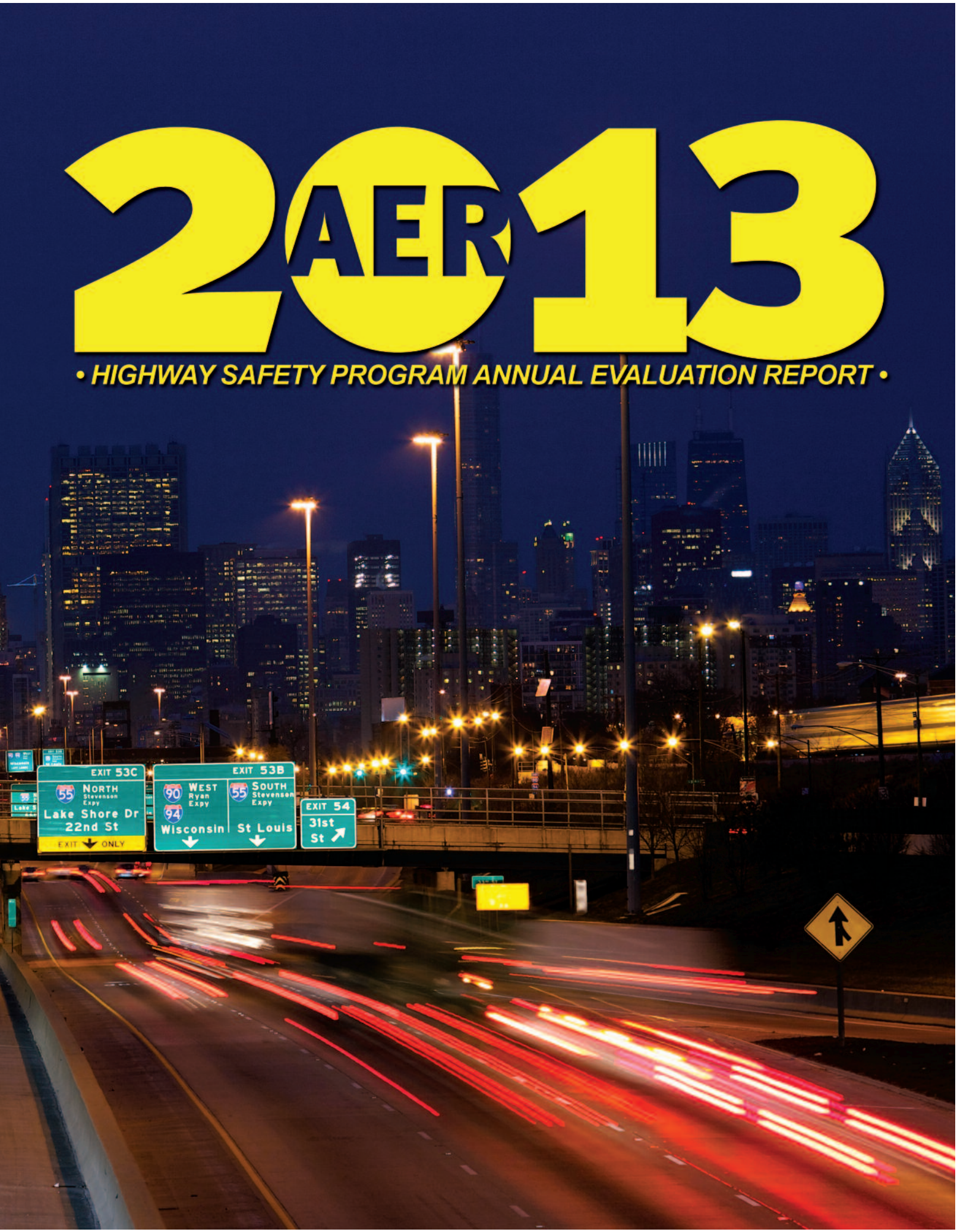
2013 AER

• HIGHWAY SAFETY PROGRAM ANNUAL EVALUATION REPORT •



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Division of Traffic Safety Programs

The Division of Traffic Safety offers a number of traffic safety programs and services which focus attention on specific areas of concern. Information on the programs listed below can be acquired by calling the telephone numbers listed or (217) 524-4875 (TTY) Ameritech relay number. You may also request the information by writing to the Illinois Department of Transportation, Division of Traffic Safety, at 1340 North 9th Street, P.O. Box 19245, Springfield, IL 62794-9245, by calling (217) 782-4972 or by visiting our website at www.dot.il.gov.

Crash Information (217) 782-2575

• Local Accident Reference System (LARS) programs • State route crash data
• Crash data • Racial Profiling (217) 785-2364
• Fatal Analysis Reporting System (FARS), including alcohol and drug-related fatal crash data

Highway Safety Programs (217) 782-4972

• Occupant protection • Impaired driving • Traffic records • Traffic law enforcement • Motorcycle safety

Commercial Vehicle Safety (217) 785-1181

• Motor Carrier Safety • Hazardous Materials Transportation
• Commercial Vehicle Safety Audits • Periodic Vehicle Inspection
• School Bus Safety Inspection

Survey Information (217) 785-1181

• Seat belt and car seat usage observational surveys
• Motorcycle helmet usage observational surveys • Opinion surveys

Websites

• www.dot.il.gov • www.nhtsa.dot.gov

Mission

As part of the Illinois Department of Transportation (IDOT), the Division of Traffic Safety's mission is to formulate, coordinate and deliver information, services and programs that will mobilize public and private resources to establish effective public policy and integrated programs to improve highway safety in Illinois.

FY 2013 Highlights

- Achieved a seat belt usage rate of 93.7 percent.
- Alcohol-impaired fatalities and alcohol-related fatality rates have decreased steadily over the past five years.
- Trained over 18,000 motorcyclists in calendar year 2013 through IDOT's Cycle Rider Safety Program.
- Over 250 state and local law enforcement agencies participated in the May 2013 Click It or Ticket mobilization.
- A total of 105 high schools were selected to participate in the statewide Operation Teen Safe Driving program.
- Higher message awareness of seat belt and impaired driving awareness.
- Held over 90 events with child passenger safety technicians inspecting over 1,300 car seats during National Seat Check Saturday.
- Conducted over 15 media events.
- 4th consecutive year of fatalities below 1,000.
- Provided current fatality information at www.dot.il.gov.

Introduction

The Illinois Department of Transportation's (IDOT) Division of Traffic Safety (DTS) leads the state of Illinois' efforts to reduce deaths and injuries on Illinois roads. The *FY 2013 Annual Evaluation Report* provides an overview of the state's utilization of federal highway safety funds for the period of October 1, 2012 through September 30, 2013 and evaluations of the various highway safety programs supported by these resources.

2013 is the fourth consecutive year in which motor vehicle fatalities are under 1,000, with 956 traffic fatalities. DTS had set a goal to have 1,000 or fewer deaths by 2010. This goal is being reached through increased enforcement during night time hours, aggressive public information and education campaigns, trainings and extensive paid media campaigns with dual messaging around all national and state campaigns.

DTS faces challenges in the upcoming years such as reducing the motorcycle rider fatalities, implementing the new distracted driving laws and encouraging hands-free/voice operated modes while driving. Other challenges include: accurate and complete crash data, developing new enforcement techniques, cracking down on improperly licensed motorcyclist, lower percent of alcohol-related fatalities, lower belted occupant fatalities and developing effective countermeasures for distracted driving. With these challenges, DTS will continue to partner with our safety advocates, law enforcement agencies, medical communities and local organizations that work tirelessly to make Illinois a safer place. By working together, our projects and programs will continue to save lives.

Five-Year Statistics

	2008	2009	2010	2011	2012	08 vs 12
Registered Motor Vehicles [1]	10.15	10.01	10.00	10.04	10.19	3.0
Licensed Drivers [1]	8.73	8.77	8.80	8.80	8.84	1.3
Vehicle Miles Traveled [2]	105.64	105.73	105.74	103.37	104.46	-1.1
Crashes [4]	408,258	292,106	289,260	281,788	274,111	-32.9
Injuries	94,021	89,090	88,937	84,172	83,768	-10.9
Deaths	1,043	911	927	918	956	-8.3
Mileage Death Rate [3]	0.99	0.86	0.88	0.89	0.92	-7.0

1 Millions. Data obtained from Illinois Office of the Secretary of State. 2 Miles of travel on all roadways within Illinois expressed in billions.
3 Per Hundred Million Vehicle Miles Traveled. 4 The noticeable decline in crashes is partially attributable to the change in crash reporting threshold effective January 1, 2009.
Note: Crash data in this publication are taken from the state's crash records system except where noted.

Illinois Quick Facts

Illinois Seat Belt Usage Rates for 2013

- Overall seat belt usage rate is 93.7 percent.
- Usage rate on weekends is 94.6 percent.
- Usage rate on weekdays is 92.5 percent.
- General information on usage rates:

By Region:	City of Chicago	91.7 percent
	Cook County	94.9 percent
	Collar Counties	93.6 percent
	Downstate	95.1 percent
By Road Type:	Residential	90.7 percent
	US/IL Highways	93.4 percent
	Interstates	95.6 percent

Illinois Car Seat Usage Rates for 2012

- Overall Car Seat Usage Rate is 90.5 percent.

Illinois Motorcycle Helmet Usage Rates for 2013

- Overall Motorcycle Helmet Usage Rate is 50.9 percent.

General

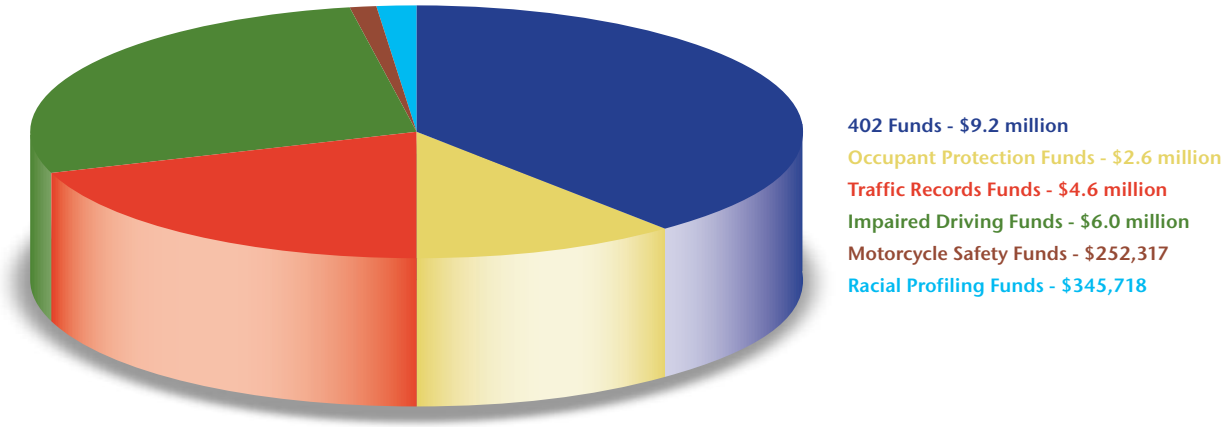
- Travel increased by 1.1 percent compared to the previous year.
- The mileage death rate increased from 0.89 in 2011 to 0.92 in 2012.
- Vehicle Miles Traveled (VMT) increased from 103.37 in 2011 to 104.46 in 2012.
- Licensed drivers increased slightly from 8.80 million in 2011 to 8.84 in 2012.

Illinois Fatality Rates

- 956 persons were killed in 886 fatal crashes in 2012.
- There was an average of 1.1 deaths per fatal crash.
- The 2012 fatality rate for Illinois was 0.92 (per one hundred million vehicle miles).
- 45.3 percent of all fatally injured drivers who were tested had a positive Blood Alcohol Concentration (BAC).

For further crash fact information, go to **www.dot.il.gov**, click on Illinois Crash Data and click on Illinois Crash Facts and Statistics.

FY2013 Allocated Funds



FY 2013 ALLOCATED FUNDS PER FUNDING SOURCE
TOTAL - $22,998,035 MILLION

Program Goals and Accomplishments

Division of Traffic Safety Program Goals

NHTSA and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs beginning in FY 2010. The 15 core outcome and behavior measures will be shown in the FY 2013 Annual Evaluation Report (AER).

The goals developed were determined using several quantitative data (e.g., crash data, VMT, population). The goals were established for the various program priority areas (e.g., impaired driving, occupant protection, pedestrian and motorcycle). The specific thresholds and target dates were set based on past trends (five years for the fatality-related goals and three years for the injury-related goals since the injury data prior to year 2000 were incomplete and do not include all the crash data). The selected overall goals are listed by appropriate measures, targets, data source used and strategies on how to achieve these goals by selected target dates. Performance measures of selected goals include rate, ratio and percent. The main exposure data item that was used in this process is VMT.

The HSP goals are developed into eight categories: overall goals, occupant protection, impaired driving, motorcycle, young drivers, speed-related, pedestrian and pedal cycle. The overall goals are intended to be an overall measure of the effectiveness of the HSP.

Required Performance Measures in Illinois Based on Six years of Data (2009-2012)

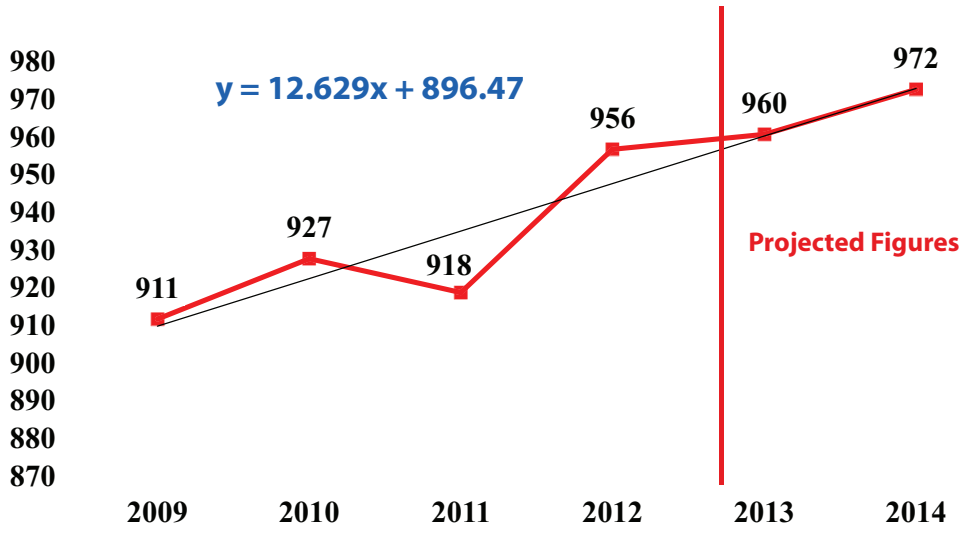
					Projected Figures	
Required Core Measures	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**
Total Fatalities	911	927	918	956	960	972
Total Serious Injuries	13,008	12,636	11,945	12,401	11,870	11,619
Total Fatality Rate	0.86	0.88	0.89	0.92	0.935	0.95
Rural Fatality Rate*	1.45	1.40	1.50	1.50	1.53	1.56
Urban Fatality Rate*	0.66	0.70	0.68	0.72	0.72	0.74
Total Serious Injury Rate	12.3	11.95	11.56	11.87	11.5	11.3
Unrestrained Occ. Fatalities*	265	261	268	279	281	286
Impaired Drivers and Motorcyclists*	313	292	278	321	304	305
Speed Related Fatalities*	325	438	441	387	445	464
Motorcyclist Fatalities	130	131	145	148	156	162
Unhelmeted Motorcyclists*	99	106	108	115	120	125
Young Drivers involved in Fatal Crashes*	119	146	122	117	118	115
Pedestrian Fatalities	112	115	135	138	149	159
Pedalcycle	19	24	27	29	34	36
Belt Usage Rate	91.7	92.6	92.9	93.6	93.7	94.4

Overall Goals

Goal

- To keep the statewide traffic fatalities under the projected figure of 972 by December 31, 2014.

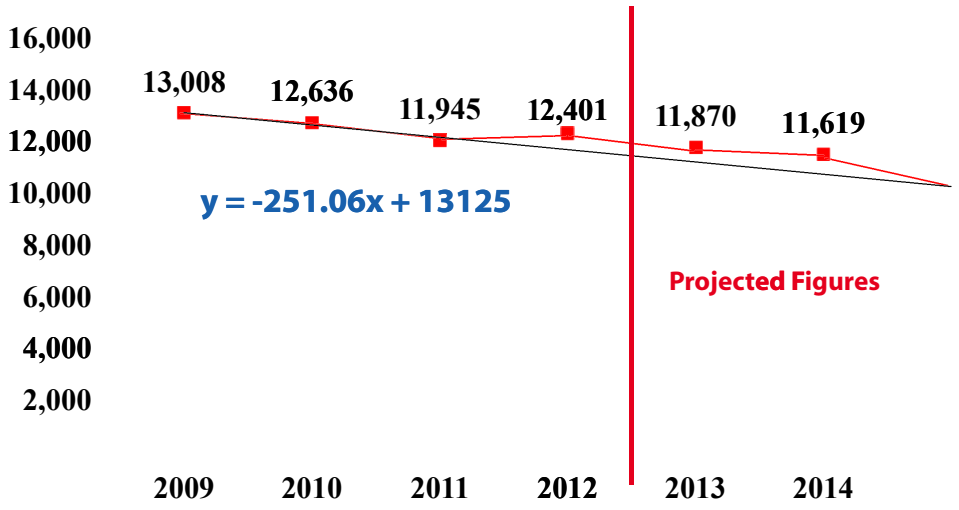
Total Number of Traffic Fatalities



Goal

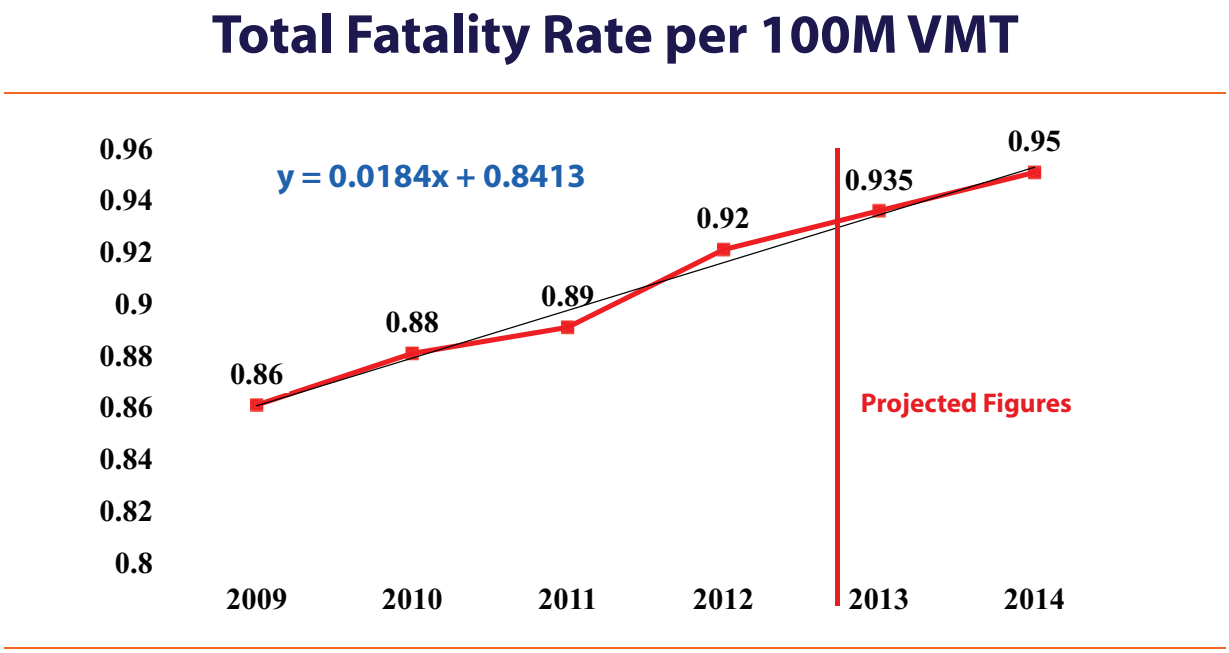
- To reduce the statewide serious injuries in traffic crashes from the 2009 level of 13,008 to 11,619 by December 31, 2014.

Total Serious Injuries in Traffic Crashes



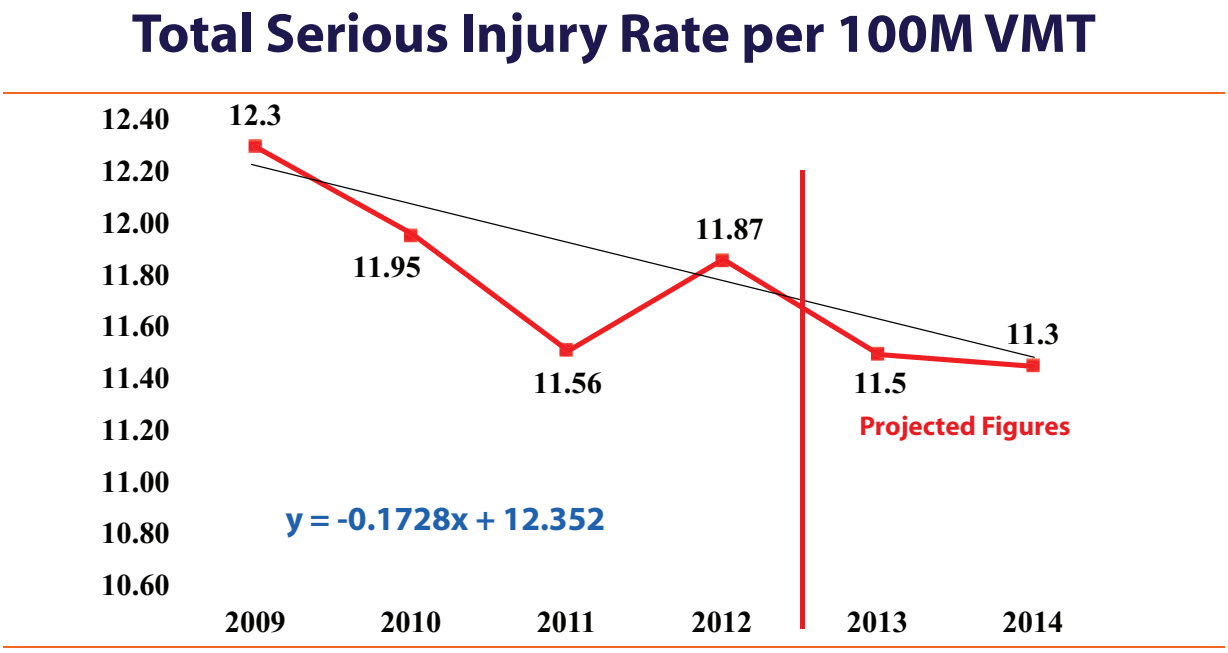
Goal

- To keep the statewide traffic fatality rate per 100 million vehicle miles of travel (VMT) under the projected figure of 0.95 by December 31, 2014.



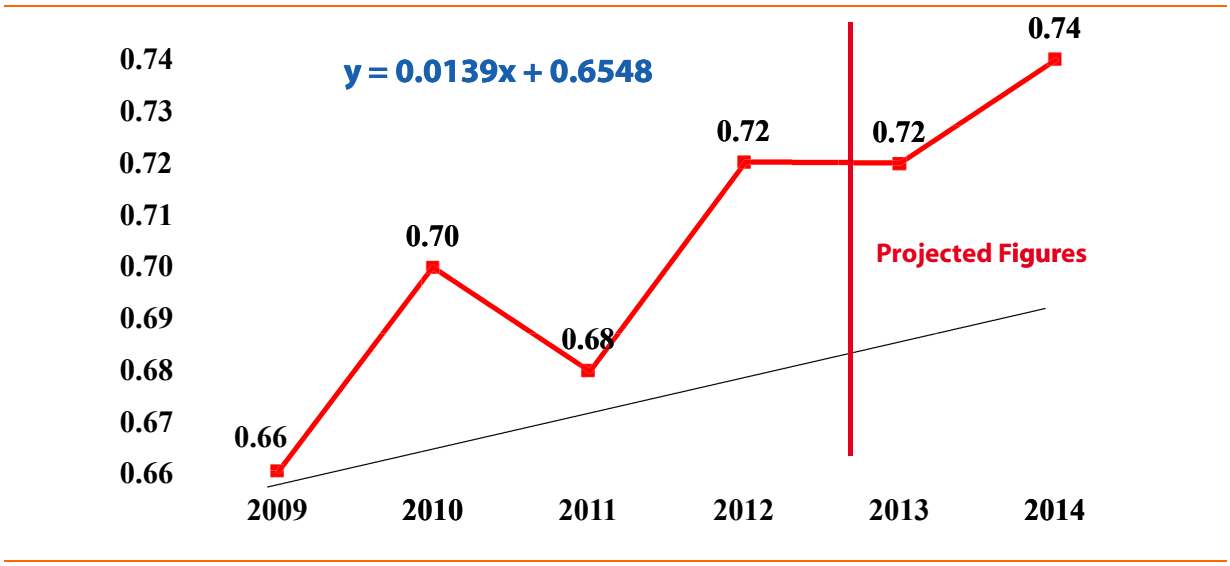
Goal

- To keep the total serious injury rate per 100 million vehicle miles of travel (VMT) under the projected figure of 11.3 by December 31, 2014.



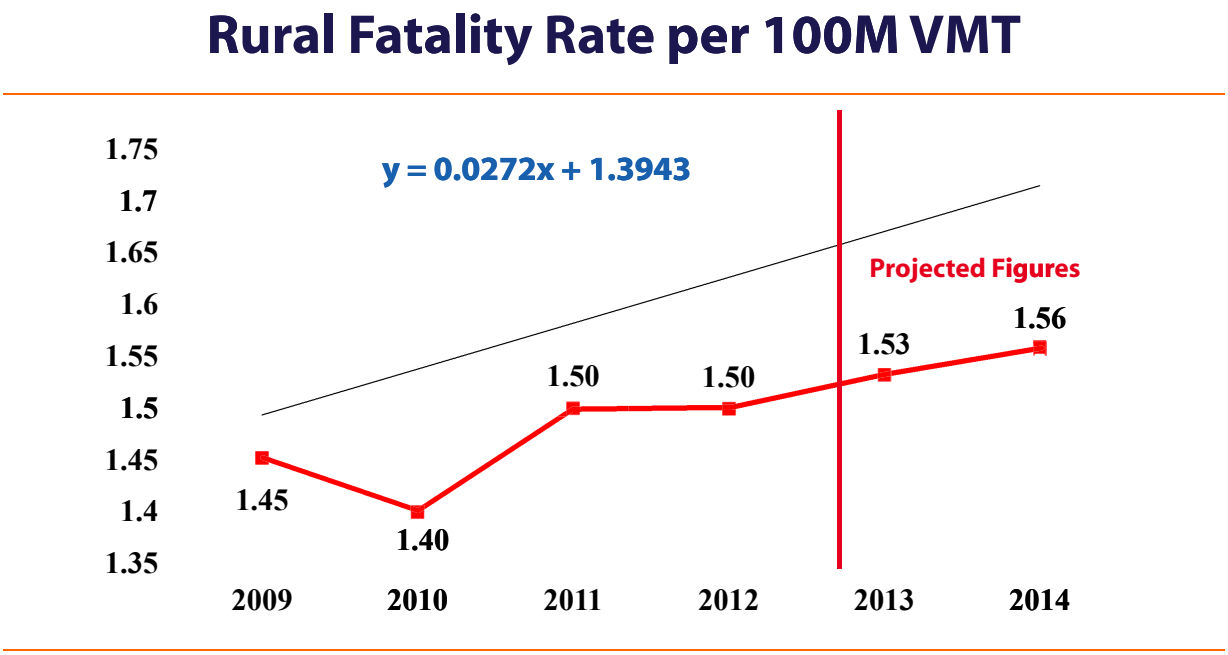
Goal

- To keep the urban traffic fatality rate per 100 million vehicle miles of travel (VMT) under 0.74 by December 31, 2014.



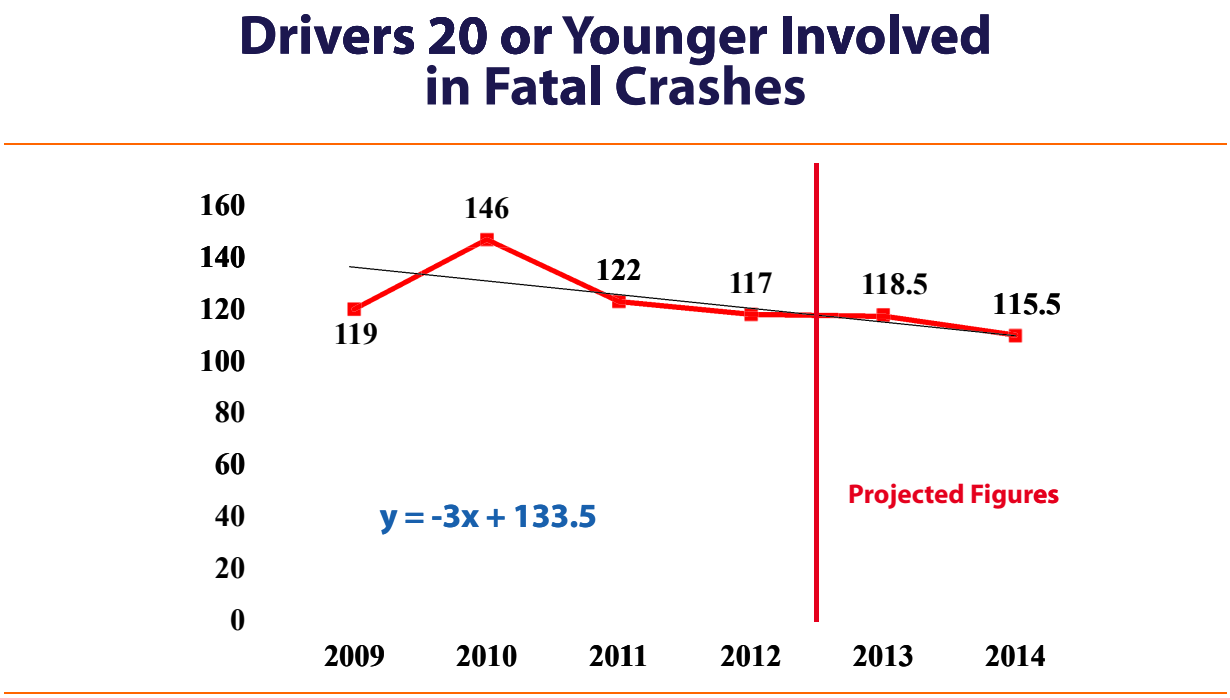
Goal

- To keep the rural traffic fatality rate per 100 million vehicle miles of travel (VMT) under the projected figure of 1.56 by December 31, 2014.



Goal

- To reduce the total number of drivers 20 years old or younger from the 2009 level of 119 to 115.5 by December 31, 2014.



Impaired Driving

2013 Overview

Throughout FY 2013, under the national slogan of "Drive Sober or Get Pulled Over", the Impaired Driving Program maintained its strong focus on high-visibility enforcement with local, county and state law enforcement agencies including the Illinois State Police and the Illinois Secretary of State Police at the heart of five major campaigns. Even as reductions in local and state resources place greater pressure on law enforcement personnel to do more with less, the impaired driving program managed to add more enforcement grantees, albeit at a reduced number of patrol hours per grantee, thereby increasing the number of communities featuring enforcement during the holiday campaigns. In addition, IDOT continued in 2013 to work through its annual grant program and through incentive programs to increase law enforcement participation in the holiday crackdown periods. For the first time, participation in the national, Labor Day Crackdown topped 400 police agencies. As is the case in every state, Illinois' annual highway safety program is capable of funding just a portion of the impaired driving enforcement needed. The program relies heavily on voluntary (non-grant-funded) support from local and state law enforcement agencies. The more voluntary traffic enforcement conducted by non-grant-funded agencies, the more overall enforcement on the streets and the greater its deterrent effect throughout Illinois. To keep momentum going and increase further the number of non-funded agencies participating in the program, IDOT will continue into FY 2013 its commitment to holiday equipment incentive programs offering Illinois law enforcement agencies the chance to win enforcement equipment by participating in impaired driving crackdowns and seat belt mobilizations. Equipment awards include moving radar units, Lidar, hand held radar and portable breath testing instruments are eligible for award to participating agencies in need of such equipment.

Started in FY 2009, the integration of nighttime seat belt enforcement and messaging into impaired driving campaign periods and messaging is now standard operating procedure in 2013. All major impaired driving holiday periods (St. Patrick's Day, July 4th, Labor Day and Christmas/New Years) included significant seat belt enforcement zones and seat belt saturation patrols that focused on the hours of 11:00pm to 6:00am. The enforcement during the major impaired driving periods was supported by comprehensive paid and earned media efforts, including a growing commitment to the use of social media.

IDOT once again offered additional impaired driving enforcement grants exclusively for the two-week Labor Day period in FY 2013 in order to maximize participation for the national crackdown. In addition, mini-grants for the July 4th period were added increasing even more the enforcement offered during the heavily-traveled summer season.

While the FY 2013 DTS enforcement grant program took significant funding cuts, DTS continues efforts to assist local and state law enforcement to provide strong, comprehensive enforcement efforts in key counties and during key times throughout the year. Providing hire back law enforcement supported with strong messaging is the cornerstone of Illinois' impaired driving program. However, a portion of federal alcohol traffic safety dollars are utilized in numerous ways to provide a complete impaired driving program. In addition to enforcement, as part of its FY2013 comprehensive impaired driving program, DTS utilized resources on public information and education, an impaired driving program coordinator, a traffic safety resource prosecutor program, DUI Courts, court monitoring by advocacy groups, DUI prosecutors, underage drinking prevention programs, law enforcement, prosecutorial and judicial training, fraudulent ID programs and "No-refusal" programs.

The Illinois Traffic Safety Resource Prosecutor (TSRP) Program in FY 2013 provided training and technical assistance to prosecutors and law enforcement throughout Illinois. On its own and in conjunction with the University of Illinois-Springfield and the Administrative Office of Illinois Courts, the Traffic Safety Resource Prosecutor Program provides training and assistance to state prosecutors, law enforcement officers and their traffic safety partners, particularly focusing on major traffic-related offenses, such as driving under the influence and DUI-related vehicular homicide.

In FY 2013, DTS maintained its efforts, directly and through grant partnerships, to distribute thousands of impaired driving educational materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, etc. In addition, each Drive Sober or Get Pulled Over law enforcement crackdown includes an education message (along with a strong enforcement message) in its paid and earned media outreach efforts. IDOT also funds many grants with goals to reach certain groups with an impaired driving, underage drinking and designated driver message. Examples include: funding of Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving (MADD), Alliance Against Intoxicated Motorists (AAIM), Think First, the American Red Cross and DTS' own Operation Teen Safe Driving.

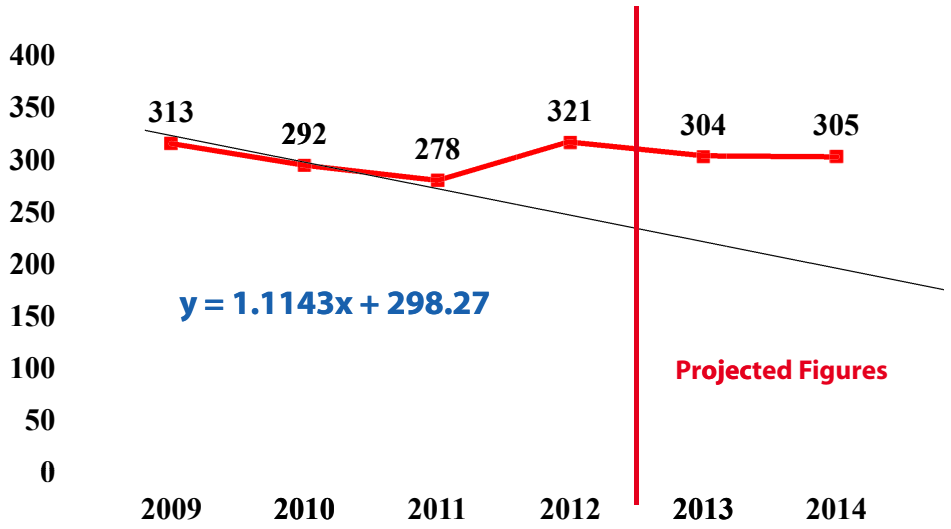
DTS also has a strong presence in Illinois schools through provided funding to Students Against Destructive Decisions (SADD). SADD conducts prevention training for teens and operates a program featuring a distracted/impaired driving simulator. Other youth-oriented, education programs include ThinkFirst, a program provided through the Southern Illinois University School of Medicine, delivers a strong underage drinking/good decision-making message to youth at assemblies throughout the state, and IDOT's Operation Teen Safe Driving that annually funds schools throughout the state to conduct their own community-based, peer-led traffic safety programs.

IDOT also provided support to the Illinois Liquor Control Commission (ILCC) to assist with its effort to provide Beverage Alcohol Sellers and Servers Education and Training (BASSET) to Illinois licensed beverage outlet employees, training those who serve alcohol throughout Illinois to do so responsibly. This project also encourages local communities to establish, by local ordinance, mandatory server training for retail liquor establishments within their jurisdiction.

Goal

- To reduce the total number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 or higher from 313 in 2009 to 305 by December 31, 2014.

Fatalities in Crashes Involving a Driver and Motorcycle Operator with BAC of 0.08 or higher



Strategies

- Continued to fund a full-time and a part-time Traffic Safety Resource Prosecutors who conducted training for prosecutors, law enforcement and other traffic safety partners throughout the state.
- Conducted High-Visibility Enforcement Campaigns at numerous times throughout the fiscal year.
- Continued to fund the Impaired Driving Program Coordinator.
- Secured paid media and earned media during the national and selected impaired driving mobilizations and campaigns.
- Recognized accomplishments of DTS's Traffic Safety Partners (i.e. LEL Luncheons, Impaired Driving Incentive Program).
- Continued to encourage law enforcement agencies throughout the state to participate in holiday impaired driving crackdowns as well as sustained year-long enforcement efforts.
- Judicial Training courses through the Administrative Office of Illinois Courts (AOIC), UIS-ILLAPS and DTS.
- Continued to promote DUI Courts with the criminal justice system, including judges, probation departments and state's attorneys.

Profile of an Illinois Drunk Driver

The average DUI offender is:

- male (76 percent of those arrested are men)
- age 34 (60 percent are under age 35)
- arrested between 11 p.m. and 4 a.m. on a weekend
- caught driving with a BAC level of 0.16 percent-twice the legal limit

Source: Office of the Illinois Secretary of State 2012 DUI Fact Book

Project Summaries

Section 410

Traffic Safety Resource Prosecutor (DTS) #13-13-01 $130,085.09

This task provided funds for DTS to continue the statewide traffic safety resource prosecutor (TSRP). Elizabeth Earleywine continued to lead DTS's TSRP program. The TSRP Program in FY 2013 provided training and technical assistance to prosecutors and law enforcement throughout Illinois. On its own and in conjunction with the University of Illinois-Springfield and the Administrative Office of Illinois Courts, the Traffic Safety Resource Prosecutor Program provides training and assistance to state prosecutors, law enforcement officers and their traffic safety partners, particularly focusing on major traffic-related offenses, such as driving under the influence and DUI-related vehicular homicide.

Judicial Training (AOIC) #13-13-13 $29,637.32

This task provided funds for the Administrative Office of the Illinois Courts (AOIC) to conduct an annual seminar for judges on issues related to cases charging driving under the influence of alcohol (DUI). On May 8 & 9, 2013, the AOIC presented a two-day Judicial Training session titled DUI/Traffic Issues in Illinois. A total of 93 stakeholders attended, including Illinois judges, probation officers and treatment providers from across the state attended this conference. Guest speakers were Dr. Kenneth Robinson, President, Correctional Counseling, Inc., Memphis, Tennessee, who spoke about evidence based cognitive-behavioral treatment options and Judge Peggy Davis, Circuit Court Judge, Springfield, Missouri who spoke about treatment, offender accountability, testing and the key components of a successful DUI/DWI court.

BASSETT (ILCC) #13-13-16 $2,359.63

This task provided funds for the Illinois Liquor Control Commission (ILCC) to implement the BASSET program in specific counties of the state. During FY 2013, ILCC conducted 28 BASSET seminars training 1,003 business owners and their employees. ILCC created a new "Card Hard" training brochure to help instruct staff on how to properly check ID's.

Paid Media #13-13-17 (DTS) $979,290.37

This task provided funds for paid media in support of Illinois' July 4th and the National Labor Day impaired driving campaigns. An evaluation of DTS's paid media begins on page 56.

Occupant Protection

2013 Overview

DTS believes the best way to achieve the goal of reducing injuries and fatalities on Illinois roadways is by increasing seat belt use, reducing speed, avoiding distractions and not driving impaired. Illinois' Click It or Ticket campaign, along with the National Highway Traffic Safety Administration's (NHTSA) campaign for FY 2013, began in early May and concluded the end of May. The statewide seat belt usage rate is determined by pre- and post-observational surveys which are conducted in conjunction with paid and earned media blitzes. IDOT relied more heavily on the national media buy in May than in the past with good results. IDOT held a kick-off press event in Chicago near Mother's Day with a focus targeting young males. The primary message was promoting buckling up for Mom. The key speaker for the press event was a mother who lost her unbelted teenage son to a survivable crash. IDOT later partnered with state, county and local law enforcement agencies to hold seven Safety Belt Enforcement Zones (SBEZs) across the state. Media availabilities were promoted at each site.

In June 2013, DTS conducted a seat belt survey by observing a total of 167,590 front seat occupants. Of those, 93.7 percent were observed wearing seat belts. Downstate counties (Champaign, Macon, Montgomery, Peoria, Rock Island and St. Clair) had the highest usage rate at 95.1 percent followed by Cook County, excluding the city of Chicago at 94.9 percent and then the collar counties (DuPage, Kane, Lake, McHenry and Will) at 93.6 percent. The city of Chicago had the lowest rate at 91.7 percent. Interstate highways had the highest usage rate at 95.6 percent followed by U.S./Illinois Highways at 93.4 percent. Residential streets had the lowest rate at 90.2 percent. The seat belt rate on weekends was 94.6 percent, while the weekday rate was only 92.5 percent. Increased law enforcement, utilizing Illinois State Police, county and local law enforcement agencies throughout Illinois, as well as extensive public education, emphasized the importance of vehicle passengers wearing seat belts.

The base line (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the 12 months after the seat belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the seat belt usage rate has increased by 77 percentage points, peaking at 93.7 percent in June 2013. In September 2013, IDOT conducted its first rear seat safety belt survey in order to estimate the usage rate amount rear seat occupants of passenger cars and light trucks. Observers surveyed 2,796 vehicles that transported 3,311 rear seat occupants. The overall usage rate for rear seat occupants was 77.4 percent.

In addition to the May campaign, Illinois promoted Click It or Ticket in November as well. The campaign began in mid-November and concluded after the Thanksgiving holiday. The campaign consisted of both paid and earned media. IDOT held seven press events across the state to promote the November campaign. The main event was in Chicago and began with a freeze mob of 55 people representing the number of lives lost to traffic crashes each day in the nation. Outreach materials were available to the public through a special order form resulting in over 200 orders for the May campaign and 125 orders for November.

The statewide car seat usage rate is currently 90.5 percent based on the 2012 survey. Illinois ranks among the top three states in the nation for the highest number of certified CPS technicians. Statewide, there are 1,757 Certified Child Passenger Safety Technicians (CPST) and 73 Child Passenger Safety Technician Instructors (CPSTI). Illinois also has one of the highest recertification rates in the nation finishing FY 2013 at 62.5 percent compared to the national rate of 58 percent. In 2013, Illinois offered 29 Skills Enhancement and Update Classes, these classes assisted technicians with completing their recertification by providing six Continuing Education Credits (CEUs) towards recertification. Illinois also held a statewide CPS Conference attended by nearly 400 CPSTs.

Illinois held almost 90 checkpoints that were staffed by over 500 technicians on Seat Check Saturday, which was held during the 2013 National CPS Week. These checkpoints resulted in 1,397 seats being inspected for proper use and safety. DTS partnered with AAA and the Illinois Secretary of State's Office to provide 459 replacement car seats. The Illinois Head Start Association was a new partner this year as the main focus for the campaign was working with Head Start agencies and families. More than 50 percent of the check events partnered with a local Head Start program.

A press event was held at a Springfield Head Start program to promote the CPS Week theme, "Get a Head Start with the Right Seat" and Seat Check Saturday. A car seat check for Head Start families was held during the press event providing media the opportunity to experience what happens during an individual car seat check. Several statewide affiliates attended ensuring the message was heard across Illinois. An order form with outreach materials was also made available for CPS Week resulting in over 160 orders.

The efforts of Illinois' Certified Child Passenger Safety Technicians are supported by seven Regional Traffic Safety Liaisons along with the State and the Assistant State Occupant Protection Coordinator. The Regional Traffic Safety Liaisons are instrumental in disseminating the occupant protection message as well as the impaired driving message at events statewide. They are also a critical part of our earned media campaign during the mobilizations and the Operation Teen Safe Driving program.

The Problem

- The 2012 fatality rate increased from 0.89 in 2011 to 0.92 in 2012.
- Illinois' 2012 traffic fatalities totaled 956.
- There was an average of 1.1 deaths per fatal crash in 2011.
- The 2013 statewide seat belt usage rate rose slightly from 93.6 percent to 93.7 percent.
- Table 1, Front Seat Occupant Restraint Usage Rate.
- Table 2, Occupant Restraint Usage for Persons Killed.

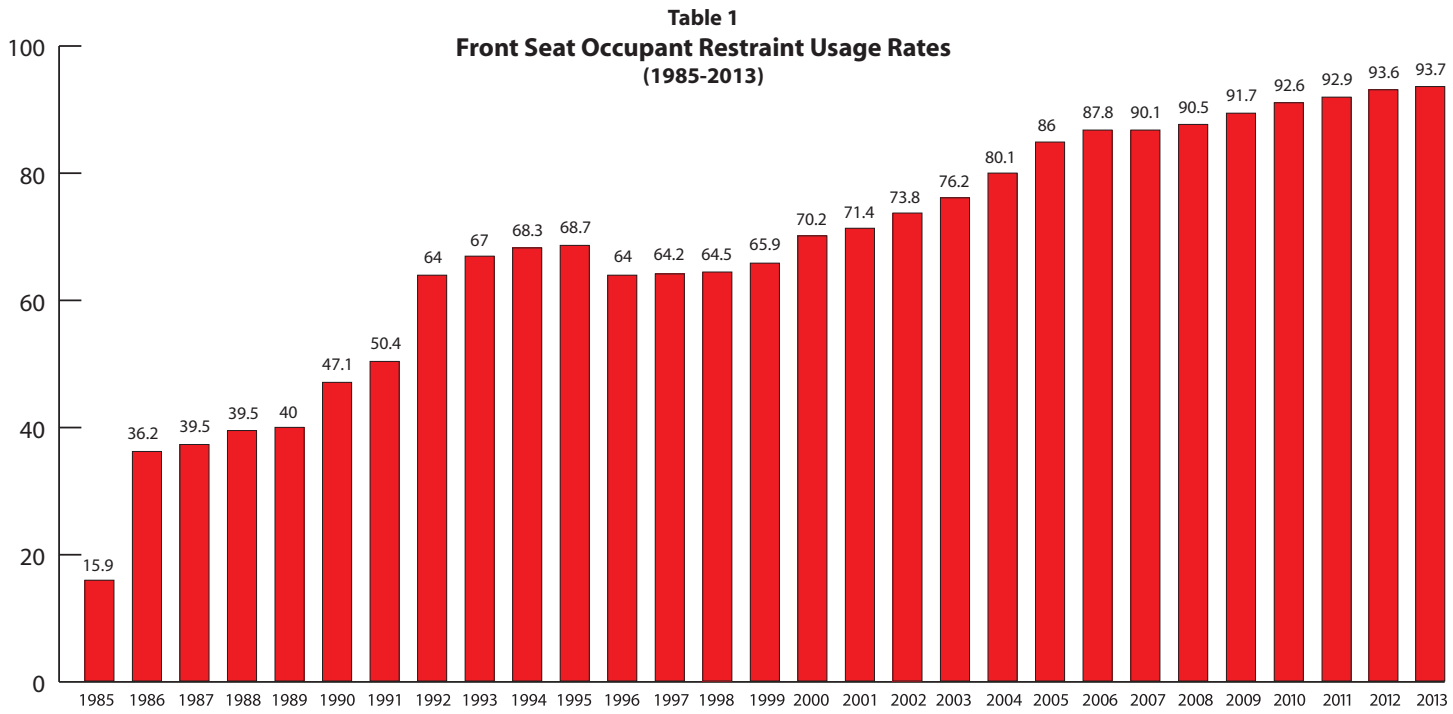


Table 2

Occupant Restraint Usage for Persons Killed

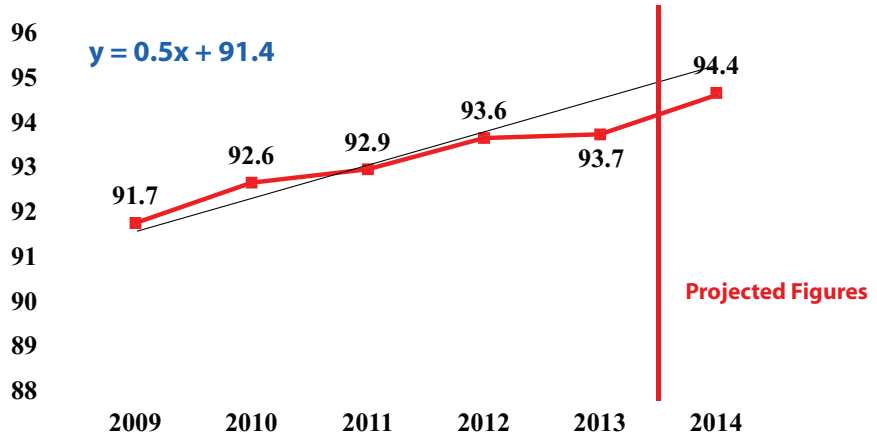
TYPE OF RESTRAINT	DRIVER	PASSENGER	TOTAL
None Used/Not Applicable	198	79	277
Seat Belt Used	214	69	283
Child Restraint Used	0	8	8
Seat Belt Used Improperly	0	0	0
Child Restraint Used Improperly	0	3	3
Unknown	34	17	51
TOTAL	**446**	**176**	**622**

	AGE GROUPS					
TYPE OF RESTRAINT	0-3	4-5	6-9	10-14	15-20	>20
None Used/Not Applicable	2	0	2	4	30	239
Seat Belt Used	0	1	1	3	32	246
Child Restraint Used	4	1	3	0	0	0
Seat Belt Used Improperly	0	0	0	0	0	0
Child Safety Seat Used Improperly	0	3	0	0	0	0
Unknown	0	1	1	0	4	45
TOTAL	**6**	**6**	**7**	**7**	**66**	**530**

Goal

- To increase the statewide seat belt usage rate from the 2009 level of 91.7 percent to 94.4 percent by December 31, 2014.

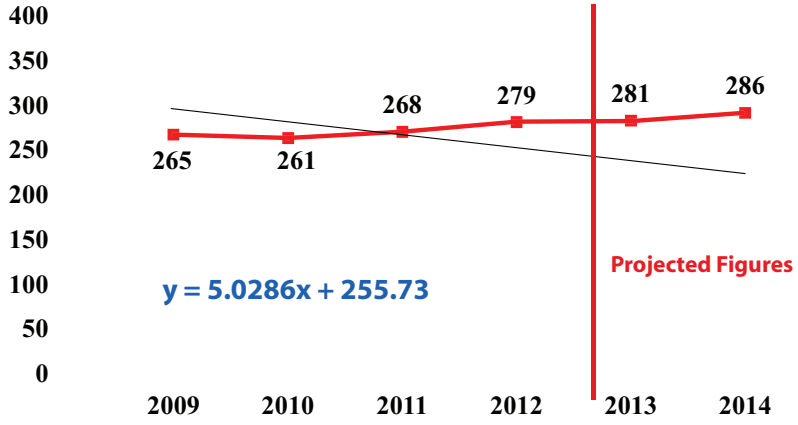
Observed Seat Belt Use for Passenger Vehicle Front Seat Outboard Occupants



Goal

- To reduce the number of unrestrained passenger vehicle occupant fatalities from 265 in 2009 to 286 by December 31, 2014.

Total Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



Strategies

- Continued to fund an Occupant Protection Coordinator to oversee all of DTS's occupant protection programs.
- Developed paid and earned media plans for the CIOT mobilizations.
- Supported occupant restraint and child passenger safety educational efforts (traffic safety partners, statewide and regional child passenger safety coordinators).
- Utilized network of car seat advocates.
- Continue to support state and national car seat observances.
- Continued to implement recommendations from the Occupant Protection Assessment.
- Conducted earned media and outreach activities for Child Passenger Safety Week.

Project Summaries

Section 402

Sports Marketing Coordinator (Local) #13-02-01 $108,630.26

This task provided funds for the Blu Moon Group, Incorporated to assist DTS with sports and entertainment outreach through campaign partner development and implementation between enforcement periods and development and oversight of ground activation components. Blu Moon continued to work with DTS to have a display at the Chicagoland Speedway for NASCAR races promoting the Click It or Ticket and impaired driving messages to race fans. New in FY 2013 was working with the Chicago Football Classic and colleges on implementing DTS's traffic safety messages.

Occupant Protection Resource Centers (OPRC) #13-02-02 $914,999.89

This task provided funds for Regional Traffic Safety Resource Centers statewide. The Traffic Safety Liaisons (TSLs) provided education to the communities within their region. Their community outreach was based on wearing seat belts, teen safe driving and child passenger safety. Each TSL was a regional coordinator or program liaison for Operation Teen Safe Driving, which provided education to 105 high schools in the state of Illinois on distracted driving, occupant protection, speeding, alcohol and other driving issues. Each TSL is a nationally certified Child Passenger Safety (CPS) instructor; they have taught multiple classes throughout the year to gain new CPS technicians in their regions. All RTSRC are heavily involved in the Click It or Ticket mobilizations; they each have their own way of spreading the Click It or Ticket message in their communities.

FY 2013 RTSRC projects were:

- **Child Care Resource and Referral Network** - housed the Traffic Safety Resource Centers for East and West Central Illinois and Southeast Illinois in addition to the Illinois Occupant Protection Coordinator. The Center's trained 123 technicians through ten certification classes. An additional eight technicians renewed their certification status through three Renewal classes. The Center was also responsible for coordinating 14 of the 29 CPS Days held in FY13 to offer Continuing Education to CPS Technicians. The Assistant TSL was responsible for processing the CPS Day registrations for the entire state in addition to the CPS Conference registrations. The TSLs each coordinated an OTSD region which encompassed everything from recruiting schools to managing the school grants to presenting schools for final judging and recruiting for the Ford Ride and Drive events. Each TSL also coordinated regional outreach programs for the two major Click It or Ticket campaigns. TSLs were responsible for several large-scale outreach events such as the IHSA March Madness tournaments in February and March and the Illinois State Fair CPS Booths in August. TSLs and the statewide OP Coordinator served as grant managers for local CPS projects. The Illinois OP Coordinator was responsible for coordinating the statewide CPS Conference in November and the Illinois CPST Instructor meeting and CPS Week in September. Nearly 400 CPS Technicians attended the conference receiving information on the latest CPS technologies and programs from national and local experts. The majority of Illinois CPST Instructors attended the annual meeting focused on teaching the standardized curriculum in the vehicle rather than the classroom. Jami Revesz, Quality Assurance Specialist for Safe Kids, facilitated the training. The Illinois OP Coordinator also worked with the Assistant OP Coordinator to manage the outreach program for both major Click It or Ticket campaigns.
- **Illinois Association Chiefs of Police** housed the Traffic Safety Resource Center for Northwestern Illinois. The TSL was involved in three CPS Certification classes, certifying 37 new technicians. She was on the Illinois CPS Advisory Board, participated in Winnebago County Safe Kids meetings, attended Special Need Technician quarterly meetings and was a grant manager to three CPS grants. She helped increase awareness of the Click It or Ticket and Drive Sober or Get Pulled over campaigns by participating in press events, distributing materials, conducting seat belt surveys and participating in events as needed. She presented eight car seat presentations to local agencies. She was an OTSD coordinator for 15 high schools in her region. She also served as a grant manager for several local CPS projects.
- **Rincon Family Services** housed the Traffic Safety Resource Center for Chicago. A total of five certification courses were held with a total of 54 individuals becoming newly certified CPS technicians. Three Skills Enhancement classes were held in Chicago where a total of 28 individuals participated and received their CEUs needed for re-certification. The TSL continues to work closely with the Chicago Fire Department and Chicago Police Department on enforcing the Chicago CPS Ordinance. Due to staff leaving the Fire Department currently has 11 certified technicians and the Police Department has 66 certified technicians with an average of 2 located in each of their 25 districts. She was instrumental in organizing and/or participating in 18 CPS inspection events in Chicago. The TSL maintains the certification as a bilingual CPS Instructor and continues to assist IDOT with the translation of materials/brochures into Spanish. The TSL gave over 40 presentations and participated in almost 20 Health Fairs. She managed several local CPS projects for IDOT.
- **Rush-Copley Medical Center** housed Traffic Safety Resource Center for Cook and Collar Counties. The TSL gave 62 in-person workshops on child passenger safety and seat belt use reaching 2,268 people. He worked at numerous car seat check

events helping parents install 430 car seats and distributing 20. He distributed 4,874 educational materials to expectant mothers, parents, grandparents and other caregivers. He served as a grant manager for many CPS and Injury Prevention grants in Northern Illinois. He was a member on the Illinois CPS Advisory Board and worked with 15 high schools in the region for the OTSD program. He put together the booth at the 10 day Chicago Auto Show and coordinated all of the volunteers. He served as grant manager on several local CPS projects.

- **Southern Illinois University-Carbondale** housed the Southwestern Illinois Traffic Safety Resource Center. She taught four different CPS certification courses certifying over 50 new technicians. A total of five CPS Skills Enhancement sessions were held in Southern Illinois allowing 38 technicians to obtain CEUs for recertification. She planned/assisted with 13 car seat safety checks. At these car seat checks 167 seats were checked. This TSL planned the CPS booth at the DuQuoin state fair and either worked the booth or found technicians to work it the entire 11 days. She helped to increase the seat belt usage rate in Southern Illinois by helping with the Click It or Ticket campaigns by attending press events, working with radio stations and with community agencies to help spread the message. This TSL was assigned 16 high schools in her region to manage as part of the OTSD program.

Injury Prevention (Local) #13-02-09 $1,159,342.32

This task provided funds for 8 agencies to conduct injury prevention activities such as increasing awareness of safety belt usage, child passenger safety and impaired driving laws in their communities. State funds were used to fund these projects.

The FY 2013 Injury Prevention Projects were:

- **American Red Cross (ARC)** reached 21,852 people for Child Passenger Safety week and 7,072 for Click It or Ticket. They reached 106 businesses and distributed 20,280 stickers for impaired driving. They distributed 70 posters in 14 different schools, which had various messages, including distracted driving, seat belt safety and other safe driving topics. They reached 15,850 people with National Drunk Driving and Drugged Driving Prevention Month by working with 11 establishments that handed out over 10,000 napkins, over 1,900 cups and hundreds of buttons. They had 70 media hits for the year reaching around 633,698 people with tragic safety messages. They hosted 12 Victim Impact Panels and multiple crash reenactments.
- **Ann & Robert H. Lurie Children's Hospital of Chicago** individually fit and distributed kids and teens with 882 bicycle helmets. They hosted a weekly injury prevention class in the hospital for inpatient and outpatient families to learn about a variety of topics depending on the season. They participated in 61 events, workshops and classes including: car seat checks, CPS classes, Safe Kids meetings, health fairs, bicycle helmet fittings, home safety workshops, etc.
- **Cadence Health** reached tens of thousands of students with the important message of traffic safety, provided and individually fit over 5,000 young people with brand new bicycle helmets and educated and distributed over 300 booster/car seats to Hispanic or newly resettled refugee parents with limited resources. They were awarded the 2013 Child Passenger Safety Team of the Year for Illinois and given the National Outstanding Community Involvement Award from the National ThinkFirst Injury Prevention Foundation for excellence in serving their surrounding communities in relation to Child Passenger Safety. They distributed over 8,000 pieces of educational material and reached over 27,000 people through educational booths and displays.
- **FACES 4** educated the community, residents, parents and students on the dangers of speeding. In FY 2013 FACES 4 conducted: 445 presentations in driver education classes educating 10,036 teen high school students, displayed at 18 events reaching a total of 8,645 people and distributed 60,553 educational materials.
- **Illinois Association of Chiefs of Police** Traffic Intelligence Officer (TIO) project is responsible for sharing traffic safety and crash information with local and state police agencies. The TIO works closely with IDOT on crash data and trends. In FY 2013 the Traffic Intelligence Steering Group was formed in order to help identify the information needs of all parties interested in traffic analysis. All attendees have included Illinois State Police and local police personnel.
- **Prevention First** conducted the following activities in FY 2013: continued to utilize two distracted driving simulators, held the 4th annual DomeShift Youth Advocacy Day and Distracted Driving Summit, developed an online Advisor survey to begin evaluation of SADD program and services, completed an update to the SADD website, added 7 regional consultants that will promote traffic safety initiatives and updated and released the Traffic Safety Activity Guide.
- **SIU Board of Trustees-ThinkFirst** gave 370 presentations reaching 13,946 individuals including 9,094 teens, through Think First Presentations, exhibits and community programs in addition to Operation Teen Safe Driving school outreach. They assisted with coordination & planning of 7 crash reenactments and participated in 19 Victim Impact Panels. They participated in 31 different car seat events including, checkpoints, booster seat distributions and public education displays.
- **Williamson County Sheriff's Office** held the 5th Annual Williamson County Traffic Safety Days in March, 2013. The event leads to opportunities to promote traffic safety to drivers who are beyond Driver's Education.

Paid Media #13-02-10 (DTS) $857,892.89

This task provided funds for paid media in support of Illinois' November 2012 Click It or Ticket and Holiday Season campaigns. An evaluation of DTS's paid media begins on page 56.

Phone Surveys (Local) #13-02-11 $90,959.65

This task provided funds for the University of Illinois at Springfield to conduct a telephone survey project focusing on the topics of safety belt usage, driving under the influence, media campaign and enforcement activities. UIS conducted three surveys (May, June and September of 2013) are statewide in nature, with two of them (May and June 2013) having an oversampling from rural counties. Another two surveys (November and December 2012) focused solely on rural counties. And another two surveys (also November and December 2012) focus on targeted areas within the city of Chicago with heavy concentrations of African American and Hispanic residents. The results from the phone surveys can be found on page 50.

Section 405 Occupant Protection

Keep Kids in Safe Seats (SOS) #13-19-07 $16,388.20

This task provided funds for the Illinois Office of the Secretary of State's Driver Services Department to maintain five existing child safety seat installation locations statewide and to expand the program to an additional site in southern Illinois. SOS checked 840 car seats at their Driver Facility sites in FY 2013. SOS speakers conducted 100 CPS/Youth Traffic Safety presentations reaching over 2,000 school aged children. SOS also participated in press events for Seat Check Saturday in September 2012 and Click It or Ticket in May 2013.

Child Passenger Safety (IDHS) #13-19-08 $10,931.71

This task provided funds for the Illinois Department of Human Services (IDHS) to increase awareness of proper car seat installations and use by distributing and installing car seats and providing car seat installation certification classes. In FY 2013 IDHS purchased 158 new born car seats and conducted 14 car seat checks in the Chicago area. IDHS stationed a table top display in their office lobby on Click It or Ticket in May 2013.

CPS Seats (DTS) #13-19-10 $6,405.64

This task provided funds for the DTS to purchase child safety seats for DTS's CPS programs statewide. In FY 2013 DTS purchased 10 convertible car seats, 40 infant car seats and 50 booster seats.

CPS PI&E Materials (DTS) #13-19-11 $0

This task provided funds for the DTS to purchase child safety seats materials in support of the program. No activity occurred in this task in FY 2013 due to large inventory of CPS materials.

CPS Re-Certification Fees (DTS) #13-19-12 $300.00

This task provided funds for the DTS to pay for CPS re-certification fees for DTS staff. In FY 2013 DTS paid for six staff's CPS re-certification fees.

Child Passenger Safety Projects (DTS) #13-19-13 $1,138,912.17

This task provided state funds for DTS to fund 49 local agencies to conduct CPS projects in FY 2013.

The FY 2013 Child Passenger Safety projects were:

- **Ann & Robert H. Lurie Children's Hospital of Chicago** partnered with 10 satellite sites to distribute 829 car seats to low-income families and were able to check 248 car seats. They held 26 workshops throughout Chicago to educate different groups on child passenger safety. They also participated in many car seat checks held in Chicago throughout FY 2013.
- **Auxiliary of Stroger Hospital** is located in a low income area in the City of Chicago. Every baby born in the hospital or transferred to the hospital receives a car seat and training. They operate 40 hours a week on Monday, Tuesday, Thursday, Friday and Saturdays, in the maternity wards and Pediatric Emergency Room. They have a bilingual instructor, videos, posters and pamphlets to help with the Hispanic population. They distributed 2,602 seats in FY 2013.
- **Cadence Health** was able to distribute over 300 booster/car seats to Hispanic or newly resettled refugee families with limited resources. There were also able to instruct thousands of students on the importance of choosing to use a seat belt and/or booster seat when traveling in the car.

- **Carbondale Police Department** held seven classes on car seat installation at the police department serving 21 citizens. They staffed their fitting station every Thursday for three hours to perform car seat checks. They distributed 65 car seats throughout FY 2013.
- **Chicago Police Department** utilized the grant to heighten public awareness of traffic safety related issues through education with the ultimate goal to reduce the number of traffic crashes and resulting fatalities through this education. More specifically, CPD was able to utilize grant funds for attendance at a Child Passenger Safety Conference, Child Passenger Safety Training, and Child Passenger Safety Related Certification Fees.
- **Child Care Resource & Referral Network** partnered with the Normal Fire Department to provide a twice-monthly inspection station. CCRRN also sustained its partnership with OSF St. Joseph to provide infant seats to low-income families without car seats at discharge. Advocate BroMenn Medical Center was brought into the program mid-year. These three sites combined with appointments conducted at the CCRRN office resulted in 125 seats checked and 131 seats distributed. CCRRN coordinated three community-wide checks in McLean County and an additional three in outlying counties (Livingston, Ford, and Coles) resulting in an additional 59 seats checked and 58 distributed. CCRRN coordinated several booster outreach events and other outreach booths held in McLean and Livingston Counties. CCRRN also coordinated ten CPS Certification classes and three CPS Renewal classes resulting in 131 technicians certified and fourteen CPS Days to assist with recertification. CCRRN houses the Illinois Occupant Protection Coordinator who coordinated statewide project such as the Illinois CPS Conference, annual CPST Instructor meeting, CPS Week, and the CPS website.
- **Clay County Health Department** put together 12 displays at community events to educate on car seat safety. They distributed 208 car seats and helped install an additional 9 car seats. They reached 450 people through education.
- **Cumberland County Health Department** conducted four in-person educational sessions and one educational booth in addition to holding community car seat checks in the three communities in the county. They distributed 40 car seats and inspected an additional ten for safety through individual appointments at the Health Department. Educational materials were distributed through Head Start and local grocery stores throughout the year.
- **Douglas County Health Department** attended several events to educate the community on car seat safety. They did one car seat check in Coles County and two car seat checks in Douglas County. They distributed 135 car seats between Coles and Douglas counties. Several families with children with special needs received education and were helped by the health department by purchasing them a high weight seat.
- **DuPage County Health Department** held four to six classes monthly, half in English, half in Spanish, all for low income families. Each family attending the WIC Clinics was educated about the importance of proper car seat use and was referred to their check locations. Their technicians participated in the annual DuPage County Back to School Fair where they staffed a table on child passenger safety.
- **Edgar County Public Health Department** completed 102 car seat inspections and replaced 99 car seats to families in need. They schedule their car seat inspections twice a month to give clients a chance to make appointments with them.
- **El Rincon Clinic** gave 37 group presentations throughout Chicago on Child Passenger Safety reaching over 1,300 people and participated/organized 18 car seat inspection events. They distributed 954 car seats in FY 2013. Staff also coordinated several Standardized CPS Certification and Renewal classes in addition to offering continuing education opportunities for local technicians.
- **Elmhurst Fire Department** inspected approximately 16 seats per month at their inspection station held on Mondays, Fridays and Saturdays by appointment. They distributed four seats to families in need. They developed a flyer and signage encouraging parents and caregivers to get their car seats checked. They distributed 712 pieces of educational materials.
- **FHN Family Counseling Center** had five certified technicians trained who provided resources and education in the community. A total of 85 car seats were distributed throughout the fiscal year. As a home visiting program of parents of 0-3 year olds, all program participants were exposed to car seat education and resources (93 children in program) as well as their friends and family.
- **Ford-Iroquois Public Health Department** distributed 95 car seats to low income families in FY 2013. They held two educational booths and handed out 300 pieces of educational materials to families in their counties. They participated in a car seat check during CPS Week in Gibson City.
- **Good Samaritan Regional Health Center** made sure that every shift was covered with at least one CPS technician to assist with education and discharge. They provided education to all OB patients with newborns (over 900 adults) and distributed 489 new infant car seats to those families. They held a monthly car seat safety class for expectant parents who wanted to learn about car seats prior to delivery.

- **Hancock County Health Department** provided 48 car seats to financially burdened families. Almost 400 parents/caretakers were provided with information either one-on-one during a car seat check or by phone regarding correct CPS installation, second-hand seats, Illinois CPS laws and the five-step test.
- **Jackson County Health Department** distributed 211 car seats and educated over 3,000 people during FY 2013. They sent out a monthly newsletter to all daycares in Jackson County. This newsletter went home to about 1,000 parents monthly.
- **Joliet Police Department** conducted 13 car seat checks where they inspected 100 car seats and distributed 83 seats to those families in need. They educated almost 300 parents on the importance of car seat safety.
- **Kankakee County Sheriff's Office** works in conjunction with 14 other agencies throughout the county to educate the public on car seat safety. They checked 266 car seats and distributed 139 car seats to members of their communities.
- **La Rabida Children's Hospital** is a satellite site for the Children's Hospital of Illinois Special Needs Resource Center. They held 2 "equipment clinics" monthly to assess transporting medical equipment for children who ride in car seats. They work with the equipment vendors to obtain the appropriate car seats and help the families install them. They distributed 161 car seats and checked 198 additional seats.
- **Lee County Health Department** worked with local hospitals, schools and other agencies to spread education and let people know what services they could offer. They distributed over 4,000 educational materials in their community. They distributed 197 car seats during FY 2013.
- **Logan County Department of Public Health** was able to distribute 93 seats to WIC and low income families during FY 2013. They sent out 14,000 quarterly newsletters to residents in Logan County making them aware of car seat matters and letting them know the services the department provides- this service provided a 15 percent increase in people inquiring about their program. They conducted WIC classes during the grant period with 400 parents being educated on the proper usage and installation of car seats.
- **Macoupin County Public Health Department** checked 158 car seats and distributed 131 car seats. They hosted an information booth during the Macoupin County Fair that an estimated 1,000 people viewed each night. They also offered CPS education at the health department's Back to School Immunization clinic.
- **Macomb Fire Department** inspected 104 seats and issued 46 seats to parents. They hosted a community car seat check in May and September with a local business.
- **McHenry County Department of Health** distributed and helped install 135 car seats to WIC clients. Individual education was provided with each car seat distributed. The technicians participated in five community car seat checks. A total of 176 WIC mothers and children were instructed on proper car seat usage and informational materials were distributed to them.
- **McHenry County Sheriff's Office** provided roll call training to all Sheriff's Office deputies on child passenger safety and other traffic safety information. They currently have at least one car seat technician on all three patrol shifts. It is estimated that the Sheriff's office had contact with over 45,000 citizens during multiple community events. They distributed 208 car seats to those in need.
- **McHenry Police Department** has a group of eight certified car seat technicians working together to meet their community needs. They conducted 12 community car seat checks, attended five safety fairs, a bi-lingual expo, gave presentations and distributed 16 seats to families in need. They inspected 213 car seats at their car seat checks and fitting station. This year they had a significant presence on Facebook and were able to announce their community events, because of that they had greater attendance numbers than previous years.
- **Morton Fire Department** increased the safety of children in car seats dramatically. They helped many families with car seat education. They helped parents install over 50 car seats and distributed 40 throughout the year.
- **Orland Fire Protection District** was a first-year project so a good portion of the project year was spent building a solid foundation for the program. The District trained three new car seat technicians in FY 2013 allowing them to have at least 2 technicians available seven days a week. They also developed a partnership with Orland Township which will provide car/booster seats to low-income families. The District utilized funds from the grant to purchase 63 booster/car seats for this program and to date has distributed two car seats to under privileged families.
- **Perry County Health Department** provided approximately two car seat classes a month at their office. When WIC clients were seen, classes were offered to pregnant women and those that had never received a car seat from their facility before. They felt that by coupling the classes with the WIC appointments they were able to educate a great amount of mothers. They distributed 161 seats.
- **Pinckneyville Police Department** distributed three car seats and inspected an additional four seats for safety. They utilized community police to promote the program in hopes of increasing the interest in car seat inspections.
- **Project CHILD: Child Care Resource and Referral** promoted their services though printed material, electronic media and social media. They set up many education booths and classes. They checked 54 car seats and distributed 58 car seats.

- **Safe Kids Adams County** held 14 car seat check events and distributed 159 car seats. They provided CPS education at the Early Childhood & Family Center with 60 booster seats distributed to eligible families, the Baldwin School 5th Grade Health Fair, the Dewey School parent Fair and EMS Day at the Quincy Mall. The annual Car Seat Round-up was held in May with 320 old, unusable seats removed from circulation. A $10 Kohl's gift card, purchased with non-IDOT funds, was given for each seat donated.
- **Safe Kids Champaign County** operated the only inspection station in the area. At their inspection station they educated approximately 1,939 people during FY 2013. They inspected 1,055 car seats and distributed 752 to low income families. They also worked to provide education to parents and caregivers through social media such as Facebook and Twitter.
- **Safe Kids Macon County** hosted a monthly fitting station the third Tuesday of each month at the Decatur Fire Station. They distributed 287 car seats and provided education on proper installation to another 111 families. They donated 61 seats to agencies in their community that transport children and educated those agencies on car seat safety.
- **Safe Kids Winnebago County Coalition** inspected 630 car seats and distributed 375 car seats to families in Winnebago County. They reached over 2,500 people through educational booths and displays during FY 2013.
- **Saint Francis Medical Center** coordinated the Special Needs Child Passenger Safety Resource Center. They responded to 1176 CPS calls, of which 554 were special needs related, from the Safety Information Line. They conducted 42 trainings to 3,519 people on safe travel for children with special needs, general CPS and their Special Needs CPS Resource Center. Direct public service and education was provided to 909 children, parents and caregivers through car seat fittings and special needs seats that were installed or loaned.
- **Saint Francis Medical Center** in conjunction with additional technicians/organizations in the Peoria area held 3 monthly fitting stations, totaling 33 for FY 2013. At these fitting stations they helped install 657 car seats, distributed 440 car seats and educated over 1,000 people.
- **Schuyler County Health Department** distributed educational materials to their health department clients, including WIC and Family Case Management clients. Information was also available in the department's waiting for health department customers. Seven car seats were distributed to low-income families throughout FY 2013.
- **SIU Board of Trustees** staff participated in 31 different CPS events including: 10 checkpoint events resulting in 177 seats checked, 10 booster seat distribution events, 128 booster seat distributions and 9 public education events or displays about CPS, reaching 792 people.
- **St. Mary's Hospital** educated new parents through 245 prenatal classes held at the hospital. They distributed 205 car seats and inspected at additional 121 seats for proper use and safety. The hospital was able to get an additional six CPSTs certified this project year. They partnered with Project Child to host a small community car seat check during Seat Check Saturday. The hospital promoted the event by distributing 375 flyers through Head Start programs in three counties, posting the information on the hospital's Facebook page, a news release printed in the local paper and PSA on local radio stations.
- **Touchette Regional Hospital** distributed 304 car seats to families through community checks and one-on-one distributions to new mothers. Technicians inspected an additional 27 seats. They participated in two community-based health and safety fairs and also provided educational materials to hospital patients. Touchette also participated in the Click It or Ticket and CPS Week campaigns.
- **United Way of Greater St. Louis** distributed 76 car seats to families in need and inspected 44 car seats. They organized 5 car seat check events in their community during FY 2013. They continue to have three certified technicians on staff.
- **Wayne County Health Department** distributed 115 car seats and inspected an additional 33 during the project year. They participated in eight educational booths as well reaching 113 individuals. They reached 196 individuals through educational programs.
- **Wheeling Police Department** conducted two community car seat checks and inspected 64 seats, of which six were installed correctly at those events. They distributed 44 car seats to those who would not otherwise be able to purchase them. At their permanent fitting station, they conducted 110 inspections by appointment or walk-in. They conducted four events at local daycare centers.
- **Whiteside County Health Department** provided education to nearly 1,200 community members about the importance of car seat safety. They worked hard to provide program services to both English and Spanish-speaking clients. Over 150 car seats were distributed to community members in need.
- **Williamson County Sheriff's Office** conducted 16 in-person educational sessions in partnership with the Franklin-Williamson Bi-County Health Department. Staff also participated in three educational booths. Staff distributed 180 car seats to families in Williamson County and checked an additional 46. The Department included child passenger safety information in driver's education presentations which reached 1291 teens in the county.
- **Winnebago County Health Department** provided 60 classes in FY 2013 on child passenger safety and distributed 615 educational materials. They distributed 157 car seats to families in Winnebago County.

Motorcycle/Pedestrian/Pedalcycle Safety

2013 Motorcycle Overview

In 2013, IDOT funded 24,492 free motorcycle training slots for those interested in motorcycling. Provisional numbers indicate that a total of 18,279 individuals took advantage of these training opportunities.

Basic and Intermediate Rider Courses represented approximately 98 percent of the total number trained. These courses are very popular for two reasons: 1) All students of ages 16 and 17 years are required to successfully complete the Beginner Rider Course to qualify for an M Endorsement, and 2) License waivers issued to those 18 years of age and older relieve them from testing requirements to obtain their motorcycle endorsement.

The remaining 2 percent of those trained represent persons who already possessed a motorcycle license and enrolled in training to hone their riding skills. Sixty-one of this latter group was enrolled in Instructor Preparation Courses which, upon successful completion, qualified them to join our Instructor Corps and train other motorcycling enthusiasts.

The Department's goal is to provide motorcycle training to all those with the inclination to ride. It is not the intent to entice people to ride motorcycles, but rather, to provide rider education in safe motorcycling principles to those who might be inclined to start riding without the benefit of such training. In the last several years, the number of funded training slots has increased significantly. In 2013, turn-aways (those who were unable to train at the time and place of their choosing because of full classes) were reduced by 20 percent over the 2012 turn-aways. Over 5,000 of those trained were walk-in students who were not pre-registered in the classes they attended.

The training portion of our Motorcycle Safety Program is funded by Illinois motorcyclists through a portion of their license endorsement and plate fees. These funds are deposited into the Cycle Rider Safety Fund upon their collection by the Office of the Illinois Secretary of State. This fund is statutorily restricted to uses directly related to motorcycle training.

In recent years, it has become evident that a multi-dimensional approach to motorcycle safety is needed. Even though funding has certainly been a challenge, our program has evolved beyond our traditional role of providers of motorcycle training.

Below are some program initiatives that have been implemented with a combination of federal highway safety funding along with other state funds:

- Prior to the beginning of prime riding season each year IDOT holds "GEARUP –RIDE SMART" press events in northern, central and southern Illinois. In 2013, these events were held on March 27th. Speakers from IDOT, ISP, ABATE of Illinois and Gold Wing Road Riders spoke of the importance of the use of protective riding gear and mechanically sound motorcycles.
- Governor Pat Quinn proclaimed May as Motorcycle Awareness Month. On May 1, 2013, DTS held "START SEEING MOTORCYCLES/LOOK TWICE SAVE A LIFE" media events in Springfield and Marion, Illinois. Secretary Ann Schneider represented IDOT in the Springfield event and was joined by speakers from ISP, ABATE and Gold Wing. The same organizations provided speakers for the event in Marion.
  The primary message of these speakers was directed to the motoring public in general and alerted everyone to the upcoming surge of motorcyclists on the roadways and of the importance to share the road with all types of vehicles in order to improve the Highway Safety Environment for everyone.
- A "RIDE SOBER OR GET PULLED OVER" motorcycle press event was held August 1, 2013 at Calvary Cemetery in Springfield, Illinois. Director John Webber was joined by representatives of state, city and county law enforcement officials, as well as the ABATE, and Gold Wing motorcycle organizations to emphasize the severity and consequences of drinking and riding.
- DTS Staff and other motorcycle safety stakeholders participated in outreach events statewide emphasizing motorcycle safety messages throughout the riding season.
- In 2013, the www.startseeingmotorcycles.org website was further refined towards the goal of being a "one-stop shop" for motorcycling enthusiasts.

2013 Pedalcycle Overview

Since 2001, DTS has funded the Chicago Department of Transportation (CDOT) to promote safe cycling and walking through two programs: the city of Chicago's Bicycling Ambassadors and Safe Routes Ambassadors. In 2013, these two programs were combined from two seasonal programs into one year-round program. The goals of the Ambassadors are safety, encouragement, and education for cyclists and pedestrians, reducing crashes and making Chicago a safer place for active transportation.

Ambassadors visit events and neighborhoods throughout the city of Chicago, including schools, parks, libraries, businesses, block parties, ward events, bike rides, farmers markets, festivals, lake front trail outreach and many others. The Ambassadors also helped by acting as a street team during the launch of Divvy, Chicago's bike share program. Finally, the Ambassadors work with the Chicago Police Department (CPD) to enforce laws that provide a safer environment for cyclists and pedestrians.

During the 2012-2013 school year, the Ambassadors outreach included:

- 657 Public and Private Events
- Direct contact with 70,000 plus people
- 102 Targeted Enforcement events w/Bicycling Ambassadors
- 178 School Events
- 1,600 + helmet fits

Since the programs existed as separate entities in past years, there is no good comparison of numbers between years, but 2012-2013's numbers nearly equaled that of 2011-2012, while operating with a reduction of 38 percent staff hours. As the combined program moves forward, it will continue to reach new and excited audiences with safety messaging and education.

The Chicago Pedestrian and Bicycle Safety Initiative expanded its enforcement program this year to make the streets of Chicago safer for people who walk and bike. Program activities included bicycle safety enforcement with police officers and the Bicycling Ambassadors, police-only crosswalk enforcement events, pedestrian safety missions, and targeted police district outreach. In FY 2013, there were 146 enforcement events, 102 bike safety events, 42 crosswalk enforcement events and one pedestrian safety mission. Targeted enforcement resulted in 2,435 citations for unsafe behaviors that impacted pedestrians and cyclists.

A result of our Chicago Police Department (CPD)-CDOT coordinating meetings, weekly targeted police outreach focused on high-traffic crash locations as provided by CDOT. Combined, there were 3,380 citations issued as a result of CDOT-CPD pedestrian and bicycle safety efforts.

2013 Pedestrian Overview

The Safe Routes Ambassadors are comprised of two to six education specialists per classroom who lead presentations for elementary and high school students on pedestrian and bicycle safety. Safe Routes Ambassadors teach in-class presentations, outdoor workshops and high school driver's education presentations.

In 2012-2013, the Safe Routes Ambassadors visited:

- 85 Chicago elementary and high schools for in-class presentations, reaching more than 8,200 students and 530 adults.
- 67 Chicago elementary schools for follow-up, on-foot workshops, reaching more than 5,600 students a second time.

In addition to leading presentations and workshops in schools, the Safe Routes Ambassadors also attend community events, parent meetings, teacher resource fairs and health fairs to reach a broader school and community audience.

MOTORCYCLE CRASHES

	2008	2009	2010	2011	2012	Previous 4 Average	% Change 12vs4yr
Total Crashes	4,901	3,846	4,013	3,756	4,231	4,129	2.5
Fatal Crashes	130	124	130	142	148	132	12.1
Injury Crashes	3,166	2,822	2,917	2,745	3,036	2,913	4.2
Motorcyclists Killed	135	130	131	145	148	135	9.7
Motorcyclists Injured	3,463	3,152	3,189	3,020	3,312	3,206	3.3
Non-Motorcyclists Killed	5	2	1	1	2	2	0.0
Non-Motorcyclists Injured	229	172	205	200	216	202	6.9

Comparing 2012 to the previous four year average, the number of motorcyclist killed increased by 9.7 percent, while the number of motorcyclists injured increased by 3.3 percent..

PEDALCYCLE CRASHES

	2008	2009	2010	2011	2012	Previous 4 Average	% Change 12vs4yr
Total Crashes	3,853	3,255	3,599	3,107	3,453	3,454	-0.0
Fatal Crashes	28	20	24	27	29	25	16.0
Injury Crashes	3,331	3,100	3,444	2,912	3,233	3,147	2.7
Pedalcyclists Killed	27	20	24	27	29	25	16.0
Pedalcyclists Injured	3,342	3,123	3,464	2,930	3,250	3,215	1.1

When comparing 2012 to the previous 4-year average, the number of pedalcyclists killed increased by 16 percent while the number of pedalcyclists injured increased by 1.1 percent.

PEDESTRIAN CRASHES

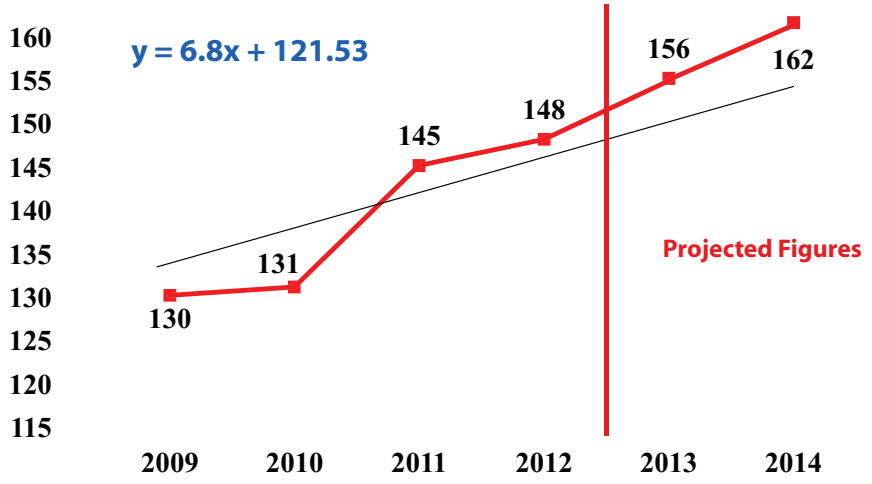
	2008	2009	2010	2011	2012	Previous 4 Average	% Change 12vs4yr
Total Crashes	5,877	5,313	5,215	4,978	4,930	5,346	-7.8
Pedestrians Killed	135	111	115	135	139	124	12.0
Pedestrians Injured	5,423	5,231	5,174	4,911	4,770	5,185	-8.0

Comparing 2012 to the previous 4-year average, the number of pedestrians killed increased by 12 percent, while pedestrians injured decreased by 8.0 percent.

Goal

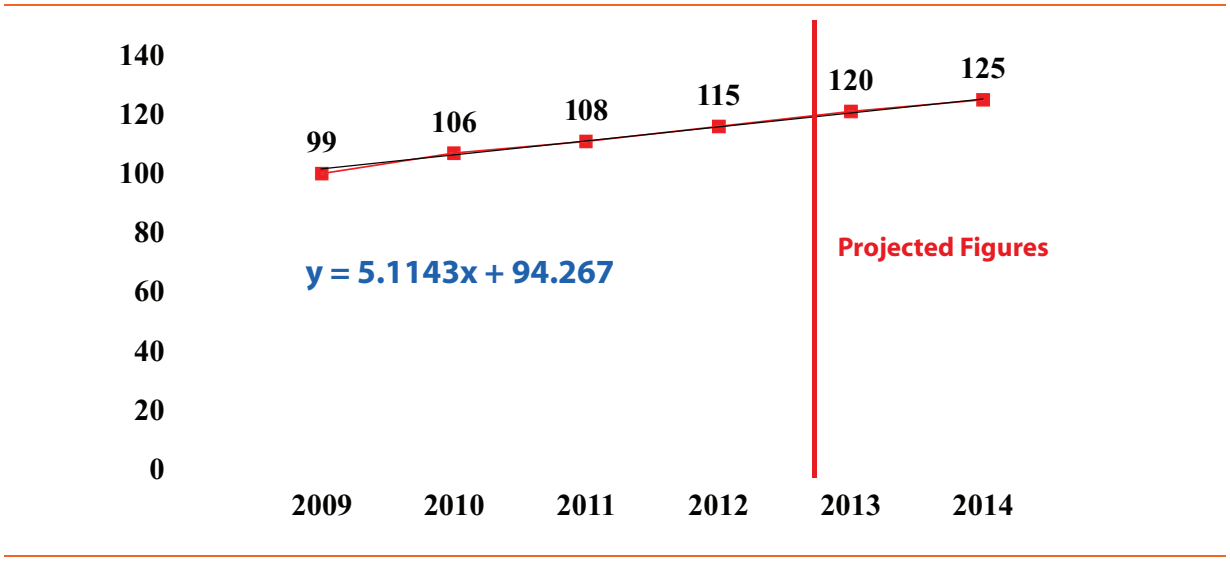
- To keep the statewide motorcycle fatalities under the projected figure of 162 by December 31, 2014.

Motorcyclist Fatalities



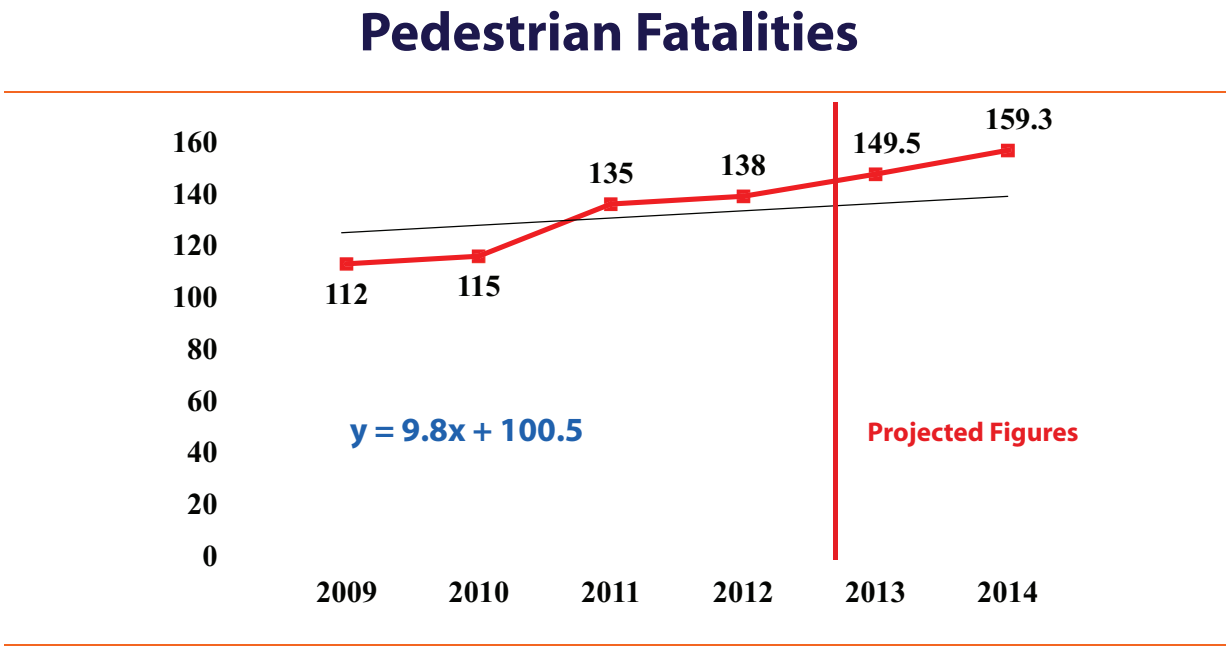
Goal

- To keep the number of unhelmeted motorcycle fatalities under the projected figure of 125 by December 31, 2014.



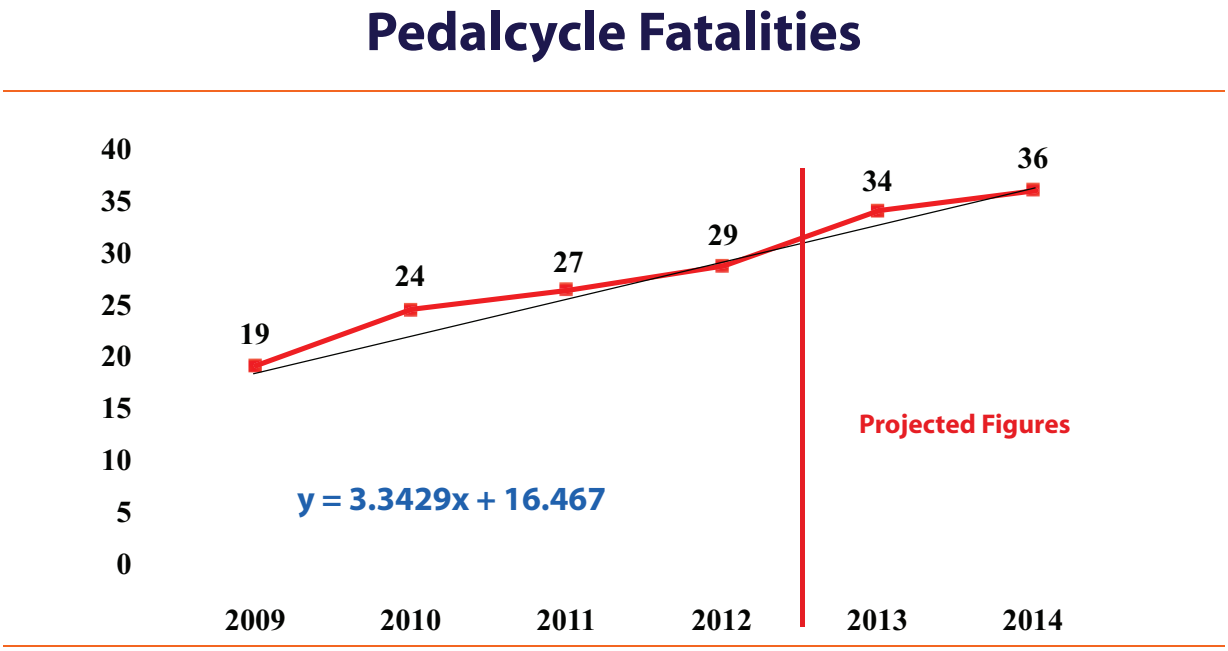
Goal

- To keep the number of statewide pedestrian fatalities under the projected figure of 159.3 by December 31, 2014.



Goal

- To keep the number of statewide pedalcycle fatalities under the projected figure of 36 by December 31, 2014.



Strategies

- Continued to implement recommendations from the Motorcycle Safety Program Assessment.
- Increased training opportunities for beginning motorcycle riders in Illinois through DTS's Cycle Rider Training Program.
- Continued to implement a public information and education campaign for motorcycle awareness.
- Conducted a paid media campaign for the motorcycle riding season.

Project Summaries

Section 402

Bicycle and Pedestrian Safety (Local) #13-12-02 $291,697.07

This task provided funds for three local agencies to conduct bicycle safety education projects. The three projects are:

- **Chicago Department of Transportation's (CDOT)** Bicycle Ambassadors program celebrated its 12th year as the leading force in bicycle safety education and outreach in Chicago. The Ambassadors are a team of community outreach specialists who promote Chicago as a world class cycling city. In FY 2013, the Bicycle Ambassadors conducted: 631 events throughout Chicago, directly educated nearly 70,000 people through face to face education, properly fit 1,235 helmets on adults and youth cyclists and directly educated over 15,000 people about the dangerous cyclist and motorist behaviors at 91 Share the Road events. The Ambassadors program continued to work with the Chicago Park District to educate youth at Chicago Park District Day Camps. The Park District hired teenagers to work with the Ambassadors as Junior Ambassadors. The Junior Ambassadors work in teams, travel by bike to day camps all over the city and educate 6-12 year olds about safe cycling habits and the importance of wearing helmets. During the summer of 2013, 12 Ambassadors and four adult Ambassadors visited 134 day camps and reached 20,000 children and youth with bike safety messaging.
- **Chicago Department of Transportation's** FY 2013 Chicago Pedestrian Safety Initiative is to reduce the incidence of traffic fatalities and serious injuries among all pedestrians, with particular emphasis on children and seniors. CDOT has a number of programs and projects aimed at improving conditions for pedestrians in order to meet this primary goal. In FY 2013, Safe Routes Ambassadors visited 85 Chicago elementary and high schools for in-class presentations, reaching over 8,200 students and over 530 adults, 67 Chicago elementary schools for follow-up on-foot workshops, conducted 16 community events reaching an additional 946 children and 1,018 adults.
- **Chicago Police Department** expanded its enforcement program this year to make the streets of Chicago safer for people who walk and bike. Program activities included bicycle safety enforcement with police officers and the Bicycling Ambassadors, police-only crosswalk enforcement events, pedestrian safety missions and focused police district outreach. In FY 2013 there were 146 enforcement events, 102 bike safety events, 42 crosswalk enforcement events and one pedestrian safety mission. Targeted enforcement resulted in 2,435 citations for unsafe behaviors that impacted pedestrians and cyclists. There were 3,380 citations issued as a result of the CDOT & Chicago Police Department pedestrian and bicycle safety efforts.

Section 405 Motorcycle Safety

PI&E Campaign (DTS) #13-22-01 $39,407.88

This task provided funds for DTS to develop and produce motorcycle public information and education materials. In FY 2013, DTS purchased the following motorcycle outreach materials: 3,000 motorcycle safety yard signs, 15,000 microfiber wipes, 15,000 sunscreen packets, 5,000 eyeglass lanyards, 100 banners, 25,000 bumper stickers, 15,000 Look Twice window clings, 2,5000 Gear Up sports packs, 15,000 eyeglass cases, 15,000 Gear Up window clings and 15,000 Gear Up lip balm.

Paid Media (DTS) #13-22-02 $0

This task provided funds for DTS to purchase paid media during the motorcycle riding season. In FY 2013 no activity occurred during the year based on limited funding available to implement an effective paid media campaign.

Motorcycle Winter Conference (DTS) #13-22-04 $1,309.31

This task provided funds for DTS to conduct a Motorcycle Winter Conference. On December 11-12, 2013, the 4th Annual Motorcycle Winter Conference for Motorcycle Coordinators, Instructors and Advocates was held in Springfield. Over 150 attendees comprised of the motorcycle rider's groups of ABATE, Gold Wing Road Riders Association, Christian Motorcyclist Association and Illinois State Police Motorcycle Troopers listened to a wide array of speakers on topics of interest to the motorcycling community. The post-conference survey revealed that participants rated the event as a success and useful in their respective activities in the furtherance of motorcycle safety. Overall, the conference successfully spread IDOT/DTS's motorcycle safety messages.

Traffic Records

2013 Overview

DTS continued the coordination of a multi-agency Illinois Traffic Records Coordinating Committee (TRCC) which provides a forum for review and comment of traffic records issues within the state of Illinois. This coordinating committee includes representatives from various public and private organizations and members serve on one of three subcommittees (Planning, Engineering Safety and Data Quality). Over the past year, the TRCC has continued to encourage more participation from members and implemented an attendance requirement to be considered a voting member. There has been considerable discussion about the importance of the strategic plan to justify the development of relevant 408 projects.

In May 2012, DTS developed a comprehensive safety data improvement strategic plan for the Section 408 application which is considered part of the multi-year Statewide Traffic Records plan required by the SAFTEA-LU. In developing the Illinois Traffic Records Strategic Plan (ITRSP) Illinois took an important step in establishing the goals, policies and actions that would lead to the development of an efficient and effective system for traffic records improvement. Illinois developed and submitted a comprehensive traffic records strategic plan and an application for funding under the Section 408 grant (**http://www.dot.il.gov/trafficsafety/ITRCC/2012%20Strategic%20Plan.pdf**).

The purpose of this document is to provide the ITRCC, DTS and other traffic safety stakeholders of the state of Illinois with a Strategic Plan for Traffic Records Improvements. This plan is aimed primarily at actions that the Illinois TRCC can help accomplish through its membership while pursuing the goal of improving traffic records. As such, it touches on the activities of all stakeholder agencies within the state, but it does not represent an attempt to set those agencies' agendas. Rather, it is an attempt to help the ITRCC fulfill a broad role of communication, coordination and assistance among collectors, managers and users of traffic records data in Illinois. This plan is based on the 2011 NHTSA Traffic Records Assessment. The assessment was supplemented by information from other documents provided by the state to the project team.

The National Highway Safety Administration (NHTSA) continued a grant to DTS to develop a Crash Outcome Data Evaluation System (CODES) program in Illinois. This project is based on collaboration between DTS and the Illinois Department of Public Health (IDPH). Under this grant, DTS continues to link existing traffic crash records with health care data sources from EMS, trauma registry, hospital discharges and vital records (death certificates). The linked database are used to support local, regional and statewide highway safety decision-making to affect decreases in deaths, non-fatal injures (e.g., head, neck, upper extremity and lower extremity) and health care costs resulting from motor vehicle crashes. Individual databases are not always adequate for certain analyses (e.g., race, ethnicity and socioeconomic status). Two sources, law enforcement and public health track victims separately. None of the health-related data are linked back to crash data.

Currently, the crash database as well as a few small local databases, citation data, limited health care data and the exposure data (population and vehicle miles of travel) are used to identify traffic safety problems and evaluate the highway safety programs and projects. The Evaluation Unit within DTS is responsible for problem identifications, developing highway safety goals and objectives and evaluating highway safety programs and projects. Currently, under the CODES grant, the Evaluation Unit staff has completed several years of crash/hospital inpatient and outpatient data linkages and produced reports and presentations on specific traffic safety issues, such as seat belt and helmet use and their associated health care costs (see **www.dot.il.gov/trafficsafety/tsevaluation.html**).

Electronic Data Reporting System

In 2010, Illinois adopted a new electronic data collection system entitled: Traffic and Criminal Software (TraCS). The system was developed by the Iowa Department of Transportation and is used by 14 other states which comprise the National Steering Committee.

In June 2012 after much consideration, DTS terminated the Traffic and Criminal Software (TraCS) program because the program was not cost-effective and was not expected to generate significant change in data collection results for several years, if at all. Several projects within the TraCS program were under way, but none of these projects were finalized within the three years TraCS was in existence at Traffic Safety. The program was expected to cost between $650,000 and $800,000 per year to implement (including personal services, licensing and fees), and significant changes in reporting results from the status quo were not expected until FY 2015 at the earliest, with no guarantee.

Racial Profiling

On June 28, 2013 DTS released the 9th annual Racial Profiling Study report. DTS collected data from 923 law enforcement agencies throughout Illinois. These agencies submitted 2,132,006 stops which were then analyzed by Alex Weiss Consulting. This report was released to the Governor, General Assembly and Racial Profiling Prevention and Data Oversight Board members on June 27, 2013. The 2012 annual report is available on the following website: **http://www.dot.il.gov/trafficstop/results11.html**.

The 97th General Assembly passed two bills that were signed by the Governor that changed the data elements being collected for the Illinois Traffic Stop Study. Public Act 97-0469 required data to be collected on the use of police canines for traffic stops and Public Act 97-0396 changed the race categories to coincide with the 2010 census data. The collection form for this study was altered to accommodate these changes and law enforcement agencies began collecting the new data elements on January 1, 2012. The 2012 ITSS annual report was changed to reflect the additional data collected and it utilized new benchmarks that were developed using the new 2010 Census data. Agencies that used a modified benchmark in prior years were permitted to use this same benchmark, but required to submit new data for the 2013 analysis.

The Problem

- Timely, accurate and complete crash-related databases.

Traffic Records Goals

1. Provide better data that is absolutely essential to reducing the human and economic cost of motor vehicle crashes.
2. Improve agency-specific data systems through identifying an information gathering process that includes interviews, technical group sessions and systems analysis.

Project Summaries

Section 408

408 Coordinator (DTS) #13-18-01 — $82,447.56

This task provided funds for the DTS to pay half the salary of the section 408 coordinator. In FY 2013, Darrell Clark from DTS continued as the 408 coordinator. Mr. Clark is the point person for all of the 408 activity within the Division.

Chicago Data Integration (Local) #13-18-03 — $0

This task provided funds for the city of Chicago to coordinate and integrate the crash databases maintained by the city of Chicago and IDOT. In FY 2013, no activity occurred during the year due to the city of Chicago working on the electronic crash reporting segment.

Chicago – DOT (Local) #13-18-04 — $0

This task provided funds for the Chicago Department of Transportation (CDOT) to enhance the quality of the crash data recorded for the city of Chicago. No activity occurred in this task in FY 2013 due to CDOT working strictly on the city of Chicago's Electronic Crash reporting and Data Integration project.

Crash Reconstruction (ISP) #13-18-06 — $32,313.09

This task provided funds for the ISP to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2013, eight ISP Crash Reconstruction officers attended a week long training on Crash Data gathering techniques. A total of seven ISP Officers attended and completed a Commercial Vehicle Control Module Data Retrieval class and six ISP Officers attended a pedestrian crash investigation course.

CODES (DTS) #13-18-07 — $46,896.97

This task provided funds for the DTS to conduct a CODES program in FY 2013. DTS analyzes hospital data on the number of discharges, average length of stay, primary injuries, types of crash controlling demographics, belt status, vehicle type, expected payment source and discharge status. DTS continues to develop analytical models to study the relationship between hospital discharges, seat belt status and alcohol impairment, controlling for several demographic, vehicle and crash characteristics.

Fatal Analysis Reporting System (FARS) #13-18-09 $52,407.77

This task provided funds for DTS to partially fund one FARS supervisor and two full-time FARS analysts during FY 2013. The analysts maintained the FARS database which includes details on all fatal crashes that occur in Illinois.

Imaging Enhancement (SOS) #13-18-12 $24,465.14

This task provided funds for the Office of the Secretary of State's, Driver Services Department to hire one contractual service employees for data entry of backlog of old crash reports and certification of cases for suspension action. The contractual employee screened 1,877 accident files, soundexed 1,166 accident files, loaded 132 files and answered 6,464 telephone calls relating to crash files.

Data Analysis (IDPH) #13-18-13 $33,258.51

This task provided funds for the Illinois Department of Public Health to conduct a data analysis project. During FY 2013 the Data Reporting System was updated with the following calendar years of data: 2011 Traffic Crash Report, 2008-2011 Trauma Registry, 2009 Mortality data and 2011 Hospital Discharge data. In addition, added subsequent years of data to the web-based Illinois EMS Data Reporting System and updated with the most current year of crash report data a set of 11 fact sheets "Quick facts" reports. As of June 30, 2013, the Data Reporting System has the following: 6,870,144 crash records, 15,785,936 road user records, 1,569,023 death records, 28,745,418 discharge records and 769,265 trauma admission records.

Data Dictionary (SOS) #13-18-14 $24,840.00

This task provided funds for the Office of the Secretary of State's, Driver Services Department to document data dictionaries and data flow diagrams for the existing databases supporting SOS Driver Services and Vehicle Services processes. SOS hired one consultant from Levi Ray & Shoup Incorporated to work on the data dictionary and flow process diagram. In FY 2013 the Driver's Master table was completed with each field in the table having a distinct business definition and identified purpose. SOS began compiling a code table of values that can be stored in a specific data field and that value's description.

UIS Evaluation Project (Local) #13-18-15 & #13-05-03 $89,734.86

This task provided funds for the University of Illinois at Springfield (UIS) to conduct comprehensive and high-quality program evaluation work as needed by DTS. There are three staff members who report directly to the DTS Evaluation Unit Chief. The goal of the project is to improve the effectiveness of the highway safety projects conducted by IDOT through expanded program evaluation. This task was split between two other tasks, #13-05-03 and the CODES grant, since there was adequate funding within those two tasks no expenditures were charged to task #13-18-15.

Section 1906

Racial Profiling Study (Local) #13-23-01 $120,000.00

This task provided funds for the University of Illinois at Chicago to develop a Racial Profiling Data Collection and Analysis study. On June 28, 2013 DTS released the 9th annual Racial Profiling Study report. These agencies submitted 2,132,006 stops which were analyzed by Alex Weiss Consulting.

Racial Profiling Committee (DTS) #13-23-04 $238.86

This task provided funds for DTS to fund a Racial Profiling Committee. On January 24, 2013 the first meeting of the Racial Profiling Prevention and Data Oversight Board was held in Chicago.

Police Traffic Services

2013 Overview

DTS continues to believe the most effective tool in reducing injuries and fatalities is through high-visibility enforcement. Increased enforcement maximizes the likelihood of detecting, arresting those drivers who are breaking the law by being impaired, not buckling up and speeding. DTS encourages local, county and state agencies to establish strong policies regarding DUI and occupant restraint enforcement, using innovative techniques and available technology to increase apprehension and the public's perception of the risk of apprehension. A large percentage of the enforcement takes place in Illinois' 23 county breakdown and other counties where DTS determines a need.

The FY 2013 enforcement activities that DTS funded resulted in a total of 106,966 hours of patrol resulting in 117,288 citations. One of high-visibility enforcement projects that DTS continues to fund through local law enforcement agencies is the Sustained Traffic Enforcement Program (STEP). The STEP grants focus sharply on specific times of the year and also on specific times of the day when data shows alcohol-involved and unbuckled fatalities are the highest. The increased enforcement details conducted during these times raises the perception of getting caught and deters potential impaired drivers and potential unbuckled drivers. STEP brought together impaired driving and seat belt enforcement closer together because of the connection between late-night alcohol-involved fatalities, late-night unbuckled fatalities and lower late-night seat belt usage. STEP required participation in the Thanksgiving, Christmas/New Year's, St. Patrick's Day, Memorial Day, July 4th and Labor Day Campaigns. This created a sustained, year-long emphasis on DTS's high enforcement priorities: impaired driving and nighttime safety belt usage. In FY 2013, a total of 155 local law enforcement agencies participated in the STEP program writing over 62,000 citations. DTS continued to explore new innovative enforcement techniques (i.e. nighttime occupant protection enforcement zones and flexible RSC's) with local and state agency projects.

DTS continued to fund local law enforcement agencies, the Illinois State Police (ISP) and the Office of the Secretary of State Department of Police enforcement projects that participated in other seat belt and impaired driving enforcement campaigns during FY 2013. All enforcement activities were supported with a comprehensive paid media and earned media efforts.

Click It or Ticket Campaigns

DTS's goal was to achieve 94 percent seat belt compliance through high-visibility enforcement, nighttime belt enforcement and increased public outreach.

DTS conducted a Click It or Ticket (CIOT) campaign from November 1–December 5, 2012. This campaign coincided with the Thanksgiving holiday. A total of 14,831 patrol hours were logged by 160 local departments and the Illinois State Police (ISP) resulting in 18,182 being issued during the campaign.

In 2013, DTS conducted two statewide CIOT campaigns during the month of May 2013 with special emphasis on increasing seat belt usage among Illinois' rural population. During the statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 19,884 enforcement hours and wrote 25,884 citations, 13,346 (51.6 percent) of which were seat belt and car seat citations.

DTS held seven statewide evening press events to kick off the mobilization with the clear message that law enforcement is on duty both day and night. Late night seat belt enforcement has become a cornerstone of the CIOT campaign because late evening hours are the deadliest time on our roadways.

Impaired Driving Campaign

During DTS's "Drive Sober or Get Pulled Over" campaign a total of 171 local law enforcement agencies and all ISP districts participated in the 2013 Labor Day Crackdown. A total of 106 roadside safety checks and 1,303 saturation patrols were conducted during August 16 - September 2, 2013 enforcement period. Local law enforcement and ISP logged a total of 15,969.8 patrol hours and issued 17,071 citations during the campaign. Local law enforcement and ISP issues a total of 548 DUI citations, an average of one DUI citation written every 29.1 patrol hours.

Enforcement Techniques

In FY 2013, DTS continued with the following enforcement techniques that were utilized by local, county, university and state law enforcement agencies:

- Saturation patrols
- Mobilization enforcement
- Occupant protection enforcement zone
- Covert operations – package liquor checks
- Sustained enforcement
- Roadside safety checks
- Overt operations for youth parties

Training

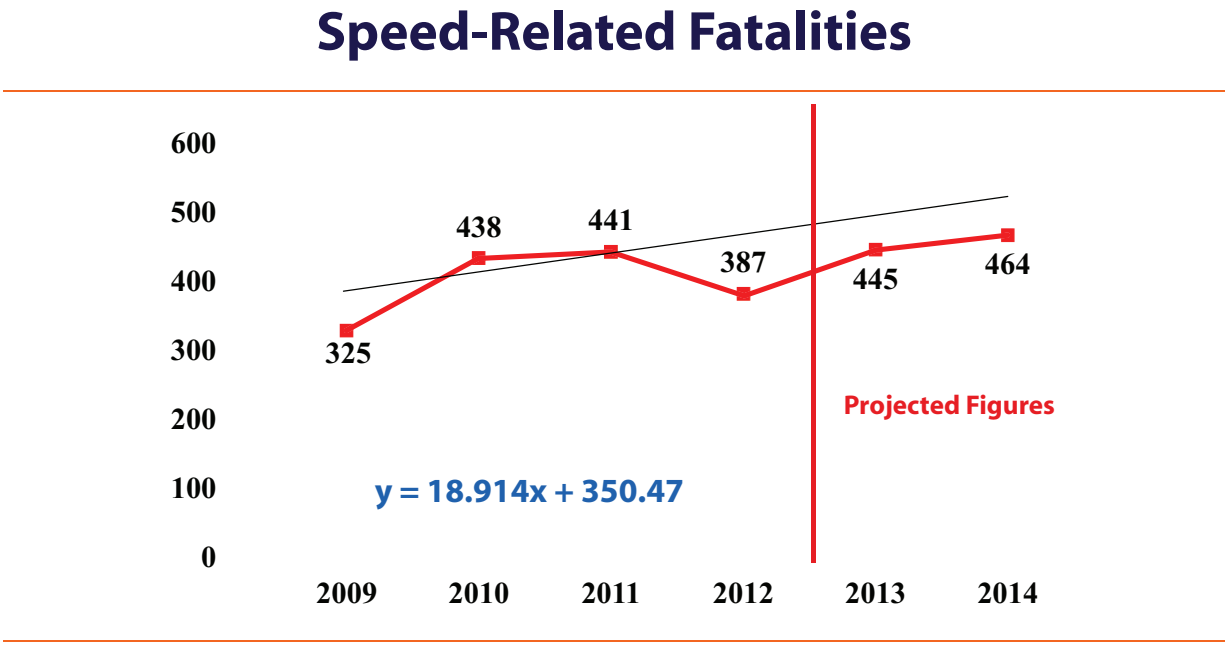
The Illinois Law Enforcement Training and Standards Board (ILETSB) trained 1,541 local law enforcement officers and conducted 79 courses in FY 2013. These trainings are conducted through the ILETSB's mobile training units located in 16 locations throughout Illinois. The goal of this program is to provide traffic safety-related training for Illinois local law enforcement officers on a statewide basis.

Comparison of Seat Belt Usage Rates in Illinois Region 5 and the United States

	ILLINOIS		REGION 5		NATIONAL	
	Year	%	Year	%	Year	%
Seat Belt Usage Rate	2013	93.7%	2013	90.12%	2012	86%

Goal

- To keep the statewide speed-related fatalities under the projected figure of 464 by December 31, 2014.



Strategies

- Provided funding to conduct sustained and periodic enforcement/high-intensity publicity/awareness campaigns Occupant Restraint Enforcement Project (OREP), Sustained Traffic Enforcement Program (STEP) and Local Alcohol Program (LAP).
- Continued with enforcement activities during all of the state and national campaigns.
- Continued to fund eight Law Enforcement Liaisons.
- Implemented a nighttime belt enforcement to impaired driving crackdowns focusing both enforcement and messaging on the deadly 11pm-6am timeframe.
- Provided specialized training to local law enforcement officers through the Illinois Law Enforcement Training and Standards Board (ILETSB) 16 mobile training units.
- Conducted high-visibility enforcement campaigns.
- Combined the Illinois Traffic Safety Challenge awards banquet and the mobilization luncheons into one event.

Law Enforcement Liaison (LEL) Program #13-02-08 & #13-03-04 $1,250,958.76

This task provided funds to implement and maintain the Law Enforcement Liaison (LEL) program in Illinois. The program staff consists of one LEL Coordinator, seven LEL's, one clerical supervisor, one clerical, and one Statewide Alcohol Program Coordinator. The Statewide Alcohol Program manager initiated several initiatives including the planning of five alcohol campaigns coordinated with night time seat belt enforcement. The primary responsibility of a LEL continues to be as managers of law enforcement highway safety projects. The LEL's also accomplished the following in FY 2013; managed 169 year-long, local law enforcement agency highway safety projects and assisted with 107 mini-grants focusing on Labor Day and Memorial Day, managed eight (5) year-long state agency highway safety enforcement projects, continued the highly successful May CIOT Mobilization Incentive Program to increase safety belt compliance in Illinois, assisted with the Operation Teen Safe Driving Program funded in part by the Ford Motor Company and The Allstate Foundation held throughout Illinois, attended the Region 5 LEL conference in Tinley Park, Illinois, attended NHTSA LEL training in Tinley Park, Illinois, was represented at the international Chiefs Association Conference, Illinois Chiefs Association Annual Training Conference, the Illinois Sheriff's Association Annual Training Conference and the Southern Illinois Criminal Justice Summit, participated in the conduct of 354 seat belt surveys plus 50 pre- and post- night surveys throughout Illinois following the May/June CIOT campaign and an additional 50 locations for back seat passengers and a 50 location survey for hand held device use., planned, organized and assisted in executing multiple major media events throughout the year during 9 highway safety mobilization campaigns, participated in the annual judging of the Illinois Traffic Safety Challenge including awards ceremony, served as members of the Illinois Chiefs Associations Highway Safety Committee, planned and organized two LEL meetings in Springfield and worked with local law enforcement agencies to identify and recruit Saved By the Safety Belt Awardees, staffed traffic safety details at two NASCAR race events. Finally during FY 2013, DTS distributed 19 Stalker/MPH Industries moving radar units, 39 LTI laser lidar units, 20 Decatur Electronics Hand Held Radar units and 38 Intoximeter PBTs through the impaired driving incentive campaign.

Driving Under the Influence Enforcement (DUIE) #13-03-02 $808,911.98

This task provided funds for the Illinois State Police to reduce the incidence of driving under the influence (DUI) of alcohol and other drugs enforce the occupant restraint laws of Illinois and, in general, make the public cognizant of driving safely on Illinois roadways. For FY 2013, there were 248 RSC's conducted with a total of 9,556 citations and warnings of which 1,454 were DUI, Zero tolerance or alcohol-related.

Anti-Drunk Driving Enforcement Project (SOS Police) #13-03-03 $67,938.41

This task provided funds for the Illinois Office of the Secretary of State, Department of Police to conduct hire back patrols on U.S. and state routes for DUI and alcohol-related violations during DTS's specific enforcement campaigns. In FY 2013, SOS Police conducted 432 hours of patrol, issued 348 total citations, 23 DUI's, 27 alcohol-related and 66 occupant protection violations.

Police Traffic Training (ILETSB) #13-04-01 $28,516.20

This task provided funds for the ILETSB to conduct police traffic training courses for local law enforcement officers. In FY 2013, the ILETSB conducted five training courses training 103 local law enforcement officers.

Sustained Traffic Enforcement Program (Local) #13-04-02 $2,961,632.42

This task provided funds for local law enforcement agencies to increase occupant protection usage and reduce DUI through hire back enforcement. Preliminary figures for the FY 2013 STEP projects are: a total of 154 local law enforcement agencies participated, conducted 53,068 patrol hours, issues 62,312 citations, issued 1,633 DUI's, 25,994 seat belt violations, 1,303 child safety seat violations and 8,487 speeding violations.

Below are the local enforcement agencies involved in the STEP program:

Algonquin Police Department
Maywood Police Department
Alton Police Department
McCullom Lake Police Department
Arlington Heights Police Department
McHenry County Sheriff's Department
Barrington Police Department
McHenry Police Department
Bartlett Police Department
Menard County Sheriff's Department
Bartonville Police Department
Midlothian Police Department
Belvidere Police Department
Moline Police Department
Berwyn Police Department
Montgomery Police Department
Blue Island Police Department
Morton Grove Police Department
Boone County Sheriff's Department
Morton Police Department
Bradley Police Department
Naperville Police Department
Brookfield Police Department
Niles Police Department
Cahokia Police Department
North Aurora Police Department
Calumet City Police Department
North Pekin Police Department
Campton Hills Police Department
North Riverside Police Department
Carol Stream Police Department
Northbrook Police Department
Caseyville Police Department
Oak Brook Police Department
Chatham Police Department
Oak Forest Police Department
Cherry Valley Police Department
Oak Lawn Police Department
Chicago Heights Police Department
Oak Park Police Department
Chicago Police Department
Olympia Fields Police Department
Chicago Ridge Police Department
Orland Park Police Department
Clarendon Hills Police Department
Oswego Police Department
Collinsville Police Department
Palatine Police Department
Columbia Police Department
Palos Heights Police Department
Cook County Sheriff's Department
Park City Police Department
Countryside Police Department
Park Ridge Department
Creve Coeur Police Department
Peoria Heights Police Department
Crystal Lake Police Department
Peoria Police Department
Danville Police Department
Peru Police Department
Decatur Police Department
Plainfield Police Department
Dixon Police Department
Prairie Grove Police Department
Downers Grove Police Department
Prospect Heights Police Department
East Hazel Crest Police Department
Quincy Police Department
East Moline Police Department
River Forrest Police Department
East Peoria Police Department
Riverdale Police Department
East St. Louis Police Department
Riverside Police Department
Edwardsville Police Department
Rock Island Police Department
Elgin Police Department
Rockford Police Department
Elk Grove Village Police Department
Rolling Meadows Police Department
Elmhurst Police Department
Roselle Police Department
Elmwood Park Police Department
Round Lake Heights Police Department
Evanston Police Department
Sangamon County Sheriff's Department
Flora Police Department
Schaumburg Police Department
Forrest Park Police Department
Sherman Police Department
Fox Lake Police Department
Shorewood Police Department
Fox River Grove Police Department
Skokie Police Department
Freeport Police Department
South Barrington Police Department
Gilberts Police Department
South Chicago Heights Police Department
Grandview Police Department
South Elgin Police Department
Granite City Police Department
Spring Grove Police Department
Grayslake Police Department
St. Charles Police Department
Gurnee Police Department
St. Clair County Sheriff's Department
Harrisburg Police Department
Sterling Police Department
Hebron Police Department
Streamwood Police Department
Highland Park Police Department
Sullivan Police Department
Hillside Police Department
Summit Police Department
Hinsdale Police Department
Tazewell County Sheriff's Department
Homewood Police Department
Thornton Police Department
Jo Daviess County Sheriff's Department
Tinley Park Police Department
Johnsburg Police Department
Troy Police Department
Joliet Police Department
Vernon Hills Police Department
Justice Police Department
Villa Park Police Department
Kendall County Sheriff's Department
Waukegan Police Department
Lake in the Hills Police Department
West Chicago Police Department
Lake Villa Police Department
Westchester Police Department

Lake Zurich Police Department
Western Illinois University Police Department
Leland Grove Police Department
Wheeling Police Department
Libertyville Police Department
Will County Sheriff's Department
Lincolnshire Police Department
Williamson County Sheriff's Department
Lincolnwood Police Department
Wilmette Police Department
Lisle Police Department
Winnebago County Sheriff's Department
Lockport Police Department
Winthrop Harbor Police Department
Lombard Police Department
Wood Dale Police Department
Lyons Police Department
Woodridge Police Department
Macomb Police Department
Woodstock Police Department
Marengo Police Department
Mattoon Police Department

Nighttime Enforcement Patrol (NITE) (ISP) #13-04-04 $843,718.20

This task provided funds for the ISP to identify and focus specific times of 9:00pm to 6:00am when alcohol-related fatalities and safety belt usage is lowest in order to make the greatest impact on lowering traffic deaths due to these two causes. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2013, ISP worked 8,187 enforcement hours and issued a total of 15,144 citations and written warnings. Officers issued 1,339 occupant restraint citations and 1,078 DUI, drug/alcohol-related and zero tolerance violations in FY 2013.

Special Traffic Enforcement Project (sTEP) (ISP) #13-04-05 & #13-19-06 $723,667.42

This task provided funds for the ISP to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding, occupant restraint and impaired driving laws. ISP conducted increased patrols and nighttime patrols during both Click It or Ticket mobilizations in FY 2013. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2013, ISP worked 7,534.5 enforcement hours and issued a total of 14,402 citations and written warnings. Officers issued 4,166 daytime speeding citations, 1,941 nighttime speeding citations and 1,454 occupant restraint citations. ISP issued 1,981 media releases, released 630 radio print, 280 television releases and 1,071 releases for print during FY 2013.

Illinois Traffic Safety Awards (Local) #13-04-07 $88,116.58

This task provided funds for the Illinois Association of Chiefs of Police (ILACP) to administer the Illinois Traffic Safety Challenge Awards program. In FY 2013, three educational seminars for law enforcement agencies to promote the Traffic Safety Challenge were held in Buffalo Grove, Springfield and Rockford. The Traffic Challenge booth was also set up at the Southern Illinois Criminal Justice Summit in Mt. Vernon, IL February 26-28, 2013.
All of the applications reviewed by the judging team in Aurora on May 3-May 5, 2013. Illinois garnered four awards in the National Challenge. The National Challenge winners were Lake Zurich Police 1st (26-45), Plainfield Police 2nd (46-75), Carol Stream Police 3rd (46-75), Arlington Heights Police 1st (101-200. The Illinois Traffic Safety Awards program recognized 26 police departments awarding the following: 14 LIDARs, nine radars, two CMI PBTs, eight alco-sensor FST's, one 2012 Wells Cargo Traffic Safety Trailer, one All Traffic Solutions Electronic "Shield" RADAR display, and a 2012 Dodge Charger Police Package.

Motorcycle Patrol Unit (ISP) #13-04-09 $121,956.96

This task provided funds to the ISP to establish a Motorcycle Patrol Unit. These high-visibility patrols, coupled with an aggressive enforcement protocol targets the "Fatal Five" violations. In FY 2013, the motorcycle patrol unit issued 8,000 citations, 4,789 speed citations, 11 DUI citations and 1,207 seat belt citations. ISP conducted three media events in Chicago, Marion and Decatur to promote the motorcycle riding season in April 2013.

Mobilization Equipment (DTS) #13-04-10 $49,431.00

This task provided funds for DTS to purchase equipment for law enforcement departments who participated in the May 2013 Click It or Ticket and the August 2012 Labor Day mobilizations. DTS purchased and awarded to local law enforcement agencies 6 dual antenna moving radar, 6 lidar, 7 PBTs and 2 held radar units.

Mobilization Luncheons (DTS) #13-04-11 $9,996.80

This task provided funds for the DTS to conduct an awards banquet on August 21, 2013 in Tinley Park. In FY 2013 DTS combined the mobilization luncheons and the Illinois Traffic Safety Challenge awards banquet into one event. During the banquet, equipment was distributed at a random drawing for agencies involved in the enforcement mobilizations.

Section 405

Occupant Restraint Enforcement Project (OREP) #13-19-01 $600,351.92

This task provided funds for the ISP to conduct two four-hour patrols twice a month, consisting of four officers each, in ten selected ISP districts. Patrols were limited to Illinois state routes and U.S. Routes. The ten ISP districts were located in IDOT's 23-county breakdown (Cook, DuPage, Kane, Will, Rock Island, Peoria, Sangamon, Madison, St. Clair, Williamson, Winnebago and Kankakee). In FY 2013, there were 10,214 citations, 2,549 warnings and 78 percent of citations were for occupant restraint. In FY 2013 a total of 7,955 occupant restraint citations issued which resulted in one citation being issued every 44 minutes.

Memorial Day Patrols (Local) #13-19-04 $119,631.72

This task provided funds for 46 local law enforcement agencies to conduct special enforcement for occupant protection mobilization during Memorial Day campaign. Preliminary figures for the FY 2013 Memorial Day projects are: conducted 2,475.5 hours of patrol, issued 3,459 total citations, 24 DUI's, 2,438 seat belt violations, 173 child safety seat violations and 118 speeding violations.

The FY 2013 Memorial Day Mini Mobilization Projects were:

Addison Police Department
Lake Zurich Police Department
Arlington Heights Police Department
Lisle Police Department
Belvidere Police Department
Marseilles Police Department
Bradley Police Department
McCullom Lake Police Department
Cahokia Police Department
McLeansboro Police Department
Carbondale Police Department
Mendota Police Department
Carol Stream Police Department
Midlothian Police Department
Chicago Heights Police Department
Minooka Police Department
Crete Police Department
Oakbrook Terrace Police Department
Creve Coeur Police Department
Olympia Fields Police Department
Crystal Lake Police Department
Oswego Police Department
Dolton Police Department
Peru Police Department
Edgar County Sheriff's Department
Pike County Sheriff's Department
Elk Grove Village Police Department
Plainfield Police Department
Elmhurst Police Department
Princeton Police Department
Fox Lake Police Department
River Grove Police Department
Franklin Park Police Department
South Elgin Police Department
Grayslake Police Department
Springfield Park District Police Dept
Harrisburg Police Department
Streamwood Police Department
Hillside Police Department
Warren Police Department
Kane County Sheriff's Department
Waukegan Police Department
Kankakee Police Department
Westville Police Department
Lake Bluff Police Department
Wood Dale Police Department

Special Traffic Accident Reduction (SOS Police) #13-19-05 $37,243.00

This task provided funds for the Illinois Office of the Secretary of State, Department of Police to conduct special enforcement for occupant protection mobilizations during the Thanksgiving and Memorial Day campaigns. In FY 2013, SOS Police conducted 738.25 hours of patrol, issued 959 total citations, 184 seat belt violations and 633 speeding violations.

Section 410

Operation Straight ID (OPSID) #13-13-02 $45,825.79

This task provided funds for the SOS Police to conduct educational presentations to inform law enforcement officers, employees, communities and businesses of the penalties for using fake ID's and how to detect fraudulent driver license and State identification cards. In FY 2013, SOS Police taught 58 Operation Straight ID (OPSID) classes training 1,082 participants. The Cops in Shops details conducted 52 details and issued 269 citations.

Breath Analysis Instruments (ISP) #13-13-03 $102,522.55

This task provided funds for ISP to purchase breath-testing instruments to train local law enforcement officers as breath analysis operators. In FY 2013, ISP purchased 14 EC/IR II instruments and 150 gas canisters. ISP Breath Analysis Technicians attended the International Association of Chemical Testing (IACT) annual convention in Minneapolis, Minnesota.

Specialized Alcohol Training (ILETSB) #13-13-06 $104,086.55

This task provided funds for the ILETSB to conduct statewide DUI law enforcement training for law enforcement officers. In FY 2013, the ILETSB conducted 74 training courses training 1,438 local law enforcement officers.

Alcohol Countermeasures Enforcement (ACE) (ISP) #13-13-11 $825,777.81

This task provided funds for the ISP to conduct additional enforcement efforts to deter adult and youth involvement in alcohol-related crashes. Driving under the influence and other alcohol-related laws are enforced using both overt and covert enforcement techniques. In FY 2013, ISP Troopers worked 5,711 hire back hours on saturation patrols and 2,721 hours on covert details. There were a total of 10,221 citations and warnings issued this fiscal year. Officers made 750 arrests for DUI, drug/alcohol-related or zero tolerance offenses during saturation patrols. During alcohol compliance checks there were 2,105 establishments surveyed.

Local Alcohol Program (LAP) (Local) #13-13-12 (Local) $1,714,736.19

This task provided funds for 23 local agencies conducted the local alcohol project (LAP) in IDOT's 23-county breakdown. LAP's require local law enforcement agencies to conduct comprehensive DUI countermeasure activities. Preliminary figures for the FY 2013 16 LAP enforcement projects include: issued 9,061 citations, 864 seat belt violations, 741 DUI's, conducted 11,011.5 hours of patrol and issued a total of 1,149 speeding citations.

The FY 2013 LAP projects were:

Alliance Against Intoxicated Motorist
Macon County State's Attorney's Office
Carol Stream Police Department
MADD Illinois
Chicago Heights Police Department
Peoria County Courts Administration
Chicago Police Department
River Grove Police Department
Cook County Sheriff's Department
Skokie Police Department
Decatur Police Department
South Chicago Heights Police Dept
East Peoria Police Department
Springfield Police Department
Elgin Police Department
St. Clair County Sheriff's Department
Lake County Sheriff's Department
State Attorney Adams County
Loves Park Police Department
University of Illinois-Springfield
Macon County Court Services
Will County Sheriff's Department
Macon County Sheriff's Department

Mini-Independence Day/Labor Day Patrols (Local) #13-13-14 $195,801.41

This task provided funds for 58 local law enforcement agencies to conduct special enforcement during the Independence Day mobilization and for the impaired driving national enforcement crackdown during the Labor Day campaign. Preliminary figures for the FY 2013 Independence Day/Labor Day projects are: conducted 3,840 hours of patrol, issued 3,255 total citations, 132 DUI's, 181 DUI & drugs violations, 860 seat belt citations and 367 speeding violations.

The FY 2013 Independence Day/Labor Day Mini-Mobilization Projects were:

Arlington Heights Police Department
Lake Zurich Police Department
Belvidere Police Department
Marseilles Police Department
Bradley Police Department
McCullom Lake Police Department
Cahokia Police Department
McLeansboro Police Department
Calumet City Police Department
Menard County Sheriff's Department
Carbondale Police Department
Midlothian Police Department
Carol Stream Police Department
Minooka Police Department
Chicago Heights Police Department
Momence Police Department
Chicago Ridge Police Department
Olympia Fields Police Department
Clarendon Hills Police Department
Oswego Police Department
Crystal Lake Police Department
Ottawa Police Department
Dolton Police Department
Park Ridge Police Department
East Peoria Police Department
Peoria County Sheriff's Department
Eastern Illinois University Police Dept
Peru Police Department
Elk Grove Village Police Department
Pike County Sheriff's Department
Franklin Park Police Department
River Grove Police Department
Galesburg Police Department
Romeoville Police Department
Grantfork Police Department
Round Lake Police Department
Grayslake Police Department
Shorewood Police Department
Gurnee Police Department
South Elgin Police Department
Hampshire Police Department
Southern View Police Department
Harrisburg Police Department
Spring Grove Police Department
Harwood Heights Police Department
Springfield Park District Police Dept
Hillside Police Department
Streamwood Police Department
Joliet Police Department
Summit Police Department
Kankakee Police Department
Villa Park Police Department
Kewanee Police Department
Westville Police Department
LaGrange Police Department
Will County Sheriff's Department
Lake Bluff Police Department
Wood Dale Police Department

Local Highway Safety Programs

1. **Car Seat Program** is designed to reduce the death and injury rate of infants and young children by providing car seats to local agencies for distribution to parents, grandparents and/or guardians.

2. **Injury Prevention Programs** is designed to reduce fatalities and injuries sustained in traffic crashes through educational programs and other initiatives. Staff provides educational presentations, coordinate public information campaigns and works with the media to raise public awareness of safe driving laws, use of occupant protection devices, designated drivers and other methods of increasing roadway safety.

3. **Law Enforcement Liaison Program (LEL)** is to maintain contact with local law enforcement agencies statewide and encourage their enforcement of laws and promotion of the occupant protection and impaired driving issues while incorporating other traffic safety issues within their agencies.

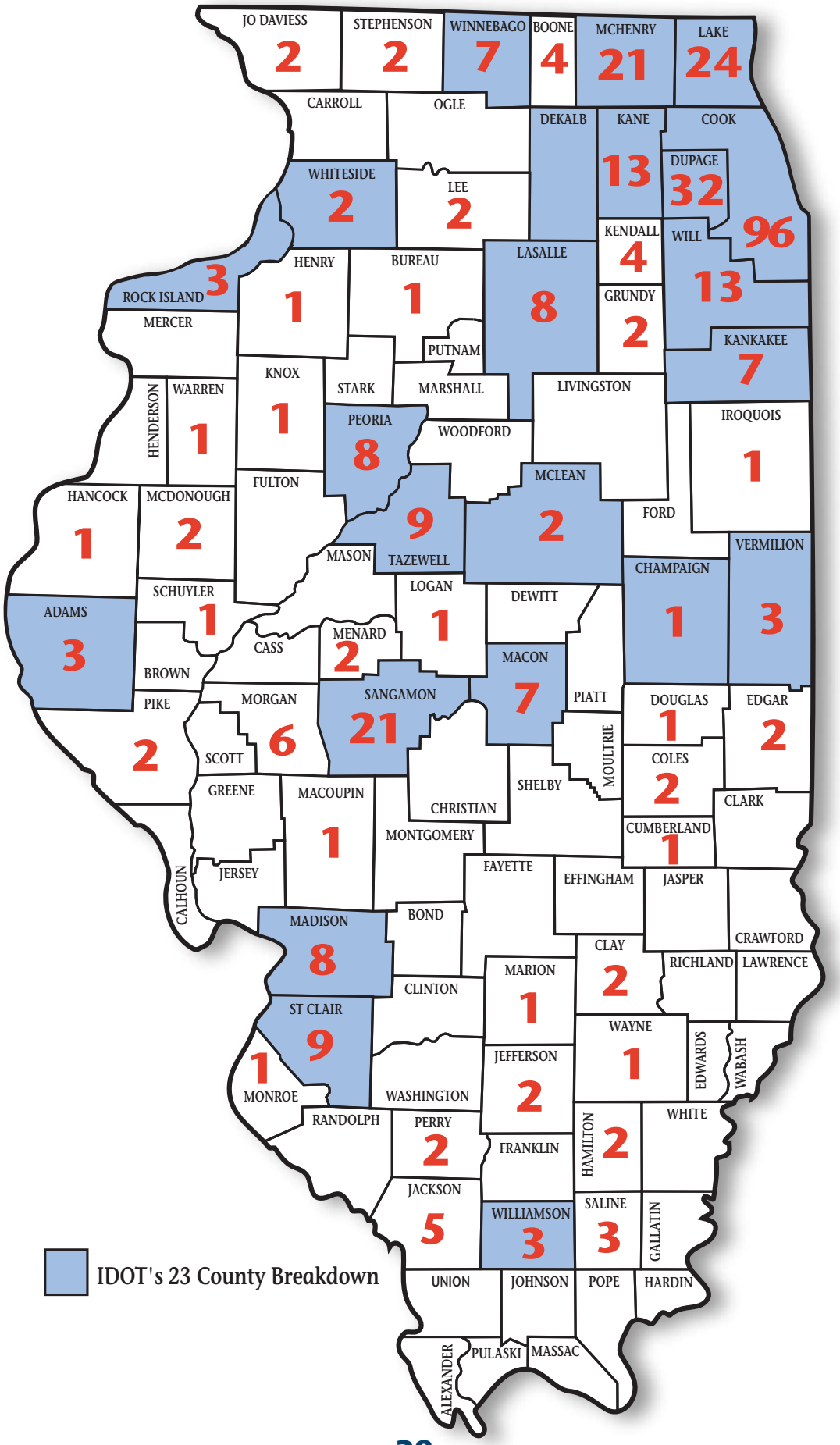
4. **Local Alcohol Program (LAP)** is designed to produce a significant impact on a local community's impaired driving problem. Projects activities may include local task force formation, DUI enforcement, public information and education, prosecution and adjudication.

5. **Regional Traffic Safety Resource Centers (RTSRC)** are established to increase use and correct use of occupant protection safety devices. These centers provide information, training and on-going car seat checks and are heavily involved in the Operation Teen Safe Driving program.

6. **Pedestrian and Bicycle Safety Program** is designed to aid public agencies in funding cost-effective projects that improve pedestrian and bicycle safety through education and enforcement.

7. **Sustained Traffic Enforcement Program (STEP)** is designed to provide local law enforcement agencies to increase occupant protection usage and reduce DUI through hire back enforcement. This program provides for participation in special enforcement campaigns such as Click It or Ticket and Drive Sober or Get Pulled Over. This program includes up to ten (10) enforcement periods.

Number of Local Projects by County



Refer to page 37 for the appropriate acronyms for local projects.

Adams
1 CPS
1 LAP
1 STEP

Boone
1 Mini-Grant
1 Mini-Independence Day/Labor Day
2 STEPs

Bureau
1 Mini-Grant

Champaign
1 CPS

Clay
1 CPS
1 STEP

Coles
1 Mini-Independence Day/Labor Day
1 STEP

Cook
7 CPSs
1 Injury Prevention
7 LAP
10 Mini-Grant
16 Mini-Independence Day/Labor Day
2 Pedestrian/Pedalcycle
1 RTSRC
52 STEP

Cumberland
1 CPS

Douglas
1 CPS

DuPage
3 CPS
2 Injury Prevention
1 LAP
6 Mini-Grant
5 Mini-Independence Day/Labor Day
15 STEP

Edgar
1 CPS
1 Mini-Grant

Grundy
1 Mini-Grant
1 Mini-Independence Day/Labor Day

Hamilton
1 Mini-Grant
1 Mini-Independence Day/Labor Day

Hancock
1 CPS

Henry
1 Mini-Independence Day/Labor Day

Iroquois
1 CPS

Jackson
2 CPS
1 Mini-Grant
1 Mini-Independence Day/Labor Day
1 RTSRC

Jefferson
2 CPS

Jo Daviess
1 Mini-Grant
1 STEP

Kane
1 LAP
2 Mini-Grant
2 Mini-Independence Day/Labor Day
1 RTSRC
7 STEP

Kankakee
1 CPS
2 Mini-Grant
3 Mini-Independence Day/Labor Day
1 STEP

Kendall
1 Mini-Grant
1 Mini-Independence Day/Labor Day
2 STEP

Knox
1 Mini-Independence Day/Labor Day

Lake
1 LAP
5 Mini-Grant
5 Mini-Independence Day
13 STEP

LaSalle
3 Mini-Grant
4 Mini-Independence Day
1 STEP

Lee
1 CPS
1 STEP

Logan
1 CPS

Macon
2 CPS
4 LAP
1 STEP

Macoupin
1 CPS

Madison
1 CPS
1 Mini-Independence Day
6 STEP

Marion
1 CPS

McDonough
1 CPS
1 STEP

McHenry
3 CPS
2 Mini-Grant
3 Mini-Independence Day
13 STEP

McLean
1 CPS
1 RTSRC

Menard
1 Mini-Independence Day
1 STEP

Monroe
1 STEP

Peoria
2 CPS
1 Injury Prevention
1 LAP
1 Mini-Independence Day
3 STEP

Perry
2 CPS

Pike
1 Mini-Grant
1 Mini-Independence Day

Rock Island
3 STEP

Saline
1 Mini-Grant
1 Mini-Independence Day
1 STEP

Sangamon
1 CPS
8 Injury Prevention
3 LAP
1 Mini-Grant
2 Mini-Independence Day
1 RTSRC
5 STEP

Schuyler
1 CPS

St. Clair
1 CPS
1 Injury Prevention
1 LAP
1 Mini-Grant
1 Mini-Independence Day
4 STEP

Stephenson
1 CPS
1 STEP

Tazewell
1 CPS
1 LAP
1 Mini-Grant
1 Mini-Independence Day
5 STEP

Vermillion
1 Mini-Grant
1 Mini-Independence Day
1 STEP

Warren
1 STEP

Wayne
1 CPS

Whiteside
1 CPS
1 STEP

Will
1 CPS
1 LAP
2 Mini-Grant
4 Mini-Independence Day
5 STEP

Williamson
1 CPS
1 Injury Prevention
1 STEP

Winnebago
2 CPS
1 LAP
1 Mini-Grant
3 STEP

State Agency Projects - Statewide Emphasis

Illinois Department of Public Health
- Data Analysis Program

Illinois State Police
- DUI Enforcement
- Alcohol Countermeasures Enforcement
- Breath Analysis Training
- Special Traffic Enforcement Program (sTEP)
- Nighttime Enforcement Patrol (NITE)
- Occupant Restraint Enforcement Project (OREP)
- Motorcycle Patrol Unit
- Crash Reconstruction

Illinois Law Enforcement Training and Standards Board
- Police Traffic Training
- Specialized Alcohol Police Traffic Training

Office of the Secretary of State
- Imaging Enhancement
- Operation Straight ID
- Keep Kids in Safe Seats
- Anti-Drunk Driving Enforcement Project (ADDEP)
- Speed Traffic Accident Reduction (STAR)
- Data Dictionary

Administrative Office of the Illinois Courts
- Judicial Training

Illinois Department of Human Services
- Child Safety Seat Project

Illinois Liquor Control Commission
- Beverage Alcohol Sellers and Servers Education and Training (BASSET)

Other Program Areas/Events

Division of Traffic Safety Outreach Program

In an effort to save lives through education on seat belt usage and not driving impaired or distracted, DTS staff distributes materials on Click It or Ticket and Drive Sober or Get Pulled Over as well as answers questions at various community events throughout the state. In addition to educating the public, DTS used these opportunities to make contact with grassroots organizations interested in DTS safety issues. Some of the events DTS attended include:

- Chicago Auto Show – February 2013.
- Girls High School State Basketball Tournaments – Illinois State University – February and March 2013.
- March Madness High School Boys State Basketball Tournaments – Peoria – March 2013.
- NASCAR, Chicago Land Speedway – Joliet –September 2013.
- Partnered with Learfield Sports for U of I Champaign, SIU-Carbondale, and Northern University-Chicago 2013-2014 football and basketball season.
- Illinois State Fair – Springfield – August 2013.
- DuQuoin State Fair – August and September 2013.

Illinois State Fair

The IDOT tent at the 2013 Illinois State Fair contained all IDOT divisions: Traffic Safety, Railroads, Bureau of Safety Engineering and Aeronautics. Each division highlighted their programs with DTS featuring a different safety program on each day. Additionally, this year's Operation Teen Safe Driving (OTSD) program was kicked off at a press event held at the tent. Representatives from the Illinois Office of the Secretary of State, the Illinois State Police and corporate sponsors joined IDOT/DTS to announce the seventh year of the life-saving program. Visitors to the IDOT/DTS tent received important traffic safety information, had their picture taken with an intermodal and toured a school bus.

Partnership with Learfield Sports-U of I -Champaign, SIU-Carbondale, Northern University-Chicago

This year DTS partnered with Learfield Sports and the University of Illinois-Champaign, Southern Illinois University-Carbondale and Northern University-Chicago. Media included year-around for ALL football and basketball events for the 2013-2014 seasons: :30 second radio spots on all of the college radio channels during the broadcast, live reads as the fans leave the stadium reminding them to buckle up, designate a driver, and don't drive distracted, signage at the stadiums, one post-game announcement with video board, on-site game activation booth at one football and one basketball game at each college, and a texting video board message the fans text the number and receive a message back about safety. The partnership is a great opportunity to educate the students, our demographic, with our texting, buckling up and impaired driving messages.

Partnership with NASCAR

IDOT/DTS partnered with NASCAR and the Chicagoland Speedway to promote safe driving for the seventh straight year during the NASCAR race weekend, September 13-15. The strategic partnership promotes the Buckle Up America and the Fans Don't Let Fans Drive Drunk campaigns to boost safety and encourage positive motorist behavior. The fans watched the ISP rollover (simulator that demonstrates what happens when you do not wear a seatbelt), rode the seat belt convincer that simulates a 5-7 mile per hour crash and walked a course with the impaired vision goggles to better comprehend what drinking and driving feels like.

Illinois was the first state to formally pilot such a program with NASCAR, an initiative that provides valuable fan outreach components. Again this year, fans were invited to sign the Buckle Up America pledge; "I pledge to BUCKLE UP, Every Trip, Every Time and that all passengers in my vehicle will be properly restrained at all times." Adult NASCAR fans also had the opportunity to sign the Fans Don't Let Fans Drive Drunk pledge, which includes agreeing to be or to always have a sober designated driver.

National CPS Week

The focus of the 2013 National Child Passenger Safety (CPS) Week was to increase awareness with Head Start families. More than 52,800 children participated in Illinois Head Start during the 2011-2012 program year. In keeping with the National Head Start's values "to educate and serve its most vulnerable children and families," IDOT partnered with Head Start programs across the state to keep these children safe. On September 18, 2013 a press conference was held in Springfield at the Urban League's Head Start Center to spread awareness of CPS Week and Seat Check Saturday. CPS Week concluded with National Seat Check Saturday on September 21, 2013. Across Illinois, 88 car seat inspection events were conducted. The events were sponsored statewide by AAA, IDOT, Illinois Secretary of State and the Illinois Head Start Association.

Windshield Washing Project

As part of the Windshield Washing Project, during the weekends in May 2013, approximately 29 motorcycle organizations and Chapters including 208 volunteers washed 1,716 windshields at rest areas throughout Illinois. Share the Road brochures were also distributed to remind motorists that the number of motorcycles in the traffic environment increases during the summer months. The program's goal is to increase motorist's awareness of motorcycles and reduce the number of motorists/motorcycle-related crashes.

Operation Teen Safe Driving

Operation Teen Safe Driving (OTSD) was launched in rural Tazewell County after authorities noticed that automobile crashes took the lives of 15 teens over 15 consecutive months. In the five years since OTSD has been implemented, there have been no additional teen fatalities in Tazewell County. In 2007, there were 155 teen fatalities that figure steadily decreased to 72 fatalities in 2012.

After the success in rural Tazewell County, the Ford Motor Company Fund and the Governor's Highway Safety Association agreed to team up, once again, with IDOT/DTS and The Allstate Foundation, to take this lifesaving program statewide in 2008. Our mission is to provide the initiative and resources required to challenge the creativity of Illinois teens to develop and implement community-based programs to reduce fatalities and injuries due to traffic crashes among their peers.

Financial assistance is a key component to the success of this program as it provides the incentive to challenge students and their communities to participate. The selection process requires students to identify issues relating to traffic safety in their community (i.e., underage drinking, seat belt use, impaired and distracted driving and speeding). Students are required to provide information explaining how they would combat the traffic safety problem and implement a teen awareness program in their school and community. A total of 105 high schools are selected to apply in OTSD across the state. The OTSD program has reached more than 400,000 teens and over 3.2 million people within the OTSD communities. Since the inception of the program, teen fatalities have dropped 53 percent.

Please Return on Monday (PROM)

DTS's "Please Return on Monday" (PROM) was a success. This year IDOT/DTS made over 100 PROM packages available to Illinois high schools on a first come, first served basis. The packages represented pre-prom reminders to students that they should have fun at prom, but please return on Monday. The packages included: pens, lanyards, key chains, bracelets all with the PROM message on them for the students as well as copies of a fact sheet with information and statistics regarding teen driving issues and copies of a teen safe driving fact sheet.

Yellow Dot Program

This program is a traffic safety initiative that provides first responders critical personal information necessary to treat victims at the crash site. Because the first hour, the "golden hour," following an injury is the most crucial, this information can mean the difference between life and death. A round yellow sticker, placed on the rear windshield of a vehicle alerts first responders to look for a folder in the glove compartment containing the important medical information about the motorist: Workshops have been held throughout the state and packets are available at various outlets, public health departments, fire stations, etc.

Chicago Auto Show

Child Passenger Safety Technicians (CPSTs) from the Chicagoland-area staffed a CPS focused outreach booth at the 10-day Chicago Auto Show in February 2013. Auto Show visitors were able to visit the booth and ask CPSTs car seat questions. A vehicle demonstration seat was on-hand for parents who wanted to learn tips and techniques for a proper installation. The Chicago Auto Show continues to be one of the most successful CPS outreach efforts reaching thousands of parents and caregivers with important safety messages each year.

IHSA March Madness Tournaments

IDOT/DTS partnered with the Illinois State Police (ISP) once again to host an outreach booth at all four weekends of the IHSA March Madness Basketball Tournaments. The girl's tournaments, held over two weekends at Illinois State University in Normal, kicked off the annual tournament the last weekend of February 2013. Program staff and volunteers manned the outreach booth on Friday and Saturday during the girl's tournament weekends providing attendees with educational materials and information on distracted driving, occupant protection and impaired driving. A table top distraction game was offered as a hands-on activity. The boy's tournament weekends, held at the Peoria Civic Center, were a little more interactive as there was a greater amount of space provided for the booth. ISP provided roll-over demonstrations and IDOT/DTS staff and volunteers offered a bags game utilizing impaired driving goggles in addition to the table top distraction game.

Assessments

Traffic Records Assessment

Per IDOT's request, NHTSA assembled a team of professionals with backgrounds and expertise in the various traffic records data systems (crash, driver, vehicle, roadway, citation and adjudication and EMS/injury surveillance) to conduct statewide traffic records assessment on April 2011. The purpose was to determine whether the traffic records system in Illinois is capable of supporting management's needs to identify the state's highway safety problems, to manage the counter-measures applied in attempts to reduce or eliminate those problems, and to evaluate those efforts for their effectiveness.

Roadway Information

- Evaluate the additional data requirements of the Safety Analyst and HSM tools and consider adding the data to the IRIS database based on MIRE guidelines.
  Status: Safety Analyst and the Highway Safety Manual (HSM) are handled by the Bureau of Safety Engineering and the Office of Planning & Programming. They have an ICT research project to identify and collect those data elements necessary for the HSM and Safety Analyst.

Driver and Vehicle Records

- Pursue authorization to allow previous traffic conviction history to be retained for new license applicants moving to Illinois from another state.
  Status: There have been no changes at this time.

- Make driver history data available for use in Safety Analysis and linkage to other traffic records components.
  Status: In 2013, Secretary of State (SOS) made substantial progress toward linking the driver and vehicle files. This is an important and lengthy project will take several years to complete.

Citation and Adjudication Records

- Establish a statewide citation tracking system that would include all citations within the state and their dispositions—which would include convictions as well as non-convictions.
  Status: There have been no changes at this time.

- Develop XML data standards to support data exchange with electronic citation systems, court case management systems, the Secretary of State's driver history file and police records management systems, as well as any future statewide citation tracking system.
  Status: There have been no changes at this time.

Traffic Records Coordinating Committee (TRCC)

- Formalize an Executive Group consisting of individuals who meet on a regular basis to provide overall direction and leadership for ITRCC activities.
  Status: There have been no changes at this time.

- Continue to engage the Planning Subcommittee to arrange activities for the ITRCC, that include a representative of each agency.
  Status: The Data Quality subcommittee has been meeting on regular basis in order to address issues and conduct planning activities for the ITRCC throughout the year.

Crash Records System

- Accomplish the implementation of electronic field data collection and reporting by the Chicago Police Department.
  Status: ITRCC Coordinator (Darrell Clark) met with the city of Chicago several times to observe a demo of the crash data software design by Oracle. The demo was able to show how the city would be able to collect crash data in the field by their officers and store data within their database. The next step would be finding a third party XML vendor who would be able to capture data from the city of Chicago and be able to submit that data to IDOT.

- Formalize the quality control program. In particular, the following features of the current quality control program could be enhanced:
  - o Feedback to law enforcement both on a case-by-case basis and reflecting aggregate analysis of error logs.
  - o Tracking of reports returned for correction to ensure that they are resubmitted in a timely fashion.
  - o Periodic audits of crash reports for logical consistency between the narrative, diagram, and the coded information on the form.
  - o Development of additional data quality metrics to address various aspects of accuracy, completeness, and accessibility that are not fully measured now. Use of the Safety Data Mart should be included among the accessibility measures.
  - o Data quality reporting to stakeholders including the Illinois Traffic Records Coordinating Committee, users of the Safety Data Mart and safety decision makers who are using the crash data.

  Status: There have been no changes at this time.

- Implement the TraCS replacement of MCR. Develop a more detailed implementation plan showing the month-by-month expected deployment by specific law enforcement agencies and the corresponding level of electronic data submission to be achieved.

  Status: After much consideration, the Division of Traffic Safety terminated the Traffic and Criminal Software (TraCS) program at the end of June 2012 because the program was not cost effective and was not expected to generate significant change in data collection results for several years, if at all.

Strategic Planning

- Create a data quality improvement project for each component of the traffic records system as part of the 2011 strategic plan update. Ensure that each custodial agency works with the ITRCC to develop a set of data quality metrics designed to measure overall system performance independent of any other projects that might be included in the strategic plan.

  Status: The ITRCC website shows all of the subcommittees along with their agendas, strategic plans and minutes from their meetings.

Occupant Protection Program Assessment

In August 2010, Illinois went through an extensive Occupant Protection Program Assessment. The week-long process resulted in several key recommendations from the assessment team. The Occupant Protection staff made a number of improvements to the program in 2013 with the goal of eventually addressing all findings from the assessment. *Below is a list of the key recommendations addressed in 2013:*

1. Expand the planning process to utilize carry-forward funds, proactively soliciting projects in high-need areas.

   Status: All carry-forward funds for the 2011 fund have been expended.
2. Require that all passengers in all seating positions be appropriately secured in an approved seat belt or car seat.

   Status: The seat belt law in Illinois was amended as of January 1, 2012 to require restraint use for everyone in the vehicle. Illinois conducted its first observational survey to determine seat belt usage for back seat occupants in September 2013. The survey results show that only 77.4 percent of back seat occupants were belted. Back seat belt use will be a main focus of the Occupant Protection outreach program in the upcoming year. Additionally, a portion of enforcement hours will be dedicated to back seat belt enforcement.
3. Distribution of consistent information on the state's occupant protection laws and ensure that all spokespersons are consistent in their communication about state law.

   Status: As educational material stocks are depleted, new materials are printed with updated information including the back seat belt law. The majority of the materials were updated in 2012.
4. Develop a "white paper" explaining the liability issue as it pertains to hospital discharges and Child Passenger Safety. Using members of the IL CPS Board schedule an appointment and distribute the "white paper" to hospital risk managers in maternity and children's hospitals and public health departments.

   Status: The Illinois CPS Advisory Board restructure will be finalized in early 2014. There will be a committee established that will be tasked with working on this "white paper".
5. Focus program attention on children aged 7-10, 11-12 and 13-14 to ensure that continued restraint use is promoted for children at the upper end of booster seats through teen drivers.

   Status: Funds have been dedicated for FY 2014 to develop two educational curricula- one for booster aged children and another for tweens. Development will continue through FY 2014 and FY 2015 with implementation in FY 2016.

The Occupant Protection team will continue to address the key findings from the Assessment into 2014 and beyond.

Evaluation of Fiscal Year 2013 Mobilizations

Introduction

Click It or Ticket (CIOT) and Drive Sober or Get Pulled Over are high-visibility, massive enforcement efforts designed to detect violators of Illinois traffic laws with special emphasis on occupant protection and alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the benefits of seat belt use and not driving impaired. During this four to six week campaign, the CIOT or Drive Sober or Get Pulled Over messages are repeated in the media and enforcement of seat belt laws and DUI laws are stepped up. The goal of each campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the seat belt usage rate and reducing the incidence of driving impaired in Illinois. A CIOT or Drive Sober or Get Pulled Over mobilization includes the following components:

1. Earned Media[1]
2. Paid Media
3. Enforcement
4. Evaluation

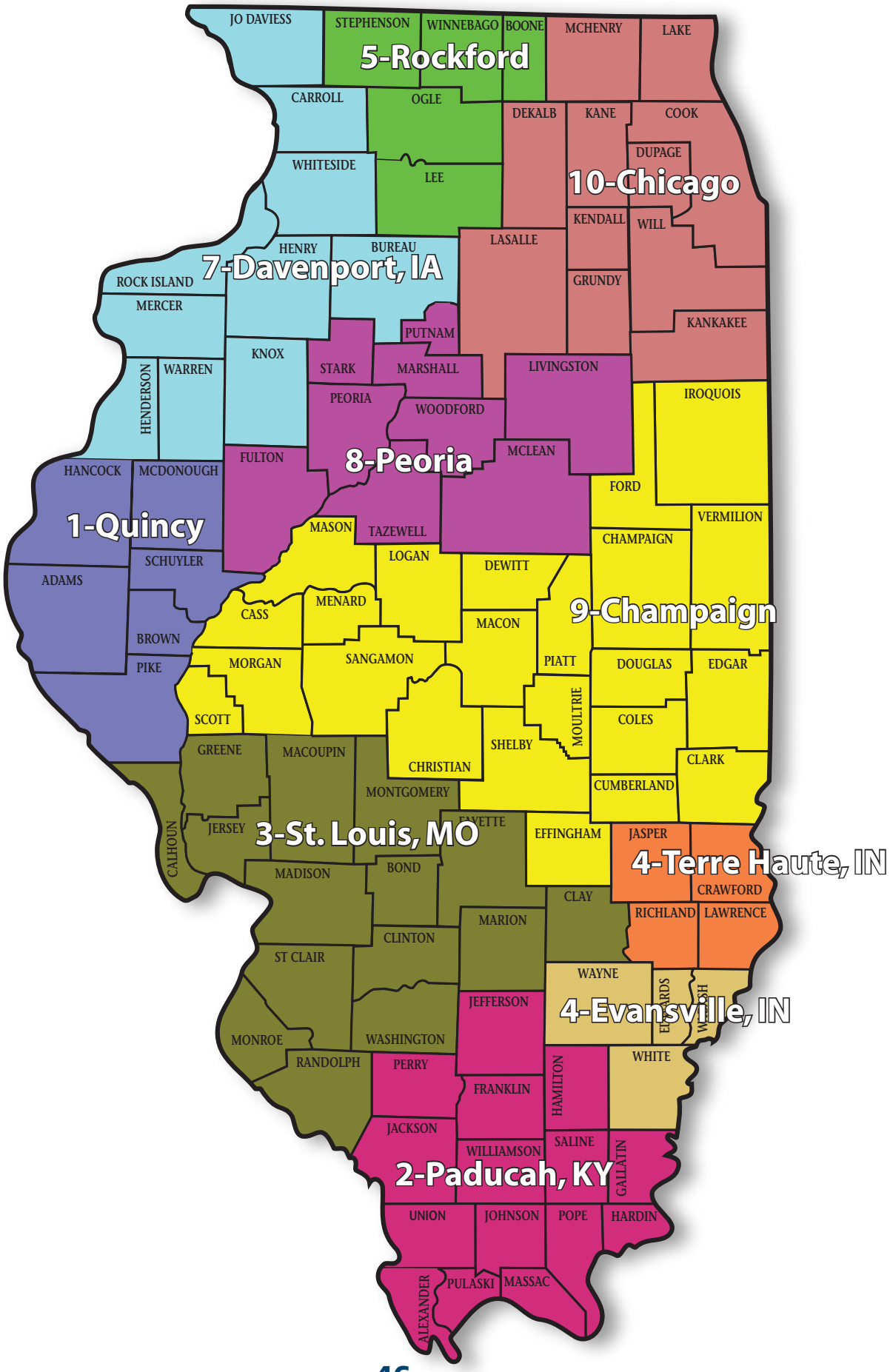
In FY 2013, the Division of Traffic Safety (DTS) conducted two major CIOT mobilizations and one major Drive Sober or Get Pulled Over (impaired driving) mobilization. The first CIOT mobilization was conducted in November/December 2012 with a special focus on rural areas and two minority communities (African American and Hispanic) in the city of Chicago. The second CIOT mobilization was conducted in May/June 2013 and focused on rural areas. The Drive Sober or Get Pulled Over mobilization was conducted in August/September 2013 with a special emphasis on impaired driving.

2012 Thanksgiving Campaign: November 1 – December 5, 2012[2]

DTS conducted a CIOT campaign from November 1-December 5, 2012. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase seat belt usage among African American and Hispanic populations in the city of Chicago, as well as belt use among Illinois' rural population. Seat belt enforcement was paired with the CIOT message in targeted media markets in an effort to encourage these groups to buckle up. Figure 1 depicts the five rural media markets.

Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.

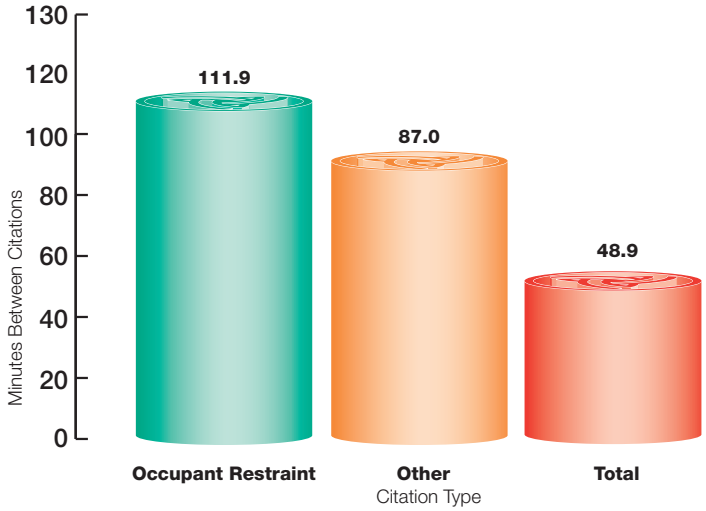
Media Markets



ENFORCEMENT

A total of 14,831 patrol hours were logged by 160 local departments and ISP resulting in 18,182 being issued during the Thanksgiving campaign. One citation was written every 48.9 minutes of enforcement. Of the citations issued during enforcement, 7,952 (43.7%) were seat belt and car seat violations. One occupant restraint citation was issued every 111.9 minutes of enforcement. Figure 2 depicts the total minutes of Thanksgiving CIOT patrol per citation by citation type.

Total Minutes of Patrol Per Citation Type
During 2012 Thanksgiving Campaign in Illinois
(Total Patrol Hours = 14,831 and Total Citations = 18,182)



Other citations include DUI, felony arrests, stolen vehicles, fugitives apprehended, suspended licenses, uninsured motorists, speeding, reckless driving and drug arrests

Minority Population

Focusing on seat belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 1,705 hours of enforcement issuing 2,178 citations, 1,511 (69.4%) of which were seat belt citations. Chicago police wrote an average of one seat belt citation every 67.7 minutes in the identified communities.

Rural Population

During the rural enforcement, 46 police agencies conducted a total of 2,762.5 patrol hours and issued 2,435 citations, an average of one citation every 68.1 minutes. Only 34.2 percent of the citations issued (833 citations) were seat belt and car seat violations. One safety belt and child safety seat citation was issued every 199.0 minutes.

EVALUATION

Observational pre- and post-safety belt surveys in Hispanic communities indicated the seat belt usage rate increased from 78.1 percent during the pre-mobilization to 80.0 percent during the post-mobilization. In African-American communities, the seat belt usage rate increased from 84.8 percent during the pre-mobilization to 86.0 percent during the post-mobilization.

Observational survey results indicated that seat belt usage in pickup trucks and passenger cars observed in rural areas increased from 92.1 percent during the pre-mobilization to 94.5 percent during the post-mobilization.

Telephone surveys indicated that rural and minority residents were aware of special efforts by the police to ticket for seat belt violators during the Thanksgiving CIOT. The percent of minorities who indicated that they had "seen or heard of any special effort by police to ticket drivers in [their] community for safety belt violations" increased from 18.7 percent in November to 20.6 percent in December. Rural awareness increased by 5 percentage points from 20.5 percent to 25.5 percent.

May 2013 Click It or Ticket Campaign[1]

April 21 - June 10, 2013

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2013 with special emphasis on increasing seat belt usage among Illinois' rural population. Although the Illinois Rural Demonstration Project (RDP), a CIOT specifically designed to promote seat belt use in rural communities, was completed in 2006, Illinois extended its commitment to increase seat belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities. (See Figure 1 for a map of the rural media markets.) CIOT activities began April 21 and concluded June 10, 2013. A timeline of CIOT activities appears in Table 1.

[1] The complete 2013 CIOT report is available at http://www.dot.il.gov/trafficsafety/2013%20May%20Mob%20Report.pdf

Table 1

Timeline of CIOT Activities

April 21 - May 11, 2013	Highly-publicized strict enforcement of the seat belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT seat belt observation and telephone surveys were conducted.
May 12 – May 18, 2013	Paid media advertisements conducted by NHTSA promoting the nationwide CIOT ran on television and radio statewide; earned media continued.
May 19 – June 1, 2013	Paid media, earned media, and enforcement continued.
June 2 – June 15, 2013	Post-statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone surveys were conducted.

The Illinois Department of Transportation's Division of Traffic Safety did not allocate funding for paid media during the 2013 "Click It or Ticket" Memorial Day campaign. With a high seat belt usage rate in Illinois and NHTSA running paid media across the United States, including Illinois, the Division of Traffic Safety's Highway Safety Planning committee opted not to run similar media during this campaign. The NHTSA's nationwide working media budget was estimated to be around $8,000,000.

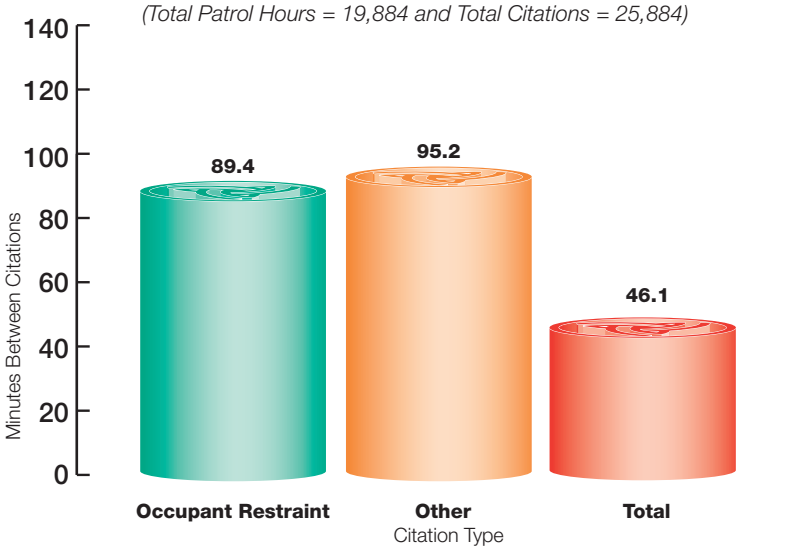
One press event was held in Chicago to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement.

Seven press conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 103 stories related to CIOT ran across the state. Throughout the campaign, 7 radio stories were aired; 88 print news stories ran; and 8 television news stories aired.

ENFORCEMENT

During statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 19,884 enforcement hours and wrote 25,884 citations, 13,346 (51.6%) of which were seat belt and car seat citations. On average, police wrote one seat belt citation or car seat ticket every 89.4 minutes throughout the May campaign. Overall, one citation was written every 46.1 minutes of enforcement (see Figure 3). An additional 23,238 seat belt and car seat citations were written by incentive and earned enforcement agencies. Adding these citations to 25,884 citations resulted in 49,122 citations.

Figure 3
Total Minutes of Patrol Per Citation Type During 2013 Statewide Click It or Ticket Campaign in Illinois
(Total Patrol Hours = 19,884 and Total Citations = 25,884)



One citation was written by the ISP and local agencies for every 46.1 minutes of enforcement. For the ISP, of the 9,906 citations issued during the enforcement, 4,115 (41.5%) were seat belt violations and car seat violations. For the local agencies, of the 15,978 citations issued during enforcement, 9,231 (57.8%) were seat belt and car seat violations.

Cost Effectiveness of Enforcement Activities

The agencies included in the CIOT cost/effectiveness analysis conducted a total of 19,884 patrol hours and issued 25,884 citations during CIOT statewide and rural enforcements at a total cost of $1,260,589. On average, citations were written every 46.1 minutes during enforcement at a cost of $48.70 per citation, or $63.40 per patrol hour.

Sixteen (16) holiday mobilization grantees issued one citation every 65.6 minutes. The cost per citation for these agencies was $42.25 and cost per patrol hour was $38.66. 124 regular grantees issued one citation every 49.7 minutes. The cost per citation for these agencies was $45.77 and cost per patrol hour was $55.23. 31 grantees with multiple grants issued one citation every 38.0 minutes of patrol. The cost per citation for these agencies was $34.55 and the cost per patrol hour was $54.52. The ISP issued one citation every 44.9 minutes. The cost per citation for the ISP was $59.71 and cost per patrol hour was $79.81.

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

Statewide Observational Survey

The statewide seat belt survey was conducted at 288 sites during June 2013. To provide a pre/post survey analysis, the 2012 pre-mobilization survey results were used for pre-survey results. This survey was a mini-survey (50 site sample of last year's statewide 258 sites). Of the total of 167,590 front seat occupants observed in passenger cars and pickup trucks, almost 94 percent were wearing seat belts. The downstate counties had the highest usage rate at 95.1 percent closely followed by Cook County at 94.9 percent. The collar counties had a usage rate of 93.6 percent. The city of Chicago had the lowest usage rate at 91.7 percent.

Based on road type, interstate highway travelers had the highest usage rate at 95.6 percent followed by U.S./Illinois Highway travelers at 93.4 percent. Motorists traveling on residential streets had the lowest usage rate at 90.2 percent.

Overall, the seat belt usage rate among drivers and front seat passengers increased by 2.4 percentage points from the pre-mobilization survey to the post-mobilization survey. The city of Chicago had the highest increase in belt use of 3.3 percentage points. The collar counties had an increase in belt use of 2.3 percentage points. The downstate counties had an increase in belt use of 1.7 percentage point. Finally, Cook County had an increase of 1.5 percentage points. Interstate highways had an increase in seat belt usage rate by 3.8 percentage points. On US/IL Highways, the seat belt usage rate increased by 0.6 percentage point. On the other hand, the seat belt usage rate on residential roads decreased by 0.9 percentage point.

During the pre-campaign survey, there were 11,232 observations during the day and 3,483 observations during the night. After the statewide campaign (media and enforcement) a total of 10,388 occupants were observed during the day and 3,608 occupants were observed during night.

Overall, during the pre- and post- campaign, the nighttime usage rate was slightly lower than the daytime usage rate (90.2 percent at night versus 92.1 percent at day during pre-campaign and 89.8 percent at night versus 92.7 percent at day during post campaign) differences of 1.9 and 2.9 percentage points, respectively.

The seat belt use figures reported here cannot necessarily be considered descriptive of the entire state of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole state. However, there is similarity of the current findings to a representative daytime and nighttime seat belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.

Statewide Telephone Survey

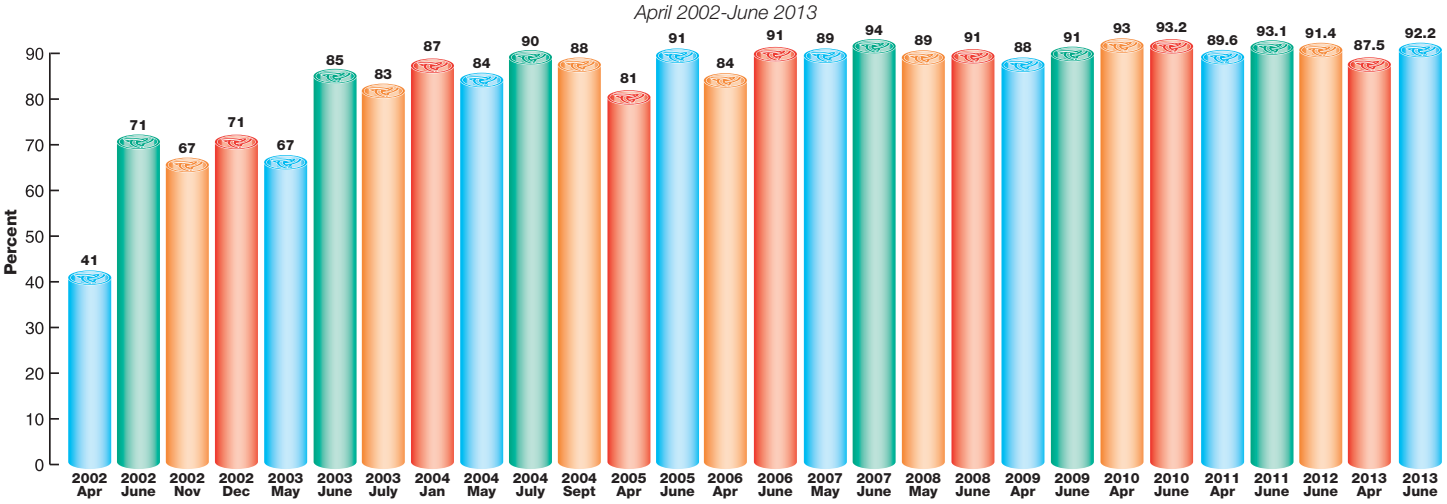
The percentage of people who indicated that, "in the past thirty days," they had "seen or heard any messages that encourage people to wear their safety belts" increased from 53 percent in the April pre-test survey to 68 percent at the time of the June post-test survey.

Those who had seen or heard messages encouraging people to wear safety belts were asked whether "the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual." The percent of these respondents choosing "more than usual" slightly increased from 13 percent in April to 15 percent in June.

Of those June respondents who had seen or heard messages encouraging safety belt use, most respondents indicated exposure through billboards/road signs (68 percent) and television (56 percent). Radio accounted for 32 percent of exposure, newspapers accounted for 19 percent of exposure followed by friends/relatives (16 percent).

The 2013 April awareness level started at 88 percent, just slightly higher than the April awareness level in 2007 through 2009. It then increased to 92 percent in the June 2013 survey (see Figure 4).

Figure 4
Awareness of the Click It or Ticket Slogan
April 2002-June 2013



Awareness of special police efforts to ticket for seat belt violations. The percent of respondents who indicated that, "in the past thirty days," they had "seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations" increased from 14 percent in April to about 26 percent in June.

Individuals aware of special seat belt enforcement report hearing about it via television (30 percent) and radio and newspapers (18 percent and 38 percent, respectively). About 22 percent expressed being exposed through friends and family.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Respondents across Illinois who agree with this statement increased from 30.7 percent in April to 34.3 percent in June. About 34 percent of downstate residents and 35 percent of Chicago area residents agree that police are writing more safety belt tickets, showing somewhat of a regional difference in perception.

Hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The percent of respondents who answered "very likely" to this question was about 46 percent in the April survey and about 49 percent in the June survey, while those who believed getting a ticket was "somewhat likely" or "very likely" was about 69 percent in the April survey and about 73 percent in the June survey.

2013 Labor Day Drive Sober or Get Pulled Over Campaign
August 1 - September 2, 2013

Earned Media

IDOT/DTS held conferences at roadside safety checks in four locations around the state during the Labor Day weekend on August 29, 2013. During the events, law enforcement demonstrated what happens during a traffic stop involving a DUI arrest. Table 2 lists the earned media items obtained during the Drive Sober or Get Pulled Over campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

Table 2

Earned Media Items Obtained During the YDDYL campaign by Media Market

Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters/Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	71	1	2	94	25	349	6	222	21	72
Metro East	5	2	0	6	2	0	0	21	1	12
Moline	5	4	2	0	0	0	1	16	0	3
Paducah	1	0	0	0	0	0	0	1	0	1
Springfield / Champaign	7	1	1	4	3	0	0	14	2	6
Peoria	2	0	1	2	0	0	0	9	0	1
Rockford	8	1	0	1	1	0	0	13	2	1
TOTAL	99	9	7	107	31	349	7	297	26	96

Drive Sober or Get Pulled Over is the new campaign slogan replacing You Drink & Drive. You Lose.
A full report on the Labor Day mobilization is forthcoming.

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 99 print stories, 9 radio stories, and 7 TV news stories were generated as a result of the Drive Sober or Get Pulled Over enforcement efforts. There were several other earned media activities, such announcement, banners, posters, press releases and messages during this mobilization (see Table 2).

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the Drive Sober or Get Pulled Over campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. Drive Sober or Get Pulled Over paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the Drive Sober or Get Pulled Over message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of motor vehicle crashes occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

DTS spent $671,075 on broadcast television, cable and radio to promote the National Drive Sober or Get Pulled Over campaign beginning August 16 and ending September 2, 2013. Table 3 lists the cost of paid media by media market for the Drive Sober or Get Pulled Over campaign.

Table 3
Labor Day Drive Sober or Get Pulled Over Campaign
Cost of Paid Media by Media Market

Media Market	$Spent–TV	Ran-TV	$Spent–Radio	Ran-Radio	Total $Spent	Total Ads
Chicago	$228,457.39	4,735	$154,721.76	1,761	$383,179.15	6,496
Davenport	$9,860.00	526	$11,885.40	535	$21,745.40	1,061
Marion	$6,702.25	114	$0.00	0	$6,702.25	114
Metro East	$32,638.20	1,366	$24,883.53	911	$57,521.73	2,277
Peoria	$13,567.70	787	$7,853.15	864	$21,420.85	1,651
Rockford	$19,944.40	1,962	$8,148.73	1,028	$28,093.13	2,990
Springfield	$20,060.85	912	$10,483.93	1,407	$30,544.78	2,319
Total TV & Radio	$331,230.79	10,402	$217,976.50	6,506	$549,207.29	16,908
Station Events	N/A	N/A	$20,934.00	555	$20,934.00	555
Outdoor	N/A	N/A	$29,999.50	15	$29,999.50	15
IL Net Radio	N/A	N/A	$20,000.51	131	$20,000.51	131
Alternative Media	N/A	N/A	$50,933.50	N/A	$50,933.50	0
Total Dollars Spent	**$331,230.79**	**10,402**	**$339,844.01**	**7,207**	**$671,074.80**	**17,054**

Station Events were two events held by the radio station and covered online as well as a live performance.
Outdoor was in Chicago only for an ethnic showing.
Network radio is the Illinois Network Radio stations (29 of them).
Alternative media is on Our Full Digital Network over the State assisted by Mbuy.

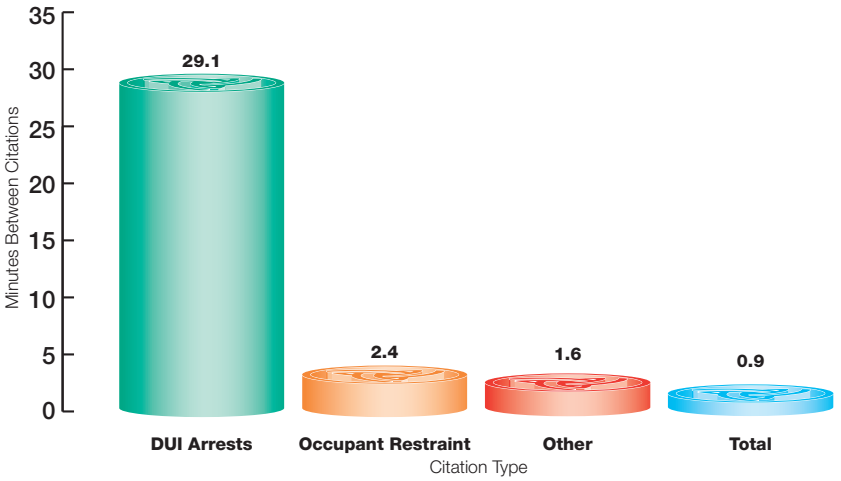
Enforcement

The Drive Sober or Get Pulled Over Labor Day campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. 171 local law enforcement agencies and all ISP districts participated in the 2013 Labor Day alcohol mobilization. 67 of the 171 grant-funded agencies and 35 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 106 roadside safety checks and 1,303 saturation patrols were conducted during the August 16 - September 2, 2013 enforcement period. Local law enforcement and ISP logged a total of 15,969.8 patrol hours and issued 17,071 citations during the campaign. One citation was written every 56.1 minutes of enforcement. Local law enforcement and ISP issued a combined total of 548 DUI citations, an average of one DUI citation written every 29.1 patrol hours. A total of 6,528 citations were issued for seat belt and car seat violations resulting in an average of one occupant restraint violation written every 2.4 patrol hours. Figure 5 depicts the number of hours of Labor Day Drive Sober or Get Pulled Over patrol per citation by citation type.

Local Police Agencies

Local police agencies worked 12,644.8 hours on Labor Day alcohol enforcement, conducting 72 roadside safety checks and 1,237 saturation patrols. A total of 13,888 citations were written by local law enforcement agencies, or one citation was written every 54.6 minutes of enforcement. 441 DUI citations were issued, or one DUI citation, was written every 28.7 patrol hours. In addition, 5,385 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat, an average of one occupant protection citation every 2.3 patrol hours.

Figure 5
Total Minutes of Patrol Per Citation Type
During 2013 "Drive Sober or Get Pulled Over" Campaign in Illinois
(Total Patrol Hours=15,969.8 and Total Citations=17,071)



Evaluation

Drive Sober or Get Pulled Over programs are evaluated in a number of ways. For a short and immediate impact of the program, DTS conducted comprehensive pre- and post-telephone surveys in order to measure the impact of paid/earned media and enforcement activities on the public's knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Center at the University of Illinois at Springfield. In addition to the evaluation of public perception on the campaign, DTS will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available in the near future.

Telephone Survey Results Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, "in the past (thirty) days," they had "read, seen or heard anything about alcohol impaired driving in Illinois," was consistent from April (64.2 percent) to September (62.7 percent).

Sources of messages. Of those who had seen or heard such messages, by far the greatest exposure source is found for television (about 80 percent in September). In September, television was followed by billboards/bus signs (54 percent), then radio (46 percent), posters (35 percent), and newspapers (34 percent). Friends/relatives (20 percent) came next.

Awareness of selected traffic safety slogans

The question. Respondents were asked about their awareness of seventeen selected traffic safety "slogans," asked in a random order. Nine are related to drinking and driving.

The September results and recent trends. The following Table 4 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the most recent slogans which are in non-italic bold, "You Drink & Drive. You Lose" and "Drive Sober or Get Pulled Over." This table shows that the "You Drink & Drive. You Lose." slogan is third in awareness level, at 65.8 percent and "Drive Sober or Get Pulled Over" is seventh in awareness level at 55.7 percent.

Table 4

Slogans Awareness Levels in September 2013

Order	Slogan	Sept level
1	Click It or Ticket	91.7%
2	Friends don't let friends drive drunk	73.6%
3	You drink and drive. You lose.	65.8%
4	Start seeing motorcycles	59.1%
5	Drive sober or get pulled over	55.7%
6	Drive smart. Drive sober.	48.3%
7	Police in Illinois arrest drunk drivers	46.5%
8	Buckle Up America	40.5%
9	Cells phones save lives. Pull over and report a drunken driver	27.6%
10	Drunk driving. Over the limit. Under arrest	24.3%
11	Children in back	21.1%
12	Wanna drink and drive, police in Illinois will show you the bars	19.4%
13	Drink and drive? Police in Illinois have your number	18.2%
14	55 still the law for trucks in Chicago area	17.0%
15	Rest area = text area	13.0%
16	CSA 2010: Get the facts; know the law – what's your score?	6.1%

Further analyses for the "Drive Sober or Get Pulled Over" and "You Drink & Drive. You Lose" major campaign slogans. DTS focused on the major slogan in the recent 2013 Labor Day holiday initiative, "Drive Sober or Get Pulled Over" for further analyses regarding trends and subgroups.

April to June to September trends. Statewide reported awareness of the major DUI campaign slogan: "You Drink & Drive. You Lose." was 65.8 percent during the September 2013 survey. In August 2011, DTS stopped promoting the "You Drink & Drive. You Lose" slogan and replaced it with the new NHTSA slogan "Drive sober or get pulled over". As shown in Table 4, the percent awareness of the "Drive sober or get pulled over" slogan was the fifth most recognized slogan with more than 55 percent of people saying they had heard it. In July 2011 when we heard that NHTSA adopted a new alcohol slogan "Driver sober or get pulled over", we added the new slogan to the list of our existing slogans during the post-May (2012) mobilization survey in order to measure the public perception toward this message even though we did not advertise this slogan. As we expected, about 20 percent of the respondents said that they had heard this slogan. This was good news for us and it showed that the slogan was very catchy, easily expressed and can grab hold of people's attention.

The table below represents enforcement activities conducted by DTS projects from FY 2006 to FY 2013. Based on the GHSA's set of performance measures, these results reflect DTS's enforcement activities and the overall effectiveness our programs have in meeting the performance goals.

Total Enforcement Activities by Citation Type (2006-2013)

			CITATION TYPE			
Year	Hours	Total Citations	Total Alcohol/Drug Related Citations	Total Occupant Restraint Citations	Total Speeding Citations	Other Citations
2006	**140,079.0**	**208,646** 100.0%	**8,488** 4.1%	**105,948** 50.8%	**39,666** 19.0%	**54,544** 26.1%
2007	**209,285.7**	**308,032** 100.0%	**9,114** 3.0%	**109,914** 35.7%	**110,238** 35.8%	**78,766** 25.6%
2008	**194,760.5**	**293,401** 100.0%	**9,208** 3.1%	**113,674** 38.7%	**102,609** 35.0%	**67,910** 23.1%
2009	**175,219.0**	**289,496** 100.0%	**13,282** 4.6%	**104,279** 36.0%	**100,167** 34.6%	**71,768** 24.8%
2010	**170,173.3**	**201,898** 100.0%	**9,579** 4.7%	**74,345** 36.8%	**41,851** 20.7%	**76,123** 37.7%
2011	**158,415.0**	**166,537** 100.0%	**7,995** 4.8%	**64,217** 38.6%	**25,912** 15.6%	**68,413** 41.1%
2012	**141,946.75**	**150,197** 100.0%	**7,712** 4.8%	**58,403** 38.9%	**24,458** 16.3%	**60,164** 40.0%
2013	**106,966.00**	**117,288** 100.0%	**5,119** 4.4%	**44,080** 37.6%	**20,550** 17.5%	**47,539** 40.5%

The table below and on the following page reflects survey results for DTS's seat belt, alcohol and speed-related performance measures.

Performance Measures on Seat Belt, Alcohol and Speed-related Questions Based on Post Mobilization Surveys (2007-2013)

SEAT BELT	2007	2008	2009	2010	2011	2012	2013
When driving, how do you wear your seat belt (composite of shoulder & lap)? **(Percent Always)**	86%	91%	91.6%	91%	94%	93.4%	96.3%
Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? **(Percent Very Likely)**	44%	46%	38%	45%	46.7%	43%	45.6%
When was the last time you did not wear seat belt when driving? **(Percent more than a year ago-Always Wear)**	76%	79%	78%	80%	85%	82.3%	77.8%
In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seatbelt violations? **(Percent Yes)**	47%	33%	34%	32%	24.9%	24.9%	51.1%
ALCOHOL							
In the past 30 days, have you read, seen or heard anything about alcohol impaired driving in Illinois? **(Percent Yes)**	74.5%	71%	74%	69.3%	NA	59.9%	62.7%
If you drove after having too much to drink to drive safely, how likely do you think you are to being stopped by a police officer? Would you say this is: **(Percent Almost Certain +Very Likely)**	38.8%	40.5%	48%	40%	NA	36.2%	44.6%
Compared to 3 months ago, do you think a driver who had been drinking is now likely to get stopped by Police? **(Percent More Likely)**	27%	32%	31%	31.5%	NA	26.4%	23.8%
Percent of responders who had alcoholic beverages in the last 30 days.	53%	46%	47%	53.4%	NA	52.8%	45.9%
Of those who did drink, during the past 30 days, have you ever driven a motor vehicle within two hours after drinking alcoholic beverages? **(Percent Yes)**	27%	23%	33%	24.7%	NA	23%	24.7%
SPEED							
Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit? **(Percent Very Likely)**	NA	NA	NA	31.4%	NA	32.9%	25.6%
On a local road with a speed limit of 30 mph, how often do you drive faster than 35? **(Percent Most of the Time)**	NA	NA	NA	14.2%	NA	13.3%	10.2%
On interstate or toll-way with a speed limit of 65 mph, how often do you drive faster than 70? **(Percent Most of the Time)**	NA	NA	MA	21.3%	NA	15.4%	17.1%
In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws? **(Percent Yes)**	NA	NA	NA	38.6%	NA	29.6%	34.4%

Paid Media Summary

In FY 2013, DTS continued with the use of paid media with a total of three, two-week periods (Click It or Ticket for Thanksgiving 2012 and Drive Sober or Get Pulled Over in August/September 2013). DTS incorporated additional campaigns around holidays that traditionally are considered drinking holidays such as Christmas/New Years 2012, and Independence Day 2013. DTS spent over $1.8 million in federal funds for paid media during FY 2013.

DTS contracted with a media buyer for the FY 2013 paid media campaigns. This has proven to be very beneficial as the media buyer has been able to negotiate lower rates, as well as leverage media relationships to gain additional added-value assets. Our buys are more focused to the at-risk populations and include on-air interviews and event marketing as part of the buys. Alternative media is being used to a higher degree and includes out-of-home media as well as social media.

In selecting media for its paid media efforts, DTS focused on the demographic of male drivers between 18 and 34 years of age for the campaigns focusing on seat belts. Emphasis was placed on reaching the lowest occupant restraint use rate populations for the Click It or Ticket campaign and the highest at-risk populations for the Drive Sober or Get Pulled Over campaign. The demographic for IDOT's Drive Sober or Get Pulled Over campaigns are males between 21 and 34 years of age. DTS placed emphasis on reaching the male African-American and Hispanic populations in the Chicago metropolitan area and the rural pickup truck driving males in the downstate markets of Illinois.

Through extensive evaluation, DTS has shown its paid media efforts to be quite successful at delivering a specific message to a particular portion of the Illinois driving population (i.e., the 18-34 year old males for IDOT's anti-impaired driving campaigns). DTS considers paid media a vital and necessary part of the Illinois Highway Safety Plan and is planning its continued use in FY 2014.

Earned Media Summary

During FY 2013, DTS encouraged all of its highway safety projects to engage in earned media activities throughout the project year. Earned media activities include: media events, television and radio interviews, letters to the editor of local newspapers and media releases. DTS believes this is another method to deliver a specific message to the public. Some examples of earned media include press conferences for Motorcycle Safety, Operation Teen Safe Driving (a peer-led high school program), Car seat and enforcement mobilizations. Some examples of earned media activities can be found in Addendum 1 on page 68.

Stats to NHTSA

Illinois Department of Transportation
Thanksgiving 2012

Media Market	Dollars Spent TV	Ads Ran TV	Dollars Spent Radio	Ads Ran Radio	Total Dollars Spent	Total Ads Ran	Impressions M18-34	cpm
Chicago	$ 137,629.93	1,580	$ 124,211.00	1,965	$ 261,840.93	3,545	11,365,284	$ 23.04
Davenport	$ 2,980.10	302	$ 3,970.98	431	$ 6,951.08	733	534,343	$ 13.01
Peoria	$ 5,445.10	820	$ 6,148.90	954	$ 11,594.00	1,774	698,792	$ 16.59
Springfield	$ 9,208.05	1,271	$ 8,298.55	1,326	$ 17,506.60	2,597	1,372,769	$ 12.75
Rockford	$ 6,668.25	652	$ 7,228.02	838	$ 13,896.27	1,490	548,654	$ 25.33
Marion	$ -	1,580	$ 2,159.85	312	$ 2,159.85	1,892	85,580	$ 25.24
Metro East	$ 10,359.00	529	$ 12,046.20	285	$ 22,405.20	814	833,472	$ 26.88
Quincy	$ 1,699.97	787	$ -	0	$ 1,699.97	787	66,344	$ 25.62
Total TV & Radio	$ 173,990.40	7,521	$ 164,063.50	6,111	$ 338,053.90	12,845	15,505,237	$ 21.80
Network Radio	$ -	-	$ 7,000.18	1,134	$ 7,000.18	1,134	550,564	$ 12.71
Movie Ads	$ 11,314.00	-	$ -	0	$ 11,314.00	0	552,350	$ 20.48
Out of Home	$ -	-	$8,050	0	$8,050	0	2,078,250	$ 3.87
Alternative	$ -	-	$30,000	0	$ 30,000.00	0	2,897,974	$ 10.35
Total Spent	$ 185,304.40		$ 209,113.68	7,245.0	$ 394,418.08	13,979	21,584,375.3	
						cpm:$	$18.27	

Nework radio is the Illinois Network Radio stations (29 of them)
Movie Advertising is In-Theatre Advertising
Alternative Media is on Our Full Network provided by Mbuy, Alcance and WLS-TV.

Stats to NHTSA

Illinois Department of Transportation
Holiday 2012

Media Market	Dollars Spent TV	Ads Ran TV	Dollars Spent Radio	Ads Ran Radio	Total Dollars Spent	Total Ads Ran	Impressions M18-34
Chicago	$ 129,377.00	1,580	$ 137,279.00	1,965	$ 266,656.00	3,545	11,365,284
Davenport	$ 2,980.10	300	$ 3,727.00	425	$ 6,707.10	725	534,343
Peoria	$ 5,420.00	816	$ 6,011.00	945	$ 11,431.00	1,761	698,792
Springfield	$ 9,405.00	1,260	$ 7,477.00	1,299	$ 16,882.00	2,559	1,372,769
Rockford	$ 6,755.00	674	$ 7,212.00	835	$ 13,967.00	1,509	548,654
Marion	$ -		$ 2,157.00	311	$ 2,157.00	311	85,580
Metro East	$ 10,344.00	529	$ 11,878.00	275	$ 22,222.00	804	833,472
Quincy	$ 1,107.00	699	$ -	0	$ 1,107.00	699	61,300
Total TV & Radio	$ 165,388.10	5,858	$ 175,741.00	6,055	$ 341,129.10	11,214	15,500,193
Network Radio	$ -	-	$ 7,000.18	1,134	$ 7,000.18	1,134	550,564
Movie Ads	$ -	-	$ -	0	$ -	0	0
Out of Home	$ -	-	$8,850	0	$8,850	0	2,169,350
Alternative	$ -	-	$40,000	0	$ 40,000.00	0	3,267,100
Total Spent	$ 165,388.10		$ 231,591.18	7,189.0	$ 396,979.28	12,348	21,487,207.2
						cpm:$	$18.48

Nework radio is the Illinois Network Radio stations (29 of them)
Alternative Media is on Our Full Network provided by Mbuy.
Out of Home was billboards in the Chicago high density African American neighborhoods

Stats to NHTSA

Illinois Department of Transportation
4th of July 2013 Media Summary

Media Market	Dollars Spent TV	Ads Ran TV	Dollars Spent Radio	Ads Ran Radio	Total Dollars Spent	Total Ads Ran	Impressions M18-34
Chicago	$ 108,855.37	1,330	$ 99,948.40	1,076	$ 208,803.77	2,406	13,649,201
Davenport	$ 4,377.50	310	$ 3,003.05	195	$ 7,380.55	505	144,450
Peoria	$ 3,464.90	400	$ 4,492.25	450	$ 7,957.15	850	622,131
Springfield	$ 5,642.29	502	$ 5,000.64	619	$ 10,642.93	1,121	895,650
Rockford	$ 4,072.45	443	$ 3,867.34	403	$ 7,939.79	846	299,147
Marion	$ -	0	$ 2,000.90	189	$ 2,000.90	189	55,650
Metro East	$ 7,471.89	311	$ 11,563.75	405	$ 19,035.64	716	617,333
Total TV & Radio	$133,884.40	3,296	$129,876.33	3,337	$ 263,760.73	6,633	16,283,562
Network Radio	$0.00	0	$8,925.18	1,260	$8,925.18	1,260	550,564
Alternative	$12,577.63	0	$0.00	0	$12,577.63	0	3,343,807
Total Spent	$146,462.03	3,296	$138,801.51	4,597	$285,263.5	7,893	20,177,933
						cpm:$	$14.14

Nework radio is the Illinois Network Radio stations (29 of them)
Alternative Media is on Our Full Network provided by Mbuy.

Stats to NHTSA

Illinois Department of Transportation
Labor Day 2013 Media Summary

Media Market	Dollars Spent TV	Ads Ran TV	Dollars Spent Radio	Ads Ran Radio	Total Dollars Spent	Total Ads Ran	Impressions M18-34	cpm
Chicago	$ 228,457.39	4,735	$ 154,721.76	1,761	$ 383,179.15	6,496	24,373,001	$ 15.72
Davenport	$ 9,860.00	526	$ 11,885.40	535	$ 21,745.40	1,061	452,000	$ 48.11
Marion	$ 6,702.25	114	$ -	0	$ 6,702.25	114	722,000	$ 9.28
Metro East	$ 32,638.20	1,366	$ 24,883.53	911	$ 57,521.73	2,277	950,111	$ 60.54
Peoria	$ 13,567.70	787	$ 7,853.15	864	$ 21,420.85	1,651	717,622	$ 29.85
Rockford	$ 19,944.40	1,962	$ 8,148.73	1,028	$ 28,093.13	2,990	748,400	$ 37.54
Springfield	$ 20,060.85	912	$ 10,483.93	1,407	$ 30,544.78	2,319	2,850,000	$ 10.72
Total TV & Radio	$331,230.79	10402	$217,976.50	6,506	$ 549,207.29	16,908	30,813,134	$ 17.82
Station Events	$0.00	0	$20,934.00	555	$ 20,934.00	555	675,000	$ 31.01
Outdoor	$0.00	0	$ 29,999.50	15	$ 29,999.50	15	1,848,024	$ 16.23
IL Net Radio	$ -	0	$ 20,000.51	131	$ 20,000.51	131	402,000	$ 49.75
Alternative	$ -	0	$ 50,933.50	na	$ 50,933.50	0	5,445,514	$ 9.35
Total Spent	331,231	10,402	$339,844.01	7,207	$ 671,074.80	17,054	33,063,158.0	
						cpm:$	$20.30	

Station Events were 2 events held by the radio station and covered online as well as a live performance.

Nework radio is the Illinois Network Radio stations (29 of them).

Outdoor was in Chicago only for an ethnic showing

Alternative Media is on Our Full Digital Network over the State assisted by Mbuy

2013 Legislation

2013 Legislation Signed into Law

HB.2 – Grant Funds Recovery – Public Act…98-0047

Amends the Illinois Grant Funds Recovery Act, adding to the list of requirements on a grant application. Provides that a grant agreement must contain proof of either the existence of a line of credit or the financial solvency of the grantee; prohibits the award of a grant if a family relationship exists between the grantee or its leadership and the funding agency. *Effective July 1, 2013*

HB.1009 – Graduated Driver's License – Public Act…98-0168

Amends the GDL act, citing it at "Kelsey's Law", stating that no GDL may be issued to any applicant under age 18 who has a traffic citation for which a disposition has not be rendered at the time of application. The prosecuting authority may request the courts to enter an order invalidating such driver's license or permit if he/she is convicted of a citation resulting in the death or "Type A" injury of another. *Effective January 1, 2014*

HB.1010 – Vehicle Code Supervision – Public Act…98-0169

Amends the Code of Corrections by prohibiting court supervision in cases which a defendant's IVC charge or local ordinance violation is determined to be the cause of death. *Effective January 1, 2014*

HB.1199 – Electronic Vehicle Tracking – Public Act…98-0381

Prohibits electronic tracking devices to determine the location or track a person/entity but does not apply to lawful usage by a law enforcement agency or if given consent by the vehicle's registered owners, lessor/lessee. *Effective January 1, 2014*

HB.1247 – Electronic Communication Fines – Public Act…98-0506

Amends the Distracted Driving prohibition in the IVC, establishing increased fines upon violation; set at $75 for the first offense, $100 for a second, $125 for a third and $150 for a fourth or subsequent offense. *Effective January 1, 2014*

HB.1539 – Motorcycle Road Guards – Public Act…98-0396

Allows SOS to issue certifications to certain individuals to serve as Motorcycle Road Guards; allowing these certified road guards to stop and/or direct traffic in efforts of protecting large groups of motorcyclists. *Effective July 1, 2013*

HB.1814 – Construction Zone Speeds – Public Act…98-0337

The bill creates separate offenses for construction or maintenance zone speed violations whether or not workers are present. *Effective January 1, 2014*

HB.2585 – Aggravated Device Usage – Public Act…98-0507

Creates a new offense for driving while using a video device, wireless telephone or communication device. Violating this section results in a Class A misdemeanor; any violation resulting in the death of another, such driver will be charged with a Class 4 felony. *Effective January 1, 2014*

HB.2776 – Seat Belt Exceptions – Public Act…98-0451

Provides that the exception to safety belt requirements do not apply to vehicles of the fire department, Office of the State Fire Marshal or ambulances, unless the delivery of life saving measures prohibits the use of a safety belt. *Effective Immediately.*

HB.3367 – Overtaking Bicycles – Public Act…98-0485

Amending the Vehicle Code stating the prohibition on 2 wheeled vehicles passing on the right of another vehicle does not apply to human propelled devices. *Effective January 1, 2014*

SB.722 – Open Container – Public Act…98-0145

Provides a licensed winery in the state may allow a patron to remove one opened, partially consumed bottle of wine for off-premise consumption. *Effective January 1, 2014*

SB.923 – Automated Enforcement – Public Act…98-0556

Creates Section 11-208.9 in the IVC relating to Automated Enforcement violations for passing/overtaking a school bus when boarding/unloading children. *Effective January 1, 2014*

SB.925 – Hours of Service – Public Act…98-0512

Amends the IVC, repealing Section 11-1419, which allowed for employers to place hours of service requirements on motor vehicle operators. *Effective January 1, 2014*

SB.1294 – Safety Certificate – Public Act…98-0489

Bill prohibits vehicle operation by anyone without a safety certificate affixed to the vehicle being operated. Creates a minimum fine of $95 and maximum of $250; in the case of an accident the driver is guilty of a class c misdemeanor. *Effective January 1, 2014*

SB.1479 – Boating Under the Influence – Public Act…98-0103

Amends the IVC allowing the Secretary of State to suspend a person's driver's license for operation of a watercraft while under the influence of alcohol or intoxicating compounds. *Effective January 1, 2014*

SB.1735 – Operating While Suspended – Public Act…98-0285

Raises the penalty for vehicle operation with suspended license from a class 3 felony to a class 4 felony if the accident results in bodily harm. *Effective January 1, 2014*

SB.1764 – Aggravated DUI – Public Act…98-0573

Amends the Aggravated DUI section in the IVC; making the offense of operating a school bus for hire with one or more passengers an "Aggravated DUI". *Effective Immediately*

SB.1849 – Blood Test Reimbursement – Pubic Act…98-0292

Requiring anyone convicted of or pleading guilty to a DUI who had a blood test performed after refusal to a breath test will reimburse the cost for the administration of that blood test; even if the test was non-consensual. *Effective January 1, 2014*

SB.2356 – Speed Limits – Public Act…98-0511

Raises the maximum speed limit to 70mph outside the counties of Cook, DuPage, McHenry, Kane, Lake, and Will on interstate highways; 65mph on all IDOT designated highways and 55mph for other roads, highways and streets. The maximum speed limit outside of an urban district for second division vehicles with a gross weight of 8001lbs or more is set at 55mph. *Effective January 1, 2014*

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

State: Illinois

Federal Reimbursement Voucher

2013-FINAL

For Approval

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Report Date: 12/18/2013

Claim Period: 10/01/2012 - 09/30/2013

Not Posted In DELPHI

Reimbursement Info: Total: $.00

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
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2013-01-01-00	P&A	$125,316.62	$.00	$250,633.30	$125,316.62	$125,316.62	$.00
Planning and Administration Total			**$125,316.62**	**$.00**	**$250,633.30**	**$125,316.62**	**$125,316.62**	**$.00**
Alcohol								
	AL-2013-03-02-00	DUIE (ISP)	$808,911.98	$176,684.55	$808,911.98	$808,911.98	$808,911.98	$.00
	AL-2013-03-03-00	ADDEP (SOS)	$67,938.41	$10,097.75	$67,938.41	$67,938.41	$67,938.41	$.00
	AL-2013-03-04-00	Law Enforcement Liaison (Local)	$625,479.43	$65,457.11	$625,479.43	$625,479.43	$625,479.43	$.00
Alcohol Total			**$1,502,329.82**	**$252,239.41**	**$1,502,329.82**	**$1,502,329.82**	**$1,502,329.82**	**$.00**
Occupant Protection								
	OP-2013-02-01-00	Sports Marketing Coordinator (DTS)	$108,630.26	$.00	$108,630.26	$108,630.26	$108,630.26	$.00
	OP-2013-02-02-00	OP Resource Centers (Local)	$914,999.89	$73,400.01	$914,999.89	$914,999.89	$914,999.89	$.00
	OP-2013-02-08-00	Law Enforcement Liaison (Local)	$625,479.33	$15,420.84	$625,479.33	$625,479.33	$625,479.33	$.00
	OP-2013-02-09-00	State Match	$.00	$.00	$1,159,342.32	$.00	$.00	$.00
	OP-2013-02-10-00	Paid Media (Thanksgiving, Holiday, Memor	$857,892.89	$.00	$857,892.89	$857,892.89	$857,892.89	$.00
	OP-2013-02-11-00	Phone Surveys (Local)	$90,959.65	$.00	$90,959.65	$90,959.65	$90,959.65	$.00
Occupant Protection Total			**$2,597,962.02**	**$88,820.85**	**$3,757,304.34**	**$2,597,962.02**	**$2,597,962.02**	**$.00**
Pedestrian/Bicycle Safety								
	PS-2013-12-02-00	Bike/Pedestrian Safety (Local)	$291,697.07	$291,697.07	$291,697.07	$291,697.07	$291,697.07	$.00
Pedestrian/Bicycle Safety Total			**$291,697.07**	**$291,697.07**	**$291,697.07**	**$291,697.07**	**$291,697.07**	**$.00**
Police Traffic Services								
	PT-2013-04-01-00	Police Training (ILETSB)	$28,516.20	$28,516.20	$28,516.20	$28,516.20	$28,516.20	$.00
	PT-2013-04-02-00	STEP (Local)	$2,961,632.42	$2,873,553.54	$2,961,632.42	$2,961,632.42	$2,961,632.42	$.00

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Claim Period: 10/01/2012 - 09/30/2013

Not Posted In DELPHI

Reimbursement Info: Total: $.00

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
	PT-2013-04-03-00	ISP Match	$.00	$.00	$1,055,515.00	$.00	$.00	$.00
	PT-2013-04-04-00	NITE Patrol	$843,718.20	$.00	$843,718.20	$843,718.20	$843,718.20	$.00
	PT-2013-04-05-00	STEP (ISP)	$349,817.42	$.00	$349,817.42	$349,817.42	$349,817.42	$.00
	PT-2013-04-07-00	Traffic Safety Challenge (Local)	$88,116.58	$.00	$88,116.58	$88,116.58	$88,116.58	$.00
	PT-2013-04-09-00	MC Patrol Unit (ISP)	$121,956.96	$.00	$121,956.96	$121,956.96	$121,956.96	$.00
	PT-2013-04-10-00	Mobilization Equipment (DTS)	$49,431.00	$49,431.00	$49,431.00	$49,431.00	$49,431.00	$.00
	PT-2013-04-11-00	Mobilization Luncheons (DTS)	$9,996.80	$9,996.80	$9,996.80	$9,996.80	$9,996.80	$.00
Police Traffic Services Total			**$4,453,185.58**	**$2,961,497.54**	**$5,508,700.58**	**$4,453,185.58**	**$4,453,185.58**	**$.00**
Traffic Records								
	TR-2013-05-03-00	UIS Evaluation (Local)	$89,734.86	$.00	$89,734.86	$89,734.86	$89,734.86	$.00
Traffic Records Total			**$89,734.86**	**$.00**	**$89,734.86**	**$89,734.86**	**$89,734.86**	**$.00**
NHTSA 402 Total			***$9,060,225.97***	***$3,594,254.87***	***$11,400,399.97***	***$9,060,225.97***	***$9,060,225.97***	***$.00***
405 OP SAFETEA-LU								
405 Occupant Protection								
	K2-2013-19-03-00	ISP Match	$.00	$.00	$3,958,297.00	$.00	$.00	$.00
405 Occupant Protection Total			**$.00**	**$.00**	**$3,958,297.00**	**$.00**	**$.00**	**$.00**
405 OP SAFETEA-LU Total			***$.00***	***$.00***	***$3,958,297.00***	***$.00***	***$.00***	***$.00***
408 Data Program SAFETEA-LU								
408 Data Program Incentive								
	K9-2013-18-01-00	408 Coordinator (DTS)	$82,447.56	$.00	$82,447.56	$82,447.56	$82,447.56	$.00
	K9-2013-18-06-00	Crash Reconstruction (ISP)	$32,313.09	$.00	$32,313.09	$32,313.09	$32,313.09	$.00
	K9-2013-18-07-00	CODES (DTS)	$46,896.97	$.00	$46,896.97	$46,896.97	$46,896.97	$.00
	K9-2013-18-08-00	ISP Match	$.00	$.00	$715,604.00	$.00	$.00	$.00
	K9-2013-18-09-00	FARS Analyst	$52,407.77	$.00	$52,407.77	$52,407.77	$52,407.77	$.00

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Claim Period: 10/01/2012 - 09/30/2013

Not Posted In DELPHI

Reimbursement Info: Total: $.00

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
	K9-2013-18-12-00	Imaging Enhancement (SOS)	$24,465.14	$.00	$24,465.14	$24,465.14	$24,465.14	$.00
	K9-2013-18-13-00	Data Analysis (IDPH)	$33,258.51	$.00	$33,258.51	$33,258.51	$33,258.51	$.00
	K9-2013-18-14-00	Data Dictionary (SOS)	$24,840.00	$.00	$24,840.00	$24,840.00	$24,840.00	$.00
408 Data Program Incentive Total			**$296,629.04**	**$.00**	**$1,012,233.04**	**$296,629.04**	**$296,629.04**	**$.00**
408 Data Program SAFETEA-LU Total			***$296,629.04***	***$.00***	***$1,012,233.04***	***$296,629.04***	***$296,629.04***	***$.00***
410 Alcohol SAFETEA-LU								
410 Alcohol SAFETEA-LU								
	K8-2013-13-01-00	TSRP (DTS)	$46,446.49	$.00	$46,446.49	$46,446.49	$46,446.49	$.00
	K8-2013-13-02-00	Operation Straight ID (SOS)	$31,927.00	$.00	$31,927.00	$31,927.00	$31,927.00	$.00
	K8-2013-13-03-00	Breath Analysis (ISP)	$1,564.00	$.00	$1,564.00	$1,564.00	$1,564.00	$.00
	K8-2013-13-06-00	Alcohol Police Training (ILETSB)	$36,522.11	$.00	$36,522.11	$36,522.11	$36,522.11	$.00
	K8-2013-13-09-00	Probation Services (Match)	$.00	$.00	$14,276,919.00	$.00	$.00	$.00
	K8-2013-13-11-00	ACE (ISP)	$322,250.04	$.00	$322,250.04	$322,250.04	$322,250.04	$.00
	K8-2013-13-12-00	Local Alcohol Project (Local)	$62,374.32	$.00	$62,374.32	$62,374.32	$62,374.32	$.00
	K8-2013-13-16-00	BASSET (ILCC)	$551.79	$.00	$551.79	$551.79	$551.79	$.00
410 Alcohol SAFETEA-LU Total			**$501,635.75**	**$.00**	**$14,778,554.75**	**$501,635.75**	**$501,635.75**	**$.00**
410 Alcohol SAFETEA-LU Total			***$501,635.75***	***$.00***	***$14,778,554.75***	***$501,635.75***	***$501,635.75***	***$.00***
2010 Motorcycle Safety								
2010 Motorcycle Safety Incentive								
	K6-2013-22-01-00	PI&E Materials (DTS)	$39,407.88	$.00	$39,407.88	$39,407.88	$39,407.88	$.00
	K6-2013-22-04-00	MC Winter Conference (DTS)	$1,309.31	$.00	$1,309.31	$1,309.31	$1,309.31	$.00
2010 Motorcycle Safety Incentive Total			**$40,717.19**	**$.00**	**$40,717.19**	**$40,717.19**	**$40,717.19**	**$.00**
2010 Motorcycle Safety Total			***$40,717.19***	***$.00***	***$40,717.19***	***$40,717.19***	***$40,717.19***	***$.00***
2011 Child Seats								
2011 Child Seat Incentive								
	K3-2013-21-02-00	ISP Match	$.00	$.00	$1,212,930.00	$.00	$.00	$.00

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Report Date: 12/18/2013

Reimbursement Info: Total: $.00

For Approval

Claim Period: 10/01/2012 - 09/30/2013

Not Posted In DELPHI

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
	K3-2013-21-08-00	State Match	$.00	$.00	$162,500.00	$.00	$.00	$.00
2011 Child Seat Incentive Total			**$.00**	**$.00**	**$1,375,430.00**	**$.00**	**$.00**	**$.00**
2011 Child Seats Total			***$.00***	***$.00***	***$1,375,430.00***	***$.00***	***$.00***	***$.00***
1906 Prohibit Racial Profiling								
1906 Prohibit Racial Profiling								
	K10-2013-23-01-00	Racial Profiling (DTS)	$120,000.00	$.00	$120,000.00	$120,000.00	$120,000.00	$.00
	K10-2013-23-02-00	ISP Match	$.00	$.00	$82,529.00	$.00	$.00	$.00
	K10-2013-23-04-00	Racial Profiling Committee (DTS)	$238.86	$.00	$238.86	$238.86	$238.86	$.00
1906 Prohibit Racial Profiling Total			***$120,238.86***	***$.00***	***$202,767.86***	***$120,238.86***	***$120,238.86***	***$.00***
MAP 21 405b OP High								
405b High HVE								
	M1HVE-2013-19-01-00	OREP (ISP)	$600,351.92	$.00	$600,351.92	$600,351.92	$600,351.92	$.00
	M1HVE-2013-19-04-00	Memorial Day Mini Mobilization (Local)	$119,631.72	$.00	$119,631.72	$119,631.72	$119,631.72	$.00
	M1HVE-2013-19-05-00	STAR (SOS Police)	$37,243.00	$.00	$37,243.00	$37,243.00	$37,243.00	$.00
	M1HVE-2013-19-06-00	STEP (ISP)	$373,850.00	$.00	$373,850.00	$373,850.00	$373,850.00	$.00
405b High HVE Total			**$1,131,076.64**	**$.00**	**$1,131,076.64**	**$1,131,076.64**	**$1,131,076.64**	**$.00**
405b High Training								
	M1TR-2013-19-12-00	Car Seat Tech Re-certification (DTS)	$300.00	$.00	$300.00	$300.00	$300.00	$.00
405b High Training Total			**$300.00**	**$.00**	**$300.00**	**$300.00**	**$300.00**	**$.00**
405b High Community CPS Services								
	M1CPS-2013-19-07-00	KISS Project (SOS)	$16,388.20	$.00	$16,388.20	$16,388.20	$16,388.20	$.00
405b High Community CPS Services Total			**$16,388.20**	**$.00**	**$16,388.20**	**$16,388.20**	**$16,388.20**	**$.00**
405b High CSS Purchase/Distribution								
	M1CSS-2013-19-08-00	Car Seat Project (IDHS)	$10,931.71	$.00	$10,931.71	$10,931.71	$10,931.71	$.00

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2013-FINAL

Report Date: 12/18/2013

Reimbursement Info: Total: $.00

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Claim Period: 10/01/2012 - 09/30/2013

Not Posted In DELPHI

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
	M1CSS-2013-19-10-00	Car Seats (DTS)	$6,405.64	$.00	$6,405.64	$6,405.64	$6,405.64	$.00
	M1CSS-2013-19-13-00	State Match	$.00	$.00	$1,138,912.17	$.00	$.00	$.00
	M1CSS-2013-19-14-00	State Match (OTSD)	$.00	$.00	$160,000.00	$.00	$.00	$.00
405b High CSS Purchase/Distribution Total			**$17,337.35**	**$.00**	**$1,316,249.52**	**$17,337.35**	**$17,337.35**	**$.00**
MAP 21 405b OP High Total			***$1,165,102.19***	***$.00***	***$2,464,014.36***	***$1,165,102.19***	***$1,165,102.19***	***$.00***
MAP 21 405d Impaired Driving Low								
405d Low Other Based on Problem ID								
	M6OT-2013-13-01-00	TSRP (DTS)	$83,638.60	$.00	$83,638.60	$83,638.60	$83,638.60	$.00
	M6OT-2013-13-02-00	Operation Straight ID (SOS)	$13,898.79	$.00	$13,898.79	$13,898.79	$13,898.79	$.00
	M6OT-2013-13-03-00	Breath Analysis (ISP)	$102,522.55	$.00	$102,522.55	$102,522.55	$102,522.55	$.00
	M6OT-2013-13-06-00	Alcohol Police Training (ILETSB)	$62,693.19	$.00	$62,693.19	$62,693.19	$62,693.19	$.00
	M6OT-2013-13-09-00	Probation Services (Match)	$.00	$.00	$906,294.93	$.00	$.00	$.00
	M6OT-2013-13-11-00	ACE (ISP)	$503,527.77	$.00	$503,527.77	$503,527.77	$503,527.77	$.00
	M6OT-2013-13-12-00	Local Alcohol Project (Local)	$1,652,361.87	$.00	$1,652,361.87	$1,652,361.87	$1,652,361.87	$.00
	M6OT-2013-13-13-00	Judicial Training (AOIC)	$29,637.32	$.00	$29,637.32	$29,637.32	$29,637.32	$.00
	M6OT-2013-13-14-00	July 4th and Labor Day Enforcement Mobil	$195,801.41	$.00	$195,801.41	$195,801.41	$195,801.41	$.00
	M6OT-2013-13-16-00	BASSETT (ILCC)	$1,807.84	$.00	$1,807.84	$1,807.84	$1,807.84	$.00
	M6OT-2013-13-17-00	Paid Media (DTS)	$979,290.37	$.00	$979,290.37	$979,290.37	$979,290.37	$.00
405d Low Other Based on Problem ID Total			**$3,625,179.71**	**$.00**	**$4,531,474.64**	**$3,625,179.71**	**$3,625,179.71**	**$.00**
MAP 21 405d Impaired Driving Low Total			***$3,625,179.71***	***$.00***	***$4,531,474.64***	***$3,625,179.71***	***$3,625,179.71***	***$.00***
NHTSA Total			***$14,809,728.71***	***$3,594,254.87***	***$39,763,888.81***	***$14,809,728.71***	***$14,809,728.71***	***$.00***
Total			***$14,809,728.71***	***$3,594,254.87***	***$39,763,888.81***	***$14,809,728.71***	***$14,809,728.71***	***$.00***

Addendum 1
Earned Media Activities

SPD completes Memorial Day Click It or Ticket

From May 10-27, 2013, IDOT supported enforcement to remind motorists to buckle up both day and night during the Click It or Ticket seat belt enforcement mobilization. The Sullivan Police Department joined other state and local law enforcement agencies across Illinois in this annual effort to get more motorists to buckle up - and save more lives.

During the mobilization, The Sullivan Police Department issued:

- 43 seat belt citations
- 1 child safety seat citations
- 5 fugitives apprehended
- 3 suspended/revoked licenses
- 8 uninsured motorists
- 1 speeding citations

The annual Click It or Ticket mobilization may be over in The City of Sullivan and Moultrie County, but that is no excuse to stop using your seat belt. "Our officers are out all year long. If you or your passengers are caught not wearing a seat belt, day or night, you will be cited for the safety violation," says Assistant Chief James Waggoner

For more information on the Illinois Click It or Ticket mobilization, please visit www.buckleupillinois.org.

Morton Police Department joins 'Click it or Ticket' campaign

The 2013 Click It or Ticket campaign in Illinois is being held through May 27. The purpose of the campaign is to help save lives by cracking down on those who do not buckle up through the Memorial Day Holiday weekend.

The Morton Police Department is joining the Illinois Department of Transportation (IDOT), the Illinois State Police (ISP) and over 500 local law enforcement agencies across the state to save more lives by strongly enforcing seat belt laws.

"As we kick off the busy summer driving season, it's important for everyone to buckle up every trip, every time, day or night – no excuses," said Sgt. Shawn Darche. "Our officers are prepared to ticket anyone who is not wearing a seat belt."

Provisional numbers show that during the 2012 Memorial Day weekend, there were six fatalities and almost 600 injuries on Illinois roadways. Three of those fatalities were alcohol-related. Remember – wearing your seat belt is your best defense against an impaired driver.

According to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. As noted, deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m.-5:59 a.m. were not wearing their seat belts at the time of the crash.

"Seat belts save thousands of lives every year, but far too many motorists still are not buckling up, especially at night when the risk of getting in a crash is even greater," said Sgt. Darche. "Our goal is to save more lives, so the Morton Police Department will be out enforcing seat belt laws around the clock."

In 2011, seat belts saved an estimated 11,949 lives nationwide, according to NHTSA. While this year's Click It or Ticket enforcement campaign runs from May 10-27, officers are out enforcing seat belt laws year-round. Buckle up and encourage your loved ones to do the same. You will save the cost of a ticket and may save a life.

For more information about the Click It or Ticket campaign, please visit www.buckleupillinois.org.

CPD to conduct holiday safety patrols

Starting Monday and continuing through the Thanksgiving holiday weekend, members of the Columbia Police Department will participate in the nationwide "Click It or Ticket" traffic safety campaign.

Funding from the National Highway Traffic Safety Administration is provided to the Illinois Department of Transportation Traffic Safety Division to make these traffic safety campaigns possible. CPD received a grant from IDOT, making these possible with IDOT paying the entire cost.

Columbia police officers, along with the Illinois State Police and other police departments from the region, will conduct seat belt safety patrols focusing on the Admiral Parkway corridor at the main lighted intersections where the majority of traffic crashes occur. Columbia Deputy Police Chief Jerry Paul said officers will identify these seat belt safety zones by placing large orange "Seat Belt Enforcement" signs indicating the presence of officers and the reminder to buckle up.

Grant allows increased traffic patrols

Police in Brookfield, North Riverside and Riverside will be increasing traffic patrols through Nov. 25 as part of the Sustained Traffic Enforcement Program administered by the Illinois Department of Transportation's Division of Public Safety.

The enforcement period began Monday and will continue through the Thanksgiving weekend. During that time, police will add patrols to watch for motorists disobeying seatbelt and other traffic laws as well as watching for intoxicated motorists.

Grant money obtained by the departments from IDOT goes directly toward additional street patrols specifically targeting those traffic offenses.

The departments will increase patrols around the Christmas and New Year's holidays as well as part of that same grant program.

DUIs, seat-belt violaters nabbed in holiday patrols

BY FRANK ABDERHOLDEN
fabderholden@stmedianetwork.com

Results from the special police patrols the week leading up to the Memorial Day weekend nabbed several DUIs and even more seat-belt violations, including failing to buckle up children.

Last year, Illinois topped the national average for seat belt use and set a record for the state. Federal surveys showed that 93.6 percent of front-seat passengers in Illinois were using seat belts as of June, up from 92.9 percent last year and above the national average of 84 percent.

A number of police departments participated in the Click-et or Ticket mobilization and also had extra patrols to target impaired drivers between May 10 and May 17 that was funded through grants from the Illinois Department of Transportation and the National Highway Traffic Safety Administration.

In Park City, police made one drug arrest and three DUI arrests. They had 10 seat belt violations and three child safety seat violations. Other tickets included three suspended/revoked licenses, two uninsured motorists, and eight speeding citations.

Sgt. Dwayne Harrell said that while the campaign may be over, his and other departments say it's no excuse to stop using your seat belt. "Our officers are out all year long. If you or your passengers are caught not wearing a seat belt, day or night, you will be cited for the safety violation," he said.

In Libertyville, police conducted 236 traffic stops during the time period and made eight arrests for DUI, one for transportation of open liquor, and issued 23 citations for not wearing a seat belt. They also found a number of cellphone violations with two citations for texting while driving and one each for using a wireless device in a school zone and inside a construction zone.

Memorial Day weekend patrols nabbed several DUIs and even more seat belt violations, including failing to buckle-up children. | SUN-TIMES MEDIA FILE

There were 46 citations for speeding, 19 for not having proof of insurance, four for driving on a suspended or revoked license, and five for not having a driver's license. There was one citation for passing a school bus while unloading students and a felony aggravated driving while license revoked.

Fox Lake police did not find any impaired drivers, but they did apprehend a fugitive and wrote 49 seat belt violation tickets and two child safety seat citations. They had nine speeding violations and ticketed 14 people for not having proof of insurance.

In Gurnee, local police teamed up with Secretary of State Police and the Lake County Sheriff's Office for a roadside safety checkpoint the evening of May 24 and morning of May 25 on Route 132 between Dilleys Road and Route 21. They wrote a total of 103 citations including one arrest for DUI, two for transporting open alcohol, 19 seat belt violations and five child safety seat citations.

Other violations included an arrest of a fugitive, two curfew violations, 39 citations for no proof of insurance, nine arrests for no valid driver's license, nine for driving on a suspended/revoked license, 10 citations for equipment violations and nine other moving violations.

In Waukegan, they held 10 seat belt enforcement zones and four DUI saturation patrols during the campaign. There were five arrests for DUI, and they had 4,359 vehicles pass through the seat belt enforcement zones resulting in 199 seat belt violations and 56 child safety seat citations.

Other violations included three fugitive arrests, one drug arrest, eight citations for no proof of insurance, 11 citations for driving on a suspended/revoked driver's license and 49 other tickets for various violations.

Police to participate in IDOT's statewide traffic safety initiative

The Police Department will be participating in the Illinois Department of Transportation's "Drive to Survive" Cinco de Mayo Campaign beginning on Saturday, April 27 through Sunday, May 5. The Police Department's participation in this statewide traffic safety initiative was fully funded by a grant through the Illinois Department of Transportation's Division of Traffic Safety in order to deter impaired infractions. The Police Department was awarded a total of 24 additional manpower hours to conduct DUI saturation patrols.

The Police Department would also like to encourage motorists to always wear their seat belts, assign a designated driver, and do not let any friends or family members drive under the influence of alcohol.

Police Dept. completes holiday traffic campaign

Wednesday, Nov. 14 through Tuesday, Nov. 27, the Police Department participated in the Illinois Department of Transportation's 2012 Thanksgiving "Drive Sober or Get Pulled Over" traffic enforcement campaign.

The Police Department conducted 55 additional hours targeting drunk drivers and seat belt violators. The Police Department arrested four motorists for driving under the influence of alcohol, one motorist for aggravated driving under the influence of alcohol, aggravated driving while license revoked and driving under the influence of alcohol, and one motorist for driving while license suspended. The Police Department also issued nine seat belt violation citations, 60 speeding violation citations, eight citations for insurance violations and approximately 27 citations for other traffic violations. The traffic campaign was fully funded by federal safety funds through the Illinois Department of Transportation's Division of Traffic Safety.

The next DUI traffic enforcement campaign through the Illinois Department of Transportation is scheduled to start on Wednesday, Dec. 19, and run through Tuesday, Jan. 1, 2013.

Police to participate in holiday traffic safety campaign

The Bartlett Police Department will be participating in the Illinois Department of Transportation's Drive to Survive Independence Day DUI and seatbelt enforcement campaign from Friday, June 28 through Sunday, July 7.

The Police Department's participation in these statewide traffic safety initiatives is fully funded by a grant through the IDOT's Division of Traffic Safety in order to deter impaired drivers and to achieve a higher use of safety belts, child safety seats and booster seats. The Police Department was awarded a total of 32 additional patrol hours to conduct DUI saturation patrols and 12 additional patrol hours to conduct seatbelt saturation patrols.

The Police Department is encouraging motorists to always wear their seat belts, assign a designated driver, and do not let any of their friends or family members drive under the influence of alcohol.

Police to target drunken drivers through Labor Day

SUBURBAN LIFE MEDIA

RIVERSIDE – In a campaign that began Friday and will continue through Labor Day, Riverside police will be out in force as part of the annual Illinois Drive Sober or Get Pulled Over crackdown on drunk drivers.

The statewide crackdown also will include a focus on making sure drivers wear their seat belts.

Riverside police said they will look for drunk drivers during the crackdown, in addition to ticketing seat belt law violators – in front and back seats.

Riverside police reported that holidays such as Labor Day tend to be particularly dangerous as people celebrate and consume too much alcohol before getting behind the wheel.

Riverside Chief of Police Tom Weitzel cited research in a news release that he said shows that campaigns such as Drive Sober or Get Pulled Over reduce drunk driving fatalities by as much as 20 percent.

The law enforcement crackdown is funded by federal traffic safety funds through the Illinois Department of Transportation.

Belvidere campaign nets 1 DUI arrest

BELVIDERE — Police made one DUI arrest during a Sustained Traffic Enforcement program from Dec. 17 to Jan. 1.

Two people were cited for speeding, nine for failure to provide proof of insurance and 11 people for seat belt violations. Six minors were cited for possessing alcohol, and two were cited for illegal transportation of alcohol. One motorist was found to be wanted on a warrant.

The Belvidere Police Department received funding from the Illinois Department of Transportation to hire off-duty officers during the campaign, which resulted in nearly 40 tickets or arrests.

CPD conducting Labor Day patrols

Now through the Labor Day holiday weekend, officers from the Columbia Police Department are participating in the nationwide "Drive Sober or Get Pulled Over" traffic safety campaign.

Funding from the National Highway Traffic Safety Division provided to the Illinois Department of Transportation Traffic Safety Division makes these safety campaigns possible with IDOT paying the entire cost.

Columbia officers, along with the Illinois State Police and other local agencies, are conducting mobile traffic safety patrols including high visibility alcohol and seat belt enforcement.

"You will see more Columbia police officers on the roadway this Labor Day holiday dedicated to making the roadways safer for our citizens and everyone that drives through our community," Columbia Deputy Chief of Police Jerry Paul said.

Sullivan PD joins Click It or Ticket Campaign to help save lives

The 2013 Click It or Ticket campaign kicks off May 10 in Illinois.

The purpose of the campaign is to help save lives by cracking down on those who do not buckle up through the Memorial Day holiday weekend.

The Sullivan Police Department is joining the Illinois Department of Transportation (IDOT), the Illinois State Police (ISP) and more than 500 local law enforcement agencies across the state to save more lives by strongly enforcing seat belt laws.

"As we kick-off the busy summer driving season it's important for everyone to buckle up every trip, every time, day or night – no excuses," said Assistant Police Chief James Waggoner. "Our officers are prepared to ticket anyone who is not wearing a seat belt."

Provisional numbers show that during the 2012 Memorial Day weekend there were six fatalities and almost 600 injuries on Illinois roadways. Three of those fatalities were alcohol-related. Wearing a seat belt is the best defense against an impaired driver.

According to the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), 52 percent of the 21,253 passenger vehicle occupants killed in 2011 were not wearing their seat belts at the time of the crash. As noted, deaths involving seat belt nonuse are more prevalent at night than during the daytime. According to NHTSA, 62 percent of the 10,135 passenger vehicle occupants killed in 2011 during the overnight hours of 6 p.m. to 5:59 a.m. were not wearing their seat belts at the time of the crash.

"Seat belts save thousands of lives every year, but far too many motorists still are not buckling up, especially at night when the risk of getting in a crash is even greater," said Waggoner. "Our goal is to save more lives, so the Sullivan Police Department will be out enforcing seat belt laws around the clock."

While this year's Click It or Ticket enforcement campaign runs from May 10 through May 27, officers are out enforcing seat belt laws year-round.

For more information about the Click It or Ticket campaign, visit www.buckleupillinois.org.

CAHOKIA POLICE DEPARTMENT

Independence Day Holiday Enforcement Campaign

June 28th through July 7th

HAVE A SAFE & HAPPY 4TH OF JULY!!!

CAHOKIA POLICE
COURT HOUSE 1699

State of Illinois
Illinois Department of Transportation

Illinois Department of Transportation

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