceted project involves the continued implementation and enhancement of the Traffic and Criminal Software (TraCS) mobile data collection system and provides technical support for continued improvement of Oklahoma traffic records and on-line crash reporting systems and to provide extended services and support, through use of temporary 100% dedicated IT employees.

Project Number: TR-13-05-01-00
Project Title: TraCS
Agency: Iowa DOT
Description: This project supported the state HSP goal of improving traffic records and data collection processes in Oklahoma. This funding is for the continuing use of the TraCS software by OHP, Oklahoma County Sheriff's Office, Woodward Police Department, and Edmond Police Department. The software provides an electronic method to produce, transmit, and retrieve, crash reports, citations, and other traffic forms.

Project Number: K9-13-06-01-06
Project Title: OSDH Traffic Data Linkage
Agency: Oklahoma State Department of Health
Description: This project was designed to support the state HSP goal of improving traffic records and data collection processes in Oklahoma; however, due to a vacancy in the project epidemiologist position not being able to be filled in a timely manner, as well as other considerations regarding the current lack of access to additional databases, this project was discontinued in November of 2012. We hope to possibly be able to resurrect this project at some point in the future.

Project Number: K9-13-06-02-07
Project Title: OU Software Development
Agency: OU Board of Regents
Description: This project supported the state HSP goal of improving traffic records and data collection processes in Oklahoma. The Oklahoma School of Computer and Electrical Engineering continued to develop the PARIS software to integrate and link traffic records information, including but not limited to, crash reports, location information, and citation information. This will continue to improve user-agencies abilities to develop countermeasures based upon crash information. Additionally, OU assisted in efforts to make these various systems available to other law enforcement agencies as deemed appropriate to increase the timeliness, uniformity, and accessibility of crash and citation information from local law enforcement agencies.

Project Number: K9-13-06-03-10
Project Title: OU Crash Reporting and Analysis
Agency: OU Board of Regents
Description: This project supported the state HSP goal of improving traffic records and data collection processes in Oklahoma. This project continued the partnership between the OHSO, ODOT and the University of Oklahoma ITS Lab for the continued enhancement of a user-friendly interactive software package for reporting and analyzing roadway data. The "SAFE-T" program is also a tool for making recommendations and predicting probability of various construction and highway enhancement projects.

Project Number: TR-13-05-02-00
Project Title: UCO Data Analysis
Agency: University of Central Oklahoma
Description: This project supported the state HSP goal of improving traffic records and data collection processes in Oklahoma. The University of Central Oklahoma School of Mathematics assisted the State of Oklahoma in analyzing various forms of data in order to assist all state agencies with a traffic safety component in producing statewide collision reduction goals. The objective to provide an extremely granular analysis of the available data in order to improve proposed countermeasures was met. The data analyzed included traditional traffic records, i.e. – crash reports, vehicle miles traveled, citation data, and licensing data.

Project Number: DTNH22-12-H-00134
Project Title: Fatal Analysis Reporting System (FARS)
Agency: OHSO
Description: This project supported the state HSP goal of improving traffic records and data collection processes in Oklahoma. The Fatal Analysis Reporting System (FARS) provides a complete census of all fatal traffic crashes and contains relevant statistics drawn from information provided by individual FARS analysts in each State. Beginning January 1, 2006, with the implementation of Fast FARS, analysts forward preliminary data to the national database from fatal crashes within hours of notification by law enforcement agencies statewide. The National Highway Traffic Safety Administration (NHTSA) publishes compilations of states' data in its annual Traffic Safety Facts book.

Railroad Safety

Railroad Safety

Project Number: RH-13-02-01-09
Project Title: Operation Lifesaver
Agency: Oklahoma Operation Lifesaver
Description: This project supported the Oklahoma Highway Safety Plan goal of reducing the number and severity of traffic crashes statewide, specifically those occurring at rail grade crossings. Operation Lifesaver presented 427 safety presentations, including GCCI courses. This project also funded 5,569 paid radio media PSAs promoting railroad crossing safety.

Driver Education

Driver Education Projects

Project Number: DE-13-02-01-03
Project Title: Alive at 25
Agency: Oklahoma Safety Council
Description: This project supported the HSP goal of reducing the number and severity of traffic crashes by promoting safety training and education projects. Using contracted instructors, the Oklahoma Safety Council sponsored 63 "Alive at 25" training courses, with 1,569 young adults between the ages of 15-24. These classes were conducted at a number of different venues throughout the state.

Project Number: DE-13-05-01-01
Project Title: Driver Education Quality Assurance Project
Agency: Oklahoma Department of Public Safety

Description: This project supported the HSP goal of reducing the number and severity of traffic crashes by promoting safety training and education projects as well as support the Oklahoma GDL program. The Oklahoma Department of Public Safety implemented a quality assurance pilot project using personnel in the Driver's License Services Division to monitor a new program allowing the written and physical driving examination of the commercial school to replace the existing testing process administered by a DPS DL Examiner and would be sufficient to result in the issuance of their restricted GDL. The project funded the salary and benefits for two new personnel assigned as monitors, as well as travel and training costs. DPS intends to track the driving records of students receiving their GDL license through this process and evaluate the quality of instruction provided. It is their intent to use this expanded Driver Education program to evaluate and enhance the existing GDL program. It is their opinion that such a system will encourage more beginning drivers to take formal commercial driver training and result in improved driving performance.

Media

Paid Media

Project Number: PM-13-02-01-02
K6-13-02-01-02
K8PM-13-02-01-02
Project Title: Paid Media
Agency: Jordan Advertising
Description: This project supported the HSP goal of reducing the number and severity of traffic crashes by promoting safety training and education related activities by developing and producing a marketing strategy to address impaired driving, occupant protection and motorcycle safety issues in Oklahoma. The OHSO contracted with several media vendors to develop and create a marketing campaign focused on the promotion of increased enforcement, reduction of fatalities and injuries, and implementation of the campaign, once creative concepts/designs have been approved by the OHSO. Section 410 funds were used to support impaired driving programs such as the "Drive Sober or Get Pulled Over" mobilization. Section 2010 funds were used to support motorcycle safety and awareness programs ("Share the Road"). Section 402 funds were used for occupant protection and other appropriate messaging.

Sports Marketing

Project Number: Multiple (See budget summary)
Project Title: Sports Marketing
Agency: Multiple (See budget summary
Description: This project supported the HSP goal of reducing the number and severity of traffic crashes by promoting safety training and education related media. A variety of sports marketing venues and vendors were selected based on the maximum impact on appropriate target audiences (determined by statewide data). Primary messaging was directed at Impaired Driving, Motorcycle Safety and Occupant Protection. (See the Highway Safety Campaigns section below.

Combined Messaging Project

Project Number: NHTSA Cooperative Agreement DTNH22-10-H-00329
Project Title: Joint Messaging Project
Agency: OHSO
Description: Oklahoma was selected as one of two states to participate in a NHTSA pilot project to develop and test an umbrella evergreen enforcement message (seat belts, alcohol and speed) and strategic communications plan that can be used to publicize a variety of enforcement efforts and to Incorporate this new message into existing high visibility enforcement efforts to assess its effect on occupant protection and impaired driving. FY 2013 is the final year of program implementation.

An analysis of historic information, program activity data, outcome data and other pertinent factors will be conducted by a NHTSA contractor in early 2014 to evaluate the project's successes and the potential to replicate this program.

Highway Safety Campaigns

Total mobilization spending: $323,555.77

Drive Sober or Get Pulled Over (DSOGPO)

Labor Day: Aug. 16 through Sept. 2, 2013

Total media expenditures: $249,243.77

- TV: $78,160.85 (1,045 spots)
- Radio: $50,450.91 (3,276 spots)
- Print: $4,577.00 (1 ad)
- Outdoor: $19,150*
  Includes 12 months of signage in Bricktown with DSOGPO message plus 9 boards during the mobilization
- Out of Home: $57,970.00 (62 ice machine wraps)
- Digital: $38,935.01 (5,636,001 impressions)

Click It or Ticket (CIOT)

Memorial Day: May 20 through June 2, 2013

Total media expenditures: $74,312

- TV: $0
- Radio: $30,909.00 (1402 spots)
- Out of Home: $43,403.00

Sports Marketing

Total sports marketing spending: $534,540

University of Oklahoma:

- $193,700.00
- AL messaging
- 53,930,513 impressions

Oklahoma State University

- $123,000.00
- AL messaging
- Football total attendance: 296,234
- "Ultimate Road Trip" promotion: 5,874 entries

University of Tulsa

- $16,500.00
- AL messaging
- 6,666,774 impressions

Oklahoma City RedHawks

- $61,000.00
- OP and AL messaging
- RedHawks Attendance: 408,816
- Overall facility attendance: 521,475
- Radio broadcast each game (1340 AM)
- Website during "Road to the Show" promotion: 79,176 unique visitors
- Website during Seat Check Saturday promotion: 10,206 unique visitors

FY2013 FINANCIAL INFORMATION

Obligations and Expenditures by Project Area Group

Project Area Grouping	Approved Obligated	Total Expenditure
AL	820,020.61	667,977.27
410 FUNDS	2,382,913.13	2,231,849.57
CE Funds	148,058.74	76,270.38
Alcohol Related Projects	**$ 3,350,992.48**	**$ 2,976,097.22**
MC	41,100.00	40,789.43
2010 FUNDS	213,036.47	95,963.96
Motorcycle Related Projects	**$ 254,136.47**	**$ 136,753.39**
OP	636,846.00	556,765.99
PM	264,698.07	169,499.89
CE Funds	148,058.74	76,270.38
Occ. Protect Related Projects	**$ 1,049,602.81**	**$ 802,536.26**
PA	**$ 269,032.39**	**$ 269,032.39**
PT	1,349,114.32	1,105,871.30
SE	174,850.00	170,240.81
Police Traffic Related Projects	**$ 1,523,964.32**	**$ 1,276,112.11**
TR	199,390.00	167,136.54
408 FUNDS	624,984.08	300,493.99
FARS	84,651.49	67,037.09
Traffic Records Related Projects	**$ 909,025.57**	**$ 534,667.62**
DE Related Projects	**$ 182,500.00**	**$ 93,032.14**
RH Related Projects	**$ 37,500.00**	**$ 37,500.00**
TOTAL OF ALL FUNDS	**$ 7,576,754.03**	**$ 6,125,731.12**

FY 2013 FINANCIAL INFORMATION

Project Area	Approved Obligated	Total Expenditure	Expenditure vs. Obligated	Expenditure vs. Total Budget
PA	269,032.39	269,032.39	100%	4%
AL	820,020.61	667,977.27	81%	11%
DE	182,500.00	93,032.14	51%	2%
MC	41,100.00	40,789.43	99%	1%
OP	636,846.00	556,765.99	87%	9%
PM	264,698.07	169,499.89	64%	3%
PT	1,349,114.32	1,105,871.30	82%	18%
RH	37,500.00	37,500.00	100%	1%
SE	174,850.00	170,240.81	97%	3%
TR	199,390.00	167,136.54	84%	3%
402 FUNDS	**3,975,051.39**	**3,277,845.75**	**82%**	**43%**
408 FUNDS	624,984.08	300,493.99	48%	5%
410 FUNDS	2,382,913.13	2,231,849.57	94%	36%
2010 FUNDS	213,036.47	95,963.96	45%	2%
405 FUNDS[1]				
TOTAL NHTSA FUNDS	**7,195,985.07**	**5,906,153.27**	**82%**	**78%**
FARS[2]	84,651.49	67,037.09	79%	1%
CE Grant [3]	296,117.47	152,540.76	52%	2%
TOTAL OF ALL FUNDS	**7,576,754.03**	**6,125,731.12**	**81%**	**81%**

1. 405 funds were not obligated during this fiscal year and will not be reflected in this report.

2. FARS is a multiple year Cooperative Agreement; the obligated amount is based on agreement modifications received during FY 2013. The expenditures are actual expenditures during the fiscal year, from October 1, 2012 thru September 30, 2013.

3. Combined Unrestrained and Impaired Driving Grant is a multiple year Cooperative Agreement; the obligated amount is based on the agreement. The expenditures are actual expenditures during the fiscal year, from October 1, 2012 thru September 30, 2013.

U. S. Department of Transportation National Highway Traffic Safety Administration

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NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2013-07-01-00	Planning & Administrative	$269,032.39	$.00	$538,064.78	$269,032.39	$269,032.39	$.00
Planning and Administration Total			**$269,032.39**	**$.00**	**$538,064.78**	**$269,032.39**	**$269,032.39**	**$.00**
Alcohol								
	AL-2013-02-01-17	Comm Serv Council-CRASHs Court	$74,533.29	$74,533.29	$74,533.29	$74,533.29	$74,533.29	$.00
	AL-2013-02-02-10	Dist Atty's Council	$139,120.77	$139,120.77	$139,120.77	$139,120.77	$139,120.77	$.00
	AL-2013-02-03-13	Norman PD - DRE	$30,288.24	$13,189.51	$30,288.24	$30,288.24	$30,288.24	$.00
	AL-2013-02-04-12	OK Assn of Chiefs of Police	$56,368.77	$37,696.03	$56,368.77	$56,368.77	$56,368.77	$.00
	AL-2013-03-01-03	Canadian County SO	$1,959.81	$1,959.81	$1,959.81	$1,959.81	$1,959.81	$.00
	AL-2013-03-02-10	Lawton PD	$11,552.87	$11,552.87	$11,552.87	$11,552.87	$11,552.87	$.00
	AL-2013-03-03-06	Oklahoma County SO	$62,700.00	$62,700.00	$62,700.00	$62,700.00	$62,700.00	$.00
	AL-2013-03-04-02	Payne County SO	$13,490.08	$13,490.08	$13,490.08	$13,490.08	$13,490.08	$.00
	AL-2013-03-05-09	Purcell PD	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$.00
	AL-2013-03-06-07	Shawnee PD	$20,136.20	$20,136.20	$20,136.20	$20,136.20	$20,136.20	$.00
	AL-2013-03-30-06	Tulsa County SO	$89,830.44	$89,830.44	$89,830.44	$89,830.44	$89,830.44	$.00
	AL-2013-04-01-00	PI&E	$4,604.60	$.00	$4,604.60	$4,604.60	$4,604.60	$.00
	AL-2013-07-01-00	Program Area Management	$153,392.20	$.00	$153,392.20	$153,392.20	$153,392.20	$.00
Alcohol Total			**$667,977.27**	**$474,209.00**	**$667,977.27**	**$667,977.27**	**$667,977.27**	**$.00**
Motorcycle Safety								
	MC-2013-05-04-03	Nat'l Guard Motorcycle Safety Prog	$4,792.47	$.00	$4,792.47	$4,792.47	$4,792.47	$.00
	MC-2013-07-01-00	Program Area Management	$35,996.96	$.00	$35,996.96	$35,996.96	$35,996.96	$.00
	MC-2013-07-02-00	State Match	$.00	$.00	$324,752.60	$.00	$.00	$.00
Motorcycle Safety Total			**$40,789.43**	**$.00**	**$365,542.03**	**$40,789.43**	**$40,789.43**	**$.00**

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Occupant Protection								
	OP-2013-02-01-15	Safe Kids Oklahoma	$141,386.15	$21,573.81	$141,386.15	$141,386.15	$141,386.15	$.00
	OP-2013-02-02-13	Safe Kids Tulsa Area	$39,000.00	$.00	$39,000.00	$39,000.00	$39,000.00	$.00
	OP-2013-03-01-10	Bethany PD	$25,384.63	$25,384.63	$25,384.63	$25,384.63	$25,384.63	$.00
	OP-2013-03-02-10	Midwest City PD	$30,000.00	$30,000.00	$30,000.00	$30,000.00	$30,000.00	$.00
	OP-2013-03-03-05	Norman PD	$12,902.57	$12,902.57	$12,902.57	$12,902.57	$12,902.57	$.00
	OP-2013-03-04-09	Oklahoma City PD	$47,340.61	$47,340.61	$47,340.61	$47,340.61	$47,340.61	$.00
	OP-2013-03-05-06	Oklahoma County SO	$32,500.00	$32,500.00	$32,500.00	$32,500.00	$32,500.00	$.00
	OP-2013-03-06-03	Warr Acres PD	$7,324.64	$7,324.64	$7,324.64	$7,324.64	$7,324.64	$.00
	OP-2013-04-01-00	PI&E	$3,550.50	$.00	$3,550.50	$3,550.50	$3,550.50	$.00
	OP-2013-05-01-00	Seat Belt/Child Passenger Survey	$53,268.00	$.00	$53,268.00	$53,268.00	$53,268.00	$.00
	OP-2013-07-01-00	Program Area Management	$164,108.89	$.00	$164,108.89	$164,108.89	$164,108.89	$.00
	OP-2013-07-02-00	State Match	$.00	$.00	$48,903.61	$.00	$.00	$.00
Occupant Protection Total			**$556,765.99**	**$177,026.26**	**$605,669.60**	**$556,765.99**	**$556,765.99**	**$.00**
Police Traffic Services								
	PT-2013-03-01-06	Tulsa PD	$67,264.22	$67,264.22	$67,264.22	$67,264.22	$67,264.22	$.00
	PT-2013-03-02-13	Broken Arrow PD	$46,125.00	$46,125.00	$46,125.00	$46,125.00	$46,125.00	$.00
	PT-2013-03-03-03	Canadian County SO	$9,630.39	$9,630.39	$9,630.39	$9,630.39	$9,630.39	$.00
	PT-2013-03-04-02	Catoosa PD	$23,630.41	$23,630.41	$23,630.41	$23,630.41	$23,630.41	$.00
	PT-2013-03-05-06	Collinsville PD	$4,281.35	$4,281.35	$4,281.35	$4,281.35	$4,281.35	$.00
	PT-2013-03-06-10	Durant PD	$31,347.27	$31,347.27	$31,347.27	$31,347.27	$31,347.27	$.00
	PT-2013-03-07-09	Enid PD	$32,466.88	$32,466.88	$32,466.88	$32,466.88	$32,466.88	$.00
	PT-2013-03-08-04	Grove PD	$21,704.23	$21,704.23	$21,704.23	$21,704.23	$21,704.23	$.00
	PT-2013-03-09-05	Kay County SO	$5,800.00	$5,800.00	$5,800.00	$5,800.00	$5,800.00	$.00
	PT-2013-03-10-03	Kiowa County SO	$14,065.40	$14,065.40	$14,065.40	$14,065.40	$14,065.40	$.00
	PT-2013-03-11-02	Lincoln County SO	$5,947.00	$5,947.00	$5,947.00	$5,947.00	$5,947.00	$.00
	PT-2013-03-12-05	McAlester PD	$24,495.28	$24,495.28	$24,495.28	$24,495.28	$24,495.28	$.00
	PT-2013-03-13-05	Norman PD	$75,807.60	$75,807.60	$75,807.60	$75,807.60	$75,807.60	$.00

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	PT-2013-03-14-06	Oklahoma County SO	$4,700.00	$4,700.00	$4,700.00	$4,700.00	$4,700.00	$.00
	PT-2013-03-15-02	OK Scenic River Commission	$957.94	$.00	$957.94	$957.94	$957.94	$.00
	PT-2013-03-16-06	Ponca City PD	$2,410.00	$2,410.00	$2,410.00	$2,410.00	$2,410.00	$.00
	PT-2013-03-17-03	Pottawatomie County SO	$39,812.33	$39,812.33	$39,812.33	$39,812.33	$39,812.33	$.00
	PT-2013-03-18-10	Sand Springs PD	$18,250.00	$18,250.00	$18,250.00	$18,250.00	$18,250.00	$.00
	PT-2013-03-19-12	Sapulpa PD	$25,148.59	$25,148.59	$25,148.59	$25,148.59	$25,148.59	$.00
	PT-2013-03-20-04	Skiatook PD	$23,050.40	$23,050.40	$23,050.40	$23,050.40	$23,050.40	$.00
	PT-2013-03-21-03	Tecumseh PD	$11,948.16	$11,948.16	$11,948.16	$11,948.16	$11,948.16	$.00
	PT-2013-03-22-06	Tulsa County SO	$2,000.00	$2,000.00	$2,000.00	$2,000.00	$2,000.00	$.00
	PT-2013-03-98-02	LE Equipment Grants	$3,410.00	$3,410.00	$3,410.00	$3,410.00	$3,410.00	$.00
	PT-2013-03-99-00	Mobilization Incentives	$42,461.88	$42,461.88	$42,461.88	$42,461.88	$42,461.88	$.00
	PT-2013-04-01-00	PI&E	$480.30	$.00	$480.30	$480.30	$480.30	$.00
	PT-2013-05-01-02	OHP - Troop F	$17,062.04	$.00	$17,062.04	$17,062.04	$17,062.04	$.00
	PT-2013-05-02-06	OHP - LELs	$364,320.22	$.00	$364,320.22	$364,320.22	$364,320.22	$.00
	PT-2013-05-04-09	OU Conference Pros	$36,682.87	$11,640.22	$36,682.87	$36,682.87	$36,682.87	$.00
	PT-2013-05-05-00	Web Page	$500.00	$.00	$500.00	$500.00	$500.00	$.00
	PT-2013-07-01-00	Program Area Management	$150,111.53	$.00	$150,111.53	$150,111.53	$150,111.53	$.00
	PT-2013-07-02-00	State Match	$.00	$.00	$176,772.84	$.00	$.00	$.00
Police Traffic Services Total			**$1,105,871.29**	**$547,396.61**	**$1,282,644.13**	**$1,105,871.29**	**$1,105,871.29**	**$.00**
Traffic Records								
	TR-2013-05-01-00	Iowa DOT	$45,000.00	$.00	$45,000.00	$45,000.00	$45,000.00	$.00
	TR-2013-05-02-00	UCO - Data Analysis	$20,107.25	$.00	$20,107.25	$20,107.25	$20,107.25	$.00
	TR-2013-07-01-00	Program Area Management	$102,029.29	$.00	$102,029.29	$102,029.29	$102,029.29	$.00
Traffic Records Total			**$167,136.54**	**$.00**	**$167,136.54**	**$167,136.54**	**$167,136.54**	**$.00**
Driver Education								
	DE-2013-02-01-03	OK Safety Council	$20,429.59	$.00	$20,429.59	$20,429.59	$20,429.59	$.00
	DE-2013-05-01-01	DPS- QA_ DL	$72,602.55	$.00	$72,602.55	$72,602.55	$72,602.55	$.00

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Driver Education Total			**$93,032.14**	**$.00**	**$93,032.14**	**$93,032.14**	**$93,032.14**	**$.00**
Railroad/Highway Crossings								
	RH-2013-02-01-09	OK Operation Lifesaver	$37,500.00	$.00	$37,500.00	$37,500.00	$37,500.00	$.00
Railroad/Highway Crossings Total			**$37,500.00**	**$.00**	**$37,500.00**	**$37,500.00**	**$37,500.00**	**$.00**
Speed Enforcement								
	SE-2013-03-01-12	Bixby PD	$28,426.62	$28,426.62	$28,426.62	$28,426.62	$28,426.62	$.00
	SE-2013-03-02-05	Calera PD	$20,500.00	$20,500.00	$20,500.00	$20,500.00	$20,500.00	$.00
	SE-2013-03-03-01	Duncan PD	$19,349.98	$19,349.98	$19,349.98	$19,349.98	$19,349.98	$.00
	SE-2013-03-04-15	Edmond PD	$38,487.42	$38,487.42	$38,487.42	$38,487.42	$38,487.42	$.00
	SE-2013-03-05-05	Madill PD	$11,738.08	$11,738.08	$11,738.08	$11,738.08	$11,738.08	$.00
	SE-2013-03-06-08	Owasso PD	$35,000.00	$35,000.00	$35,000.00	$35,000.00	$35,000.00	$.00
	SE-2013-03-07-09	Purcell PD	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$10,000.00	$.00
	SE-2013-03-08-07	Shawnee PD	$6,738.71	$6,738.71	$6,738.71	$6,738.71	$6,738.71	$.00
Speed Enforcement Total			**$170,240.81**	**$170,240.81**	**$170,240.81**	**$170,240.81**	**$170,240.81**	**$.00**
Paid Advertising								
	PM-2013-02-01-02	Jordan Advertising	$167,999.89	$.00	$167,999.89	$167,999.89	$167,999.89	$.00
	PM-2013-02-02-00	Sports Marketing	$1,500.00	$.00	$1,500.00	$1,500.00	$1,500.00	$.00
Paid Advertising Total			**$169,499.89**	**$.00**	**$169,499.89**	**$169,499.89**	**$169,499.89**	**$.00**
NHTSA 402 Total			**$3,277,845.75**	**$1,368,872.68**	**$4,097,307.19**	**$3,277,845.75**	**$3,277,845.75**	**$.00**
408 Data Program SAFETEA-LU								
	K9-2013-05-01-06	DPS - TraCS - Traffic Records Support	$87,839.94	$.00	$87,839.94	$87,839.94	$87,839.94	$.00
	K9-2013-06-01-06	OSDH Traffic Data Linkage	$3,575.13	$.00	$3,575.13	$3,575.13	$3,575.13	$.00
	K9-2013-06-02-07	OU Software Development	$154,114.01	$.00	$154,114.01	$154,114.01	$154,114.01	$.00
	K9-2013-06-03-10	OU Safe - T	$54,964.91	$.00	$54,964.91	$54,964.91	$54,964.91	$.00
	K9-2013-07-02-00	State Match	$.00	$.00	$75,123.50	$.00	$.00	$.00
408 Data Program Incentive Total			**$300,493.99**	**$.00**	**$375,617.49**	**$300,493.99**	**$300,493.99**	**$.00**

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408 Data Program SAFETEA-LU Total			**$300,493.99**	**$.00**	**$375,617.49**	**$300,493.99**	**$300,493.99**	**$.00**
410 Alcohol SAFETEA-LU								
	K8-2013-02-01-02	East Central Univ - SJE	$70,380.83	$.00	$70,380.83	$70,380.83	$70,380.83	$.00
	K8-2013-02-02-05	OSU PD	$37,750.00	$.00	$37,750.00	$37,750.00	$37,750.00	$.00
	K8-2013-03-01-06	Tulsa PD	$26,979.92	$.00	$26,979.92	$26,979.92	$26,979.92	$.00
	K8-2013-03-02-05	Ada PD	$14,079.09	$.00	$14,079.09	$14,079.09	$14,079.09	$.00
	K8-2013-03-03-12	Bixby PD	$9,527.97	$.00	$9,527.97	$9,527.97	$9,527.97	$.00
	K8-2013-03-04-13	Broken Arrow PD	$22,470.06	$.00	$22,470.06	$22,470.06	$22,470.06	$.00
	K8-2013-03-05-05	Calera PD	$6,038.01	$.00	$6,038.01	$6,038.01	$6,038.01	$.00
	K8-2013-03-06-01	Cherokee County SO	$16,130.21	$.00	$16,130.21	$16,130.21	$16,130.21	$.00
	K8-2013-03-07-06	Collinsville PD	$3,852.45	$.00	$3,852.45	$3,852.45	$3,852.45	$.00
	K8-2013-03-08-02	Creek County SO	$15,446.50	$.00	$15,446.50	$15,446.50	$15,446.50	$.00
	K8-2013-03-09-01	Duncan PD	$5,343.32	$.00	$5,343.32	$5,343.32	$5,343.32	$.00
	K8-2013-03-10-15	Edmond PD	$27,120.25	$.00	$27,120.25	$27,120.25	$27,120.25	$.00
	K8-2013-03-11-09	Enid PD	$39,979.70	$.00	$39,979.70	$39,979.70	$39,979.70	$.00
	K8-2013-03-12-04	Grove PD	$6,834.03	$.00	$6,834.03	$6,834.03	$6,834.03	$.00
	K8-2013-03-13-05	Kay County SO	$20,000.00	$.00	$20,000.00	$20,000.00	$20,000.00	$.00
	K8-2013-03-14-10	Lawton PD	$13,001.97	$.00	$13,001.97	$13,001.97	$13,001.97	$.00
	K8-2013-03-15-02	Lincoln County SO	$13,989.40	$.00	$13,989.40	$13,989.40	$13,989.40	$.00
	K8-2013-03-16-04	Logan County SO	$18,598.63	$.00	$18,598.63	$18,598.63	$18,598.63	$.00
	K8-2013-03-17-05	Madill PD	$9,743.21	$.00	$9,743.21	$9,743.21	$9,743.21	$.00
	K8-2013-03-19-10	Midwest City PD	$29,977.12	$.00	$29,977.12	$29,977.12	$29,977.12	$.00
	K8-2013-03-20-05	Norman PD	$25,000.00	$.00	$25,000.00	$25,000.00	$25,000.00	$.00
	K8-2013-03-21-09	Oklahoma City PD	$130,564.60	$.00	$130,564.60	$130,564.60	$130,564.60	$.00
	K8-2013-03-22-06	Oklahoma County SO	$88,037.39	$.00	$88,037.39	$88,037.39	$88,037.39	$.00
	K8-2013-03-23-07	OHP	$544,013.03	$.00	$544,013.03	$544,013.03	$544,013.03	$.00
	K8-2013-03-24-02	OK Scenic River Commission	$6,461.71	$.00	$6,461.71	$6,461.71	$6,461.71	$.00
	K8-2013-03-25-08	Owasso PD	$11,772.31	$.00	$11,772.31	$11,772.31	$11,772.31	$.00

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	K8-2013-03-26-06	Ponca City PD	$5,956.78	$.00	$5,956.78	$5,956.78	$5,956.78	$.00
	K8-2013-03-27-10	Sand Springs PD	$13,930.64	$.00	$13,930.64	$13,930.64	$13,930.64	$.00
	K8-2013-03-28-12	Sapulpa PD	$23,009.54	$.00	$23,009.54	$23,009.54	$23,009.54	$.00
	K8-2013-03-29-11	Tahlequah PD	$15,263.63	$.00	$15,263.63	$15,263.63	$15,263.63	$.00
	K8-2013-03-31-04	Washington County SO	$24,820.85	$.00	$24,820.85	$24,820.85	$24,820.85	$.00
	K8-2013-05-01-09	OU Conference Pros	$64,209.85	$.00	$64,209.85	$64,209.85	$64,209.85	$.00
	K8-2013-05-02-06	OHP - LELs	$57,916.09	$.00	$57,916.09	$57,916.09	$57,916.09	$.00
	K8-2013-05-03-05	OSBI	$63,491.63	$.00	$63,491.63	$63,491.63	$63,491.63	$.00
	K8-2013-07-01-00	Program Area Management	$96,458.85	$.00	$96,458.85	$96,458.85	$96,458.85	$.00
	K8-2013-07-02-00	State Match	$.00	$.00	$6,695,548.71	$.00	$.00	$.00
410 Alcohol SAFETEA-LU Total			**$1,578,149.57**	**$.00**	**$8,273,698.28**	**$1,578,149.57**	**$1,578,149.57**	**$.00**
410 Alcohol SAFETEA-LU Paid Media								
	K8PM-2013-02-01-02	Jordan Advertising	$261,000.00	$.00	$261,000.00	$261,000.00	$261,000.00	$.00
	K8PM-2013-02-02-00	Sports Marketing	$392,700.00	$.00	$392,700.00	$392,700.00	$392,700.00	$.00
410 Alcohol SAFETEA-LU Paid Media Total			**$653,700.00**	**$.00**	**$653,700.00**	**$653,700.00**	**$653,700.00**	**$.00**
410 Alcohol SAFETEA-LU Total			**$2,231,849.57**	**$.00**	**$8,927,398.28**	**$2,231,849.57**	**$2,231,849.57**	**$.00**
2010 Motorcycle Safety								
	K6-2013-02-02-13	Broken Arrow PD	$41,063.83	$.00	$41,063.83	$41,063.83	$41,063.83	$.00
	K6-2013-02-03-15	Edmond PD	$13,005.64	$.00	$13,005.64	$13,005.64	$13,005.64	$.00
	K6-2013-05-01-02	DPS - QA Coordinator	$41,894.49	$.00	$41,894.49	$41,894.49	$41,894.49	$.00
2010 Motorcycle Safety Incentive Total			**$95,963.96**	**$.00**	**$95,963.96**	**$95,963.96**	**$95,963.96**	**$.00**
2010 Motorcycle Safety Total			**$95,963.96**	**$.00**	**$95,963.96**	**$95,963.96**	**$95,963.96**	**$.00**
NHTSA Total			**$5,906,153.27**	**$1,368,872.68**	**$13,496,286.92**	**$5,906,153.27**	**$5,906,153.27**	**$.00**

U. S. Department of Transportation National Highway Traffic Safety Administration

State of
Oklahoma

Federal Reimbursement Voucher

2013 - FINAL

For Approval

Report Date: 12/26/2013

Claim Period: 09/30/2012 - 09/30/2012

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
Total			**$5,906,153.27**	**$1,368,872.68**	**$13,496,286.92**	**$5,906,153.27**	**$5,906,153.27**	**$.00**

U. S. Department of Transportation National Highway Traffic Safety Administration

State of Oklahoma

VOU Match Review

Report Date: 12/26/2013

2013 - FINAL

For Approval

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2013-07-01-00		$269,032.39 50%	$269,032.39		$.00 0%	$269,032.39 50%	$269,032.39 100%
Planning and Administration Total			**$269,032.39 50%**	**$269,032.39**		**$.00 0%**	**$269,032.39 50%**	**$269,032.39 100%**
Alcohol								
	AL-2013-02-04-12		$.00 0%	$56,368.77		$37,696.03 67%		
	AL-2013-03-01-03		$.00 0%	$1,959.81		$1,959.81 100%		
	AL-2013-03-02-10		$.00 0%	$11,552.87		$11,552.87 100%		
	AL-2013-03-03-06		$.00 0%	$62,700.00		$62,700.00 100%		
	AL-2013-03-04-02		$.00 0%	$13,490.08		$13,490.08 100%		
	AL-2013-03-05-09		$.00 0%	$10,000.00		$10,000.00 100%		
	AL-2013-03-06-07		$.00 0%	$20,136.20		$20,136.20 100%		
	AL-2013-03-30-06		$.00 0%	$89,830.44		$89,830.44 100%		
	AL-2013-04-01-00		$.00 0%	$4,604.60		$.00 0%		
	AL-2013-07-01-00		$.00 0%	$153,392.20		$.00 0%		

VOU Match Review

2013 - FINAL

For Approval

Report Date: 12/26/2013

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	AL-2013-02-03-13		$.00 0%	$30,288.24		$13,189.51 44%		
	AL-2013-02-01-17		$.00 0%	$74,533.29		$74,533.29 100%		
	AL-2013-02-02-10		$.00 0%	$139,120.77		$139,120.77 100%		
Alcohol Total			**$.00 0%**	**$667,977.27**		**$474,209.00 71%**		
Motorcycle Safety								
	MC-2013-05-04-03		$.00 0%	$4,792.47		$.00 0%		
	MC-2013-07-01-00		$.00 0%	$35,996.96		$.00 0%		
	MC-2013-07-02-00		$324,752.60 100%	$.00		$.00 0%		
	Motorcycle Safety Total		**$324,752.60 89%**	**$40,789.43**		**$.00 0%**		
Occupant Protection								
	OP-2013-02-01-15		$.00 0%	$141,386.15		$21,573.81 15%		
	OP-2013-02-02-13		$.00 0%	$39,000.00		$.00 0%		
	OP-2013-03-01-10		$.00 0%	$25,384.63		$25,384.63 100%		
	OP-2013-03-02-10		$.00 0%	$30,000.00		$30,000.00 100%		
	OP-2013-03-03-05		$.00 0%	$12,902.57		$12,902.57 100%		

U. S. Department of Transportation National Highway Traffic Safety Administration

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VOU Match Review

2013 - FINAL

For Approval

Report Date: 12/26/2013

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	OP-2013-07-01-00		$.00 0%	$164,108.89		$.00 0%		
	OP-2013-03-05-06		$.00 0%	$32,500.00		$32,500.00 100%		
	OP-2013-03-06-03		$.00 0%	$7,324.64		$7,324.64 100%		
	OP-2013-04-01-00		$.00 0%	$3,550.50		$.00 0%		
	OP-2013-05-01-00		$.00 0%	$53,268.00		$.00 0%		
	OP-2013-07-02-00		$48,903.61 100%	$.00		$.00 0%		
	OP-2013-03-04-09		$.00 0%	$47,340.61		$47,340.61 100%		
Occupant Protection Total			**$48,903.61 8%**	**$556,765.99**		**$177,026.26 32%**		
Police Traffic Services								
	PT-2013-03-01-06		$.00 0%	$67,264.22		$67,264.22 100%		
	PT-2013-03-02-13		$.00 0%	$46,125.00		$46,125.00 100%		
	PT-2013-03-03-03		$.00 0%	$9,630.39		$9,630.39 100%		
	PT-2013-03-04-02		$.00 0%	$23,630.41		$23,630.41 100%		
	PT-2013-03-05-06		$.00 0%	$4,281.35		$4,281.35 100%		
	PT-2013-03-06-10		$.00 0%	$31,347.27		$31,347.27 100%		

U. S. Department of Transportation National Highway Traffic Safety Administration

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VOU Match Review

Report Date: 12/26/2013

2013 - FINAL

For Approval

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	PT-2013-03-07-09		$.00 0%	$32,466.88		$32,466.88 100%		
	PT-2013-03-08-04		$.00 0%	$21,704.23		$21,704.23 100%		
	PT-2013-03-09-05		$.00 0%	$5,800.00		$5,800.00 100%		
	PT-2013-03-10-03		$.00 0%	$14,065.40		$14,065.40 100%		
	PT-2013-03-11-02		$.00 0%	$5,947.00		$5,947.00 100%		
	PT-2013-03-12-05		$.00 0%	$24,495.28		$24,495.28 100%		
	PT-2013-03-13-05		$.00 0%	$75,807.60		$75,807.60 100%		
	PT-2013-03-14-06		$.00 0%	$4,700.00		$4,700.00 100%		
	PT-2013-03-15-02		$.00 0%	$957.94		$.00 0%		
	PT-2013-03-16-06		$.00 0%	$2,410.00		$2,410.00 100%		
	PT-2013-03-17-03		$.00 0%	$39,812.33		$39,812.33 100%		
	PT-2013-03-18-10		$.00 0%	$18,250.00		$18,250.00 100%		
	PT-2013-03-19-12		$.00 0%	$25,148.59		$25,148.59 100%		
	PT-2013-03-20-04		$.00 0%	$23,050.40		$23,050.40 100%		

VOU Match Review

2013 - FINAL

For Approval

Report Date: 12/26/2013

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	PT-2013-03-21-03		$.00 0%	$11,948.16		$11,948.16 100%		
	PT-2013-03-22-06		$.00 0%	$2,000.00		$2,000.00 100%		
	PT-2013-03-98-02		$.00 0%	$3,410.00		$3,410.00 100%		
	PT-2013-03-99-00		$.00 0%	$42,461.88		$42,461.88 100%		
	PT-2013-04-01-00		$.00 0%	$480.30		$.00 0%		
	PT-2013-05-01-02		$.00 0%	$17,062.04		$.00 0%		
	PT-2013-05-02-06		$.00 0%	$364,320.22		$.00 0%		
	PT-2013-05-04-09		$.00 0%	$36,682.87		$11,640.22 32%		
	PT-2013-05-05-00		$.00 0%	$500.00		$.00 0%		
	PT-2013-07-01-00		$.00 0%	$150,111.53		$.00 0%		
	PT-2013-07-02-00		$176,772.84 100%	$.00		$.00 0%		
Police Traffic Services Total			**$176,772.84 14%**	**$1,105,871.29**		**$547,396.61 49%**		
Traffic Records								
	TR-2013-05-01-00		$.00 0%	$45,000.00		$.00 0%		
	TR-2013-05-02-00		$.00 0%	$20,107.25		$.00 0%		

U. S. Department of Transportation National Highway Traffic Safety Administration

State of Oklahoma

VOU Match Review

Report Date: 12/26/2013

2013 - FINAL

For Approval

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	TR-2013-07-01-00		$.00 0%	$102,029.29		$.00 0%		
	Traffic Records Total		**$.00 0%**	**$167,136.54**		**$.00 0%**		
Driver Education								
	DE-2013-02-01-03		$.00 0%	$20,429.59		$.00 0%		
	DE-2013-05-01-01		$.00 0%	$72,602.55		$.00 0%		
	Driver Education Total		**$.00 0%**	**$93,032.14**		**$.00 0%**		
Railroad/Highway Crossings								
	RH-2013-02-01-09		$.00 0%	$37,500.00		$.00 0%		
	Railroad/Highway Crossings Total		**$.00 0%**	**$37,500.00**		**$.00 0%**		
Speed Enforcement								
	SE-2013-03-05-05		$.00 0%	$11,738.08		$11,738.08 100%		
	SE-2013-03-06-08		$.00 0%	$35,000.00		$35,000.00 100%		
	SE-2013-03-07-09		$.00 0%	$10,000.00		$10,000.00 100%		
	SE-2013-03-08-07		$.00 0%	$6,738.71		$6,738.71 100%		
	SE-2013-03-01-12		$.00 0%	$28,426.62		$28,426.62 100%		
	SE-2013-03-02-05		$.00 0%	$20,500.00		$20,500.00 100%		

U. S. Department of Transportation National Highway Traffic Safety Administration

State of Oklahoma

VOU Match Review

Report Date: 12/26/2013

2013 - FINAL

For Approval

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	SE-2013-03-03-01		$.00 0%	$19,349.98		$19,349.98 100%		
	SE-2013-03-04-15		$.00 0%	$38,487.42		$38,487.42 100%		
	Speed Enforcement Total		**$.00 0%**	**$170,240.81**		**$170,240.81 100%**		
Paid Advertising								
	PM-2013-02-02-00		$.00 0%	$1,500.00		$.00 0%		
	PM-2013-02-01-02		$.00 0%	$167,999.89		$.00 0%		
	Paid Advertising Total		**$.00 0%**	**$169,499.89**		**$.00 0%**		
	NHTSA 402 Total	**$3,478,336.66**	**$819,461.44 20%**	**$2,781,131.02**	**$496,714.73**	**$1,368,872.68 42%**	**$269,032.39 50%**	**$269,032.39 8%**
408 Data Program SAFETEA-LU								
	K9-2013-07-02-00		$75,123.50 100%	$.00		$.00 0%		
	K9-2013-05-01-06		$.00 0%	$87,839.94		$.00 0%		
	K9-2013-06-01-06		$.00 0%	$3,575.13		$.00 0%		
	K9-2013-06-02-07		$.00 0%	$154,114.01		$.00 0%		
	K9-2013-06-03-10		$.00 0%	$54,964.91		$.00 0%		
	408 Data Program Incentive Total		**$75,123.50 20%**	**$300,493.99**		**$.00 0%**		

U. S. Department of Transportation National Highway Traffic Safety Administration

State of Oklahoma

VOU Match Review

2013 - FINAL

For Approval

Report Date: 12/26/2013

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
408 Data Program SAFETEA-LU			**$75,123.50**	**$.00**	**$300,493.99**	**$.00**		
	Total		**20%**			**0%**		
410 Alcohol SAFETEA-LU								
	K8-2013-03-11-09		$.00 0%	$39,979.70		$.00 0%		
	K8-2013-03-12-04		$.00 0%	$6,834.03		$.00 0%		
	K8-2013-03-13-05		$.00 0%	$20,000.00		$.00 0%		
	K8-2013-03-14-10		$.00 0%	$13,001.97		$.00 0%		
	K8-2013-03-15-02		$.00 0%	$13,989.40		$.00 0%		
	K8-2013-03-16-04		$.00 0%	$18,598.63		$.00 0%		
	K8-2013-03-10-15		$.00 0%	$27,120.25		$.00 0%		
	K8-2013-03-09-01		$.00 0%	$5,343.32		$.00 0%		
	K8-2013-03-08-02		$.00 0%	$15,446.50		$.00 0%		
	K8-2013-03-07-06		$.00 0%	$3,852.45		$.00 0%		
	K8-2013-03-06-01		$.00 0%	$16,130.21		$.00 0%		
	K8-2013-03-05-05		$.00 0%	$6,038.01		$.00 0%		
	K8-2013-03-04-13		$.00 0%	$22,470.06		$.00 0%		

U. S. Department of Transportation National Highway Traffic Safety Administration

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VOU Match Review

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2013 - FINAL

For Approval

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	K8-2013-03-03-12		$.00 0%	$9,527.97		$.00 0%		
	K8-2013-03-02-05		$.00 0%	$14,079.09		$.00 0%		
	K8-2013-03-01-06		$.00 0%	$26,979.92		$.00 0%		
	K8-2013-02-02-05		$.00 0%	$37,750.00		$.00 0%		
	K8-2013-02-01-02		$.00 0%	$70,380.83		$.00 0%		
	K8-2013-03-17-05		$.00 0%	$9,743.21		$.00 0%		
	K8-2013-07-02-00		$6,695,548.71 100%	$.00		$.00 0%		
	K8-2013-07-01-00		$.00 0%	$96,458.85		$.00 0%		
	K8-2013-05-03-05		$.00 0%	$63,491.63		$.00 0%		
	K8-2013-05-02-06		$.00 0%	$57,916.09		$.00 0%		
	K8-2013-05-01-09		$.00 0%	$64,209.85		$.00 0%		
	K8-2013-03-31-04		$.00 0%	$24,820.85		$.00 0%		
	K8-2013-03-30-06		$.00 0%	$.00		$.00 0%		
	K8-2013-03-29-11		$.00 0%	$15,263.63		$.00 0%		

VOU Match Review

2013 - FINAL

For Approval

Report Date: 12/26/2013

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
	K8-2013-03-28-12		$.00 0%	$23,009.54		$.00 0%		
	K8-2013-03-27-10		$.00 0%	$13,930.64		$.00 0%		
	K8-2013-03-26-06		$.00 0%	$5,956.78		$.00 0%		
	K8-2013-03-25-08		$.00 0%	$11,772.31		$.00 0%		
	K8-2013-03-19-10		$.00 0%	$29,977.12		$.00 0%		
	K8-2013-03-20-05		$.00 0%	$25,000.00		$.00 0%		
	K8-2013-03-21-09		$.00 0%	$130,564.60		$.00 0%		
	K8-2013-03-22-06		$.00 0%	$88,037.39		$.00 0%		
	K8-2013-03-23-07		$.00 0%	$544,013.03		$.00 0%		
	K8-2013-03-24-02		$.00 0%	$6,461.71		$.00 0%		
410 Alcohol SAFETEA-LU Total			**$6,695,548.71 81%**	**$1,578,149.57**		**$.00 0%**		
410 Alcohol SAFETEA-LU Paid Media								
	K8PM-2013-02-01-02		$.00 0%	$261,000.00		$.00 0%		
	K8PM-2013-02-02-00		$.00 0%	$392,700.00		$.00 0%		
410 Alcohol SAFETEA-LU Paid Media Total			**$.00 0%**	**$653,700.00**		**$.00 0%**		

U. S. Department of Transportation National Highway Traffic Safety Administration

State of Oklahoma

VOU Match Review

Report Date: 12/26/2013

2013 - FINAL

For Approval

Program Area	Project	Obligation Limitation (A)	State Match (B)	Current FY (C)	Carry Forward (D)	Share to Local (E)	PA State Match (F)	PA Federal Funds (G)
410 Alcohol SAFETEA-LU Total			**$6,695,548.71** **75%**	**$.00**	**$2,231,849.57**	**$.00** **0%**		
2010 Motorcycle Safety								
	K6-2013-02-02-13		$.00 0%	$41,063.83		$.00 0%		
	K6-2013-02-01-02		$.00 0%	$.00		$.00 0%		
	K6-2013-02-03-15		$.00 0%	$13,005.64		$.00 0%		
	K6-2013-05-01-02		$.00 0%	$41,894.49		$.00 0%		
2010 Motorcycle Safety Incentive Total			**$.00** **0%**	**$95,963.96**		**$.00** **0%**		
2010 Motorcycle Safety Total			**$.00** **0%**	**$.00**	**$95,963.96**	**$.00** **0%**		
NHTSA Total			**$7,590,133.65** **56%**	**$2,781,131.02**	**$3,125,022.25**	**$1,368,872.68** **23%**	**$269,032.39** **50%**	**$269,032.39** **5%**
Total		**$3,478,336.66**	**$7,590,133.65** **56%**	**$2,781,131.02**	**$3,125,022.25**	**$1,368,872.68** **23%**	**$269,032.39** **50%**	**$269,032.39** **5%**

ATTACHMENT 1

2013 ATTITUDE AND AWARENESS SURVEY

OHSO/Jordan Advertising

NHTSA Performance Measures Survey
May, 2013

Background and Methodology

In order to comply with the National Highway Traffic Safety Administration (NHTSA), the Oklahoma Highway Safety Office (OHSO) and Jordan Advertising commissioned a performance measure survey to be conducted during the summer months among licensed drivers over the age of 18 in the state of Oklahoma. For the past three years (2010, 2011, 2012), this survey has been conducted in early- to mid-July in the state of Oklahoma. This year, it was conducted in early May, 2013.

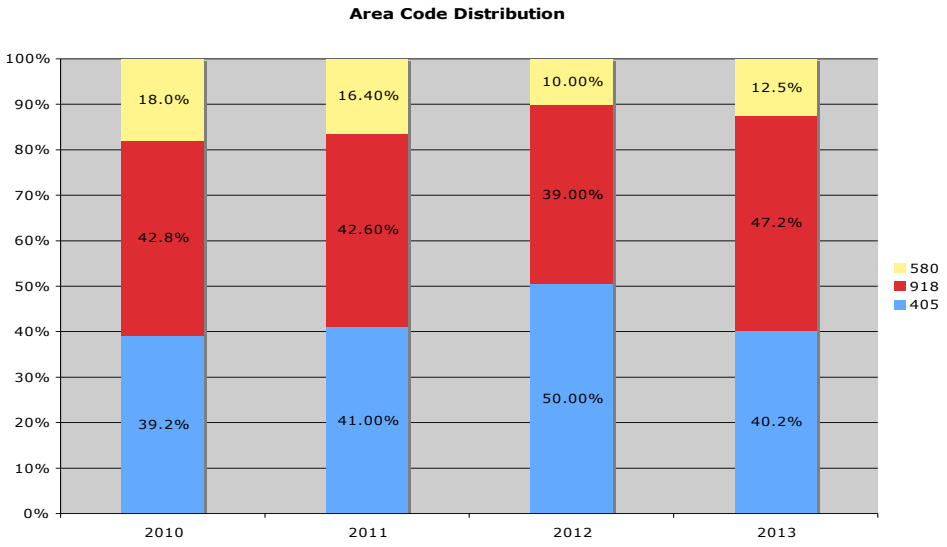
In past years, surveys were conducted using an online methodology, from July 12-27, 2010, from July 18-21, 2011, and July 2-9, 2012. This year data was collected using the same online methodology May 7-12, 2013. Each year, five hundred respondents were randomly selected from across Oklahoma and asked to complete a short online survey about driving behavior and awareness (margin of error = ± 4.38%). In 2013, 502 people responded.

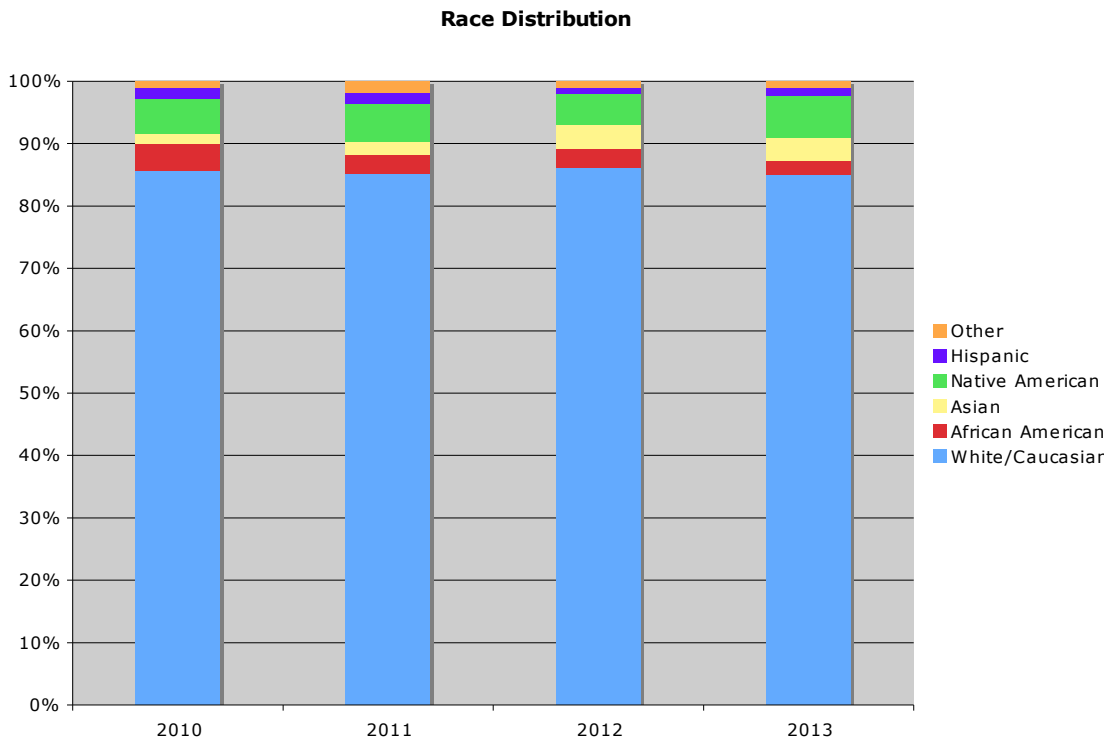
Respondents are always screened to ensure they are over the age of eighteen, are not employed by a law enforcement agency or advertising or public relations company, and have a current Oklahoma driver's license. The results were collected, compiled, tabulated and analyzed by Kimberling Consulting, Inc. What follows are the results of that survey for the 2013 wave, with comparison to the 2010, 2011 and 2012 waves where appropriate.

2013 Demographics

Respondents to the randomly sampled population of Oklahoma drivers accurately reflect the overall demographic profile of the state. The gender breakdown of respondents was within the margin of error: 50.2% of respondents are male and 49.8% female.

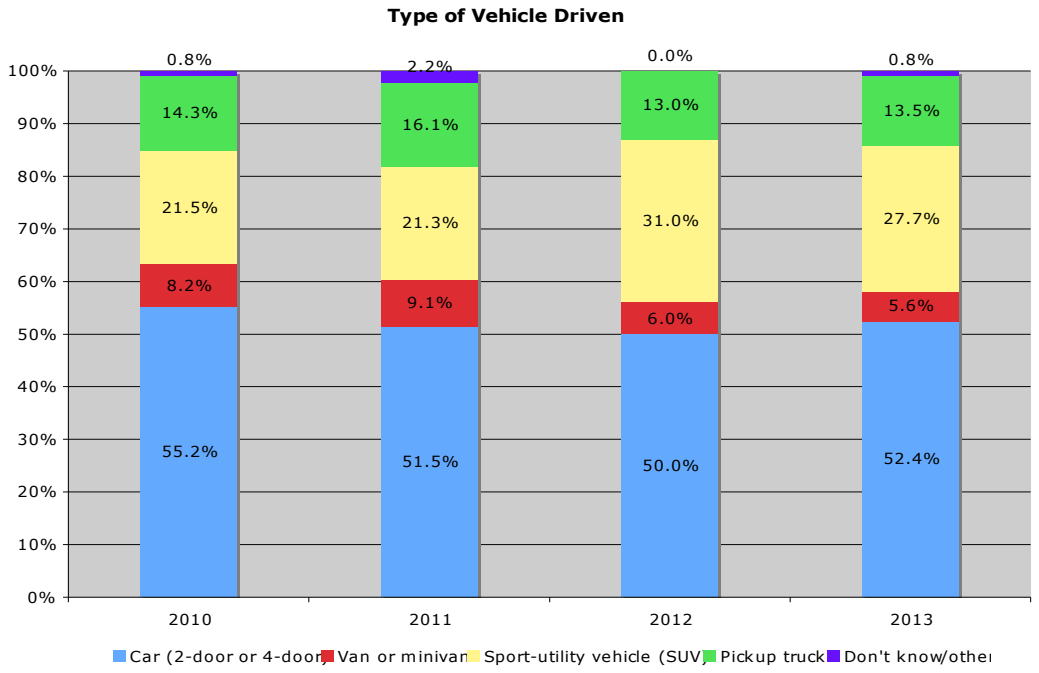
Area Code and racial distributions are as expected for the state, as seen in the figures





below.

Among respondents, half (52.4%) report driving a 2- or 4-door car most of the time, compared to 5.6% who drive a van or minivan, 27.7% who drive an SUV, and 13.5% who drive a pickup truck. The 2013 data do not represent any departures from past year's statistics regarding demographics; including race, gender, area code and type of vehicle



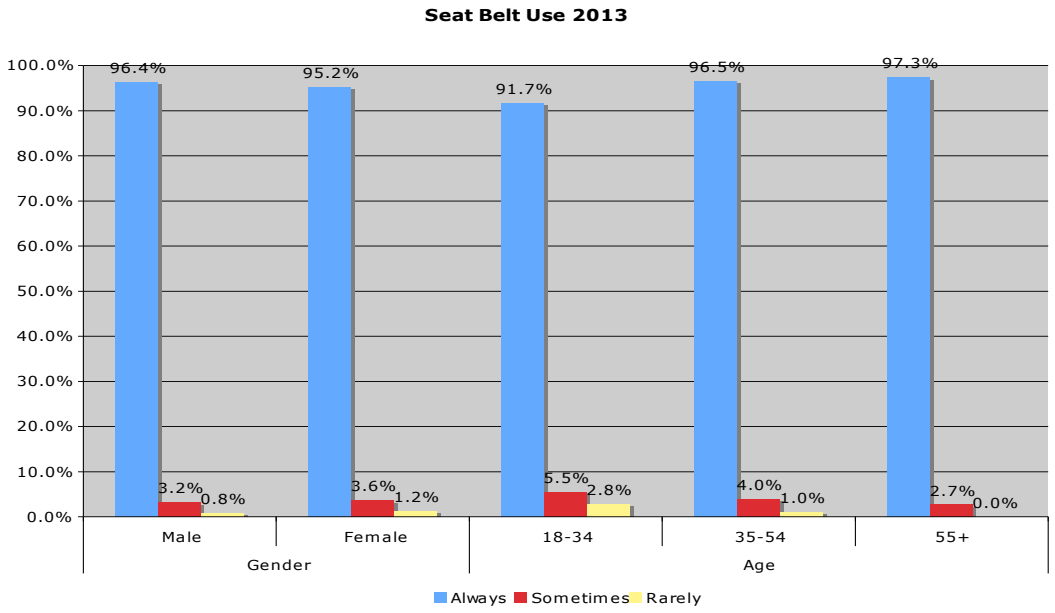
driven.

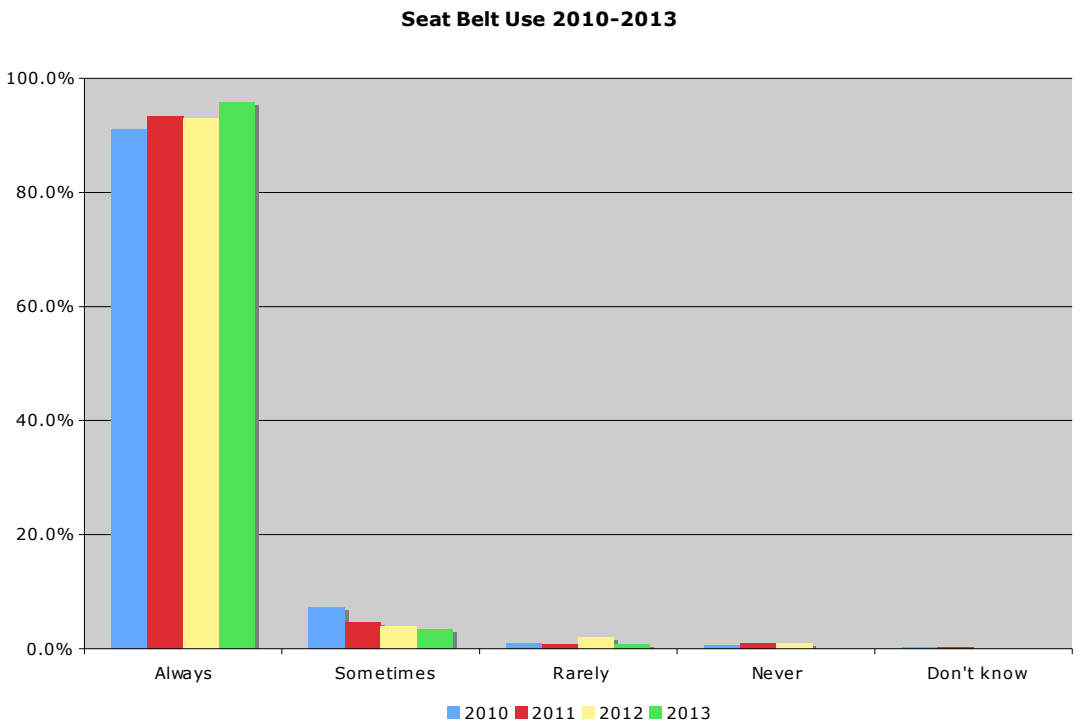
Seat Belt Use and Attitudes

Those reporting they "always" wear their seat belt when driving or riding in a motor vehicle has spiked to its highest level (95.8%) since the inception of this performance measures project. As in past years, nearly all respondents (99.2%) reported wearing a seat belt when the "always" and "sometimes" categories are collapsed together. Seat belt data has been collected for several years, since mandatory seat belt laws in Oklahoma were passed. While each year it appears seat belt use ("always" wear) has reached market saturation - the numbers have been steady in the low 90-percent ranges for several years – this recent spike *might* be indicative of the lag in seat belt *ticketing* laws reaching their intended target. In other words, while it has been possible for law enforcement officers to hand out tickets to unbelted passengers since November 1, 1997, the market may just now be responding to receipt of tickets impacting behavior change. On the other hand, the high percentage of those reporting always wearing a seat belt is within the margin of error for past years; therefore this may simply be a random sample with a higher than usual "always wear" reportage. This year zero respondents reported never wearing their seat belt, while in the past there have been "die hard" hold-outs who refuse to comply (around 1% "never" wear a belt), accounting for those who report never wearing a safety restraint while operating or occupying a passenger vehicle.

In years past, females were more likely than males to report always using a safety belt, but in 2013 we see males more likely than females to report always wearing a seat belt (96.4% to 95.2% respectively). While these numbers are well within the margin of error and do not represent statistically significant differences, it is interesting that males edged out females this year.

A shift has also occurred among varying collapsed age brackets and constant seat belt use. In 2010, 2011 and 2012, those in the 35-54 year age bracket were more likely than those younger (18-34) or older (55+) to report 'always' use of safety restraint. In 2013, the eldest drivers are most likely to always wear their restraint (97.3%) followed by the middle

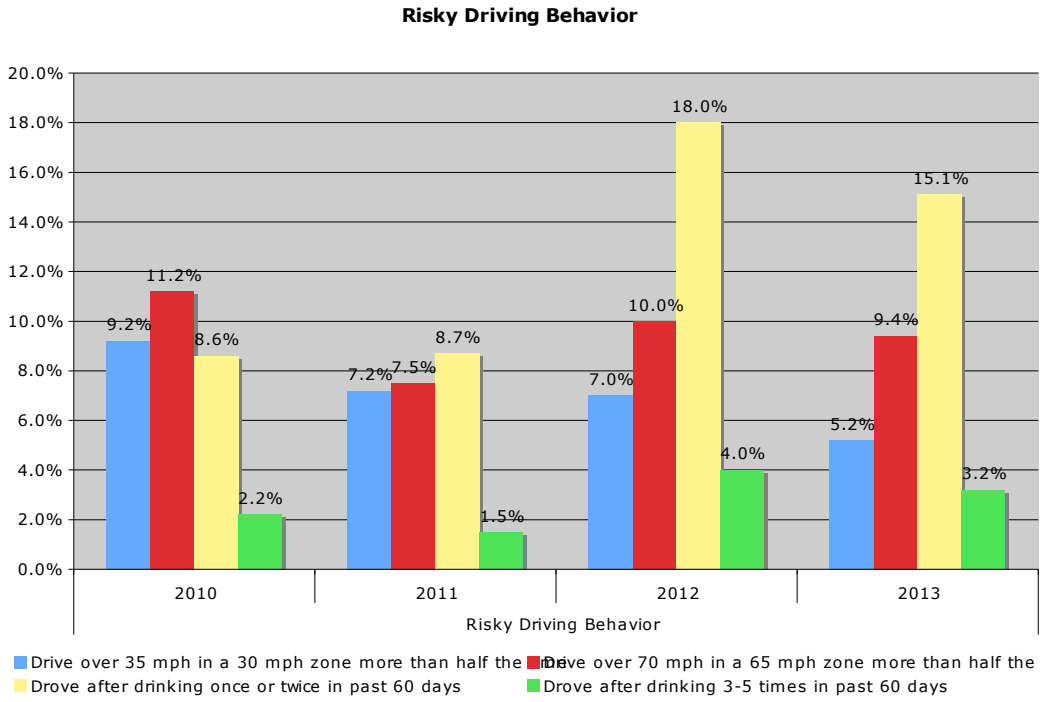




age group (96.5%) and the youngest drivers (91.7%). There are no significant differences in seat belt use between residents in the three different are codes.

Risky Behavior

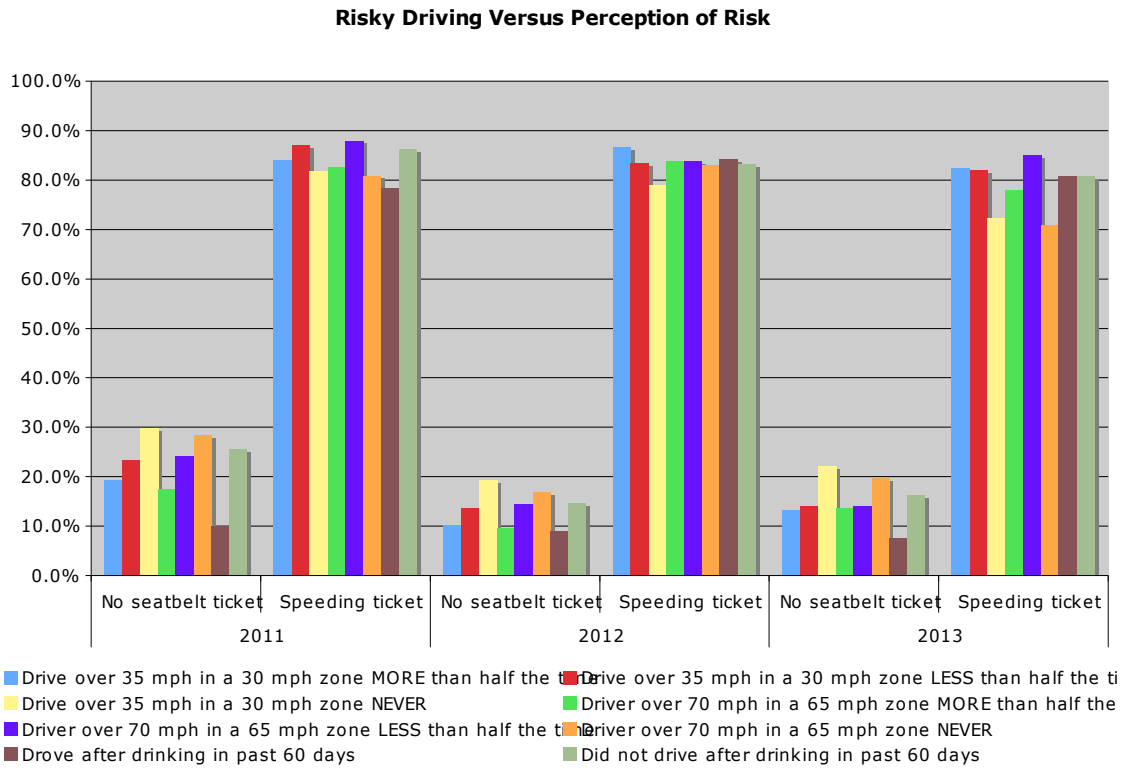
As in years past, for the purposes of this survey, a "risk taking driver" is defined as someone who has either driven a motor vehicle within 2 hours after drinking alcoholic



beverages once or twice, or who reports driving more than five miles over the speed limit more than half of the time (see figure below).

The data surrounding drinking and driving behavior are lower in 2013 than in 2012 (which experienced an inexplicable spike). Those who drove "once or twice" after having at least two alcoholic beverages was 18% in 2012 and is down to 15.1% in 2013. However, the numbers are still up from 2010 and 2011 (8.6% and 8.7%, respectively). In the past, the survey waves have occurred in July and the Fourth of July weekend has been included in the past 60 days of reference for drinking and driving behavior. In 2013, the survey was conducted in early May and did not include the Memorial Day weekend, so the higher drinking and driving numbers (15.1%) is still quite elevated from the 2010 and 2011 survey waves.

As shown in the table and figure below, as risky driving behavior decreases, perception of penalty increases. In other words, the pattern holds that the less a person is likely to say they drive over the speed limit, the more likely they are to believe a person has a high chance of being penalized for not wearing a seatbelt. For the most part, the pattern reverses for perception of receiving a speeding ticket. The more likely a person is to drive



over the speed limit, the more likely they are to believe a person has a high chance of receiving a speeding ticket.

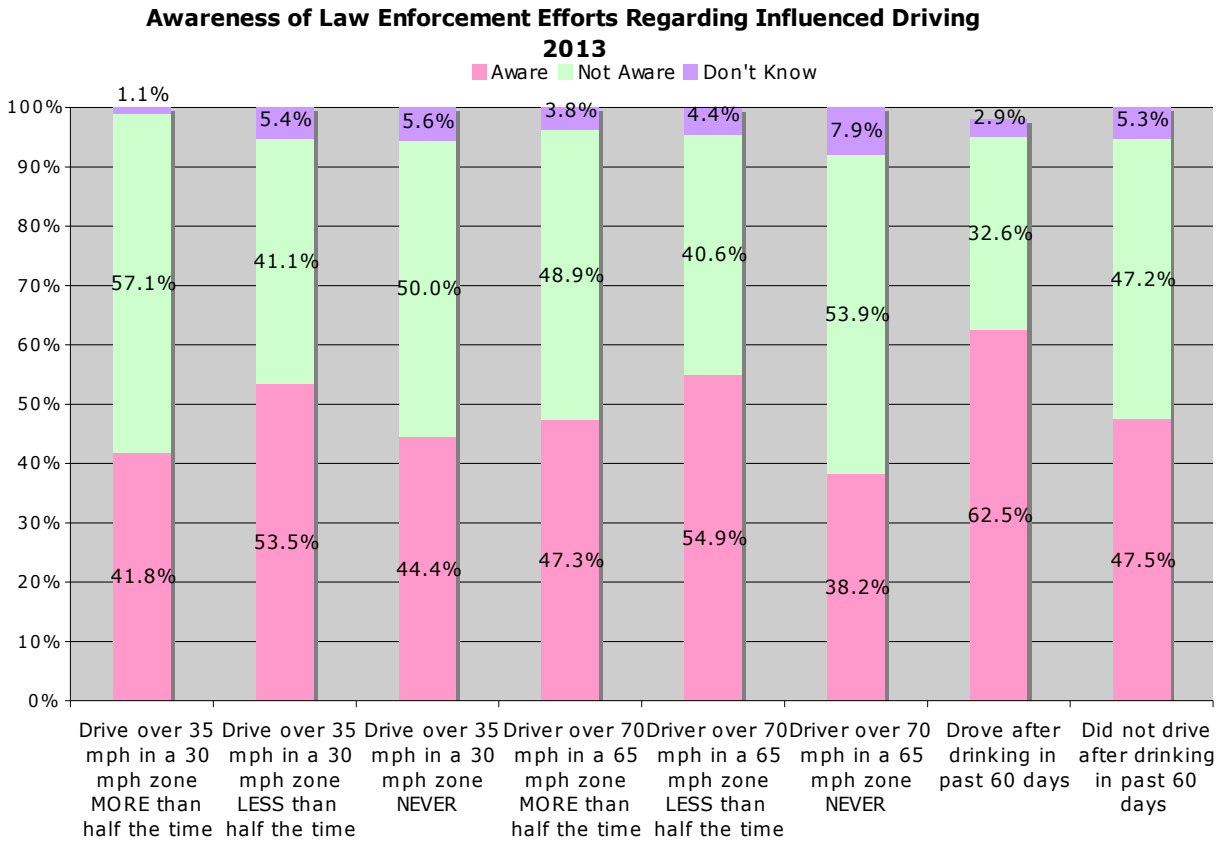
Perception of Risk of Receiving Ticket Based on Personal Driving Behavior						
	2011		2012		2013	
	Ticket for No Seatbelt	Speeding ticket	Ticket for No Seatbelt	Speeding ticket	Ticket for No Seatbelt	Speeding ticket
Drive over 35 mph in a 30 mph zone MORE than half the time	19.3%	84.1%	10.2%	86.7%	13.2%	82.4%
Drive over 35 mph in a 30 mph zone LESS than half the time	23.3%	87.0%	13.8%	83.5%	14.1%	82.1%
Drive over 35 mph in a 30 mph zone NEVER	29.8%	81.9%	19.3%	79.0%	22.2%	72.2%
Drive over 70 mph in a 65 mph zone MORE than half the time	17.4%	82.6%	9.6%	83.8%	13.8%	77.9%
Drive over 70 mph in a 65 mph zone LESS than half the time	24.1%	88.0%	14.5%	83.9%	14.0%	85.0%
Driver over 70 mph in a 65 mph zone NEVER	28.4%	80.9%	16.9%	83.1%	19.8%	71.0%
Drove after drinking in past 60 days	10.0%	78.3%	9.1%	84.2%	7.7%	80.8%
Did not drive after drinking in past 60 days	25.6%	86.3%	14.7%	83.2%	16.3%	80.7%

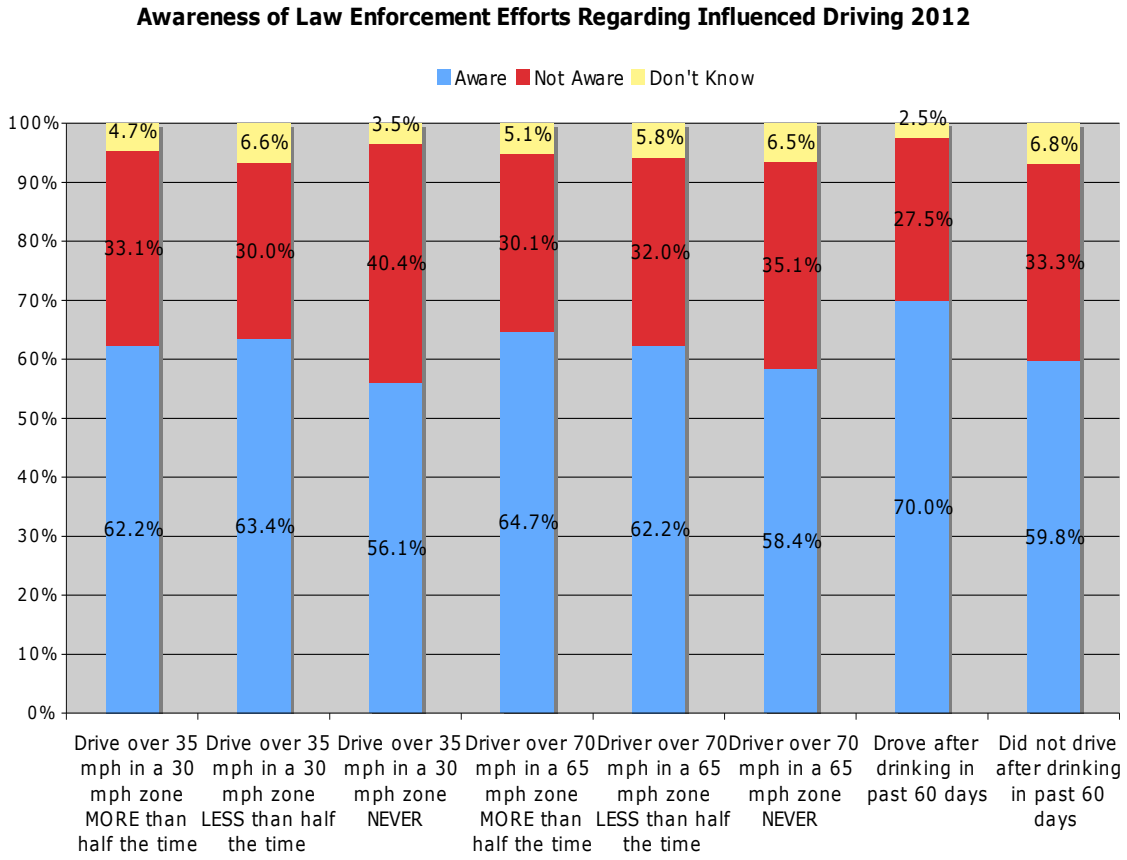
Comparing those who drove after drinking in the past sixty days to those who did not drink and drive, drinking drivers are more than twice as likely (16.3% to 7.7%) to believe someone has a high likelihood of getting a ticket for not wearing a seatbelt. Interestingly, this perception does not hold for receipt of a ticket for speeding. Those who drank and drove compared to those who did not (in the past 60 days) are equally likely to believe a driver has a high likelihood of receiving a speeding ticket (80.8%, drinkers and 80.7%, non-drinkers). Across all survey years, among those more inclined to exhibit risky driving behavior the perceptions of being penalized for law-breaking were different than those who did not participate in risky behavior.

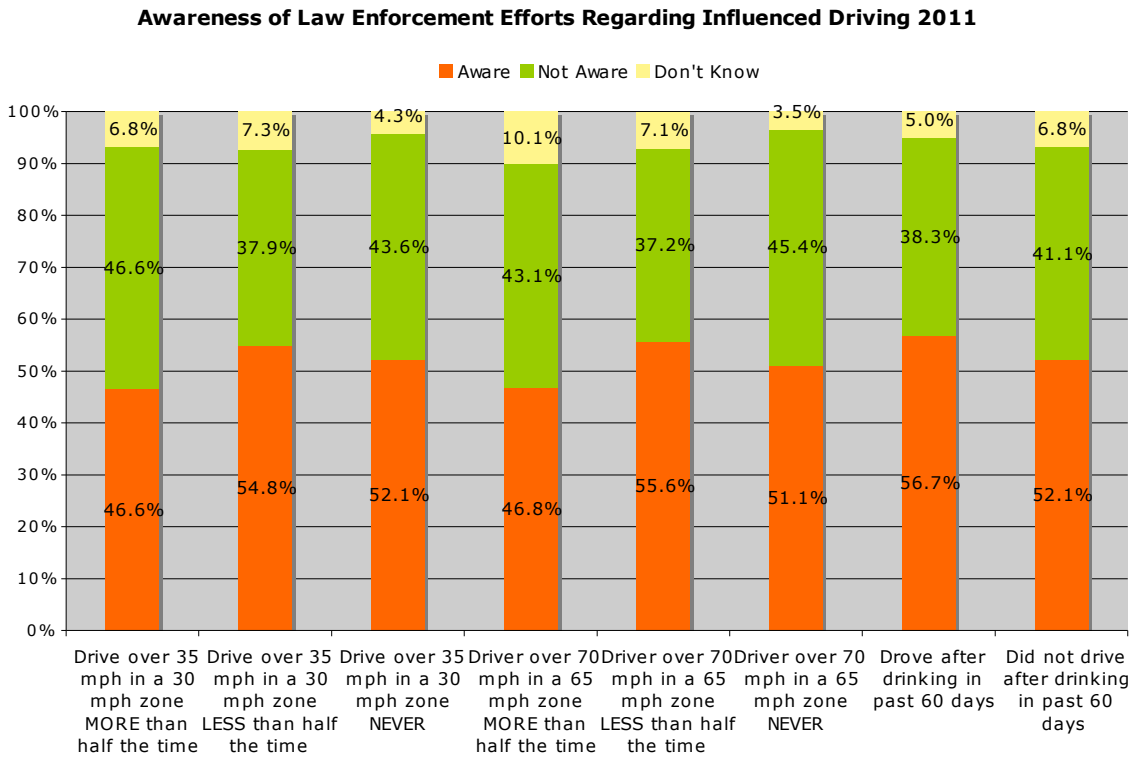
Awareness of Risky Driving Reduction Efforts by Law Enforcement									
	2011			2012			2013		
	Aware	Not Aware	Don't Know	Aware	Not Aware	Don't Know	Aware	Not Aware	Don't Know
Drive over 35 mph in a 30 mph zone MORE than half the time	46.6%	46.6%	6.8%	62.2%	33.1%	4.7%	41.8%	57.1%	1.1%
Drive over 35 mph in a 30 mph zone LESS than half the time	54.8%	37.9%	7.3%	63.4%	30.0%	6.6%	53.5%	41.1%	5.4%
Drive over 35 mph in a 30 mph zone NEVER	52.1%	43.6%	4.3%	56.1%	40.4%	3.5%	44.4%	50.0%	5.6%
Driver over 70 mph in a 65 mph zone MORE than half the time	46.8%	43.1%	10.1%	64.7%	30.1%	5.1%	47.3%	48.9%	3.8%
Driver over 70 mph in a 65 mph zone LESS than half the time	55.6%	37.2%	7.1%	62.2%	32.0%	5.8%	54.9%	40.6%	4.4%
Driver over 70 mph in a 65 mph zone NEVER	51.1%	45.4%	3.5%	58.4%	35.1%	6.5%	38.2%	53.9%	7.9%
Drove after drinking in past 60 days	56.7%	38.3%	5.0%	70.0%	27.5%	2.5%	62.5%	32.6%	2.9%
Did not drive after drinking in past 60 days	52.1%	41.1%	6.8%	59.8%	33.3%	6.8%	47.5%	47.2%	5.3%

Awareness of Law Enforcement Efforts Regarding Influenced Driving

When looking again at the pattern of risky driving behavior and perceptions of law enforcement messages or efforts to reduce influenced driving, there are interesting patterns. First of all, those who reported having operated a motor vehicle after having at least one drink in the past 60 days are more aware of law enforcement messages regarding influenced driving than those who have not driven after drinking, a pattern which holds for 2011, 2012 and 2013 (see table and figures below).


Awareness of Law Enforcement Efforts Regarding Influenced Driving 2013
Aware
Not Aware
Don't Know
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
1.1%
57.1%
41.8%
5.4%
41.1%
53.5%
5.6%
50.0%
44.4%
3.8%
48.9%
47.3%
4.4%
40.6%
54.9%
7.9%
53.9%
38.2%
2.9%
32.6%
62.5%
5.3%
47.2%
47.5%
Drive over 35 mph in a 30 mph zone MORE than half the time
Drive over 35 mph in a 30 mph zone LESS than half the time
Drive over 35 mph in a 30 mph zone NEVER
Driver over 70 mph in a 65 mph zone MORE than half the time
Driver over 70 mph in a 65 mph zone LESS than half the time
Driver over 70 mph in a 65 mph zone NEVER
Drove after drinking in past 60 days
Did not drive after drinking in past 60 days


Awareness of Law Enforcement Efforts Regarding Influenced Driving 2012
Aware
Not Aware
Don't Know
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
4.7%
33.1%
62.2%
6.6%
30.0%
63.4%
3.5%
40.4%
56.1%
5.1%
30.1%
64.7%
5.8%
32.0%
62.2%
6.5%
35.1%
58.4%
2.5%
27.5%
70.0%
6.8%
33.3%
59.8%
Drive over 35 mph in a 30 mph zone MORE than half the time
Drive over 35 mph in a 30 mph zone LESS than half the time
Drive over 35 mph in a 30 mph zone NEVER
Driver over 70 mph in a 65 mph zone MORE than half the time
Driver over 70 mph in a 65 mph zone LESS than half the time
Driver over 70 mph in a 65 mph zone NEVER
Drove after drinking in past 60 days
Did not drive after drinking in past 60 days



Another interesting pattern to note is that those who report speeding more than half the time or never are less likely than those who speed some, but less than half the time, are less likely to report being aware of law enforcement messages regarding dangerous driving, though none of the percentage differences are statistically significant. For example, in 2013, 47.3% of those who drive at least five miles over the speed limit in a 65 mph zone more than half the time are aware of law enforcement messages, compared to 38.2% of those who report never speeding, and nearly 55% of those who speed less than half the time.

For the most part, there have been no significant changes in data patterns in the past four survey cycles (2010 - 2013). Data will continually be tracked in the future to determine if any changes arise, or if trending patterns hold steady.