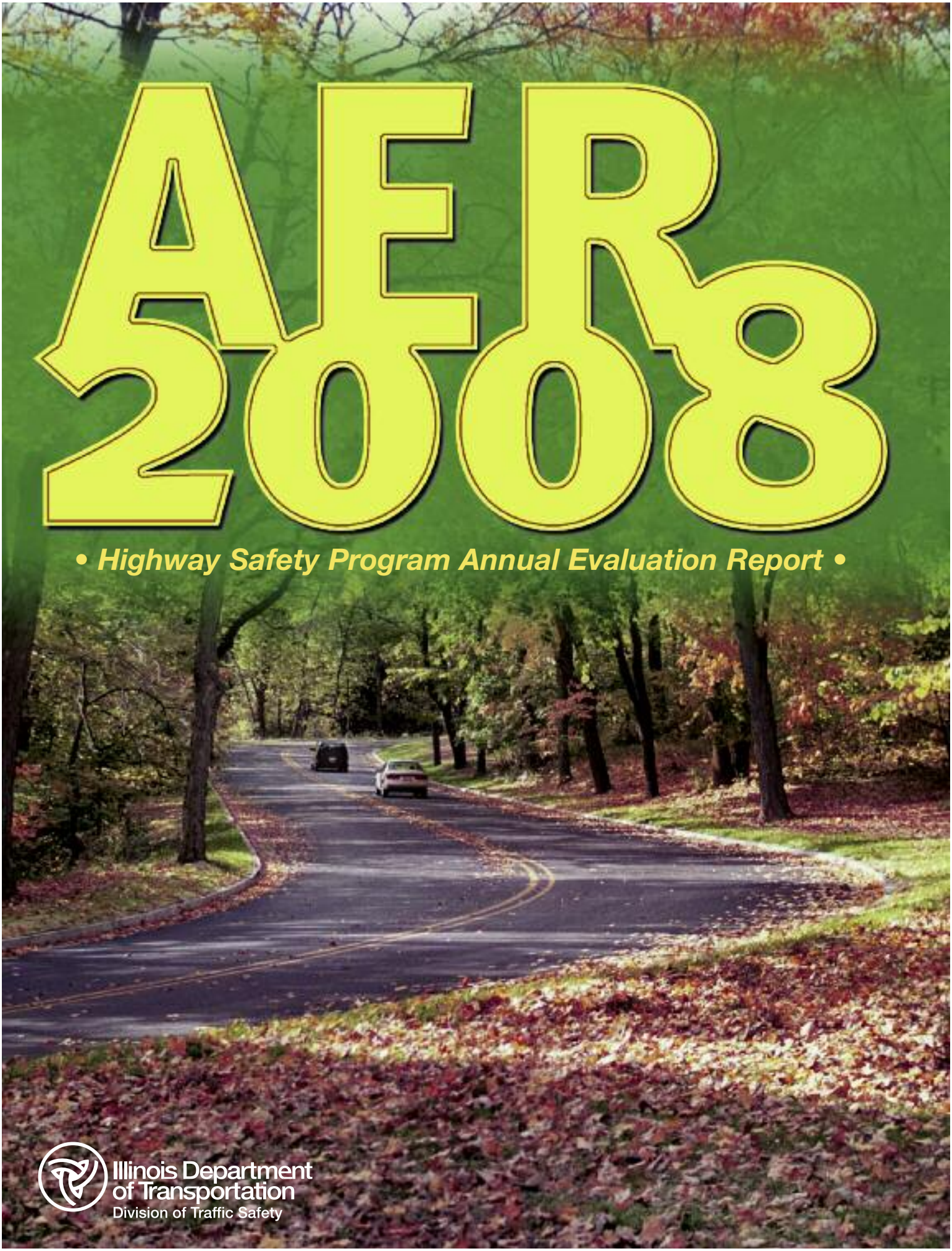
AER 2008

• 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 3215 Executive Park Drive, P.O. Box 19245, Springfield, IL 62794-9245, by calling (217) 782-4972 or by visiting our website at www.dot.il.gov.

Crash Information (217) 782-2575

• Local Accident Reference System (LARS) programs • State route crash data
• Crash data, 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 2008 Highlights

- Achieved a safety belt usage rate of 90.5 percent.
- Continued with a statewide Traffic Records Coordinating Committee and a multi-agency Illinois Traffic Records Coordinating Committee.
- Trained a total of 15,940 motorcyclists in Calendar Year 2008 through IDOT's Cycle Rider Safety Program.
- Over 500 law enforcement agencies participated in the Click It or Ticket campaign.
- Implemented a Statewide Operation Teen Safe Driving Campaign
- In FY 2008 DTS dedicated $2.9 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 four regional Child Passenger Safety Conferences.
- Continued to implement the "11 state" federal alcohol model for problem identification.
- Recognized the 25th Anniversary of the Illinois Child Passenger Protection Act with a media event in Chicago on September 18, 2008.
- Created a Motorcycle Safety Advisory Council.
- 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 2008 Annual Evaluation Report provides an overview of the state's utilization of federal highway safety funds for the period of October 1, 2007 through September 30, 2008 and evaluations of the various highway safety programs supported by these resources.

A continuing decrease in traffic fatalities made 2007 the safest year on Illinois roadways since 1924, with 1,248 traffic fatalities. Safety belt usage is at an all-time high rising to 90.5 percent in 2008 compared to 90.1 percent in 2007. Since the Illinois Primary Safety Belt Law was enacted by Governor Rod R. Blagojevich in July 2003, crash fatalities have declined significantly in Illinois. An average of more than 200 fewer traffic deaths occurred in Illinois each year, 2006 and 2007, compared to the number of fatalities in 2003.

In FY 2008, DTS worked closely with Illinois law enforcement agencies for increased enforcement and motorist education of Illinois traffic safety laws. DTS introduced the Operation Teen Safe Driving program statewide, DTS's initiative to reduce teen deaths and injuries in Illinois. DTS also introduced the "Don't Drink and Ride" campaign which is designed to encourage motorcyclists to not drink and ride.

With the continued implementation of highway safety projects in FY 2008, 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 2008

- Overall safety belt usage rate is 90.5 percent.
- Usage rate on weekends is 92.3 percent.
- Usage rate on weekdays is 89.3 percent.
- General information on usage rates

By Region:	City of Chicago	86.8 percent
	Cook County	90.4 percent
	Collar Counties	92.7 percent
	Downstate	89.9 percent
By Road Type:	Residential	89.5 percent
	U.S./IL Highways	90.6 percent
	Interstates	93.6 percent

Illinois Child Safety Seat Usage Rates for 2008

- Overall Child Safety Seat Usage Rate is 87.7 percent.

Illinois Motorcycle Helmet Usage Rates for 2008

- Overall Motorcycle Helmet Usage Rate is 29.5 percent.

General

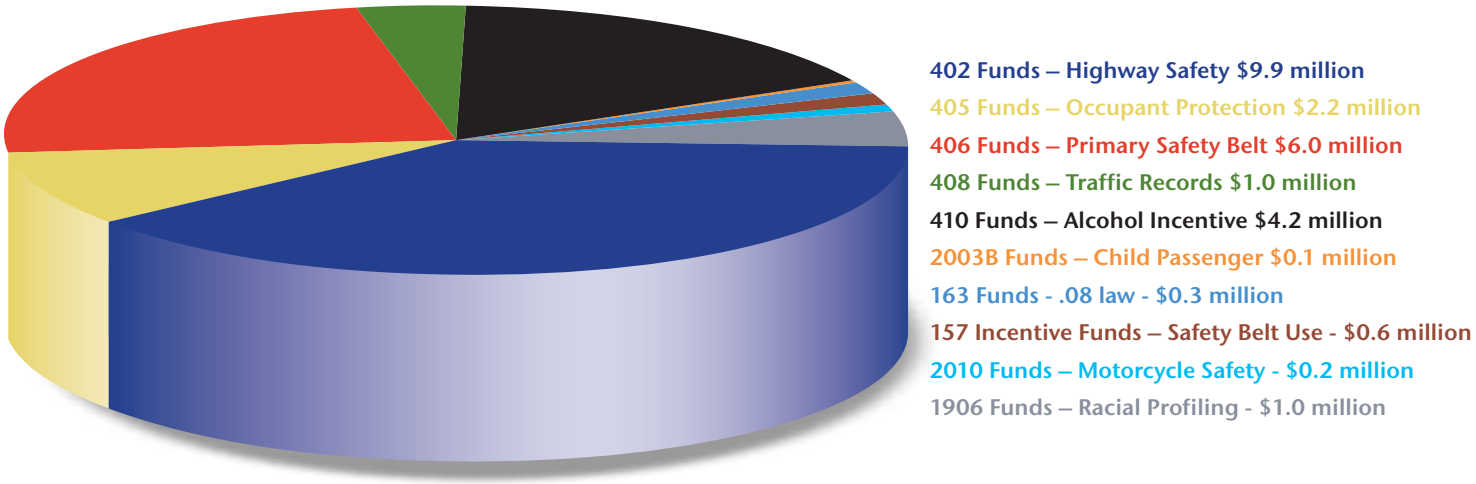
- Travel increased by 0.6 percent compared to the previous year.
- The mileage death rate decreased by 0.9 from 2006 to 2007.
- Vehicle Miles Traveled (VMT) increased from 106.8 billion in 2006 to 107.4 billion in 2007.
- Licensed drivers increased from 8.62 million in 2006 to 8.67 million in 2007.

Illinois Fatality Rates

- 1,248 persons were killed in 1,126 fatal crashes in 2007.
- There was an average of 1.1 deaths per fatal crash.
- The 2007 fatality rate for Illinois was 1.16 (per one hundred million vehicle miles).
- 434 persons died in alcohol-related crashes in 2007.

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

FY2008 Allocated Funds



FY 2008 ALLOCATED FUNDS PER FUNDING SOURCE
TOTAL - $25,531,215 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 2008 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 HSP Committee continued to utilize the Balanced Scorecard strategic planning process that has successfully been implemented by IDOT. The Balanced Scorecard begins with a "Goal" then establishes "Targets" that need to be accomplished in order to accomplish the Goal and finally establishes "Initiatives" that will accomplish the Targets. Strict measurements are also established for each goal. For DTS purposes, a highway safety project is a strategy that will help accomplish our Goals. In FY 2008, DTS developed new Targets for the highway safety program goals.

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.

Overall Goals

The Problem

- 1,248 persons were killed in 1,126 fatal crashes in 2007.
- Travel increased by 0.6 percent compared to the previous year.
- There was an average of 1.1 deaths per fatal crash.
- Table 1, Illinois Five Year Statistics for 2003-2007.
- Table 2, Fatal Crashes by Day of Week, 2007.
- Table 3, Fatal Crashes by Time of Day, 2007.
- Table 4, Fatalities by Person Type, Age and Gender, 2007.

Table 1

Five-Year Statistics

	2003	2004	2005	2006	2007	03vs07
Registered Motor Vehicles 1	9.41	9.70	9.85	10.08	10.21	8.5
Licensed Drivers 1	8.52	8.56	8.57	8.62	8.67	1.8
Vehicle Miles Traveled 2	106.46	108.91	107.86	106.81	107.40	0.9
Crashes	437,289	433,032	421,522	408,670	422,778	-3.3
Injuries	131,279	121,670	112,343	106,918	103,156	-21.4
Deaths	1,454	1,355	1,363	1,254	1,248	-14.2
Mileage Death Rate 3	1.37	1.24	1.26	1.17	1.16	-15.3

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

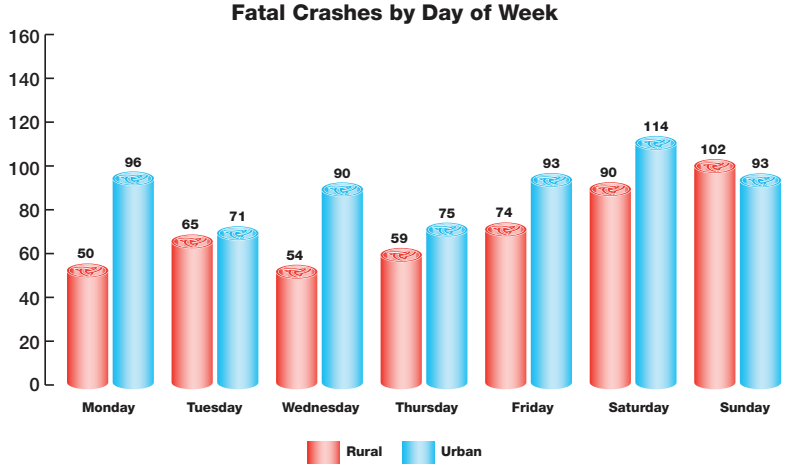


Table 3
Fatal Crashes by Time of Day

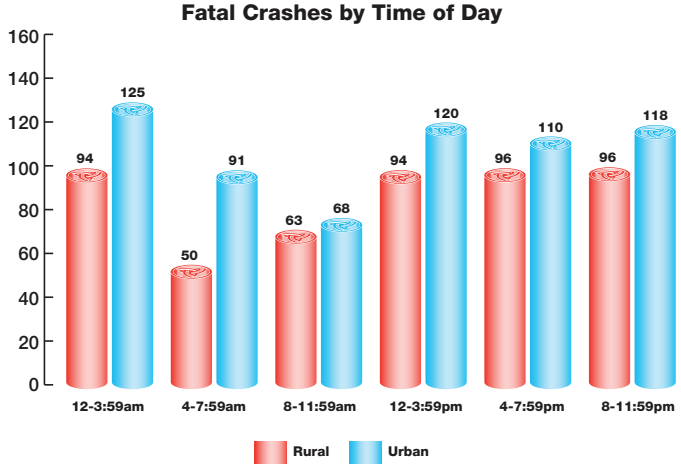


Table 4

Fatalities by Person Type, Age and Gender (2007)

AGE	DRIVERS				PASSENGERS				TOTAL OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	0	0	0	0.0	7	5	12	4.2	7	5	12	1.1
5-9	0	0	0	0.0	3	3	6	2.1	3	3	6	0.6
10-14	1	0	1	0.1	6	13	19	6.7	7	13	20	1.9
15-19	64	27	91	11.9	37	24	61	21.4	101	51	152	14.4
20-24	92	23	115	15.0	32	18	50	17.5	124	41	165	15.7
25-34	113	30	143	18.6	25	9	34	11.9	138	39	177	16.8
35-44	92	20	112	14.6	19	12	31	10.9	111	32	143	13.6
45-54	88	24	112	14.6	6	16	22	7.7	94	40	134	12.7
55-64	62	21	83	10.8	7	10	17	6.0	69	31	100	9.5
65-74	35	11	46	6.0	3	8	11	3.9	38	19	57	5.4
75 or Older	42	22	64	8.3	7	15	22	7.7	49	37	86	8.2
TOTAL	**589**	**178**	**767**	**100.0**	**152**	**133**	**285**	**100.0**	**741**	**311**	**1,052**	**100.0**

AGE	PEDESTRIANS				PEDALCYCLISTS				TOTAL NON-OCCUPANT FATALITIES			
	Male	Female	Total	%	Male	Female	Total	%	Male	Female	Total	%
4 or Younger	2	4	6	3.5	0	0	0	0.0	2	4	6	3.2
5-9	3	2	5	2.9	0	0	0	0.0%	3	2	5	2.6
10-14	2	1	3	1.7	2	0	2	11.1	4	1	5	2.6
15-19	7	4	11	6.4	1	1	2	11.1	8	5	13	6.8
20-24	10	5	15	8.7	1	1	2	11.1	11	6	17	8.9
25-34	13	5	18	10.5	2	0	2	11.1	15	5	20	10.5
35-44	22	9	31	18.0	4	0	4	22.2	26	9	35	18.4
45-54	22	9	31	18.0	2	0	2	11.1	24	9	33	17.4
55-64	14	6	20	11.6	3	0	3	16.7	17	6	23	12.1
65-74	3	7	10	5.8	1	0	1	5.6	4	7	11	5.8
75 or Older	12	9	21	12.2	0	0	0	0.0	13	9	22	11.6
Unkown	1	0	1	0.6	0	0	0	0.0	0	0	0	0.0
TOTAL	**111**	**61**	**172**	**100.0**	**16**	**2**	**18**	**100.0**	**127**	**63**	**190**	**100.0**

Note: TSix additional people were killed in motor vehicle crashes in Illinois in 2007. Those six 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 1.0 by December 31, 2009.

Target: Achieve incremental decreases in annual fatality rate

Goal	Fatality Rate					Projected	
	2003	2004	2005	2006	2007	2008	2009
Target Rate	1.37	1.25	1.12	1.06	1.00	1.04	1.00
Actual Rate	1.37	1.24	1.26	1.17	1.16	N/A	N/A

• To reduce the statewide severe injury rate (per 100 million VMT) from the 2003 level of 17.26 to 15.95 by December 31, 2009.

Target: Achieve incremental decreases in annual severe injury rate.

Goal	Severe Injury Rate				Projected		
	2003	2004	2005	2006	2007	2008	2009
Target Rate	17.7	17.3	17.0	16.7	16.4	16.1	15.95
Actual Rate	17.26	17.13	16.98	16.70	N/A	N/A	N/A

• 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.

Goal	Fatal Crash Percentage				Projected		
	2003	2004	2005	2006	2007	2008	2009
Target Rate	1.39	1.36	1.34	1.31	1.28	1.37	1.34
Actual Rate	1.45	1.43	1.53*	1.48	1.52	N/A	N/A

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

• To reduce the statewide percentage of severe injury crashes (to total fatal and injury crashes) from the 2003 level of 15.35 percent to 16.0 percent by December 31, 2009.

Target: Achieve incremental decreases in annual percentage of severe injury crashes.

Goal	Severe Injury Crash Percentage				Projected		
	2003	2004	2005	2006	2007	2008	2009
Target Rate	15.75	15.44	15.13	14.82	14.53	16.5	16.0
Actual Rate	15.35	16.42*	17.11	17.89	16.37	N/A	N/A

*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

2008 Overview

According to NHTSA estimates, Illinois' total number of traffic crash fatalities involving an alcohol-impaired driver in 2007 was 434* or 34.7 percent of the 1,248 fatalities occurring last year. This is a 0.9 percent decrease when compared to the total 2006 impaired driving fatality number of 446 (35.6 percent of 1,254 fatalities occurring that year). Impaired driving also showed small improvement on the national level with impaired driving fatalities dropping 3.7 percent. These small decreases in Illinois are certainly good news, but far too many people continue to die in Illinois and across the nation because of impaired driving.

The Traffic Safety Resource Prosecutor (TSRP) Program continued in 2008. One of the main focuses of the program was the implementation of the new grant requirement that all officers working alcohol-related activities be trained in SFST (Standard Field Sobriety Testing). The TSRP program coordinated four SFST instructor schools throughout the year, two in the Chicago area and two in Springfield. Over 100 officers were trained as SFST instructors. This could not have been accomplished without the partnership of the Illinois State Police, who loaned instructors for the trainings as well as the academy facilities. Training and technical assistance provided for prosecutors reached nearly every county in Illinois. In October 2008, the program welcomed a second TSRP, who will be working out of Springfield and will be directly assessable to the central and southern Illinois counties.

In 2008, DTS maintained its support, directly and through its grant partnerships, of an aggressive public information and education impaired driving campaign. This support includes 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 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 CHOICE/RADD Task Force and Operation Teen Safe Driving.

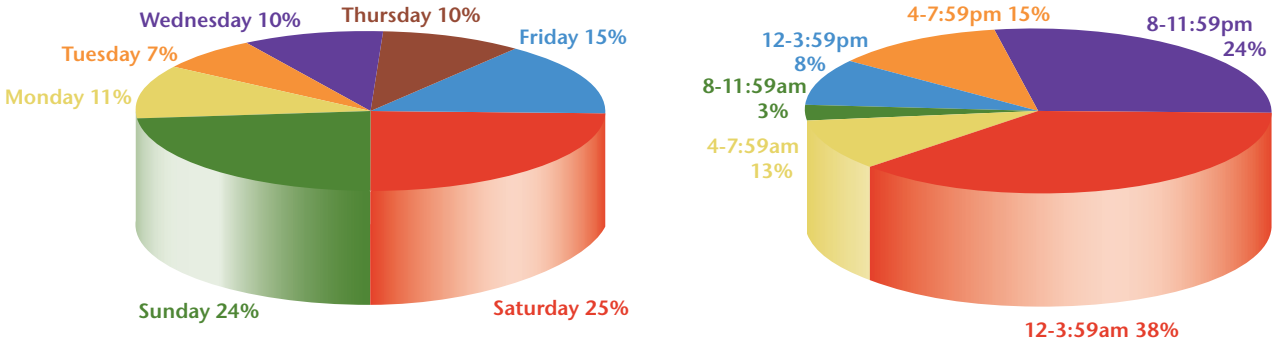
DTS continued with a strong presence in Illinois schools to combat underage drinking. Programs previously mentioned include SADD, that conducts prevention training for teens and then provides an underage anti drinking message to their peers; ThinkFirst delivers a strong underage drinking/decision making message to youth at assemblies throughout the state; the CHOICE/RADD Task Force works to deliver a prevention message directly to young people via high schools in the Metro East St. Louis region; Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) group; and DTS' Operation Teen Safe Driving which funded 105 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.

Of particular note on the impaired driving front, is the implementation of Illinois' new first-offender ignition interlock law. On January 1, 2009, Illinois will become one of just six states 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. Illinois is hopeful this new law will produce reductions in impaired driving traffic crashes.

**Note: NHTSA estimates alcohol involvement when alcohol test results are unknown.*

Alcohol-Related* Fatal Crashes by Time of Day and Day of Week 2007



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 2006.

Goals

- By December 31, 2009, achieve alcohol-related crash fatality rate of 0.49 deaths per 100 million VMT from the Illinois 2003 rate of .60 VMT.

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

Goal	Fatality Rate					Projected	
	2003	2004	2005	2006	2007	2008	2009
Target Rate	0.61	0.59	0.57	0.55	0.53	0.51	0.49
Actual Rate	0.60	0.56	0.54	0.56	0.47	N/A	N/A

** 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".

Goal	Fatality Rate						Projected
	2003	2004	2005	2006	2007	2008	2009
Target Rate	55.0	65.0	75.0	80.0	81.2	85.0	85.0
Actual Rate	62.0	78.0	77.0	76.3	81.2	79.5	N/A

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 (82 percent of those arrested are men)
- 34 years old (61 percent of those arrested are under 35)
- arrested between 11 p.m. and 4 a.m. on a weekend
- 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) #08-02-11 — $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 2008, DTS printed a total of 200,000 GDL Handbooks for the Office of the Illinois Secretary of State to distribute.

PI&E Materials (DTS) #08-03-03 — $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 2008, DTS produced 150,000 YD&DYL pencils, 61,000 YD&DYL key chains and 100 YD&DYL umbrellas.

Ignition Interlock Symposium (DTS) #08-03-06 — $25,000

This task provided funds for DTS to conduct an Ignition Interlock Symposium in Illinois. No activity occurred in FY 2008, however DTS held the Ignition Interlock Symposium on October 28-30, 2008.

Section 410

Traffic Safety Resource Prosecutor (DTS) #08-13-01 — $100,000

This task provided funds for DTS to continue the statewide traffic safety resource prosecutor (TSRP). Elizabeth Earleywine continues to lead DTS's TSRP program. One of the main focuses of the program was the implementation of the new grant requirement that all local police officers working alcohol-related activities be trained in SFST. The TSRP program coordinated four SFST Instructor schools throughout the year, two in Chicago area and two in Springfield. In all, over 100 officers were trained as SFST instructors. DTS partnered with the Illinois State Police, who loaned instructors and the academy facilities for the trainings. Training and technical assistance provided for prosecutors reached nearly every county in Illinois. In October 2008, the program welcomed a second TSRP, who will be working out of Springfield and will be directly assessable to the central and southern Illinois counties.

Impaired Driving Program Coordinator (DTS) #08-13-10 — $100,000

This task provided funds for DTS to hire an Impaired Driving Coordinator to oversee impaired driving programs in Illinois. Shannon Alderman is currently DTS's Alcohol Programs/Impaired Driving Coordinator.

Judicial Training (AOIC) #08-13-13 — $55,000

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 May 8-9, 2008, the AOIC presented a two-day Judicial Training session titled Practical Approaches to Substance Abuse Issues: DUI Offenders in State Courts in Oak Brook, Illinois. A total of 35 Illinois judges were trained representing 15 counties. The topics covered were: Hard Core Drunk Driving, SCRAM Device Discussion, Field Sobriety Testing, Sentencing Scenarios, Interpreting Abstracts, Frye and Caselaw Updates, Evidentiary Issues, High-Risk & Youthful DUI Offenders and Statutory Summary Suspension. AOIC also completed the DUI Bench Book and will distribute in FY 2009.

Tracking Alcohol in Illinois (TrAIL) (ILCC) #08-13-14 — $56,000

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 2008, the ILCC conducted TrAIL investigations relating to alcohol-prevention. The ILCC conducted presentations to schools and community groups regarding impaired driving.

Section 410

Paid Media #08-16-07 (DTS) $2,338,000

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 54.

Occupant Protection

2008 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 2008, DTS conducted a safety belt survey by observing a total of 124,566 occupants. Of those, 90.5 percent were observed wearing safety belts. The Collar Counties (DuPage, Kane, Lake, McHenry and Will) had the highest usage rate at 92.7 percent followed by Cook County, excluding the city of Chicago, at 90.4 percent. The downstate counties (Champaign, Macon, Montgomery, Peoria, Rock Island and St. Clair) had a safety belt usage rate of 89.9 percent. The city of Chicago had the lowest rate at 86.8 percent. Interstate highways had the highest usage rate at 93.6 percent followed by U.S./Illinois Highways at 90.6 percent. Residential streets had the lowest rate at 89.5 percent. The safety belt rate on weekends was 92.3 percent, while the weekdays it was only 89.3 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 74 percentage points, peaking at 90.5 percent in June 2008.

The statewide child safety seat usage rate increased to 87.7 percent in 2008. Illinois ranks among the top three states in the nation for the highest number of certified CPS technicians. Statewide, there are 1,820 certified child passenger safety technicians (CPS) and 68 child passenger safety technician instructors. On average, 28 child passenger safety technician certification courses are held per year along with three CPS technician update courses per month. In 2008, Illinois hosted four regional child passenger safety conferences with over 500 technicians in attendance. Illinois led the state with 96 checkpoints manned by over 700 technicians and volunteering during the 2008 National CPS Week. DTS partnered with AAA and Evenflo to provide close to 1,500 replacement child safety seats to participating checkpoints. The efforts of Illinois' certified child passenger safety technicians are supported by seven 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 2007 fatality rate decreased from 1.17 in 2006 to 1.16 in 2007. Illinois is still below the national average of 1.48 per 100 million VMT.
- Illinois 2007 traffic fatalities totaled 1,248 (1,052 were occupants) in 1,126 crashes.
- There was an average of 1.1 deaths per fatal crash in 2007.
- The 2008 statewide safety belt usage rate rose from 90.1 percent to 90.5 percent (Table 1).
- Table 1, Front Seat Occupant Restraint Usage Rate.
- Table 2, Occupant Restraint Usage for Persons Killed.

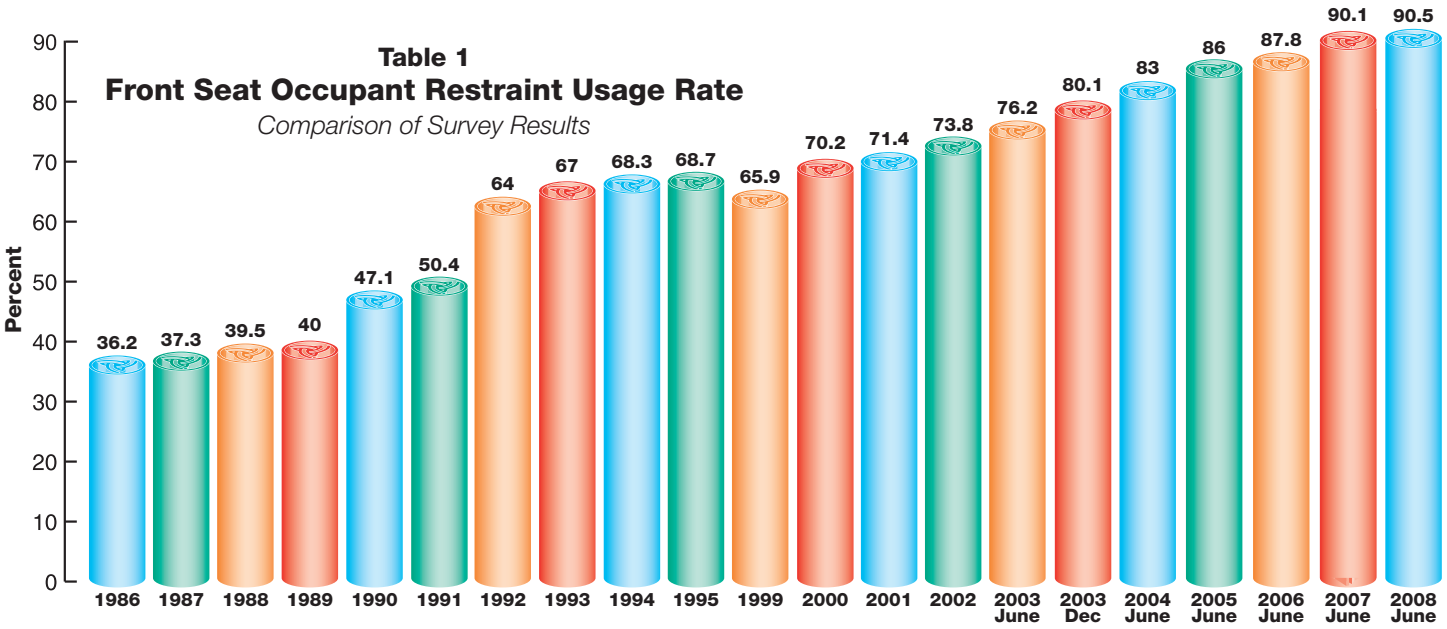


Table 2

Occupant Restraint Usage for Persons Killed

TYPE OF RESTRAINT	DRIVER	PASSENGER	TOTAL
None Used/Not Applicable	295	116	411
Safety Belt Used	256	100	356
Child Restraint Used	0	8	8
Safety Belt Used Improperly	0	0	0
Child Restraint Used Improperly	0	3	3
Unknown	62	36	98
TOTAL	**613**	**263**	**876**

	AGE GROUPS					
TYPE OF RESTRAINT	0-3	4-5	6-9	10-14	15-20	>20
None Used/Not Applicable	2	0	2	8	91	308
Safety Belt Used	1	0	2	8	57	288
Child Restraint Used	4	3	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	0	0	0	3	24	71
TOTAL	**10**	**3**	**5**	**19**	**172**	**667**

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.

Goal	Statewide Safety Belt Use Percentage						Projected
	2003	2004	2005	2006	2007	2008	2009
Target Rate	80.1	82.2	86.0	88.0	90.1	91.0	92.0
Actual Rate	76.2	83.0	86.0	88.0	90.1	90.5	N/A

- 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 increases in annual statewide Child Safety Seat survey usage rates.

Goal	Actual Child Safety Seat Usage Rate						Projected
	2003	2004	2005	2006*	2007	2008	2009
Target Rate	60.0	64.0	68.0	72.0	75.0	64.5	69.5
Actual Rate	60.0	64.0	60.1	53.9	53.6	56.4	N/A

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

Goal	Awareness of the "Click It or Ticket" Slogan						Projected
	2003	2004	2005	2006	2007	2008	2009
Target Rate	80.0	83.0	91.0	93.0	95.0	95.0	95.0
Actual Rate	85.0	90.0	91.1	91.2	93.8	90.7	N/A

- 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.

Goal	Percent Unbelted Occupant Fatalities				Projected		
	2003	2004	2005	2006	2007	2008	2009
Target Rate	76.0	72.0	68.0	64.0	49.5	46.2	42.1
Actual Rate	76.0	57.09	55.86	57.5	N/A	N/A	N/A

- 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.

Goal	Percent Unbelted Occupant A-Injuries				Projected		
	2003	2004	2005	2006	2007	2008	2009
Target Rate	32.7	29.0	26.0	28.5	26.1	24.1	23.1
Actual Rate	32.7	29.74	30.11	30.24	N/A	N/A	N/A

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

Community Outreach Coordinator (DTS) #08-02-01 $200,000

This task provided funds for DTS to hire a Community Outreach Coordinator to deliver the impaired driving message and the Click It or Ticket message to those populations that DTS has had difficulty reaching through various means. DTS continued a contract with Resolute Consulting as its community outreach coordinator in FY 2008. The contract with Resolute Consulting ended on May 16, 2008. Resolute Consulting worked with the African-American and Hispanic community in the city of Chicago to advance DTS's messages. Resolute formed a focus group model conducting 12 safety belt and impaired driving "intervention" workshops and one faith-based conference focusing on safety belts and impaired driving for African-American males ages 18-34; trained lay leaders about impaired driving risks and hazards of not using safety belts; implemented an outreach campaign modeled after the Hispanic-American Police Command Officers Association (HAPCOA) Madrina-Padrino Public Safety Project.

Child Passenger Safety (Local) #08-02-02 $360,100

This task provided funds for 10 local agencies to purchase safety seats and promotional materials for implementation of community-based safety seat programs.

The FY 2008 Child Passenger Safety projects were:

Bensenville Police Department conducted six trainings to parents by the Bensenville Police Departments CPS Technicians during the 2008 Click It or Ticket campaign. A total of 63 Booster seats and 12 infant seats were distributed during the campaign.

Carbondale Police Department conducted a CPS program for care givers and parents unable to provide necessary equipment to ensure safe transportation of the children in their care. Carbondale Police Department checked 174 CPS seats, distributed 109 CPS seats and conducted nine educational classes on CPS.

Centro San Banifaciao (CSB) conducted 43 safety belt and safety seat presentations reaching a total of 473 participants, of that total 323 were adults and 150 were children. CSB inspected 89 seats and replaced 59 seats at four car seat inspection sites during FY 2008. CSB distributed 620 child safety seats throughout the community. CSB has partnerships with Health Promoters from Little Village, Police Neighborhood Resource Center, West Town Clinic, Salud Family Health Center, Infant Welfare Society Clinic and Louis Pasteur Chicago Public School.

Champaign County Safe Kids Coalition sponsored a Child Safety Seat Inspection Station. In FY 2008, the Champaign County Safe Kids Coalition inspected 685 seats, distributed 388 seats and educated over 1,300 parents and care givers on child safety seats.

Children's Memorial Hospital – In FY 2008, 836 child passenger safety seats were distributed and 658 seats were checked for low-income families. Overall, the program reached 1,494 children directly with individual education and assistance. Children's Memorial worked with four community organizations, including La Rabida Children's Hospital, Comer Children's Hospital, Howard Area Community Center, Jorge Prieto Clinic/Epiphany Church and Childserve. All organizations focus on low-income families.

DeWitt/Piatt Bi-County Health Department implemented a comprehensive Child Safety Seat Program.
The program included two strategies: 1) child passenger safety education and social marketing campaigns, and 2) implementing both a community-wide and targeted CPS inspection stations. In FY 2008, the DeWitt/Piatt Bi-County Health Department inspected over 50 CPS and installed over 30 CPS seats.

La Rabida Children's Hospital – This project focuses on providing child safety seat education and installation at bi-monthly clinics with a focus on children with special health care needs and disabilities. In FY 2008, La Rabida Children's Hospital inspected 113 seats, distributed 92 seats and distributed 17 special needs seats. La Rabida Children's Hospital has six certified CPS technicians, all of which are certified Special Needs.

McHenry County Sheriff's Department conducted a Child Safety Seat Education and Distribution program. In FY 2008, a total of 114 CPS seats were distributed. For Buckle Up America week in May 2008, the McHenry County Sheriff's Department conducted a total of five CPS checks and in September 2008 for Car Seat Check Saturday a total of 40 CPS seats were checked.

Stroger Hospital – This project distributed 1,128 infant, 713 convertible and 299 booster child safety seats during FY 2008. The Stroger Hospital program operates 40 hours a week on Monday, Tuesday, Thursday, Friday and Saturdays in the maternity wards and Pediatric Emergency Room. Stroger Hospital has a bilingual instructor and bilingual videos on proper seat usage.

Wheaton Police Department conducted a car seat initiative focusing on low-income families providing child safety seats for Wheaton residents and surrounding communities. Preliminary figures show a total of 11 English speaking classes were taught distributing 196 seats and eight Spanish speaking classes were held distributing 147 seats. The Wheaton Police Department also participated in the Click It or Ticket media event in May 2008 along with the Car Seat Check Saturday media event.

Keep Kids in Safe Seats (SOS) #08-02-03 $64,500

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 175 child safety seats at their Driver Facility sites in FY 2008. SOS speakers conducted 395 CPS presentations reaching a total of 49,728 parents and children.

Occupant Protection Resource Centers (OPRC) #08-02-04 $666,800

This task provided funds for Occupant Protection Resource Centers statewide.

In FY 2008 the OPRC's were:

Centro San Banifacio (CSB) promoted occupant protection, safety belt use, correct child passenger safety seat use and increasing the knowledge of the DUI laws in Chicago. CSB staffed a Bi-lingual (Spanish & English) Occupant Protection Coordinator (OPC) and a part-time Bi-lingual (Spanish/English) Health Promoter/Traffic Safety Community Educator who concentrated on drinking and driving. The staff programmed presentations throughout the community on highway safety issues. CSB coordinates the monthly Chicago Network for Traffic Safety meetings.

Child Care Resource and Referral Network assisted DTS in coordinating multiple events for the Operation Teen Safe Driving program in the central Illinois region; conducted two CPS technician courses training approximately 36 individuals; conducted over 100 CPS inspections; conducted a Cub Scout Automotive Safety patch program. A total of 25 scouts, 10 adults/parents attended the event on traffic safety.

Children's Hospital of Illinois promoted safe travel for all children with the goal of increasing proper safety usage for children with special needs throughout Illinois. Children's Hospital developed a new curriculum titled "Transportation Options for Infants with Special Needs" and presented it to 10 Level III (NICU) nurses and 13 Level II nurses at Children's Hospital. Special Needs CPS Course was conducted in Woodstock, Illinois in July 2008 training 14 new special needs CPS technicians; loaned 315 special needs seats throughout the state; fitted and inspected over 250 special needs CPS seats and assisted DTS with the media events during the mobilizations.

Rush-Copley Medical Center coordinated the Operation Teen Safe Driving program in Cook County, sent out weekly reminders to CPS technicians in the area about family safety events; coordinated efforts for DTS at the Chicago Auto Show where they staffed the CPS display and developed monthly media alerts for the region.

Southeastern Illinois Regional Occupant Protection Resource Center (SIROPRC) purpose was to increase the number of rural males, teens and children properly restrained in vehicles while traveling. In FY 2008, SIROPRC assisted DTS with the Operation Teen Safe Driving program; conducted over five occupant protection presentations and 10 CPS programs during the fiscal year.

Southwestern Regional Occupant Protection Resource Center (SROPRC) held four Standardized CPS courses training 48 new technicians; held three 3-hour CPS Update courses; over 25 car seat checks were held during the fiscal year; assisted with the Operation Teen Safe Driving program with the area schools and assisted DTS with media events during the mobilizations.

Winnebago County Health Department also known as the Northwest Illinois Occupant Protection Resource Center (NIOPRC) concentrated on safety belt use, teenage safety belt use, child occupant protection, mobilizations and increasing belt use among minority and rural populations. In FY 2008, the NIOPRC three car seat events checking over 50 seats; conducted three CPS technician trainings in the region and assisted DTS with the Operation Teen Safe Driving program.

Lifesavers Conference (DTS) #08-02-06 — $20,000

This task provided funds for Illinois to conduct an Illinois Lifesavers Conference. No activity occurred in this task.

Injury Prevention (Local) #08-02-09 — $2,474,631

This task provided funds for 21 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 2008 Injury Prevention Projects were:

Alliance Against Intoxicated Motorists (AAIM)
Good Samaritan Hospital
Alliance for Community Peace
Illinois Churches in Action
American Red Cross
MADD Illinois
Blu Moon Group
Moorshire Group
Central DuPage Health Department
SIU-School of Medicine
Chicago Police Department
Tazewell County Health Department
Chicago Public Schools
UIS-Courts
Chicagoland Bicycle Federation
Unity High School-Project Ignition
Children's Hospital of Illinois
Victim Impact Panel
Children's Memorial Hospital
Wheaton Police Department
FACES 4

Occupant Protection Coordinator (DTS) #08-02-10 — $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 2008.

CPS Seats (DTS) #08-02-12 — $10,000

This task provided funds for the DTS to purchase child safety seats for DTS's CPS programs statewide. In FY 2008 DTS purchased 30 booster seats, 50 combination seats (5 point harness/booster) and 64 convertible seats.

Operation Teen Safe Driving (Local) #08-02-13 — $200,000

This task provided funds for 104 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) #08-02-14 — $258,000

This task provided funds for DTS to produce and develop CIOT materials to distribute at DTS sponsored events. In FY 2008, DTS purchased 30,000 CIOT insurance card holders, 15,000 CIOT pens, 150,000 CIOT pencils, 4,964 CIOT notebooks, 10,000 CIOT static cling decals and 77,000 CIOT litter bags.

Child Passenger Safety Conference (DTS) #08-02-15 — $5,000

This task provided funds for the DTS to conduct four regional child passenger safety conference 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.

Public Hearings (DTS) #08-02-16 — $300

This task provided funds for DTS to conduct public hearings across the state on highway safety planning. No activity occurred in this task.

CIOT Safety Belt Survey (DTS) #08-02-19 $5,000

This task provided funds for DTS employees to conduct safety belt surveys throughout the state of Illinois in June 2008. The funds were used to pay for hotel and per diem for DTS staff conducting the safety belt surveys.

Phone Surveys (Local) #08-02-20 $90,000

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 50.

Distracted Driving (SOS) #08-02-22 $71,500

This task provided funds for the Illinois Office of the Secretary of State's Driver Services Department to alert Illinois motorists to the dangers of inattentive driving and familiarize the public with the driving behaviors commonly associated with distracted driving. The SOS filmed and produced the "Seconds" public service announcement and will be distributed electronically to all cable television outlets statewide.

Click It or Ticket Program (SOS) #08-19-08 $55,000

This task provided funds for the Illinois Office of the Secretary of State (SOS) to develop a public information and education (PI&E) campaign for the Click It or Ticket (CIOT) mobilizations in Illinois. SOS produced a CIOT public service announcement titled "Life Savings" which was distributed to all cable television outlets statewide. SOS hired 18 contractual workers to staff SOS Driver Facilities statewide to distribute written surveys on DTS's messages during June 2–7, 2008.

CPS Training and Supplies (DTS) #08-20-01 $1,100

This task provided funds for DTS to purchase child passenger safety training materials for the four regional CPS conferences in FY 2008. No activity occurred in this task.

Comprehensive Traffic Safety Plan #08-99-03 (Local) $140,721

This task provided funds for Williamson County to develop a comprehensive traffic safety plan with a goal to reduce the number of fatal and personal injury collisions, which occur within Williamson and surrounding counties.

Baseball Sponsorships #08-99-05 (DTS) $10,000

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 six minor league baseball venues in June and July 2008 distributing safety belt and impaired driving materials.

Paid Media #08-16-07 (DTS) $2,338,000

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 54.

Motorcycle/Pedestrian/Pedal Cycle Safety

2008 Overview

In 2008, nearly 16,000 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 14,945 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 549 riders received training through the ERC.

For the first time, 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 446 students who participated in an IRC in 2008. The 2008 figures bring the total number of riders trained through the CRSTP to 15,940. 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 Rod R. Blagojevich proclaimed May as Motorcycle Awareness Month. Approximately 125 motorcyclists joined IDOT/DTS and the Illinois State Police at May 1, 2008 media events held at Halls Harley Davidson in Springfield, Frieze Harley Davidson in O'Fallon and the department's Emergency Traffic Patrol facility in Chicago.

DTS held two motorcycle advisory council meetings on April 18, 2008 and November 20, 2008 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.

DTS also funded pedestrian and bicycle safety programs for six local agencies in 2008. The goal of the pedestrian and bicycle safety program is to reduce the incidence of crashes involving pedestrians and bicyclists and the resulting fatalities and injuries. The program aimed to accomplish this through support of research, education, encouragement, enforcement and marketing activities. SOS also conducted a pedestrian and bicycle project in FY 2008. SOS developed a public service announcement titled "Fender Bender" and produced a Bicycle Safety Tips brochure for distribution through SOS's driver facilities.

The Problem

MOTORCYCLE CRASHES

	2003	2004	2005	2006	2007	Previous 4 Average	% Change 07vs4yr
Total Crashes	4,376	4,302	4,483	4,119	4,819	4,320	11.6%
Fatal Crashes	137	154	152	128	154	143	7.7%
Injury Crashes	2,618	2,799	2,923	2,573	3,108	2,728	13.9%
Motorcyclists Killed	143	157	158	132	157	148	6.1%
Motorcyclists Injured	2,878	3,079	3,191	2,788	3,390	2,984	13.6%
Non-Motorcyclists Killed	2	0	1	0	2	1	100%
Non-Motorcyclists Injured	352	289	147	207	253	249	1.6%

Comparing 2007 with the average for the previous four years, motorcycle crashes increased by 11.6 percent. The number of motorcyclists killed or injured increased by 13.3 percent, from an average of 3,132 during 2003-2006 to 3,547 in 2007.

PEDALCYCLE CRASHES

	2003	2004	2005	2006	2007	Previous 4 Average	% Change 07vs4yr
Total Crashes	3,208	3,239	3,407	3,204	3,888	3,265	19.1%
Fatal Crashes	20	25	21	26	17	23	-26.1%
Injury Crashes	2,959	3,118	3,305	3,173	3,836	3,139	22.2%
Pedalcyclists Killed	17	25	21	24	18	22	-18.2%
Pedalcyclists Injured	2,971	3,233	3,337	3,188	3,867	3,182	21.5%

When comparing 2007 to the previous 4-year average, the number of pedalcyclists killed or injured increased by 21.3 percent.

PEDESTRIAN CRASHES

	2003	2004	2005	2006	2007	Previous 4 Average	% Change 07vs4yr
Total Crashes	6,057	5,695	5,753	6,212	6,191	5,929	4.4%
Pedestrians Killed	190	156	168	137	172	163	5.5%
Pedestrians Injured	5,889	5,797	5,701	6,221	6,171	5,902	4.6%

Pedestrian crashes increased by 4.4 percent when comparing 2007 with the previous 4-year average. The number of pedestrians killed or injured increased by 4.6 percent, from an average of 6,065 during 2003-2006 to 6,343 in 2007

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.

Goal	Motorcycle Fatality Percentage					Projected	
	2003	2004	2005	2006	2007	2008	2009
Target Rate	9.8	9.7	8.5	7.5	9.4	8.8	8.2
Actual Rate	9.8	11.6	11.6	10.5	12.6	N/A	N/A

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

Goal	Pedal-cycle Fatality Percentage					Projected	
	2003	2004	2005	2006	2007	2008	2009
Target Rate	1.2	1.2	1.0	0.9	1.8	1.71	1.65
Actual Rate	1.17	1.85	1.62	1.95	1.44	N/A	N/A

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

Goal	Pedestrian Fatality Percentage					Projected	
	2003	2004	2005	2006	2007	2008	2009
Target Rate	13.1	13.3	13.0	12.0	11.0	10.6	10.0
Actual Rate	14.8	13.36	14.33	11.4	13.7	N/A	N/A

Project Summaries

Section 402

Bicycle and Pedestrian Safety (SOS) #08-12-01 $42,500

This task provided funds for the Office of the Illinois Secretary of State (SOS) to conduct a Bicycle and Pedestrian programs statewide through its Drivers Facilities. SOS developed a public service announcement titled "Fender Bender" that was distributed electronically to all cable television outlets statewide. SOS also developed a Bicycle Safety Tips brochure that will be distributed through the SOS Driver facilities and county fairs.

Bicycle and Pedestrian Safety (Local) #08-12-02 $373,157

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

Chicago Department of Transportation's (CDOT) Bicycle Ambassadors program conducted 395 events, educated 41,500 people and helmet fit 1,800 adults a youth cyclists; launched a new Share the Road initiative to raise awareness of dangerous cyclist and motorists behaviors. The Bicycling Ambassadors appeared in the media 20 times during the summer months reaching an estimated 2.5 million people around the Chicagoland area. Media coverage included a front page story and picture in the Chicago Tribune on August 22, 2008, an evening feature for the "Share the Road" initiative on CBS 2 Chicago and radio interview on 1690AM WVON The Voice of Chicago. The Bicycling Ambassadors educated 11,500 young people with the bicycling message. The Ambassadors attended 162 Day camps in the city of Chicago.

Chicago Department of Transportation conducted a Pedestrian Safety Initiative project in FY 2008. CDOT's Safe Routes Ambassadors visited 10 schools in Chicago's 6th ward, an area identified as having a disproportionately high number of pedestrian crashes and fatalities. Students were provided with pedestrian and bicycle safety workshops and received hands-on training that involved taking students to a nearby intersection to practice safe crossing techniques that were discussed in the classroom. The Safe Routes Ambassadors visited 691 classrooms in 194 schools and were able to reach students in every ward and police district in Chicago. Students were provided with in-class pedestrian and safety workshops and 20 schools were selected to receive on-foot training, a hands-on follow up to the in-class presentation. CDOT provided schools citywide with information on how to organize a Walk and Bike to School Day event and gave them materials to promote and support their events like posters, stickers and magnets. CDOT developed a Safe Routes for Seniors program to increase senior pedestrian safety in response to elevated rates of pedestrian crashes for senior populations. CDOT worked with stakeholder groups including the Chicago office of the AARP, the Department of Senior Services and their advisory council and two Chicago-based advocacy organizations-Metro Seniors in Action and the Jane Adams Senior Caucus.

Elmhurst Police Department delivered a new bicycle and safety program which was developed and taught by Elmhurst Police Officers. The primary goal of this program was to provide education to school aged children concerning safety practices while walking or riding a bicycle. The program was taught during the end of the school year to coincide with warmer weather, which is typically a more dangerous time for students to walk/ride to school. Approximately 1,500 kids were trained through the program developed by Elmhurst Police Department.

League of Illinois Bicyclist project produced 200,000 copies of "Be a Safe Driver" and distributed to 2,925 different public and private schools throughout Illinois. Tips on avoiding the most common car-child cyclist crashes are given, along with the "ABS Quick Check" of a bike's working condition and the "Eyes-Ears-Mouth" test on proper helmet fitting.

League of Illinois Bicyclist developed a radio public service announcement (PSA) campaign for Illinois' major markets to educate the public on the new legislation that motorists pass bicyclists with minimum of 3 feet. The League of Illinois Bicyclists bought airtime on 10 stations which had a strong presence with NASCAR news and programming to reach a targeted audience interested in cars. The spot aired 600 times on the following stations: WUSN-FM, Chicago; WXXQ-FM, Rockford; WBWN-FM, Bloomington; WFYR-Peoria; WLLR-FM, Quad Cities; WDDD-FM, Marion; WFMB, Springfield; WIL-FM, St. Louis; WIXY-FM, Champaign, and WGEM, Quincy.

Woodridge Police Department conducted a bicycle rodeo on August 5, 2008 reaching a total of 50 children. Each participant received a bicycle light and participated in an obstacle course with Woodridge Police Bicycle Patrol Officers. Woodridge Police Department conducted enforcement activities in the Seven Bridges area resulting in 85 contacts being made, 32 tickets written and two pedestrians were cited for jaywalking.

Section 2010

Motorcycle Safety and Awareness Grant (Local) #08-22-01 $4,848

This task provided funds for the Rockford Police Department to conduct safety check zones specifically for motorcycles in high traffic, high speed corridors to reduce motorcycle-related crashes. In FY 2008, Rockford Police Department conducted 64 hours of patrol, stopping 15 vehicles and issuing a total of 18 citations.

Public Awareness (DTS) #08-22-02 $97,576

This task provided funds for DTS to develop and produce motorcycle public information and education materials. In FY 2008 developed and produced 50 Start Seeing Motorcycles banners to local law enforcement agencies throughout the state. The banners were displayed from May through September 2008. DTS purchased the following Don't Drink and Ride materials: 6,000 bandanas, 50,000 motorcycle safety bumper stickers and 25, 0000 custom shield key fobs. Over 18,000 radio spots ran on the Illinois Radio Network from May through September 2008. The radio public service announcement focused on the Share the Road message for motorcyclist's awareness on Illinois roadways.

Cycle Rider Safety Training Program (CRSTP) (DTS) #08-22-03 $97,576

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.

Traffic Records

2008 Overview

DTS continued the coordination of a multi-agency Illinois Traffic Records Coordinating Committee (ITRCC) 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 (Human Factors, Engineering Safety, Information Systems, Data Quality and Crash Outcome).

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, 2008, 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 939 law enforcement agencies who reported 2,450,986 traffic stops for the year 2007. There were 96 agencies that either did not make any stops or failed to provide their data to IDOT. In FY 2008, DTS contracted with Northwestern University Center for Public Safety 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 #08-02-05 (Local) $236,243

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) #08-05-04 $58,000

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.

MCR Training #08-05-06 (Local) $609,904

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 50 trainings statewide and continues to work with Chicago Police Department regarding implementing MCR. Currently, 159 law enforcement agencies throughout the state use MCR, with the Illinois State Police (ISP) being one of the top agencies in this system. Ninety percent of ISP's crash reports are sent to the division electronically. In 2008, approximately 8,000 to 10,000 reports statewide were sent in electronically each month, with three months producing over 10,000 reports.

EMS Assessment #08-06-02 (DTS) $0

This task provided funds for DTS to conduct an assessment of Illinois' emergency medical services programs. No activity occurred in this task.

Section 406

Imaging Enhancement (SOS) #08-16-01 $220,400

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 2008 show that the number of crash reports entered to SOS's driving record database was 51,857, while the number of crash certificates processed for potential license sanctioning was 3,963.

Data Analysis (IDPH) #08-16-02 $87,100

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 2008:

- **Traffic Crash Database** – 12 years of data: 1994-2005 with one year (2006) pending, 4,766,048 crashes with 408,851 pending upload, 10,866,058 road user records with 960,763 pending upload.
- **Mortality Database** – 11 years of data: 1994-2004 with one year (2005) pending upload, 1,159,924 death records with 103,654 pending upload.
- **Hospital Discharge Database** – 13 years of data: 1994-2006. 20,653,720 discharge records.
- **Trauma Registry Database** – 10 years of data: 1994-2003 with 2 years (2004-2005) pending upload, 421,193 trauma admission records with 88,250 pending upload.

Section 408

IBM Consultants (DTS) #08-18-01 $709,263

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.

NEMSIS (IDPH) #08-18-02 $150,000

This task provided funds for the Illinois Department of Public Health to attain NEMSIS compliance for the 67 required data elements and XML Standard exporting capability. No activity occurred.

Vital Records (IDPH) #08-18-03 $50,000

This task provided funds for the Illinois Department of Public Health to update birth data base so it may be used by DTS and the Office of the Secretary of State to electronically verify Illinois birth records used to obtain drivers licenses. No activity occurred in this task.

Discharge Data (IDPH) #08-18-04 $50,000

This task provided funds for the Illinois Department of Public Health to enhance the existing health care data collection system by adding new data elements and services to the submission requirements. No activity occurred in this task.

Mobile Incident-Electronic Citation (ISP) #08-18-05 $100,000

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. No activity occurred in this task.

Section 1906

Racial Profiling Study (Local) #08-23-01 $109,127

This task provided funds for Northwestern University to develop a Racial Profiling Data Collection and Analysis study. IDOT received data from 939 law enforcement agencies who reported 2,450,986 traffic stops for the year 2007. There were 96 agencies that either did not make any stops or failed to provide their data to IDOT.

Police Traffic Services

2008 Overview

DTS plans to achieve 91 percent safety belt compliance through a combination of high-visibility enforcement and increased public outreach. In 2008, over 500 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 increase the number of law enforcement agencies participating in Click It or Ticket in 2009. 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.

The heart of Illinois' fight against impaired driving continues to be strong enforcement of DUI laws. IDOT supports impaired driving law enforcement activities throughout the state funding high-visibility, "You Drink & Drive. You Lose." impaired driving enforcement crackdowns a minimum of four times in 2008. Officer hire-back grant dollars are given to local and state law enforcement agencies to increase patrols during these crackdowns and throughout the year. Each crackdown was supported by a statewide paid and earned media effort with funding of radio and TV airtime being purchased to maximize the deterrent effect of the enforcement on the roads. 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 believes 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 encourages 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 2008, 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, Great Lakes Region* and United States

	ILLINOIS		GREAT LAKES REGION		NATIONAL	
	No.	%	No.	%	No.	%
2008 Safety Belt Usage Rate	NA	90.5	NA	87.9	NA	83.0

*Great Lakes Region includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin

Project Summaries

Law Enforcement Liaison (LEL) Program #08-02-08 & #08-03-04 $1,332,346

This task provided funds to implement and maintain the Law Enforcement Liaison (LEL) program in Illinois. In FY 2008, the LEL team prepared to transition from Eastern Illinois University to the University of Illinois at Springfield. The program staff consists of one LEL Coordinator, seven LEL's, one clerical supervisor, 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 a three- day alcohol conference specific to the new BAIID law in Illinois. 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 2008: managed 227 year-long, local law enforcement agency highway safety projects and 169 mini-grants focusing on specific campaigns, managed ten year-long state agency highway safety enforcement projects, continued the highly successful May 2007 CIOT Mobilization Incentive Program to increase safety belt compliance in Illinois, assisted with a new innovative Teen Safe Driving Program funded in part by Ford Motor Company and Allstate Insurance Company held throughout Illinois, attended the Great Lakes Region LEL conference in Holland Michigan and the National Lifesavers Conference in Portland, Oregon in April 2008, 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 254 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.

Mobilization Luncheons (DTS) #08-02-17 $8,000

This task provided funds for the DTS to conduct two impaired driving awards banquets on February 26, 2008 in Rosemont and February 28, 2008 in Springfield. DTS held two CIOT awards banquets on July 29, 2008 in Rosemont and July 31, 2008 in Springfield. These banquets were held to honor those law enforcement agencies that participated in the YD&DYL and CIOT mobilizations and reported their results to IDOT. During the banquet, equipment was distributed at a random drawing.

Mobilization Equipment (DTS) #08-02-18 $140,000

This task provided funds for DTS to purchase equipment for law enforcement departments who participated in the May 2007 Click It or Ticket mobilization. DTS purchased police radar units, streamlight stinger, stinger traffic wand, speed trailers and message board signs were awarded to local law enforcement agencies.

Occupant Protection Enforcement Zones (OPEZ) (Local) #08-02-21 $74,050

This task provided funds for 11 local police departments to conduct an occupant protection enforcement zone (OPEZ). OPEZ's are highly-visible enforcement of occupant restraint laws during the national and state mobilizations. The preliminary results for the OPEZ's resulted in 2,924 safety belt, 68 speeding, 110 child safety seat and 70 DUI citations being issued.
The FY 2008 OPEZ agencies were:

Alton Police Department
Metropolis Police Department
Calhoun County Sheriff's Department
Orland Park Police Department
Chicago Police Department
Park Ridge Police Department
Elgin Police Department
Summit Police Department
Franklin Park Police Department
Williamson Police Department
Joliet Police Department

Driving Under the Influence Enforcement (DUIE) #08-03-02 $659,000

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. ISP officers worked a total of 8,621.5 DUIE hireback hours which they issued 10,580 citations and warnings and made 1,048 arrests for DUI, drug/alcohol-related and zero tolerance offenses and 862 occupant restraint citations. ISP conducted a total of 326 roadside safety checks during FY 2008.

Anti-Drunk Driving Enforcement Project (ADDEP) #08-03-05 $179,400

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 2008, SOS Police conducted 2,093 patrol hours, issued a total of 1,569 citations, 382 DUI/alcohol-related citations and 384 safety belt citations.

Police Traffic Training (ILETSB) #08-04-01 $100,000

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 2008, the ILETSB conducted 16 training courses training 276 local law enforcement officers.

Speed Patrols Enforcing and Educating Drivers (SPEED) (ISP) #08-04-02 $584,800

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 2008, ISP conducted 7,544 hours of speed enforcement details, ISP issued 9,850 speeding citations, 947 speeding warnings and issued a total of 12,527 citations. ISP issued 49 media releases announcing the SPEED details along with providing the public with enforcement statistics.

Traffic Law Enforcement Projects (TLEP) #08-04-04 $859,928

This task provided funds for nine local law enforcement agencies 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 2008 TLEP projects resulted in a total of 21,022 citations; 7,102 occupant restraint violations; 7,685 speeding violations; 20,826 vehicles stopped and 14,375 hours of patrol.

The FY 2008 TLEP projects were:

DeKalb Police Department
Springfield Police Department
Hoffman Estate's Police Department
Stephenson County Sheriff's Department
Lincolnwood Police Department
Wheeling Police Department
Peoria Police Department
Winnebago County Sheriff's Department
Skokie Police Department

Special Traffic Enforcement Project (sTEP) #08-04-05 and #08-17-10 $883,400

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 2008, ISP worked 11,906 enforcement hours and issued a total of 18,815 citations and 5,555 written warnings. Officers issued 11,930 speeding citations, 4,086 safety belt citations and 58 child restraint citations. ISP issued 3,250 media releases, conducted 112 radio interviews, 135 television interviews and 121 interviews for print during FY 2008.

Illinois Traffic Safety Awards (Local) #08-04-07 $131,460

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 25-27, 2008 and were then forwarded to Washington, D.C. to the International Association of Chiefs of Police for consideration in the National Chiefs Challenge. After the national judging was completed, Buffalo Grove Police Department won the National Challenge - a 2009 Ford Expedition. The Illinois Traffic Safety Awards program recognized 34 police departments awarding the following: six radars, two digital squad car video system, 11 lidar units, nine ticket boards, three CMI PBT, one Falcon radar unit, two remote area lighting system, one passive alcohol sniffer, one speed trailer, one traffic safety trailer and one squad car.

Speed Traffic Accident Reduction (STAR) (SOS) #08-04-08 $125,100

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 2008, the SOS Police issued 1,599 total citations, 1,101 speeding citations and 233 safety belt citations. SOS Police concentrated their enforcement in IDOT's 23-county breakdown.

Occupant Restraint Enforcement Project (OREP) #08-19-01 $1,302,900

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 2008, a total of 30,219 citations, 9,678 written warnings, 23,999 safety belt citations, 790 speeding citation and 341 child restraint citations were issued. ISP Troopers worked 11,668 saturation enforcement hours, 5,918.5 Safety Belt Enforcement Zone (SBEZ) detail hours and dedicated 1,361 hours to child safety seat inspection details.

Speed Enforcement Project (Local) #08-19-02 $1,862,070

This task provided funds for 57 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 48,485 speeding, 1,786 safety belt, 66 DUI's, 148 child safety seat citations being issued and 55,531 total vehicles being stopped. The average motorists contact rate was 29.1 minutes. State funds were used to fund the 57 SEP projects.

Mobilization Enforcement (Local) #08-19-06 $970,950

This task provided funds for local police departments to conduct enhanced enforcement details during the national Click It or Ticket mobilization. The Click It or Ticket mobilization conducted May 16–June 1, 2008 resulted in 56,250 citations, 35,313 (62.8%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 58.4 minutes throughout the May campaigns. A total of 18,928 patrol hours logged by 128 local departments and ISP and 29,499 citations were issued during the Thanksgiving campaign from November 5 to December 9, 2007. An evaluation of DTS's mobilization activities begins on page 44.

Section 410

Operation Straight ID (OPSID) #08-13-02 $96,000

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 2008, SOS Police taught 129 Operation Straight ID (OPSID) classes training 2,389 participants. The Cops in Shops details conducted 382.5 hours of patrol, issued 148 citations and 67 DUI/alcohol-related citations.

Mobilization Enforcement (Local) #08-13-04 $783,990

This task provided funds for local police departments to conduct enhanced enforcement details during the Labor Day, You Drink & Drive. You Lose. National mobilization. The National Labor Day Crackdown conducted August 25 – September 7, 2008 resulted in 31,625 citations and 616 DUI citations were issued. An evaluation of DTS's mobilization activities begins on page 51.

Specialized Alcohol Training (ILETSB) #08-13-06 $150,000

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 2008, the ILETSB conducted 59 training courses training 1,143 local law enforcement officers.

Roadside Safety Checkpoints (Local) #08-13-07 $326,311

This task provided funds for 13 local law enforcement agencies to conduct a roadside safety checkpoint (RSC) projects. During FY 2008, the 13 local law enforcement agencies conducted 51 RSC's. The RSC's resulted in 181 driving under the influence arrests, 50 alcohol-related violations, 108 occupant restraint offenses, 135 safety belt violations and 350 driver's license offenses.

The FY 2008 RSC's projects were:

Alton Police Department
Mendota Police Department
Bartlett Police Department
Orland Park Police Department
Braidwood Police Department
Ottawa Police Department
Chicago Police Department
Richmond Police Department
Evanston Police Department
Rockford Police Department
Ford County Sheriff's Department
Rolling Meadows Police Department
La Grange Police Department

Mini-Alcohol Program (MAP) (Local) #08-13-08 $627,600

This task provided funds for 28 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 2008 MAP projects are: 28 local law enforcement agencies conducted a total of 8,690.8 hours of patrol; an average of 1,086.3 hours per campaign resulting in 9,564 vehicles stopped during these campaigns. There were 2,609 speeding, 776 DUI and 680 safety belt citations were issued during the campaigns. The 28 MAP projects generated 17,135 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 2008.

The FY 2008 MAP projects were:

Alton Police Department
Lake Zurich Police Department
Bartlett Police Department
Metropolis Police Department
Belleville Police Department
Morton Police Department
Carbondale Police Department
New Lenox Police Department
Carpentersville Police Department
Palatine Police Department
Clarendon Hills Police Department
Palos Heights Police Department
Creve Coeur Police Department
Pulaski County Sheriff's Department
Downers Grove Police Department
Roselle Police Department
Edwardsville Police Department
SIU Carbondale Police Department
Elmhurst Police Department
St. Charles Police Department
Glendale Heights Police Department
Streamwood Police Department
Granite City Police Department
Troy Police Department
Hinsdale Police Department
Villa Park Police Department
Lake in the Hills Police Department
Williamson County Sheriff's Department

Local Alcohol Program (LAP) (Local) #08-13-12 & #08-99-04 (Local) $462,964

This task provided funds for 11 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 2008 LAP projects are: issued 15,642 citations, 1,013 occupant restraint violations, 1,828 alcohol-related citations, 1,360 DUI's, conducted 9,885.25 hours of patrol and stopped a total of 6,357 vehicles.

The FY 2008 LAP projects were:

Buffalo Grove Police Department
Sangamon County Regional Superintendent
Chicago Heights Police Department
Sangamon County Sheriff's Department
Chicago Police Department
Skokie Police Department
Elgin Police Department
St. Clair County Sheriff's Department
Lombard Police Department
Will County Sheriff's Department
Macon County Sheriff's Department

Alcohol Countermeasures Enforcement (ACE) (ISP) #08-13-17 $1,278,800

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 2008, ISP surveyed a total of 2,347 establishments and 409 sold alcohol to a minor. ISP Troopers issued 19,488 citations and warnings and made 1,649 DUI or drug/alcohol-related arrests in FY 2008.

Section 406

Alcohol Countermeasures (IDNR) #08-16-03 $326,311

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 conducted 161 enforcement details, issuing 498 citations, 902 warnings and conducting 1,083.5 hours of patrol.

Integrated Mini-Grant Enforcement Program (IMAGE) #08-16-04 $2,054,601

This task provided funds for 64 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 2008 IMaGE projects total 31,019.8 patrol hours; a total of 49,115 vehicles were stopped during these campaigns with a vehicle contact of one for every 37.9 minutes; there were 10,536 speeding citations issued during the five enforcement periods; there were 30,529 safety belt citations; a total of 1,035 child safety seat citations; and 110 DUI citations were issued during the enforcement campaigns. The 64 IMaGE projects generated 19,067 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 2008.

The FY 2008 IMaGE projects were:

Alorton Police Department
Metamora Police Department
Alton Police Department
Midlothian Police Department
Arlington Heights Police Department
Millstadt Police Department
Barrington-Inverness Police Department
Minooka Police Department
Bartonville Police Department
Monmouth Police Department
Belleville Police Department
New Athens Police Department
Berwyn Police Department
Northbrook Police Department
Blue Island Police Department
Oak Forest Police Department
Bradley Police Department
Oak Lawn Police Department
Brookfield Police Department
O'Fallon Police Department
Burnham Police Department
Orland Park Police Department
Calumet City Police Department
Oswego Police Department
Carol Stream Police Department
Palatine Police Department
Collinsville Police Department
Park Ridge Police Department
Columbia Police Department
Pekin Police Department
East Moline Police Department
Peoria County Sheriff's Department
East Peoria Police Department
Peoria Police Department
Evanston Police Department
Quincy Police Department
Fairmont Police Department
Riverdale Police Department
Flossmoor Police Department
Riverside Police Department
Grayslake Police Department
Rolling Meadows Police Department
Hickory Hills Police Department
Schaumburg Police Department
Hinsdale Police Department
Stephenson County Sheriff's Department
Homewood Police Department
Streator Police Department
Joliet Police Department
Tinley Park Police Department
Justice Police Department
West Chicago Police Department
Kendall County Sheriff's Department
Westmont Police Department
Madison Police Department
Wheaton Police Department
Markham Police Department
Willowbrook Police Department
Matteson Police Department
Winnetka Police Department
Maywood Police Department
Wonder Lake Police Department
McHenry County Sheriff's Department
Woodridge Police Department

Motorcycle Patrol Unit (ISP) #08-16-05 $320,400

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 2008, the motorcycle patrol unit issued 41,000 citations, 32,452 speed citations, 21 DUI citations and 4,393 safety belt citations. ISP conducted three media events in Springfield, Collinsville and Chicago to promote Motorcycle Awareness Month in May 2008.

Local Highway Safety Programs

1. **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.

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

3. **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.

4. **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.

5. **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.

6. **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.

7. **Mini-Mobilization Program** is designed to provide funds for local police departments to conduct enhanced enforcement details during specific impaired driving and occupant protection state and national mobilizations.

8. **Mobile Crash Reporting System** (MCR) is to encourage additional law enforcement agencies to adopt the MCR system and thus increase public safety.

9. **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.

10. **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.

11. **Occupant Protection Enforcement Zone Program** (OPEZ) is to reduce the incidence of motor vehicle crashes, and the resulting injuries and fatalities, through increased highly-visible enforcement of occupant restraint laws during the national and state mobilizations.

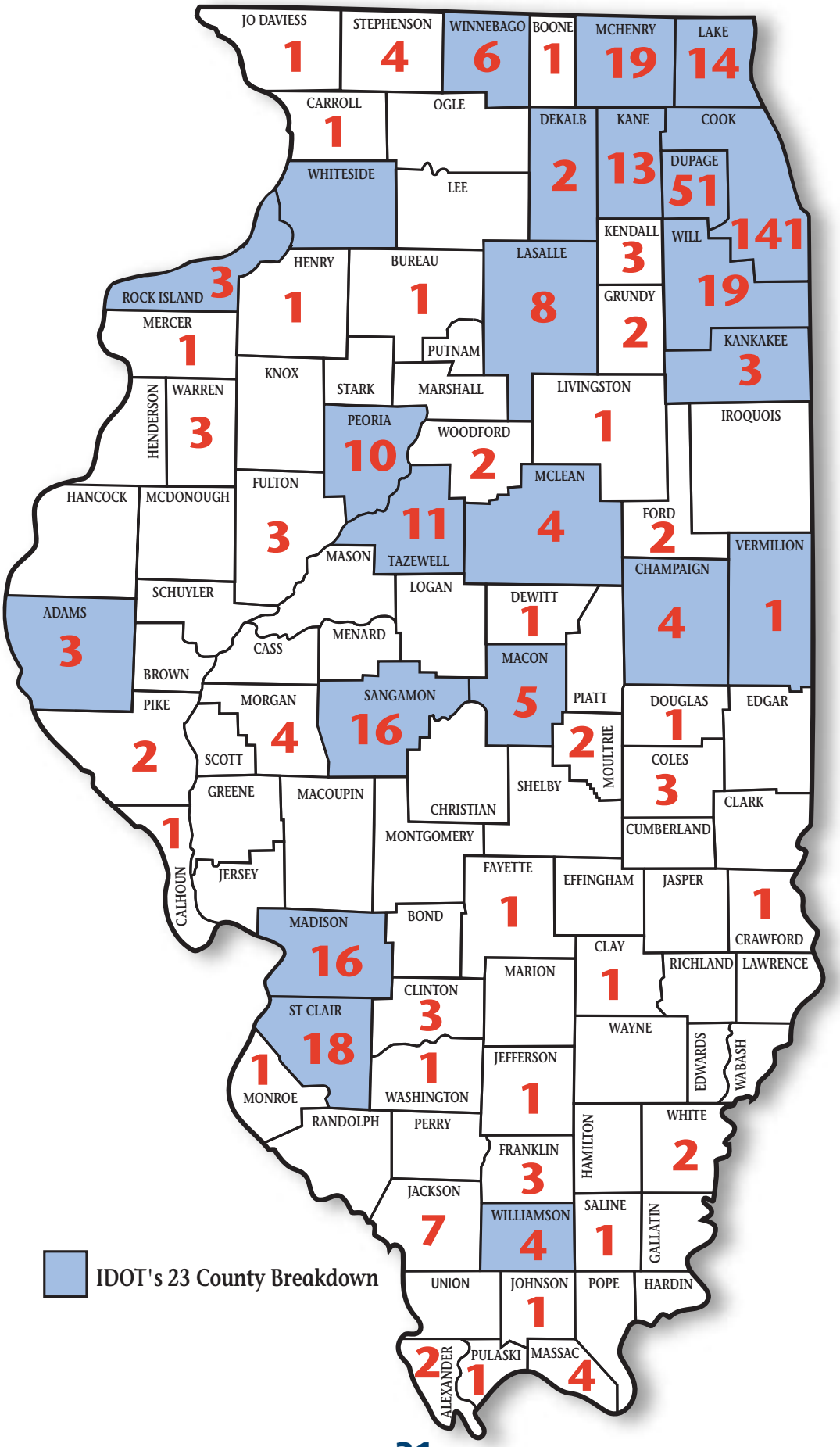
12. **Pedestrian and Bicycle Safety Program** is designed to aid public agencies in funding cost-effective projects that improve pedestrian and bicycle safety through education and enforcement.

13. **Roadside Safety Checkpoints** (RSC) is to provide local law enforcement departments the opportunity to staff roadside safety checks under the direction of the Illinois State Police.

14. **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.

15. **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 30 for the appropriate acronyms for local projects.

Adams
1 IMaGE Project
2 Mini Mobilizations

Alexander
1 SEP
1 Mini Mobilization Project

Boone
1 Mini Mobilization Project

Bureau
1 MCR Project

Calhoun
1 OPEZ Project

Carroll
1 Mini Mobilization Project

Champaign
1 CPS Project
1 Injury Prevention Project
1 Mini Mobilization Project
1 SEP

Clay
1 Mini Mobilization Project

Clinton
1 MCR Project
1 Mini Mobilization Project
1 SEP

Coles
1 Law Enforcement Liaison Program
1 MCR Project
1 Mini Mobilization

Cook
1 Awards Project
2 Bicycle/Pedestrian Projects
4 CMV Projects
4 CPS Projects
28 IMaGE Projects
6 Injury Prevention Projects
5 LAP Projects
6 MAP Projects
6 MCR Projects
51 Mini Mobilization

Projects
3 OPEZ Projects
1 OPRC Project
6 RSC Projects
1 Racial Profiling Project
13 SEP Projects
4 TLEP Projects

Crawford
1 MCR Project

DeKalb
1 Mini Mobilization Project
1 TLEP

DeWitt
1 CPS Project

Douglas
1 Mini Mobilization Project

DuPage
4 Bicycle/Pedestrian Projects
2 CPS Projects
6 IMaGE Projects
3 Injury Prevention Projects
1 LAP Project
6 MAP Projects
8 MCR Projects
14 Mini Mobilization Projects
1 OPRS Project
6 SEP Projects

Fayette
1 OPEZ Project

Ford
2 Mini Mobilization Projects

Franklin
3 Mini Mobilization Projects

Fulton
1 MCR Project
2 Mini Mobilization Projects

Grundy
1 IMaGE Project
1 MCR Project

Henry
1 Mini Mobilization Project

Jackson
1 CPS Project
2 MAP Projects
1 MCR Project
2 Mini Mobilization Projects
1 OPRC Project

Jefferson
1 Injury Prevention Project

JoDaviess
1 Mini Mobilization Project

Johnson
1 Mini Mobilization Project

Kane
1 CMV Project
1 MAP Project
1 MCR Project
9 Mini Mobilization Projects
1 SEP Project

Kankakee
1 IMaGE Project
2 Mini Mobilization Projects

Kendall
2 IMaGE Projects
1 SEP Project

Lake
1 IMaGE Project
1 MAP Project
1 MCR Project
10 Mini Mobilization Projects
1 RSC Project

LaSalle
1 IMaGE Project
6 Mini Mobilization Projects
1 RSC Project

Livingston
1 MCR Project

Macon
1 LAP Project
3 Mini Mobilization Projects
1 SEP Project

Madison
3 IMaGE Projects
4 MAP Projects
3 MCR Projects
1 Mini Mobilization Project
5 SEP Projects

Massac
1 MAP Project
1 Mini Mobilization Project
1OPEZ project
1 SEP Project

McHenry
1 CPS Project
1 CMV Project
2 IMaGE Projects
1 MAP Project
1 MCR Project
12 Mini Mobilization Projects
1 SEP Project

McLean
4 Mini Mobilization Projects
1 OPRC Project

Mercer
1 Mini Mobilization Project

Monroe
1 IMaGE Project

Morgan
4 MCR Projects

Moultrie
2 Mini Mobilization Projects

Peoria
1 IMaGE Project
2 Injury Prevention Projects
2 Mini Mobilization Projects
1 OPRC Project
1 RCS Project
3 SEP Projects

Pike
2 MCR Projects

Pulaski
1 MAP Project

Rock Island
1 IMaGE Project
1 Mini Mobilization Project
1 SEP Project

Saline
1 Mini Mobilization Project

Sangamon
5 Injury Prevention Projects
2 LAP Projects
1MCR Project
6 Mini Mobilization Projects
1 SEP Project
1 TLEP Project

St. Clair
5 Injury prevention Projects
2 LAP Projects
1 MCR Project
6 Mini Mobilization Projects
1 SEP Project
1 TLEP Project
2 Traffic Records Projects

Stephenson
1 IMaGE Project
1 MCR Project
1 Mini Mobilization Project
1TLEP Project

Tazewell
1 IMaGE Project
1 Injury Prevention Project
2 MAP Projects
1 MCR Project
3 Mini Mobilization Projects
3 SEP Projects

Vermillion
1 SEP Project

Warren
1 IMaGE Project
1 Mini Mobilization Project
1 SEP Project

Washington
1 Mini Mobilization Project

White
1 MCR Project
1 OPRC Project

Will
1 CMV Project
1 IMaGE Project
1 LAP Project
1 MAP Project
1 MCR Project
9 Mini Mobilization Projects
1 OPEZ Project
4 SEP Projects

Williamson
1 Comprehensive Traffic Safety Program
1 MAP Project
1 Mini Mobilization Project
1 SEP Project

Winnebago
1 CMV Project
1 Motorcycle Safety Awareness Project
1 OPRC Project
1 RSC Project
1 SEP Projects
1 TLEP Project

Woodford
1 IMaGE Project
1 SEP Project

State Agency Projects - Statewide Emphasis

Illinois Department of Public Health
- Data Analysis Program
- Verification of Vital Events
- Discharge Data Expansion
- Pre-hospital Run Report Data Project

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

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
- Distracted Driving
- Operation Straight ID
- Keep Kids in Safe Seats
- Click It or Ticket
- Bicycle/Pedestrian Safety

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.

- Girls High School Basketball Tournaments – Illinois State University – February 2008.
- March Madness High School Boys Basketball Tournaments – Peoria – March 2008.
- St. Patrick's Day Parade – DTS float and DTS staff walked the parade distributing impaired driving materials - Springfield, Illinois.
- Greater Peoria Auto Show – April 2008.
- Hot Rod Nationals – May 2008 – Springfield, Illinois.
- Springfield TT Motorcycle Races – Springfield Mile – Motorcycle outreach at Illinois State Fairgrounds – Memorial Day weekend.
- Minor League ball parks throughout Illinois – DTS participated at the following parks:
    - Joliet Jackhammers – June 24, 2008
    - Gateway Grizzlies – June 26, 2008
    - Kane County Cougars – July 16, 2008
    - Peoria Chiefs – July 17, 2008
    - Rockford Riverhawks – July 19, 2008
    - Springfield Sliders – July 24, 2008

Illinois and DuQuoin State Fairs

Each day during the 2008 Springfield and DuQuoin State Fairs, the DTS tent was dedicated to a specific IDOT/DTS program. This year's celebrated programs were: School Bus Safety day, Motorcycle Safety day, Occupant Protection day, Bicycle Safety day, Impaired Driving Safety day, Teen Driving Safety day, Crash data/MCR day, Speed/Distracted Driving day and Motor Carrier Safety days.

Traffic Safety Partner

On December 23, 2007, the Division of Traffic Safety, in partnership with the Chicago Police Department, the Illinois Liquor Control Commission, the TEAM Coalition, the National Football League (NFL) and the Chicago Bears football team collaborated on an educational booth promoting the use of a designated driver and the importance of buckling up. Prior to kick-off, representatives from this great partnership gathered on the fifty yard line to recognize the Chicago Bears for having one of the top five "designated driver" programs in the NFL.

Partnership with NASCAR

Governor Rod R. Blagojevich officially welcomed NASCAR to the Chicagoland Speedway in Joliet in July 2008. The Governor was joined by NASCAR driver Carl Edwards in urging race fans to participate in the state's, first of its kind, traffic safety partnership with NASCAR, in which race fans took a pledge to "Buckle Up, Every Trip, Every Time" and designate a sober driver before the festivities.

This year's races in Joliet featured a groundbreaking traffic safety partnership between NASCAR, the Chicagoland Speedway and the Illinois Department of Transportation's (IDOT) Division of Traffic Safety. Illinois is the first state to formally pilot such a program with NASCAR. Race fans were invited to visit any one of the four IDOT display booths at Champions' Park and sign the Buckle Up America pledge to "Buckle Up, Every Trip, Every Time." Fans age 21 and older were invited to sign the Friends pledge: "I will plan ahead and designate a sober driver BEFORE I celebrate."

Participants at the Champions' Park booths were given a commemorative photo, and were entered into a random drawing to win a VIP prize package, including a Chicagoland Track Pack.

The Buckle Up America Challenge weekend was kicked off in Frankfort, Illinois at an Office Depot Foundation backpack giveaway event at the local Office Depot. Carl Edwards assisted the Foundation by donating 3,000 backpacks to local organizations in the greater Chicagoland area. Traffic safety materials were included in the backpacks and hundreds of Edwards' fans joined him in signing the Buckle Up America pledge.

Along with Edwards, several other NASCAR drivers supported the Buckle Up America Challenge, including: Cale Gale, Kevin Harvick Inc., No.33 RoadLoans.com/Camping World Chevrolet; Clint Bowyer, Richard Childress Racing, No. 7 Jack Daniel's Chevrolet; Colin Braun, Roush Fenway Racing, No. 16 CitiFinancial Ford; David Ragan, Roush Fenway Racing, No. 6 AAA Ford; Erik Darnell, Roush Fenway Racing, No.99 Northern Tool Ford; Johnny Benson, Bill Davis Racing, No.23 Toyota Certified Used Vehicles Toyota; Kurt Busch, Penske Racing, No. 2 Miller Lite Dodge; Reed Sorenson, Chip Ganassi Racing, No. 41 Target Dodge and Travis Kvapil, Yates Racing, No. 28 Ford.

Gavin DeGraw, a J Records recording artist, who sang the national anthem at the LifeLock.com 400 NASCAR Sprint Cup Series Race, also supported the traffic safety effort.

College Student Outreach

DTS distributed information and safety promotional items at Illinois colleges to combat impaired driving and students driving unbuckled. DTS promotional activities were conducted at Joliet Junior College (JJC), University of Illinois at Champaign-Urbana (U of I), University of Illinois at Springfield (UIS) and Illinois State University (ISU). On the UIS campus, students obtained IDOT educational information and safety promotional items. They were urged to sign a pledge promising to always buckle up. By signing the pledge, students entered a drawing for an IDOT football with the message Complete The Pass, Give Your Keys To A Designated Driver! DTS also partnered with JJC to facilitate a Traffic Safety Game Show with prizes. Students who answered traffic safety questions correctly received DTS safety items. They were also urged to sign a pledge which automatically entered them into a drawing.

Child Passenger Safety Conference

The Illinois Department of Transportation (IDOT) held four regional Child Passenger Safety (CPS) Conferences in Springfield, Chicago, DeKalb and Mt. Vernon during FY 2008. The conferences were held to facilitate technicians and instructors to receive the required six continuing education units (CEUs) needed for national CPS re-certification. Technicians and instructors must complete this certification every two years and these CEUs are just one step in that process. The attendees received critical updates on new technologies affecting vehicles and child restraints. An important session reviewing possible misuse of lower anchors and tethers for children (LATCH) was extremely helpful. Vital information concerning child restraints in school buses was presented along with a very popular and useful "hands-on" session with the latest child restraints on the market.

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 20, 2008. Illinois held 92 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.

25th Anniversary of the Illinois Child Passenger Protection Act

The year 2008 marks the 25th Anniversary of the Illinois Child Passenger Protection (CPS) Act. The Illinois CPS Act was sponsored by Senator John Cullerton in 1983. In 1983, the law required every child up to age four to be secured in a child restraint. In 2003, Governor Rod R. Blagojevich signed a booster seat amendment to the CPS Act, which required child safety seat or booster seat usage up to age eight.

To celebrate the 25th Anniversary, and to kick off Child Passenger Safety Week 2008, IDOT/DTS, held a press event at the Chicago Fire Department Engine Company 108 on September 18, 2008. Speakers included: IDOT Secretary Milton Sees, AAA President Brad Roeber, Children's Memorial Hospital Pediatrician Dr. Karen Sheenhan, Chicago Fire Department, Governor's Deputy Chief of Staff Clayton Harris, Illinois Senator John Cullerton and Illinois Secretary of State Jesse White. Thelma Kuska, longtime CPS Instructor and NHTSA Region 5 Program Manager, presented a 25th Anniversary Award to Mrs. Pamela Cullerton. Mrs. Cullerton, a mother of five as well as a community activist, recognized the need to provide safety seats for all children, especially those at risk. Because of her encouragement, Senator Cullerton spearheaded the Illinois Child Passenger Protection Act.

Windshield Washing Project

As part of the Windshield Washing Project, during the weekends in May 2008, approximately 29 motorcycle organizations including 300 volunteers washed 1,691 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

In the spring of 2007, Operation Teen Safe Driving was launched in rural Tazewell County after automobile crashes took 15 teen lives in 15 consecutive months. Since Operation Teen Safe Driving was implemented in this county there have been no additional teen fatalities. After the success in rural Tazewell County, the Ford Motor Company Fund and the Governors Highway Safety Association agreed to team up, once again, with the IDOT/DTS, to take this lifesaving program statewide in 2008. Our mission was 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.

After many planning meetings and with the groundwork in place, IDOT/DTS held a fly-around to six locations across the state in November 2007. Helping announce this "first of its kind in the nation" program were Governor Rod R. Blagojevich, Secretary of State (SOS) Jesse White, Illinois Department of Transportation Secretary Milton Sees, Illinois State Police (ISP) Director Larry Trent, Illinois Liquor Control Commission Acting Director Lainie Krozel, as well as many other school and community agency representatives.

A total of 104 schools statewide were selected to participate in the Operation Teen Safe Driving program modeled after Ford'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. The Allstate Foundation made it possible for the top school in each region to receive $5,000 for an after-prom party and 104 schools around the state will receive funding for continuation of their Operation Teen Safe Driving programs.

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. 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 on-going. 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.

In the second half of 2008, DTS received considerable Illinois DUI arrest data from the Illinois Secretary of State's office. This data represents information never before used in Illinois' state program planning. DTS will utilize this new data in its future highway safety planning efforts.

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 as well as DTS public hearings held in various communities throughout the state, among others.

During FY 2009, DTS is pursuing the establishment of local law enforcement Traffic Task Force in one or two communities in Illinois. These task forces will include a local project director (local police or sheriff's department officer to administer the program), and will bring together many jurisdictions to better organize the high-visibility traffic enforcement in particular regions of the state. DTS envisions this effort to begin as a test pilot to evaluate effectiveness.

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 ITRCC, CODES projects and consistent efforts to bring more agencies into the Mobile Capture and Reporting crash records program.

As previously mentioned, DTS received considerable Illinois DUI arrest data from the Illinois Secretary of State's Office. This data represents information never before used in Illinois' state program planning. Included in this data is name, date, age, gender, location and adjudication of DUI arrests in Illinois. DTS will utilize this new data in its future highway safety planning efforts.

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. In the second half of 2008, education regarding Illinois' new ignition interlock law began in earnest and will continue throughout 2009. The Illinois Ignition Interlock Symposium, held in October 2008, was a good educational opportunity allowing the interlock message to get directly to Illinois law enforcement, judges and prosecutors.

In addition, DTS has numerous grants with goals to reach certain groups with an impaired driving, underage drinking and designated driver messages. Examples include: DTS funding of Students Against Destructive Decisions, 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 maintains a strong presence in Illinois schools with underage drinking programs. Previously mentioned programs like SADD, that focuses on the direct training of teens who then carry an underage drinking message to their peers; Think First, that delivers a strong underage drinking/decision making message to youth at assemblies throughout the state; CHOICE/RADD, that directly involves high schools in the metro east region as well as a local college BACCHUS group; and DTS' Operation Teen Safe Driving that funds 105 schools throughout the state to conduct their own community programs, of which underage drinking is a part.

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 will conduct a survey in Spring 2009 to see just how many communities have this requirement.

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 will become one of just six states 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. Illinois is hopeful this new law will produce reductions in impaired driving traffic crashes.

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.

3-C: Enforcement

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 has implemented, for the FY 2009 grant year, a requirement 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 works hard to organize statewide SFST training acting as the Illinois SFST coordinator. An additional Traffic Safety Resource Prosecutor has been hired and will assist with SFST training.

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, and that individual communicates with Illinois' prosecutors and is continuing to work on issues in this section. The addition of another TSRP will make this program even stronger in FY 2009.

In addition, IDOT is funding 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 will move to the forefront as the new ignition interlock law changes the landscape of summary suspensions in Illinois beginning in 2009.

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 in FY 2008 and will do so again in FY 2009. DTS is funding a DUI Court in Peoria County in FY 2009 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 is currently discussing 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

IDOT/DTS and its grant partners continue to make diagnosis and screening a priority. The DUI Risk Reduction Project, initiated through the Administrative Office of the Illinois Courts and IDOT/DTS, 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 University of Illinois at Springfield in FY 2008 and will do so again in FY 2009. DTS is also funding a DUI Court in Peoria County in FY 2009 giving it an opportunity to closely evaluate its effectiveness.

The University of Illinois at Springfield's 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.

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 in charge of the citation database.
2. Establish a statewide citation tracking system.
   Status: No activity to date. For the first time, from the Section 408 grant program, DTS provided funding for the Illinois State Police to develop a citation tracking proposal to identify all the appropriate data holders in the State. Limited activity occurred with this proposal in FY 2008.

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 2009.

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 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 2003 crash data to 2003 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.

Illinois Traffic Records Coordinating Committee (ITRCC)

1. Identify an "executive group" from the leadership of participating agencies within the ITRCC.
   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 2008 (July 1, 2007-June 30, 2008) was $3,528,000.
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 2008 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 2008. DTS also developed and purchased the following Don't Drink and Ride materials: bandanas, 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. DTS also held meetings on April 15, 2008 and November 20, 2008.
5. Continue to seek support for passage of a helmet law for all motorcycle operators and passengers.
   Status: DTS plans to introduce helmet legislation in the spring of 2009.
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.
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 2009.
8. Establish a protocol and timeline to conduct comprehensive annual program evaluations.
   Status: No activity to date.
9. Establish a five-year plan for program development that includes milestones to meet forecasted training demand.
   Status: DTS plans to significantly increase training over the next five years. In its first year (2008-2009), Illinois is projecting a 14.9 percent increase in training.
10. Design and implement a comprehensive impaired riding PI&E campaign.
    Status: In FY 2008 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 throughout the state. The banners were displayed from May through September 2008. DTS also developed and purchased the following Don't Drink and Ride materials: bandanas, key fobs and bumper stickers. DTS also ran over 18,000 spots on the Illinois Radio Network from may through September, 2008.
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 an 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.

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 participated at the Tourist Trophy Race in Peoria and the Springfield Mile Race by handing out promotional items in 2008.
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: While a dedicated SFST Coordinator position has not been established, the Traffic Safety Resource Prosecutor has undertaken many of the duties an SFST Coordinator would handle. As of November 2008, there is a second TSRP who also will be able to assist with these duties until a coordinator position is established.
2. Establish a multi-disciplinary group to serve in an advisory capacity to the state.
   Status: The beginnings of such a group has been established under a grant with the University of Illinois-Springfield, Institute for Legal and Policy Studies (ILAPS). With the Traffic Safety Resource Prosecutor, who monitors the grant, ILAPS has created and advisory board, consisting of prosecutors, law enforcement, the state breath testing unit, the Secretary of State and members of the judiciary. An initial meeting took place in September, where general training needs were addressed. The advisory group will meet again in 2009.
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, as of October 1, 2008, all participating alcohol enforcement grantees who received training prior to January 1, 2005, are required to attend either the NHTSA 24 hour SFST course or the new refresher course within two years of the grant date. In an effort to facilitate the additional required training, DTS has conducted four SFST "Train the Trainer" courses between January 2008 and November 2008. Statewide, over 100 law enforcement officers are now qualified to train in SFSTs.

   For many years, Illinois has had conflicting case law on whether the horizontal gaze nystagmus test is admissible in a DUI prosecution and for what purpose. This has resulted in much of the inconsistency that the evaluators commented upon. In November, 2007, the Illinois Supreme Court finally weighed in, requiring a full Frye Hearing to determine the admissibility of the HGN test. With the assistance of the TSRP, the hearing took place over the winter and spring in Peoria County Illinois. The trial court ruled that HGN does satisfy Frye and is admissible as a reliable indicator of impairment. In September, the case was sent back to the Illinois Supreme Court for final review. The Supreme Court has requested additional briefing on the issue. Based on the briefing schedule, it is hoped that a final decision will come from the Court in the spring. A final decision in this case that will serve the entire case will help bring consistency to the use of HGN in the field.

   Additionally, law enforcement can be encouraged to use HGN on a regular basis and to use it properly by having prosecutors knowledgeable in present that evidence, and judges who understand the scientific principles underlying the test. To that end, in December 2007, Dr. Karl Citek gave a ½ day presentation to prosecutors and ILAPS Annual Prosecutor DUI training. Dr. Citek also participated in a wet-lab with those prosecutors. DTS also required the grant-funded judicial training include a SFST session taught by a seasoned law enforcement officer. Plans for 2009 include the NTLC course, Protecting Lives/Saving Futures, which devotes a substantial session to HGN instruction. DTS will also be encouraging the Administrative Office of Illinois Courts to bring Dr. Karl Citek to present at their annual judicial DUI training.

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: The one-day refresher course was completed and submitted to the NHTSA region. The course is now being conducted throughout the state in satisfaction of the grant requirement. All teaching entities now 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 will be required to attend refresher training every two years. The TSRP 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 2009.

Evaluation of Fiscal Year 2008 Mobilizations

Introduction

Click It or Ticket (CIOT) and You Drink & Drive. You Lose. (YD&DYL) are highly-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

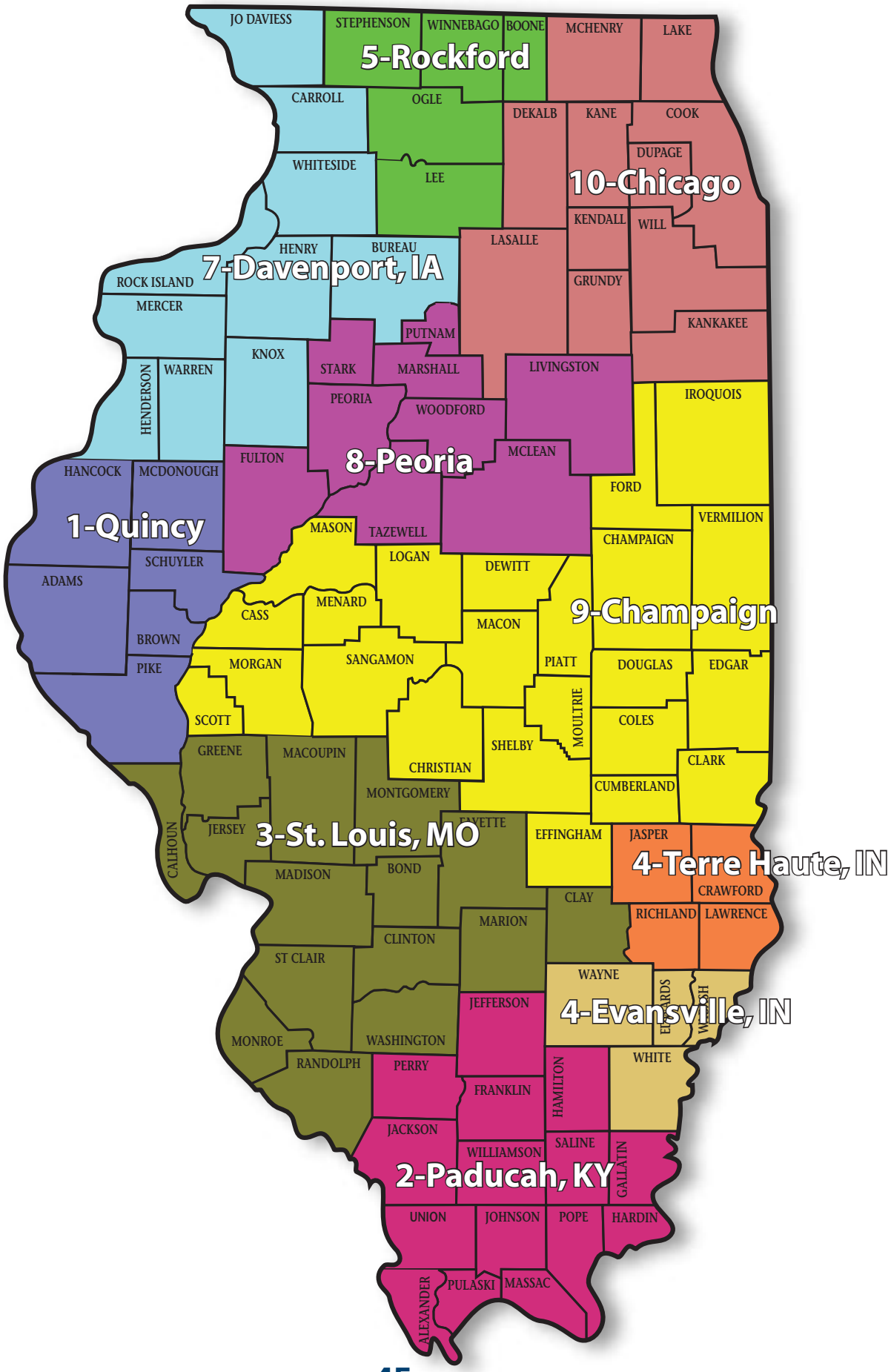
In FY 2008, the Division of Traffic Safety (DTS) conducted two major CIOT mobilizations and one major YD&DYL (impaired driving) mobilization. The first CIOT mobilization was conducted in November/December 2007 with a special focus on rural areas and two minority communities (African American and Hispanic) in the city of Chicago. The second CIOT mobilization was conducted in May/June 2008 and focused on rural areas. The YD&DYL mobilization was conducted in August/September 2008 with a special emphasis on impaired driving.

2007 Thanksgiving Campaign: November 5 – December 9, 2007

DTS conducted a CIOT campaign from November 5-December 9, 2007. 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.

[1]Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.
[2]The complete 2007 Thanksgiving CIOT report is available at http://www.dot.il.gov/trafficsafety/tsevaluation.htmll

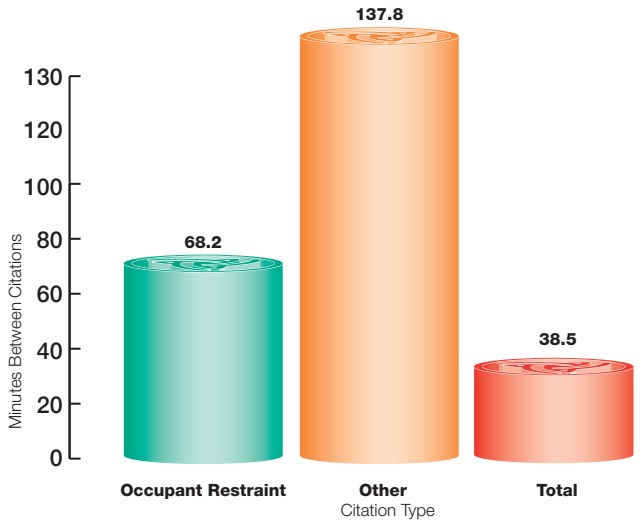
Rural Media Markets



ENFORCEMENT

A total of 18,928 patrol hours were logged by 128 local departments and ISP resulting in 29,499 being issued during the Thanksgiving campaign. One citation was written every 38.5 minutes of enforcement. Of the citations issued during enforcement, 16,655 (56.5%) were safety belt and child safety seat violations. One occupant restraint citation was issued every 68.2 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 2007 Thanksgiving Campaign in Illinois
(Total Patrol Hours=18,928 and Total Citations=29,499)



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 1,942 hours of enforcement issuing 3,569 citations, 2,153 (60.3%) of which were safety belt citations. Chicago police wrote an average of one safety belt citation every 32.6 minutes in the identified communities.

Rural Population

During the rural enforcement, 35 police agencies conducted a total of 4,895 patrol hours and issued 6,182 citations, an average of one citation every 47.5 minutes. Only 28.5 percent of the citations issued (1,761 citations) were safety belt violations. One safety belt citation was issued every 166.8 minutes.

EVALUATION

Observational pre- and post- safety belt surveys in Hispanic Communities indicated the safety belt usage rate increased from 77.1 percent during the pre-mobilization to 80.6 percent during the post-mobilization. In African-American Communities, the safety belt usage rate increased by more than six percentage points from 79.8 to 86.1 percent.

Observational survey results indicated that safety belt usage in pickup trucks and passenger cars observed in rural areas increased from 86.2 percent during the pre-mobilization to 88.7 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 32 percent in November to 37 percent in December.

May 2008 Click It or Ticket Campaign

April 28 - June 1, 2008

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May, 2008 with special emphasis on increasing safety belt usage among Illinois' rural population. The Illinois Rural Demonstration Project (RDP), a CIOT specifically designed to promote safety belt use in rural communities, was conducted from May 16 – June 1, 2008. Rural Illinois was again the focus of the statewide CIOT, which took place from May 16 – June 1. (See Figure 1 for a map of the rural media markets.) The Illinois State Police participated in both campaigns. CIOT activities began April 28 and concluded June 15, 2008. A timeline of CIOT activities appears in Table 1.

Table 1

Timeline of CIOT Activities

April 28 - May 11, 2008	Highly publicized strict enforcement of the safety belt laws began as well as earned media; Pre-CIOT safety belt observations and telephone surveys were conducted for the statewide campaign.
May 12 – May 25, 2008	Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
May 16 – June 1, 2008	Statewide CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
June 2 – June 15, 2008	Post statewide CIOT observational surveys were conducted; telephone public opinion surveys were conducted.

During the May mobilization campaigns, Illinois spent a total of $775,459 on paid media. A total of 18,590 television and 6,084 radio advertisements ran during the campaigns to promote ClOT. In addition to television and radio advertisements, advertising for the campaign was broadcast over selected internet sites with an estimated 14 million ad impressions (website hits with the CIOT banner).

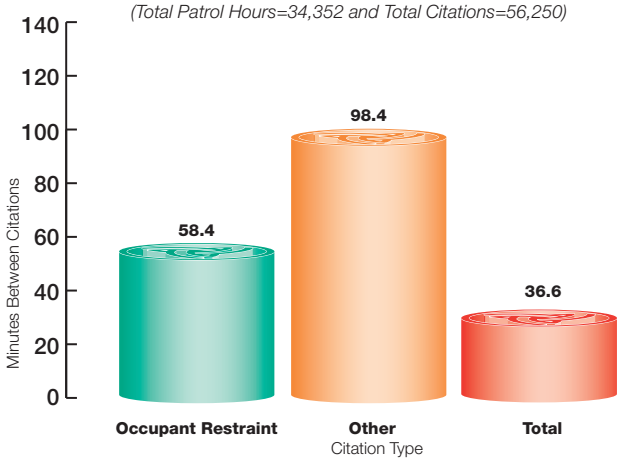
Four media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement.

Twenty-six 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 244 stories related to CIOT ran across the state. Throughout the campaign, 58 radio stories were aired; 167 print news stories ran; and 19 television news stories aired.

ENFORCEMENT

During statewide and rural CIOT campaigns, local law enforcement agencies and the ISP logged a total of 34,352 enforcement hours and wrote 56,250 citations, 35,313 (62.8%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 58.4 minutes throughout the May campaigns. Overall, one citation was written every 36.6 minutes of statewide and rural enforcement (see Figure 3). An additional 30,576 safety belt and child safety seat citations were written by incentive and earned enforcement agencies. Adding these citations to 56,250 citations resulted in 86,826 citations.

Figure 3
Total Minutes of Patrol Per Citation Type
During 2008 Statewide Click It or Ticket Campaign in Illinois
(Total Patrol Hours=34,352 and Total Citations=56,250)



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 36.6 minutes of enforcement, while the local agencies wrote one citation for every 36.7 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 8,423 (74.1%) were safety belt violations and child safety seat violations. For the local agencies, of the citations issued during enforcement, 26,890 (59.9%) 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 33,326 patrol hours and issued 54,484 citations during CIOT statewide and rural enforcements at a total cost of $1,800,901. On average, citations were written every 36.7 minutes during enforcement at a cost of $33.05 per citation, or $54.04 per patrol hour.

Sixty-six (66) mini-grantees issued one citation every 39.7 minutes. The cost per citation for these agencies was $25.81 and cost per patrol hour was $39.03. Sixty-one regular grantees issued one citation every 35.8 minutes. The cost per citation for these agencies was $31.30 and cost per patrol hour was $52.53. Fifty-one grantees with multiple grants issued one citation every 36.0 minutes of patrol. The cost per citation for these agencies was $33.22 and the cost per patrol hour was $55.37. The ISP issued one citation every 36.6 minutes. The cost per citation for the ISP was $40.01 and cost per patrol hour was $65.54.

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 2008. Of the total of 124,566 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 92.7 percent followed by Cook County, excluding the city of Chicago, at 90.4 percent. The downstate counties had a usage rate of 89.9 percent, while 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 93.6 percent followed by U.S./Illinois Highway travelers at 90.6 percent. Motorists traveling on residential streets had the lowest usage rate at 89.5 percent.

Of the total of 111,897 observations of drivers and passengers in cars (excluding pickup trucks), 91.6 percent were wearing safety belts. The safety belt usage rate for drivers was slightly higher than that for passengers (91.7 percent versus 90.9 percent).

A total of 12,669 pickup truck occupants were observed. Drivers had a slightly higher safety belt usage rate than passengers (84.0 percent versus 81.2 percent).

Overall, the safety belt usage rate among drivers and front seat passengers increased by 1.1 percentage points from the pre-mobilization survey to the post mobilization survey. The downstate counties had the highest increase in belt use of 6.9 percentage points. The collar counties had an increase in belt use of 1.1 percentage points. On the other hand, the city of Chicago and Cook County had decreases of 0.3 percentage point and 0.4 percent point respectively.

Safety belt use among front seat passenger car occupants increased 1.0 percentage point from 90.6 percent during the pre-mobilization to 91.6 percent during the post mobilization. The safety belt usage rate increased by 1.8 percentage points for pickup truck occupants from 81.7 percent during the pre-mobilization to 83.5 percent during the post-mobilization.

There were 6,083 vehicles observed during the rural pre-mobilization survey, of which, 4,655 were passenger cars and 1,428 were pickup trucks. During the rural post mobilization, there were 6,607 total vehicles observed, of which, 4,778 were passenger cars and 1,829 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 87.7 percent during the pre-mobilization to 90.9 percent during the post-mobilization.

Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate, followed by the Peoria, and Rockford media markets. The usage rate was the lowest in the Champaign media market. 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 more than 5 percentage points for the Rockford media market. Safety belt use in the St .Louis and Champaign media markets increased by 3 percentage points, where the usage rate in the Peoria media market only increased by 0.7 percentage point.

On residential roads, there was an increase from 86.3 percent during the pre-mobilization to 87.7 percent during the post-mobilization. On U.S./IL Highways, the safety belt usage rate increased from 88.3percent during the pre-mobilization to 92.4 percent during the post-mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 89.8 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 80.8 percent during the pre-mobilization to 87.5 percent during the post-mobilization resulting in a 6.7 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 around 80 percent, while the Champaign media market only had a usage rate of 64.1 percent. During the post-mobilization survey, the St. Louis media market had a safety belt usage rate of more than 95 percent. The Rockford and Peoria media markets had a safety belt usage rate of 88.1 percent and 84.4 respectively, while the Champaign media market had a usage rate of 65.5 percent.

During the pre-campaign survey, there were 11,967 observations during the day and 5,958 observations during the night. After the statewide campaign (media and enforcement) a total of 12,403 occupants observed during the day and 6,780 occupants observed during night.

Overall, during the pre- and post-campaign, nighttime usage rate was slightly lower than the daytime usage rate (88.1 percent at night versus 89.0 at day during pre-campaign and 90.9 at night versus 91.1 at day during post campaign), differences of 0.9 and 0.2 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. Contrary to expectations, during the pre-mobilization survey, passengers had a higher safety belt usage rate at night than during the day.

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

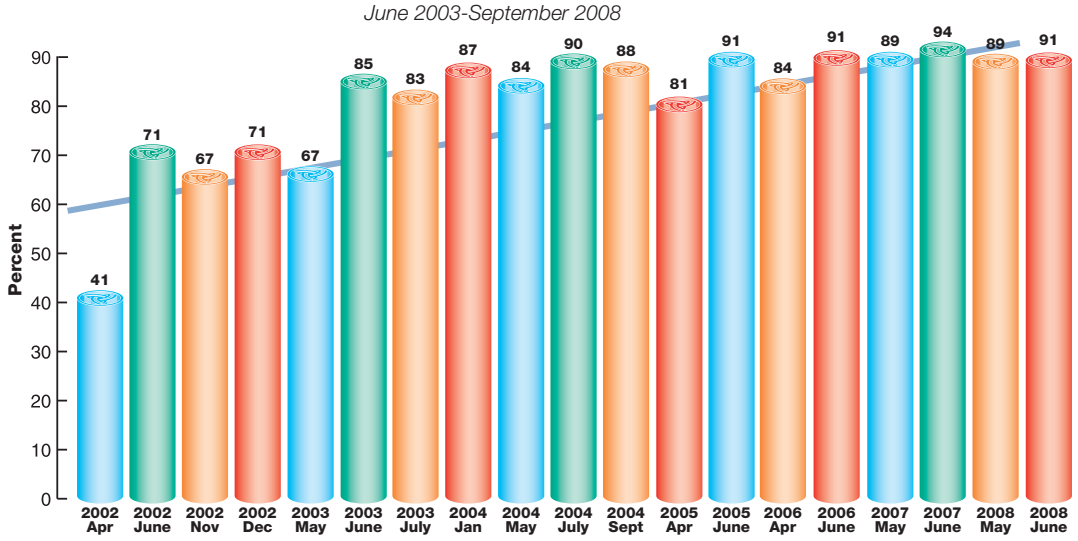
The percentage of people who indicated that, "in the past thirty days," they had "seen or heard any messages that encourage people to wear their safety belts" showed an increase from 56 percent in the May pre-test survey to 72 percent at the time of the June post-test survey.

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 May to 25 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 (74%) and television (63%). Newspapers accounted for 22 percent of exposure, followed by friends/relatives (17%).

The Click It or Ticket slogan had an awareness level of 89.0 percent in May and rose to 90.7 percent in June (see Figure 4). Regional awareness of the slogan differed from 90 percent in the Chicago area, to 91 percent in the downstate area, to 92 percent in the targeted rural communities.

Figure 4
Awareness of the You Drink & Drive. You Lose. Slogan
June 2003-September 2008



Awareness of special police efforts to ticket for safety belt violations. The percent of respondents who indicated that, "in the past thirty days," they had "seen or heard of any special effort by police to ticket drivers in [their] community for safety belt violations" increased from 18 percent in May to about 33 percent in June.

Individuals aware of special safety belt enforcement report hearing about it via television (36%) and radio and newspapers (31% and 31%, respectively). One quarter of those surveyed (24%) 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 35 percent in May to 41 percent in June. About 29 percent of downstate residents and 37 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 increased statewide from May to June from 42 percent to 43 percent, while those who believed getting a ticket was "somewhat likely" rose from 68 percent in May to 70 percent in June.

2008 Labor Day You Drink & Drive. You Lose. Campaign
August 1 - September 24, 2008

Earned Media

IDOT/DTS held four press conferences (Chicago, Belleville Metro East), Springfield, and Rockford) throughout the state on August 18, 2008. 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.
Chicago	76	24	2	366	31	517	28	5	17
Metro East	12	3	3	12	3	2	0	18	4
Springfield/ Champaign	3	2	2	8	3	123	0	9	0
Rockford	0	0	1	0	0	0	0	7	0
Media Markets which did not conduct a YDDYL Press Conference	27	7	3	13	12	2031	2	31	3
TOTAL	118	36	11	399	49	2673	30	320	24

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 DTS's Labor Day campaign reported 118 print stories, 36 radio stories, and 11 TV news stories were generated as a result of the CIOT 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 a 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 11 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 $792,357 on broadcast television, cable and radio to promote the National YD&DYL campaign beginning August 17 and ending August 31, 2008. 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
Chicago	$ 288,797.40	5,646	$299,407.50	2,226	$ 588,204.90	7,872
Davenport	$ 14,577.30	274	$ 10,096.20	471	$ 24,673.50	867
Peoria	$ 13,274.10	456	$ 12,499.20	682	$ 25,773.30	1,138
Springfield	$ 14,657.05	1,430	$ 16,843.50	1,331	$ 31,500.55	2,761
Rockford	$ 12,423.60	228	$ 9,558.00	639	$ 21,981.60	867
Metro East	$ 16,263.00	260	$ 15,493.50	305	$ 31,756.50	565
Total TV & Radio	$ 359,992.45	8,294	$ 363,897.90	5,654	$ 723,890.35	14070
Internet	N/A	N/A	N/A	N/A	$ 68,466.37	See Note*
Total	**N/A**	**N/A**	**N/A**	**N/A**	**$792,356.71**	**N/A**

*Note: Internet advertising was done through the following websites: Facebook, My Space, WKSC-Webpage, WFLD-Webpage, and Comcast.net. It was estimated that more than 15 million ad impressions (website hits with the CIOT banner) occurred during the CIOT campaign.

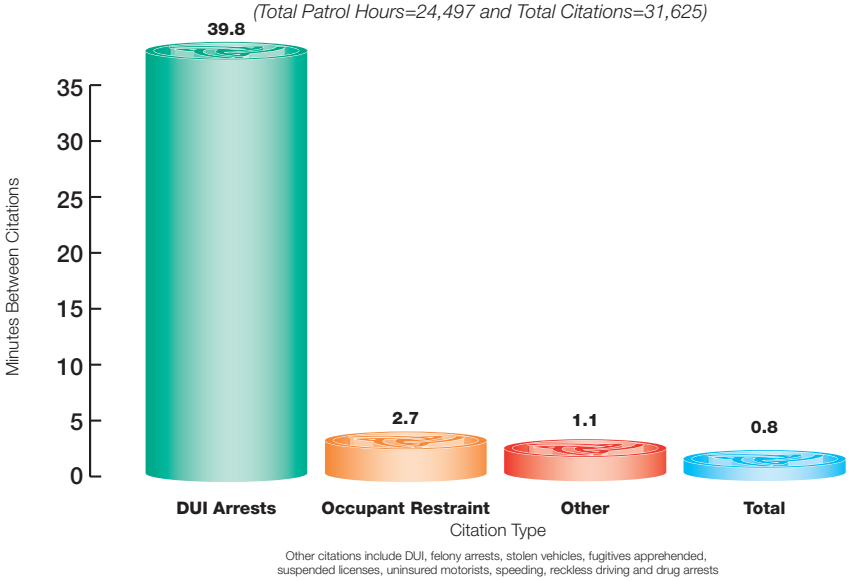
Enforcement

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 (158) local law enforcement agencies and all ISP districts participated in the 2008 Labor Day alcohol mobilization. There were additional 18 non-funded earned enforcement agencies which just submitted citation information. A total of 172 roadside safety checks and 774 saturation patrols were conducted during the August 25 to September 7, 2008 enforcement period. Local law enforcement and ISP logged a total of 24,497 patrol hours and issued 31,625 citations during the campaign. One citation was written every 46.5 minutes of enforcement. Local law enforcement and ISP issued a combined total of 616 DUI citations, an average of one DUI citation written every 39.8 patrol hours. A total of 8,956 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 2.7 patrol hours. Figure 5 depicts the number of hours of Labor Day YD&DYL patrol per citation by citation type.

Local Police Agencies

Local police agencies worked 21,894 hours on Labor Day alcohol enforcement, conducting 130 roadside safety checks and 730 saturation patrols. Figure 6 features a map identifying the number of agencies that conducted enforcement during the You Drink & Drive. You Lose. campaign by county. A total of 29,770 citations were written by local law enforcement agencies, or one citation was written every 44.1 minutes of enforcement. Four hundred ninety-two (492) DUI citations were issued, or one DUI citation, was written every 44.6 patrol hours. In addition, 8,647 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat, an average of one occupant protection citation every 2.5 patrol hours. Total estimated enforcement cost was $1,324,349.

Figure 5
Total Minutes of Patrol Per Citation Type During 2008 Labor Day Campaign in Illinois
(Total Patrol Hours=24,497 and Total Citations=31,625)



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

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," increased slightly from 66 percent in June to 71 percent in September. In May, it stood at 51 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 small increase in awareness from June to September (68% to 72%).

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 79% in September and 70% in June). In September, television was followed by billboards/bus signs (52%), then newspapers and radio (43%) and posters/bumper stickers (almost 40%). Friends/relatives (21%) followed and then came brochures/pamphlets (17%). In June, television was followed by billboards/bus signs (51%), then radio (44%), and posters/bumper stickers (42%). As above, friends/relatives (25%) followed and then came brochures/pamphlets (16%).

Awareness of selected traffic safety slogans

The questions respondents were asked about their awareness of 17 selected traffic safety "slogans," asked in a random order. Ten are related to drinking and driving, with nine 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 third in awareness level, at 80 percent. The only two slogans above this in awareness are "Click It or Ticket" (at 92%) and "Friends don't let friends drive drunk" (at 83%). And, the "You Drink & Drive. You Lose" slogan is far ahead of the slogan which ranks fourth in awareness.

Table 4

Slogans Awareness Levels in September 2008

Order	Slogan	Sept level
1	Click It or Ticket	92.2%
2	Friends don't let friends drive drunk	82.8%
3	You drink & drive. You lose.	79.5%
4	Drive smart. Drive sober.	57.4%
5	Police in Illinois arrest drunk drivers	50.1%
6	Buckle Up America	44.2%
7	Drive hammered, get nailed.	37.0%
8	Drunk driving. Over the limit. Under arrest	34.8%
9	Cells phones save lives. Pull over and report a drunken driver	29.8%
10	Drink and drive? Police in Illinois have your number	19.6%
11	Wanna drink and drive, police in Illinois will show you the bars	16.2%
12	Step away from your vehicle	14.5%
13	Children in back	12.9%
14	Smart motorists always respect trucks	6.2%
15	Checkpoint Strikeforce	6.1%
16	Operation A-B-C	3.8%

Further analyses for the "You Drink & Drive. You Lose" major campaign slogan. DTS focused on the major slogan in the recent 2008 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," slightly decreased from 77 percent in the May survey to 75 percent in the June, but awareness of this slogan increased to 80 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 May survey, it was about 3 percentage points behind the second-most recognized slogan, "Friends Don't Let Friends Drive Drunk." During the June survey it was 8 percentage points behind the "Friends Don't Let Friends Drive Drunk slogan," but, during the September survey it had drawn within 3 percentage points of this slogan.

Paid Media Summary

In FY 2008, DTS continued with the use of paid media with a total of three, two-week periods (Click It or Ticket in Thanksgiving 2007 and May 2008 and You Drink & Drive. You Lose August/September 2008). DTS incorporated supplemental campaigns around holidays that traditionally are considered drinking holidays such as Christmas/New Years 2007, Super Bowl 2008, St. Patrick's Day 2008 and Independence Day 2008. DTS expended over $2.9 million in federal funds for paid media during FY 2008. DTS continued a relationship with The Reilly Group the media buying firm, for the following campaigns: Thanksgiving 2007, Christmas/New Years 2007, Super Bowl 2008, St. Patrick's Day 2008, Memorial Day 2008, Independence Day 2008 and Labor Day 2008.

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 which are males between 21 and 34 years of age. The Reilly Group was required to place emphasis on reaching the male African-American and Hispanic populations in the Chicago metropolitan area and the rural pick up 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 2009.

Earned Media Summary

During FY 2008, 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 too delivering a specific message to the public. Some examples of earned media activities can be found in Addendum 1 on page 71.

Following are details about FY 2008 statewide media purchases.

CLICK IT OR TICKET

Thanksgiving, 2007 Media Buy • November 12-25, 2007

Market Medium	Media	Spots	Budget	Added Value
Chicago TV	WCIU-TV	59	$30,150.00	Interview with Wanda Vasquez
	WFLD-TV	109	$35,055.00	
	WPWR	154	$15,907.50	
	WGBO-TV	19	$9,450.00	3 bonus spots
	Comcast Spotlight	128	$14,151.20	
	WWME-TV	60	$8,999.10	
	WGN-TV	29	$21,240.00	
	WBBM	34	$11,520.00	
	WSNS	33	$8,752.50	7 bonus spots
Chicago Radio	WLEY-FM	114	$10,962.00	60 bonus spots
	WOJO-FM	61	$15,255.00	20 bonus spots
	WKQX-FM	117	$13,680.00	40 bonus spots
	WGCI-FM	52	$14,139.00	
	WPWX-FM	132	$16,020.00	Interview with Mike Stout
	WBBM-FM	94	$15,615.00	Interview Mike Stout/26 bonus spots
	WBBM-AM	5	$6,486.30	
	WVON-AM	8	$1,170.00	
	WXRT-FM	49	$5,346.00	
	WLUP-FM	76	$8,730.00	10 bonus spots
	WPPN-FM 6	1	$9,180.00	30 bonus spots
	Next-FM	352	$8,694.00	Interview with Mike Stout/10 bonus spots
	WKSC-FM	73	$12,456.00	143 bonus spots
	WSCR-AM	88	$6,642.00	34 bonus spots
	WMVP	38	$5,805.00	Interview with Mike Stout
Downstate TV	Peoria Cable	222	$1,619.10	
	WEEK-TV	13	$2,479.50	
	WMBD-TV	11	$378.00	
	WAOE-TV	23	$216.00	
	WYZZ-TV	17	$1,305.00	
	WHOI-TV	6	$81.00	
	Cass Cable	502	$2,880.00	402 bonus spots
	WRSP-TV	35	$2,880.00	
	SP-DEC CH	2,851	$3,914.99	421 bonus spots
	Chili Cable	130	$1,286.50	24 bonus spots
	Genes Cable	131	$1,332.00	24 bonus spots
	Quad Cable	146	$6,448.50	26 bonus spots
	STL Cable	167	$11,392.43	207 bonus spots
	WQRF-TV	60	$4,342.50	
	WTVO-TV	11	$567.00	
	ROCKCAB	401	$3,177.00	282 bonus spots
Downstate Radio	IRN-FM	10,800	$6,345.00	10,446 bonus spots
	WIXY-FM	72	$1,720.60	
	KCQQ-FM	41	$1,404.00	10 bonus spots
	WXLP-FM	42	$1,440.00	10 bonus spots
	WIXO-FM	65	$3,474.00	30 bonus spots
	WZPW-FM	75	$908.10	30 bonus spots
	WBNQ-FM	36	$882.00	

WIHN-FM &			
WBBE-FM	276	$1,935.00	180 bonus spots
WDBR-FM	120	$972.00	80 bonus spots
WCVS-FM	78	$1,135.80	
WFMB-FM	56	$1,699.20	
WPUG-FM	64	$880.94	
WXAJ-AM	56	$572.40	
WIWY-FM	76	$1,720.80	
WQLZ-FM	40	$1,317.60	
WZNX-FM	74	$1,372.05	Interview with Mike Stout
KBOB-FM	46	$1,764.00	8 bonus spots
WFXN-AM	42	$270.00	10 bonus spots
WZNX-FM	74	$1,372.05	Interview with Mike Stout
KPNT-FM	42	$3,735.00	
WXXQ-FM	134	$3,690.00	Interview with Mike Stout/60 bonus spots
KATZ-FM	29	$1,431.00	
KSD-FM	46	$1,931.40	
WTJK-AM	151	$573.30	
WZOK-FM	128	$3,411.00	60 bonus spots
WXXQ-FM	134	$3,690.00	Interview with Mike Stout/60 bonus spots
Total	**19,469**	**$399,341.36**	**12,763 bonus spots**

Total audience reached: 11,149,661

YOU DRINK & DRIVE. YOU LOSE

Christmas/New Year's, 2007 Media Buy • December 17-31, 2007

Market Medium	Media	Spots	Budget	Added Value
Chicago TV	WBBM-TV	35	$14,400.00	31 bonus spots
	WCIU-TV	80	$28,350.00	20 bonus spots
	WFLD-TV	110	$25,650.00	59 bonus spots
	WGBO-TV	51	$9,360.00	34 bonus spots
	WGN-TV	49	$11,862.00	30 bonus spots
	WMAQ-TV	42	$15,570.00	7 bonus spots
	WPWR-TV	89	$4,770.00	60 bonus spot
	WSNS-TV	90	$9,832.00	60 bonus spots
	WXFT-TV	66	$8,568.00	40 bonus spots
	Comcast Sports	104	$8,280.00	84 bonus spots
	Comcast Cable	2,541	$18,007.20	2020 bonus spots
	WLS-TV	67	$58,500.00	63 free spots
Chicago Radio	NEXT-FM	549	$9,045.00	509 bonus spots
	WBBM-AM	8	$12,072.00	26 bonus spots
	WBBM-FM	78	$11,860.00	Interview with Mike Stout
	WXQX-FM	90	$10,192.50	30 bonus spots
	WLEY-FM	113	$13,162.50	40 bonus spots
	WOJO-FM	105	$14,197.50	75 bonus spots
	WPPN-FM	121	$10,620.00	85bonus spots
	WPWX-FM	117	$12,690.00	53 bonus spots
	WSCR-FM	130	$7,128.00	84 bonus spots
	WVON-FM	33	$1,732.00	20 bonus spots
	WGCI-FM	43	$10,566.00	2 bonus spots
	WBBM-FM	9	$1507.00	4 bonus spots
	WLEY-FM	4	$769.50	

	WSCR-FM	8	$576.00	6 bonus spots
	NEXT-FM	6	$954.00	
	WLUP-FM	105	$7,326.00	
	WKSC-FM	121	$26,316.00	
	WGRB-FM	25	$1,354.50	53 bonus spots
Downstate TV	WEEK-TV	39	$1,998.00	25 bonus spots
	WAOE-TV	208	$452.70	3 bonus spots
	WYZZ-TV	118	$3,276.00	53 bonus spots
	Cable	379	$3,091.50	490 bonus spots
	WRSP-TV	80	$3,667.50	40 bonus spots
	SprDecChamp	3,592	$4,851.00	209 bonus spots
	Cass Cable	2,108	$1,512.00	
	WQRF-TV	159	$3,091.50	106 bonus spots
	WTVO-TV	36	$711.00	25 bonus spots
	Cable	19	$2,983.50	86 bonus spots
	STL Cable	2,048	$12,475.59	764 bonus spots
	QC Cable	293	$6,925.50	106 bonus spots
Downstate Radio	IRN-FM	5,400	$7,560.00	5,000 bonus spots
	WBNQ-FM	48	$1,481.40	
	WIHN-FM	302	$2,646.00	181 bonus spot
	WIXO-FM	83	$3,712.50	43bonus spots/
	WZPW-FM	99	$1,154.70	43 bonus spots
	WCVS-FM	145	$1,249.20	60 bonus spots
	WDBR-FM	104	$1,767.60	40 bonus spots
	WFMB-AM	129	$1,094.40	71 bonus spots
	WFMB-FM	84	$1,560.30	
	WXAJ-FM	94	$637.20	102 bonus spots
	WZNX-FM	148	$1,331.10	
	WQLZ-FM	115	$1,471.50	48 bonus spots
	WTJK-FM	168	$567.00	78 bonus spots
	WXXQ-FM	138	$3,888.00	40 bonus spots
	WZOK-FM	127	$3,640.50	40 bonus spots
	KPNT-FM	90	$4,995.00	40 bonus spots
	KSHE-FM	137	$2,976.30	80 bonus spots
	KATZ-FM	106	$2,268.00	
	KLOU-FM	12	$720.00	
	KSD-DM	56	$1,977.30	
	KSLZ-FM	54	$2,300.00	
	KCQQ-FM	76	$3,618.00	16 bonus spots
	KBOB-FM	73	$1,935.00	22 bonus spots
	WXLP-FM	48	$1,620.00	22 bonus spots
	IRN-FM	4	$540.00	2 bonus spots
	Total	**22,031**	**$466,964.49**	**11,324 bonus spots**

Total audience reached: 13,019,617

CLICK IT OR TICKET.

Memorial Day, 2008 Media Buy • May 12-25, 2008

Market Medium	Media	Spots	Budget	Added Value
Chicago TV	WCIU	36	$9,045.00	
	WFLD	132	$44,055.00	8 bonus spots
	WLS	18	$10,867.00	1 bonus spots
	WPWR	88	$7,713.00	45 bonus spots
	WBBM	12	$4,522.50	1 bonus spot
	WSNS	18	$4,522.50	2 bonus spots
	Comcast Sports	80	$10,260.00	62 bonus spots
	WMAQ	28	$18,225.00	
	CLTV	50	$4,612.50	22 bonus spots
	WXFT	29	$7,560.00	
	WGBO	20	$8,010.00	
	WGN	62	$94,500.00	24 bonus spots
	Comcast Cable Ethnic	226	$3,082.50	105 bonus spots
	Comcast Chicago	11,093	$49,875.30	10972 bonus spots
Chicago Radio	WKQX-FM	152	$17,640.00	52 bonus spots
	WMVP-AM	140	$14,310.00	40 bonus spots, Interview with Mike Stout
	WLUP-FM	150	$12,762.00	52 bonus spots
	WOJO-FM	88	$13,905.00	58 bonus spots
	WPPN-FM	88	$6,210.00	58 bonus spots
	WGCI-FM	109	$17,937.00	45 bonus spots, Interview with Mike Stout
	WPWX-FM	122	$14,445.00	44 bonus spots
	WBBM-FM	136	$25,200.00	20 bonus spots, Interview with Mike Stout
	WVON-AM	123	$6,457.50	60 bonus spots
	WJMK-FM	255	$17,257.50	92 bonus spots
	NEXT-FM	78	$8,172.00	42 bonus spots, Interview with Mike Stout on WXLC, WERV, WIIL and WJOL
	WGRB-FM	103	$2,475.00	31 bonus spots
	WSCR-AM	136	$14,580.00	52 bonus spots
	WVAZ-FM	130	$11,565.00	42 bonus spots
	WXRT-FM	30	$4,410.00	
	WLEY-FM	56	$9,270.00	15 bonus spots
	WBBM-AM	40	$3,790.12	10 bonus spots
	WKSC-FM	158	$19,134.00	52 bonus spots
	WGN-AM	40	$47,440.00	38 bonus spots, Interview with Mike Stout
	TRAF-FM	139	$18,135.00	9 bonus spots
	IRN-FM	37	$9,000.00	12 bonus spots
Chicago Alternative	WKSC-WEB	392	$18,608.80	
	MySpace	12,544,477 Impressions		$20,297.68
	Facebook	1,739,678 impressions		$17,253.00
	Comcast.net	848,987 Impressions	$9,000.00	
	WFLD-WEB	11	$6,379.20	
Peoria TV	WEEK	19	$3,744.00	
	WAOE	72	$963.00	
	Cable	329	$4,468.50	
	WYZZ	89	$4,905.00	
Peoria Radio	WBNQ-FM	96	$1,034.00	36 bonus spots. Interview with Mike Stout
	WGLO-FM	109	$1,872.00	69 bonus spots
	WIXO-FM	122	$2,010.60	80 bonus spots

	WZPW-FM	116	$1,922.40	76 bonus spots
	WIHN-FM	352	$4,122.00	240 bonus spots
St. Louis TV	Charter Comm (Cable)	1,408	$15,505.94	1057 bonus spots
St. Louis Radio	KPNT-FM	53	$5,719.50	
	KSHE-FM	136	$4,788.00	112 bonus spots
	KATZ-FM	76	$3,195.00	26 bonus spots, Interview with Mike Stout
	WHHL-FM	62	$2,016.00	20 bonus spots, Interview with Mike Stout
Springfield TV	WRSP	61	$6,547.50	
	WBUI	50	$2,664.00	2 bonus spots
	Insight Cable	3,861	$5,152.51	432 bonus spots
	Cass Cable	169	$1,285.20	85 bonus spots
	WICS	7	$756.00	
Springfield Radio	WQLZ-FM	280	$1,935.00	56 bonus spots, Interview with Mike Stout
	WIXY-FM	122	$2,520.00	40 bonus spots, Interview with Mike Stout
	WZNX-FM	132	$2,638.80	36 bonus spots, Interview with Mike Stout
	WDWS-AM	16	$237.60	8 bonus spots
	WPGU-FM	145	$1,053.00	45 bonus spots
	WYMG-FM	170	$2,637.00	50 bonus spots
	WCVS-FM	170	$1,575.00	50 bonus spots, Interview with Mike Stout
	WFMB-AM	140	$1,220.40	40 bonus spots, Interview with Mike Stout
	WXAJ-FM	140	$795.30	40 bonus spots, Interview with Mike Stout
	WFMB-FM	136	$2,231.10	40 bonus spots, Interview with Mike Stout
Quad Cities TV	On Media (Cable)	376	$8,217.00	190 bonus spots
Quad Cities Radio	WXLP-FM	82	$2,349.00	30 bonus spots
	KBOB-FM	80	$2,007.00	30 bonus spots
	KCQQ-FM	141	$3,428.10	50 bonus spots
	WFXN-FM	162	$993.60	25 bonus spots
	WOC-FM	56	$1,321.20	5 bonus spots
Rockford TV	WTVO	38	$2,070.00	
	WQRF	104	$4,603.50	
	Insight Cable	88	$3,436.74	15 bonus spots
	WREX	27	$2,650.50	
Rockford Radio	WXXQ-FM	201	$4,905.00	99 bonus spots
	WZOK-FM	182	$4,878.00	82 bonus spots
	WKGL-FM	145	$1,620.00	80 bonus spots, Interview with Mike Stout
	WKPO-FM	152	$900.00	92 bonus spots
	Total	**25,077**	**$775,378.09**	**15,404 bonus spots**

+15,133,142 internet impressions

Total audience reached: 23,744,028

YOU DRINK & DRIVE. YOU LOSE

Independence Day, 2008 Media Buy • June 23- July 5, 2008

Market Medium	Media	Spots	Budget	Added Value
Chicago TV	WFLD	102	$35,370.00	25 bonus spots
	WPWR	76	$6,255.00	37 bonus spots
	WBBM	25	$6,930.00	4 bonus spots
	WTTW	9	$5,175.00	
	CLTV	50	$2,340.00	25 bonus spots
	WCIU	115	$38,789.10	
	WGN	16	$14,805.00	4 bonus spots
	WLS	49	$5,670.00	36 bonus spots
	WMAQ	9	$7,245.00	
	Comcast Sports	53	$18,540.00	37 bonus spots
	Comcast Cable	56	$13,719.62	
	WGBO	25	$9,720.00	1 bonus spots
	RCN	244	$3,256.20	58 bonus spots
	WSNS	91	$17,460.00	35 bonus spots
Chicago Radio	WLEY-FM	98	$13,500.00	50 bonus spots
	WKQX-FM	114	$12,510.00	50 bonus spots
	WBBM-AM	31	$4,049.99	Interview with Mike Stout
	WJMK-FM	138	$8,145.00	80 bonus spots
	WGN-AM	39	$30,888.00	13 bonus spots
	WLUP-FM	132	$9,351.00	60 bonus spots
	WOJO-FM	89	$14,985.00	56 bonus spots, Interview with Mike Stout
	WPPN-FM	87	$6,367.50	56 bonus spots
	WGCI-FM	44	$8,505.00	20 bonus spots, Interview with Mike Stout
	WPWX-FM	109	$11,430.00	46 bonus spots
	WBBM-FM	68	$11,700.00	20 bonus spots
	WVON-AM	32	$1,260.00	24 bonus spots
	WKSC-FM	68	$13,608.00	Interview with Mike Stout
	NEXT Media	218	$5,706.00	64 bonus spots, Interview with Mike Stout
	WMVP-AM	55	$4,014.00	23 bonus spots, Interview with Mike Stout
	WGRB-AM	80	$1,800.00	40 bonus spots
	IRN-FM	34	$7,920.00	12 bonus spots
Peoria TV	WAOE	31	$795.60	
	WYZZ	48	$3,114.00	
	Insight Cable	481	$3,871.36	402 bonus spots
Peoria Radio	WGLO-FM	62	$1,404.00	32 bonus spots
	WIXO-FM	98	$1,519.20	66 bonus spots
	WZPW-FM	100	$1,801.80	64 bonus spots
	WIHN-FM	192	$3,375.00	98 bonus spots
Springfield TV	Insight Cable	931	$4,185.00	688 bonus spots
	WRSP	31	$2,799.00	
	WBUI	9	$931.50	
	Cass Cable	1,128	$2,769.30	881 bonus spots
Springfield Radio	WIXY-FM	118	$2,124.00	44 bonus spots, Interview with Mike Stout
	WYMG-FM	115	$1,530.00	55 bonus spots
	WDWS-AM	16	$237.60	8 bonus spots
	WFMB-AM	104	$873.00	24 bonus spots
	WFMB-FM	94	$1,467.00	54 bonus spots
	WCVS-FM	115	$1,008.00	55 bonus spots, Interview with Mike Stout

	WXAJ-FM	111	$688.50	44 bonus spots, 2 interviews with Mike Stout
	WZNX-FM	73	$2,638.80	25 bonus spots
	WQLZ-FM	169	$1,163.70	109 bonus spots
	WPGU-FM	94	$869.40	26 bonus spots
St. Louis TV	Charter Comm. (Cable)	1,624	$12,049.56	370 bonus spots
St. Louis Radio	KPNT-FM	103	$4,617.00	58 bonus spots
	KSHE-FM	114	$3,744.00	86 bonus spots
	KATZ-FM	70	$2,277.00	32 bonus spots, Interview with Mike Stout
	WHHL-FM	62	$2,016.00	18 bonus spots, Interview with Mike Stout
Rockford TV	WREX	6	$490.50	
	WTVO	17	$405.00	
	WQRF	74	$2,061.00	
	Insight Cable	60	$4,368.60	
Rockford Radio	WXXQ-FM	165	$2,628.00	100 bonus spots
	WZOK-FM	160	$2,952.00	90 bonus spots
	WKGL-FM	127	$990.00	77 bonus spots
	WTJK-FM	158	$630.00	58 bonus spots
Quad Cities TV	OnMedia (Cable)	237	$4,524.30	129 bonus spots
	WQAD	10	$441.00	
	KLJB	11	$1,575.00	22 bonus spots
	KGCW	24	$90.00	22 bonus spots
Quad Cities Radio	WXLP-FM	85	$2,349.00	33 bonus spots
	KBOB-FM	87	$4,503.60	35 bonus spots
	KCQQ-FM	81	$2,199.60	35 bonus spots
	WFXN-FM	109	$567.00	30 bonus spots
	WOC-AM	36	$831.60	12 bonus spots
Alternative Media	MySpace	5,024,435 impressions		$8,682.37
	Facebook	1,900,000 impressions		$11,117.66
	Comcast.net	824,670 impressions	$9,043.20	
	Total	**9,896**	**$475,333.16**	**4,758 bonus spots**

+7,749,105 internet impressions

Total audience reached: 15,746,636

YOU DRINK & DRIVE. YOU LOSE

Labor Day, 2008 Media Buy • August 18-31, 2008.

Market Medium	Media	Spots	Budget	Added Value
Chicago Radio	WKQX-FM	140	$18,540.00	40 bonus spots
	WPWX-FM	122	$12,870.00	46 bonus spots
	WBBM-FM	98	$16,380.00	20 bonus spots, Interview with Mike Stout
	WJMK-FM	146	$8,280.00	80 bonus spots
	WXRT-FM	76	$9,612.00	12 bonus spots
	WLUP-FM	140	$10,170.00	60 bonus spots
	IRN-FM	40	$9,000.00	15 bonus spots
	WLEY-FM	133	$23,404.50	7 bonus spots
	WOJO-FM	116	$27,810.00	56 bonus spots
	WPPN-FM	128	$13,500.00	20 bonus spots, Interview with Mike Stout
	WGCI-FM	88	$23,868.00	
	WVON-FM	98	$7,695.00	24 bonus spots
	WBBM-AM	124	$18,909.00	20 bonus spots
	WKSC-FM	84	$17,784.00	70 bonus spots
	WSCR-AM	262	$22,500.00	169 bonus spots
	NEXT Media	96	$8,505.00	56 bonus spots
	WMVP-AM	106	$8,406.00	45 bonus spots, Interview with Mike Stout
	WGN-AM	39	$30,888.00	13 bonus spots, Interview with Mike Stout
	WGRB-AM	100	$2,250.00	50 bonus spots
	WVAZ-FM	90	$8,982.00	20 bonus spots
Chicago TV	WCIU-TV	52	$16,245.00	
	WFLD-TV	76	$75,105.00	33 bonus spots, Interview with Mike Stout
	WPWR-TV	56	$4,635.00	28 bonus spots
	Comcast Sports	100	$41,760.00	81 bonus spots
	WGN-TV	17	$75,870.00	
	WLS-TV	28	$2,520.00	20 bonus spots
	WMAQ-TV	16	$11,970.00	2 bonus spots
	WTTW-TV	6	$2,610.00	1 bonus spot
	CLTV	48	$2,610.00	20 bonus spots
	WBBM-TV	15	$3,420.00	1 bonus spot
	WGBO-TV	18	$9,810.00	
	Comcast Spotlight	4,897	$27,135.00	47,989 bonus spots
	RCN-TV	250	$3,092.40	102 bonus spots
	WSNS-TV	67	$12,015.00	24 bonus spots
Peoria Radio	WIHN-FM	320	$4,275.00	200 bonus spots
	WGLO-FM	78	$2,340.00	28 bonus spots
	WIXO-FM	110	$2,379.60	60 bonus spots
	WBWN-FM	70	$1,168.20	38 bonus spots
	WZPW-FM	104	$2,335.80	56 bonus spots
Peoria TV	INSIGHT	402	$5,152.50	
	WYZZ-TV	53	$4,266.00	
	WEEK-TV	4	$2,835.00	
	WAOE-TV	50	$741.60	
	WMBD-TV	12	$729.00	
Springfield Radio	WDWS-AM	16	$237.60	8 bonus spots
	WQLZ-FM	179	$1,897.20	88 bonus spots

	WTAX-AM	100	$1,404.00	48 bonus spots
	WXAJ-FM	141	$1,034.10	40 bonus spots;
	WYMG-FM	117	$1,773.00	48 bonus spots
	WIXY-FM	119	$2,322.00	40 bonus spots
	WZNX-FM	102	$2,109.60	26 bonus spots, Interview with Mike Stout
	WPGU-FM	132	$1,150.20	42 bonus spots
	WFMB-AM	140	$2,053.80	40 bonus spots, Interview with Mike Stout
	WCVS-FM	150	$1,530.00	50 bonus spots
Springfield TV	Cass Cable	205	$1,924.30	82 bonus spots
	INSIGHT	1,162	$4,839.76	1,086 bonus spots
	WRSP-TV	34	$4,387.50	
	WCIA-TV	10	$2,520.00	
	WBUI-TV	19	$1,924.30	82 bonus spots
Quad Cities Radio	KBOB-FM	103	$2,682.00	30 bonus spots
	WFXN-AM	118	$655.20	50 bonus spots
	WXLP-FM	102	$3,056.40	30 bonus spots
	KCQQ-FM	86	$2,732.40	50 bonus spots
	WOC-AM	38	$970.20	10 bonus spots
Quad Cities TV	On Media	237	$5,901.30	119 bonus spots
	KLJB-TV	23	$6,705.00	1 bonus spot
	KGCW-TV	3	$810.00	
	WQAD-TV	11	$1,161.00	
St. Louis Radio	KPNT-FM	111	$5,265.00	61 bonus spots
	KSHE-FM	65	$4,954.50	22 bonus spots
	KATZ-FM	59	$2,664.00	17 bonus spots, Interview with Mike Stout
	WHHL-FM	70	$2,610.00	20 bonus spots
St. Louis TV	Cable	260	$16,263.00	501 bonus spots
Rockford Radio	WKGL-FM	134	$1,296.00	70 bonus spots
	WZOK-FM	168	$3,888.00	88 bonus spots
	WTJK-AM	158	$630.00	58 bonus spots
	WXXQ-FM	179	$3,744.00	99 bonus spots;
Rockford TV	INSIGHT	107	$3,725.10	56 bonus spots
	WREX-TV	22	$2,412.00	
	WTVO-TV	15	$810.00	
	WIFR-TV	12	$1,530.00	3 bonus spots
	WQRF-TV	72	$3,946.50	
Chicago Alternative Media	Facebook	4,732,743	$18,316.62	
	MySpace	9,329,005	$14,823.55	
	WFLD-WEB	390,000	$7,099.20	
	Comcast.net	706,250	$9,000.00	
	WGCIKISS.com	160		
	Total	**13,948**	**$773,131.93**	**52,389 free spots**
		+15,158,158	**internet impressions**	

Total audience reached: 24,228,038

2008 Legislation

2008 Legislation Signed into Law

SB1903 The bill amends the Illinois Vehicle Code to allow a 17 year old, who has been licensed for at least 12 months, to drive legally as an assigned driver in a Safe Rides program, during the hours when his or her license would be invalid by GDL provisions. *Rep. Nekritz, Sen. Schoenberg, P.A.95-0747, Effective 7/22/08*

SB2182 The bill amends the Illinois Vehicle Code to require the driver of a school bus to open the service door and driver's window before crossing railroad tracks. *Rep. Mathis, Sen. Cullerton, P.A.95-0756, Effective1/1/09*

SB2231 The bill amends the Liquor Control Act of 1934 and the Illinois Vehicle Code to allow alcoholic liquors to be delivered to and sold at Triton College and the Sikia Restaurant and Food Services in the Great Hall Washington Culinary Institute, both located on the Kennedy King College Campus. It also allows alcoholic liquors to be served or sold in buildings under the control of the Board of Trustees of the University of Illinois for events that the Board may determine are public events and not student related activities. The bill further requires wine bottles opened but resealed for removal and transportation from a restaurant, to be transported in the trunk of a vehicle or behind the last upright seat of a vehicle with no trunk (currently allowed to transport the resealed bottles in the passenger compartment of a vehicle).
(Original "cork and carry" law passed as SB 946 by the 94th G.A. {94-1047}), Sen. Harmon, Rep. Turner, P.A.95-0847, Effective 8/15/08

SB2294 The bill amends the Illinois Vehicle Code to provide that any person convicted of a second violation of driving a motor vehicle while one's license or permit is revoked or suspended shall be guilty of a Class 4 felony and shall serve a minimum term of imprisonment of 30 days or 300 hours of community service, if the original revocation or suspension was for leaving the scene of the accident or DUI.
Sen. Wilhelmi, Rep. Molaro, Passed both Houses, Sent to Gov. on 8/8/08

SB 2295 The bill amends the Illinois Vehicle Code to clarify issuance and set fees for the issuance of a monitoring device driving permit to DUI offenders. *Sen. Cullerton, Rep. Molaro, P.A.95-0855, Effective 1/1/09*

SB2391 The bill amends the Illinois Vehicle Code to allow the Department of Transportation to furnish copies of its written accident reports to local agencies that are engaged in highway safety research and studies.
Sen. Risinger, Rep. Bradley, P.A.95-0757, Effective 7/25/08

SB2396 The bill amends the Illinois Vehicle Code to provide that a person issued a restricted driving permit may transport children living in the person's household to and from daycare. It also increases the fee for an ignition interlock device to an amount not to exceed $30 (rather than $20) per month, payable to the Secretary of State DUI Administration Fund. *Sen. Cullerton, Rep. Froehlich, P.A.95-0848, Effective 1/1/09*

SB2476 The bill creates a Commission to study Disproportionate Justice Impact and sets procedures for the Commission.
Sen. Hunter, Rep. Turner, Passed both Houses, Sent to Gov. 8/14/07

SB2488 The bill amends the Illinois Vehicle Code to provide that in the absence of a law enforcement officer or a representative of the highway agency having jurisdiction over the highway, an officer of a fire department, in the performance of his or her official duties, has the authority to close to traffic a highway, or a lane or lanes of a highway, as necessary to protect the safety of persons or property. *Sen. Forby, Rep. Bradley, P.A.95-0803, Effective 1/1/09*

SB2494 The bill amends the Illinois Vehicle Code to add offenders cited for DUI under out-of-state or other statutes to those who will be charged with a Class 4 felony if they get a second DUI while their license is still suspended or revoked for the first DUI. *Sen. Kotowski, Rep. Froehlich, P.A. 95-0778, Effective 8/4/08*

SB2713 The bill amends the Illinois Vehicle Code to authorize the Secretary of State to suspend or revoke the driving privileges of a person if he or she does not yield the right-of-way or reduce speed for a stationary authorized emergency vehicle (Scott's Law), if the violation resulted in damage to the property of another or the death or injury of another. *Sen. Sullivan, Rep. Mathias, P.A. 95-0894, Effective 1/1/09*

HB4203 The bill amends the Criminal Code to allow a judge or jury to infer that a defendant's act was "reckless homicide" if the defendant also violated the failure to yield to a stationary emergency vehicle (Scott's Law). The penalty for such a reckless homicide is a Class 2 felony, for which a person, if sentenced to a term of imprisonment, shall be sentenced to a term of not less than 3 years or more than 14 years. *Rep. Holbrook, Sen. Haine, P.A. 95-0884, Effective 1/1/09*

HB4754 The bill amends the Illinois Vehicle Code to provide that a person who enters a railroad grade crossing and obstructs the passage of other vehicles, pedestrians, a train, or railroad equipment shall have his or her driver's license suspended for a period of one month for a first violation and 3 months for subsequent violations (in addition to the current penalty of a mandatory $500 fine or 50 hours of community service). *Rep. Mathias, Sen. Garrett, P.A. 95-0753, Effective 1/1/09*

HB5907 The bill amends the vehicle accident reporting provisions of the Illinois Vehicle Code to change the minimum amount of vehicle damage which requires an accident report submitted to IDOT from $500 to $1,500, however, the $500 minimum stays in place if any of the vehicles involved in the accident are not covered by a liability insurance policy. *Rep. Rose, Sen. Righter, P.A. 95-0754, Effective 1/1/09*

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

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For Approval

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Report Date: 12/19/2008

Claim Period: 10/01/2007 - 09/30/2008

Not Posted In DELPHI

Reimbursement Info: Total: $.00

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2008-01-01-00	P & A (NHTSA)	$228,272.29	$.00	$456,544.63	$228,272.29	$228,272.29	$.00
Planning and Administration Total			**$228,272.29**	**$.00**	**$456,544.63**	**$228,272.29**	**$228,272.29**	**$.00**
Alcohol								
	AL-2008-03-01-00	M & E	$217,658.45	$.00	$217,658.45	$217,658.45	$217,658.45	$.00
	AL-2008-03-02-00	DUIE (ISP)	$448,233.11	$.00	$448,233.11	$448,233.11	$448,233.11	$.00
	AL-2008-03-03-00	Impaired Driving PI&E (DTS)	$71,267.11	$.00	$71,267.11	$71,267.11	$71,267.11	$.00
	AL-2008-03-04-00	Law Enforcement Liaison (Local)	$398,506.71	$398,506.71	$398,506.71	$398,506.71	$398,506.71	$.00
	AL-2008-03-05-00	ADDEP (SOS)	$135,599.85	$.00	$135,599.85	$135,599.85	$135,599.85	$.00
	AL-2008-03-06-00	Ignition Interlock Symposium (DTS)	$3,441.90	$.00	$3,441.90	$3,441.90	$3,441.90	$.00
Alcohol Total			**$1,274,707.13**	**$398,506.71**	**$1,274,707.13**	**$1,274,707.13**	**$1,274,707.13**	**$.00**
Occupant Protection								
	OP-2008-02-01-00	Community Outreach Coordinator (DTS)	$140,836.00	$.00	$140,836.00	$140,836.00	$140,836.00	$.00
	OP-2008-02-02-00	CPS (Local)	$314,113.55	$314,113.55	$314,113.55	$314,113.55	$314,113.55	$.00
	OP-2008-02-03-00	KISS (SOS)	$43,217.16	$.00	$43,217.16	$43,217.16	$43,217.16	$.00
	OP-2008-02-05-00	UIS Evaluation (Local)	$73,907.21	$73,907.21	$73,907.21	$73,907.21	$73,907.21	$.00
	OP-2008-02-06-00	Lifesavers Conf. (DTS)	$5,194.13	$.00	$5,194.13	$5,194.13	$5,194.13	$.00
	OP-2008-02-07-00	M & E	$219,800.67	$.00	$219,800.67	$219,800.67	$219,800.67	$.00
	OP-2008-02-08-00	Law Enforcement Liaison (Local)	$444,888.66	$444,888.66	$444,888.66	$444,888.66	$444,888.66	$.00
	OP-2008-02-09-00	State Match (Local)	$.00	$.00	$2,474,631.00	$.00	$.00	$.00
	OP-2008-02-10-00	Occup. Protection Coordinator	$85,955.40	$.00	$85,955.40	$85,955.40	$85,955.40	$.00
	OP-2008-02-11-00	GDL Handbooks (DTS)	$58,508.00	$.00	$58,508.00	$58,508.00	$58,508.00	$.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	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	OP-2008-02-12-00	OP Child Safety Seats (DTS)	$12,814.87	$.00	$12,814.87	$12,814.87	$12,814.87	$.00
	OP-2008-02-14-00	CIOT PI&E Materials (DTS)	$197,916.47	$.00	$197,916.47	$197,916.47	$197,916.47	$.00
	OP-2008-02-16-00	Public Hearings (DTS)	$216.00	$.00	$216.00	$216.00	$216.00	$.00
	OP-2008-02-17-00	Mobilization Luncheons (DTS)	$30,810.55	$.00	$30,810.55	$30,810.55	$30,810.55	$.00
	OP-2008-02-18-00	Law Enforcement Equipment (DTS)	$67,687.06	$.00	$67,687.06	$67,687.06	$67,687.06	$.00
	OP-2008-02-19-00	Seat Belt Survey (DTS)	$1,163.77	$.00	$1,163.77	$1,163.77	$1,163.77	$.00
	OP-2008-02-20-00	UIS Phone Surveys (Local)	$73,561.36	$73,561.36	$73,561.36	$73,561.36	$73,561.36	$.00
	OP-2008-02-21-00	OPEZ (Local)	$54,675.63	$54,675.63	$54,675.63	$54,675.63	$54,675.63	$.00
	OP-2008-02-22-00	SOS Distracted Driving	$67,574.85	$.00	$67,574.85	$67,574.85	$67,574.85	$.00
Occupant Protection Total			**$1,892,841.34**	**$961,146.41**	**$4,367,472.34**	**$1,892,841.34**	**$1,892,841.34**	**$.00**
Pedestrian/Bicycle Safety								
	PS-2008-12-01-00	Bike & Pedestrian Safety (SOS)	$23,800.00	$.00	$23,800.00	$23,800.00	$23,800.00	$.00
	PS-2008-12-02-00	Bike Safety (Local)	$349,034.47	$349,034.47	$349,034.47	$349,034.47	$349,034.47	$.00
Pedestrian/Bicycle Safety Total			**$372,834.47**	**$349,034.47**	**$372,834.47**	**$372,834.47**	**$372,834.47**	**$.00**
Police Traffic Services								
	PT-2008-04-01-00	Police Training (ILETSB)	$85,535.18	$.00	$85,535.18	$85,535.18	$85,535.18	$.00
	PT-2008-04-02-00	SPEED (ISP)	$568,445.68	$.00	$568,445.68	$568,445.68	$568,445.68	$.00
	PT-2008-04-03-00	ISP (MATCH)	$.00	$.00	$300,000.00	$.00	$.00	$.00
	PT-2008-04-04-00	TLEP (Local)	$739,951.48	$739,951.48	$739,951.48	$739,951.48	$739,951.48	$.00
	PT-2008-04-05-00	STEP (ISP)	$429,756.32	$.00	$429,756.32	$429,756.32	$429,756.32	$.00
	PT-2008-04-06-00	M & E	$96,702.42	$.00	$96,702.42	$96,702.42	$96,702.42	$.00
	PT-2008-04-08-00	STAR (SOS)	$100,217.49	$.00	$100,217.49	$100,217.49	$100,217.49	$.00
Police Traffic Services Total			**$2,020,608.57**	**$739,951.48**	**$2,320,608.57**	**$2,020,608.57**	**$2,020,608.57**	**$.00**
Traffic Records								
	TR-2008-05-01-00	State Match (Local)	$.00	$.00	$220,460.98	$.00	$.00	$.00

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Reimbursement Info: Total: $.00

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	TR-2008-05-04-00	Temporary Services (DTS)	$3,133.62	$.00	$3,133.62	$3,133.62	$3,133.62	$.00
	TR-2008-05-05-00	M & E	$23,076.67	$.00	$23,076.67	$23,076.67	$23,076.67	$.00
	TR-2008-05-06-00	UIS MCR (Local)	$494,352.61	$494,352.61	$494,352.61	$494,352.61	$494,352.61	$.00
Traffic Records Total			**$520,562.90**	**$494,352.61**	**$741,023.88**	**$520,562.90**	**$520,562.90**	**$.00**
Child Restraint								
	CR-2008-02-04-00	OP Resource Centers (Local)	$586,082.93	$586,082.93	$586,082.93	$586,082.93	$586,082.93	$.00
Child Restraint Total			**$586,082.93**	**$586,082.93**	**$586,082.93**	**$586,082.93**	**$586,082.93**	**$.00**
NHTSA 402 Total			***$6,895,909.63***	***$3,529,074.61***	***$10,119,273.95***	***$6,895,909.63***	***$6,895,909.63***	***$.00***
405 OP SAFETEA-LU								
	K2-2008-19-01-00	OREP (ISP)	$1,461,004.83	$.00	$1,461,004.83	$1,461,004.83	$1,461,004.83	$.00
	K2-2008-19-02-00	State Match (Local)	$.00	$.00	$4,954,231.47	$.00	$.00	$.00
	K2-2008-19-06-00	Mini-Mobilization (Local)	$715,021.90	$715,021.90	$715,021.90	$715,021.90	$715,021.90	$.00
	K2-2008-19-08-00	CIOT (SOS)	$30,200.00	$.00	$30,200.00	$30,200.00	$30,200.00	$.00
405 Occupant Protection Total			**$2,206,226.73**	**$715,021.90**	**$7,160,458.20**	**$2,206,226.73**	**$2,206,226.73**	**$.00**
405 OP SAFETEA-LU Total			***$2,206,226.73***	***$715,021.90***	***$7,160,458.20***	***$2,206,226.73***	***$2,206,226.73***	***$.00***
NHTSA 406								
	K4PM-2008-16-07-00	Paid Media (DTS)	$3,178,728.86	$.00	$3,178,728.86	$3,178,728.86	$3,178,728.86	$.00
406 Safety Belts Paid Media Total			**$3,178,728.86**	**$.00**	**$3,178,728.86**	**$3,178,728.86**	**$3,178,728.86**	**$.00**
406 Alcohol								
	K4AL-2008-16-03-00	Alcohol Countermeasures (IDNR)	$189,619.22	$.00	$189,619.22	$189,619.22	$189,619.22	$.00
406 Alcohol Total			**$189,619.22**	**$.00**	**$189,619.22**	**$189,619.22**	**$189,619.22**	**$.00**
406 Motorcycle Safety								
	K4MC-2008-16-05-00	Motorcycle Patrol Unit (ISP)	$142,711.76	$.00	$142,711.76	$142,711.76	$142,711.76	$.00
406 Motorcycle Safety Total			**$142,711.76**	**$.00**	**$142,711.76**	**$142,711.76**	**$142,711.76**	**$.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	Fed Previous Amount Claimed	Fed Funds Claimed this Period
406 Occupant Protection								
	K4OP-2008-16-04-00	IMaGE (Local)	$1,610,578.42	$1,610,578.42	$1,610,578.42	$1,610,578.42	$1,610,578.42	$.00
406 Occupant Protection Total			**$1,610,578.42**	**$1,610,578.42**	**$1,610,578.42**	**$1,610,578.42**	**$1,610,578.42**	**$.00**
406 Traffic Records								
	K4TR-2008-16-01-00	Imaging Enhancement (SOS)	$136,187.36	$.00	$136,187.36	$136,187.36	$136,187.36	$.00
	K4TR-2008-16-02-00	Data Analysis (IDPH)	$86,885.45	$.00	$86,885.45	$86,885.45	$86,885.45	$.00
406 Traffic Records Total			**$223,072.81**	**$.00**	**$223,072.81**	**$223,072.81**	**$223,072.81**	**$.00**
NHTSA 406 Total			***$5,344,711.07***	***$1,610,578.42***	***$5,344,711.07***	***$5,344,711.07***	***$5,344,711.07***	***$.00***
408 Data Program SAFETEA-LU								
	K9-2008-18-01-00	IBM Consultants (DTS)	$869,606.30	$.00	$869,606.30	$869,606.30	$869,606.30	$.00
	K9-2008-18-05-00	Electronic Citation Program (ISP)	$45,751.75	$.00	$45,751.75	$45,751.75	$45,751.75	$.00
	K9-2008-18-06-00	State Match	$.00	$.00	$513,893.00	$.00	$.00	$.00
408 Data Program Incentive Total			**$915,358.05**	**$.00**	**$1,429,251.05**	**$915,358.05**	**$915,358.05**	**$.00**
408 Data Program SAFETEA-LU Total			***$915,358.05***	***$.00***	***$1,429,251.05***	***$915,358.05***	***$915,358.05***	***$.00***
410 Alcohol SAFETEA-LU								
	K8-2008-13-01-00	Traffic Safety Resource Pros.	$127,050.85	$.00	$127,050.85	$127,050.85	$127,050.85	$.00
	K8-2008-13-02-00	Operation Straight I.D. (SOS)	$67,325.19	$.00	$67,325.19	$67,325.19	$67,325.19	$.00
	K8-2008-13-04-00	Mobilization Enforcement (Local)	$414,435.21	$414,435.21	$414,435.21	$414,435.21	$414,435.21	$.00
	K8-2008-13-06-00	Specialized Alc. Training	$113,444.59	$.00	$113,444.59	$113,444.59	$113,444.59	$.00
	K8-2008-13-07-00	Roadside Safety Checks (Local)	$283,265.10	$283,265.10	$283,265.10	$283,265.10	$283,265.10	$.00
	K8-2008-13-08-00	Mini-Alcohol Programs (Local)	$527,325.31	$527,325.31	$527,325.31	$527,325.31	$527,325.31	$.00
	K8-2008-13-09-00	Probation Services Match	$.00	$.00	$500,000.00	$.00	$.00	$.00
	K8-2008-13-12-00	Local Alcohol Project (LAP)	$211,986.37	$211,986.37	$211,986.37	$211,986.37	$211,986.37	$.00
	K8-2008-13-13-00	Judicial Training (AOIC)	$22,767.16	$.00	$22,767.16	$22,767.16	$22,767.16	$.00

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

State: Illinois

Federal Reimbursement Voucher

2008-FINAL

For Approval

Page: 5

Report Date: 12/19/2008

Claim Period: 10/01/2007 - 09/30/2008

Not Posted In DELPHI

Reimbursement Info: Total: $.00

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
	K8-2008-13-14-00	TrAIL (ILCC)	$18,288.55	$.00	$18,288.55	$18,288.55	$18,288.55	$.00
	K8-2008-13-17-00	ACE (ISP)	$1,412,763.58	$.00	$1,412,763.58	$1,412,763.58	$1,412,763.58	$.00
	K8-2008-13-18-00	State Match	$.00	$.00	$5,428,446.21	$.00	$.00	$.00
	K8-2008-13-19-00	State Match (Local)	$.00	$.00	$1,119,478.00	$.00	$.00	$.00
410 Alcohol SAFETEA-LU Total			***$3,198,651.91***	***$1,437,011.99***	***$10,246,576.12***	***$3,198,651.91***	***$3,198,651.91***	***$.00***
2003B Child Pass. Protect								
	J3-2008-20-01-00	CPS Training Supplies (DTS)	$652.11	$.00	$652.11	$652.11	$652.11	$.00
	J3-2008-20-02-00	2003 Match	$.00	$.00	$6,632.57	$.00	$.00	$.00
	J3-2008-20-99-00	Holding Task	$25,878.18	$.00	$25,878.18	$25,878.18	$25,878.18	$.00
2003B Child Pass. Protect Total			***$26,530.29***	***$.00***	***$33,162.86***	***$26,530.29***	***$26,530.29***	***$.00***
2010 Motorcycle Safety								
	K6-2008-22-01-00	MC Safety & Awareness (Local)	$3,365.90	$3,365.90	$3,365.90	$3,365.90	$3,365.90	$.00
	K6-2008-22-02-00	Public Awareness (DTS)	$95,544.85	$.00	$95,544.85	$95,544.85	$95,544.85	$.00
	K6-2008-22-03-00	CRTSP Program (DTS)	$97,576.00	$.00	$97,576.00	$97,576.00	$97,576.00	$.00
2010 Motorcycle Safety Incentive Total			**$196,486.75**	**$3,365.90**	**$196,486.75**	**$196,486.75**	**$196,486.75**	**$.00**
2010 Motorcycle Safety Total			***$196,486.75***	***$3,365.90***	***$196,486.75***	***$196,486.75***	***$196,486.75***	***$.00***
157 Incentive Funds								
	157OP-2008-17-06-00	State Match (Local)	$.00	$.00	$754,706.00	$.00	$.00	$.00
	157OP-2008-17-09-00	State Match	$.00	$.00	$774,230.28	$.00	$.00	$.00
	157OP-2008-17-10-00	sTEP (ISP)	$435,575.69	$174,230.28	$435,575.69	$435,575.69	$435,575.69	$.00
157 Occupant Protection Total			**$435,575.69**	**$174,230.28**	**$1,964,511.97**	**$435,575.69**	**$435,575.69**	**$.00**
157 Incentive Funds Total			***$435,575.69***	***$174,230.28***	***$1,964,511.97***	***$435,575.69***	***$435,575.69***	***$.00***
157 Innovative Funds 2005								
	IN5-2008-18-99-00		$88.95	$.00	$88.95	$88.95	$88.95	$.00

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Not Posted In DELPHI

Reimbursement Info: Total: $.00

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
157 Innovative FY 2005 Total			**$88.95**	**$.00**	**$88.95**	**$88.95**	**$88.95**	**$.00**
157 Innovative Funds 2005 Total			***$88.95***	***$.00***	***$88.95***	***$88.95***	***$88.95***	***$.00***
1906 Prohibit Racial Profiling								
	K10-2008-23-01-00	Racial Profiling (Local)	$109,127.00	$.00	$109,127.00	$109,127.00	$109,127.00	$.00
	K10-2008-23-04-00	1906 Match	$.00	$.00	$294,025.00	$.00	$.00	$.00
1906 Prohibit Racial Profiling Total			***$109,127.00***	***$.00***	***$403,152.00***	***$109,127.00***	***$109,127.00***	***$.00***
NHTSA Total			***$19,328,666.07***	***$7,469,283.10***	***$36,897,672.92***	***$19,328,666.07***	***$19,328,666.07***	***$.00***
Total			***$19,328,666.07***	***$7,469,283.10***	***$36,897,672.92***	***$19,328,666.07***	***$19,328,666.07***	***$.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.

State Official:

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

Addendum 1
Earned Media Activities

Safe teen driving key to state program

Some area teens question whether the program will really cut down on unsafe practices.

By Sadie Gurman
ROCKFORD REGISTER STAR

ROCKFORD — Some Rockford high schoolers aren't buying a driving program unrolled Tuesday by a host of state officials, who implored them to identify the top problems teen drivers face and fix them.

Students at Auburn High School can easily pinpoint the blunders teens make behind the wheel, but questioned whether solutions exist.

Michelle Crabtree

"I don't know that there's anything you can do to eliminate them," Amanda Burg, 15, said.

Classmate Kristina Ortiz agreed.

"It's in teenagers' nature to rebel," Ortiz, 16, said.

Michelle Crabtree, 16, chimed in: "If you tell us not to drink, we're going to do it anyway."

Alvin Gibson, 16, listens to Jim Graham of Ford Motor Co. during the announcement of Operation Teen Safe Driving 2008, a first-in-the-nation effort to reduce teen driving crashes and fatalities.

The teens were among about 20 Auburn students who flanked officials from the Illinois Department of Transportation, the secretary of state's office and Illinois State Police during the organizations' Tuesday morning announcement, which coincided with the girls' health class.

IDOT officials said the major reasons for teenage road deaths and injuries are lack of seat-belt use, drinking and driving, speed, fatigue, distracted driving and lack of experience.

Officials touted the driving program, a contest among high schools statewide. Schools can send their teen driving problems and solutions to IDOT, which will give 105 winning high schools $1,000 to create their own traffic safety programs. First-place high schools also will receive $5,000 to throw safe after-prom parties, officials said.

Counselors and about 15 students from Auburn's Students Against Drunk Driving will brainstorm ideas and eventually craft the school's application, Principal Richard Jancek said.

Jancek wasn't certain what, if any, ideas the students have devised. He said developing a plan will be up to them. The students have until mid-December to send their applications.

"We wanted to put the thought process right into the students' corner," Jancek said. "This is teens working for teens."

Teens sometimes drink and drive, drive carelessly or have a "need for speed," Ortiz said.

Last year, 151 fatal crashes in Illinois involved drivers between the ages of 16 and 19.

Crabtree, who lost a close friend to drunken driving last year, said the problems are real and close to her heart. Solutions, she said, are not as clear.

Identifying incentives for students to find a fix might encourage them to give driving problems some thought, the students said. More education, they said, might help, too.

Staff writer Sadie Gurman can be reached at 815-987-1389 or at sgurman@rrstar.com.

Parents learn to install safety seats correctly

BY BLACKWELL THOMAS
THE STUDENT

CARBONDALE — Safety seats may be meant for infants and toddlers but installing the restraints is anything but child's play.

Officials from the Illinois Safe Kids Coalition estimate 80 to 90 percent of child safety seats are installed incorrectly. To help parents set up the safety seats properly, officials from Safe Kids Coalition were at Vic Koening Chevrolet in Carbondale on Saturday offering free inspection and safety seat installation.

The free inspections come as part of a project by Southern Illinois University Carbondale public relations students who, as part of a nationwide contest, are charged with promoting child passenger safety.

Darrell Patterson, state coordinator for Safe Kids Coalition, said installing the seats isn't easy work.

"We take 30 hours of training to get certified to install them," he said. "When parents come in with (safety seats) improperly installed, it's usually just a matter of tightening the seat more so it moves less than an inch in any direction."

To play it safe when purchasing the seats, Patterson said it's important to find one that fits the vehicle you'll be driving and the child who will be using it and to not buy second-hand seats. But Patterson added that putting out big bucks is no guarantee that you are buying the right seat.

"Lots of parents think the most expensive seat is the best — not true," he said. "The best seat is the one that fits best in the vehicle, whether it's a van or a sedan."

SIUC seniors Megan Trinscoll, Janice Dunn, Amanda Reid, Hilary Popejoy and Kelley Monahan have worked since November on promoting child safety seats as part of a contest run by The Public Relations Student Society of America.

The safety seat inspection is just one part of the contest, which will see the group's performance gauged against other participating public relations students from across the country.

Together, the group said getting behind a non-profit effort to promote child safety was one they could easily support.

Charles Yesurlas has three children, ages 8, 6 and 3, and said he packs the family up for long road trips on a regular basis and, for that reason, he's happy to take advantage of the free inspection.

"I thought it would be prudent to get (the seat) checked by people who know how to get it done," he said.

For those interested in having safety seats checked, the Carbondale Police Department offers the service free of charge Thursday afternoons. For more information, contact Carbondale Police at 457-3200.

PAUL SIEVERS / THE STUDENT

Rachel Walker (left) and Cathy Bancini check out a child safety seat Saturday at Vic Koening Chevrolet in Carbondale. Both are certified inspectors.

Increased DUI patrols in VP

The Villa Park Police Department will be increasing DUI patrols starting at Aug. 25 and ending on Sept. 7.

The increased patrols are in accordance with the Illinois Department of Transportation and Kathy Montanaro, the department's county director.

Extra police officers will be out in force for the two-week Labor Day holiday period stemming Sat impaired driving.

The extra patrols will also be looking for speeding violations along with occupant restraint violations.

State program nets more than 1,000 citations

Staff Report

DANVILLE — City police are reporting more than 1,000 traffic citations issued as part of a state grant-funded program.

Beginning in October 2007, the Danville police conducted six one-month campaigns focused on speed enforcement as part of the Illinois Department of Transportation's Speed Enforcement Grant. The final month of that was recently finished.

According to statistics, officers issued 1,094 traffic citations during that period, including 776 for speeding. Uninsured drivers were the next highest total, with 145 cited for driving without insurance. Child restraint and seat belt violations combined to total more than 50.

Danville already has applied for a new grant from IDOT to continue the campaigns.

Schaumburg police to target violators

The Illinois Department of Transportation's Traffic Safety Division has issued the Schaumburg Police Department a grant to target occupant restraint, speeding, and impaired driving violations. This grant will allow the department to supplement regular patrols during five campaigns to be conducted between this month and September of next year. Each of the five campaigns will consist of nine enforcement dates covering locations determined to be high accident areas and or low seat belt usage areas. Officers will be utilizing a "Zero Tolerance" approach for persons disobeying the state seat belt, child restraint and speeding and DUI laws.

Illinois State Police District 19 and Wabash Area Development Inc. supports 'Click It or Ticket' campaign

Record number of national, state, and local law enforcement agencies participating in Click It or Ticket campaign.

The Illinois Department of Transportation's Division of Traffic Safety (IDOT/DTS) is proud that Illinois has a 90.1 percent daytime safety belt usage rate. Illinois is one of only 10 states in the nation with over 90 percent daytime safety belt compliance. In the five years since th primary safety belt law was signed by Governor Rod R. Blagojevich in 2003,

113 additional lives have been saved and 3,480 injuries have been prevented on Illinois roadways. Illinois State Police District 19 and Wabash Are Development Inc. are joining over 400 state and local law enforcement agencies throughout Illinois to further reduce highway fatalities by reminding motorists they have to buckle up both day and night.

According to the National Highway Traffic Safety Administration (NHTSA), safety belt usage goes down by approximately 10 percent at night. In 2006, 54 percent of all fatal crashes in Illinois occurred between 8:00 p.m. an 8:00 a.m. To remind motorists of the importance of safety belt use at ALL times, local, county and state law enforcement agencies will be crackin down on unbuckled motorists during the largest Click It or Ticke mobilization in Illinois history. Law enforcement agencies across the state have been challenged by IDOT/DTS to conduct at least 25 percent of their safety belt enforcement during the night.

The Click It or Ticket mobilization coincides with the Memorial Day holiday and will run from May 16 - June 1, 2008.

Columbia Police Issue 109 Tickets

The Columbia Police Department is releasing the results of their recent traffic enforcement program.

You Drink and Drive, You Lose ran from Dec. 17, 2007, through Jan. 1, 2008. It is sponsored by the Illinois Department of Transportation Traffic Safety.

During the program, extra roving Columbia police cars were on patrol. Columbia police officers concentrated on the "fatal five" offenses that lead most often to traffic crashes with injury or fatalities. They are improper lane usage, following too close, speeding, driving under the influence and failing to wear a seat safety belt.

There were 109 traffic citations issued during the campaign. Three of the arrests were were made for driving under the influence, 17 for failing to wear seat safety belts, seven suspended or revoked drivers were arrested, six uninsured motorists cited, and they gave out 66 speeding violations and 10 other moving violations. Eight occupants were arrested on outstanding warrants.

Of the citations issued, 10 percent were issued to drivers with a Columbia address and 50 percent were other Illinois residents. Out-of-state drivers accounted for the remaining 40 percent of the citations.

During December 2006 Columbia officers investigated 16 traffic crashes with four injuries reported. Alcohol was a factor in one of those crashes.

For December 2007, there were 24 traffic crashes with seven injuries. Alcohol was a factor in two of the accidents.

"The heavy snow and ice during the middle of the month definitely contributed to the increase in traffic crashes this year," said Columbia Deputy Police Chief Jerry Paul.

Paul requested drivers be extra cautious and obey speed limits in the morning and afternoon when traveling through school safety speed zones.

"Our goal is to make the roadways safer for everyone in the community," said Paul.

State of Illinois
Rod R. Blagojevich, Governor

Illinois Department of Transportation
Division of Traffic Safety

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