

Partnering with the Community

Collaborating with local business partners to enhance
Traffic Safety Messages in your community



What is Safe Communities?

- The Federal Highway Safety Act of 1966 directed the U.S. Department of Transportation to administer various highway safety programs. This grant program provides federal funds to eligible entities to be used for projects such as traffic safety education, enforcement and engineering. Funds are used for highway safety support based on problem identification to reduce overall fatal and injury crashes. This program operates on a reimbursement basis.
- Ohio Safe Communities is a data-driven initiative to save lives and reduce injuries through collaboration among state, county and local partners. In FFY 2017 there are 45 countywide community-based programs

What is Safe Communities?

- OTSO administers the Section 402 State and Community grants, related National Highway Traffic Safety Administration (NHTSA) awards and initiatives, and contracts for traffic safety activities. Competitive grant proposals are accepted and reviewed annually, with funds awarded to traffic safety projects that will have the greatest impact on reducing fatal crashes or that significantly improve traffic safety systems. Since partnerships are critical to the long-term success of a project effort, applicants are encouraged to develop broad-based support and commitment from officials and constituent groups toward addressing traffic safety concerns.

Safe Communities

- Why Traffic Safety?
- What is the need?
- Isn't that just for big cities?
- Aren't all the problems on I-75?

Mission and Charged Tasks

- Reduce number of fatal crashes
- Creating awareness and prevention of death and injuries caused by traffic crashes
- Promote specific traffic messages:
 - Click it or Ticket Drive Sober or Get Pulled Over
 - Motorcycle Awareness Stay Alive Don't Text and Drive
 - ***Senior Awareness*** ***Commercial Vehicle Awareness***
 - ***Pedestrian Awareness***

Senior Citizens

- **People age 65 or older represent the fastest-growing segment of drivers.** National projections suggest a quarter of all drivers will be over 65 by 2025. In 2016, drivers over the age of 65 represented 20% of all licensed drivers in the state
- The number of traffic deaths and serious injuries involving these drivers has remained elevated over the past four years, which is a trend that will likely continue and probably grow
- Hold classroom educational opportunities and events to bring awareness to issues and bring solutions and assistance with vehicle insecurities and issues

Senior involved crashes in Wood County

- 2016
 - 8% of all crashes involved senior drivers (aged 66 – 99)
 - 15% of fatal crashes involved senior drivers
 - 9% of all serious injury crashes involved senior drivers
 - 8% of all property damage crashes involved senior drivers
- 2017
 - 9% of all crashes involved senior drivers
 - 37% of all fatal crashes involved senior drivers
 - 11% of all serious injury crashes involved senior drivers
 - 8% of all property damage crashes involved senior drivers

Commercial Vehicles

- Each year, more than 5,000 people are killed and 140,000 injured in car/truck crashes on the nation's highways
- In 2016, 551 crashes involved commercial vehicles in Wood County
 - 6 fatal crashes
 - 97 serious injury crashes
 - 485 property damage crashes
- In 2017, 408 crashes involved commercial vehicles in Wood County
 - 1 fatal crash
 - 88 serious injury crashes
 - 319 property damage crashes

Commercial Vehicles

- Not all crashes are the fault of the commercial driver
- Education must include facts regarding the commercial driver as well as other vehicle drivers
- Events to incorporate commercial vehicles to show awareness of the dangers of operating a commercial vehicle and the hazards surrounding the safe handling of their cargo
- Events will also allow non-commercial vehicle drivers to experience the views from cab of the truck and the deadly 'blind spots' that commercial vehicle drivers deal with daily

Events

Requirement of 14 events per year

- Distracted Driving Month - **October**
- National Distracted Driving Month (Prom) - **April**
- Click It or Ticket National Mobilization and Kickoff - **May**
- Drive Sober or Get Pulled Over National Mobilization and Kickoff - **August**
- Swallow Your Pride, Call for a Ride St. Patrick's Day - **March**
- Swallow Your Pride, Call for a Ride New Year's Eve - **December**
- Wood County Fair/Pemberville Free Fair - **August**
- Mock Crashes
- Chick-fil-A Family Nights
- Senior Citizens Centers
- Block Watch Programs

Event Partners



2017 National Collegiate Alcohol Awareness Week Mock Crash

Why Collaborate with Safe Communities?

- Be a part of the solution to traffic safety problems in your community
- Be a visible presence in your community
- Provide your expertise for efforts and initiatives
- Bring awareness to your workers and community about traffic safety
- Collaborate with other regional business professionals



We have fun!

Coalition Partners

- Government Agencies
- Fire/EMS Agencies
- Law Enforcement
- Hospitals
- Schools
- Automobile Dealerships
- Retail Chain Stores
- Local Businesses
- Media
- AAA
- Restaurants
- Insurance Companies

Coalition Partners

- Purchase materials, supplies, and signage for events
- Provides space at events
- Donate prizes for educational efforts
- Provide support and accountability to coordinator



Social Media



Safe Communities of Wood County



@SafeCommWC



www.bgsu.edu/trafficsafety



#drivesafeohio




Contact Information



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