



2023

Illinois  
Traffic Safety  
Challenge



# 2023

# Illinois Traffic Safety Challenge



The Illinois Traffic Safety Challenge (ITSC) is an innovative traffic safety awards program that targets four major traffic safety priorities: **Occupant Protection, Speeding, Distracted Driving and Impaired Driving**. It is a program coordinated by the Illinois Association of Chiefs of Police (ILACP) Traffic Committee and is supported by the National Highway Traffic Safety Administration through a grant administered by the Illinois Department of Transportation, as well as much-appreciated and vital funding from private entities. The ITSC recognizes the best overall traffic safety programs in the state and provides agencies with an opportunity to make a significant difference in the communities they serve. Ultimately, the Traffic Safety Challenge is about reducing traffic-related injuries and saving lives.

## High Visibility Enforcement

High visibility enforcement sends a clear message to the public that law enforcement is serious about traffic enforcement. Combined with paid advertising and/or earned media, high visibility enforcement has been shown to reduce traffic crashes, injuries, and fatalities. It is also known to increase the public's awareness of law enforcement's traffic safety efforts, and deter individuals from participating in high-risk behavior. Law enforcement agencies participate in various high-visibility federal traffic safety campaigns and are encouraged to support sustained high-visibility enforcement activities throughout the year.

## Occupant Protection

**Click It or Ticket** is a national seat belt mobilization campaign, focusing on increasing seat belt use, thereby reducing highway injuries and fatalities. Experience has shown that campaigns that incorporate high visibility enforcement efforts can substantially increase safety belt use rates in a very short period of time and heighten the public's interest in its support of positive, prevention-oriented law enforcement



## Speed Enforcement

Excessive speeding is a significant contributing factor in fatal and injury crashes. Education and high visibility enforcement programs focusing on speeding have been shown to have the greatest potential to change this behavior.



## Distracted Driving Enforcement

Eliminating risky behaviors like distracted driving by educating Americans about its dangers combined with police enforcing laws against distracted driving help keep our roadways safe and reduce crashes.



## Impaired Driving

**Drive Sober or Get Pulled Over** is a year-round national campaign that promotes high levels of law enforcement participation during the Labor Day and December crackdowns. These campaigns include sustained high-visibility enforcement throughout the year, especially during increased-risk times, by using sobriety checkpoints where they are permitted, as well as saturation patrols, signage, and other activities that would be highly visible to the driving public. Through the efforts of high visibility enforcement and better training of prosecutors, law enforcement officers and DUI courts, positive strides are being made in reducing alcohol-related fatalities.



# Award Categories



## Municipal Agencies & Sheriff's Offices

### Municipal

1. 1-10 Officers
2. 11-25 Officers
3. 26-35 Officers
4. 36-50 Officers
5. 51-65 Officers
6. 66-100 Officers
7. 101-250 Officers
8. 251 or more Officers



To be considered in the 2023  
Challenge, entries **MUST** be received  
no later than 11:59pm

**May 10, 2024**

### Sheriffs' Offices

1. 1-25 Officers
2. 26-50 Officers
3. 51-100 Officers
4. 101-250 Officers
5. 251 or more Officers

### State Police Districts

All State Police Districts compete in the same category.

### College/University

College/University Police

### Other Agencies

Other Law Enforcement  
(i.e. Park District Police, S.O.S. Police,  
Forest Preserve, etc.)

### Championship Class

All first place winners from previous years' Illinois Traffic Safety Challenge, regardless of agency's size or category, will compete in this class.

### Part-time Agencies

Part-time **ONLY** Law Enforcement Agencies

# Special Awards Categories



**IN ADDITION** to the first, second, and third place Illinois Traffic Safety Challenge awards an agency can receive, there are several other “special awards” for which you may compete. An agency **must submit a FULL Challenge application** to be considered for a special award. If your agency wishes to apply for a special award, your application must include a separate section for each special award category you wish to be considered for.



## SPECIAL AWARDS

### ***Bicycle/Pedestrian Safety Award***

Agencies will be judged on their efforts to promote bicycle and pedestrian safety education and enforcement in their jurisdiction.

### ***Commercial Vehicle Safety Award***

Agencies will be judged on their overall comprehensive education and enforcement programs for commercial vehicles including efforts to promote and enforce occupant protection laws.

### ***Distracted Driving Safety Award***

Applicants will be judged on their notable efforts to promote and enforce distracted driving laws.

### ***Impaired Driving Award***

Applicants will be judged on their year-round efforts to detect and apprehend impaired drivers and to address impaired driving through policies, officer training, and public information and education.

### ***Occupant Protection Award***

Applicants will be judged on their year-round efforts to detect and apprehend OP/CPS violations and to address occupant protection through policies, officer training, and public information and education.

### ***Railroad Grade Crossing Safety Award***

One agency will be recognized for their efforts to address vehicle and pedestrian safety at rail grade crossings.

### ***Speed Awareness Award***

Applicants will be judged on their efforts to address the problem of speeding through enforcement, public education, and officer training.

### ***Teen Driving Award***

One agency will be recognized for their efforts to address teen driving issues.

### ***First Time Entry***

The “Rookie of the Year” Award will be presented to an agency that is entering ITSC for the very first time. This award is open to all first-time entries, regardless of category. A separate tab is not needed for this award

### ***Judges Award***

All entries in the Illinois Traffic Safety Challenge will be considered for this award, except for prior winners within the last 5 years. The winning agency will be the one that best represents a complete traffic safety program touching all aspects of highway safety, including policies, guidelines, enforcement, recognition, training, public information and education, program effectiveness, and presentation.

## ***HOW -TO GUIDE***

Visit the ITSC's website at [iltrafficchallenge.org](http://iltrafficchallenge.org) and click on the “How To” guide for information on applying for the special award categories. The guide will provide you with the steps you need to take to be considered for any of these awards.

# Special Awards

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## ***The Looking Beyond the Belt Award and Illinois Highway Leadership Award***



These traffic safety awards are presented annually and **do not** require an Illinois Traffic Safety Challenge application.



Applications for both awards can be found on the Illinois Chiefs of Police website ([www.ilchiefs.org](http://www.ilchiefs.org)) on the Traffic Challenge page.



Applications will be accepted for arrests that occurred in 2023 and are due by May 1, 2024.

### ***Looking Beyond the Belt Award***

This award recognizes individual law enforcement officers whose observations during a traffic stop based solely on a safety belt or child restraint violation result in the discovery of evidence of a crime and/or apprehension of criminals.



### ***Illinois Highway Safety Leadership Award***

This prestigious award annually recognizes an individual law enforcement officer or civilian who has made significant outstanding lifetime contributions to highway safety.

***\*\*\*For applications go to the ITSC website at [iltraffichallenge.org](http://iltraffichallenge.org)\*\*\* and select the Looking Beyond or Highway Safety Leadership logo.***

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# Challenge Scoring Guide

## **Policies & Guidelines**

Applicants must provide a copy of their policies and guidelines for safety belt use within the agency as well as enforcement policies and guidelines for safety belt, child passenger safety restraints, impaired driving, distracted driving and speed.

## **Training**

Outline the training conducted/received during the year in each of the following areas:

- **Occupant protection; Distracted Driving;**
- **Impaired driving;**
- **Speed enforcement; and**
- **other overall traffic safety training**

Provide a narrative about the training your agency conducted/received during the past year. Include the percentage of officers trained in each category. Also include other recent training over the past few years that still may be applicable today (child passenger safety technicians, crash reconstructionists, etc.) Do not include basic academy training or FTO training.

## **Incentives & Recognition**

Agencies must provide evidence of their participation in a Saved By The Belt program which recognizes motorists involved in traffic crashes who were saved from injury or death because they were wearing their seat belt. Even motorists who were not injured at all should be recognized if the dynamics of the crash show they would have been injured had they not buckled up. Rewards and recognition provide motivation to individuals and agencies and are important elements in recognizing efforts and letting people know that traffic safety is a priority in the community and the agency. Agencies must provide documentation of recognition of officers who excel in the areas of occupant protection, distracted driving, speed enforcement and impaired driving. Letters of commendation, uniform pins or ribbons, plaques, etc. are examples of recognition. Have your officers been recognized by MADD or AAIM as top DUI officers?

## **Public Information & Education**

In this section, agencies should provide detailed information on their efforts to promote the issues

of occupant protection, impaired driving, speed enforcement, distracted driving, and traffic safety. **Show Public Participation and Engagement (PPE)** efforts for at risk segments of your jurisdiction. Show your creativity in promoting your programs. Provide a narrative of your public information and education activities and of your efforts to publicize highly visible enforcement throughout the year. Tell us what you have done and how you got the message out to the public. Include press releases, newspaper clippings, photos, brochures, social media, etc. Share your results and provide supporting documentation.

## **Enforcement Activity**

Provide the number of citations issued by your agency for the last three years for:

**Safety belt/child safety seats; impaired driving; speeding violations; distracted driving and special enforcement efforts.** Provide information on all of your enforcement efforts. Make sure to include information for all types of enforcement done during the year including; Commercial Vehicle, Motorcycle, Pedestrian, Railroad, Red Lights, etc.

## **How Effective Were You?**

**Show how your data drove all of your efforts.** We want outcomes not outputs for this section. The secret to this section is very simple; do the research and find the numbers. This is not only important for completing your application, but the data will help you to evaluate and build your entire traffic safety program. This section can be used as a barometer of how well your agency is doing. At a minimum, address your traffic program's effectiveness in the following areas: change in safety belt use, change in the number of fatal and injury crashes from previous years, and change in the total number of roadway crashes from previous years.

## **Quality of Submission**

How well did you organize your application? Your submission should follow the order of the application. Is the information clearly provided and creatively presented?

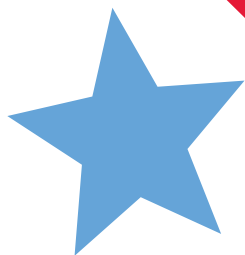
**How-To Guide-** For additional guidance on assembling your Traffic Safety Challenge application, visit: [iltrafficchallenge.org](http://iltrafficchallenge.org) and click on the How To logo.



more information about **HAVE YOU INCLUDED....?**

Contact phone number (**after hours**) for agency representative

**Please keep a copy of your application. Applications become the property of the ILACP and will not be returned to submitting agencies or other requestors**





# Online Application Guide

## **ATTENTION!**

### **2023 Traffic Safety Challenge Application**

**The ITSC is only accepting applications in the online format.**

The application itself and questions you are accustomed to answering have not changed. The only thing that has changed is the format in which you submit your application.

## LET'S GET STARTED

1. Register for an account on [iltrafficsafety.org](http://iltrafficsafety.org) by clicking the login button in the top right corner and it will direct you to a "user" page.
2. Visit the Illinois Traffic Safety Challenge webpage at [iltraffichallenge.org](http://iltraffichallenge.org) to access the Challenge "How To" Guide and other helpful information.
3. Complete the nine page application. You can save your application between pages and complete it at your convenience.
4. Watch the tutorial video at:  
[iltrafficsafety.org/content/resources](http://iltrafficsafety.org/content/resources)



If you have questions about the online application or technical inquiries contact **Joseph Powell** at:

**1-931-372-6383 or  
1-800-99BELTS**

or **INFO@TNTRAFFICSAFETY.COM**

## NINE PAGE ONLINE APPLICATION

- |   |   |
|---|---|
| <b>1</b> General information including your name, agency information, agency type, etc. | <b>6</b> Section IV: Public Information & Education |
| <b>2</b> Special Category Award Information   | <b>7</b> Section V: Enforcement Activity            |
| <b>3</b> Section I: Policies & Procedures   | <b>8</b> Section VI: Effectiveness of Efforts       |
| <b>4</b> Section II: Training of Officers   | <b>9</b> Section VII: Conclusion of Application     |
| <b>5</b> Section III: Incentives & Recognition  |   |