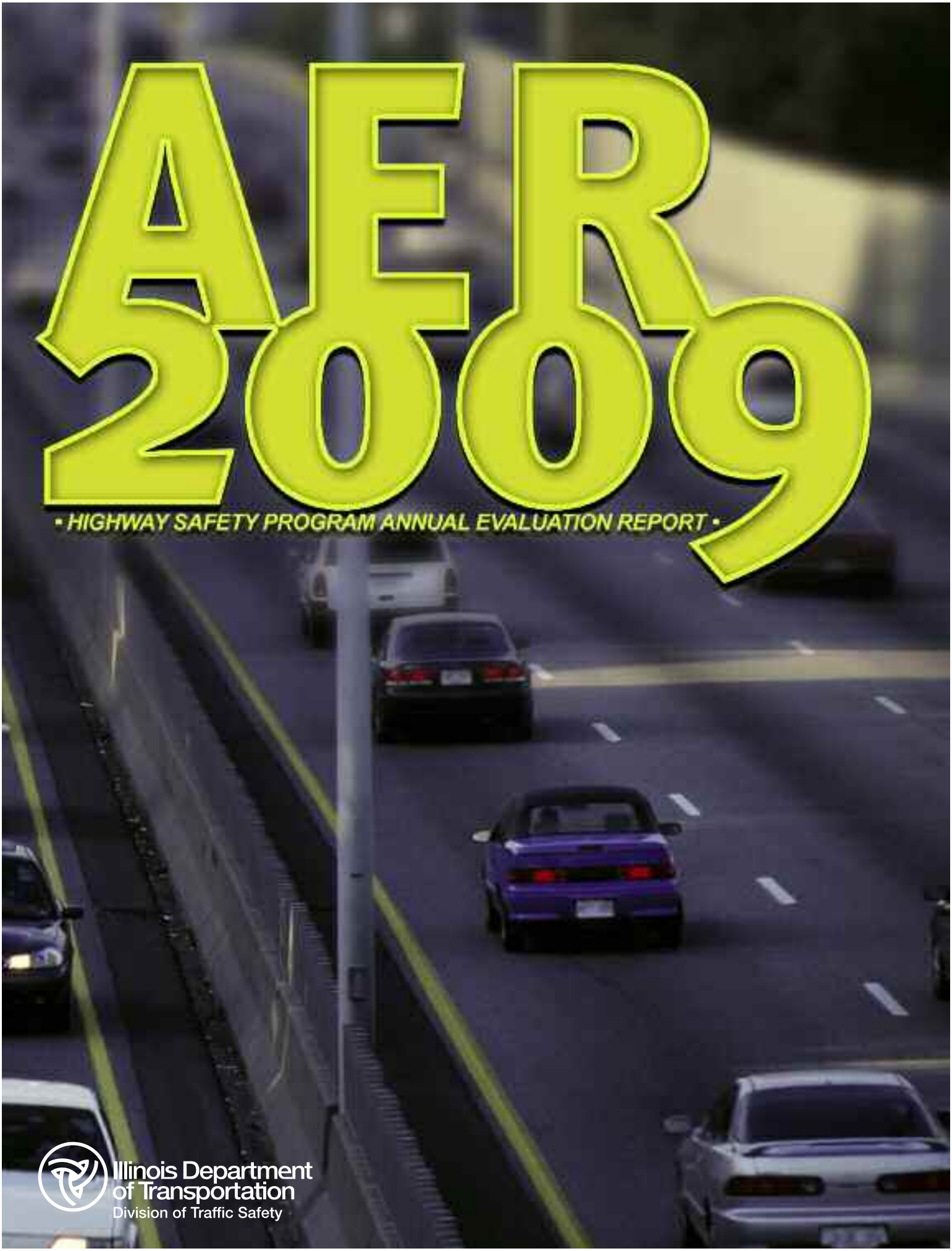
AER 2009

• HIGHWAY SAFETY PROGRAM ANNUAL EVALUATION REPORT •



Illinois Department of Transportation
Division of Traffic Safety

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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 N. 9th St., Springfield, IL 62702, 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, such as that found in this publication • 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

Occupant Restraint Survey Information (217) 785-1181

• Safety belt and child safety 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 2009 Highlights

- Achieved a safety belt usage rate of 91.7 percent.
- Continued with a statewide Traffic Records Coordinating Executive Committee and a multi-agency Illinois Traffic Records Coordinating Committee.
- Trained a total of 16,701 motorcyclists in Calendar Year 2009 through IDOT's Cycle Rider Safety Program.
- Over 200 law enforcement agencies participated in the Click It or Ticket campaign.
- The statewide Operation Teen Safe Driving program reached over 90,000 high school students.
- In FY 2009 DTS dedicated $3.1 million in federal funds for paid media in support of the Click It or Ticket and You Drink & Drive. You Lose. mobilizations and campaigns.
- Conducted an Ignition Interlock Symposium.
- Conducted a statewide traffic safety conference.
- Enhanced our enforcement efforts during the mobilization campaigns.
- Updated fatality information daily 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 2009 Annual Evaluation Report provides an overview of the state's utilization of federal highway safety funds for the period of October 1, 2008 through September 30, 2009 and evaluations of the various highway safety programs supported by these resources.

A continuing decrease in traffic fatalities made 2008 the safest year on Illinois roadways since 1924, with 1,043 traffic fatalities. Safety belt usage is at an all-time high rising to 91.7 percent in 2009 compared to 90.5 percent in 2008. Since the Illinois Primary Safety Belt Law was enacted in July 2003, crash fatalities have declined significantly in Illinois. The past two years have seen the lowest number of traffic fatalities since 1923, when there were 1,031.

In FY 2009, DTS worked to increase Illinois law enforcement agencies to participate in the enforcement and motorist education of Illinois traffic safety laws. DTS continued the Operation Teen Safe Driving program statewide, DTS's initiative to reduce teen deaths and injuries in Illinois. DTS received national recognition for the Operation Teen Safe Driving program in FY 2009.

With the continued implementation of highway safety projects in FY 2009, needless deaths and injuries on Illinois roads continue to decrease. The state of Illinois has partners, safety advocates, law enforcement, medical community and organizations that work tirelessly to make Illinois a safer place. With us working together, our projects and programs are saving lives.

Illinois Quick Facts

Illinois Safety Belt Usage Rates for 2009

- Overall safety belt usage rate is 91.7 percent.
- Usage rate on weekends is 92.9 percent.
- Usage rate on weekdays is 90.3 percent.
- General information on usage rates

By Region:	City of Chicago	86.8 percent
	Cook County	90.2 percent
	Collar Counties	93.1 percent
	Downstate	93.0 percent
By Road Type:	Residential	89.9 percent
	U.S./IL Highways	91.3 percent
	Interstates	95.3 percent

Illinois Child Safety Seat Usage Rates for 2009

- Overall Child Safety Seat Usage Rate is 90.7 percent.

Illinois Motorcycle Helmet Usage Rates for 2009

- Overall Motorcycle Helmet Usage Rate is 32.1 percent.

General

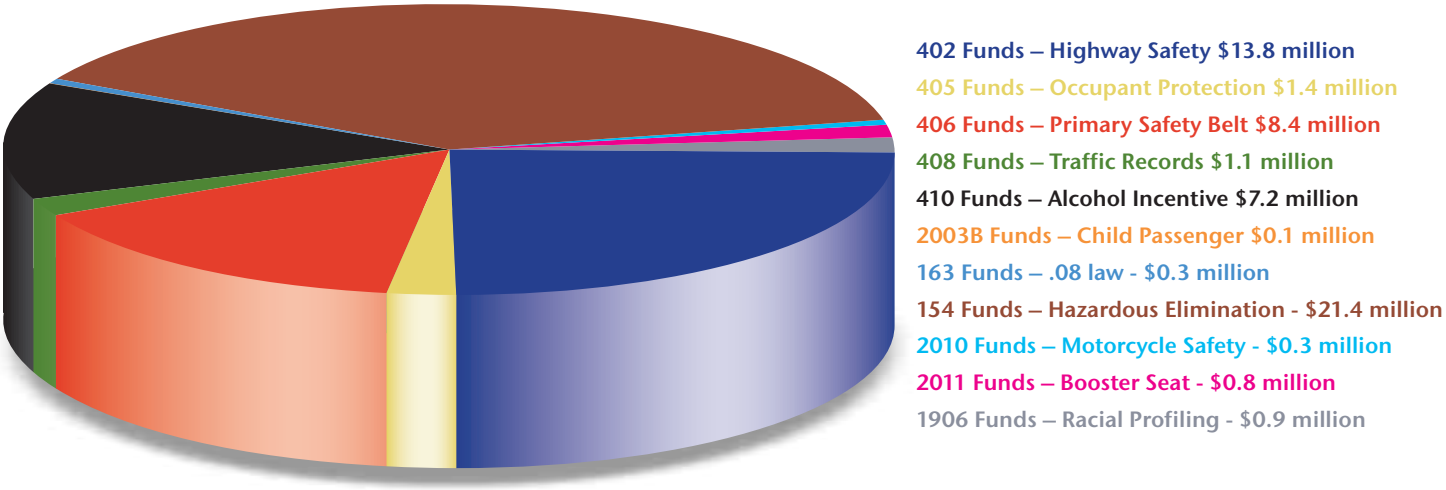
- Travel decreased by 1.6 percent compared to the previous year.
- The mileage death rate decreased by 14.7 from 2007 to 2008.
- Vehicle Miles Traveled (VMT) decreased from 107.4 billion in 2007 to 105.6 billion in 2008.
- Licensed drivers increased from 8.67 million in 2007 to 8.72 million in 2008.

Illinois Fatality Rates

- 1,043 persons were killed in 950 fatal crashes in 2008.
- There was an average of 1.1 deaths per fatal crash.
- The 2008 fatality rate for Illinois was 0.99 (per one hundred million vehicle miles).
- 362 persons died in alcohol-related crashes in 2008.

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

FY2009 Allocated Funds



FY 2009 ALLOCATED FUNDS PER FUNDING SOURCE
TOTAL - $55,428,762 MILLION

Program Goals and Accomplishments

Division of Traffic Safety Program Goals

Each year, as the process of developing the Highway Safety Plan (HSP) begins, the Division of Traffic Safety (DTS) re-evaluates its performance goals for highway safety in Illinois. The FY 2009 goals continue to be centered around the two biggest traffic safety priorities in Illinois, the nation and around the world--safety belts and impaired driving.

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., alcohol, 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 six categories: overall goals, occupant protection, impaired driving, motorcycle, pedestrian and pedal cycle. The overall goals are intended to be an overall measure of the effectiveness of the HSP.

NHTSA and the Governor's 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. These new 11 core outcome and behavior measures will be shown in the FY 2010 AER.

Overall Goals

The Problem

- 1,043 persons were killed in 950 fatal crashes in 2008.
- Travel decreased by 1.6 percent compared to the previous year.
- There was an average of 1.1 deaths per fatal crash.
- Table 1, Illinois Five Year Statistics for 2004-2008.
- Table 2, Fatal Crashes by Day of Week, 2008.
- Table 3, Fatal Crashes by Time of Day, 2008.
- Table 4, Fatalities by Person Type, Age and Gender, 2008.

Table 1

Five-Year Statistics

	2004	2005	2006	2007	2008	04vs08
Registered Motor Vehicles 1	9.70	9.85	10.08	10.21	10.15	4.6
Licensed Drivers 1	8.56	8.57	8.62	8.67	8.73	2.0
Vehicle Miles Traveled 2	108.91	107.86	106.81	107.40	105.64	-3.0
Crashes	433,032	421,522	408,670	422,778	408,258	-5.7
Injuries	121,670	112,343	106,918	103,156	94,021	-22.7
Deaths	1,355	1,363	1,254	1,248	1,043	-23.0
Mileage Death Rate 3	1.24	1.26	1.17	1.16	0.99	-20.2

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.
Note: Crash data in this publication are taken from the state's crash records system except where noted.

Table 2
Fatal Crashes by Day of Week

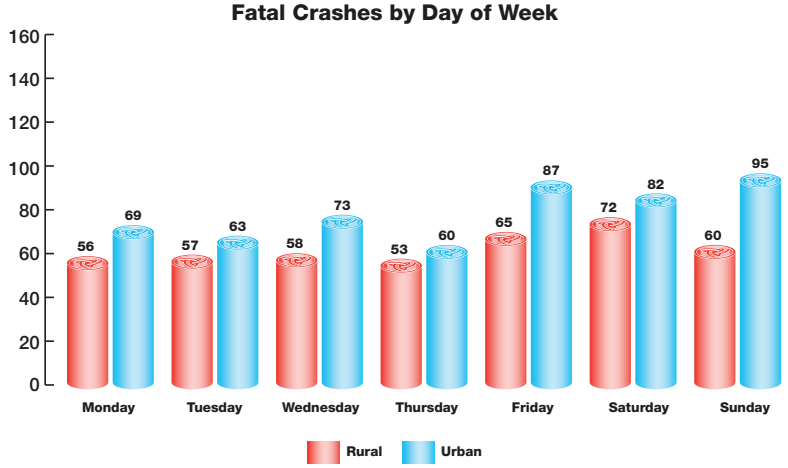


Table 3
Fatal Crashes by Time of Day

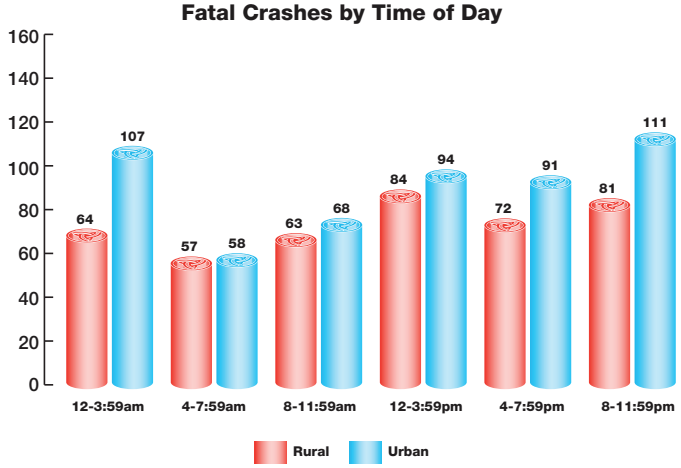


Table 4

Fatalities by Person Type, Age and Gender (2008)

AGE	DRIVERS				PASSENGERS				TOTAL OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	0	0	0	0.0	5	4	9	4.0	5	4	9	1.0
5-9	0	0	0	0.0	4	2	6	2.7	4	2	6	0.7
10-14	1	1	2	0.3	6	4	10	4.5	7	5	12	1.4
15-19	39	22	61	9.3	17	9	26	11.7	56	31	87	9.9
20-24	73	25	98	15.0	21	17	38	17.0	94	42	136	15.5
25-34	99	19	118	18.0	30	18	48	21.5	129	37	166	18.9
35-44	81	22	103	15.7	10	5	15	6.7	91	27	118	13.4
45-54	86	26	112	17.1	11	8	19	8.5	97	34	131	14.9
55-64	50	15	65	9.9	3	7	10	4.5	53	22	75	8.5
65-74	28	10	38	5.8	4	12	16	7.2	32	22	54	6.2
75 or Older	39	19	58	8.9	11	15	26	11.7	50	34	84	9.6
TOTAL	**496**	**159**	**655**	**100.0**	**122**	**101**	**223**	**100.0**	**618**	**260**	**878**	**100.0**

AGE	PEDESTRIANS				PEDALCYCLISTS				TOTAL NON-OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	2	0	2	1.5	1	0	1	3.7	3	0	3	1.9
5-9	6	1	7	5.2	1	0	1	3.7	7	1	8	4.9
10-14	2	1	3	2.2	3	0	3	11.1	5	1	6	3.7
15-19	7	3	10	7.4	2	0	2	7.4	9	3	12	7.4
20-24	6	4	10	7.4	2	1	3	11.1	8	5	13	8.0
25-34	17	2	19	14.1	2	0	2	7.4	19	2	21	13.0
35-44	19	11	30	22.2	2	0	2	7.4	21	11	32	19.8
45-54	20	4	24	17.8	8	0	8	29.6	28	4	32	19.8
55-64	8	2	10	7.4	5	0	5	18.5	13	2	15	9.3
65-74	6	3	9	6.7	0	0	0	0.0	6	3	9	5.6
75 or Older	6	5	11	8.1	0	0	0	0.0	6	5	11	6.8
TOTAL	**99**	**36**	**135**	**100.0**	**26**	**1**	**27**	**100.0**	**125**	**37**	**162**	**100.0**

Note: Three additional people were killed in motor vehicle crashes in Illinois in 2008. Those three people were occupants of non-motor vehicles.

Goals

- To reduce the statewide fatality rate (per 100 million VMT) from 2003 level of 1.37 to 0.98 by December 31, 2009.

Target: Achieve incremental decreases in annual fatality rate.

	Fatality Rate						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	1.37	1.24	1.26	1.17	1.16	0.99	**0.98**

- To reduce the statewide severe injury rate (per 100 million VMT) from the 2003 level of 17.3 to 13.0 by December 31, 2009.

Target: Achieve incremental decreases in annual severe injury rate.

	Severe Injury Rate						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	17.26	17.13	16.98	16.70	14.74	12.74	**13.0**

- To reduce the statewide percentage of fatal crashes (to total fatal and injury crashes) from the 2003 level of 1.45 percent to 1.34 percent by December 31, 2009.

Target: Achieve incremental decreases in annual percentage of fatal crashes.

	Fatal Crash Percentage						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	1.45	1.43	1.53*	1.48	1.52	1.38	**1.34**

- To reduce the statewide severe injury rate (per 100 million VMT) from the 2003 level of 17.3 to 13.0 by December 31, 2009.

Target: Achieve incremental decreases in annual severe injury rate.

	Severe Injury Crash Percentage						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	15.35	16.42*	17.11	17.89	16.37	15.2	**13.0**

*Since 2004 through 2006, the actual number of "A" injury crashes decreased, but the percentage of "A" injury crashes increased due to a significant decrease in total injury crashes (as a component of denominator).

Strategies

- Accomplish DTS Alcohol goals (numbers 1-3) and Occupant Protection goals (numbers 1 and 2).
- Engage in further analysis and problem identification of motorcycle crash data.

Impaired Driving

2009 Overview

According to NHTSA estimates, Illinois' total number of traffic crash fatalities involving an alcohol-impaired driver in 2008 was 362 or 34.7 percent of the 1,043 fatalities occurring last year. This is a 17.5 percent decrease when compared to the total 2007 impaired driving fatality number of 439 (35.1 percent of 1,254 fatalities occurring that year). Impaired driving also showed small improvement on the national level with impaired driving fatalities dropping 9.7 percent. Additionally, the alcohol-related fatality rate in Illinois also saw marked improvement in 2008 dropping to 0.46 alcohol-related deaths per 100,000 vehicle miles traveled in Illinois (see chart below). This was a significant decrease from 0.53 in 2007.

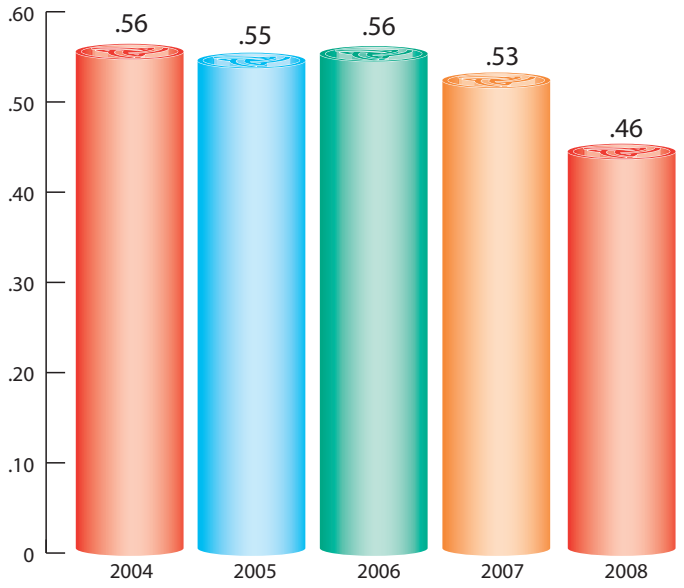
The Illinois Traffic Safety Resource Prosecutor (TSRP) Program continued its strong presence in 2009 providing training and technical assistance to prosecutors and law enforcement throughout Illinois. More detail on the TSRP program can be found in the program summary section.

In 2009, DTS maintained its support, directly and through its grant partnerships, of an aggressive public information and education impaired driving campaign. This support includesthe distribution of thousands of impaired driving materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, NASCAR events, etc. In addition, each You Drink & Drive. You Lose law enforcement crackdown includes an education message (along with a strong enforcement message) in its paid and earned media materials. DTS has numerous 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, the Metro-East Southwest Illinois College/ CHOICE Task Force and Operation Teen Safe Driving.

DTS continued a strong presence in Illinois schools to combat underage drinking. Programs include SADD, that conducts prevention training for teens to provide an underage, anti-drinking message to their peers; ThinkFirst delivers a strong underage drinking/decision making message to youth at assemblies throughout the state; the Southwest Illinois College/CHOICE Task Force delivers a prevention message directly to young people via high schools in the Metro East St. Louis region and a Boosting Alcohol Consciousness Concerning the Health of University Students (BAC-CHUS) group; and DTS' Operation Teen Safe Driving which funds 106 schools throughout the state to conduct their own community traffic safety programs.

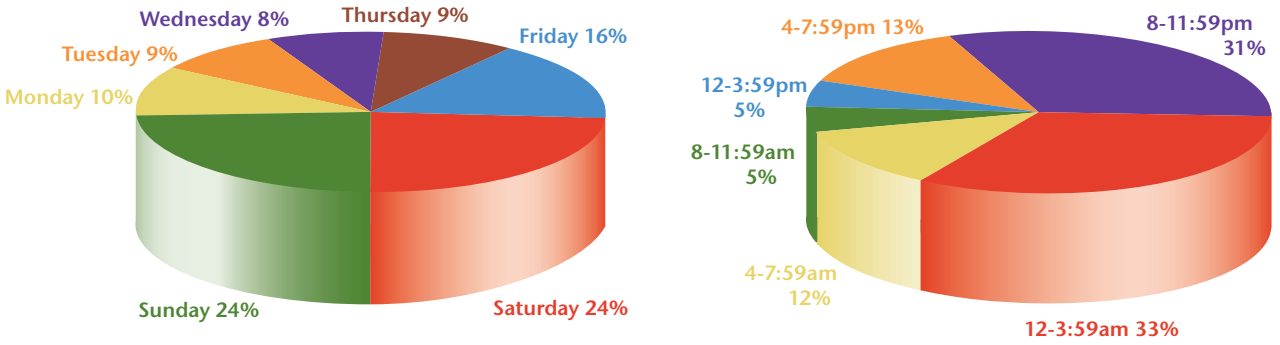
DTS also provided support to the Illinois Liquor Control Commission (ILCC) to continue its effort to provide Beverage Alcohol Sellers and Servers Education and Training (BASSET) to Illinois licensed beverage outlet employees, training those who serve alcohol throughout Illinois to do so responsibly.

Motor Vehicle Alcohol Related Fatality Rate (Imputed Number) Per 100 Million Vehicle Miles of Travel in Illinois (2004-2008)



Finally, DTS is committed to strong support of Illinois' new first-offender, ignition interlock Breath Alcohol Ignition Interlock (BAIID) program. On January 1, 2009, Illinois became the largest state with a first-offender, ignition interlock law that will remove the court's jurisdiction to issue judicial driving permits to first-time offenders during periods of summary suspensions, replacing it with a requirement that the suspended offender drive only vehicles equipped with ignition interlock devices during the period of suspension. In October of 2008, DTS funded, planned and conducted a 3-day Ignition Interlock Symposium attended by over 300 prosecutors, judges, law enforcement officers and others. In June of 2009, DTS again planned and conducted two additional, 4 hour ignition interlock law trainings for prosecutors and judges.

Alcohol-Related* Fatal Crashes by Time of Day and Day of Week 2008



Fatal alcohol-related crashes are fatal crashes in which at least one driver (surviving or deceased) had a BAC of 0.01 or greater. These pie charts show when fatal alcohol-related crashes occurred during 2008.

Goals

- By December 31, 2009, achieve alcohol-related crash fatality rate of 0.40 deaths per 100 million VMT from the Illinois 2003 rate of 0.60 VMT.

Target: Achieve incremental decreases in annual alcohol-related fatality rate.

	Actual Alcohol-Related Fatality Rate						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	0.60	0.56	0.54	0.56	0.47	0.41	**0.40**

** Numbers based on NHTSA's imputed numbers.*

- Increase the percent awareness of the alcohol-related traffic safety slogan, You Drink & Drive. You Lose by 23 percentage points from 62 percent in 2003 to 85 percent by December 31, 2009.

Target: Achieve incremental increases in the awareness of the alcohol-related slogan "You Drink & Drive, You Lose"

	Awareness of the "You Drink & Drive. You Lose." Slogan						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	62.0	78.0	77.0	76.3	81.2	79.5	**85**

Strategies

- Secure commitment from law enforcement agencies serving counties in which 60 percent or more of the alcohol-related crash fatalities occurred.
- Secure commitments from law enforcement agencies serving counties in which 85 percent of statewide population is located.
- Maximize participation of traffic safety partners.
- Deliver enforcement and education of alcohol-related message to at-risk populations (16-34 year olds = 80 percent white men).
- Hire consultant to develop paid/earned annual media plan.
- Continue to fund the Impaired Driving Coordinator and Traffic Safety Resource Prosecutor.
- Continue to consider recommendations from Illinois' Impaired Driving Reassessment, implementing them in a manner that works best for Illinois.

Profile of an Illinois Drunk Driver

The average DUI offender is:

- male (80 percent of those arrested are men)
- arrested between 11 p.m. and 4 a.m. on a weekend
- 34 years old (61 percent of those arrested are under 35)
- caught driving with a BAC level of 0.16 percent

Source: Office of the Illinois Secretary of State 2007 DUI Fact

Project Summaries

Section 402

GDL Handbooks (DTS) #09-03-06 — $70,000

This task provided funds for DTS to print the Graduated Drivers License (GDL) Parent/Teen Handbook. The handbook outlines the new provisions of Illinois' Graduated Driver License program which took effect on January 1, 2008. In FY 2009, DTS printed a total of 200,000 GDL Handbooks for the Office of the Illinois Secretary of State to distribute to new high school drivers and their parents.

Section 410

Traffic Safety Resource Prosecutor (DTS) #09-13-01 $200,000

This task provided funds for DTS to continue the statewide traffic safety resource prosecutor (TSRP). Elizabeth Earleywine continues to lead DTS's TSRP program. John W. Jones is the second TSRP and works out of the Springfield DTS office. Highlights of 2009 relate primarily to the training of prosecutors and law enforcement. Among the offerings were ½ day ignition Interlock seminars conducted with the Traffic Injury Research Foundation. One class was held in Springfield and the other in Chicago. Over 100 attorneys, judges and law enforcement attended. The TSRPs also focused on training prosecutors and law enforcement in the area of handling Statutory Summary Suspensions (SSS) Hearings. SSSs are Illinois' administrative license suspensions. Over 100 participants learned the basics of summary suspension law, how to prepare for and how to handle these hearings. In all, there were 27 training opportunities for prosecutors, law enforcement and other traffic safety professionals that were either conducted by the TSRP program or in conjunction with the TSRP program. Another highlight of the year was the creation of the Prosecutor Resource Network, with grantee University of Illinois Springfield. This is a mentoring group that will work on various projects to assist line prosecutors in the investigation and prosecutor of traffic safety-related issues.

PI&E Materials (DTS) #09-13-07 $200,000

This task provided funds for DTS to produce and develop You Drink & Drive. You Lose. (YD&DYL) materials to distribute at DTS sponsored events. In FY 2009, DTS produced YD&DYL pencils, YD&DYL key chains and 5,000 Stay Focused tickets.

Ignition Interlock Symposium (DTS) #09-13-10 $25,000

This task provided funds for DTS to conduct an Ignition Interlock Symposium in Illinois. On October 28-30, 2008 DTS held an Ignition Interlock Symposium in Lisle, Illinois with over 300 traffic safety partners attending including judges, prosecutors and law enforcement officials.

Judicial Training (AOIC) #09-13-13 $42,000

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 April 2 - 3, 2009, the AOIC presented a two-day Judicial Training session titled Practical Approaches to Substance Abuse Issues: DUI Offenders in State Courts, in Illinois. A total of 44 Illinois judges were trained. The topics covered were: Hard Core Drunk Driving, SCRAM Device Discussion, Field Sobriety Testing, Sentencing Scenarios, Interpreting Abstracts, Frye and Case law Updates, Evidentiary Issues, High-Risk & Youthful DUI Offenders and Statutory Summary Suspension. The bench book writing team has completed updated pages for the supplement to the DUI bench book and will be distributed in January 2010.

Tracking Alcohol in Illinois (TrAIL) (ILCC) #09-13-14 $59,000

This task provided funds for the Illinois Liquor Control Commission (ILCC) to conduct a Tracking Alcohol in Illinois (TrAIL) program. This project assisted ILCC in conducting investigations when underage alcohol consumption is suspected in an incident that results in serious consequences. In FY 2009, the ILCC developed the educational component of the "Don't Be Sorry" program, including cashmats, t-shirts and buttons which were distributed to liquor licenses, local government officials, parents and teens. ILCC continued the push for mandatory BASSET training in local jurisdictions. In June 2009, two regional meetings were held in Princeton and Galesburg. Over 100 mayors, police chiefs, sheriffs, county chairs and other appropriate individuals attended these meetings.

BAIID (SOS) #09-13-15 $313,100

This task provided funds for the Office of the Secretary of State (SOS) to develop a BAIID program in Illinois. In FY 2009, SOS established the BAIID Office within the SOS. SOS purchased equipment for the office, along with contracting with two COBOL programmers to develop a BAIID computer system for Illinois. To date a total of 19,734 statutory summary suspensions and 4,554 MDDP court order forms have been issued.

RADD/SWIC (Local) #09-13-17 $70,000

This task provided funds for RADD/SWIC to support a Community Task Force to engage in education, prevention and law enforcement supported activities to reduce alcohol-related deaths and injuries among 16-34 year olds in the Metro East Region of Illinois. This Task Force implemented programming outreach to address key danger windows for teens16-20 and younger adults 21-34 and provided community support for activities related to highway safety.

Section 406

Paid Media #09-16-01 (DTS) $4,600,000

This task provided funds for paid media in support of Illinois' impaired driving and Click It or Ticket campaigns. An evaluation of DTS's paid media begins on page 55.

Occupant Protection

2009 Overview

DTS believes the best way to achieve the goal of reducing injuries and fatalities on Illinois roadways is by increasing safety belt use, reducing speed and not driving impaired. Illinois' Click It or Ticket campaign, along with the National Highway Traffic Safety Administration's (NHTSA) campaign for 2008, began in early May and concluded mid-June. The statewide safety belt usage rate is determined by pre- and post-observational surveys which are conducted in conjunction with paid and earned media blitzes. In June 2009, DTS conducted a safety belt survey by observing a total of 126,680 front seat occupants. Of those, 91.7 percent were observed wearing safety belts. The Collar Counties (DuPage, Kane, Lake, McHenry and Will) had the highest usage rate at 93.1 percent followed downstate counties (Champaign, Macon, Montgomery, Peoria, Rock Island and St. Clair) at 93.0 percent. The city of Chicago had the lowest rate at 86.8 percent. Interstate highways had the highest usage rate at 95.3 percent followed by U.S./Illinois Highways at 91.3 percent. Residential streets had the lowest rate at 89.9 percent. The safety belt rate on weekends was 92.9 percent, while the weekdays it was only 90.3 percent. Increased law enforcement, utilizing Illinois State Police, the Office of the Secretary of State, Department of Police and local law enforcement agencies throughout the state, as well as extensive public education, emphasized the importance of vehicle passengers wearing safety 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 twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by more than 75 percentage points, peaking at 91.7 percent in June 2009.

The statewide child safety seat usage rate is currently 90.7 percent based on the 2009 survey. Illinois ranks among the top three states in the nation for the highest number of certified CPS technicians. Statewide, there are 1,843 certified child passenger safety technicians (CPS) and 75 child passenger safety technician instructors. On average, 30 child passenger safety technician certification courses are held per year along with nine CPS technician update courses per year. In 2009, Illinois hosted 24 regional child passenger safety conferences with over 500 technicians in attendance. Illinois held 64 checkpoints that were manned by over 400 technicians Seat Check Saturday, which was held during the 2009 National CPS Week. DTS partnered with AAA and Evenflo to provide close to 800 replacement child safety seats to participating checkpoints. The efforts of Illinois' certified child passenger safety technicians are supported by five Regional Occupant Protection Coordinators along with the State and the Assistant State Occupant Protection Coordinator. The Regional Occupant Protection Coordinators 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.

The Problem

- The 2008 fatality rate decreased from 1.16 in 2007 to 0.99 in 2008.
- Illinois 2008 traffic fatalities totaled 1,043 (878 were occupants) in 950 crashes.
- There was an average of 1.1 deaths per fatal crash in 2008.
- The 2009 statewide safety belt usage rate rose from 90.5 percent to 91.7 percent (Table 1).
- Table 1, Front Seat Occupant Restraint Usage Rate.
- Table 2, Occupant Restraint Usage for Persons Killed.

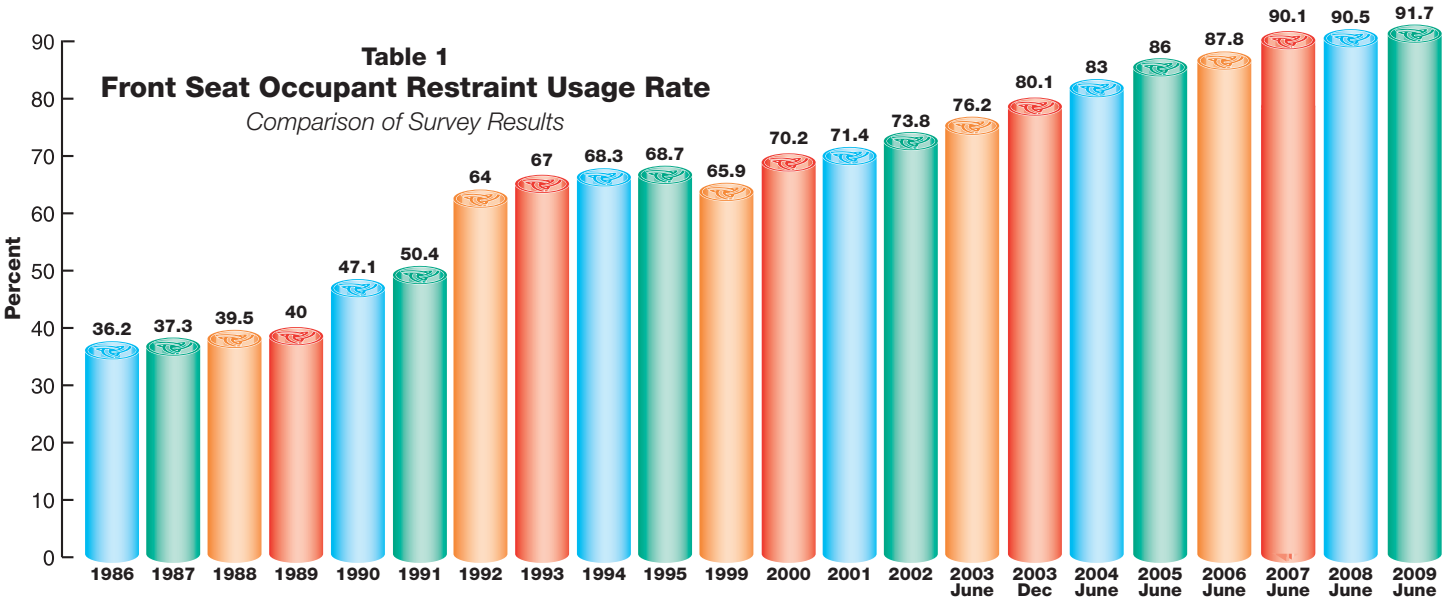


Table 2

Occupant Restraint Usage for Persons Killed

TYPE OF RESTRAINT	DRIVER	PASSENGER	TOTAL
None Used/Not Applicable	243	107	350
Safety Belt Used	240	75	315
Child Restraint Used	0	6	6
Safety Belt Used Improperly	0	0	0
Child Restraint Used Improperly	0	3	3
Unknown	42	18	60
TOTAL	525	209	734

	AGE GROUPS					
TYPE OF RESTRAINT	0-3	4-5	6-9	10-14	15-20	>20
None Used/Not Applicable	0	2	3	8	53	284
Safety Belt Used	0	0	0	2	45	268
Child Restraint Used	5	0	1	0	0	0
Safety Belt Used Improperly	0	0	0	0	0	0
Child Safety Seat Used Improperly	3	0	0	0	0	0
Unknown	1	0	0	0	10	49
TOTAL	9	2	4	10	108	601

Occupant Protection Goals

- Increase occupant restraint usage by 15.8 percentage points from 76.2 percent in 2003 to 92.0 percent by December 31, 2009.

Target: Achieve incremental increases in annual statewide safety belt survey rates.

	Statewide Safety Belt Use Percentage						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	76.2	83.0	86.0	88.0	90.1	90.5	92

- Increase the correct statewide child safety seat usage rate by 9.5 percentage points from 60 percent in 2003 to 69.5 percent by December 31, 2009.

Target: Achieve incremental decreases in annual severe injury rate.

	Actual Child Safety Seat Usage Rate						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	60.0	64.0	60.1	53.9	53.6	56.4	**69.5**

Note: The definition for incorrect use was altered in 2006 to reflect a more comprehensive list of incorrect uses of child safety seats.

- Increase the percent awareness of the safety belt slogan Click It or Ticket by 10 percentage points from 85 percent in 2003 to 95 percent by December 31, 2009.

Target: incremental increases in the awareness of the safety belt slogan "Click It or Ticket".

	Awareness of the "Click It or Ticket" Slogan						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	85.0	90.0	91.1	91.2	93.8	90.7	**95**

- Reduce the combined percent unbelted occupant fatalities by 33.9 percentage points from 76 percent in 2003 to 42.10 percent by December 31, 2009.

Target: Achieve incremental decreases in unbelted occupant fatalities.

	Percent Unbelted Occupant Fatalities						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	76.0	57.1	55.9	57.5	45.9	47.0	**42.1**

- Reduce the combined percent unbelted occupant "A" injuries by 9.6 percentage points from 32.7 percent in 2003 to 23.1 percent by December 31, 2009.

Target: Achieve incremental decreases in unbelted occupant "A" injuries.

	Severe Injury Crash Percentage						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	32.7	29.74	30.11	30.24	30.76	31.46	**23.1**

Strategies

- Identify crash-related "A" injuries and fatalities in counties comprising 85 percent of the statewide population.
- Secure commitment from law enforcement agencies serving counties in which 60 percent or greater of crash related "A" injuries and fatalities occurred.
- Deliver enforcement and education of occupant protection message to the part-time user (16-34 years old, male and female, predominately male).
- Deliver enforcement and education of child passenger safety protection message to drivers who transport children.

Project Summaries

Section 402

Sports Marketing Coordinator (Local) #09-02-01 $225,000

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 worked with DTS to have displays at the Chicagoland Speedway for NASCAR, Route 66 and Gateway races for promoting the Click It or Ticket and impaired driving messages to race fans.

Keep Kids in Safe Seats (SOS) #09-02-03 $64,000

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 638 child safety seats at their Driver Facility sites in FY 2009. SOS speakers conducted 235 CPS presentations reaching a total of 24,667 parents and children.

Occupant Protection Resource Centers (OPRC) #09-02-04 $809,070

This task provided funds for Occupant Protection Resource Centers statewide.

In FY 2009 the OPRC's were:

- **Centro San Banifacio (CSB**) coordinated the monthly Advisory Council for Child Passenger Safety in Chicago. In FY 2009 the Council developed a wallet card for technicians to use during CPS inspection events, members of the Council became a CPS Instructors. CSB organized four renewal classes with a total of 36 individuals re-certifying as CPS Technicians. A total of 96 individuals became/renewed their certification as CPS Technician/Instructors. The CSB conducted a total of 13 CPS inspection events in Chicago.
- **Child Care Resource and Referral Network** assisted DTS in coordinating multiple events for the Operation Teen Safe Driving program in the central Illinois region and had 33 schools in their region submit applications. During National Seat Check Saturday, ten events were held in the region.
- **Children's Hospital of Illinois** actively promoted the CPS Information Line and Special Needs program throughout the state with service to 70 counties, a total of 1,315 CPS calls were received, of which 562 were special needs related. It marks a 22 percent increase in total calls to the Line with a 24 percent increase in special needs related calls from FY 2008. Video production was completed on the car bed instructional DVD entitled "Riding Safe for Newborns using Car Beds." Seventy (70) instructional DVDs were distributed to hospitals and community organization throughout Illinois. Children's Hospital staff conducted 17 trainings, in-services, workshops and presentations to 305 people on safe travel for children with special needs, general CPS and the Special Needs CPS Resource Center. Children's Hospital organized four quarterly meetings in Champaign, Chicago, Peoria and Glen Carbon for Illinois special needs CPS technicians.
- **Rush-Copley Medical Center** coordinated the Operation Teen Safe Driving program in Cook County, sent out weekly, via e-mail, to over 900 CPS technicians in the area, twice a month at Good Shepherd Hospitals presented to expectant parents about child safety seats and safety belt use. Coordinated three NHTSA CPS Technician certification classes training 38 new CPS Technicians and coordinated six CPS Technician update classes with 237 CPS technicians attending.
- **Southern Illinois University-Carbondale** held four Standardized Child Passenger Safety courses in Southern Illinois, a total of 66 new child passenger safety technicians trained in southern Illinois, held six CPS Update Courses in southern Illinois. A total of 13 car seat safety seat checks were held in FY 2009 and 67 car seat checks were held with 1,438 car seats inspected on National Seat Check Saturday.

DTS Travel (DTS) #09-02-06 $18,400

This task provided travel funds for DTS staff to conduct monitoring visits and attend meetings/conferences related to highway safety grants.

Injury Prevention (Local) #09-02-09 $1,790,625

This task provided funds for 17 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 2009 Injury Prevention Projects were:

Alliance Against Intoxicated Motorists (AAIM)
FACES 4
Alliance for Community Peace
La Rabida Children's Hospital
American Red Cross
MADD Illinois
Auxilary of Stroger Hospital
Peoria County Courts Administration
Central DuPage Health Department
Prevention First
Centro San Bonifacio
SIU Board of Trustees
Chicago Police Department
Tazewell County Health Department
Children's Hospital of Illinois
University of Illinois-Springfield
Children's Memorial Hospital

Occupant Protection Coordinator (DTS) #09-02-10 $100,000

This task provided funds for the DTS to hire a consultant to coordinate and implement all of DTS's occupant protection and CPS programs statewide. Jahari Piersol continued as DTS's Occupant Protection Coordinator in FY 2009.

CIOT Safety Belt Survey (DTS) #09-02-11 $5,000

This task provided funds for DTS employees to conduct safety belt surveys throughout the state of Illinois in June 2009. The funds were used to pay for hotel and per diem for DTS staff conducting the safety belt surveys.

Operation Teen Safe Driving (Local) #09-02-12 $331,200

This task provided funds for 106 Illinois high schools to develop and implement effective measures to combat teen driving problems in Illinois. The Operation Teen Safe Driving program is modeled after Ford Motor Company's nationally recognized Driving Skills for Life teen safety program. The top four high schools in each region received an invitation to attend the Ford Driving Skills for Life "Ride and Drive" hands-on training.

PI&E Materials (DTS) #09-02-14 $200,000

This task provided funds for DTS to produce and develop CIOT materials to distribute at DTS sponsored events. In FY 2009, DTS purchased English/Spanish growth charts, yard sticks, CIOT tire stress relievers, CIOT race car tags, CIOT magnetic clips, CIOT bumper stickers, CIOT banners and CIOT tote bags.

Phone Surveys (Local) #09-02-15 $91,295

This task provides funds to conduct three telephone surveys before and after the Click It or Ticket campaign by the Survey Research Office at the University of Illinois. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as "Downstate." Random samples of telephone numbers were purchased for each of the four stratified regions and each telephone number was called a maximum of six times, at different times of the week and day. The telephone surveys were conducted in order to evaluate the impact of the statewide and rural Click It or Ticket campaigns on safety belt slogans. The results can be found on page 51.

Baseball Sponsorships #09-02-16 (DTS) $5,956

This task provided funds for DTS to attend minor league ballparks to distribute and promote highway safety messages regarding safety belt use and impaired driving. DTS attended seven minor league baseball venues in July 2009 distributing safety belt and impaired driving materials.

Section 2011

Boost Illinois (Local) #09-21-01 $176,640

This task provided funds for 10 local agencies to conduct Boost Illinois projects statewide for booster seats and child passenger safety seats.

FY 2009 Boost Illinois projects were:

- **Barrington Police Department** established a lead trainer who has completed the NHTSA Standardized Child Passenger Safety Technical Training program for certification as a technician. During FY 2009, three additional officers were trained as car seat safety technicians using methods approved by the National Standardized Child Passenger Safety Training program curriculum. In FY 2009, Barrington Police Department purchased 101 Booster Seats.
- **Centro San Banifacio** purchased 350 Booster seats for their program in FY 2009. Centro San Banifacio worked with schools, Head Starts and day cares to promote activities that increase the knowledge of booster seat use. The community educator also works with agencies located in the low income communities of Chicago. Most of the Boost and Buckle campaign events have taken place in these communities.
- **Children's Hospital of Illinois** distributed 220 Booster seats during FY 2009. Children's Hospital secured a radio partner for CPD week and Click It or Ticket promotion. WBNQ a radio station in Peoria partnered with Children's Hospital to promote booster seats during the two week Click It or Ticket campaign. The station donated the following: 30 sixty-second radio spots, an online contest, a week's work of on-air promotion for the online contest and a free two hour live remote the day of the car seat check. Conducted one booster seat event a month from March through September.
- **Clay County Health Department** purchased 28 booster seats in FY 2009. Conducted a children's health fair on April 29, 2009 where 38 seats were checked by CPS technicians.
- **DeWitt-Piatt Bi-County Health Department** distributed 52 belt positioning booster seats to families and children. Created the "Give Your Kid a Boost" flier for distribution. The flier was sent to health care providers and schools in the districts, over 1,000 fliers were sent home with school age children. Staff presented a two parent booster seat education programs to parents of children in the Head Start program where 17 adults attended.
- **Logan County Health Department** purchased a total of 117 booster seats. Utilized the WIC and TPS nurses and clients to provide training on child safety seats for the population. Logan County Health Department expanded their car seat program by attending CPS conferences and events and re-certified two technicians.
- **McHenry County Sheriff's Office** distributed 105 booster seats to the community. In FY 2009, the sheriff's office trained eight additional car seat safety technicians. Currently, there is a safety seat technician on all three patrol shifts. Conducted presentations to the following groups: county health department, high school teen pregnancy at risk groups, county senior center child care facilities and the family services health fair.
- **Perry County Health Department** distributed 38 booster seats in FY 2009. Conducted a special event held at Pinckneyville High School Pre-K center. Discussed with parent/guardians seats and viewed the Simple Steps to Child Passenger Safety booster seat DVD.
- **Safe Kids Champaign County** distributed 102 booster seats in FY 2009. Safe Kids reached over 370 people through educational presentations throughout the county regarding booster seats.
- **SIU Board of Trustees** conducted over 10 educational presentations and child passenger safety seat checks in FY 2009. Worked with the Springfield Urban League for booster seat classes and distribution events at the four Springfield Urban League Head Start Pre-School locations.

Child Passenger Safety (Local) #09-21-03 $254,829

This task provided funds for 11 local agencies to purchase safety seats and promotional materials for implementation of community-based safety seat programs.

The FY 2009 Child Passenger Safety projects were:

- **Barrington Police Department** established a lead trainer who completed the NHTSA Standardized Child Passenger Safety Technical training program for certification. In FY 2009, three additional officers were trained as car seat safety technicians. In May 2009, Barrington Police Department kicked off the first Child Safety Seat Event during the "Click It or Ticket" week. A total of 53 child safety seats were purchased in FY 2009.
- **Carbondale Police Department** conducted a CPS program for caregivers and parents unable to provide necessary equipment to ensure safe transportation of the children in their care. Carbondale Police Department inspected 191 car seats, distributed 142 car seats and conducted six educational classes on CPS. Coordinated and held an event for Seat Check Saturday on September 12, 2009. Eight technicians checked 11 seats and distributed one seat.

- **Centro Comunitario Juan Diego(CCJD)** distributed 337 infant and convertible car seats among 234 low-income Haitian, Latino and African American residents of Chicago's Southeast and Calumet Region. CCJD conducted 159 prenatal education home visits that disseminated information about the car seat program. The CCJD conducted 25 community workshops that focused on car seat information. Through these workshops, CCJD provided outreach to 576 Haitian, Latino and African American residents in Chicago's Southeast and Calumet Region.
- **Children's Memorial Hospital** distributed 854 child passenger safety seats and 501 seats were checked for low-income families. The operations of the Child Seat Check Fitting Stations continue to improve as more technicians streamline the seat check process. A monthly reporting form for satellite sites has been implemented to streamline the transfer of infomation and supplies between organizations.
- **Clay County Health Department** distributed 33 car seats in FY 2009. Participated in Seat Check Saturday in September 2009.
- **St. Mary's Good Samaritan Hospital** conducted two car seat events on March 18, 2009 and September 12, 2009. Conducted educational outreach to over 1,000 families in FY 2009. Conducted monthly car seat training classes to new families and the general public on car seats and occupant protection.
- **Logan County Health Department** purchased 118 car seats and distributed 46 in FY 2009. Logan County Health Department designed a public information and education campaign stressing the benefits of child safety seats and/or booster seats by providing information in quarterly department newsletter that reached over 12,000 homes in Logan County. Increased the number of car seats by 10 percent compared to FY 2008 by setting up distribution to low-income clients by request and agency referrals as well as better outreach by using effective press releases and word of mouth.
- **McHenry County Sheriff's Department** conducted a Child Safety Seat Education and Distribution program. In FY 2009, a total of 130 CPS seats were distributed. A total of 14 community car seat checks and hosted the Car Seat Saturday event in September 2009. The McHenry County Sheriff's Department conducted community events throughout the year reaching of 60,000 people.
- **Perry County Health Department** – This project distributed 76 child safety seats during FY 2009. The Perry County Health Department conducted events at Perry County Head Start, Pinckneyville location for parents, teachers and child advocates.
- **Safe Kids Champaign County** inspected 652 car seats and distributed 362 car seats in FY 2009. Safe Kids reached over 1,100 people on education of car seat safety initiatives. The Child Safety Seat Inspection Station was open every Tuesday morning and Thursday afternoon by appointment only and was in operation approximately 48 weeks a year.
- **Tazewell County Health Department** conducted 21 car seat checks in FY 2009. Approximately, 183 car seats were checked at the Pekin station and 94 car seats at the East Peoria station. The CPS program distributed 216 car seats to families in need. CPS technicians educated almost 2,400 individuals through fairs, festivals, network groups, TCHD website and newsletters.

Child Passenger Safety Conference (DTS) #09-21-04 — $5,000

This task provided funds for the DTS to conduct four regional child passenger safety conferences statewide with over 500 technicians in attendance. The conferences were held to facilitate technicians and instructors to receive the required six continuing education units (CEUs) needed for national CPS re-certification.

CPS Seats (DTS) #09-21-06 — $10,000

This task provided funds for the DTS to purchase child safety seats for DTS's CPS programs statewide. In FY 2009 DTS purchased 53 infant car seats, 64 convertible car seats and 126 booster car seats.

Section 406

Paid Media #09-16-01 (DTS) — $4,600,000

This task provided funds for paid media in support of Illinois' impaired driving and Click It or Ticket campaigns. An evaluation of DTS's paid media begins on page 55.

Motorcycle/Pedestrian/Pedal Cycle Safety

2009 Motorcyle Overview

In 2009, 16,701 motorcyclists received training through the department's Cycle Rider Safety Training Program (CRSTP). The beginner rider course (BRC), which is for students with no or limited experience, trained 15,022 students. The experienced rider course (ERC) is for riders with at least one year and 1,000 miles of riding experience or riders who have successfully completed the BRC and have six months riding experience and 500 miles on a motorcycle. A total of 543 riders received training through the ERC.

Illinois offered an intermediate rider course (IRC) for people who already have some experience as a motorcycle operator. The course is designed for riders who may have been away from the sport for a while and may still have a valid motorcycle endorsement, or they may already be riding off-highway or on-road but need to obtain their motorcycle license endorsement. Illinois residents who are at least 18 years of age (on the first day of their course) are eligible to enroll in the IRT if they have a valid driver's license or instruction permit and have previous experience as a motorcycle operator. All IRC students are expected to possess reasonable proficiencies in basic motorcycle control operation, straight line riding, up-shifting, down-shifting, turning, braking and stopping prior to enrolling in the IRC. Those unable to demonstrate these minimum expectations during the first riding sessions will not be allowed to continue in the IRC course. There were 1,032 students who participated in an IRC in 2009. In FY 2009 a new course titled, Trike Course which is designed for those who have trike riding experience and have their own trike. This course aids riders in increasing present skill level to avoid accidents and ride safely, a total of 12 riders were trained. Also in FY 2009, an instructor prep course was offered training 92 potential instructors. The Instructor Preparation course is designed to train experienced motorcyclists to teach the Beginner Course. The 2009 figures bring the total number of riders trained through the CRSTP to 16,701. All courses are offered free of charge to Illinois residents. The program is funded by Illinois motorcyclists through a portion of their license endorsement and license plate fees. Governor Pat Quinn proclaimed May as Motorcycle Awareness Month. On April 28, 2009, DTS held three media events at Halls Cycles in Springfield, Frieze Harley Davidson in O'Fallon and the department's Emergency Traffic Patrol facility in Chicago. DTS ran over 19,000 radio spots on the Illinois Radio Network from May through September 2009 focusing on the Start Seeing Motorcycles message.

DTS held two motorcycle advisory council meetings on November 20, 2008 and April 2, 2009 with motorcycle groups, the Illinois State Police, the Office of the Secretary of State (SOS) and local organizations to discuss the motorcycle environment in Illinois.

2009 Bicycle Overview

In FY 2009 DTS continued to partner with the Chicago Department of Transportation (CDOT) to execute the Chicago Bicycle Safety Initiative. The Chicago Bicycle Safety Initiative began in 2001, when the Division of Traffic Safety granted funding to CDOT to establish Mayor Daley's Bicycling Ambassadors (MDBA), a team of public outreach and education specialists. Ambassadors travel, by bicycle, to events all over Chicago and provide face-to-face safety education to bicyclists and motorists.

The Chicago Bicycle Safety Initiative partnered with five aldermen to conduct a series of bicycle safety enforcement events in each alderman's neighborhood in 2009. These events, a part of CDOT's Share the Road campaign, sought to educate bicyclists and motorists about bicycle safety laws and change particularly dangerous behaviors.

The Bicycling Ambassadors conducted 22 Share the Road enforcement events, directly educating more than 5,000 bicyclists and motorists. Police officers stopped cyclists who ran red lights or rode at night without a front headlight (both illegal in Chicago). Similarly, officers ticketed motorists who parked in the bike lanes or opened their car door into oncoming bicycle traffic.

CDOT produced a video that has been incorporated into police officer training. The video will become part of the curriculum at the Chicago Police Department Training Academy and will be shown at roll call in all 25 districts, reaching more than 13,000 sworn officers.

The video, which is tailored to meet the needs of law enforcement in Chicago, includes an overview of bicycle-related traffic laws, how to enforce them and strategies to improve the documentation of bicycle-related crashes.
The Bicycling Ambassador program continued to set the standard for bicycle safety outreach and education. The Ambassador team consists of seven outreach specialists who spread bicycle safety messages by attending community events, such as street festivals, block parties, neighborhood parks, farmers' markets and community health fairs.

The Ambassador program continued to reach youth with bicycle safety messages. Through a partnership with the Chicago Park District and After School Matters, the Bicycling Ambassadors were joined by 16 teenage Junior Ambassadors for six weeks in the summer.

The addition of Junior Ambassadors allowed the Bicycling Ambassadors to educate over 15,000 young people at 150 Chicago Park District Day Camps in only six weeks.

Preliminary figures for FY 2009, the Bicycling Ambassadors reached more than 45,000 people with face-to-face bicycle safety education at 300 community events, plus an additional 3 million through media appearances.

2009 Pedestrian Overview

In FY 2009, CDOT and Chicago Police Department launched two programs to address pedestrian safety through enforcement and education. Crosswalk Enforcement Events, which began in April 2009 to a fanfare of media coverage, have been routinely occurring throughout Chicago. The Safe Routes for Senior's program traveled throughout the neighborhoods, bringing presentations and tips about safe pedestrian behavior to seniors across Chicago.

Since its kickoff in early FY 2009, Safe Routes for Senior's has addressed over 1,000 Chicago residents at over 40 events across the city. Hot topics at the events included pedestrian and driver behavior, Chicago-specific issues such as snow removal, and how to improve the safety of walks when there are challenging and uncontrollable elements such as daylight and weather.

The Chicago Police Department conducted at least two crosswalk enforcement events in each of 25 police districts throughout Chicago in FY 2009. The CDOT Pedestrian Program assisted with the selection of enforcement locations. Using Geographic Information Systems technology to map Illinois pedestrian crash data from 2003 - 2007, problem areas were identified in each police district, and nearby crosswalks were chosen for enforcement. In order to qualify for consideration in this effort, the crosswalks must be uncontrolled, without stop signs or traffic signals. Preliminary figures for FY 2009 show the Chicago Police Department conducted 28 crosswalk enforcement missions and issued more than 500 citations for violation of crosswalk laws.

The Problem

MOTORCYCLE CRASHES

	2004	2005	2006	2007	2008	Previous 4 Average	% Change 08vs4yr
Total Crashes	4,302	4,483	4,119	4,819	4,901	4,431	10.6%
Fatal Crashes	154	152	128	154	130	147	-11.6%
Injury Crashes	2,799	2,923	2,573	3,108	3,166	2,851	11.0%
Motorcyclists Killed	157	158	132	157	135	151	-10.6%
Motorcyclists Injured	3,079	3,191	2,788	3,390	3,463	3,112	11.3%
Non-Motorcyclists Killed	0	1	0	2	5	1	400.0%
Non-Motorcyclists Injured	289	147	207	253	229	224	2.2%

Comparing 2008 with the average for the previous four years, motorcycle crashes increased by 10.6 percent. The number of motorcyclists killed or injured increased by 10.3 percent, from an average of 3,263 during 2004-2007 to 3,598 in 2008.

PEDALCYCLE CRASHES

	2004	2005	2006	2007	2008	Previous 4 Average	% Change 08vs4yr
Total Crashes	3,239	3,407	3,204	3,888	3,853	3,435	12.2%
Fatal Crashes	25	21	26	17	28	22	27.3%
Injury Crashes	3,118	3,305	3,173	3,836	3,331	3,358	-0.08%
Pedalcyclists Killed	25	21	24	18	27	22	22.7%
Pedalcyclists Injured	3,233	3,337	3,188	3,867	3,342	3,406	-1.9%

When comparing 2008 to the previous 4-year average, the number of pedalcyclists killed or injured decreased by 1.7 percent.

PEDESTRIAN CRASHES

	2004	2005	2006	2007	2008	Previous 4 Average	% Change 08vs4yr
Total Crashes	5,695	5,753	6,212	6,191	5,877	5,963	-1.4%
Pedestrians Killed	156	168	137	172	135	158	-14.6%
Pedestrians Injured	5,797	5,701	6,221	6,171	5,423	5,973	-9.2%

Pedestrian crashes decreased by 1.4 percent when comparing 2008 with the previous 4-year average. The number of pedestrians killed or injured decreased by 9.3 percent, from an average of 6,131 during 2004-2007 to 5,558 in 2008.

Motorcycle/Pedalcycle/Pedestrian Program Goals

- To reduce the statewide percentage of motorcycle fatalities from 9.8 percent in 2003 to 8.2 percent by December 31, 2009.

	Motorcycle Fatality Percentage						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	9.8	11.6	11.6	10.5	12.6	12.9	**8.2**

- To reduce the statewide percentage of pedal cycle fatalities from 1.17 percent in 2003 to 1.65 percent by December 31, 2009.

	Actual Percent Pedal-cycle Fatalities						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	1.17	1.85	1.62	1.95	1.44	2.59	**1.65**

- To reduce the statewide percentage of pedestrian fatalities from 14.8 percent in 2003 to 10 percent by December 31, 2009.

	Actual Percent Pedestrian Fatalities						Projected
	2003	2004	2005	2006	2007	2008	2009
Actual Rate	14.8	13.36	14.33	11.4	13.7	12.9	**10.0**

Project Summaries

Section 402

Bicycle and Pedestrian Safety (Local) #09-12-02 $446,084

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

- **Chicago Department of Transportation's (CDOT)** Bicycle Ambassadors program conducted 347 events, educated 48,050 people. CDOT worked with six local alderman and joined forces with Chicago Police Districts to execute 22 outreach and enforcement events focusing on dangerous motorists and bicyclist behaviors and educating 6,435 Chicagoans. CDOT completed production of the police training video, Traffic Enforcement for Bicyclist Safety. The program was formally added to the Chicago Police Department's training catalog and was shown to officers via streaming video during roll call for all shifts on May 11 and 14, 2009. The Bicycle Safety Initiative partnered with the Chicago Transit Authority (CTA) to produce a training video for CTA's 4,000 bus operators on how to share the road with bicyclists. The video will be used as continuing education training for all Chicago's veteran bus operators and will be adopted into CTA's training program for new hires.
- **Chicago Department of Transportation** conducted a Pedestrian Safety Initiative project in FY 2009. The Safe Routes Ambassadors visited 170 Chicago schools for in-class presentations, 15 Chicago schools for follow-up, 19 community events, 48 Wards, 25 Police Districts and 48 Chicago schools located in areas with a high percentage of youth-pedestrian crashes. A total of 13,704 students and 743 adults were reached through the Safe Routes Ambassadors program in FY 2009. The Safe Routes Ambassadors are comprised of four education specialists who lead classroom-based presentations for 2nd through 5th graders on pedestrian and bicycle safety.
- **Chicago Police Department** conducted a Crosswalk Enforcement Initiative in FY 2009. Chicago Police Department collaborated with CDOT to determine the most appropriate sites for crosswalk enforcements. Locations were selected based on police-identified problem locations, pedestrian volume, IDOT crash data and other factors. Chicago Police Department conducted 56 crosswalk enforcement missions, issued 1,182 citations, 186 other citations, serving 24 Police Districts and 30 Wards. Chicago Police Department held media events where six television and radio networks covered stories by the Sun Times and the Chicago Tribune. Observations at targeted crosswalks found that motorists' yielding rates increased between 10 percent and 30 percent following enforcement events.
- **The city of Elgin** conducted a Bicycle and Pedestrian safety program in FY 2009. The city of Elgin created ten English-language and eight Spanish-language safety brochures to raise awareness of safe traffic behaviors. From June through September 2009, two Elgin Bicycling Ambassadors provided traffic safety outreach and education throughout the Elgin area. The ambassadors attended 63 events, trained over 420 children, 238 youth, 1,170 adults and 83 senior citizens; they also provided helmet fittings to 109 children and 854 adults.

Section 2010

Motorcycle Safety and Awareness Grant (Local) #09-22-01 $22,866

This task provided funds for the Rockford and Evanston Police Departments to increase compliance in motorcycle riders and reduce crashes involving motorcycles. In FY 2009, Evanston Police Department issued a total of 58 motorcycle specific violations and conducted one major injury motorcycle crash investigation64 hours of patrol. The Rockford Police Department stopped 27 vehicles and issued a total of 23 citations.

Public Awareness (DTS) #09-22-02 $136,273

This task provided funds for DTS to develop and produce motorcycle public information and education materials. In FY 2009, developed and produced Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from May through September 2009. DTS purchased the following Don't Drink and Ride materials: motorcycle eyewear cleaners and Don't Crack Your Dome materials. Over 19,000 radio spots ran on the Illinois Radio Network from May through September 2009. The radio public service announcement focused on the Start Seeing Motorcycles message for motorcyclist's awareness on Illinois roadways.

Cycle Rider Safety Training Program (CRSTP) (DTS) #09-22-03 $28,000

This task provided funds for DTS to purchase 32 Yamaha XT 225 motorcycles for DTS's Cycle Rider Safety Training Program for additional training courses through the four regional training centers throughout the state. The training facilities at Illinois State University, Southern Illinois University at Carbondale, Northern Illinois University and the University of Illinois at Champaign received the motorcycles for their training courses.

Motorcycle Advisory Council (DTS) #09-22-04 $5,000

This task provided funds for DTS to conduct Motorcycle Advisory Council meetings. In FY 2009, DTS conducted two meetings on November 20, 2008 and April 21, 2009. Over ten motorcycle groups/associations attended these meeting to discuss motorcycle safety in Illinois.

Traffic Records

2009 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 four subcommittees (Planning, Engineering Safety, Information Systems, and Data Quality).

The National Highway Safety Administration (NHTSA) awarded DTS a grant to develop a CODES (Crash Outcome Data Evaluation System) 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 and ethnicity, 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.

In June 2007, 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. 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 2006 NHTSA Traffic Records Assessment. The assessment was supplemented by information from other documents provided by the state to the project team. The strategic plan includes major goals, objectives and steps to completion, an action item table and a set of Pert charts that graphically illustrate the order and interdependencies of the various steps to completion. This Strategic Plan for Traffic Records Improvement will serve as a road map on how to improve our current traffic safety-related databases and strengthen the focus of our efforts on the factors contributing to the most transportation-related fatalities and injuries and will encourage safety programs and practices that address other significant safety problems.

On July 1, 2009, the results from the Illinois racial profiling study were released. The report was first submitted to the Governor and General Assembly. Then, with a media release from the governor, the results were released to the public via IDOT's website.

IDOT received data from 949 law enforcement agencies who reported 2,518,825 traffic stops for the year 2008. There were 63 agencies that either did not make any stops or failed to provide their data to IDOT. In FY 2009, DTS contracted with University of Illinois at Chicago to analyze the data collected by IDOT for the Illinois Traffic Stop Study.

The report compared the number of minorities stopped by an agency compared to the benchmark, estimated Minority Driving Population, provided for the particular agency. Also, the reason for the stop, outcome of stop and whether a consent search was conducted were analyzed for Caucasian vs. Minority drivers. Once the report was completed, each agency was given the opportunity to provide a comment with their analysis before the report was given to the Governor and General Assembly. The Racial Profiling Study has been continued until July 2010.

The Problem

- Timely and accurate crash data.
- Complete and accurate crash reporting from law enforcement.

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. Improvements may include internal agency process enhancements, electronic transmission of data (intra-agency and/or inter-agency) and an increased ability to analyze data and produce reports. System improvements will be accomplished based on the availability of resources.

Project Summaries

Section 402

UIS Evaluation Project #09-02-05 (Local) $238,419

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 that 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.

Temporary Personnel Services (DTS) #09-05-04 $25,000

This task provided funds for the DTS to hire one temporary person to conduct data entry of the backlog of police reports in our Safety Data Bureau. The temporary employee worked in the Statistics Unit typing in general crash information (i.e. county of occurrence, date, reporting agency, names of driver, pedestrian, pedal cycles and injury type) as well as the statistical information from each police report (i.e. time of day, blood alcohol concentration, collision type, vehicle type, personal driver, pedestrian, pedal cycle information, the events for each crash and passenger information). This information is then used to create a case file for each crash report.

Section 406

MCR Training #09-16-01 (Local) $571,270

This task provided funds to conduct and implement the Mobile Data Crash Reporting (MCR) program to law enforcement agencies throughout the state. The MCR project, through the University of Illinois at Springfield, provides for electronically capturing and submitting crash report data. The MCR staff conducted over 90 trainings and attended 9 marketing events statewide. Also, 12 new agencies began submitting reports through MCR. Currently, 178 law enforcement agencies throughout the state use MCR, including the Illinois State Police (ISP), Rockford Police Department, Peoria Police Department, Joliet Police Department and Chicago Police Department being some of the top submitters. Almost 67 percent of the agencies who use MCR submit over 90 percent of their crash reports electronically. In FY 2009, approximately 129,380 crash reports were submitted electronically to IDOT/DTS through the MCR program.

Section 402

Imaging Enhancement (SOS) #09-05-03 $158,800

This task provided funds for the Office of the Secretary of State's, Driver Services Department to hire three contractual service employees for data entry of backlog of old crash reports and certification of cases for suspension action. Preliminary figures for FY 2009 show that the number of crash reports entered to SOS's driving record database was 37,933, while the number of crash certificates processed for potential license sanctioning was 3,689.

Data Analysis (IDPH) #09-05-07 $99,500

This task provided funds for the Illinois Department of Public Health to conduct a data analysis project. The Data Reporting System currently has the following data status as of August 2009:

- Traffic Crash Database – 13 years of data: 1994-2006 with one year (2007) pending, 5,174,899 crashes with 422,889 pending upload, 11,826,821 road user records with 983,387 pending upload.
- Mortality Database – 12 years of data: 1994-2005 with one year (2006) pending upload, 1,263,578 death records with 102,122 pending upload.
- Hospital Discharge Database – 14 years of data: 1994-2007. 22,309,868 discharge records.
- Trauma Registry Database – 12 years of data: 1994-2005 with 2 years (2006-2007) pending upload, 509,443 trauma admission records with 84,039 pending upload.

Section 163

IBM Consultants (DTS) #09-99-04 $374,856

This task provided funds for DTS to support IBM Consultants and support for DTS's Mobile Capture and Reporting (MCR), Crash Information System (CIS) and Accident Imaging System (AIS) systems.

Section 408

NEMSIS (IDPH) #09-18-02 $145,000

This task provided funds for the Illinois Department of Public Health (IDPH) to attain NEMSIS compliance for the 67 required data elements and XML Standard exporting capability. IDPH finalized the Illinois data elements list 1 and IDPH-specific tables of values. IDPH launched the web-based data submissions system to supplement the existing data submission options.

Chicago – DOT (Local) #09-18-03 $250,000

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. In May 2009 online trainings began with Chicago Police Department on traffic crash data collection. CDOT partnered with Bronner Consulting and Northwestern University Center for Public Safety (NUCPS) to review and revise the current 16-hour Crash Investigation curriculum at the Academy and trained Academy instructors and departments FTOs in crash preparation.

Chicago Data Integration (Local) #09-18-04 $150,000

This task provided funds for the Chicago Department of Transportation (CDOT) to coordinate and integrate the crash databases maintained by the city of Chicago and IDOT. Due to the scope and scale of the project it was agreed between CDOT and IDOT to implement the project in FY 2010. No activity occurred in this task.

Mobile Incident-Electronic Citation (ISP) #09-18-05 $122,500

This task provided funds for the Illinois State Police (ISP) to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2009 ISP met with three county offices, one local police department and two state agencies on the e-citation effort. Future plans are to continue to work with stakeholders and the ITRCC to implement the e-citation.

Crash Reconstruction (ISP) #09-18-06 $23,000

This task provided funds for the Illinois State Police (ISP) to identify all stakeholders of citations and disposition data, interview each, document their current business requirements and analyze those requirements. In FY 2009, ISP conducted four crash reconstruction classes. Also funding was used to train four ISP Officers in the use of a Crash Data Retrieval (CDR) device.

CODES (DTS) #09-18-07 **$120,000**

This task provided funds for the Division of Traffic Safety to conduct a CODES program in FY 2009. No activity occurred in this task.

Section 1906

Racial Profiling Study (Local) #09-23-01 **$124,984**

This task provided funds for the University of Illinois at Chicago to develop a Racial Profiling Data Collection and Analysis study. IDOT received data from 949 law enforcement agencies who reported 2,518,825 traffic stops for the year 2008. There were 63 agencies that either did not make any stops or failed to provide their data to IDOT.

Police Traffic Services

2009 Overview

DTS's goal was to achieve 92 percent safety belt compliance through a combination of high-visibility enforcement and increased public outreach. In 2009, over 200 law enforcement agencies participated in the Click It or Ticket campaign. This number represents close to 75 percent of eligible law enforcement agencies. Plans are underway to continue the increase in the number of law enforcement agencies participating in Click It or Ticket in 2010. All law enforcement agencies received a marketing toolkit to promote safety belt usage at the local level and be included in an incentive program to promote Click It or Ticket.

A renewed commitment to impaired driving enforcement also began during the 2009 Labor Day crackdown, with DTS committing even more federal funding to extra hireback patrols. In addition, DTS began an incentive program making agencies conducting enforcement during the Labor Day crackdown eligible for enforcement equipment. Increased enforcement and incentives led to a significant increase in law enforcement agencies participating in the Labor Day Crackdown and also increased total citations written/DUI arrests during the crackdown period. DTS plans to continue the equipment incentive program throughout the year.

Also, beginning during the 2009 July 4th impaired driving crackdown, DTS started a new initiative to make late-night safety belt enforcement a key part of the alcohol crackdown periods. This effort will be combined with a strong late-night; safety belt enforcement earned and paid media effort during impaired driving crackdowns. This program will help focus both enforcement and messaging to the times of day when the most people die in impaired driving crashes and the fewest people buckle up.

IDOT's support of DUI law enforcement extends well beyond funding police efforts. Funding is also made available for police officer training, prosecutor training, judicial training, dedicated DUI courts and DUI prosecutors as well as a strong Traffic Safety Resource Prosecutor program. DTS's seven LEL's continue to work with local law enforcement agencies in promoting our enforcement programs and managing all the enforcement projects for the DTS.

The Illinois Law Enforcement Training and Standards Board trained 1,769 local law enforcement officers and conducted 90 courses in FY 2009. These trainings are conducted through the ILETSB's mobile training units (MTU) 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.

DTS continues to believe the most effective tool in reducing injuries and fatalities is through high-visibility enforcement. Increase enforcement maximizes the likelihood of detecting and arresting drivers who violate highway safety related laws. DTS encouraged local, county and state agencies to establish strong policies regarding occupant protection and impaired driving enforcement, using innovative techniques and available technology to increase apprehension and the public's perception of the risk of apprehension. Enforcement of occupant protection and DUI laws focus in Illinois' 23 county breakdown and other counties where DTS determines a need.

In FY 2009, DTS supported the following enforcement techniques that were utilized by local, county, university and state law enforcement agencies:

- Saturation patrols.
- Mobilization enforcement.
- Occupant protection enforcement zone.
- Sustained enforcement.
- Overt operations for youth parties.
- Covert operations – package liquor checks.
- DUI strike forces.
- Flexible roadside safety checks.

Comparison of Safety Belt Usage Rates in Illinois, Region 5* and United States

	ILLINOIS		REGION 5		NATIONAL	
	No.	%	No.	%	No.	%
2009 Safety Belt Usage Rate	NA	91.7	NA	89.1	NA	84.0

*•Region 5 includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin

Project Summaries

Law Enforcement Liaison (LEL) Program #09-02-08 & #09-03-04 $1,417,360

This task provided funds to implement and maintain the Law Enforcement Liaison (LEL) program in Illinois. In FY 2009, the LEL team completed the first year at the University of Illinois at Springfield after many years at Eastern Illinois University. The program staff consists of one LEL Coordinator, seven LEL's, one clerical supervisor, one clerical, one claims coordinator, one Statewide Alcohol Program Coordinator and one unfilled clerical position. The Statewide Alcohol Program manager initiated several innovative initiatives including the planning of four dedicated Roadside Safety Checks in conjunction with MADD. 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 2009, managed 224 year-long, local law enforcement agency highway safety projects and 53 mini-grants focusing on specific campaigns, managed ten year-long state agency highway safety enforcement projects, continued the highly successful May 2008 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 All state Foundation held throughout Illinois, attended the Great Lakes Region LEL conference in Cincinnati, Ohio and the National Lifesavers Conference in Nashville, Tennessee in April 2009, 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 Police Summit, participated in the conduct of 354 safety belt surveys throughout Illinois following the May/June CIOT campaign, planned, organized and assisted in executing major media events throughout the year during 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 and Legislative Committee, planned and organized three LEL meetings in Springfield and worked with local law enforcement agencies to identify and recruit Saved By the Safety Belt Awardees.

Driving Under the Influence Enforcement (DUIE) #09-03-02 $802,720

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 2009, there were 230 RSC's conducted and 8,778 enforcement hours used to produce 10,336 citations and written warnings. There were 346 DUI and 979 drug/alcohol-related and zero tolerance arrests issued for the year. This represents one DUI, drug/alcohol-related or zero tolerance citation being issued every six hours and 37 minutes.

Anti-Drunk Driving Enforcement Project (ADDEP) #09-03-05 $197,405

This task provided funds for the Office of the Secretary of State's, Department of Police to conduct hire-back patrols on Friday and Saturday evenings from 10:00 p.m. to 4:00 a.m. in IDOT's 23-county breakdown. In FY 2009, SOS Police conducted 2,274 patrol hours, issued a total of 1,890 citations, 454 DUI/alcohol-related citations and 417 safety belt citations.

Police Traffic Training (ILETSB) #09-04-01 $97,200

This task provided funds for the Illinois Law Enforcement Training and Standards Board (ILETSB) to conduct police traffic training courses for local law enforcement officers. In FY 2009, the ILETSB conducted 12 training courses training 213 local law enforcement officers.

Speed Patrols Enforcing and Educating Drivers (SPEED) (ISP) #09-04-02 $480,100

This task provided funds for the ISP to conduct concentrated enforcement patrols to reduce speed-related fatalities and crashes. Patrols were focused on enforcing speeding violations, occupant restraint and other traffic violations which are contributing causes of crashes, such as following too closely and improper lane usage. In FY 2009, ISP conducted 5,756 hours of speed enforcement details, ISP issued 7,822 speeding citations, 690 speeding warnings and issued a total of 9,670 citations. ISP issued 66 media releases announcing the SPEED details along with providing the public with enforcement statistics.

Traffic Law Enforcement Projects (TLEP) #09-04-04 $641,552

This task provided funds for DeKalb Police Department, Stephenson County Sheriff's Department and Winnebago County Sheriff's Department to conduct enforcement of specific traffic laws at selected high crash locations and to conduct a public information/education campaign. The TLEP projects fall within IDOT's 23-county breakdown. Preliminary figures for the FY 2009 TLEP projects resulted in a total of 7,713 citations; 1,951 occupant restraint violations; 3,040 speeding violations; 5,538 vehicles stopped and 6,625 hours of patrol.

Special Traffic Enforcement Project (sTEP) #09-04-05 $866,200

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 during both Click It or Ticket mobilizations in FY 2008. ISP conducted the patrols in IDOT's 23-county breakdown. During FY 2009, ISP worked 11,708.5 enforcement hours and issued a total of 17,912 citations and 4,961 written warnings. Officers issued 11,161 speeding citations and 4,319 occupant restraint citations. ISP issued 2,418 media releases, conducted 816 radio interviews, 381 television interviews and 1,221 interviews for print during FY 2009.

Illinois Traffic Safety Awards (Local) #09-04-07 $135,577

This task provided funds for Hoffman Estates Police Department to administer the Illinois Traffic Safety Awards program. The Hoffman Estates Police Department hosted four educational seminars for law enforcement agencies to promote the Traffic Safety Challenge in Hoffman Estates, Springfield and Rockford. All of the applications reviewed by the judging team in Springfield on April 24-26, 2009 and were then forwarded to Washington, D.C. to the International Association of Chiefs of Police for consideration in the National Chiefs Challenge. Illinois garnered 19 awards at the National Challenge. The Illinois Traffic Safety Awards program recognized 34 police departments awarding the following: 10 radars, four digital squad car video system, 10 CMI PBTs, two alco-sensor FST's, one wells cargo traffic safety trailer, one Decatur Electronics Speed trailer and one 2009 Dodge Charger Police package.

Speed Traffic Accident Reduction (STAR) (SOS) #09-04-08 $111,100

This task provided funds for the Illinois Office of the Secretary of State, Department of Police (SOS Police) to conduct increased patrol and enforcement of all traffic laws with a primary emphasis on speeding and occupant restraint. During FY 2009, the SOS Police issued 1,524 total citations, 1,052 speeding citations and 251 safety belt citations. SOS Police concentrated their enforcement in IDOT's 23-county breakdown.

Motorcycle Patrol Unit (ISP) #09-04-09 $316,200

This task provided funds to the ISP to establish a centralized Motorcycle Patrol Unit. These high-visibility patrols, coupled with an aggressive enforcement protocol targets the "Fatal Five" violations. In FY 2009, the motorcycle patrol unit issued 53,003 citations, 37,988 speed citations, 88 DUI citations and 6,708 safety belt citations. ISP conducted three media events in Springfield, Collinsville and Chicago to promote Motorcycle Awareness Month in May 2009.

Mobilization Equipment (DTS) #09-04-10 $140,000

This task provided funds for DTS to purchase equipment for law enforcement departments who participated in the May 2008 Click It or Ticket and the August 2008 Labor Day mobilizations. DTS purchased 36 PAS flashlights, 11 radar units, 21 PBT's, 4 LIDAR units and 10 Fatal Vision goggles for local law enforcement agencies.

Mobilization Luncheons (DTS) #09-04-11 $20,000

This task provided funds for the DTS to conduct two impaired driving awards banquets on February 25, 2009 in Rosemont with over 160 people attending and February 27, 2008 in Springfield with over 80 people attending. DTS held two CIOT awards banquets on July 15, 2009 in Rosemont with over 140 people attending and July 17, 2009 in Springfield with over 75 people attending. These banquets were held to honor those law enforcement agencies that participated in the YD&D YL and CIOT mobilizations and reported their results to IDOT. During the banquet, equipment was distributed at a random drawing.

Holiday Mobilization Plus (Local) #09-04-12 $1,150,000

This task provided funds for 96 local law enforcement agencies to conduct special enforcement for impaired driving and/or occupant protection mobilizations during one or more of the following campaigns in FY 2009: Thanksgiving campaign, Christmas/New Year campaign, Super Bowl campaign, St. Patrick's Day campaign, Cinco de Mayo campaign, Memorial Day campaign, Fourth of July campaign, Labor Day campaign and additional RSCs and SBEZ details. In FY 2009, local law enforcement agencies conducted 25,724.8 hours of patrol, issued 28,446 total citations, 707 DUI's, 13,948 safety belt citations and 553 child safety seat citations.

Section 405

Occupant Restraint Enforcement Project (OREP) #09-19-01 $1,288,540

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 2009, officers worked 14,067.5 hours and issued 31,720 citations and warnings. Officers issued a total of 20,061 citations for occupant restraint which represents one citation every 42 minutes of hire back and 81 percent of the citations issued were for occupant restraint violations. The fiscal year combined occupant restraint usage was 88 percent.

Speed Enforcement Project (Local) #09-19-02 $2,013,571

This task provided funds for 51 police departments to conduct a Speed Enforcement Program (SEP) to reduce the incidence of speed-related motor vehicle crashes and the resulting injuries and fatalities through highly-visible increased enforcement of speed-related laws. Preliminary figures for SEP's resulted in 58,300 speeding, 3,232 safety belt, 68 DUI's, 260 child safety seat citations being issued and 63,715 total vehicles being stopped. The average motorists contact rate was 23.4 minutes. State funds were used to fund the 51 SEP projects.

Section 410

Operation Straight ID (OPSID) #09-13-02 $53,500

This task provided funds for the Office of the Secretary of State's, Department of Police (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 2009, SOS Police taught 121 Operation Straight ID (OPSID) classes training 2,203 participants. The Cops in Shops details conducted 333 hours of patrol and issued 116 citations.

Breath Analysis Instruments (ISP) #09-13-03 $783,990

This task provided funds for Illinois State Police to purchase breath-testing instruments to train local law enforcement officers as breath analysis operators. In FY 2009, ISP purchased 3 EC/IR II instruments, 2 I-8000 instruments, 3 FST PBT's, 2 RBT-IV instruments and 3 regulators for the dry gas canisters. ISP also purchased a computer server to store Breath Analysis Operator (BAO) license information and personal computers and printers to create evidential instrument download reports.

Alcohol Countermeasures (IDNR) #09-13-04 $300,300

This task provided funds for the Illinois Department of Natural Resources (IDNR) to conduct hireback patrols to intercept and arrest drivers who are under the influence of alcohol at state parks and launch ramps. IDNR issued 1,214 citations, 2,736 warnings and conducted 2,946 hours of patrol.

Specialized Alcohol Training (ILETSB) #09-13-06 $194,000

This task provided funds for the Illinois Law Enforcement Training and Standards Board (ILETSB) to conduct statewide DUI law enforcement training for law enforcement officers. In FY 2009, the ILETSB conducted 78 training courses training 1,556 local law enforcement officers.

Mini-Alcohol Program (MAP) (Local) #09-13-08 $568,147

This task provided funds for 27 local law enforcement agencies to conduct increased enforcement. The Mini-Alcohol Program (MAP) is to reduce the incidence of alcohol-related motor vehicle crashes, and the resulting injuries and fatalities, through highly-visible increased enforcement of impaired driving laws. Each participating agency is required to participate in eight enforcement campaigns over the project year. The MAP projects concentrate in IDOT's 23 county breakdown. Preliminary figures for the FY 2009 MAP projects are: 27 local law enforcement agencies conducted a total of 8,051.9 hours of patrol; an average of 1,006.5 hours per campaign resulting in 9,899 vehicles stopped during these campaigns. There were 2,159 speeding, 819 DUI and 918 safety belt citations were issued during the campaigns. The 27 MAP projects generated 2,936 PI&E opportunities ranging from media releases, media events, displays and presentations during the enforcement periods. This is another phase of IDOT's earned media efforts during FY 2009.

The FY 2009 MAP projects were:

Alton Police Department
Lake Zurich Police Department
Bartlett Police Department
Lombard Police Department
Boone County Sheriff's Department
Morton Police Department
Carbondale Police Department
Palatine Police Department
Carpentersville Police Department
Palos Heights Police Department
Creve Coeur Police Department
Quincy Police Department
Edwardsville Police Department
Rockton Police Department
Elmhurst Police Department
Spring Grove Police Department
Glendale Heights Police Department
St. Charles Police Department
Granite City Police Department
Streamwood Police Department
Grayslake Police Department
Troy Police Department
Gurnee Police Department
Williamson County Sheriff's Department
Hinsdale Police Department
Wood Dale Police Department
Lake in the Hills Police Department

Alcohol Countermeasures Enforcement (ACE) (ISP) #09-13-11 $1,327,818

This task provided funds for the Illinois State Police (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 2009, ISP Troopers worked 10,631.5 hireback hours on saturation patrols and 4,131.5 hours on covert details. There were a total of 18,731 citations and warnings issued this fiscal year. Officers made 1,640 arrests for DUI, drug/alcohol-related or zero tolerance offenses during saturation patrols. During alcohol compliance checks there were 2,441 establishments surveyed which resulted in an 89 percent compliance rate.

Local Alcohol Program (LAP) (Local) #09-13-12 (Local) $1,912,438

This task provided funds for 14 local law enforcement agencies to conduct 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 2009 LAP projects are: issued 21,846 citations, 1,004 occupant restraint violations, 3,127 alcohol-related citations, 2,316 DUI's, conducted 16,798.25 hours of patrol and stopped a total of 15,040 vehicles.

The FY 2009 LAP projects were:

Buffalo Grove Police Department
Sangamon County Sheriff's Department
Chicago Heights Police Department
Skokie Police Department
Chicago Police Department
Springfield Police Department
Cook County Sheriff's Department
St. Clair Police Department
Elgin Police Department
Waukegan Police Department
Macon County Sheriff's Department
Wheeling Police Department
Robinson Police Department
Will County Sheriff's Department

Section 406

Holiday Mobilization Plus (Local) #09-16-02 $1,018,523

This task provided funds for 96 local law enforcement agencies to conduct special enforcement for impaired driving and/or occupant protection mobilizations during one or more of the following campaigns in FY 2009: Thanksgiving campaign, Christmas/New Year campaign, Super Bowl campaign, St. Patrick's Day campaign, Cinco de Mayo campaign, Memorial Day campaign, Fourth of July campaign, Labor Day campaign and additional RSCs and SBEZ details. In FY 2009, local law enforcement agencies conducted 25,724.8 hours of patrol, issued 28,446 total citations, 707 DUI's, 13,948 safety belt citations and 553 child safety seat citations.

Integrated Mini-Grant Enforcement Program (IMAGE) #09-16-04 $2,231,085

This task provided funds for 61 local police agencies to conduct overtime enforcement with hire-back officers during selected integrated enforcement periods. There were five enforcement campaign periods, certified officers working overtime to concentrate on enforcement for all traffic laws and special emphasis on occupant restraint, impaired driving and speed violations. Preliminary figures for the FY 2009 IMaGE projects total 27,091.0 patrol hours; a total of 42,335 vehicles were stopped during these campaigns with a vehicle contact of one for every 38.4 minutes; there were 9,327 speeding citations issued during the five enforcement periods; there were 26,672 safety belt citations; a total of 1,215 child safety seat citations; and 171 DUI citations were issued during the enforcement campaigns. The 61 IMaGE projects generated 4,888 public information and education events, these events ranged from media releases, media events, displays and presentations during the enforcement periods. This is another phase of IDOT's earned media efforts during FY 2009.

The FY 2009 IMaGE projects were:

Alexander County Sheriff's Department
Kendall County Sheriff's Department
Algonquin Police Department
Madison Police Department
Alton Police Department
Matteson Police Department
Bartonville Police Department
McHenry County Sheriff's Department
Belvidere Police Department
Midlothian Police Department
Berwyn Police Department
Oak Forest Police Department
Blue Island Police Department
O'Fallon Police Department
Bradley Police Department
Olympia Fields Police Department
Brookfield Police Department
Orland Park Police Department
Burnham Police Department
Oswego Police Department
Cahokia Police Department
Palatine Police Department
Calumet City Police Department
Park Ridge Police Department
Canton Police Department
Pekin Police Department
Carol Stream Police Department
Peoria Police Department
Collinsville Police Department
Prospect Heights Police Department
Columbia Police Department
Quincy Police Department
Danville Police Department
Randolph County Sheriff's Department
Decatur Police Department
Riverdale Police Department
East Peoria Police Department
Rock Falls Police Department
Evanston Police Department
Schaumburg Police Department
Fairmont City Police Department
Tinley Park Police Department
Flossmoor Police Department
Vandalia Police Department
Freeport Police Department
Villa Park Police Department
Grayslake Police Department
West Chicago Police Department
Gurnee Police Department
Westmont Police Department
Hickory Hills Police Department
Wheaton Police Department
Hinsdale Police Department
Willowbrook Police Department
Hoffman Estates Police Department
Wilmette Police Department
Homewood Police Department
Winnetka Police Department
Jo Daviess County Sheriff's Department
Joliet Police Department
Justice Police Department

Local Highway Safety Programs

1. **Boost Illinois Program** is designed to reduce the death and injury rate of children by providing booster seats to local agencies for distribution to parents, grandparents and/or guardians.

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

3. **Electronic Submittal of Crash Reports Program** is designed to assist local law enforcement agencies in developing a system for the timely submittal of crash reports. Grants provide for the purchase of in-car printers for agencies who adopt or expand the use of Mobile Crash Reporting system.

4. **Holiday Mobilization Plus Programs** are designed to increase occupant protection usage and to reduce DUI through hire back enforcement. The program provides for participation in special enforcement Campaigns such as "Click It or Ticket" and "You Drink & Drive. You Lose."

5. **Injury Prevention Programs** implement educational injury prevention programs in communities to promote behaviors that reduce motor vehicle collisions, death and injury.

6. **Integrated Mini-Grant Enforcement Program** (IMaGE) is designed to obtain motorist compliance with occupant protection, impaired driving and speed laws through law enforcement agencies conducting increased enforcement and education activities during specific time periods.

7. **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.

8. **Local Alcohol Program** (LAP) encompasses all of the interrelated countermeasures required to produce a significant impact on a local community's DUI problem, including task force formation, enforcement, public information and education, prosecution and adjudication.

9. **Mini-Alcohol Program** (MAP) is to reduce the incidence of alcohol-related motor vehicle crashes, and the resulting injuries and fatalities, through highly-visible increased enforcement of impaired driving laws, with a focus on state and national mobilizations.

10. **Motorcycle Safety and Awareness Program** (MSA) is designed to enlist local agencies and organizations to improve motorcycle safety and motorist awareness through various types of activities.

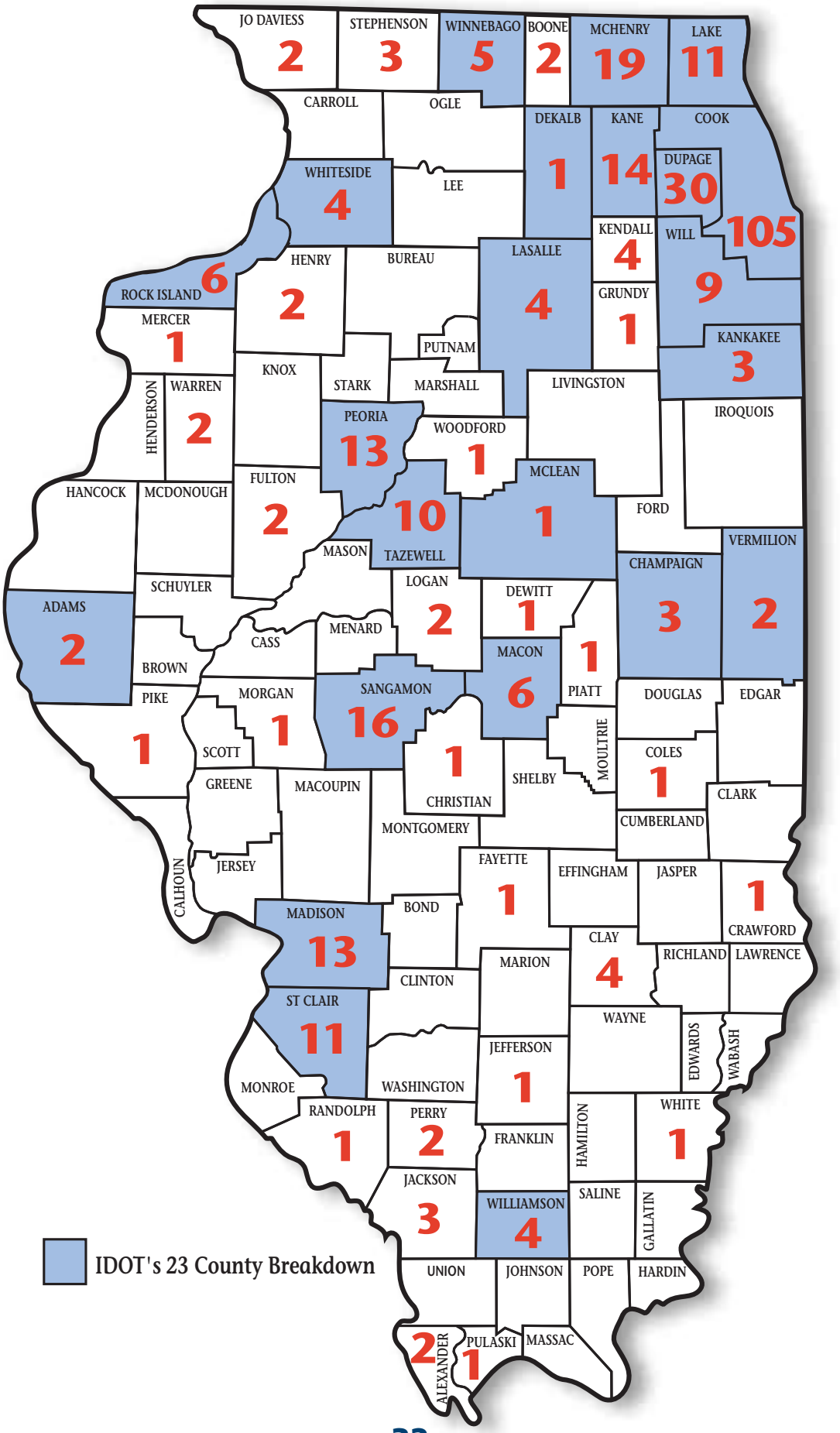
11. **Occupant Protection Resource Centers** provide training, on-going safety seat checks, and assist parents in safety seat decision making. These centers also assist IDOT in the belt and alcohol mobilizations and the implementation of the primary safety belt law.

12. **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.

13. **Speed Enforcement Program** (SEP) is to reduce the incidence of speed-related motor vehicle crashes and the resulting injuries and fatalities, through highly-visible increased enforcement of speed-related laws.

14. **Traffic Law Enforcement Program** (TLEP) is designed to address traffic safety problems which might be effectively resolved by education and increased traffic enforcement. A two-phase project approach is utilized for the establishment of a TLEP. Phase I provides for the selection of personnel, their training and the upgrade of the local traffic records system to include an accident location file. Phase II is the actual enforcement of the identified high-crash areas and the contributing traffic violations.

Number of Local Projects by County



Refer to page 31 for the appropriate acronyms for local projects.

Adams
1 IMaGE Project
1 MAP

Alexander
1 IMaGE
1 Holiday Mobilization Plus Project

Boone
1 IMaGE Project
1 MAP

Champaign
1 Boost Illinois Project
1 CPS Project
1 MCR-Printer Project

Christian
1 Holiday Mobilization Plus Project

Clay
1 Boost Illinois Project
1 CPS Project
1 Holiday Mobilization Plus Project
1 SEP

Coles
1 Holiday Mobilization Plus Project

Cook
3 Bicycle/Pedestrian Projects
2 Boost Illinois Projects
3 CPS Projects
32 Holiday Mobilization Plus Projects
25 IMaGE Projects
7 Injury Prevention Projects
6 LAP Projects
3 MAP Projects
3 MCR Projects
1 Motorcycle Awareness Project
1 OPRC Project
1 Racial Profiling Project
18 SEP Projects

Crawford
1 LAP Project

DeKalb
1 TLEP

DeWitt
1 Boost Illinois Project

DuPage
11 Holiday Mobilization Plus Projects
7 IMaGE Projects
2 Injury Prevention Projects
4 MAP Projects
6 SEP Projects

Fayette
1 IMaGE Project

Fulton
1 Holiday Mobilization Plus Project
1 IMaGE Project

Grundy
1 Holiday Mobilization Plus Project

Henry
2 Holiday Mobilization Plus Project

Jackson
1 CPS Project
1 MAP Project
1 OPRC Project

Jefferson
1 CPS Project

Jo Daviess
1 IMaGE Project
1 SEP Project

Kane
1 Bicycle/Pedestrian Project
6 Holiday Mobilization Plus Projects
1 IMaGE Project
1 LAP Project
2 MAP Projects
1 OPRC Projects
2 SEP Project

Kankakee
2 Holiday Mobilization Plus Projects
1 IMaGE Project

Kendall
1 Holiday Mobilization Plus Project
2 IMaGE Projects
1 SEP Project

Lake
5 Holiday Mobilization Plus Projects
2 IMaGE Projects
1 LAP Project
3 MAP Projects

LaSalle
3 Holiday Mobilization Plus Projects
1 SEP Project

Logan
1 Boost Illinois Project
1 CPS Project

Macon
2 Holiday Mobilization Plus Projects
1 IMaGE Project
2 LAP Projects
1 SEP Project

Madison
1 Holiday Mobilization Plus Projects
3 IMaGE Projects
4 MAP Projects
5 SEP Projects

McHenry
1 Boost Illinois Project
1 CPS Project
9 Holiday Mobilization Plus Projects
1 IMaGE Project
2 MAP Projects
5 MCR-P Projects

McLean
1 Holiday Mobilization Plus Project

Mercer
1 Holiday Mobilization Plus Project

Morgan
1 SEP Project

Peoria
1 Boost Illinois Project
1 Holiday Mobilization Plus Project
3 IMaGE Projects
3 Injury Prevention Projects
1 OPRC Project
4 SEP Projects

Perry
1 Boost Illinois Project
1 CPS Project

Piatt
1 Holiday Mobilization Plus Project

Pike
1 Holiday Mobilization Plus Project

Pulaski
1 Holiday Mobilization Plus Project

Randolph
1 IMaGE Project

Rock Island
3 Holiday Mobilization Plus Projects
3 SEP Projects

Sangamon
1 Boost Illinois Project
1 Court Training Project
1 Evaluation Project
5 Holiday Mobilization Plus Projects
3 Injury Prevention Projects
2 LAP Projects
1 MCR-P Project
1 SEP Project
1 Telephone Survey Project

St. Clair
1 Holiday Mobilization Plus Project
4 IMaGE Projects
1 LAP Project
1 Law Enforcement Liaison Project
3 SEP Project
1 Task Force Project

Stephenson
1 IMaGE Project
1 SEP Project
1 TLEP II Project

Tazewell
1 CPS Project
2 Holiday Mobilization Plus Projects
1 IMaGE Project
1 Injury Prevention Project
2 MAP Projects
3 SEP Projects

Vermillion
1 IMaGE Project
1 SEP Project

Warren
1 Holiday Mobilization Plus Project
1 Speed Project

White
1 OPRC Project

Whiteside
1 CPS Project
2 Holiday Mobilization Plus Projects
1 IMaGE Project

Will
4 Holiday Mobilization Plus Projects
1 IMaGE Project
1 LAP Project
3 Speed Projects

Williamson
1 Boost Illinois Project
1 Comprehensive Highway Safety Project
1 CPS Project
1 MAP Project

Winnebago
1 Holiday Mobilization Plus Project
1 MAP Project
1 Motorcycle Safety and Awareness Project
1 OPRC Project
1 TLEP II Project

Woodford
1 Holiday Mobilization Plus Project

State Agency Projects - Statewide Emphasis

Illinois Department of Public Health
- Data Analysis Program
- Pre-hospital Run Report Data Project

Illinois State Police
- DUI Enforcement
- Alcohol Countermeasures Enforcement
- Breath Analysis Training
- Special Traffic Enforcement Program (sTEP)
- Occupant Restraint Enforcement Project
- Motorcycle Patrol Unit
- Speed Patrols Enforcing and Educating Drivers (SPEED)
- Mobile Incident-Electronic Citation
- Crash Reconstruction

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

Office of the Secretary of State
- DUI Enforcement – ADDEP
- Speed Traffic Accident Reduction (STAR)
- Imaging Enhancement
- Ignition Interlock
- Operation Straight ID
- Keep Kids in Safe Seats

Administrative Office of the Illinois Courts
- Judicial Training

Illinois Liquor Control Commission
- Tracking Alcohol in Illinois

Illinois Department of Natural Resources
- Alcohol Countermeasures

Other Program Areas/Events

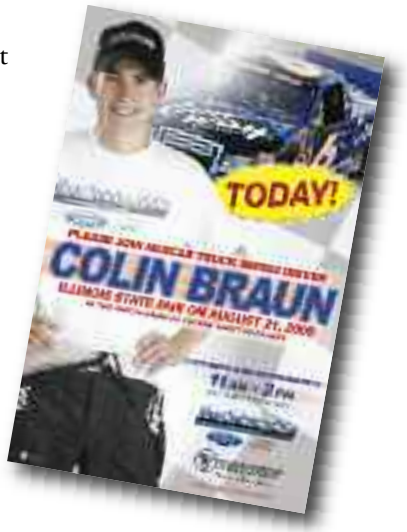
Division of Traffic Safety Outreach Program

In an effort to educate the public on the messages of Click It or Ticket and the You Drink & Drive. You Lose., DTS continued with community outreach through various means. These efforts consisted of DTS coordinators staffing booths at the events listed below. The goals of the program are to educate and inform the public on our safety programs as well as to answer any questions they might have concerning traffic safety. In addition to educating the public, DTS used these opportunities to make contact with grassroot organizations that are interested in Illinois Department of Transportation safety issues.

- Chicago Auto Show – February 2009.
- Girls High School State Basketball Tournaments – Illinois State University – February and March 2009.
- March Madness High School Boys State Basketball Tournaments – Peoria – March 2009.
- NHRA, Route 66 Raceway – Joliet – June 2009.
- Disney Christmas Carol, Train Tour at Chicago Union Station – Chicago – July 2009.
- NASCAR, Chicago Land Speedway – Joliet – July 2009.
- Minor League ball parks throughout Illinois – DTS participated at the following parks:
    - Peoria Chiefs – July 9, 2009
    - Joliet Jackhammers – July 15, 2009
    - Schaumburg Flyers – July 20, 2009
    - Kane County Cougars – July 23, 2009
    - Rockford Riverhawks – July 24, 2009
    - Gateway Grizzlies – July 28, 2009
    - Springfield Sliders – July 30, 2009
- Illinois State Fair – Springfield – August 2009.
- ARCA/IRL, Chicago Land Speedway – Joliet – August 2009.
- DuQuoin State Fair – DuQuoin – August and September 2009.
- Camping World Truck Series, Gateway International Raceway – Madison – September 2009.

Illinois State Fair

The theme of the 2009 Illinois State Fair was "All American Fair." The Illinois Department of Transportation's Division of Traffic Safety (IDOT/DTS) participated in the fair with a creative approach. The highlights included an authentic baseball dugout used as the backdrop for pictures, a Lincoln motorcycle display and a visit from NASCAR driver Colin Braun. Colin is one of the rising stars in American Motorsports. He appeared at the IDOT/DTS tent for teen safe driving programs.



All-Star Game Outreach

One of the many goals of the National Highway Traffic safety Administration is for neighboring states to share safety messages in an effort to educate our motoring public. The Illinois Department of Transportation and the Missouri Department of Transportation (MDOT) jointly sponsored an exhibit at the Major League Baseball All-Star Game and Fan Fest in St. Louis on July 10-14, 2009. Fan Fest drew over 150,000 baseball fans.

The exhibit space provided by Major League Baseball promoted safety belt usage and the importance of designating a sober driver. Fans were given several fun opportunities at the IDOT/MDOT exhibit. After signing a pledge to buckle up and designate a sober driver, attendees were given the chance to film a public service announcement regarding their pledge to drive safely. This video was then emailed to the fan. Baseball fans were also given the opportunity to get their picture taken in a replica St. Louis Cardinals dugout with a traffic safety message

Partnership with NASCAR

The Division of Traffic Safety (DTS) and local law enforcement teamed with NASCAR and the Chicagoland Speedway in July 2009 to promote the Buckle Up America and FRIENDS campaigns to encourage race fans to buckle up, every trip, every time and to designate a sober driver. Staff distributed trinkets displaying life-saving traffic safety messages at four strategically placed kiosks. Race fans signed the Buckle Up America and FRIENDS pledges to be entered into a free drawing for a chance to win Chicagoland apparel and tickets to the NASCAR Campaign World Truck Series/Indy Car Series weekend in August 2009. Upon signing the pledges, attendees were also given the opportunity to have their photo taken with Richard Petty's race car.

DTS also joined forces with the Blu Moon Group and Chicagoland Speedway in August 2009 to send the same traffic safety messages at the Ansell Cut Protection, the PEAK Antifreeze and Motor Oil Indy 300 (NASCAR Camping World Truck Series/IndyCar Series Weekend). DTS and local law enforcement staffed a kiosk to distribute trinkets reminding race fans not to drink and drive and also to wear their safety belt.

Child Passenger Safety Instructor Meeting

On April 13, 2009 during the Staying Alive Conference, over 60 Child passenger Safety (CPS) instructors received important updates from Kerry Chausmer, Certification Department Director for Safe Kids Worldwide and Lorrie Walker, Training Manager and Technical Advisor for the Safe Kids Buckle Up program. Kerry and Lorrie gave pointers on how to become better CPS instructors, and how to assist new instructors. Kerry updated instructors on all aspects of national CPS certification from class registration to recertification. Lorrie gave an overview of her community-based educational program on vehicle safety. She also updated the group on the more than 300 Safe Kids Coalitions throughout the United States.

Prior to the meeting, Susan Hocker, Illinois Department of Transportation's first Occupant Protection Coordinator, was honored for her contributions. Susan was instrumental in the passage of the Child Passenger Protection Act and worked tirelessly to educate all Illinois citizens on the importance of child safety seats and buckling up, every trip, every time.

National CPS Week

The goal of National Child Passenger Safety (CPS) Week is to bring public attention to the importance of safely transporting children. To kick off CPS Week, National Seat Check Saturday was held on September 12, 2009. Illinois held 67 child safety seat check events statewide with sponsorship by AAA, Evenflo, Illinois Safe Kids and the Illinois Department of Transportation's Division of Traffic Safety. Events were held in all parts of the state, from Chicago to Quincy to Danville to Carbondale.

Illinois Traffic Safety Staying Alive Conference

The statewide 2009 Staying Alive Conference was held at the Crowne Plaza in Springfield, Illinois on April 14-16, 2009. The Staying Alive conference was fashioned after the National Lifesavers Conference. Three days were dedicated to reducing deaths and injuries on our state roadways. Nearly 400 people attended from around the state and the nation attended. A wide range of topics were addressed, from child passenger safety and occupant protection to new media campaigns and grants. The latest information on traffic safety advances and successful programs were highlighted and emerging traffic safety issues and solutions were examined. Speakers included representatives from the Ford Motor Company Fund, The Allstate Foundation along with radio personalities, law enforcement officials, judges, educators and other individuals who shared their traffic safety-related experiences.

Windshield Washing Project

As part of the Windshield Washing Project, during the weekends in May 2009, approximately 7 motorcycle organizations and 26 Chapters including 238 volunteers washed 1,190 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 two years since OTSD has been implemented, there have been no additional teen fatalities in Tazewell County. From 2007-2008 there was a 40 percent reduction in teen fatalities.

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 life-saving 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, safety belt use, impaired & 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. In 2009, the OTSD program reached over 90,000 high school students. Students from the 2009 program came up with slogans such as "Could you live without me?", "Buckle up or Crack up", "DWI: Drive With Intelligence" and "Arrive Alive in '09". Activities within the schools consisted of: Day of the dead which represented how many teens died on Illinois roads in 2007 (155), safe driving poster contests, safe driving messages in the daily school announcements, mock crashes, mock court trials and parent/teen driving contracts.

All Illinois High Schools are eligible to apply for the OTSD program. In August of 2008, postcards and a letter from the Director of Traffic Safety were sent to each Illinois High School inviting them to visit our website (see web link below) where they can find more information as well as the application for the 2009 program. A total of 136 high schools applied for the OTSD program and 106 were awarded $2,000 from IDOT and The Allstate Foundation to develop their teen safe driving program from December 1, 2008-February 27, 2009. Of those selected schools, three (3) top winners were selected from each of the seven (7) regions. The winners received the following prizes to be used for their post-prom activities:

1st place--$2,000 • 2nd place--$1,500 • 3rd place--$1,000

Each of the selected schools were eligible to apply for program continution funds, winning schools were eligible for:
1st place--$1,750 • 2nd place--$1,500 • 3rd place--$1,000 • 4th-15th place--$650

The continuation funds are available for schools that wish to continue their OTSD program beyond the dates of the program.

In addition to the monetary prizes, each of the winning school were invited to attend one of the eight Ford Motor Company Fund's Driving Skills for Life Ride and Drive events. This is a once in a lifetime opportunity for teens to learn critical driving techniques and skills from professional drivers while in a controlled environment.

The Operation Teen Safe Driving program has received a lot of media attention due to the innovation and one of a kind statewide program. Listed are the national awards OTSD has received in the past year:

- **December 2008** The Allstate Foundation: "Your Choice Charity"
- **December 4, 2009** Public Relations News: Finalist, Non Profit Public Relations Award
- **August 31, 2009** Governors Highway Safety Association (GHSA): The Peter K. O'Rourke Special Achievement Award
- **November 5, 2009** The Roadway Safety Foundation and the Federal Highway Administration: Award for Operational Improvements

Please Return on Monday (PROM)

The Division of Traffic Safety's (DTS) "Please Return on Monday" (PROM) was a success. Information was distributed through the safety webpage, through OTSD coordinators and through e-mail solicitation to high school principals throughout Illinois. A total of 112 applications were received by DTS. Each school that participated in the PROM program received a package of materials that included 25 t-shirts, 100 pens, 100 lanyards, 100 key chains and 200 copies of a teen safe driving fact sheet. The schools were encouraged to have the teachers wear the t-shirts on the last school day before they held their prom, usually on a Friday. They were also asked to hand out the PROM materials to students in the week leading up to prom and to pass on information from the fact sheets and to encourage the students to "Please Return on Monday."

The schools reported that a total of 32,627 students, 9,312 parents/guardians and 18,845 community members were reached during their PROM activities. Schools had their PROM activities covered by the local news media including several with pictures of the teachers gathered in their PROM shirts at the school.

Ignition Interlock Symposium

As the implementation of Illinois' ground-breaking, first-time offender interlock law was set to take effect, national and state interlock experts came to Lisle, Illinois on October 28, 2008 for an Ignition Interlock Symposium. Over 300 Illinois judges, prosecutors, law enforcement officials, probation officers and other court officials attended. Speakers included Illinois State Senator John Cullerton, Illinois Secretary of State Jesse White and MADD National President Laura Dean-Mooney. In addition, interlock experts from eight different states and Canada conducted sessions during the three-day event. The event was held just two months prior to Illinois' new first-time DUI offender interlock law taking effect on January 1, 2009. The new law requires first-time DUI offenders to install a BAIID in their car in order for them to retain driving privileges during their administrative license suspension.

Assessments

Impaired Driving Re-Assessment

Illinois conducted an Impaired Driving Re-Assessment in September 2003 and efforts are underway to incorporate resulting recommendations into DTS program efforts continue.

The current status of the 28 Priority Recommendations:

1-A: State Program Planning

The Evaluation Unit sets all the goals of the Highway Safety Plan. This assignment was completed in April 2004 and is ongoing. The unit is involved in several activities including problem identification, highway safety goals and objectives, project and program evaluation, survey activities and traffic safety data improvement projects. The alcohol program continues to work closely with the evaluation unit.

1-C: State and Local Task Forces and Safe Communities Programs

Past efforts in this area include the now dis-banded DUI Advisory Council, the Governor's Alcohol Abuse Task Force and DTS public hearings held in various communities throughout the state, among others.

DTS continues to encourage the establishment of local law enforcement Traffic Task Forces in willing communities in Illinois. One particularly effective DUI Task Force has begun in Macon County, Illinois and involves local, county and state law enforcement agencies. This task force has brought about a significant increase in DUI arrests in its jurisdiction.

1-D: Data and Records

DTS remains very committed to the overall improvements of traffic records, but faces the reality of the difficulties of implementing a full-blown DUI tracking system. However, establishment of a DUI tracking system remains a long-term goal of DTS. In the interim, DTS has many ongoing efforts to improve its traffic records system, including maintaining an active TRCC, CODES projects and consistent efforts to bring more agencies into the Mobile Capture and Reporting crash records program.

2-A: Public Information and Education for Prevention

DTS continues a strong prevention PI&E effort regarding impaired driving with the distribution of thousands of impaired driving materials via mail and at numerous events throughout the year including fairs, school events, radio remotes, NASCAR events, etc. In addition, each You Drink & Drive. You Lose. Crackdown includes an education message (along with a strong enforcement message) in its earned media materials. Examples include: funding the Students Against Destructive Decisions (SADD), Mothers Against Drunk Driving, Alliance Against Intoxicated Motorists, Think First, the Metro-East CHOICE/RADD Task Force and Operation Teen Safe Driving.

2-B: School Programs & Community Youth Programs

DTS continued a strong presence in Illinois schools with underage drinking programs. Programs include SADD, that conducts prevention training for teens to provide an underage, anti-drinking message. Programs include SADD, that conducts prevention training for teens to provide an underage, anti-drinking message to their peers; ThinkFirst delivers a strong underage drinking/decision making message to youth at assemblies throughout the state; the Southwest Illinois College/CHOICE Task Force delivers a prevention message directly to young people via high schools in the Metro East St. Louis region and a Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) group; and DTS's Operation Teen Safe Driving which funds 105 schools throughout the state to conduct their own community traffic safety programs.

2-C: Alcohol Availability and Responsible Alcohol Service

While DTS feels keg registration and server training could be potentially effective countermeasures to impaired driving, past efforts to make the necessary changes to Illinois law have failed to move forward in the General Assembly. Experience has shown many in Illinois believe these issues are better handled on a local level.

The Illinois Liquor Control Commission (ILCC) continues its solid effort to provide BASSET training to Illinois licensed beverage outlet employee servers. BASSET training is now available online increasing availability to servers. Individual communities throughout Illinois require training for employee servers of local alcohol retailers and the ILCC's efforts have resulted in small increases in the number of Illinois communities doing so.

3-A: Laws to Deter Impaired Driving

Illinois continues to enhance its DUI laws each year keeping up its standing among states with the strongest DUI laws.

On January 1, 2009, Illinois became the largest state with a first-offender, ignition interlock law that removes the court's jurisdiction to issue judicial driving permits to first-time offenders during periods of summary suspensions, replacing it with a requirement that the suspended offender drive only vehicles equipped with ignition interlock devices have been installed on the vehicles of Illinois drivers and the number continues to grow as the infant program matures.

Other laws strengthening DUI statutes in Illinois that have passed in recent legislative sessions include:

- Increasing the penalty for parents or guardians knowingly permitting the consumption of alcohol by underage invitees at their residence from a Class A misdemeanor to a Class 4 felony if the violation leads to great bodily harm or death.
- P.A. 95-0578 further simplified the structure of the Illinois DUI Law.
- Enhancements to DUI penalties for commercial motor vehicle drivers.
- Clarification that methamphetamine is included in the compounds prohibited for use while driving and subject to Illinois' DUI statutes.
- Added "offenses committed on a military installation" to the list of "similar offenses" that count as a DUI on a person's Illinois driving record.
- Creation of a Roadside Memorial Act to allow application to IDOT for the erection of roadside markers for persons killed in drunk driving crashes (Tina's Law).
- Requirement that individuals under age 21 given court supervision for the transfer, consumption or possession of alcohol by a minor be subject to a 3-month driver license suspension.

IDOT continues to pursue the following recommendations, but to date these changes to Illinois laws have not yet happened:

- Abolish statutory court supervision for first-time DUI offenders pleading guilty.
- Grant exclusive jurisdiction to SOS for administratively imposing and adjudicating summary suspensions for DUI offenders.
- Decriminalize minor traffic offenses and enact legislation providing for disposition of such offenses through non-judicial personnel.

3- B: Public Information and Education (PI&E) for Deterrence

IDOT continues to strongly support each of its state and local enforcement grants with a paid and earned media efforts to maximize the deterrent effect of enforcement activity. High-visibility alcohol enforcement crackdowns take place a minimum of four times each year, and each crackdown includes a statewide paid and earned media effort. In addition, each grantee is required to conduct local earned media efforts during the holiday enforcement crackdowns.

Beginning during the 2009 July 4th impaired driving crackdown, DTS started a new initiative to make late-night safety belt enforcement a key part of the alcohol crackdown periods. This effort will be combined with a strong late-night; safety belt enforcement earned and paid media effort during impaired driving crackdowns. This program will help focus both enforcement and messaging to the times of day when the most people die in impaired driving crashes and the fewest people buckle up.

Beginning during 2009 July 4th impaired driving crackdown, DTS started a new initiative to make late-night safety belt enforcement a key part of the alcohol crackdown periods. This effort will be combined with a strong late-night; safety belt enforcement earned and paid media effort during impaired driving crackdowns. This program will help focus both enforcement and messaging to the times of day when the most people die in impaired driving crashes and the fewest people buckle up.

3-C: Enforcement

A renewed commitment to impaired driving enforcement also began during the 2009 Labor Day Crackdown, with DTS committing even more federal funding to extra hire back patrols. In addition, DTS began an incentive program making agencies conducting enforcement during the Labor Day Crackdown eligible for enforcement equipment. Increased enforcement and incentives led to a significant increase in law enforcement agencies participating in the Labor Day Crackdown and also increased total citations written/DUI arrests during the crackdown period. DTS plans to continue the equipment incentive program throughout the year.

IDOT/DTS continues to address recommendations in this section with its Traffic Safety Resource Prosecutor who interacts with Illinois DUI law enforcement, prosecutors and judges and also through its law enforcement liaison program closely monitoring IDOT/DTS alcohol grantee activity.

DTS continues its requirement, which began in FY 2009, that all officers conducting impaired driving enforcement via grant funds must have had either the NHTSA 24-hour SFST course or the 8-hour refresher course every two years. The Traffic Safety Resource Prosecutor Program works hard to organize statewide SFST training acting as the Illinois SFST coordinator.

Regarding the mandated use of a Uniformed Traffic Citation, the Illinois Criminal Justice System Review Committee determined this should not be mandatory.

Research into these issues is ongoing.

3-D: Prosecution

IDOT/DTS created a position of Traffic Safety Resource Prosecutor in 2006. The addition in FY 2009 of another TSRP has made this program even stronger.

In addition, IDOT continues to fund a DUI-specific prosecutor grant in Macon County allowing DTS to review the effect this will have on the adjudication of DUI cases. The Criminal Justice Review Committee disagreed with both the mandating of prosecutor DUI training and prohibiting putting limitations on plea negotiations.

Research and work on this section is ongoing.

3-E: Adjudication

The issue of repealing Circuit Courts authority to adjudicate summary suspensions in DUI cases was considered by the Criminal Justice System Review Committee and it determined that more research needs to be done on this issue. This issue has moved to the forefront as the new ignition interlock law changes the landscape of summary suspensions in Illinois. Effects of the new interlock law continue to be evaluated in this regard.

In addition, post-adjudication DUI courts are becoming more prominent around Illinois and DTS is taking a leadership role to help insure their use is encouraged and properly applied. DTS funded a DUI Court Training via the University of Illinois at Springfield (UIS) in FY 2009 and will do so again in FY 2010. In addition, DTS monitors closely and assists, when possible, with the formation of new DUI courts in Illinois. DTS continues its funding of a DUI Court in Peoria County in FY 2010 giving it an opportunity to closely evaluate its effectiveness.

The remaining recommendations are identical to those in 3-A above and have been addressed.

4-A: Deterrence

IDOT/DTS continues research in this area regarding the support of Circuit Court Clerks (who frequently receive licenses as bond). IDOT/DTS continues discussions with SOS about the possibility of supporting legislation requiring that law enforcement officers confiscate driver licenses at the time of a DUI arrest. Delivery of the license to SOS would be a requirement. Currently, most offenders who have licenses post them as bond along with $100.

5-A: Diagnosis and Screening

Under an IDOT grant, the UIS Institute for Legal and Policy Studies continues to provide excellent training for prosecutors, including a session led by the Illinois Department of Human Services Division of Alcohol and Substance Abuse, educating about screening and rendering appropriate sentencing. This information is also included in the manuals that are prepared for judicial training sessions.

Previously, IDOT has determined that UIS and the larger, multi-agency Risk Reduction Workgroup, has demonstrated that there is sufficient dissatisfaction with the current instruments among those who utilize the information, including judges, probation officers, evaluators and SOS hearing officers to warrant continuation of the current screening instrument. Focus group and survey results are available to support this conclusion.

As such, the DUI Risk Reduction Project was initiated through the Administrative Office of the Illinois Courts and IDOT/DTS, and determined the Alcohol Substance Use and Driving Survey (ASUDS-RI) met the largest portion of Illinois' needs. ASUDS-RI is currently in use throughout the state.

5-B: Treatment and Rehabilitation

As previously stated in recommendation 3-E, DUI Courts are becoming more prominent around Illinois and DTS is taking a leadership role to help insure their use is encouraged and properly applied. DTS funded a DUI Court Training session via the UIS in FY 2009 and will do so again in FY 2010. DTS continues its funding of a DUI Court in Peoria County in FY 2010 giving it an opportunity to closely evaluate its effectiveness.

The UIS Institute for Legal, Legislative and Policy Studies (ILLAPS), continues to receive a grant from DTS. Illinois is at the forefront of developing new and effective evaluation, treatment and probation tools related to the DUI offender. As mentioned in item 5-A, Illinois developed a new evaluation tool, the ASUDS-RI, which is in use throughout the state. UIS-ILLAPS has also developed the "Hard Core Drunk Driver" checklist and toolkit, to assist probation officers in identifying the potential repeat offender and giving them options in treatment that will reduce the risk. The hardcore drunk driver project will continue through FY 2009 with the training of additional probation officers in its use and presenting it for the first time to judges, prosecutors and law enforcement for use at all stages of the criminal justice process.

Traffic Records Assessment

On May 1-5, 2006, Illinois conducted a traffic records assessment. The purpose was to determine whether the Illinois traffic records system is capable of supporting management's needs to identify the state's safety problems, to manage countermeasures applied to reduce or eliminate those problems and to evaluate those programs for their effectiveness. The assessment identified 21 major recommendations in eight sections.

The scope of this assessment covered all the components of a traffic records system. The main components of traffic records were:

- Crash Records System
- Citation Records System
- Driver Records System
- Roadway Information System
- Healthcare Data Systems
- Traffic Records Coordinating Committee (TRCC)
- Strategic Planning

The main recommendations, and the current status of each recommendation, are listed below:

Crash Data

1. Implement the CIS revision to support electronic transfer and image creation from reports created using MCR.
   Status: This has been implemented. All the MCR reports are electronically entered into the Crash Information System (CIS).
2. Plan long-term for CIS to accept crash report data from other (non-MCR) field data collection software used by law enforcement agencies.
   Status: Since this recommendation is required to inventory the availability of other electronic data collection systems at the local police departments, DTS has identified the other electronic data systems some local agencies are using to collect and process their data. DTS contractors continue to work with the local agencies to receive their data electronically through XML.
3. Invest in automation for Chicago Police Department (CPD) to reduce the number of paper crash reports processed manually at IDOT.
   Status: DTS staff and IT contractors continue to meet with Chicago Police Department. Several meetings have been held to date.
4. Develop a set of standard quality control matrix for reporting crash data quality on a routine, repeatable basis periodically throughout the year.
   Status: DTS has implemented the quality metrics on a monthly basis for the 2007 and 2008 crash data. In addition, IDOT received a total of $50,000 grant from the Federal Highway Administration (FHWA) to develop strategies to implement data quality performance measures for the state crash data system addressing timeliness and accuracy of the statewide crash data. Specifically, this project will address specific data quality issues recommended by the Crash Data Improvement Program (CDIP) team.

Citation Data

1. Promote and assist local courts without computerized case management systems and/or electronic conviction filing, in obtaining computerized management systems and in electronically filing convictions with the SOS.
   Status: No activity to date. SOS is responsible for this recommendation.
2. Establish a statewide citation tracking system.
   Status: The Illinois State Police received a Section 408 grant to develop a citation tracking system in Illinois. The project is expected to be completed by 2011.

Driver and Vehicle Data

1. Begin recording owner names and addresses for persons with the identical requirements.
   Status: No activity to date. SOS is responsible for this recommendation.
2. Record the driver histories from previous states of record on non-commercial drivers.
   Status: No activity to date. SOS is responsible for this recommendation.
3. Coordinate the overlapping requirements of the crash file processing with those of the SOS.
   Status: This recommendation has been accomplished.

Roadway Data

1. Accelerate the development and use of the Geographic Information System (GIS) as the IDOT enterprise system for all road and road-related information systems.
   Status: The Bureau of Information Processing at IDOT has developed an interactive database system entitled "Safety Data Mart". The Safety Data Mart includes GIS as a main mapping tool.
2. Accelerate the deployment and use of Global Positioning System (GPS) devices for the capture of location data by latitude/longitude coordinates for road and crash data.
   Status: IDOT uses GPS for capturing some of the location data through latitude/longitude coordinates for road and crash data.
3. Allow all legitimate users of IDOT data direct access to the GIS or provide them with the information in a medium and format for their manipulation and analysis.
   Status: The Bureau of Information Processing at IDOT has developed the safety data mart that is available to IDOT employees. The public version of the system will be available in 2010.

Health Care Data

1. Use one data format for the EMS run form.
   Status: This has been accomplished. Starting in 2006, all the EMS facilities are using one form. Per NHTSA's request, IDPH is working to upgrade the EMS data collection form in order to be in compliance with the National EMS Information System (NEMSIS) requirements. In addition, IDPH was awarded a grant to improve the EMS data collection process.
2. Move forward with a total electronic data submission process for EMS run reports.
   Status: IDPH is currently working on this recommendation based on their Section 408 project agreement.
3. Refine the CODES Board of Directors to include only the data owners. This will encourage discussion of data quality issues and data linking processes. *Status:* Completed. The Board of Directors of ITRCC is also in charge of this function.
4. Establish a CODES Advisory Group (data users) that can provide direction and vision for the use of the linked CODES data.
   Status: Completed. The first meeting was on September 25, 2006 at the DTS building.
5. Promote the availability and accessibility of the healthcare data, e.g., a State of Healthcare in Illinois Legislative Report.
   Status: DTS has been able to link the 2002 and 2003 crash data to the hospital discharge data. Results of the linked data have been presented and published. DTS is in the process of linking the 2005 crash data to 2005 hospital discharge data. DTS's intent is for the CODES Advisory Group to promote the accessibility of the data. In addition, IDOT provided funding for IDPH to develop a web-based data query and interactive system to promote accessibility of the health care data.

Traffic Records Coordinating Committee (TRCC)

1. Identify an "executive group" from the leadership of participating agencies within the TRCC. *Status:* Completed.

Motorcycle Safety Program Assessment

On October 24-28, 2005, the Illinois Department of Transportation, in cooperation with the National Highway Traffic Safety Administration, hosted a team of four program experts who conducted Illinois' first Motorcycle Safety Program Assessment. The four experts conducted a thorough review of the state's motorcycle safety efforts, identified strengths and provided recommendations to enhance the program. *Listed below are the 13 recommendations to enhance Illinois' program:*

1. Increase the annual Cycle Rider Safety Training Program (CRSTP) appropriation to at least $3.5 million by July 1, 2006. *Status:* The CRSTP appropriation for FY 2009 (July 1, 2008-June 30, 2009) was $3,880,000.
2. Convene a technical working committee comprised of key stakeholders to develop a strategic motorcycle safety plan for Illinois. *Status:* Completed. DTS contracted with Science Applications International Corporation (SAIC) to develop a Motorcycle Strategic Plan. SAIC met with representatives from DTS, training universities and rider groups on developing a strategic plan. The final strategic plan was presented to DTS in August 2007. DTS submitted a copy of the strategic plan to NHTSA in October 2007.
3. Use federal funds wherever possible to address other motorcycle safety issues (impaired driving, aggressive driving, conspicuity, motorist awareness, etc.). *Status:* In FY 2009, DTS used Section 2010 Motorcyclist Safety funds to develop a public information and education campaign. DTS developed and distributed Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from May through September 2009. DTS also developed and purchased the following Don't Drink and Ride materials: key fobs and bumper stickers.
4. Create a task force of representatives from the insurance industry, law enforcement, medical professionals, motorcycle dealers, motorcycle organizations, safety advocates and other interested entities to explore ways to increase the use of helmets and protective clothing. *Status:* DTS created a Motorcycle Safety Advisory Council holding their first meeting in March 2007 in Normal, Illinois. Many groups were represented on the council including, rider groups, trainers, advocacy groups, enforcement officials and state agency representatives. In FY 2009, DTS held meetings on November 20, 2008 and April 21, 2009.
5. Continue to seek support for passage of a helmet law for all motorcycle operators and passengers. *Status:* DTS plans to introduce helmet legislation again in the spring of 2011. The ABATE motorcycle organization lobbies aggressively against such legislation.
6. Enact legislation to establish a provisional licensing system for motorcycles. *Status:* DTS continues to work with the Office of the Secretary of State and the Motorcycle Safety Advisory Council to address this issue. There has been no progress beyond the discussion stage.
7. Enact legislation to reduce the period for which an instruction permit is valid to six months for motorcycle or motor driven cycle applicants and limit the number of renewals. *Status:* DTS continues to work with the Office of the Secretary of State and the Motorcycle Advisory Council during 2010.
8. Establish a protocol and timeline to conduct comprehensive annual program evaluations. *Status:* The DTS evaluation unit evaluates every DTS program.
9. Establish a five-year plan for program development that includes milestones to meet forecasted training demand. *Status:* During the 2005 training year, DTS training programs registered 13,857 students. The budget for the 2010 training year will accommodate the training of 25,000 students. If the 2010 goals are met, the 2005 to 2010 period will have experienced training increases exceeding 80 percent. After such increases, an evaluation of supply/demand dynamics will be considered.
10. Design and implement a comprehensive impaired riding PI&E campaign. *Status:* In FY 2009 DTS continued to use Section 2010 Motorcyclist Safety funds to develop a public information and education campaign. DTS developed and distributed Start Seeing Motorcycles banners to local law enforcement agencies and motorcycle clubs throughout the state. The banners were displayed from May through September 2009. DTS also developed and purchased the following Don't Drink and Ride materials: key fobs and bumper stickers. DTS also ran over 18,000 spots on the Illinois Radio Network from May through September, 2009. DTS developed and launched a new web site dedicated to motorcycling and motorcycle safety. The new web site is www.startseeingmotorcycles.org
11. Develop and implement a comprehensive and coordinated statewide plan to address both conspicuity and motorist awareness. *Status:* DTS plans to develop a plan but limited funding is a problem with implementation. Conspicuity and sharing the road with motorcycles is currently being taught in the CRSTP classes. Additionally, DTS supports the efforts of ABATE of Illinois' High School presentations to drivers education classes. The course was developed with the

new and inexperienced driver in mind and teaches them how to look for and interact in traffic with motorcycles. The presentation was developed from materials supplied by the Motorcycle Safety Foundation, IDOT, the Motorcycle Safety and Awareness Program of Greater Illinois and the Safety and Education Department of ABATE. Annually, DTS partners with motorcycle clubs in the "Windshield Wash Project" in which motorcycle club members wash windshields for the motoring public at rest areas across the state and disseminate "Share the Road" materials.

12. Develop a coordinated statewide plan for motorcycle safety and PI&E efforts. *Status:* DTS plans to develop a plan, but limited funding is a problem with implementation. DTS interacted with motorcyclists as well as with the motoring public in general at the Niehaus Customer Appreciation Days and the Illinois State Fair in an effort to promote motorcycle safety concepts.
13. Encourage the use of full protective equipment by motorcyclists through PI&E campaigns. *Status:* There is a classroom module in the CRSTP training classes which addresses the correct use of protective gear. The students are required to wear the correct protective gear in class and use three-quarter or full-face helmet in the beginner rider course.

Standard Field Sobriety Testing (SFST) Assessment

On February 6-9, 2007 NHTSA conducted an assessment of Illinois' Standard Field Sobriety Testing (SFST) program. *Listed below are the Administrative Priority Recommendations identified by the Assessment Team based on information presented during the assessment:*

1. Establish a full-time State SFST Coordinator to manage and maintain the Illinois SFST program.
   Status: As of December 2009, Elizabeth Earleywine formally assumed the duties of SFST and DRE program coordinator, along with her position as TSRP program coordinator.
2. Establish a multi-disciplinary group to serve in an advisory capacity to the state.
   Status: Training issues addressed at the first DUI Advisory Council Meeting of the University of Illinois-Springfield, Institute for Legal and Policy Studies (ILAPS) were implemented in programs conducted throughout the year. The advisory committee again met in the fall of 2009. This year's recommendations will be implemented in trainings that take place throughout 2010.
3. Develop specific plans to address the issue that some police officers who have previously completed SFST training were not trained to administer Horizontal Gaze Nystagmus (HGN) test. This test is a critical part of the NHTSA/IACP SFST test battery and should be employed in the field on a regular, standardized basis.
   Status: Prior to 2005, there was no requirement for DUI training to cover any set material during academy training. Often, the Academies would truncate the 24-hour course and not present instruction on HGN. In 2005, the Illinois Law Enforcement Training and Standards Board (ILETSB) required the academies to present the entire 24 hour SFST curriculum. To address this requirement, DTS developed a one-day refresher course. This course has been available to law enforcement agencies and Mobile Training Units since January 2008. Additionally, all participating alcohol enforcement grantees who received training more than two years ago, are required to attend either the NHTSA 24 hour SFST course or the one-day refresher course. We are still awaiting a final decision from the Illinois Supreme Court on the admissibility of the HGN Test. Anticipating a favorable disposition, the State TSRP is working with grantee ILLAPS to bring Dr. Carl Citek to Illinois to conduct several one-day training classes to law enforcement and Prosecutors. Finally, a new training scenario and video is in the process of development that will show the proper Methods for DUI detection, utilizing the DUI Detection and SFST protocol.
4. Ensure all SFST instructional materials in Illinois follows the NHTSA/IACP SFST curriculum. Any potential modification should be presented to the NHTSA Great Lakes Regional Office for review before any action is taken.
   Status: All teaching entities use the 2006 NHTSA SFST curriculum without modification.
5. Recommend that IDOT work with the ILETSB to create a mechanism to provide SFST updates to instructors and practitioners with assurances that this has been accomplished. The update should be conducted every other year or when a revision of the SFST curriculum is released. This update should include an active, individual proficiency demonstration in the presence of an instructor.
   Status: SFST update training is mandated for alcohol-related grant activities. Grantees are required to attend refresher training every two years. The TSRP/SFST Program Coordinator is planning an annual instructor meeting to address changes to the curriculum, case law and legislative updates. The first of these meetings will take place in 2010.

Evaluation of Fiscal Year 2009 Mobilizations

Introduction

Click It or Ticket (CIOT) and You Drink & Drive. You Lose. (YD&DYL) 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 safety belt use and not driving impaired. During this four to six week campaign the CIOT or YD&DYL messages are repeated in the media and enforcement of safety 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 safety belt usage rate and reducing the incidence of driving impaired in Illinois. A CIOT or YD&DYL mobilization includes the following components:

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

In FY 2009, the Division of Traffic Safety (DTS) conducted two major CIOT mobilizations and one major YD&DYL (impaired driving) mobilization. The first CIOT mobilization was conducted in November/December 2008 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 2009 and focused on rural areas. The YD&DYL mobilization was conducted in August/September 2009 with a special emphasis on impaired driving.

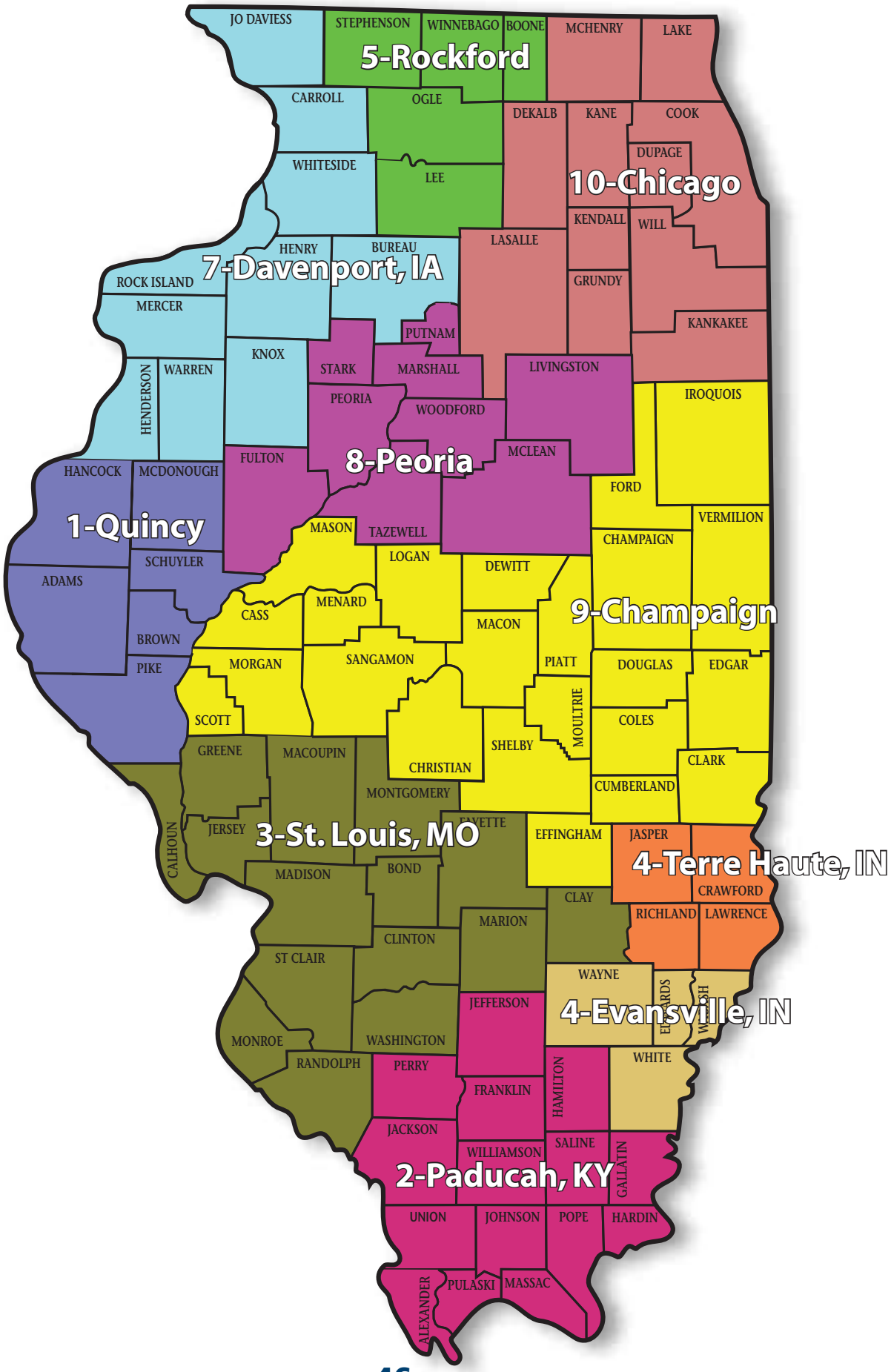
2008 Thanksgiving Campaign: November 1 – December 7, 2008

DTS conducted a CIOT campaign from November 1-December 7, 2008. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among African American and Hispanic populations in the city of Chicago, as well as belt use among Illinois' rural population. Safety 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.

1Earned 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.

2 The complete 2008 Thanksgiving CIOT report is available at http://www.dot.il.gov/trafficsafety/2008%20Thanksgiving%20Report.doc

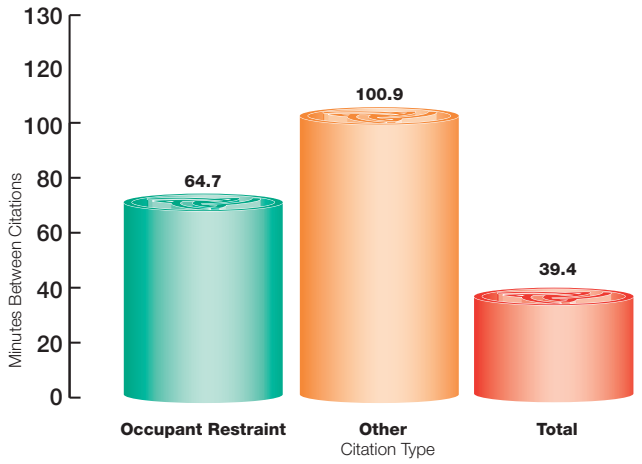
Rural Media Markets



ENFORCEMENT

A total of 21,016 patrol hours were logged by 152 local departments and ISP resulting in 31,985 being issued during the Thanksgiving campaign. One citation was written every 39.4 minutes of enforcement. Of the citations issued during enforcement, 19,494 (60.9%) were safety belt and child safety seat violations. One occupant restraint citation was issued every 64.7 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 2008 Thanksgiving Campaign in Illinois
(Total Patrol Hours=21,016 and Total Citations=31,985)



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

Minority Population

Focusing on safety belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 1,700 hours of enforcement issuing 3,498 citations, 2,240 (60.3%) of which were safety belt citations. Chicago police wrote an average of one safety belt citation every 29.2 minutes in the identified communities.

Rural Population

During the rural enforcement, 54 police agencies conducted a total of 49,839 patrol hours and issued 5,904 citations, an average of one citation every 50.2 minutes. Only 38.4 percent of the citations issued (2,268 citations) were safety belt and child safety seat violations. One safety belt and child safety seat citation was issued every 130.8 minutes.

EVALUATION

Observational pre- and post-safety belt surveys in Hispanic Communities indicated the safety belt usage rate increased from 76.8 percent during the pre-mobilization to 80.5 percent during the post-mobilization. In African-American Communities, the safety belt usage rate increased from 80.1 percent during the pre-mobilization to 81.7 percent during the post-mobilization.

Observational survey results indicated that safety belt usage in pickup trucks and passenger cars observed in rural areas increased from 86.7 percent during the pre-mobilization to 90.2 percent during the post-mobilization.

Telephone surveys indicated that rural and minority residents were aware of special efforts by the police to ticket for safety 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 26 percent in November to 36 percent in December.

May 2009 Click It or Ticket Campaign

April 20 - June 14, 2009

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2009 with special emphasis on increasing safety belt usage among Illinois' rural population. Although the Illinois Rural Demonstration Project (RDP), a CIOT specifically designed to promote safety belt use in rural communities, was completed in 2006, Illinois extended its commitment to increase safety 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 20 and concluded June 14, 2009. A timeline of CIOT activities appears in Table 1.

Table 1

Timeline of CIOT Activities

April 27 - May 10, 2009	Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT safety belt observation and telephone surveys were conducted.
May 11 – May 25, 2009	Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
May 15 – May 31, 2009	Statewide including rural CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide including rural CIOT ran on television and radio statewide; earned media continued.
June 2 – June 15, 2008	Post statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone surveys were conducted.

During the May mobilization campaigns, Illinois spent a total of $789,890 on paid media. A total of 24,903 television and 10,134 radio advertisements ran during the campaigns to promote ClOT. In addition to television and radio advertisements, advertising for the campaign was on electronic boards and announcements placed along highways and at gas stations across the state.

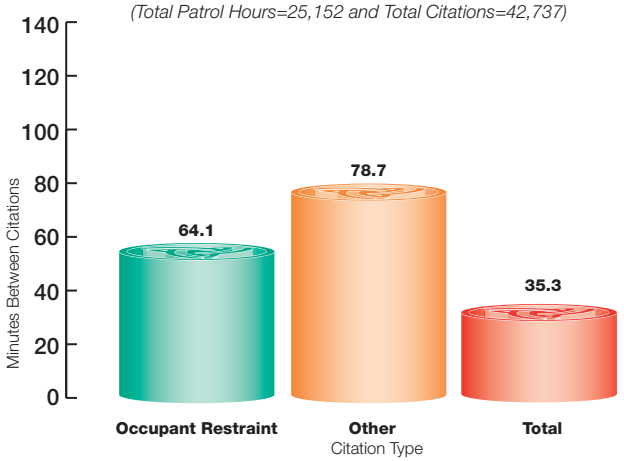
Four media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement.

Fifteen 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 90 stories related to CIOT ran across the state. Throughout the campaign, 14 radio stories were aired; 73 print news stories ran; and 3 television news stories aired.

ENFORCEMENT

During statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 25,152 enforcement hours and wrote 42,737 citations, 23,551 (55.1%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 64.1 minutes throughout the May campaigns. Overall, one citation was written every 35.3 minutes of enforcement (see Figure 3). An additional 36,072 safety belt and child safety seat citations were written by incentive and earned enforcement agencies. Adding these citations to 42,737 citations resulted in 78,809 citations.

Figure 3
Total Minutes of Patrol Per Citation Type
During 2009 Statewide Click It or Ticket Campaign in Illinois
(Total Patrol Hours=25,152 and Total Citations=42,737)



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

One citation was written by the ISP every 29.5 minutes of enforcement, while the local agencies wrote one citation for every 37.3 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 7,738 (72.2%) were safety belt violations and child safety seat violations. For the local agencies, of the citations issued during enforcement, 16,173 (50.5%) were safety belt and child safety seat violations.

Cost Effectiveness of Enforcement Activities

The agencies included in the CIOT cost/effectiveness analysis conducted a total of 25,151 patrol hours and issued 42,569 citations during CIOT statewide and rural enforcements at a total cost of $1,409,683. On average, citations were written every 35.4 minutes during enforcement at a cost of $33.12 per citation, or $56.05 per patrol hour.

Sixty-six (66) mini-grantees issued one citation every 29.5 minutes. The cost per citation for these agencies was $28.73 and cost per patrol hour was $43.27. Seventy-three regular grantees issued one citation every 41.8 minutes. The cost per citation for these agencies was $36.78 and cost per patrol hour was $53.39. Thirty-eight grantees with multiple grants issued one citation every 34.8 minutes of patrol. The cost per citation for these agencies was $31.32 and the cost per patrol hour was $54.08. The ISP issued one citation every 29.5 minutes. The cost per citation for the ISP was $33.52 and cost per patrol hour was $68.20.

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 safety belt survey was conducted at 258 sites during June 2009. Of the total of 126,680 front seat occupants observed in passenger cars and pickup trucks, over 90 percent were wearing safety belts. The collar counties had the highest usage rate at 93.1 percent closely followed by the downstate counties at 93 percent. Cook County, excluding the city of Chicago, had a usage rate of 90.2 percent. The city of Chicago had the lowest usage rate at 86.8 percent.

Based on road type, Interstate highway travelers had the highest usage rate at 95.3 percent followed by U.S./Illinois Highway travelers at 91.3 percent. Motorists traveling on residential streets had the lowest usage rate at 89.9 percent.

Of the total of 114,263 observations of drivers and passengers in cars (excluding pickup trucks), 92.3 percent were wearing safety belts. The safety belt usage rate for drivers was slightly higher than that for passengers (92.5 percent versus 91.4 percent).

A total of 12,417 pickup truck occupants were observed. Drivers had a slightly higher safety belt usage rate than passengers (85.5 percent versus 82.3 percent).

Overall, the safety belt usage rate among drivers and front seat passengers increased by 2.0 percentage points from the pre-mobilization survey to the post-mobilization survey. The downstate counties had the highest increase in belt use of 4.5 percentage points. The collar counties had an increase in belt use of 3.9 percentage points. The city of Chicago had a modest increase in the use of safety belts by 0.3 percentage point. On the other hand, Cook County decreased of 1.0 percentage point.

Safety belt use among front seat passenger car occupants increased 1.9 percentage points from 90.4 percent during the pre-mobilization to 92.3 percent during the post-mobilization. The safety belt usage rate increased by 2.4 percentage points for pickup truck occupants from 82.7 percent during the pre-mobilization to 85.1 percent during the post-mobilization.

There were 5,560 vehicles observed during the rural pre-mobilization survey, of which, 4,241 were passenger cars and 1,319 were pickup trucks. During the rural post-mobilization, there were 5,340 total vehicles observed, of which, 3,961 were passenger cars and 1,379 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 87.6 percent during the pre-mobilization to 89.9 percent during the post-mobilization.

Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate and the Rockford media market had the second highest usage rate at 90.2 percent. The safety belt usage rate in the Peoria media market was 85.1 percent, while the lowest safety belt usage rate was in the Champaign media market at 80.8 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria and Champaign media markets. The safety belt usage rate increased by 5.6 percentage points in the Peoria media market. In the Champaign and Rockford media markets the usage rates increased by 2.2 percentage points and 1.1 percentage points respectively. On the other hand, the St. Louis media market had a decrease in belt use of 1.4 percentage points from the pre-mobilization survey to the post-mobilization survey.

On residential roads, there was an increase from 86.2 percent during the pre-mobilization to 88.4 percent during the post-mobilization. On U.S./IL Highways, the safety belt usage rate increased from 88.3 percent during the pre-mobilization to 90.7 percent during the post-mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 89.3 percent during the pre-mobilization to 92.2 percent during the post-mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 82.4 percent during the pre-mobilization to 83.8 percent during the post-mobilization resulting in a 1.4 percentage point increase.

For pickup trucks, the St. Louis media market had the highest usage rate during the pre-mobilization survey. The Peoria and Rockford media markets had safety belt usage rates of 85.1 and 82.4 percent respectively, while the Champaign media market only had a usage rate of 73.2 percent. During the post-mobilization survey, the St. Louis media market had a safety belt usage rate of more than 86 percent. The Rockford and Peoria media markets had a safety belt usage rate of 85.9 percent and 85.6 respectively, while the Champaign media market had a usage rate of 77.1 percent.

During the pre-campaign survey, there were 10,069 observations during the day and 3,885 observations during the night. After the statewide campaign (media and enforcement) a total of 10,627 occupants observed during the day and 4,594 occupants observed during night.

Overall, during the pre- and post-campaign, the nighttime usage rate was slightly lower than the daytime usage rate (88.4 percent at night versus 91.5 percent at day during pre-campaign and 90.9 percent at night versus 93.0 percent at day during post campaign), differences of 1.5 and 2.5 percentage points respectively. As expected the post campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.

Although the differences were small, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre- and post-mobilization periods. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety 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 safety 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

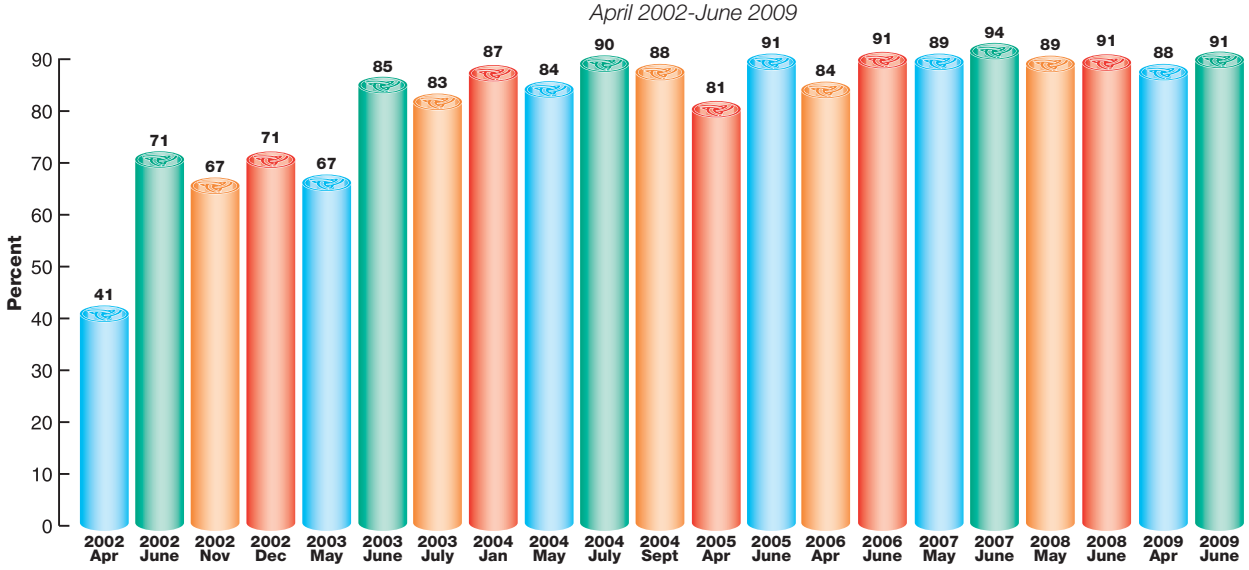
The percentage of people who indicated that, "in the past thirty days," they had "seen or heard any messages that encourage people to wear their safety belts" increased from 59 percent in the April pre-test survey to 69 percent at the time of the June post-test survey.

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" increased from 12 percent in April to 26 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 (73%) and television (67%). Newspapers accounted for 17 percent of exposure, followed by friends/relatives (16%).

The 2009 April awareness level was at 88 percent – and the June level increased to 91 percent. So far, the 2009 trend looks similar to the 2008 trend – and, more generally, the 2007 through 2009 trends going into the September 2009 survey are a departure from the earlier awareness trends in that the April awareness is starting at a higher level (see Figure 4).

Figure 4
Awareness of the You Drink & Drive. You Lose. Slogan
April 2002-June 2009



Individuals aware of special safety belt enforcement report hearing about it via television (48%) and radio and newspapers (32% and 31%, respectively). Slightly more than one quarter of those surveyed (26%) learned of the special enforcement from friends/family.

Agree/disagree: Police in your community are writing more safety belt tickets now than they were a few months ago. Respondents across Illinois who "strongly agree" with this statement rose from 36 percent in April to 40 percent in June. About 30 percent of downstate residents and 36 percent of Chicago area residents "strongly agreed" that police are writing more safety belt tickets, showing somewhat of a regional difference in perception.

Hypothetical question: Suppose you didn't wear your safety 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 safety belt during this time? The percent of respondents who answered "very likely" to this question decreased statewide from April to June from 41 percent to 38 percent, while those who believed getting a ticket was "somewhat likely" or "very likely" rose from 64 percent in April to 66 percent in June.

2009 Labor Day You Drink & Drive. You Lose. Campaign
August 1 - September 25, 2009

Earned Media

IDOT/DTS held five press conferences (Chicago, Belleville (Metro East), Marion, Springfield, and Rockford) throughout the state on September 7, 2009. Table 2 lists the earned media items obtained during the YD&DYL 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	65	9	2	107	30	946	39	236	33	72
Metro East	12	3	3	6	3	1	0	17	3	9
Springfield/ Champaign	3	2	0	4	2	27	1	25	0	3
Rockford	2	0	6	0	2	0	0	12	0	0
Media Markets which did not conduct a YDDYL Press Conference	8	9	1	3	12	5	1	27	0	5
TOTAL	90	23	12	120	49	979	41	317	36	89

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 90 print stories, 23 radio stories, and 12 TV news stories were generated as a result of the YD&DYL enforcement efforts. There were several other earned media activities, such announcement, banners, posters, press releases and messages during this mobilization (see Table 2).

In an effort to help reduce alcohol-related crashes and fatalities on roadways, IDOT/DTS created public service announcements titled "Loser." The public service announcement titled "Loser" portrayed DUI offenders at different stages in their lives. This was done to demonstrate how a DUI can permanently brand a person's image for life.

Finally, DTS Director Mike Stout participated in a series of radio interviews that played on approximately 13 stations across the state to remind motorists not to drink and drive.

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the YD&DYL campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. YD&DYL paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the YD&DYL 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 $790,211 on broadcast television, cable and radio to promote the National YD&DYL campaign beginning August 20 and ending September 7, 2009. Table 3 lists the cost of paid media by media market for the YD&DYL campaign.

Table 3
Labor Day You Drink & Drive. You Lose. Campaign
Cost of Paid Media by Media Market

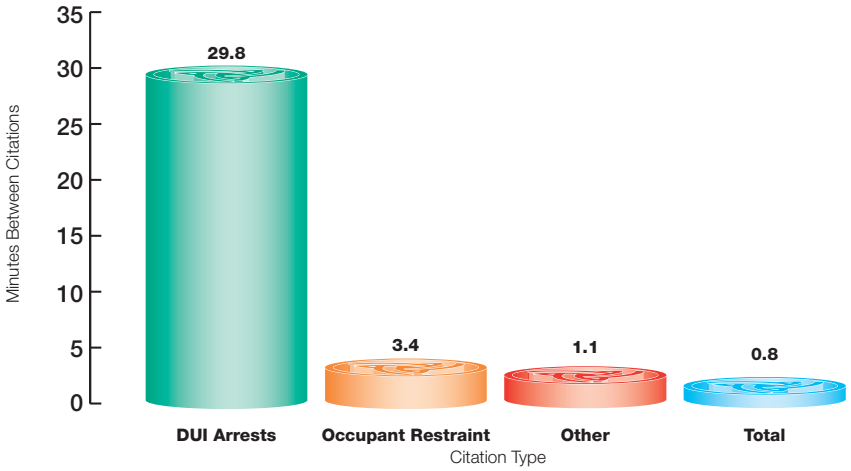
Media Market	$ Spent–TV	Ran-TV	$ Spent–Radio	Ran-Radio	Total $ Spent	Total Ads
Champaign	$ 16,000.00	1,970	$ 16,867.60	1,922	$ 32,867.60	3,892
Chicago	$ 296,900.00	13,143	$ 284,395.00	6,639	$ 581,295.00	19,782
Davenport	$ 7,500.00	565	$ 7,695.00	268	$ 15,195.00	833
Marion	$ 6,650.00	1,650	$ 4,800.00	640	$ 11,450.00	2,290
Metro East	$ 20,100.00	450	$ 18,450.00	445	$ 38,550.00	895
Peoria	$ 14,000.00	512	$ 8,800.00	419	$ 22,880.00	931
Quincy	$ 2,000.00	501	N/A	N/A	$ 2,000.00	501
Rockford	$ 14,000.00	785	$ 6,473.00	225	$ 20,473.00	1,010
Total TV & Radio	$ 377,150.00	19,576	$ 347,560.60	10,558	$ 724,710.60	30,134
Internet	N/A	N/A	N/A	N/A	$ 10,000.00	See below[1]
Alternative Media	N/A	N/A	N/A	N/A	$ 55,500.00	See below[2]
Total	**N/A**	**N/A**	**N/A**	**N/A**	**$790,210.60**	**N/A**

1 Internet advertising was done through the following websites: Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.
2 Alternative media consisted of digital and print advertisements posted in bars and fitness centers, located on pumptoppers at gas stations, and 10 to 15 second advertisements on metro station video screens.

Enforcement

The "You Drink & Drive. You Lose." (YD&DYL) Labor Day campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred fifty-eight (154) local law enforcement agencies and all ISP districts participated in the 2009 Labor Day alcohol mobilization. Eighty-three of the 154 grant-funded agencies and 61 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 199 roadside safety checks and 2,321 saturation patrols were conducted during the August 21 to September 7, 2009 enforcement period. Local law enforcement and ISP logged a total of 28,569 patrol hours and issued 34,492 citations during the campaign. One citation was written every 49.7 minutes of enforcement. Local law enforcement and ISP issued a combined total of 958 DUI citations, an average of one DUI citation written every 29.8 patrol hours. A total of 8,477 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 3.4 patrol hours. Figure 5 depicts the number of hours of Labor Day YD&DYL patrol per citation by citation type.

Figure 5
Total Minutes of Patrol Per Citation Type During 2009 Labor Day Campaign in Illinois
(Total Patrol Hours=28,569 and Total Citations=34,492)



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

Local Police Agencies

Local police agencies worked 21,126 hours on Labor Day alcohol enforcement, conducting 117 roadside safety checks and 2,093 saturation patrols. A total of 28,422 citations were written by local law enforcement agencies, or one citation was written every 44.8 minutes of enforcement. Six hundred sixty (660) DUI citations were issued, or one DUI citation, was written every 32.1 patrol hours. In addition, 6,262 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 3.4 patrol hours. Total estimated enforcement cost was $1,651,459.

Evaluation

YD&DYL 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," stood about 64 percent in both the June and September surveys. In April, it stood at 74 percent.

By recent drinking activity. In both the June and September surveys, recent drinkers were more apt than non-drinkers to report awareness of these messages. For recent drinkers, there was a decrease in awareness from June to September (69.5% to 59%).

Sources of messages. Of those who had seen or heard such messages, by far the greatest exposure source in both September and June is found for television (about 78% in September and82% in June). In September, television was followed by billboards/bus signs (52%), then newspapers (34%), posters/bumper stickers (33%), and radio (32%). Friends/relatives (18%) came next followed by brochures/pamphlets (12%). In June, television was followed by billboards/bus signs (46%), then radio (39%), newspapers (36%) and posters/bumper stickers (32%). As above, friends/relatives (21%) followed and then came brochures/pamphlets (13%).

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. Eight are related to drinking and driving, with eight explicitly related.

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 slogan which is in non-italic bold, "You Drink & Drive. You Lose." This table shows that the "You Drink & Drive. You Lose." slogan is second in awareness level, at 83.5 percent. The only slogan above this in awareness is "Click It or Ticket" (at 90.4%).

Table 4

Slogans Awareness Levels in September 2009

Order	Slogan	Sept level
1	Click It or Ticket	90.4%
2	You drink and drive. You lose.	83.5%
3	Friends don't let friends drive drunk	74.9%
4	Drive smart. Drive sober.	52.2%
5	Police in Illinois arrest drunk drivers	44.1%
6	Buckle Up America	42.5%
7	Drunk driving. Over the limit. Under arrest	40.7%
8	Cells phones save lives. Pull over and report a drunken driver	25.7%
9	Wanna drink and drive, police in Illinois will show you the bars	24.8%
10	Drink and drive? Police in Illinois have your number	20.3%
11	Children in back	16.9%

Further analyses for the "You Drink & Drive. You Lose" major campaign slogan. DTS focused on the major slogan in the recent 2009 Labor Day holiday initiative, "You Drink & Drive. You Lose." for further analyses regarding trends and subgroups.

May to June to September trends. Statewide, reported awareness of the major DUI campaign slogan, "You Drink & Drive. You Lose.," decreased from 78.2 percent in the April survey to 73.5 percent in the June, but awareness of this slogan increased to 83.5 percent in the September survey.

In all three surveys, "You Drink and Drive. You Lose" was the third-most recognized slogan. In all three surveys, its recognition was about 10 percentage points behind the most-recognized "Click It or Ticket" slogan. In the April survey, it was about 2 percentage points behind the second-most recognized slogan, "Friends Don't Let Friends Drive Drunk." During the June survey it was 5 percentage points behind the "Friends Don't Let Friends Drive Drunk slogan," but, during the September survey it had surpassed the "Friends Don't Let Friends Drive Drunk." slogan by 9 percentage points.

Paid Media Summary

In FY 2009, DTS continued with the use of paid media with a total of three, two-week periods (Click It or Ticket in Thanksgiving 2008 and May 2009 and You Drink & Drive. You Lose August/September 2009). DTS incorporated additional campaigns around holidays that traditionally are considered drinking holidays such as Christmas/New Years 2008, and Independence Day 2009. DTS expended over $3.1 million in federal funds for paid media during FY 2009. DTS continued a relationship with The Reilly Group the media buying firm, for the following campaign: Thanksgiving 2008. DTS purchased the media buys in-house for the following campaigns: Christmas/New Years 2008, Memorial Day 2009, Independence Day 2009 and Labor Day 2009.

In selecting media for its paid media efforts, DTS had the media buying firm focus on the demographic of male drivers between 18 and 34 years of age for our campaigns focusing on safety 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 You Drink & Drive. You Lose campaign. The demographic for IDOT's You Drink & Drive. You Lose campaigns are males between 21 and 34 years of age. The Reilly Group and 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 2010.

Earned Media Summary

During FY 2009, DTS encouraged all of its highway safety projects to engage in earned media activities throughout the project year. Earned media activities include: media events, 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 activities can be found in Addendum 1 on page 79.

Following are details about FY 2009 statewide media purchases.

CLICK IT OR TICKET

Thanksgiving, 2008 Media Buy • November 17-30, 2008

	Spots	Budget	Added Value
Chicago TV			
WCIU	180	$24,637.50	Soldier Field H.S Football Game Live Interview on 11/28. 120 free spots
WFLD	168	$35,055.00	112 free spots
WPWR	60	$12,870.00	18 free spots
WGBO	32	$4,770.00	16 bonus spots
WGN	29	$21,240.00	
WWME	20	$4,500.00	18 free spots
WBBM	34	$11,520.00	
WSNS	98	$13,927.50	68 bonus spots
Comcast Spotlight	3,635	$3,382.24	2650 bonus spots
WXFT	27	$1,935.00	18 bonus spots
Comcast Sports	101	$6,930.00	83 bonus spots
WGN	78	$18,765.00	50 bonus spots
WLS	5	$2,250.00	3 bonus spots
Comcast Ethnic	144	$3,121.00	
CLTV	55	$2,074.50	36 bonus spots
Chicago Radio			
WKQX-FM	94	$8,260.00	40 bonus spots
WBBM-FM	112	$12,420.00	Interview with Director Stout, 58 bonus spots
WLEY-FM	108	$13,410.00	52 bonus spots
WMVP-AM	92	$7,092.00	Interview with Director Stout, 52 bonus spots
WPWX-FM	104	$9,360.00	46 bonus spots
WXRT-FM	49	$5,346.00	
WLUP-FM	136	$5,148.00	60 bonus spots
NEXT-FM	352	$8,694.00	20 bonus spots, Interview with Director Stout on 4 stations
WGCI-FM	80	$8,892.00	Ty Wansley interviewed Jahari Piersol. 40 bonus spots
WBBM-AM	5	$6,486.30	
WKSC-FM	106	$9,792.00	50 bonus spots
WOJO-FM	46	$13,905.00	Javier Salas interviewed, Wanda Vasquez on 11/24, 16 bonus spots
WPPN-FM	46	$6,210.00	16 bonus spots
WVON-AM	36	$2,655.00	20 bonus spots
WSCR-AM	96	$6,840.00	63 bonus spots
NEXT Media	36	$2,430.00	Interview with Jahari Piersol. Tom Kief interviewed Director Stout
WGN AM	78	$8,820.00	52 bonus spots
Peoria TV			
WEEK-TV	4	$900.00	
WMBD-TV	18	$1,188.00	2 free spots
WAOE-TV	23	$216.00	
WYZZ-TV	38	$2,745.00	
WAOE-TV	18	$333.00	2 bonus spots
Peoria Radio			
WIXO-FM	96	$1,215.00	54 bonus spots
WGLO-FM	94	$1,467.00	56 bonus spots
WIHN-FM/WBBE-FM	206	$2,635.50	180 bonus spots
Springfield TV			
Cass Cable	502	$1,080.00	402 bonus spots

WRSP-TV	35	$1,039.50	19 bonus spots
Insight	42	$1,413.00	18 bonus spots
WBUI	30	$414.00	23 bonus spots
WICS	10	$1,395.00	
Springfield Radio			
WFMB-FM	76	$1,479.60	Interview with Director Stout, 40 bonus spots
WPGU-FM	106	$640.80	50 bonus spots
WQLZ-FM	103	$783.00	67 bonus spots
WDWS-AM	46	$1,197.00	10 bonus spots
Quad Cities TV			
Genes Cable	148	$1,201.50	102 bonus spots
Quad Cable	185	$2,623.50	148 bonus spots
Quad Cities Radio			
KBOB-FM	91	$1,435.50	30 bonus spots
WXLP-FM	86	$2,563.20	Interview with Director Stout, 30 bonus spots
Champaign/Urbana Radio			
WZNX-FM	74	$1,372.05	Interview with Director Stout
St. Louis TV			
STLOUCABLE	1096	$6,831.00	649 bonus spots
St. Louis Radio			
KATZ-FM	70	$2,700.00	Interview with Mike Stout, 30 bonus spots
KSD-FM	96	$2,115.00	Interview with Mike Stout, 20 bonus spots
KSHE-FM	85	$3,483.00	50 bonus spots
Rockford TV			
WQRF-TV	47	$2,407.50	
WTVO-TV	6	$108.00	
Insight	59	$1,206.00	40 bonus spots
WREX	4	$607.50	
WIFR	13	$315.00	5 bonus spots
Rockford Radio			
WZOK-FM	116	$3,411.00	2 interviews with Jahari Piersol, 80 free spots
WXXQ-FM	138	$1,773.00	80 bonus spots
Alternative Media			
MySpace (impressions)	6,306,790	$11,647.17	
Facebook (impressions)	4,266,191	$11,272.04	

Total 10,003 spots/10,572,981 guaranteed impressions
$379,951.40

YOU DRINK & DRIVE. YOU LOSE

Christmas/New Year's, 2008 Media Buy • December 15-January 3, 2009

	Spots	Budget	Added Value
Chicago TV			
Telemundo (WSNS)	62	$20,000.00	30 bonus spots
WGBO-TV/WFXT 60	107	$30,000.00	WGBO=10 bonus spots WFXT=10 bonus spots
Comcast (Cable)	1898	$45,000.00	24 hours website takeover, Comcast.net 435,000 impressions per day; Winter Fun Chicago Full VOD 2 minute feature, winterfunchicago.com presence. Full inclusion on WFC.com; with own customized sub page, comcast.net: 100,000 tagged banner ads per month, Ch. 102: Daily Exposure on Winter Fun Chicago Show- 7X : Full production included on 2 min. feature & banner ad for Comcast.net.

			per week1:1 paid to bonus spots, VOD, Newsmakers Interview.
Comcast Sports	83	$25,000.00	30 bonus spots, PSA with Former Blackhawks Net player Eddie Olczyk
WBBM-TV	20	$17,000.00	4 bonus spots
WGN-TV	68	$25,000.00	34 bonus spot (1:1), ROS webpage, weather texting (added value)
CLTV (WGN)	53	$5,000.00	Garrard McClendon Live .5 hour show (production and air on 4 broadcasts, cltv.com, ROS banner ad, interview, Wolves PSA and air master spot)
WCIU TV	192	$20,000.00	96 bonus spots (1:1), :20 weather snipes: *Interview in 26 N. Halsted, weekly public affairs show, Production of Weather Snipe to air on WCIU at no-charge
WPWR TV	84	$10,000.00	42 bonus spots (1:1)
WFLD TV	90	$50,000.00	WFLD TV= 45 bonus spots; AirFoxLive= $5,000 for fixed 728x90 Leaderboard & 300x250 super cube banner, :15 pre-roll video, banners and two e-mail blasts.
Chicago Radio			
WOJO-FM	116	$20,000.00	Interview, website banner ad ROS
WLEY-FM	312	$20,000.00	156 bonus spots (1:1), interview
WIIL/WZSR/WXLC/ WERV/WWYW/WSSR/WCCQ	798	$15,000.00	57 bonus spots x 7 stations; WIIL Rock Interview with Tom Kief, WWYW Interview on Community News Program, taped interview turned into PSA on WSSR/WCCQ, WXLC interview on Community News Program, WERV interview Scott McKay show or online banner ad
WBBM-FM	108	$25,000.00	20 bonus spots, interview, B96 Jingle Bash-Rotating IDOT Logo on the Jumbotron/ Scoreboard of Allstate Arena through entire event, printed materials-IDOT will appear inside cover of 15,000 Jingle Bash Program books, distributed at concert, a full page 4-color ad within program book, Digital Promotion/On-line-Rotating Skyscraper banner on Jingle Bash webpage for 4 weeks prior to event and 2 weeks post, rotating video/audio pre-roll on B96 stream player. Guaranteed impressions-100,000.
WKSC FM/WGCI FM	123	$40,000.00	KISS FM; three week 728 x 90 leaderboard "take-over marketing campaign on WGCI FM and KISS FM's website. IDOT logo with hyperlink will be featured during three week period. 123 :30 on-line streaming commercials (60-63 :30 streaming commercials per station), 18 on-air :15 PSA commercials (3:15 streaming commercials per week), 18 on-line :15 PSA commercials (3:15 streaming commercials per week per station), two clear channel public affairs show (one per station).
Illinois Radio Network	4,500	$15,000.00	3000 bonus spots, interview
WMVP-FM	153	$15,000.00	45 bonus spots, exclusive daily sponsorship of 1x hour (M-F; exact time: TBD), minimum of 1x Live mention within hour, :05 tagline, 15 bonus LIVE mentions, 15 bonus sportscenter updates :05 (M-F 6a-10p), on-air pre-recorded interview during "Beyond Sports", ESPN's weekly public affairs show (airs Su 5a-6a).
WPWX-FM	197	$25,000.00	60 bonus spots, 5 :10 AM drive traffic sponsorships to air M-F per week, 1 interview during morning show during the on air flight, hotlink and logo on Power 92 website during the campaign.
WKQX/WLUP	224	$25,000.00	WKQX: 88 bonus spots WLUP: 30 bonus spots 1:1,radio display radio screen, banner ad-both stations
WSCR-AM	156	$10,000.00	78 bonus spots, interview and a web presence or e-mail blast

WGN AM	58	$20,000.00	Duplicate schedule on wgnradio.com audio stream; 10 :30 PSA announcements to air Mon-Sun during prime programming 10A-7P on WGN radio, duplicate schedule on wgnradio.com audio stream. Added value- WGN Radio website exposure, including Logo and Link on "Winter Classic" sponsorship page on wgnradio.com, mention in minimum of 25 promotional announcements leading up to event, interview with IDOT rep, audio PSA with Blackhawks Hockey Player.
Chicago Alternative			
Zoom Media & Marketing	328	$30,000.00	15 bonus classic boards, 5 digital fitness boards, 1 week media override
Rockford TV			
WQRF TV	106	$5,000.00	53 bonus spot (1:1)
Comcast Spotlight	1070	$10,000.00	262 matching bonus spots
Rockford Radio			
WZOK, WXXQ	347	$7,000.00	WXXQ: 75 bonus spots added value news, WZOK: 75 bonus spots
WWHG, WTJK	729	$7,000.00	WWHG-FM: 55 bonus interview, ROS banner ad WTJK-AM: 60 bonus, interview, ROS banner ad
Quad Cities TV			
OnMedia Cable	988	$10,000.00	494 bonus spots (1:1), 100 ROS tagged commercials sponsoring "21 Bowl Games 21 Days."
Quad Cities Radio			
KBOB, WXLP	128	$4,000.00	KBOB: ROS banner WXLP: ROS banner
WLLR-FM, KCQQ-FM, WFXN	108	$4,000.00	KCQQ: 9 bonus spots) WFXN: 9 bonus spots WLLR: 9 bonus spots: ROS banner on each station's website.
Peoria/Bloomington TV			
WYZZ, WMBD	164	$6,000.00	WMBD TV: 16 bonus spots; WYZZ TV: 66 bonus spots (1:1)
Comcast Cable	149	$8,000.00	152 bonus spots; VOD 5 min segment
Bloomington/Peoria Radio			
WBBE/WIHN Radio	308	$6,000.00	158 bonus spots, ROS banner on www. bob979.com and www.967irock.com; interview
Champaign/Springfield TV			
Cass Cable	2,152	$7,000.00	1076 bonus spots (1:1)
Comcast/Cable	623	$8,500.00	480 bonus spots/VOD, web presence, TV press release display
Champaign/Springfield Radio			
Capitol Radio Group	864	$7,000.00	WDBR, ABE, WTAX, WFMG: 576 bonus spots 72 spots per station per campaign, 144 bonus spots per station per campaign, interview on each station. 2:1 bonus/paid
WFMB-FM/WFMB-AM WXAJ-FM/WCVS-FM	501	$7,000.00	WFMB-FM: 31 bonus spots; WFMB-AM: 36 bonus spots; WXAJ-FM: 125 bonus spots f; WCVS-FM: 55 bonus : 1 for 1 paid spot/bonus spot, web exposure, streaming videos, billboards, 1 interview on each station.
WQLZ-FM	330	$4,000.00	WQLZ-FM: 131 bonus spots, 23 BTA) Banner Ad, 1:1 streaming, Interview
Metro East TV			
Charter/Cable	636	$20,000.00	318 bonus spots (1:1)
Metro East Radio			
KPNT-FM, KSHE-FM	190	$10,000.00	KSHE: 15 Recorded PSA'S/Commercials, weather sponsorship/ :05 PSA's, Katy's 80's feature
KSLZ-FM, KATZ-FM	116	$7,000.00	KATZ: ROS Banner: KSLZ: interview

WIL Radio	90	$2,000.00	WIL- interview, ROS Banner
Quincy TV			
Comcast Cable	454	$2,000.00	227 bonus spots (1:1)
Marion TV			
On-Media	1280	$8,000.00	480 bonus spots
Marion Radio			
Withers Broadcasting Co.	460	$4,500.00	2 weekend business builders per station, 20 business builder commercials, 2 half hour broadcasts on WTAO, 6 live breaks during two hours to talk YDYDYL message, 30 live promos to air during campaign: Added value- weather sponsorships on three stations, state trooper in studio to for on air breathalyzer demonstration, on-air game show "WTAO what you do don't know about Alcohol.

Total 21,195 spots, 328 in-bar billboards
$661,000.00

CLICK IT OR TICKET.

Memorial Day, 2009 Media Buy • May 11-25, 2009

	Spots	Budget	Added Value
Chicago TV			
WSNS	74	$25,000.00	40 bonus spots, 1:1
WGBO-TV/WFXT	120	$34,875.00	50 bonus spots, rotating banner
Comcast (Cable)	15844	$55,000.00	1:1, banner ads on summerfunchicago.com, 300x250, Comcast.net, Channel 102 coverage with safe driving tips, and opportunity for Comcast NewsMakers
Comcast Sports Net	128	$30,000.00	70x :30 bonus spots, rotating banner ads (tower-160x600, Top of Page- 728x90, Bottom of Page-468x60, CSN 46 character sports ticker billboard
WBBM-TV	44	$20,000.00	22 bonus spots, web extension of skyscrapers, leaderboards and message units
WGN-TV	21	$38,000.00	20 additional spots
CLTV (WGN)	52	$7,000.00	26 bonus spots-bonus spots airing 3 AM-12mid, cube ad on CLTV.com w/link (min. 5,000 impressions)
WCIU TV	86	$19,975.00	43 bonus spots; rotating banner ad
WPWR TV	62	$11,999.45	10 bonus spots
WFLD TV (FOX 32)	70	$55,000.00	13 bonus spots, myfoxchicago.com
WLS-TV (7)	20	$10,000.00	10 bonus spots, banner ad, web presence
WMAQ-TV (NBC 5)	14	$7,600.00	7 bonus spots; 1:1 , web presence (banner ad)
Chicago Radio			
WOJO-FM	148	$25,000.00	41 bonus spots, 2 separate banner ads (728x90; 300x250)for three week campaign on all Univision media properties. 200,000 guaranteed total impressions.
WLEY-FM	141	$25,000.00	21 bonus spots (including 11 :10 spots); banner ad and link, interview
WIIL/WZSR/WXLC WERV/WWYW WSSR/WCCQ	128	$15,000.00	64 bonus spots; WIIL-FM- interview with Tom and Lisa Morning Show, 64 streaming spots and 23 on-air billboards; WJOL-AM, WSSR-FM, WCCQ-FM- Website logo on WCCQ and WSSR for 2 weeks, Love on-air interview with WJOL Morning Show, on-air interview re-broadcast in parts on WCCQ and WSSR, 64 streaming spots on WCCQ & WSSR and 23 on-air sponsorships on each; WERV-FM- live on-air interview on the Morning Show, website logo on WERV throughout campaign, 64 streaming spots on WERV;

			WXLC-FM, WWYW-FM, WZSR-FM- Taped on-air interviews on the weekend news show on WXLC, WWYW, WZSR; 64 streaming spots on WXLC, WWYW, WZSR and 23 on-air sponsorship billboards on each.
WBBM-FM	181	$30,000.00	151 paid spots, 30 bonus spots, interview on Chicago Connection Show, Online- homepage feature placement, IDOT exclusive static leaderboard on B96.com, 100,000 guaranteed impressions, logo 720x90, link to IDOT website, unique visitors 200,000; text messaging- IDOT will be featured/rotating during campaign flights on all general B96 bounceback text messages; inclusion in total of 3 e-mail blasts (one e-mail blast per weeek of campaign); ad includes 100/ 100 logo, 30 words of text, and link to IDOT website, matching streaming commercials on on-line stream of B96.
WGCI FM	190	$22,480.00	90 paid on-air spots, 100 paid streaming spots; 300x250 banner ad and link, 24 hour takeover on website 5/24-5/25; additional online components- air :15 commercial per hour from 5pm-5pm for total of 40 streaming commercials with banner ad, will provide 728x90 rotating leaderboard on top of homepage; additional added value- 5 :15 streaming PSA's per week, 5:15 PSA's will run best time available per week, Adlets- 10 :05 will run best time available per week, interview on Chicago Insight
WKSC FM	198	$22,240.00	98 paid on-air spots, 100 paid streaming spots, 300x250 banner ad and link, 24 hour takeover on website 5/24-5/25; additional online components- air :15 commercial per hour from 5pm-5pm for total of 40 streaming commercials with banner ad, will provide 728x90 rotating leaderboard on top of homepage; additional added value- 5 :15 streaming PSA's per week, 5:15 PSA's will run best time available per week, Adlets- 10 :05 will run best time available per week., interview with Ms. Jo Ann Genette
Clear Channel Traffic	61:15 spots	$5,000.00	:10 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WWYW, WXLC, WZSR
Illinois Radio Network	5,400	$18,000.00	3, 600 individual announcements statewide (1,800 paid and 1,800 bonus); 1,800 conditional bonus spots.
WMVP-AM	90	$17,975.00	64 paid spots, 26 bonus spots, daily sponsorship of 1 prime hour, minimum of 1 live mention within your hour, :05 tagline, 5x N/C live mentions weekly, 19x weekly N/C sports center updates :05, on-air pre-recorded, interview during Beyond Sports, ESPN's weekly public affairs show, possible on-air giveaways, 300x250 ad, matched streaming
WPWX-FM	182	$25,000.00	25 bonus PSAs, web banner and link, 5 :10 second AM drive traffic sponsorships to air M-F 5a-9a, per week, for all weeks on air, interview with the Morning Show.
WKQX-FM	118	$20,000.00	86 paid spots, 32 bonus spots, 1:1, 300x113 banner ads in take control sections, make IDOT sponsor of "Rewind" promo , 65x live produced promos Thursday 5/21-Monday, 5/25
WLUP-FM	42	$7,000.00	30 paid spots, 12 bonus spots, 1:1, 116 x116 banner ad on website.
WSCR-AM	128	$9,970.00	75 paid spots, 53 bonus spots; streaming-30x per week, 300x250 and the link on 670thescore.com; IDOT will receive matching PSA schedule.
WGN AM	26	$30,000.00	13 :30 pre-in-post game announcements during Cubs Broadcast Radio, 5/12-5/25; 13: 30 pre-in-post game announcements during Cubs Broadcast on the Cubs Radio Network, 5/12-5/25

WVAZ-FM	124	$5,000.00	90 streaming spots; 3-5 on-air PSA's per week; 5 :15 streaming PSA's per week; 10 :05 adlets per week; online presence will deliver 115,200 gross impressions
WUSN	45	$4,980.00	30 paid spots, 15 bonus PSAs; 20 commercials will stream on WUSN throughout campaign.
WVON-AM	84	$5,850.00	12 bonus PSAs, banner ad, interview
Chicago Alternative Media			
Zoom Media & Marketing	350 Boards	$25,000.00	15 additional male social classic boards, 10 additional male fitness classic boards, free poster production
Rockford TV			
WQRF TV	98	$5,000.00	49 PSAs, web banner
Comcast Spotlight	512	$9,998.00	256 bonus PSAs, 1:1
Rockford Radio			
WZOK-FM	116	$3,480.00	58 bonus spots, web presence , logo and link, match streaming schedule, WROK interview
WXXQ-FM	110	$2,970.00	56 bonus spots, web presence, logo and link, match streaming schedule
Quad Cities TV			
OnMedia Cable	704	$8,000.00	352 PSAs, 1:1
Quad Cities Radio			
KBOB-FM	63	$1,500.00	21 PSAs, interview
WXLP-FM	74	$2,485.00	21 PSAs, interview
WLLR-FM	33	$2,300.00	1:3 PSA match to air M-Sun 6a-6a, 100% matching schedule to stream on Q106online, com, 3 AM news sponsorships per week-includes your :05 message and your :30 second commercial; 15 pre-roll ads to air on Q106online.com
KCQQ-FM	45	$1,205.00	1:3 PSA match to air M-Sun 6a-6a, 100% matching schedule to stream on WLLR.com, com, 3 AM news sponsorships per week-includes your :05 message and your :30 second commercial; 15 pre-roll ads to air on WLLR.com
WFXN-FM	66	$495.00	1:1 PSA match to air M-Sun 6a-6a, :15 pre-roll ads to air on WFXN.net
Peoria/Bloomington TV			
WYZZ/WMBD	84	$6,000.00	63 bonus spots,
Comcast Cable	1040	$7,999.00	520 bonus spots
Peoria/Bloomington Radio			
WBBE/WIHN	120	$5,500.00	50 bonus spots, banner ad on each station and an interview
WGLO-FM	71	$1,995.00	38 bonus spots; 1:1, banner ad on WGLO website, 30 :30 streaming ads, short random messages, on WGLO, WIXO, WFYR, WZPW
WIXO	48	$1,150.00	25 bonus spots, 1:1, Banner ad on WIXO's website, minimum of 30 :30 streaming ads, short random messages to run on WGLO, WIXO, WFYR, WZPW
Champaign/Springfield TV			
Cass Cable	3,270	$7,020.00	1090 bonus spots
Comcast/Cable	529	$9,000.00	265 bonus spots, 2:1, CIOT logo on Comcast.net, inclusion on weather channel 44 (weather crawl) and weather scan 17 , VOD
Champaign/Springfield Radio			
WDBR-FM	100	$1,760.00	60 bonus spots, 1:1 match paid schedule on streaming with banner ad, total of 216 bonus spots per station, interview
WABZ-FM	100	$1,219.68	60 bonus spots, 1:1 match paid schedule on streaming with banner ad, total of 216 bonus spots per station, interview
WTAX-FM	100	$2,200.00	60 bonus spots, interview

WYMG-FM	100	$1,320.00	60 bonus spots, 1:1 match paid schedule on streaming with banner ad, total of 216 bonus spots per station
WFMB-FM	80	$2,600.00	40 bonus spots, banner ad, interview, streaming schedule of 56 spots per week on wfmb.com, www.wcvs.com and www.997kissfm.com
WFMB-AM	80	$1,160.00	40 bonus spots, banner ad, interview, streaming schedule of 56 spots per week on wfmb.com, www.wcvs.com and www.997kissfm.com
WXAJ-FM	80	$840.00	40 bonus spots, banner ad, interview, streaming schedule of 56 spots per week on wfmb.com, www.wcvs.com and www.997kissfm.com
WCVS-FM	80	$800.00	40 bonus spots, banner ad, interview, streaming schedule of 56 spots per week on wfmb.com, www.wcvs.com and www.997kissfm.com
WQLZ-FM	192	$2,491.00	1:1, Banner ad for flight length and link, streaming
WIXY-FM	120	$2,000.00	60 bonus spots, streaming on WIXY, WLRW, WCFF and WXTT for a total of 240 additional commercials
Metro East TV			
Charter/Cable	440	$20,000.00	150 PSAs
Metro East Radio			
KPNT-FM	84	$4,995.00	15 bonus spots, tile/banner ad at www.1057thepoint.com
KSHE-FM	119	$4,995.00	88 bonus spots, 20 :15 recorded PSAs weekly during flight (40 total), weather sponsorship with Dave Murray, IDOT will sponsor 10 weather reports, each week of flight, each sponsorship includes :05 recorded PSA, IDOT logo and link on KSHE newsletter, e-mail blast/newsletter, streaming schedule on kshe95.com a minimum of 20x/week.
KSLZ-FM	76	$3480.00	30 bonus spots, matching streaming schedules, :60 PSA with Director Stout
KSD-FM	46	$1020.00	20 bonus spots, matching streaming schedule
KATZ-FM	50	$3,000.00	Matching streaming schedule, interview
WIL Radio	80	$2,000.00	50 bonus spots, 15-:30 ads/wk; 15-:30 added value spots/wk, 10-:30 commercials per week overnight
Radio Disney AM 1260	60	$2,000.00	30 bonus spots, Banner ad and streaming, interview possibility.
Quincy TV			
Comcast Cable	491	$1,998.00	246 bonus spots
Marion TV			
On-Media	1200	$6,720.00	640 bonus spots, weather crawl, RavVid mediacom website to launch in Q2, 2009. IDOT will be in the message. Tile Ad on www.mediacomtoday.com
Marion Radio			
WDDD FM	154	$1,125.00	77 bonus spots, interview
WDDD-AM	154	$1,125.00	77 bonus spots, interview
WTAO-FM	154	$1,125.00	77 bonus spots, interview, WTAO morning show's top ten, Herrin Fest Italiano Baggo Sponsorship, 1 live 2 hour broadcast on WTAO, "Buckle Your Child Car Seat in correctly", 30 live promos that aired weekly
WQUL-FM	154	$1,125.00	77 bonus spots
Statewide Alternative Media			
National Cinemedia Advertising	410 (theatre screens)	$9,750.00	100 bonus theatre screens
Pacific Media, Inc. (50% ad coverage per station)	17	$5,000.00	Ads will run for additional 2 weeks.

Total 35,037 Spots, 410 theatre screens, 17 gas stations (pump top ads), 350 in-bar billboard $789,890.13

YOU DRINK & DRIVE. YOU LOSE

Independence Day, 2009 Media Buy • June 18-July 5, 2009

	Spots	Budget	Added Value
Chicago TV			
WSNS	72	$19,000.00	36 bonus spots, banner ad (1:1)
WGBO-TV/WFXT	103	$25,925.00	WGBO: 27 bonus spots; WFXT: 30 bonus spots
Comcast (Cable)	8296	$41,780.00	>1:1, banner ROS banner ad
Comcast Sports Net	69	$23,000.00	:30 bonus commercials, ScoreBoard Tickers, rotating banner ad-300x250, all spots air on CSN footprint
WBBM-TV	27	$15,200.00	15 bonus spots, skycraper, leaderboard, message units
WGN-TV	96	$28,900.00	48 bonus spots
CLTV (WGN)	82	$5,300.00	41 bonus spots (1:1), Cube Ad on CLTV.com w/link
WCIU TV	68	$15,200.00	34 spots PSAs will air on 4 stations (WCIU,WWME, WMEU &)
WPWR TV	35	$7,100.00	12 bonus spots,
WFLD TV	60	$44,000.00	12 bonus spots, myfoxchicago.com
WLS-TV	24	$7,600.00	16 bonus spots, banner ad
WMAQ-TV	14	$5,700.00	banner ad
Chicago Radio			
WOJO-FM	104	$18,999.00	70 bonus spots, 3 week banner ad on Univision.com, 2 separate banners with 728x90 and 300x250, Banner Ad to be rotated in all 4 Univision Radio stations and 2 TV stations, live on-air interview
WLEY-FM	126	$17,000.00	30 :10 PSAs; IDOT Banner Ad w/link, interview
WCCQ-FM, WIIL-FM WERV-FM, WJOL-AM WSSR-FM, WXLC-FM,WWYW-FM	987	$11,400.00	Total 94 PSAs on each station of 7 stations, Added Value on WIIL-Live interview, 47 streaming spots, Added Value on WJOL, WSSR and WCCQ wk of June 29th- website logo on WCCQ & WSSR for 2 weeks on, live interview with WJOL morning, interview on WCCQ and WSSR, 47 streaming spots on WCCQ & WSSR and WJOL, Added Value on WERV- website logo, on-air interview broadcast 57 streaming spots, Added Value on WXLC, WWYW-taped on-air interviews, 47 streaming spots
WBBM-FM	127	$17,000.00	36x :10 bonus spots, interview)
WGCI FM	195	$17,000.00	45 :30 on-air and 150 :30 online streaming commercials on WGCI, 6 e-blasts with logo and hyperlink on the WGCI Entertainment Weekly Newsletter, a leaderboard feature with logo and hyperlink on the WGCI Entertainment Guide, :15 Gateway featuring prominent WGCI During Music on Demand, :15 PSAs, :15 Streaming PSAs, :05 adlets, interview on Public Affairs Show
WKSC FM	189	$16,915.00	150 :30 online streaming 6 e-blasts with logo and hyperlink on the KISS Entertainment Weekly Newsletter, a leader board feature with logo and hyperlink on the KISS Entertainment Guide, :15 Gateway featuring prominent KISS During Music on Demand, :15 PSAs, :15 Streaming PSAs, :05 adlets, interview on Public Affairs Show
WGRB-AM	180	$3,750.00	30 paid spots, 150 :30 online streaming ads, name mention billboards, PSAs, Streaming PSAs, adlets, interview
Clear Channel Traffic	53:15 spots		20 :10 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WLS, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WWYW, WXLC, WZSR
Illinois Radio Network	2,700	$13,500.00	2,700 bonus spots

WMVP-AM	102	$13,700.00	68 bonus spots daily sponsorship of 1x on-air hour, minimum of 1 live mention per your hour, :05 tagline, 3x weekly N/C SportsCenter Updates, on-air pre-recorded interview during "Beyond Sports"
WPWX-FM	192	$19,000.00	60 bonus spots (:30), 7x :10 spots, IDOT web banner hotlink and logo, will stream 30 spots M-Sun 6a-12 mid.
WKQX-FM	120	$15,050.00	46 bonus, 100x streaming spots, on-air in-car digital message
WLUP-FM	45	$5,300.00	18 bonus, 100x streaming , on-air in car message
WSCR-AM	100	$6,000.00	50 bonus spots, banner ad
WGN AM	45	$22,440.00	15x :30 PSAs on network.., interview
WUSN	36	$3,000.00	15 bonus spots, matching online stream
WVON-AM	90	$3,780.00	45 bonus spots, (1:1), IDOT logo and link throughout campaign, interview
WBBM-AM	88	$8,200.00	44 bonus spots, 20x :30 streaming commercials, 180x150 banner ad, 20x :30 second streaming ads and 20x banner ads
Chicago Alternative Media			
Zoom Media& Marketing	280 Billboards	$19,000.00	(30) Added Value Fitness Male Classic Boards-Chicago and Suburbs; free poster production
Rockford TV			
WQRF TV	112	$3,600.00	56 bonus spots, banner ad
Comcast Spotlight	464	$7,499.00	330 bonus spots, On Demand Opp.
Rockford Radio			
WZOK-FM	106	$2,590.00	60 bonus spots, banner ad, matching stream ads, interview on WROK
WXXQ-FM	93	$2,298.00	48 bonus spots, banner ad, matching stream ads, interview with Director Stout on WROK
Quad Cities TV			
OnMedia Cable	321	$6,100.00	168 bonus spots
Quad Cities Radio			
KBOB-FM	71	$1,100.00	36 PSAs, interview with Director Stout
WXLP-FM	97	$1,895.00	48 bonus spots
WLLR-FM	29	$1,680.00	14 bonus spots, 1:1, 100% matching stream schedule, (3) AM news sponsorships per week, includes :05 message and :30 commercial
KCQQ-FM	36	$990.00	14 bonus spots, matching stream schedule, (3) AM news sponsorships per week, includes :05 message and your :30 second commercials
Peoria/Bloomington TV			
WYZZ, WMBD	68	$4,585.00	30 bonus spots
Comcast Cable	363	$6,099.00	121 bonus spots
Peoria/Bloomington Radio			
WBBE/WIHN	104	$4,200.00	50 bonus spots, matching stream schedule and interview with Director Stout on both WBBE and WIHN
WGLO-FM	54	$1,080.00	36 bonus spots, banner ad, matching stream schedule
WIXO-FM	51	$680.00	34 bonus spots, banner ad, matching stream schedule
WZPW-FM	48	$640.00	31 bonus spots, ROS banner ad, matching stream schedule
Champaign/Springfield TV			
Cass Cable	1,636	$5,291.00	818 bonus spots
Comcast/Cable	573	$6,800.00	456 bonus spots, weather crawl channel 17 and 44, internet banner ad statewide and link
Champaign/Springfield Radio			
WDBR-FM	155	$1,300.00	90 bonus spots, 1:1 streaming schedule with banner
WABZ-FM	150	$900.00	60 bonus spots, 1:1 match paid schedule on streaming with banner ad, total of 216 bonus spots per station, interview
WTAX-FM	195	$1,699.75	130 bonus spots, interview

WYMG-FM	155	$997.75	90 bonus spots, 1:1 streaming schedule with banner
WFMB-FM	120	$1,980.00	60 bonus, banner ad, interview, matching stream schedule
WFMB-AM	126	$906.00	63 bonus spots, banner ad, matching stream schedule, interview
WXAJ-FM	120	$660.00	60 bonus spots, banner ad, interview, matching stream schedule
WCVS-FM	120	$660.00	60 bonus spots, banner ad, interview, matching stream schedule
WQLZ-FM	160	$1,888.00	96 bonus spots, matching stream schedule, interview, banner ad
WIXY-FM	90	$1,494.00	45 bonus spots, streaming on all four stations (WIXY, WLRW, WCFF and WXTT for total of 180 additional spots
Metro East TV			
Charter/Cable	356	$15,000.00	150 bonus spots
Metro East Radio			
KPNT-FM	81	$3,795.00	17 bonus spots
KSHE-FM	107	$3,800.00	2 :05 adlets, 35 (30) :15 recorded commericals, weather sponsorhip,: 05 recorded commercial, IDOT logo and link, matching stream schedule, sponsorship of Katy's 80's.
KSLZ-FM	64	$2,500.00	32 bonus spots, interview, tile ad, matching stream schedule,
KATZ-FM	72	$2,200.00	36 bonus spots (1:1), interview, matching stream schedule, tile ad
WIL Radio	39	$1,500.00	20 bonus spots
Quincy TV			
Comcast Cable			246 bonus spots
Marion TV			
On-Media Cable	1237	$5,092.00	825 bonus spots
Marion Radio			
WDDD FM	132	$900.00	66 bonus spots, 6 live breaks during the two hours to talk about message , 30 live promos, supporting MADD fundraiser, interview, banner ad
WDDD-AM	132	$900.00	66 bonus spots, 6 live breaks during the two hours to talk about message, 30 live promos, supporting MADD fundraiser, interview, banner ad
WTAO-FM	132	$900.00	66 bonus spots, 6 live breaks during the two hours to talk about message, 30 live promos, supporting MADD fundraiser, interview, banner ad
WQUL-FM	132	$900.00	66 bonus spots, 6 live breaks during the two hours to talk about message, 30 live promos, supporting MADD fundraiser, interview, banner ad
Statewide Alternative			
National Cinemedia Advertising	331 theatre screens	$7,000.00	100 bonus screens
Pacific Media, Inc. (50% coverage at each gas station)	17	$5,000.00	2 weeks additional weeks including production, free printing and installation costs.

Total 22,473 spots, 331 theatre screens, 50% ad coverage at 17 gas stations, 280 in-bar billboards
$588,838.50

YOU DRINK & DRIVE. YOU LOSE

Labor Day, 2009 Media Buy • August 20-September 7, 2009

	Spots	Budget	Added Value
Chicago TV			
WSNS	70	$25,000.00	35 bonus spots, ROS Leaderboard (728x90)
WGBO-TV/WFXT	118	$34,675.00	WGBO: 20 bonus spots, WXFT: ROS banner ad on univision.com
Comcast	12,478	$55,000.00	6239 bonus spots,1:1, banner ROS banner ad,
Comcast Sports Net	104	$30,800.00	50 bonus spots, 300x250 rotating banner ad for entire campaign, 40x Scoreboard tickers
WBBM-TV	13	$20,000.00	8 bonus spots, web skyscrapers, leaderboards and message units
WGN-TV	56	$38,450.00	2 bonus spots
CLTV (WGN)	96	$6,000.00	48 bonus spots, 1:1 Cube Ad on CLTV.com w/link
WCIU TV	67	$15,500.00	20 bonus spots
WPWR TV	42	$9,000.00	17 bonus spots
WFLD TV	58	$45,000.00	19 bonus spots, ROS banner ad, myfoxchicago.com
WLS-TV	22	$10,000.00	11 paid spots, 11 bonus spots (1:1), banner ad
WMAQ-TV	19	$7,475.00	8 bonus spots, banner ad
Chicago Radio			
WOJO-FM	135	$25,000.00	76 bonus spots, 3 week ROS banner ad on Univision.com, 2 separate banners with 728x90 and 300x250, Banner Ad rotated all 4 Univision Radio stations and 2 TV stations, live on-air interview
WLEY-FM	194	$22,000.00	40 bonus spots; IDOT Banner Ad w/link, interview
WCCQ-FM, WIIL-FM WERV-FM, WJOL-AM WSSR-FM, WXLC-FM,WWYW-FM.	1218	$15,000.00	116 PSAs on each station of 7 stations, Added Value on WIIL- Live interview, 58 streaming spots on WIIL, Added Value on WJOL, WSSR and WCCQ - website logo on WCCQ & WSSR for 2 weeks on, live interview with WJOL morning, interview on WCCQ and WSSR, 174 streaming spots on WCCQ & WSSR and WJOL, Added Value on WERV- website logo, on-air interview broadcast, 58 streaming spots, Added Value on WXLC, WWYW- taped on-air interviews, 47 streaming spots
WBBM-FM	208	$22,500.00	36x :10 bonus spots, interview, 2 e-mail blasts with logo, text messaging,:15x :10 second rotating sponsorships, 78 streaming spots
WGCI FM	173	$16,985.00	E-blasts with logo and hyperlink on the WGCI Entertainment Weekly Newsletter, a leaderboard feature with logo and hyperlink on the WGCI Entertainment Guide, 3-5 :15 PSAs, :15 Streaming PSAs, 3 billboards each week, interview on Public Affairs Show, 16: 05 adlets, 3-5 :25 streaming PSAs
WKSC FM	174	$18,030.00	130 :30 online streaming 2 e-blasts with logo and hyperlink on the KISS Entertainment Weekly Newsletter, a leaderboard feature with logo and hyperlink on the KISS Entertainment Guide, leaderboard with logo and hyperlink, name mentions billboards, 3-5 :15 PSA's per week per station: :15 PSAs, :15 Streaming PSAs, :05 adlets, interview on Public Affairs Show
WGRB-AM	168	$5,510.00	130 :30 online streaming ads, name mention billboards, PSAs, Streaming PSAs, adlets, interview
Clear Channel Traffic Network	61:15 spots	$5,000.00	20 :15 sec spots to run on WGCI, WGRB, WKSC, WLIT, WLS, WLS, WLS, WNUA, WOJO, WPPN, WRTO, WVAZ, WVIV, WVON, WCCQ, WERV, WIIL, WRXQ, WSSR, WWYW, WXLC, WZSR
WNUA-FM	169	$8,840.00	130 :30 online spots, interview on public affairs show, billboards, :15 PSAs

Illinois Radio Network	3,200	$16,000.00	3200 bonus spots
WMVP-AM	135	$17,975.00	56 bonus spots,daily sponsorship of 1x on-air hour, minimum of 1 live mention per your hour, :05 tagline, 3x weekly N/C SportsCenter Updates, on- air pre-recorded interview during "Beyond Sports".
WPWX-FM	195	$22,000.00	60 bonus spots (:30), 7x :10 spots, IDOT web banner hotlink and logo, will stream 30 spots M-Sun 6a-12 mid.
WKQX-FM	189	$20,000.00	100x streaming spots, on-air in-car digital message, banner ad, digital radio screen ads
WLUP-FM	57	$7,100.00	100x streaming , on-air in car message, ROS banner ad, digital radio screen ads
WSCR-AM	80	$8,000.00	24 bonus spots, banner ad, matching stream schedule
WGN AM	54	$30,000.00	15x :30 PSAs on network, interview
WUSN	51	$4,455.00	24 bonus spots, matching online stream, ROS banner ad, interview
WVON-AM	108	$4,500.00	54 bonus spots, 30 :30 commercial to air on WRLL 1450 am(1:1), IDOT logo and link throughout campaign, interview, logo and link, 1:1 streaming
WBBM-AM	35	$8,000.00	5 bonus spots, 180x150 banner ad
WTMX-FM	35	$7,500.00	20 bonus spots; streaming ads--30 ads per week, banner ad
Chicago Alternative Media			
Zoom Media & Marketing	355 boards	$25,000.00	15 added value Social Male Classic Boards-Chicago and Suburbs, 5 venues-Champaign and Urbana, 5 venues- Bloomington-Normal; 5 added value Social Digital venues- Chicago and Suburbs; 10Added Value Fitness Male Classic Boards-Chicago and Suburbs; free poster production
Rockford TV			
WQRF TV	75	$5,000.00	41 bonus spots, ROS banner ad
Comcast Spotlight	710	$9,000.00	140 bonus spots, On Demand Opp.
Rockford Radio			
WZOK-FM	122	$3,494.00	60 bonus spots, banner ad, matching stream ads, interview on WROK
WXXQ-FM	103	$2,979.00	48 bonus spots, banner ad, matching stream ads, interview on WROK
Quad Cities TV			
OnMedia Cable	565	$7,500.00	342 bonus spots
Quad Cities Radio			
KBOB-FM	71	$1,500.00	36 PSAs, interview, banner ad
WXLP-FM	97	$2,500.00	38 bonus spots, interview, banner ad
WLLR-FM	43	$2,300.00	21 bonus spots, 1:1, 100% matching stream schedule, (3) AM news sponsorships per week, includes your :05 message and your :30 commercial
KCQQ-FM	57	$1,395.00	26 bonus spots, matching stream schedule, (3) AM news sponsorships per week, includes :05 message and your :30 second commercials
Peoria/Bloomington TV			
WYZZ, WMBD	91	$6,000.00	60 bonus spots, banner tickers on all stations
Comcast Cable	421	$8,000.00	200 bonus spots
Peoria/Bloomington Radio			
WBBE/WIHN	116	$5,000.00	40 bonus spots, and interview on both WBBE and WIHN, banner ad
WGLO-FM	60	$1,200.00	40 bonus spots, banner ad, 30, :30 stream schedule
WIXO-FM	75	$1,000.00	50 bonus spots, banner ad, 30, :30 stream schedule
WZPW-FM	51	$680.00	34 bonus spots, banner ad, matching stream schedule
WBNQ-FM	117	$1,000.00	78 bonus spots, web streaming on WBNQ, WBWN, WTRX, WJEZ at no charge. Banner ad
Champaign/Springfield TV			
Cass Cable	1,500	$6,500.00	500 bonus spots
Comcast/Cable	470	$9,500.00	323 bonus spots, weather crawl channel 17 and 44, internet banner

			ad statewide and link
Champaign/Springfield Radio			
WDBR-FM	230	$1,820.00	139 bonus spots, 1:1 matching streaming schedule with paid ads, banner, interview
WABZ-FM	230	$1,237.60	139 bonus spots, 1:1 matching streaming schedule with paid ads, banner, interview
WTAX-FM	230	$2,275.00	139 bonus spots, 1:1 matching streaming schedule with paid ads, banner, interview
WYMG-FM	230	$1,365.00	139 bonus spots, 1:1 matching streaming schedule with paid ads, banner, interview
WFMB-FM	164	$2,706.00	banner ad, interview, matching stream schedule
WFMB-AM	164	$1,189.00	banner ad, matching stream schedule, interview
WXAJ-FM	164	$902.00	70 bonus spots, banner ad, interview, matching stream schedule
WCVS-FM	180	$900.00	90 bonus spots, banner ad, interview, matching stream schedule
WQLZ-FM	208	$2,478.00	124 bonus spots, matching stream schedule, interview, banner ad w/link
WIXY-FM	122	$1,995.00	61 bonus spots, streaming on all four stations (WIXY, WLRW, WCFF and WXTT for) total of 244 additional spots
Metro East TV			
Charter/Cable	450	$20,100.00	150 bonus spots
Metro East Radio			
KPNT-FM	108	$4,995.00	22 bonus spots, matching stream schedule, banner ad
KSHE-FM	103	$4,955.00	50 bonus spots, 35 (30) :15 recorded commercials, weather sponsorship with Dave Murray,: 05 recorded commercial, IDOT logo and link, matching stream schedule, sponsorship of Katy's 80's. 20 weather report sponsorships (:05's), 100x streaming spots, e-blast, banner ad and newsletters, event sponsorships
KSLZ-FM	88	$3,480.00	44 bonus spots, interview, tile ad, matching stream schedule
KATZ-FM	100	$3,020.00	50 bonus spots (1:1), interview, matching stream schedule, tile ad
WIL Radio	46	$2,000.00	interview
Quincy TV			
Comcast Cable	501	$2,000.00	300 bonus spots
Marion TV			
On-Media Cable	1650	$6,650.00	1100 bonus spots
Marion Radio			
WDDD FM	160	$2,160.00	80 bonus spots, 1:1, interview, banner ad, DuQuoin State Fair- 50 recorded promos and 25 live promos on all 6 stations (logoed item are requested for prizes), 1 live 2 hour broadcast on WTAO with 6 live breaks during the 2 hours
WDDD-AM	160	$460.00	80 bonus spots, 1:1, interview, banner ad, DuQuoin State Fair- 50 recorded promos and 25 live promos on all 6 stations (logoed item are requested for prizes), 1 live 2 hour broadcast on WTAO with 6 live breaks during the 2 hours
WTAO-FM	160	$1,160.00	82 paid spots, 80 bonus spots, 1:1, interview, banner ad, DuQuoin State Fair- 50 recorded promos and 25 live promos on all 6 stations (logoed item are requested for prizes), 1 live 2 hour broadcast on WTAO with 6 live breaks during the 2 hours
WQUL-FM	160	$1,020.00	80 bonus spots, 1:1, interview, banner ad, DuQuoin State Fair- 50 recorded promos and 25 live promos on all 6 stations (logoed item are requested for prizes), 1 live 2 hour broadcast on WTAO with 6 live breaks during the 2 hours, $100 for talent fee

Statewide Alternative Media

National Cinemedia Advertising	332 screens	$9,500.00	10 bonus screens
Pacific Media, Inc.	27		(50% coverage at each gas station)
		$8,000.00	1 additional week and production, printing and installation costs.
Metro Networks	360	$8,000.00	180 bonus sponsorships, interview in Springfield (:10 and :15 spots)
US Marketing Inc.	8,800,305 Impressions	$10,000.00	1 week bonus Online banner ads, language, maintenance and daily updates ad campaigns on MySpace, Facebook, Twitter, Blog, YouTube,
Screen Vision	9296	$5,000.00	2 weeks bonus on 72 screens; Screens in Bloomington, Champaign Decatur and Forsyth

Total 30,433 spots; 355 in-bar and fitness club billboards, 9,628 theatre screens, 50% ad coverage of 27 gas stations (pumptop ads), 8,800,305 impressions $790,210.60

2009 Legislation

2009 Legislation Signed into Law

HB0071 – Electronic Communication Devices

Public Act…96-0130: Amends the Illinois Vehicle Code; provides that a person may not operate a motor vehicle on a roadway while using an electronic communication device to compose, send, or read an electronic message; makes the offense a violation against traffic regulations governing the movement of vehicles. Sets exemptions; drivers may use electronic communication devices when the vehicle is stopped due to normal traffic being obstructed and the vehicle is in neutral or park. *Effective January 1, 2010*

HB0072 – No Phone in School/Construction Zone

Public Act…96-0131: Amends the Illinois Vehicle Code; provides that a person, regardless of age, may not use a wireless telephone in a school speed zone, construction or maintenance zone. Sets exceptions; persons engaged in a construction or maintenance project and using the phone in furtherance of that project. Or law enforcement officers and emergency vehicle operators performing their official duties. *Effective January 1, 2010*

HB0253 – Vehicle Seizure/Forfeiture

Public Act…96-0502: Amends the Illinois Vehicle Code, makes technical changes to language allowing vehicles subject to seizure and forfeiture when a person's driving privileges are revoked/suspended for driving while revoked/suspended for DUI; leaving the scene of an accident involving the death or personal injury or receiving a statutory summary suspension. The bill also adds reckless homicide to the list resulting in vehicle seizure and forfeiture. *Effective June 1, 2010*

HB0353 – School Bus Driving Sign

Public Act…96-0655: Amends the Illinois Vehicle Code; provides that each school bus must display a sign at the rear of the bus indicating the telephone number of the school bus owner. Adds language to require the sign to appear as follows: "TO COMMENT ON MY DRIVING, CALL (area code and telephone number of school bus owner) *Effective January 1, 2010*

HB0648 – Traffic Stop Study

Public Act…96-0658: Amends the Illinois Vehicle Code; requires recordings of specific information when a law enforcement officer is issuing a uniform traffic citation/warning for the analysis of traffic stop statistical studies. *Effective June 1, 2010*

HB0881 – DUI Roadside Memorial

Public Act…96-0667: Amends the following: State Finance Act, Roadside Memorial Act and Unified Code of Corrections. Provides that a person who is convicted or receives a disposition of court supervision for violating certain DUI provisions of the IVC, shall pay any penalties or fines along with $50 that will be deposited into the Roadside Memorial Fund for victims of DUI offenses. *Effective Immediately*

HB0914 – DUI/BAIID Hearing

Public Act…96-0184: Amends the Illinois Vehicle Code; provides that the whether to rescind an implied consent suspension will be based on the totality of evidence in a hearing which the Secretary of State has jurisdiction based on the implied consent testing of the person's blood, breath, or urine for presence of alcohol, drugs or intoxicating compounds. *Effective Immediately*

HB0931 – CDL Out of Service Order

Public Act…96-0544: Amends the Illinois Vehicle Code; provides that no person may drive a commercial motor vehicle on a highway if their driving privileges, license, or permit is subject to, or in violation of a driver or vehicle out of service order while operating a vehicle designed to transport 16 or more passengers including the driver. *Effective January 1, 2010*

HB1116 – Supervision DUI

Public Act…96-0253: Amends the Unified Code of Corrections; provides that a disposition of court supervision may apply to a defendant who is charged with DUI. Also states that a disposition is available to a defendant who is charged with DUI if they had supervision within the previous 12 months for two moving violations. *Effective Immediately*

HB1181 – Secretary Of State

Public Act…96-0554: Amends the Illinois Vehicle Code; renames a "motorized pedal cycle" as a "moped" throughout the Illinois Vehicle Code and Cycle Rider Safety Training Act. Language redefines a moped as a motor driven cycle, with or without optional power from manually operated pedals, whose top speed is at least 20 mph but not greater than 30 mph, and is equipped with a motor that produces 2 brake horsepower or less. States the Secretary may provide expedited processing for the issuance of vehicle titles for a $30 fee. All the expedited services fees will be collected by the Secretary of State and deposited into the Motor Vehicle License Plate Fund. *Effective January 1, 2010*

HB2455 – Non Highway Vehicles

Public Act…96-0279: Amends the Illinois Vehicle Code; defines a "non-highway vehicle" as a motor vehicle not specifically designed to be operated on a public highway, including those defined under the Illinois Vehicle Code: all-terrain vehicle, golf cart, neighborhood vehicle, or off-highway motorcycle. States, non-highway vehicles are subject to the mandatory insurance provisions of the Illinois Vehicle Code when operated on a street, road or highway. *Effective January 1, 2010*

HB2649 – DUI Reckless Homicide

Public Act…96-0289: Amends the Illinois Vehicle Code; provides that a person is guilty of a non-probationary Class 3 Felony when they are convicted of DUI (under the influence of alcohol, drugs, or intoxicating compounds), and has previously been convicted of reckless homicide or similar provision of law of another state in which the person was determined to have been under the influence of prohibited substances as an element of the offense or in committing a DUI violation, the person was involved in a motor vehicle, snowmobile, ATV, or watercraft accident that resulted in the death of another person when being under the influence was a proximate cause of the death. *Effective Immediately*

HB2650 – Restitution DUI

Public Act…96-0290: Amends the Unified Code of Corrections; providing that in all convictions for driving under the influence in which the person received any injury or damage to their real or personal property as a result of the criminal act, the court shall order restitution. *Effective Immediately*

HB3681 – Appearance Date

Public Act…96-0694: Amends the Illinois Vehicle Code; provides that a case involving an alleged violation of driving under the influence may not be dismissed due to an error by the arresting officer or clerk of the court in setting a person's first appearance date; adds language that prevents cases from being dismissed due to an error by the arresting officer or clerk of the court or both. *Effective June 1, 2010*

HB3697 – Secretary of State Various

Public Act…96-0607: Amends the Illinois Vehicle Code providing that a graduated driver's license may not be issued, renewed, or continued to be used by a person who has been convicted of driving without a license in another state or has been convicted under the Use of Intoxicating Compounds Act. Upon a second conviction of driving while the person's driving privileges were revoked or suspended, the Secretary of State shall immediately revoke that person's driving privileges for 5 years, and for a third or subsequent conviction of the same offense, the revocation is permanent. *Effective Immediately*

HB3730 – Railroad Crossing Stop Signs

Public Act…96-0530: Amends the Illinois Vehicle Code, provides that except where train crews provide flagging of the crossing to road users, yield signs shall be installed at all highway intersections with every grade crossing in this State that is not equipped with automatic warning devices (luminous flashing signals or crossing gate devices). *Effective Immediately*

HB3956 – Truck Speed Limit

Public Act…96-0524: Amends the Illinois Vehicle Cods; provides that in the counties outside of Cook, DuPage, Kane, Lake, McHenry, and Will, the maximum speed limit for a second division vehicle designed for carrying a gross weight of 8001lbs or more is 65 miles per hour on any interstate highway. Also provides that busses may travel at 55 miles per hour on all highways, roads or streets not under the jurisdiction of the Department of Transportation or the Illinois State Toll Highway Authority. *Effective January 1, 2010*

HB3982 – Transport Students

Public Act…96-0410: Amends the Illinois Vehicle Code to prohibit the transportation of students in grades 12 or below in 15 passenger vans for interscholastic, athletic or school sponsored events. Also requires this type of transportation be performed in a school bus, first division vehicle or bus operated by a public utility/common carrier. *Effective January 1, 2010*

HB4327 – Tinted Window Install

Public Act…96-0530: Amends the Illinois Vehicle Code; providing that a person may not install or repair any sign, poster window application, reflective material, non-reflective material, or tinted film upon the front windshield, side wings or side windows immediately adjacent to each side of the driver. A first violation is a petty offense with a fine between $50 and $500, and a second or subsequent offense is a class C misdemeanor with a fine between $100 and $500. *Effective January 1, 2010*

SB0027 – State Police Missing Seniors

Public Act…96-0149: With respect to the Illinois State Police's missing endangered senior alert system: a) refers to the alerts as "Silver" Alerts; b) requires that the Police Department coordinate with the Department of Transportation and the Illinois Emergency Management Agency in the public announcement of the alerts and the promotion of the system; c) requires that local law enforcement agencies provide for prompt use of Silver Alerts and public dissemination of photographs of missing endangered seniors. *Effective January 1, 2010*

SB0236 – Low Speed Electric Bike

Public Act…96-0125: Amends the Illinois Vehicle Code, defines a low speed electric bicycle as a 2 or 3 wheel device with fully operable pedals and a motor of less than 750 watts (1 horsepower), with a maximum speed on a paved level surface when the operator weighs 170 pounds is less than 20 miles per hour. Also adds definitions for a 'low speed gas bicycle' and treats a low speed gas bicycle the same as low speed electric bicycle. *Effective January 1, 2010*

SB2024 – Court Clerk Fee Disbursement

Public Act…96-0735: Amends the Clerks of Courts Act; provides that the fine for speeding in a school zone is increased by $5 which shall be given to the school district(s) in which the offense occurred. Provides if a person is found guilty of a DUI in addition to any other fines he/she will be fined $500 or $1000 for a second offense, payable to the clerk to be distributed as follow; $100 to the law enforcement agencies that made the arrests and $400 to the General Revenue Fund. *Effective June 1, 2010*

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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-2009-01-01-00	P&A (NHTSA)	$239,401.20	$.00	$478,802.40	$239,401.20	$239,401.20	$.00
	Planning and Administration Total		**$239,401.20**	**$.00**	**$478,802.40**	**$239,401.20**	**$239,401.20**	**$.00**
Alcohol								
	AL-2009-03-01-00	M & E	$186,418.19	$.00	$186,418.19	$186,418.19	$186,418.19	$.00
	AL-2009-03-02-00	DUIF (ISP)	$802,717.11	$.00	$802,717.11	$802,717.11	$802,717.11	$.00
	AL-2009-03-04-00	Law Enforcement Liaision (Local)	$596,086.33	$596,086.33	$596,086.33	$596,086.33	$596,086.33	$.00
	AL-2009-03-05-00	ADDEP (SOS)	$197,403.18	$.00	$197,403.18	$197,403.18	$197,403.18	$.00
	AL-2009-03-06-00	Graduated Drivers License Parent Teen Ha	$57,957.00	$.00	$57,957.00	$57,957.00	$57,957.00	$.00
	Alcohol Total		**$1,840,581.81**	**$596,086.33**	**$1,840,581.81**	**$1,840,581.81**	**$1,840,581.81**	**$.00**
Emergency Medical Services								
	EM-2009-06-01-00	M & E	$2,350.59	$.00	$2,350.59	$2,350.59	$2,350.59	$.00
	Emergency Medical Services Total		**$2,350.59**	**$.00**	**$2,350.59**	**$2,350.59**	**$2,350.59**	**$.00**
Occupant Protection								
	OP-2009-02-01-00	Sports Marketing Coord. (DTS)	$137,654.54	$.00	$137,654.54	$137,654.54	$137,654.54	$.00
	OP-2009-02-03-00	KISS (SOS)	$41,581.84	$.00	$41,581.84	$41,581.84	$41,581.84	$.00
	OP-2009-02-05-00	UIS Evaluation (Local)	$153,986.08	$153,986.08	$153,986.08	$153,986.08	$153,986.08	$.00
	OP-2009-02-06-00	DTS Travel (DTS)	$18,390.57	$.00	$18,390.57	$18,390.57	$18,390.57	$.00
	OP-2009-02-07-00	M & E	$293,143.56	$.00	$293,143.56	$293,143.56	$293,143.56	$.00
	OP-2009-02-08-00	Law Enforcement Liaision (Local)	$574,741.61	$574,741.61	$574,741.61	$574,741.61	$574,741.61	$.00
	OP-2009-02-09-00	State Match (Local)	$.00	$.00	$1,749,199.78	$.00	$.00	$.00
	OP-2009-02-10-00	Occ. Protection Coordinator (DTS)	$76,338.63	$.00	$76,338.63	$76,338.63	$76,338.63	$.00

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Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fe Fed Previous Amount Claimed	d Funds Claimed this Period
	DP-2009-02-11-00	Safety Belt Survey (DTS)	$346.68	$.00	$346.68	$346.68	$346.68	$.00
	DP-2009-02-12-00	Teen Safe Driving (DTS)	$201,747.63	$.00	$201,747.63	$201,747.63	$201,747.63	$.00
	DP-2009-02-14-00	CIOT PI&E Materials (DTS)	$159,659.07	$.00	$159,659.07	$159,659.07	$159,659.07	$.00
	DP-2009-02-15-00	Phone Surveys (Local)	$91,295.00	$.00	$91,295.00	$91,295.00	$91,295.00	$.00
	DP-2009-02-16-00	Baseball Sponsorships (DTS)	$2,500.00	$.00	$2,500.00	$2,500.00	$2,500.00	$.00
Occupant Protection Total			**$1,751,385.21**	**$726,727.69**	**$3,500,584.99**	**$1,751,385.21**	**$1,751,385.21**	**$.00**
Pedestrian/Bicycle Safety								
	PS-2009-12-02-00	Bike Safety (Local)	$381,430.95	$381,430.95	$381,430.95	$381,430.95	$381,430.95	$.00
Pedestrian/Bicycle Safety Total			**$381,430.95**	**$381,430.95**	**$381,430.95**	**$381,430.95**	**$381,430.95**	**$.00**
Police Traffic Services								
	PT-2009-04-01-00	Police Training (ILETSB)	$48,288.64	$.00	$48,288.64	$48,288.64	$48,288.64	$.00
	PT-2009-04-02-00	SPEED (ISP)	$467,139.04	$.00	$467,139.04	$467,139.04	$467,139.04	$.00
	PT-2009-04-03-00	ISP Match	$.00	$.00	$604,296.00	$.00	$.00	$.00
	PT-2009-04-04-00	TLEP (Local)	$542,394.34	$542,394.34	$542,394.34	$542,394.34	$542,394.34	$.00
	PT-2009-04-05-00	STEP (ISP)	$833,712.47	$.00	$833,712.47	$833,712.47	$833,712.47	$.00
	PT-2009-04-06-00	M & E	$84,139.80	$.00	$84,139.80	$84,139.80	$84,139.80	$.00
	PT-2009-04-07-00	IL Traffic Safety Awards (Local)	$124,707.17	$.00	$124,707.17	$124,707.17	$124,707.17	$.00
	PT-2009-04-08-00	STAR (SOS)	$88,244.32	$.00	$88,244.32	$88,244.32	$88,244.32	$.00
	PT-2009-04-09-00	MC Patrol Unit (ISP)	$103,218.44	$.00	$103,218.44	$103,218.44	$103,218.44	$.00
	PT-2009-04-10-00	Mobilization Equipment (DTS)	$34,891.50	$.00	$34,891.50	$34,891.50	$34,891.50	$.00
	PT-2009-04-11-00	Mobilization Luncheons	$3,563.85	$.00	$3,563.85	$3,563.85	$3,563.85	$.00
	PT-2009-04-12-00	Mobilization Plus (Locals)	$662,095.58	$662,095.58	$662,095.58	$662,095.58	$662,095.58	$.00
Police Traffic Services Total			**$2,992,395.15**	**$1,204,489.92**	**$3,596,691.15**	**$2,992,395.15**	**$2,992,395.15**	**$.00**
Traffic Records								
	TR-2009-05-01-00	State Match	$.00	$.00	$485,288.09	$.00	$.00	$.00

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	TR-2009-05-03-00	Imaging Enhancement (SOS)	$105,211.44	$.00	$105,211.44	$105,211.44	$105,211.44	$.00
	TR-2009-05-05-00	M & E	$29,414.59	$.00	$29,414.59	$29,414.59	$29,414.59	$.00
	TR-2009-05-07-00	Data Analysis (IDPH)	$79,008.78	$.00	$79,008.78	$79,008.78	$79,008.78	$.00
	Traffic Records Total		**$213,634.81**	**$.00**	**$698,922.90**	**$213,634.81**	**$213,634.81**	**$.00**
Child Restraint								
	CR-2009-02-04-00	OP Resource Centers (Locals)	$718,487.43	$718,487.43	$718,487.43	$718,487.43	$718,487.43	$.00
	Child Restraint Total		**$718,487.43**	**$718,487.43**	**$718,487.43**	**$718,487.43**	**$718,487.43**	**$.00**
	NHTSA 402 Total		***$8,139,667.15***	***$3,629,222.32***	***$11,217,852.22***	***$8,139,667.15***	***$8,139,667.15***	***$.00***
405 OP SAFETEA-LU								
	K2-2009-19-01-00	CREP (ISP)	$1,288,535.65	$.00	$1,288,535.65	$1,288,535.65	$1,288,535.65	$.00
	K2-2009-19-02-00	State Match (Local)	$.00	$.00	$1,727,140.30	$.00	$.00	$.00
	K2-2009-19-03-00	ISP Match	$.00	$.00	$2,142,459.69	$.00	$.00	$.00
	405 Occupant Protection Total		**$1,288,535.65**	**$.00**	**$5,158,135.64**	**$1,288,535.65**	**$1,288,535.65**	**$.00**
	405 OP SAFETEA-LU Total		***$1,288,535.65***	***$.00***	***$5,158,135.64***	***$1,288,535.65***	***$1,288,535.65***	***$.00***
NHTSA 406								
	K4PM-2009-16-01-00	Paid Media (DTS)	$3,056,391.59	$.00	$3,056,391.59	$3,056,391.59	$3,056,391.59	$.00
	406 Safety Belts Paid Media Total		**$3,056,391.59**	**$.00**	**$3,056,391.59**	**$3,056,391.59**	**$3,056,391.59**	**$.00**
406 Occupant Protection								
	K4OP-2009-16-04-00	IMaGE (Local)	$1,714,997.03	$1,714,997.03	$1,714,997.03	$1,714,997.03	$1,714,997.03	$.00
	406 Occupant Protection Total		**$1,714,997.03**	**$1,714,997.03**	**$1,714,997.03**	**$1,714,997.03**	**$1,714,997.03**	**$.00**
406 Police Traffic Services								
	K4PT-2009-16-02-00	Mobilization Plus (DTS)	$901,915.41	$.00	$901,915.41	$901,915.41	$901,915.41	$.00
	406 Police Traffic Services Total		**$901,915.41**	**$.00**	**$901,915.41**	**$901,915.41**	**$901,915.41**	**$.00**
406 Traffic Records								
	K4TR-2009-16-03-00	IIS MCR (Local)	$438,696.99	$438,696.99	$438,696.99	$438,696.99	$438,696.99	$.00

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406 Traffic Records Total			**$438,696.99**	**$438,696.99**	**$438,696.99**	**$438,696.99**	**$438,696.99**	**$.00**
NHTSA 406 Total			***$6,112,001.02***	***$2,153,694.02***	***$6,112,001.02***	***$6,112,001.02***	***$6,112,001.02***	***$.00***
408 Data Program SAFETEA-LU								
	K9-2009-18-01-00	IBM Consultants (DTS)	$200,469.32	$.00	$200,469.32	$200,469.32	$200,469.32	$.00
	K9-2009-18-03-00	Chicago-DOT (Local)	$146,610.94	$146,610.94	$146,610.94	$146,610.94	$146,610.94	$.00
	K9-2009-18-05-00	Electronic Citation (ISP)	$111,612.00	$.00	$111,612.00	$111,612.00	$111,612.00	$.00
	K9-2009-18-06-00	Crash Reconstruction (ISP)	$16,915.20	$.00	$16,915.20	$16,915.20	$16,915.20	$.00
	K9-2009-18-07-00	CODES (DTS)	$2,130.16	$.00	$2,130.16	$2,130.16	$2,130.16	$.00
	K9-2009-18-08-00	ISP Match	$.00	$.00	$327,348.00	$.00	$.00	$.00
408 Data Program Incentive Total			**$477,737.62**	**$146,610.94**	**$805,085.62**	**$477,737.62**	**$477,737.62**	**$.00**
408 Data Program SAFETEA-LU Total			***$477,737.62***	***$146,610.94***	***$805,085.62***	***$477,737.62***	***$477,737.62***	***$.00***
410 Alcohol SAFETEA-LU								
	K8-2009-13-01-00	Traffic Safety Resource Pros.	$168,987.53	$.00	$168,987.53	$168,987.53	$168,987.53	$.00
	K8-2009-13-02-00	Operation Straight I.D. (SOS)	$50,657.00	$.00	$50,657.00	$50,657.00	$50,657.00	$.00
	K8-2009-13-03-00	Breath Analysis (ISP)	$98,057.77	$.00	$98,057.77	$98,057.77	$98,057.77	$.00
	K8-2009-13-04-00	Alcohol Countermeasures (IDNR)	$205,422.84	$.00	$205,422.84	$205,422.84	$205,422.84	$.00
	K8-2009-13-05-00	UIS Court (Local)	$297,087.43	$297,087.43	$297,087.43	$297,087.43	$297,087.43	$.00
	K8-2009-13-06-00	Alcohol Police Training (ILETSB)	$122,859.11	$.00	$122,859.11	$122,859.11	$122,859.11	$.00
	K8-2009-13-07-00	Imp. Driv. PI&L Materials (DTS)	$10,463.62	$.00	$10,463.62	$10,463.62	$10,463.62	$.00
	K8-2009-13-08-00	Mini-Alcohol Programs (Locals)	$450,119.80	$450,119.80	$450,119.80	$450,119.80	$450,119.80	$.00
	K8-2009-13-09-00	Probation Services (Match)	$.00	$.00	$16,525,800.00	$.00	$.00	$.00
	K8-2009-13-10-00	Ignition Interlock Cont. (DTS)	$3,846.15	$.00	$3,846.15	$3,846.15	$3,846.15	$.00
	K8-2009-13-11-00	ACE (ISP)	$1,327,817.47	$.00	$1,327,817.47	$1,327,817.47	$1,327,817.47	$.00
	K8-2009-13-12-00	Local Alcohol Project (LAP)	$1,552,804.95	$1,552,804.95	$1,552,804.95	$1,552,804.95	$1,552,804.95	$.00

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2009-FINAL

Report Date: 12/18/2009

Reimbursement Info: Total: $.00

Posted: 12/18/2009

Claim Period: 10/01/2008 - 09/30/2009

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
	K8-2009-13-13-00	Judicial Training (AOIC)	$37,244.09	$.00	$37,244.09	$37,244.09	$37,244.09	$.00
	K8-2009-13-14-00	TrAIL (JLCC)	$161.90	$.00	$161.90	$161.90	$161.90	$.00
	K8-2009-13-15-00	BAIID (SOS)	$211,320.69	$.00	$211,320.69	$211,320.69	$211,320.69	$.00
	K8-2009-13-16-00	TEAMUP 2 Program	$10,500.00	$.00	$10,500.00	$10,500.00	$10,500.00	$.00
	K8-2009-13-17-00	RADD	$55,527.12	$.00	$55,527.12	$55,527.12	$55,527.12	$.00
410 Alcohol SAFETEA-LU Total			***$4,602,877.47***	***$2,300,012.18***	***$21,128,677.47***	***$4,602,877.47***	***$4,602,877.47***	***$.00***
2010 Motorcycle Safety								
	K6-2009-22-01-00	MC Safety & Awareness (Local)	$22,865.40	$20,016.21	$22,865.40	$22,865.40	$22,865.40	$.00
	K6-2009-22-02-00	Public Awareness (DTS)	$17,524.65	$.00	$17,524.65	$17,524.65	$17,524.65	$.00
	K6-2009-22-03-00	CRTSP Program (DTS)	$17,704.19	$.00	$17,704.19	$17,704.19	$17,704.19	$.00
2010 Motorcycle Safety Incentive Total			**$58,094.24**	**$20,016.21**	**$58,094.24**	**$58,094.24**	**$58,094.24**	**$.00**
2010 Motorcycle Safety Total			***$58,094.24***	***$20,016.21***	***$58,094.24***	***$58,094.24***	***$58,094.24***	***$.00***
2011 Child Seats								
	K3-2009-21-01-00	Boost Illinois (Local)	$176,639.02	$176,639.02	$176,639.02	$176,639.02	$176,639.02	$.00
	K3-2009-21-02-00	ISP Match	$.00	$.00	$270,144.00	$.00	$.00	$.00
	K3-2009-21-03-00	CPS (Local)	$254,828.88	$254,828.88	$254,828.88	$254,828.88	$254,828.88	$.00
	K3-2009-21-04-00	CPS Conference (DTS)	$312.00	$.00	$312.00	$312.00	$312.00	$.00
	K3-2009-21-05-00	CPS Survey (DTS)	$5,600.00	$.00	$5,600.00	$5,600.00	$5,600.00	$.00
	K3-2009-21-06-00	Child Safety Seats	$9,902.83	$.00	$9,902.83	$9,902.83	$9,902.83	$.00
2011 Child Seat Incentive Total			**$447,282.73**	**$431,467.90**	**$717,426.73**	**$447,282.73**	**$447,282.73**	**$.00**
2011 Child Seats Total			***$447,282.73***	***$431,467.90***	***$717,426.73***	***$447,282.73***	***$447,282.73***	***$.00***
1906 Prohibit Racial Profiling								
	K10-2009-23-01-00	Racial Profiling (Local)	$120,819.01	$120,819.01	$120,819.01	$120,819.01	$120,819.01	$.00
	K10-2009-23-02-00	ISP Match	$.00	$.00	$300,024.00	$.00	$.00	$.00

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Report Date: 12/18/2009

Reimbursement Info: Total: $.00

Posted: 12/18/2009

Claim Period: 10/01/2008 - 09/30/2009

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
1906 Prohibit Racial Profiling Total			***$120,819.01***	***$120,819.01***	***$420,843.01***	***$120,819.01***	***$120,819.01***	***$.00***
154 Transfer Funds								
	154HE-2009-24-99-00	Hazardous Elimination	$12,108,165.59	$.00	$12,108,165.59	$12,108,165.59	$12,108,165.59	$.00
154 Hazard Elimination Total			**$12,108,165.59**	**$.00**	**$12,108,165.59**	**$12,108,165.59**	**$12,108,165.59**	**$.00**
154 Transfer Funds Total			***$12,108,165.59***	***$.00***	***$12,108,165.59***	***$12,108,165.59***	***$12,108,165.59***	***$.00***
NHTSA Total			***$33,355,180.48***	***$8,801,842.58***	***$57,726,281.54***	***$33,355,180.48***	***$33,355,180.48***	***$.00***
Total			***$33,355,180.48***	***$8,801,842.58***	***$57,726,281.54***	***$33,355,180.48***	***$33,355,180.48***	***$.00***

I CERTIFY, that in accordance with the laws of the state and under the terms of the approved program(s) area that actual costs claimed have been incurred and have not previously been presented for payment.

(APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT OR OTHER APPROPRIATE REVIEW)

State Official:

Addendum 1
Earned Media Activities

8 Elgin DUI arrests in 'no refusal' weekend

By Steven Ross Johnson
STJOHNSON@SCN1.COM

Efforts to keep drunken drivers off the road over the Fourth of July holiday weekend resulted in eight arrests, authorities said Tuesday.

Kane County State's Attorney John Barsanti deemed a success the third "No Refusal Weekend," conducted in Elgin Friday and Saturday nights.

Barsanti

The program allows law enforcement to obtain quick search warrants during late-night hours when a suspected intoxicated driver refuses to submit to testing either by having blood drawn or by blowing into a Breathalyzer.

Those who refuse to be tested after a search warrant is issued then face additional charges.

Of the eight DUI arrests, Barsanti said, five immediately submitted to testing, while two acquiesced after being told a search warrant would be sought.

One person, 41-year-old Robert Perez, of the 90 block of Woodland Avenue, Elgin, continued his refusal to be tested. Along with two counts of driving under the influence, he was charged with two felony counts of obstructing justice and two misdemeanor counts of obstructing a peace officer.

In a similar operation conducted on Memorial Day weekend in 2008, one man was charged with contempt of court after refusing to submit to testing, but a judge later ruled the man not guilty of contempt.

Barsanti said if the obstruction charges against Perez are not upheld, he will have to consider whether to conduct similar operations in the future.

"If we don't get backup from the courts, then maybe this 'no-refusal' does not work in Kane County," he said.

Elgin police Sgt. Matt Udelhoven, who oversaw a portion of the operations, said as many as 27 officers took part over the two days, conducting roving patrols, looking for erratic or unusual driving behavior as opposed to setting up a roadblock for safety checks.

Despite the number of arrests, he concurred with Barsanti's assessment of the operation, citing the lack of serious vehicle accidents.

Elgin police Officer Ron Spejche talks with a motorist while conducting a DUI roadblock at McLean Boulevard and College Green Drive in Elgin on June 27.
COURIER-NEWS FILE PHOTO

"Overall, I think it went well," he said. "We stopped a lot of cars, and there were a lot of sober people, which was a good thing."

Perez is scheduled to appear in court July 16.

Others arrested over the weekend included Elginites Jorge Munoz-Guerrero, 26, of the 90 block of North McLean Boulevard; Manuel Jesus Batres, 35, of the 200 block of Gertrude Street; Cynthia Sandoval, 18, of the 1000 block of Cedar Avenue; Alfredo Ponce, 20, of the 7W200 block of Route 31, South Elgin; and Streamwood residents Edgar Gomez, 21, of the 100 block of David Drive and Paul Bounsinh, 46, of the 90 block of Jefferson Lane. Each was charged with two misdemeanor counts of driving under the influence.

Juan M. Rodriguez-Chiquito, 27, of the 200 block of Waverly Court, Carpentersville, was charged with two misdemeanor counts of driving under the influence, as well as four felony counts of aggravated DUI — two for driving without a valid license and two for driving without insurance, authorities said.

Bartlett Police stepping up DUI enforcement

The Bartlett Police Department will be increasing patrol efforts in compliance with an Illinois Department of Transportation grant it received, it said in a press release.

The Mini-Grant Alcohol Program grant from IDOT has a goal of reducing the incidence of alcohol-related motor vehicle crashes, and the resulting injuries and fatalities, through highly visible increased enforcement of impaired driving laws.

IDOT's Web site said from Jan. 1 through October 10, there has been 713 fatal traffic crashes on Illinois roadways, resulting in the loss of 764 lives. Of those 713 fatal crashes, 205 were alcohol-related crashes involving 216 alcohol-related fatalities, the press release said.

Bartlett Police will be conducting additional driving-under-the-influence enforcement initiatives. Friday evening and again Oct. 24, Bartlett Police will have additional officers assigned to the patrol unit to specifically enforce those driving infractions associated with impaired driving.

DuPage County in 60 seconds

Park district plans job fair:
Hundreds of seasonal and part-time positions will be available when Fox Valley Park District holds a job fair from 9 a.m. until noon March 14 at the Prisco Community Center, 150 W. Illinois Ave., Aurora. Jobs include ground crew members, camp counselors and class instructors. Job descriptions and application forms are available at foxvalleyparkdistrict.org.

Traffic crackdowns set:
Addison police will conduct a special traffic enforcement detail targeting impaired drivers over St. Patrick's Day weekend, March 13 to 15, as well as on St. Patrick's Day, March 17. The detail will use officers assigned specifically to enforce DUI laws as well as other traffic offenses that arise. Roselle police will be conducting a similar enforcement campaign to crack down on DUIs from March 6 through 22.

Board seeks student talent:
Students ages 5 to 18 are invited to enter the Aurora Hispanic Heritage Advisory Board's first El Talento de Aurora showcase to take place at the El Dia de Los Ninos Festival on April 25. All performances are welcome, but must be appropriate for a young audience. Those wishing to participate should submit a video with contact information by March 31 to the Aurora office of special events, Attention: Elizabeth DeLeon, 5 E. Downer Place, Suite A, Aurora, IL 60507. For details, call (630) 844-4731.

Man stopped in stolen car:
Des Plaines police have charged a Bolingbrook man with possessing a stolen car and multiple traffic offenses. A 2008 Toyota Yaris with a pizza delivery sign on the roof was stolen while it was parked at the Mobil gas station, 800 W. Oakton St. The male victim was inside prepaying for gas, police reports said. Roman Wartas, 26, of the 1000 block of Towner Drive, Bolingbrook, was arrested around 1:25 a.m. Sunday on Elmhurst Road at Dempster Street and charged with felony possession of a stolen motor vehicle, felony aggravated driving under the influence because it was his third violation, and aggravated revoked driver's license due to five prior arrests, reports said. His court date is March 13.

Show needs crafters:
Pingree Grove will be holding its second annual craft show May 16 and is looking for artists to display their handmade wares. There is no fee to enter, just a $50 deposit to hold your space in Pingree Park. The deposit will be returned after the fair. The deadline to enter is April 15. For more information, visit www.pingreegrove.org or call (224) 659-4747.

Geneva fish fry resumes:
The Fox River-Geneva American Legion Post 75 has resumed Friday night fish fries through the Lenten season at the post, Second and James streets, Geneva. Hours are 5 to 8 p.m. Choices include breaded fried cod, fried shrimp, fried chicken, french fries, coleslaw, rolls and butter. A cash bar is available. Prices are $7.50 to $9.

Palatine police recently concluded a 17-day traffic safety campaign, and authorities say the strategy was effective.

Sending out dedicated traffic enforcement saturation patrols, as police call them, netted nine driving under the influence arrests, 150 tickets for seat belt violations, 53 speeding tickets and 95 tickets for infractions ranging from child safety restraint violations to having no insurance.

The campaign culminated just before the Fourth of July when police conducted roadside safety checkpoints near Rand and Dundee roads and Algonquin and Roselle roads.

The Palatine Police Department was able to increase staffing around the holiday due to three Illinois Department of Transportation traffic safety grants.

Police said the priority was to get intoxicated motorists off the roads, reduce speeding and enforce seat belt and child restraint use.

— Kim Pohl

Roadside safety checks on Thanksgiving Eve

NEWS-SUN STAFF REPORT

Waukegan police are planning two roadside safety and sobriety checkpoints on Thanksgiving Eve.

The checkpoints, being held in conjunction with the Illinois Department of Transportation's Thanksgiving Holiday Safety Campaign, will run from 8 p.m. Nov. 26 until 2 a.m. Nov. 27.

Tentative locations are the 2000 block of North Lewis Avenue and on Route 43 near Pulaski Boulevard.

According to IDOT officials, highway fatalities are down 22 percent so far in 2008, and Illinois motorists have exceeded 90 percent safety belt usage for the past two years. The safety checkpoints are aimed at continuing that trend by focusing on unbelted drivers as well as impaired driving.

Thanksgiving Eve is considered one of the largest party nights of the year, and officials are urging people who will be celebrating to include a designated sober driver.

IDOT, Illinois State Police and local law enforcement agencies are also coordinating a statewide law enforcement safety belt crackdown through the Thanksgiving holiday. The campaign is coupled with a series of new public service announcements featuring NASCAR drivers, who remind Illinois drivers to buckle up every time they get behind the wheel.

During this campaign, more than 135 local, state and county law enforcement agencies will dedicate 15,000 hours of enforcement details beginning this week and running through Nov. 30.

BRIEFLY

Seat belt enforcement campaign begins

ROCK ISLAND — When the clock strikes midnight tonight, a statewide campaign to remind drivers to buckle up or else begins.

Quad Cities police officers from both sides of the Mississippi River gathered at the foot of the Centennial Bridge on Thursday to launch the "Click It or Ticket" seat belt enforcement effort. Officers will be doing compliance checks starting at midnight tonight and continuing through May 31.

Illinois Department of Transportation spokesman Dan Wood said the stepped-up enforcement is all about keeping the roads safer as traffic increases due to the Memorial Day holiday and school being out for the summer.

"The Illinois Department of Transportation is taking bold new action to reduce the number of fatalities on our roadways through high visibility law enforcement, community outreach and development of good partnerships during the critical or risky holidays," Mr. Wood said.

Mr. Wood said the merits of seatbelts are well known, but nationally 1 in 5 Americans still fail to regularly wear them when driving or riding in a vehicle. Seatbelt use drops dramatically at night regionally and nationally, he said.

Lt. Mark Frank of the Rock Island Police Department said people are urged over and over again to wear their seatbelts, but not everyone complies.

He said research shows more people than for years died to go without seatbelts and the primary age group for those not complying is 16 to 34.

"We need to reduce this deadly trend," he said.

Mr. Wood said tickets for not wearing seatbelts are about $25. [illegible] — Staff writer [illegible]

More patrols on roads as holiday weekend approaches

Elmhurst police will increase their enforcement efforts over these next few weeks leading up to the Labor Day holiday.

Data from the Illinois Department of Transportation and the National Highway Traffic and Safety Administration show that midnight to 3 a.m. is the deadliest time to be on Illinois roads.

For the last four years, 67 percent of car fatalities occurring during this time involved a drunk driver.

Officers will be particularly cracking down on safety belt violations and impaired driving during this time.

They recommend to plan ahead by designating a driver before going out, and giving someone else your keys. Otherwise use a taxi, public transportation or call a friend or family member to escort you home.

Always wear a seat belt and report any impaired drivers you may spot on the road.

The law enforcement crackdown is funded by federal traffic safety funds through IDOT's Division of Traffic Safety.

— by Jennifer Zimmerman
Comment: pioneerlocal.com

Palos cops to hold roadside safety checks

The Palos Hills Police Department, in conjunction with the Illinois Department of Transportation, will conduct roadside safety checkpoints and saturation patrols Aug. 21 through Sept. 7 as part of the Labor Day "You Drink & Drive, You Lose" campaign.

Police will be stopping vehicles and checking for drivers under the influence of alcohol or other substances, and whether drivers and passengers are wearing seatbelts.

VENICE

ISP issues 52 citations and warnings at bridge

For The Telegraph

VENICE — The Illinois State Police conducted a roadside safety check Friday night on the Illinois side of the McKinley Bridge in Venice.

Officials with ISP District 11 in Collinsville said the detail resulted in a total of 52 citations and written warnings issued. Included in those citations were an arrest for DUI, 12 open alcohol violations and a seat belt citation. There were 13 arrests made for wanted on warrant.

"Many travelers from both Missouri and Illinois are unaware that any open alcohol in a motor vehicle on public property will result in every adult in the vehicle receiving a citation for the open alcohol," said Capt. Jerry Culp, commander of District 11. "Those in violation are putting friends and family at risk of receiving a traffic citation.

"We salute the motorists that arranged for a designated driver or remained at the location the alcohol was consumed," he said. "The roadside safety check is a great tool to encourage the motoring public to comply with valid licenses, valid insurance, occupant restraint and not having open alcohol in a vehicle."

Some of the roadside safety checks are funded through a grant from the U.S. Department of Transportation, National Highway Traffic Safety Administration, and administered by the Illinois Department of Transportation, Division of Traffic Safety.

Northwest suburbs in 60 seconds

Saved by the belt in Hoffman: Hoffman Estates police recently recognized a man who was involved in a car crash Halloween night and was saved from injury by wearing a seat belt. Kevin J. Winterroth earned the Saved by the Belt award for picking up before his 2002 Honda Accord was smashed by a 2007 Buick Lacrosse that turned left in front of him. The accident happened on Higgins Road and Governors Lane. Police said Winterroth could have suffered serious or fatal injuries if not for his seat belt. Winterroth, 46, of Hampshire, received a medallion, certificate and a license plate bracket reading, "A Seat Belt Saved My Life."

Police raise money for family: Police officers attending a class at the School of Police Staff and Command in the Northwestern University Center for Public Safety raised $17,000 in 12 days for Mount Prospect police officer Michael Landeweer, whose wife, Kara, is dying of a brain tumor, and his family. According to Cmdr. Timothy Jaimnicky, Mount Prospect Sgt. David Zoccoli was a member of the class. He told his classmates about Landeweer's wife, whose medical expenses mounted to a few weeks ago when friends threw an early Christmas party for the family. The class of 31 supervisory officers from four states in 12 days, organized a raffle for a Miami vacation package. An officer from Miami arranged for a hotel and spa, and the class put up money for the plane tickets. Edward Pupe, director of the center, told the class he was so moved. Landeweer and his children attended the graduation ceremony Friday, where the group gave the family the $17,000 check.

Police to enforce traffic safety: Palatine police will conduct an aggressive traffic safety campaign from Friday to Sunday in an effort to raise traffic safety awareness. Police units will saturate the streets in search of impaired or careless drivers and anyone not wearing a seat belt. In addition, two roadside safety checkpoints will be set up one evening of Saturday at both Algonquin and Rosselle roads and Rand and Dundee roads.

Dist. 214 call for entries: Northwest Suburban High School District 214 is seeking entries from residents within its boundaries for its annual Arts Unlimited Contest (poetry Writing and Art Contest). One entry per person can be made in the three categories: poetry, prose and visual art. Prose entries are limited to 1,500 words. Visual art entries must be in two dimensions, in color or grayscale, and submitted as a photograph or copy. Two copies of each entry are required, with the artist's name, address and telephone number, and title of work on the back of one copy and the title only on the other copy. Entries will not be returned. Submit entries to Liz Schrenk, Arts Unlimited 214, Elk Grove High School, Elk Grove Village, IL 60007. Deadline is Feb. 15.

CPD to conduct holiday patrols

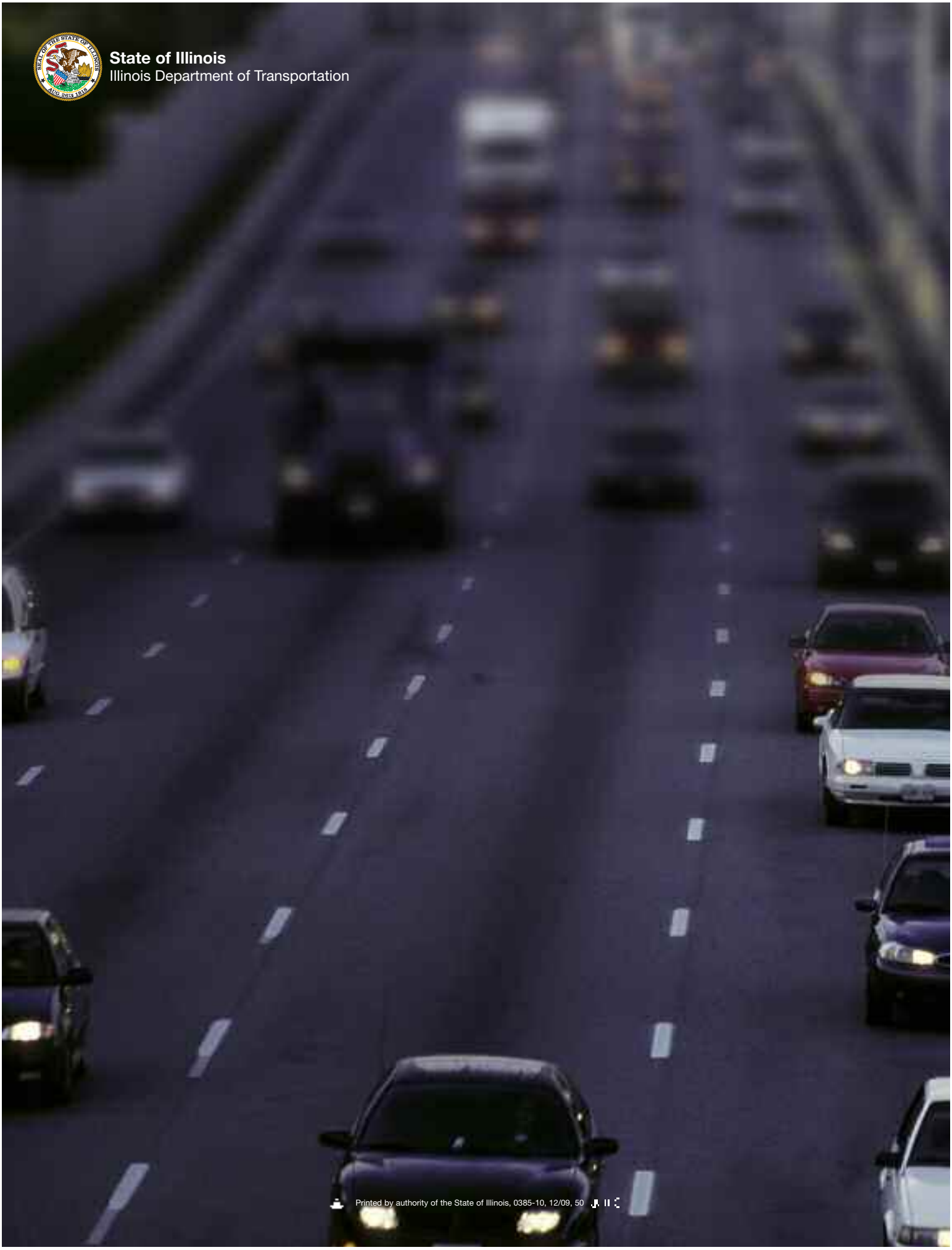
In an effort to keep people safe this holiday season, the Columbia Police Department is once again conducting added traffic patrols through Jan. 4.

The patrols are done using grant money from the Illinois Department of Transportation, Traffic Safety Division.

The CPD is joining Illinois State Police and hundreds of other agencies across the state for the "You Drink and Drive, You Lose!" traffic safety campaign.

Columbia Assistant Police Chief Jerry Paul said officers will focus on speeding, impaired driving and other moving violations that contribute to traffic crashes.

"Please plan your time during the periods of bad weather and obey all traffic laws making the roadways safer for everyone in our community," Paul said.



State of Illinois
Illinois Department of Transportation

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