

NE Coalition for Roadway Safety  
Annual Plan – DRAFT  
FY22 (July 1, 2021 through June 30, 2022)  
FY22 TOTAL PLANNED BUDGET \$85,400 (below)  
FY22 TOTAL BUDGET AWARDED \$89,394

Focus Area – Occupant Protection

1. Promote online presentation “Seat Belts Save Lives”
  - a. Working with BucketMedia to advertise online/goal 200 views by October 31, 2021\*
    - i. Will include focus to industry/businesses, parents setting an example
2. Offer/provide Child Passenger Safety technician training \$3000
  - a. Either provide a training or pay for up to 5 techs to attend training
3. Provide free car seats throughout region \$13,000
4. Send letter to Mayors about enacting a primary seat belt ordinance in their communities; personal visits (and follow up with Queen City and Moscow Mills)

Focus Area – Speeding/Aggressive Driving

1. Promote online presentation “Speeding Changes Lives”
  - a. Working with BucketMedia to advertise online/goal 200 views by October 31, 2021\*
2. Promote grants for radar equipment to law enforcement agencies \$20,000
3. Ensure speed trailers are in use all the time, updates as needed \$1000
4. Develop some type of campaign encouraging people to STOP at signals/stop signs, slow down, be patient, etc. (work with statewide PI team/BucketMedia) \$7000
5. Evaluate option of providing schools “camera” for bus stop arms \$3000

Focus Area – Distracted Driving

1. Promote online presentation “One Distraction Too Many”
  - a. Working with BucketMedia to advertise online/goal 200 views by October 31, 2021\*
  - b. BUPD Day in October

Focus Area – Impaired Driving

1. Promote online presentation “Impaired Driving Hurts More than the Driver”
  - a. Working with BucketMedia to advertise online/goal 200 views by October 31, 2021\*

All focus areas

1. First Impact presentations in at least 7 communities in region \$200
  - a. Work with driver’s education programs
    - i. Send direct information to students’ parents

2. ThinkFirst presentations in at least 7 communities in region \$200
  - a. Work with driver's education programs
3. Support statewide efforts by supplementing media not included in statewide buys \$5000
4. Work with all law enforcement agencies to train them on electronic reporting systems (LETS/Regis) \$1000
5. Work with schools who have student parking programs to offer rewards for good driving behavior \$1000
6. Provide driver's education scholarships to schools \$11,000
7. Provide packets/online presentations of info to insurance agents for clients (parents setting examples, teen driver info...do we have separate packets?)
8. Support "Keep Your Keys" program for older drivers \$1000
9. Provide educational items to schools and other audiences \$10,000
10. Participate in safety events (outreach coordinators) \$2000
11. Use Myth vs. Fact on Facebook and website
12. Work with DMVs to share more safe driving information – tvs, kiosks....
13. BUPD Day \$1000 (advertising/special incentives)
  - a. Business marquees on main streets
  - b. Fast food restaurants give coupons for the day (free fries, etc.)
  - c. Why I BUPD stories featured every hour on social media
  - d. Communities/Mayors declaring BUPD day
  - e. Work with law enforcement to focus on seat belts that day
  - f. Work with major businesses/industry to hold their own BUPD day (focus on parents setting examples)

\*Budget for Online Presentation promotion working with BucketMedia \$6000