



2021

Illinois
Traffic Safety
Challenge



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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 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 saving lives and reducing traffic related injuries.

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 during the year and are encouraged to support sustained high-visibility enforcement activities throughout the year.

Occupant Protection

Click It or Ticket is a national seat belt enforcement mobilization campaign, which focuses on increasing seat belt use and 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.



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 increased level 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 2021
Challenge, entries **MUST** be received
by

April 15, 2022

All applications need to be
submitted by 11:59pm
April 15, 2022

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 year's 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 they may compete. An agency **must submit a FULL Challenge application** to then be considered for a special award category. If your agency wishes to apply for a special award, your application must include a separate section for each special award category that you wish to be considered.



SPECIAL AWARDS

Bicycle/Pedestrian Safety Award

Agencies will be judged on their efforts to promote and enforce bicycle and pedestrian safety 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 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, training, public information and education, and program effectiveness.

HOW -TO GUIDE

Visit the ITSC’s website at 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 one of these awards.

Special Awards



The Looking Beyond the Belt Award and Illinois Highway Leadership Award



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



Applications for both awards can be found on the Illinois Chiefs of Police website on the the Traffic Challenge page.



Applications will be accepted for arrests that occurred in 2021 and are due by May 1, 2022.

Looking Beyond the Belt Award

This award annually recognizes individual law enforcement officers whose observations during a traffic stop based solely on a safety belt violation results 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 have made significant outstanding lifetime contributions to highway safety.

******For applications go to the ILACP website at iltrafficchallenge.org***
and select the Looking Beyond or Highway Safety Leadership logo.***



Challenge Scoring Guide

Policy & Guidelines (20 pts.)

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 (25 pts.)

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 (25 pts.)

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, 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 as top DUI officers?

Public Information & Education (40 pts.)

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

of occupant protection, impaired driving, speed enforcement, and traffic safety. 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, Web pages, etc. Share your results and provide supporting documentation.

Enforcement Activity (50 pts.)

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

Safety belt/child safety seats; impaired driving; speeding violations; distracted driving and, special enforcement efforts.

Provide information on your 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 Light etc.

How Effective Were You? (40 pts.)

Show how 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 speed and alcohol related fatalities and injury crashes from previous years, and change in the total number of crashes from previous years.

Quality of Submission (10 pts.)

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 and click on the How To logo.

Application Check List

USE THIS CHECKLIST to ensure you report what your agency was involved in during the year. This is a partial list of some of the required materials. For more detailed instructions on how to complete your Traffic Safety Challenge application, visit the Illinois Chiefs of Police website at ilchiefs.org and go to the Traffic Safety Challenge page under programs.

For more information about the Challenge program, or for assistance with your application, contact:

Scott Kristiansen at:
(847) 456-2293
scottkilacp@gmail.com

or, visit
iltrafficchallenge.org and
click on the "How To Guide" logo.

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

HAVE YOU INCLUDED....?

Written policy requiring officer belt use

Written guidelines for enforcing occupant protection laws

Written guidelines for speed enforcement & distracted driving

Written guidelines for impaired driving enforcement

Training information: Updates or new training during the past year. (roll call, in-service, seminars, conferences and other training.)

DID YOU INCLUDE....?

Nominate your officers for traffic safety awards (local or state)

Give departmental awards to officers for traffic safety efforts

Have a department Saved by the Belt program

Outline your public information and education programs

Participation in any child passenger safety training or programs

Presentations to groups (PTA, Scouts, employers, businesses)

Use of speed trailers, number of times used, how deployed

List number of traffic safety messages and activities

Photos of activities, handouts, web page, facebook

Summary of press releases and / media coverage

DID YOU PROVIDE....?

Total number of sworn personnel, regardless of rank

All enforcement and citation data for three years

Seat belt use surveys (pre & post) in your community

Percentage of fatalities/injuries that were alcohol and speed related

A separate section for any special award applications

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



Online Application Guide

ATTENTION!

2021 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 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 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 as it is convenient for you.
4. Watch the tutorial video at:
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

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