

**State of Alabama  
Fiscal Year 2010  
Annual Report**



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## **Overall Program Goal/ Accomplishments**

The overall strategic program goal of the Alabama Office of Highway Safety (AOHS) continues the strategy and focus that was originally laid out in the FY 2008 HSP. The strategy and focus continued in the FY 2009 HSP and FY 2010 HSP for identifying and focusing on alcohol and speed related hotspots in the State of Alabama. The changes made for the FY 2008 HSP continues to be the most effective and accurate way of identifying problem areas. Therefore that methodology for identifying hotspots will continue to be used in future years to aid in comparing data and determining the effectiveness of the focus given to the hotspot locations.

The strategy employed for defining the overall plan for the Fiscal Year 2008 HSP was based on CY 2007 data. Based on that information, 78.7% of the fatalities were for speed and alcohol. For FY 2011 HSP, the CY 2008 data still showed that 78.5% of fatalities were due to speed and alcohol. Based on the CY 2007 alcohol and speed fatalities as compared to CY 2009 alcohol and speed fatalities, there has been a 30.5% reduction in speed and alcohol fatalities.

## **Police Traffic Service Programs**

**Total FY 2010 Expended Funds - \$1,508,924.22 - Funding Source - Section 402**

Our general implementation strategy has been to require the Community Traffic Safety Program/Law Enforcement Liaisons (CTSP/LEL) project directors to focus their plans solely on speed and alcohol hotspot crashes and the problem locations identified for their respective regions. By doing this, we have been able to focus on the biggest problem areas for traffic safety. In the nine regions, participating law enforcement agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. The participating agencies conducted DUI checkpoints and saturation/directed patrols during at least one weekend per month.

## Crash Summary

In Alabama in 2009, 848 people were killed on the highways, down from the 2008 total of 969 fatalities. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC decreased from 315 in 2008 to 280 in 2009. Number of Speeding-Related Fatalities decreased from 447 in 2008 to 327 in 2009. In 2009, the Number of Serious Injuries in Traffic Crashes was 22,802 compared to 24,110 in 2008. The total of all crashes for 2009 was 123,740 versus 123,968 in 2008. We experienced a decrease in hotspots from 313 in 2008 to 287 in 2009. The total vehicle miles traveled in 2009 was 600.35 (100 million miles traveled), up from the 591.48 (100 million miles traveled) in 2008.

The overall number of crashes was down as were the number of fatalities. We will continue to focus on the Alcohol Fatal Crashes. The Alcohol Fatal Crashes increased by 25 from 212 in 2008 to 237 in 2009. We will continue to take significant steps to reduce the number of fatalities in FY 2011, because we will not be satisfied with even one death on the road, and we will continue to put forth the maximum effort to make Alabama's highways the safest in the nation. Our goal is to reduce the number of alcohol fatal crashes from 237 in 2009 to 225 in 2011.

### **Community Traffic Safety Programs**

**Total FY 2010 Expended Funds - \$1,953,843.02 - Funding Source - Section 402**

There are nine Community Traffic Safety Programs (CTSP) regions in Alabama. These nine regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the State Highway Safety Office is given directly to these regions for disbursement to municipal, county and state law enforcement agencies.

The nine CTSP regions participated in two statewide enforcement campaigns in 2010. These campaigns took place during the Memorial Day and Labor Day holiday periods. There were no statewide enforcement campaigns for the Thanksgiving or Christmas/New Year's holiday periods.

The CTSP project directors conducted regular meetings with law enforcement committees in their respective regions. These committees serve a number of vital functions that include, but are not limited to: reporting enforcement data, enlisting non-participating agencies to join the committees, and determining allocation of grant funds. Our Northeast Alabama Highway Safety Office continued their involvement in implementing the "Yellow Dot" program to seniors and other interested motorists. This program began with regional interest but is slowly being made available throughout the State of Alabama.

The Alabama Office of Highway Safety (AOHS) continues to host quarterly meetings with the CTSP project directors. These meetings began in 2003 and serve a useful function as a coordination and information exchange forum.

### **Center for Advanced Public Safety (CAPS)**

**Total FY 2010 Expended Funds - \$563,128.70 - Funding Source - State Traffic Safety Trust Fund**

CAPS developed and maintains the CARE program which is the search engine used for all traffic crash and safety analysis done in Alabama. In exchange for the support that CAPS receives from AOHS, CAPS provides AOHS with crash and traffic safety data throughout the year. This includes preparing reports and grant applications as required and providing answers for data requests from across the state that come up throughout the year. CAPS also provide training for state and local deployment of e-citation.

### **Observational Survey of Occupant Protection and Child Restraint Use**

**Total FY 2010 Expended Funds - \$101,281.26 - Funding Source - Section 405**

The Injury Prevention Branch of the Bureau of Health Promotion and Chronic Disease, within the Alabama Department of Public Health, conducts an annual survey of vehicle seat belt usage and child restraint usage throughout Alabama. Year 2010 marks the twenty-first time that the required National Highway Traffic Safety Administration (NHTSA) guidelines were followed for the surveillance procedure.

#### Survey Design

The NHTSA sampling system incorporates a probability based multi-staged stratified sampling approach. This approach provides data for rural and urban highways. This sampling system does not, however, overlook the larger counties, as all four metropolitan areas (Jefferson, Madison, Mobile, and Montgomery) are included in the survey. A total of 15 counties actually compose the entire survey area. In addition to the four metropolitan areas, 11 counties were randomly selected from a pool of the 37 largest counties in Alabama. A majority of Alabama residents are in the sample pool, since 85% of the state's population lies within these 37 counties. The counties are Blount, Colbert, Escambia, Etowah, Houston, Jefferson, Lawrence, Lee, Madison, Marshall, Mobile, Montgomery, Shelby, Tuscaloosa, and Walker.

#### **Occupant Restraint Observational Survey**

For the seat belt usage survey, 23 sites in each of the 15 counties were randomly selected based on the Average Daily Traffic (ADT) totals supplied by the Alabama Department of Transportation. In the survey, ADT's are broken down into three categories: low (0-4,999), medium (5000-10,499), and high (10,500-75,000). At least one site from each category is surveyed in each county chosen. A total of 345 sites were selected and observed for one hour, using the curbside lane as the reference position. At each site, surveillance was done to determine the number of people in the front outboard seats of the cars and the number of these occupants wearing seat belts. This year, Survey 1 was conducted during a two-week period during May 2010 and Survey 2 took place during a two-week period in June 2010

## **Child Restraint Observational Survey**

The child restraint survey took place at 10 randomly selected sites in each of 15 counties. The counties and sites are the same as those in the CIOT campaign. At least one site from each ADT category is surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measure a proportional distribution which resembles the statewide population. The survey was conducted during July 2010.

## **Occupant Restraint Survey Results**

The survey team observed a total of 55,901 front seat occupants in 43,403 vehicles throughout the 15 selected counties. Alabama's seat belt usage rate in 2010 was 91.43%. Variance (V) and Standard Error (SE) were calculated and considered acceptable. Houston County had the highest usage rate of 95%, followed closely by Colbert County at 95%. Blount County's restraint rate was 82%, the lowest rate of the surveyed counties. The survey determined that the observed female occupants' restraint usage rate of 96% was greater than males' rate of 86%.

## **Child Restraint Survey Results**

The survey team observed a total of 3,054 children, approximately aged five and under, in any position in the vehicle, of those 2,844 were restrained. The Alabama child restraint usage rate is 93.12%. Etowah County had the highest rate of 96%. Walker County had the lowest rate of 77%. Observations of unrestrained children accounted for 6.88% of all observations and 58% of the unrestrained children were observed in the front seat of the vehicle.

## **Child Passenger Safety (CPS) Program**

**Total FY 2010 Expended Funds - \$126,636.07 - Funding Source – Section 405**

Alabama continued with the CPS program that began in FY 2006. In that year, we established a single CPS coordinator augmented with three instructors from the CTSP offices and tasked them with addressing CPS from a regional perspective. The CPS program was continued through FY 2010. The overall goal of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

### Implementation Process

Wrap up for FY 2010 is as follows: During this year 15 certification classes and 12 re-certification classes were taught. The re-certification rate for Alabama is high and closely follows the national average. That can be attributed to the re-certification classes and to an increased awareness of Child Passenger Safety across the state.

Year end: 15 ADECA funded 3-day certification classes were held in Florence, Bessemer, Geneva, Fayette, Ft. Rucker, Opelika, Saraland, Selma, Dothan, Andalusia, Saraland, Oneonta, Headland, Ft. Rucker and Tuscaloosa. Each CTSP office was made aware of all training opportunities available this year and that the classes were on a first-come, first-served basis. The three day certification classes taught this year had 114 students attend; most of these students passed the course and can assist the existing permanent fitting stations and add more child passenger safety experts to Alabama. There were 6,037 car seats checked during the year with 16 fitting stations reporting. There were 92 people that received community education through CPS out-reach trainings.

There were 12 re-certification classes offered. They were taught in Florence, Geneva, Ozark, Opelika, Foley, Decatur, Montgomery, Dothan, Saraland, Oneonta and Auburn (2).

Mike James assisted with the development of a re-certification curriculum for use in FY 2010 and it has already been approved for CPS CEU's with SAFE Kids worldwide, which will make recertification much easier for technicians. The standardized CPS curriculum has been revised and it will be taught over 3 days instead of the previous 4-days. From here on, no split classes can cost effectively be offered. From now on all classes will be taught over 3 straight days.

### Public Education

The CPS website ([www.cpsalabama.org](http://www.cpsalabama.org)) was heavily utilized by parents and technicians alike. The website offers a place to go to get accurate up-to-date CPS information. The main page has been modified to aid parents when they work with CPS professionals. There are many claiming to be nationally certified in Child Passenger Safety and to counteract this misconception; a sample certification card is shown on the main page of the website. Parents are being encouraged to ask for credentials prior to accepting any assistance from "trained" individuals.

The website now has valuable information for current CPS technicians so that they may retain their certification. A re-certification page has been added with links to articles, activities and tests to help technicians stay current. This website also has a calendar for Child Passenger Safety related events. All potential students for certification classes and re-certification classes now register for those classes on-line at the website. The website also has links to the latest recall list, the complete technical manual, a way for fitting station to report their activities, a way for educational classes to report their activities and a way for technicians, instructors and organizations to add their events to the CPS calendar. The website now features an update service as well, so every time the website changes, a subscriber will be notified via e-mail.



### Future Plans

There currently are 16 fitting stations around the State of Alabama. The goal is to build this number during FY 2011 and cover more areas of the state.

As a part of the nationwide initiative to increase seat belt usage, Alabama will participate in the Click It or Ticket Campaign. The campaign will be scheduled for May 2011 and concludes on the Memorial Day Holiday. This has been a highly successful program in the past several years. Alabama will continue to lend its full support to the program in the coming year.

In addition to the paid media, we will have a high visibility enforcement program for a three week period. The enforcement program will consist of members from the municipal law enforcement agencies, county sheriffs and the state highway patrol.

The child restraint usage rate in Alabama decreased to 93%, down from 94.91% in 2009. The goal is to reach a 95.0% usage rate. The program will continue to teach certification and recertification classes to further the reach of Alabama's CPS program.

### **Impaired Driving Paid Media Campaign**

**Total FY 2010 Expended Funds - \$542,609.12 - Funding Source – Section 410**

### Overview

The 2010 Impaired /Drunk Driving Campaign is a partnership among Governor Bob Riley, the Alabama Department of Economic and Community Affairs, the Alabama Department of Public Safety, the National Highway Traffic Safety Administration, the Regional Community Traffic Safety Programs, and municipal and county law enforcement agencies.

Alabama and 39 other states joined in reducing the number of fatal highway crashes with alcohol involved. In 2009, 280 of the state's 848 highway deaths were alcohol-related, while in 2008, 314 of the 969 deaths were alcohol-related. Despite recent reductions in fatalities each year, thousands of people die in motor vehicle crashes and a large percentage of these fatalities are alcohol or drug-related. Behind these statistics are real people with real stories. They're not numbers, but human beings with families and friends.

These numbers represent an average of more than one alcohol-related fatality every day. It also represents 32.6% of the state's traffic deaths. As evidenced by the results of a September 2010 survey conducted for the state by Abt SRBI Inc., most people don't intend to drive home drunk, but too many find themselves at the end of the night without a sober designated driver. Unfortunately, many of these drivers convince themselves and friends that they are able to drive with the comment, "I'm okay, I'm just buzzed."

Alabama Development Office implemented the Labor Day 2010 “Impaired Driving” State Media Plans submitted to ADECA. The plan and actions taken are consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign is designed to increase awareness that sobriety checkpoints and saturation patrols will be conducted by law enforcement officers. The officers conducted massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers. The paid media campaign ran from August 18-22, August 25-29, and September 1-6. Bonus media ran from August 20 to September 6, 2010. (The campaign placed 24,244 paid media ads with 13,260 bonus ads airing on broadcast television, cable television, and radio. Also, electronic billboards were utilized in the Huntsville, Birmingham, Montgomery, Prattville, Auburn, Opelika, Enterprise and Mobile markets, providing 840,246 exposures.) A statewide campaign demographically targeted to Male 18-34 demographic was developed for AL.COM where during an average month, 20% of their unique visitors are in the target range. The web ads garnered more than 3 million hits and more than 2,000 clicks through the ADECA website. The campaign, running August 18 through September 6, included Standard Ad Units, story ads and text links with a bonus of roll-over and video ads.

The objective of the campaign was accomplished principally through the following tasks:

1. Development of the “Drunk Driving” marketing approaches, based on Nielsen and Arbitron ratings targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hotspots;
2. Produced two television and radio advertising spots, “Troopers” and “Buzzed” in addition to corresponding billboard and newspaper ads;
3. Negotiated placements of approved, paid “Drunk Driving” program broadcast television, cable television, and radio spots, in addition to free and public service spots. (Paid advertising for the campaign was placed with 25 broadcast television stations in five major metro areas, 54 cable stations and multiple radio networks that cover 130 AM and FM radio stations across the state; 95 weekly newspapers and 30 daily papers.);
4. Newspaper ads and e-Billboards were distributed across these markets;
5. Updated the Alabama Department of Economic and Community Affairs (ADECA) “Drunk Driving. Over the Limit. Under Arrest.” Webpage;
6. Review, reconciliation and approval for payment of invoices for the campaign.

## **Impaired Driving Paid Media Evaluation**

### Alabama Alcohol Target Groups Surveys

The 2010 Survey of Alcohol Targets of Opportunity was a statewide telephone survey conducted for AOHS. The study design called for a measurement of awareness, behavior, and perceptions concerning public information and enforcement programs of drinking and driving among drivers who had at least one drink in the past year. The public education effort consisted of paid advertising and increased enforcement.

The survey was administered to a randomly selected sample of approximately 500 drivers age 16 and older who drive at least a few times a year and must have had at least one drink in the past year. Interviews were conducted from September 8 to September 24, 2010. Schulman, Ronca and Bucuvalas, Inc. (SRBI), a national survey research organization, conducted the data collection.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) system. This system used up to five call-backs to determine if the randomly generated phone number was a household and up to eight call-backs were made to find a respondent in a household.

### General Information

**Respondent Gender:** By observation of the interviewers, 48% of the respondents were male and 52% were females.

**Respondent Age:** Drivers were asked to indicate their age during the demographic portion of the survey. Drivers age 16-34 made up 14% of respondents; 35-44 made up 15%; 45-54 made up 24%, 55-64 made up 23%, 65 and older made up 24%.

**Respondent Race and Ethnicity:** Drivers were asked what racial category described them. The majority of drivers considered themselves to be white at 73%. Blacks or African American made up 22% of the survey while American Indians or Alaska Natives were 2%. Hispanics made up 2%, Asians were 1% while "Other" made up 1% of the survey. 2% refused to answer.

**Respondent Education:** Drivers were asked for their highest educational achievement. College graduate or higher was chosen by 52%. Some college education was chosen by 24%; high school graduate was chosen by 18%; and less than high school education was chosen by 5%.

### Major Findings Among All Drivers

**Frequency of Motor Vehicle Use:** Drivers were asked how often they drive a motor vehicle. The majority of respondents (86%) said they drove almost every day while 11% drive a few days a week and 2% drive a few days a month or less. 1% replied that they drive a motor vehicle a few days a year.

**Type of Motor Vehicle Driven:** The majority of respondents (60%) drove cars. The next highest categories were SUVs at 18% followed by pickup trucks at 13% and vans or minivans at 8%.

**Frequency of Seat Belt Use:** Most drivers (93%) wear their seat belts all of the time and 4% wear their seat belts most of the time. Additionally, 1% wears their seat belts some of the time while 2% of the respondents answered rarely or never.

**Alcohol Use:** The majority of drivers (70%) answered that they had at least one drink in the past thirty days while 29% said they had not. 1% either said “not sure” or refused to answer the question.

**Average Number of Days of Alcohol Use:** Drivers were asked how many days out of the past 30 days did they drink ANY alcoholic beverages, which include, beer, wine, wine coolers, mixed drinks or liquor. Of those driver who did have a drink the average was 8.63 days of alcohol use.

**Driven Within Two Hours of Drinking:** Drivers were asked if in the past 30 days they had driven a motor vehicle within two hours after drinking any alcoholic beverages. 18% of respondents drove within two hours of drinking while 81% did not. Of those that did drink, the average number of days in the past 30 days in which they did drink was 3.49 and the average number of drinks was 1.61.

**Driving When had Too Much to Drink:** When asked if they had driven when they thought they had too much to drink in the past 30 days, 2% replied ‘Yes’. 98% replied “No”.

**Visibility of Police on Roads:** Drivers were asked if they had seen police on the roads where they normally drive in the past 30 days. The majority of drivers (65%) answered about the same, 28% of drivers answered more often than usual while 3% answered less than usual. 1% said “Never” and 2% was not sure/refused to answer.

**Overall Likelihood of Being Stopped:** Drivers were asked what they believed the likelihood of being stopped while having an amount of alcohol in their body greater than the amount allowed by law would be. 27% felt they would not likely be stopped by police after drinking and 30% felt it was very likely of being stopped.

**Increase Likelihood of Being Stopped:** 28% of the drivers surveyed think that the chances of being stopped have increased in the past month. That is, compared to a month ago, did they think a driver who had been drinking is more likely, less likely or about as likely to be stopped by the police?

**Seen or Heard Messages Encouraging People to Avoid Drinking and Driving:** The overwhelming majority of drivers (83%) had seen or heard messages encouraging people to avoid drinking and driving only 16% said they had not. Of those who had seen a message 88% saw the message on TV, while 23% heard it on the radio. 17% of respondents saw a billboard or sign and 5% read it in the newspaper. The majority of TV and radio messages (61%) were from commercials/advertisements and 31% were public service announcement.

**Number of TV and Radio Messages Seen or Heard in Past 30 Days:** Drivers who saw or heard messages were asked if it was more message than usual to encourage people to avoid drinking and driving. 61% reported that they had seen about the same number of messages while 34% said they had seen more than usual.

**Special Efforts by Police to Reduce Drunk Driving:** Many drivers (44%) had seen or heard of special effort by the police to reduce drinking and driving. Most respondents (57%) had seen the special effort by police on TV while 11% read it in the newspapers, and 8% heard of the efforts on the radio. Many drivers (38%) saw or heard news story about law enforcement efforts. 35% saw or heard a commercial/advertisement and 26% saw or heard a public service announcement.

**Overall Seen or Heard about Police Checkpoints:** Fifty percent of drivers had seen or heard about police checkpoints while 49% had not.

**Visibility of Police Checkpoints:** In the last 30 days, 18% of the drivers said they had personally driven past or through a police checkpoint.

**Name or Slogan to Prevent Drunk Driving:** 35% said they knew the name or slogan of an enforcement program(s) that is targeted at drinking and driving.

**Unaided Awareness of Slogans:** Drivers were asked to recall a name or slogan of a program to prevent drinking and driving. 37% responded with "MADD/Mothers Against Drunk Driving", 11% responded "Friends Don't Let Friends Drive Drunk" while 10% responded with the current slogan of "Over the Limit. Under Arrest."

**Recall Seeing a Particular Ad:** Drivers were asked if they saw a particular ad. It shows different cars with drivers that are sitting in alcoholic beverages up to their necks as they drive down the road. It also shows a motorcycle rider with alcohol floating in his helmet. The officer stops each driver and asks the driver if they have been drinking. When they roll the window down, or open the helmet, the alcoholic liquids start pouring out of the car and helmet. The ad is making the point that it is obvious when you drink and drive you will be caught. The ad then shows the officer arresting the drunken driver. The majority of respondents (76%) recall seeing the ad.

**Aided Awareness of Slogans:** Drivers were asked if they recall hearing or seeing some slogans. "Friends Don't let Friends Drive Drunk" was recalled by 63% of respondents. The current slogan was recalled by 8% of drivers.

**Enforcement of Drinking and Driving Laws:** Most drivers (84%) were asked if they felt it is very important to enforce drinking and driving laws more strictly, whereas 8% felt it was fairly important, 4% felt that it was somewhat important, and 1% felt it was not that important.

### **Impaired Driving High Visibility Enforcement**

**Total FY 2010 Expended Funds - \$285,162.42 - Funding Source - Section 410**

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from August 20 through September 6. The enforcement program consisted of members from 251 law enforcement agencies from the municipal to the state level (Municipal Agencies: 184; County Sheriffs: 46; State Police Districts: 16; Other Agencies: 5). The officers worked 11,262 total hours and conducted a total of 342 checkpoints. The total number of citations issued was 27,302.

### **Selective Hot Spot High Fatality Enforcement**

**Total FY 2010 Expended Funds - \$1,116,342.09 - Funding Source – Section 410**

The Alabama Office of Highway Safety was awarded funds for the Selective Hot Spot High Fatality Enforcement Program. This began October 1, 2009 and ran through September 30, 2010. The goal of this program was to focus on and target youth and adult drinking and driving at specific high crash areas (Hot Spots) and other issues needed to reduce crashes, injuries and fatalities. Roads where “Hot Spots” exist were a priority target of sustained enforcement activities. “Hot Spots” were defined and the CARE system was used to find these hotspots, related to alcohol. Funding from this program accounted for 28,254 hours of OT and 1,933 DUI arrests.

### **Selective Hot Spot High Fatality Paid Media Campaign**

**Total FY 2010 Expended Funds - \$306,801.61 - Funding Source – Section 410**

The mission was to develop, produce, and deliver multimedia services that publicize the “Alcohol Hotspots” program to Alabama motorists in the areas most prone to alcohol-related crashes. The goal set for these areas was to focus a large percentage of the effort on a per region basis on reducing the number of hotspots and hotspot crashes by approximately 2% per region over the coming year.

Paid advertisement ran the weeks before each of these holidays and events: Valentine’s Day, St. Patrick’s Day, Fourth of July, and major televised sporting events. The grant was used to publicize the dangers of driving under the influence of alcohol through only TV and radio, based on data from the 2008 At SRBI survey results. Within each market, stations with 10% or greater reach were selected, based on Nielsen and Arbitron Ratings. Broadcast and Cable TV accounted for 5,391 paid ads and 5,293 bonus ads and there were 3,511 paid radio ads and 1,866 bonus radio ads.

**Occupant Protection Paid Media Campaign**  
**Total FY 2010 Expended Funds - \$534,549.46 - Funding Source - Section 405**

“Click It or Ticket” Media Campaign

May 17 through May 31

“2010 Click It or Ticket” Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV and radio spots (May 17-31); and negotiation for earned (free) media (May 10-June 17, which includes the enforcement period) with the buys.

We anticipate that the CIOT Media Campaign played a critical role in the effort to keep people safe on our nation’s roads and highways. The Alabama Development Office placed 13,907 paid media and 4,767 bonus commercials for Click It or Ticket.

Electronic billboards were used to reinforce the radio and TV commercials. Lamar electronic billboards were designed and placed in the twenty-six (26) major media market sites providing 10,322,700 exposures. Bell Media ran three paid and one bonus e-billboards for a total of 101,250 exposures in the Montgomery, Troy and Enterprise areas.

AL.COM Website: The state’s leading news website also provided excellent coverage (1,197,776 guaranteed (paid) impressions with a total of 3,626,871 total impressions) for less than a \$10,000 investment.

In addition to the paid and bonus media, the website (<http://adeca.alabama.gov/clickit/>) was updated for the 2010 campaign with more than half of the broadcast and cable stations, al.com and statewide newspapers providing links from their websites.

For the campaign, paid media was engaged based on parameters outlined below:

Broadcast Television

The Broadcast television buys provide the greatest reach. Paid Media was placed in statewide markets for Click It or Ticket Mobilization to run only during May 17-31. The campaign once again targets a key at-risk group, 18 to 34 year olds, particularly males. The buy focused on programming in prime times: morning drive (M-F, 7A-9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television

There large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts; morning drive (M-F, 7A-9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

## Radio

The campaign targeted that same key at-risk group, 18-34 year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-Fm 11A-1P) afternoon (M-F, 4P-7P) evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

Two thirty-second video/audio commercials were produced by Auburn Media for television and radio. These ads were designed along lines similar to the previous CIOT campaign and were expected to be somewhat familiar to the audience.

2010-Click It or Ticket Media:

Cut #1: Donnie Allison: "If you want to drive like a pro, start by buckling your seatbelt."

Cut #2: Sgt. Steven Jarrett: "The truth is, seatbelts save lives. Buckle up, Alabama!"

Advertisements for electronic billboards, newspaper and al.com were tied back to the video media.

Other efforts included extensive research followed by the posting of updated website content for both campaign and press releases.

## Print Media

143 paid ads, 172 bonus ads and 372,000 web impressions (on companion web sites) were utilized through the Alabama Press Association.

## **Occupant Protection Paid Media Evaluation**

**Total FY 2010 Expended Funds - \$82,029.94 - Funding Source - Section 405**

Abt SRBI conducted telephone interviews after the CIOT campaign in 2010. About 6,000 numbers were dialed in order to obtain 500 complete interviews. Random telephone numbers are used, so many are bad numbers. There are various other reasons it takes so many calls to get 500 complete interviews. The process in continued until the 500 interviews are obtained so as to have a good sample size. The survey took place June 2 through June 16, 2010.

The most important questions dealt with the respondent's use or non-use of seat belts. Results were good; the most frequent answer was "All of the time." It was given by 88% of the respondents interviewed. 95% of the respondents reported that they used their seat belts "all of the time" or "most of the time" at the end of the CIOT campaign. This result was slightly higher than the numbers gathered at the end of the 209 CIOT campaign, where 94% of respondents reported using seat belts "all of the time" or "most of the time".



As for gender in the 2010 SRBI phone survey, females were more likely to “buckle up” than males (95% to 81%). Self-reported male belt use increased by 1%, when comparing the 2010 post-campaign results with the 2009 post-campaign results. Also, reported female belt use increased by 5%. Generally, self-reported seat belt use rates have been higher than the observed rates for men and women. This was not the case for 2009 or for 2010.

In age group responses, the 16-24 year olds had a higher positive response (83%) to “all the time” seat belt usage when compared to last year. In 2009, only 73% in this age group responded “all the time” when asked how often seat belts were used. This result is very encouraging, as a subset of this age group was specifically targeted through the CIOT media campaign. An area of concern with this age group is that 13% responded “rarely” when asked about frequency of seat belt usage. An assumption can be made that a campaign emphasis placed on younger drivers might be appropriate and continue to be beneficial.

It appears that race of the respondents only made a slight difference in seat belt usage. In the self-reported rates for “all of the time,” seat belt usage was highest in the white category at 91%. This rate was only slightly higher than the others, with the rate for Hispanics at 90% and for non-Hispanics at 80%. As compared to the post-campaign results from 2009, two groups saw an increase: the rate among whites rose from 85% to 91%, and the rate among Hispanics rose 83% to 90%. It is important to note the very small sample size of the Hispanic respondents (8 in 2009 and 3 in 2010), so no firm conclusions can be drawn for this subset.

When questioned about crashes, over 9 out of every 10 respondents (91%) indicated that they wanted to be wearing their seat belts if they were ever involved in a crash. This strong response rate is consistent with the seat belt use rate observed in the field.

#### SUMMARY OF TELEPHONE SURVEYS: ALABAMA JUNE 2010

##### Media Exposure:

- Messages Encouraging Seat Belt Use
  - Heard **any** in past 30 days: 75%
  - **More** messages heard/seen in past 30 days: 25%
  - Messages cause more frequent seat belt use: 23%
- Recall of Specific Slogans Heard/Seen in the Past 30 days
  - Click It or Ticket: 88%
  - Buckle Up Alabama: 51%
  - Buckle Up America; 31%
  - Buckle Up in Your Truck: 13%
  - Over the limit. Under arrest.: 52%
  - You Drink, You Drive, You Lose.: 64%
  - Friends Don't Let Friends Drive Drunk: 79%
- Pickup Truck Drivers Less Likely to Wear Set Belt in Truck than Other Car: 2%
- Seen/Heard Special Enforcement Efforts for Children: 34%
- Seen/Heard Messaged Encouraging Child Car Seats/Seat Belts: 20%

#### Awareness of Law

- Awareness of state seat belt law: 96%
- Awareness that seat belt law is primary: 80%

#### Beliefs About Enforcement

- Being Ticketed for seat belt offense likely: 68%
- Disagree police won't bother to write tickets: 20%
- Agree police are writing more tickets for seat belts now: 40%

#### Attitudes Toward Seat Belt Use

- Disagree they are as likely to harm: 61%
- Agree want my seat belt on in an accident: 91%
- Disagree wearing a seat belt makes me worry: 81%
- Seat belt laws should be primary: 79%
- Agree enforcement of seat belt laws is important: 88%
- Stricter enforcement of adult seat belt laws is important: 92%

#### Reported Use of Seat Belts

- Wear seat belt all of the time in past month when driving: 88%
- Drove without seat belt in past month: 20%
- Seat belt use increased in past 30 days: 12%

### **Occupant Protection High Visibility Enforcement**

**Total FY 2009 Expended Funds - \$293,379.55 - Funding Source - Section 406**

In addition to the paid media effort, Alabama conducted a High Visibility Enforcement program for a two week period from May 24 through June 6. The enforcement program consisted of members from 270 law enforcement agencies from the municipal to the state level (Municipal Agencies: 204; County Sheriffs: 44; State Police Districts: 16; Other Agencies: 6). The officers worked 12,293 total hours and conducted 348 checkpoints. The total number of citations issued was 31,610.

### **Traffic Safety Resource Prosecutor Program**

**Total FY 2010 Expended Funds - \$150,723.30 - Funding Source - State Traffic Safety Trust Fund**

The Office of Prosecution Services is a state agency serving all 42 elected District Attorneys. Among other things, Prosecution Services' primary duty is to service the training needs for District Attorneys', ADA's and support staff. Through this project this office will increase the level of readiness and proficiency for the effective prosecution of traffic related cases.

Impaired driving cases continue to increase in litigious complexity rivaling capital cases. Additionally, the science involving identification and recognition of impaired drivers has significantly improved in recent years providing information that can be used by law enforcement and prosecutors in court settings. However, Alabama's law enforcement and courts fall behind other states in recognizing and utilizing available science applied in horizontal gaze nystagmus and drug recognition.

The TSRP has undertaken a number of vital projects to increase the success of impaired driver prosecutions. Once again, the TSRP program hosted the DUI/Traffic Safety Conference in Auburn. This three-day conference was attended by 180+ law enforcement officers and prosecutors from across the state and it received great reviews.

Additionally, the TSRP spoke to several groups which included the Alabama Association of Municipal Attorneys and Alabama Municipal Judges Association Spring Conference. He spoke about the Drug Recognition Expert program and prosecuting the drugged driver. He addressed approximately 75 prosecutors and judges. He spoke for MADD at a town hall meeting in Montgomery, spoke to students and their parents on the destructive impacts of driving under the influence of alcohol and drugs as well as promoted the DUI conference. He worked on several DUI cases and was utilized as a resource for information regarding a number of potential changes and additions to the law regarding traffic matters such as the current DUI law, Graduated Driver's License, Ignition Interlock legislation and Texting While Driving.

The TSRP program conducted the first Advanced Roadside Impaired Driving Enforcement (ARIDE) class in Alabama. This advanced training saw over 40 Alabama law enforcement officers gain proficiency in SFSTs and recognizing drug impaired drivers. On the heels of the ARIDE training, they conducted the first in-state DRE School. Sixteen Alabama law enforcement officers passed the class and moved on to the next phase of the DRE certification process. One of the biggest accomplishments of this program is the completion of our first DRE School and the certification of 14 new DREs.

The fastest growing portion of this position is as a resource to prosecutors and law enforcement officers. The requests range from answering technical and legal inquiries to providing case law updates to providing predicate and voire dire questions as well as jury instructions. The role of TSRP in the constant and evolving battle of impaired driving in Alabama continues to grow.

The TSRP continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with an eye to the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP also serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

## **Drug Recognition Expert Program**

**Total FY 2010 Expended Funds - \$50,320.19 - Funding Source – Section 410**

According to the Center for Disease Control, 18% of motor vehicle driver deaths involve a drug other than alcohol. Based on Substance Abuse and Mental Health Services Administration's (SAMHSA) National Survey on Drug Use and Health, in 2006 an estimated 10.2 million persons aged 12 or older reported driving under the influence of illicit drugs during the past year. Illicit drugs included marijuana/hashish, cocaine, crack cocaine, inhalants, hallucinogens, heroin or prescription-type drugs used non-medically. In a study of reckless drivers, over half who were not intoxicated by alcohol were found to be impaired by cocaine and/or marijuana.

The Drug Evaluation and Classification (DEC) program is new to Alabama, so in addition to being new to law enforcement, it is new to prosecutors in Alabama as well. The goal of this program was to allow for 35 law enforcement officers to conduct Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training. It will allow for the training and certification of 24 officers as Drug Recognition Experts by the International Association of Chiefs of Police Drug Evaluation and Classification (IACP DEC) program which will enable them to conduct drug impairment evaluations and provide expert testimony in court. Continuing education was to be provided to the four current certified DREs by allowing them to attend the International Drug Evaluation and Classification Program (IDECP) conference. Five prosecutors will attend the "Prosecuting the Drugged Driver" conference. This will allow law enforcement officers and prosecutors in the State of Alabama to be more effective in their duties. These efforts should increase the arrest and conviction rates of drug and alcohol impaired drivers in our state, thus making the roads and highways in Alabama safer for the motoring public.

During the third quarter of FY 2010, the Drug Recognition Expert program put on Alabama's first Advanced Roadside Impaired Driving Enforcement (A.R.I.D.E.) class in Selma. Forty-one law enforcement officers from across the state attended and completed the course. The four current certified DREs were sent to Nashville, TN for a two day DRE Instructor course. The DRE program also conducted the state's first DRE School. Twenty-four of the A.R.I.D.E. participants were selected to attend the nine day school. Fifteen went on to pass the DRE School and prepared for their field evaluation and final knowledge exam. The kits required by all DREs to conduct their evaluation was purchased during this quarter.

The Alabama DRE program completed its first DRE School in July. It saw 17 of the 24 DRE candidates passed the school and prepared to go to Phoenix for field certification. Sixteen DRE candidates went to Phoenix and 12 were certified. The four current certified DREs finalized their instructor training.

## **Drivers License Suspension Appeals Program**

**Total FY 2010 Expended Funds - \$33,548.24 - Funding Source - Section 402**

The Driver License Suspension Appeals Program was designed to handle the additional workload created by State mandates requiring administrative suspensions of driver's licenses in DUI cases. The implementation of this legislation resulted in a backlog in the number of driver license appeals. This program was designed to reduce that backlog and reduce the period of time required to handle such cases so that impaired drivers were more quickly removed from the highway which was intended by the administrative license suspensions.

The goal of this program is to ensure timely driver license suspension thus protecting drivers on Alabama's highways. The objectives to meet this goal include: Maintaining the average of 5 months required to handle driver license suspension appeals, reduce the number of pending driver license suspension appeals from by 25%. At the time of application, this number was 1,305 to 978.5 and to further streamline DLSA procedures by continuing to request the Courts schedule cases in groups in order to combine as many cases as possible into one trip.

Goal 1 of the DLSA Program is to ensure timely processing of driver license suspensions, thereby protecting drivers on the public roadways of Alabama.

Objective 1 is to maintain the average of five months required to handle driver license suspension appeals and decrease by one month. This goal has not yet been achieved. Reasons given are the increased DUI enforcement efforts on the part of the state troopers and local law enforcement as well as the effect this effort is having on CDL holders, as a DUI affects their CDL status even if they are arrested in their personal car. On October 1, 2009, there were 1,336 driver license suspension cases pending; an additional 1,028 cases were filed this year. The grant's three attorneys were able to clear 948 cases thereby holding the increase to 80 cases giving a total of 1,389 cases pending on September 30, 2010.

Objective 2 is to reduce the number of pending driver license suspension appeals from 1305 to 978.5, a reduction of 25 percent. This goal had not been reached. This is attributed to the large increase in the number of cases being filed. This is due to greater enforcement action and many courts running deferral programs allowing persons to get their DUI criminal cases dismissed. There also has been a general slowdown in the cases being served on the department and set for trial because of staff reductions in the court system.

Objective 3 is to further streamline DLSA procedures by continuing to request the courts schedule cases in groups in order to combine as many possible into one trip. This goal has been achieved.

The DLSA Program has been very successful in getting the courts to set multiple cases on a single docket allowing the grant's personnel to be more effective in trying to reach the goals of the grant with the limited personnel that the department has available. The greatest challenge is developing a plan to reduce the number of cases because of the large increase in the number of court filings, due to greater enforcement and the courts running deferral programs allowing persons to get their DUI criminal cases dismissed. There were 238 new cases filed in the last quarter alone.

This year the DLSA Program prepared and answered complaints filed by people attempting to keep their driver license under Alabama Administrative Suspension Act and attend court to defend the Director's action. Efforts to get the courts in the smaller counties to set these cases on other than nonjury dockets, which are held only a very few times a year, were not successful. Efforts continue to work with the courts to shorten the pending case time as the Department is very successful in closing the cases once they come to trial.

**Etowah County Commission - Alabama Yellow Dot Program  
Total FY 2010 Expended Funds - \$104,509.99 - Funding Source - State Traffic  
Safety Trust Fund**

The Older Drivers segment of the population is growing by increasing amounts annually due to the "Baby Boomers" entering the later stage of their lives. Crash injury treatments involving Older Drivers in rural areas as well as cities are hampered by the fact that Emergency Medical Services personnel will not start treatments en route to hospitals without information on the injured party's normal medical condition or information regarding medication that the party may be taking. This delay radically cuts into the "Golden Hour" in which proper treatment can save a person's life.

Many other segments of the population of Alabama have medical conditions that may give first responders the wrong impression if information concerning their affliction is not readily available. In the event of a crash, passengers may be unable or too distraught to convey information to the medical people on the scene.

The Northeast Alabama Traffic Safety Office (NATSO) in cooperation with the Etowah County Commission proposes to continue implementation of the ADECA/LETS Yellow Dot Program for Senior and At Risk Drivers in the North East Region of Alabama as well as take this program state wide. NATSO will take a lead role in the implementation of the Yellow Dot Program throughout the other Regions of the State of Alabama and will coordinate the forming and training of coalitions of Law Enforcement, Fire, EMS and Senior Groups. While designed for Alabama seniors, the Yellow Dot Program benefits all drivers of passengers with medical issues.

Counties in Alabama that are participating in the Yellow Dot program as of September 30, 2010 are Colbert, Marshall, Etowah, Cherokee, Clay, Montgomery, Pike, Dale, Henry, Geneva, Houston and Escambia.

**University of Montevallo - Motorcycle Training Equipment Project  
Total FY 2010 Funds Expended - \$114,238.00 - Funding Source - Section 2010**

Motorcycling is at an all time high in Alabama. Alabama had an increase in motorcyclist fatalities from 2007 to 2008, from 85 to 100, an increase of 17.6%. Crashes involving motorcycles increased at a rate of 2.8% from 1,988 in 2007 to 2,044 in 2008, while motorcyclist fatality rate has increased 1.5% per 100,000 registered motorcycles over this same time. Motorcycle fatalities decreased from 100 in 2008 to 76 in 2009.

The funding by this project will allow the Alabama Motorcycle Safety Program of the Alabama Traffic Safety Center at the University of Montevallo to extend the scope of its Motorcycle Rider Education programming on campus and at off campus training locations in Alabama. The additional training motorcycles will provide the Alabama Motorcycle Safety Program with the capacity to teach rider safety courses on additional training dates and at additional training sites. The addition of one thirty-six foot motorcycle hauling trailer will allow for additional off campus training locations to be more efficiently served.

At the close of the grant period, a trailer and 26 motorcycles were purchased and integrated into the ongoing Alabama Motorcycle Training Program. The program was approved to purchase repair parts with remaining funds.

**Alabama Driver Attitude Report 2010-July Statewide Telephone Survey**

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement.

The survey was administered to a randomly selected sample of approximately 600 respondents age 18 and older. Interviews were conducted July 20 through August 2, 2010. Schulman, Ronca and Bucuvalas, Inc. (SRBI), a national survey research organization, conducted the data collection.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) system. This system used up to five call-backs to determine if the randomly generated phone number was a household and up to eight call-backs were made to find a respondent in a household.

### General Information

**Respondent Gender:** By observation of the interviewers, 47% of the respondents were male and 53% were females.

**Respondent Age:** Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 45.5 years. The average age of the male respondents was 44.0 years and the average age of female respondents was 46.8 years. Drivers age 18-24 made up 15% of respondents; 25-39 made up 24% of respondents; 40+ made up 59% of respondents.

**Respondent Race and Ethnicity:** Drivers were asked what racial category described them. The majority of drivers considered themselves to be white 67%. Blacks or African American made up 24% of the survey while American Indians were 6%. Latinos made up 3%.

**Respondent Education:** Drivers were asked for their highest educational achievement. College graduate was chosen by 33%. Some college education was chosen by 26%; high school graduate was chosen by 29%; and less than high school education was chosen by 11%.

### Major Findings Among All Drivers

**Frequency of Motor Vehicle Use:** Drivers were asked how often they drive a motor vehicle. The majority of respondents (80%) said they drove almost every day while 10% drive a few days a week and 3% drive a few days a month or less. 1% replied that they drive a motor vehicle a few days a year.

**Type of Motor Vehicle Driven:** The majority of respondents (54%) drove cars. The next highest categories were SUVs at 21% followed by pickup trucks at 17% and vans or minivans at 6%. 1% of the respondents answered for "other" vehicles.

### **The Recommended Set of Core Survey Questions by GHSA and NHTSA**

1. **Safety Belt: Frequency of Shoulder Belt Use:** Of the drivers that have a shoulder belt in their primary vehicle, 86% wear their shoulder belts all of the time and 11% wear their shoulder belts most of the time. 2% wear their shoulder belt some of the time and 1% say they never use their shoulder belt.
2. **Safety Belt: Frequency of Lap Belt Use:** Regarding drivers that have a lap belt in their primary vehicle, 88% say they use their lap belt all of the time and 9% wear their lap belt most of the time. 2% say they wear their lap belt some of the time and 1% says they never use their lap belt.
3. **Messages about Seat Belt Law Enforcement:** When asked if they have read, seen or heard anything about seat belt law enforcement by police in the last 60 days, 50% reported "Yes" and 49% reported "No".



4. Likelihood of Being Ticketed for Not Wearing a Seat Belt: When asked what people thought their chances were of getting a ticket if they did not wear their safety belt at all while driving or riding over the next six months, 40% said very likely, 30% said somewhat likely, 11% responded somewhat unlikely and 16% replied very unlikely.
5. Driving Over the Speed Limit of 30 mph: When asked about driving on a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph, the responses were as follows. 25% most of the time, 22% half of the time, 36% rarely and 17% never.
6. Driving Over the Speed Limit of 65 mph: When asked about driving faster than 70 mph on a road with a speed limit of 65 mph, the following responses were received. 16% said most of the time, 17% said half of the time, 34% said rarely and 31% replied never.
7. Speed Enforcement by Police: 37% of those surveyed said they had read, seen or heard something about speed enforcement by police in the past 30 days. 62% said they had not.
8. Chances of Getting a Speeding Ticket: When asked what those that were surveyed thought the chances of getting a ticket if they drove over the speed limit answered as follows. 47% said very likely, 38% said somewhat likely, 7% said somewhat unlikely and 7% said very unlikely.
9. Driven Within Two Hours After Drinking in Past 60 Days: Drivers were asked if in the past 60 days had they driven a motor vehicle within two hours after drinking any alcoholic beverages, even if they had on a little. 23% replied yes and 76% said they had not.
10. Read, Seen or Heard Anything About Drunk Driving Enforcement by the Police: Those surveyed were asked in the past 60 days, had they read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police. 59% said they had and 39% said they had not.
11. Likelihood of Getting Arrested If Drove After Drinking: When asked what they thought the chances are of someone getting arrested if they drive after drinking, 58% said very likely, 27% said somewhat likely, 9% said somewhat unlikely and 3% responded very unlikely.

## **E-Crash Deployment and Support**

**Total FY 2010 Expended Funds - \$426,386.32 - Funding Source - Section 408**

The eCrash system was released on June 1, 2009 and was immediately implemented by the Alabama Department of Public Safety (DPS), and the number of reports has grown to over 137,000 reports as of December 1, 2010.

Timeliness has increased tremendously, with 92% of records received for September as of about October 15<sup>th</sup>, and even 28% of October entered.

The eCrash data are being combined with paper crash submission data to create what we are calling the “integrated crash datasets.”

The proportion of eCrash submissions has grown from 77% in January to 94% in September. However, the September number is skewed toward eCrash since these records get into the database much faster than the paper crash records. Looking back over the months, we can see that the eCrash entries have stabilized at about 84%. Jefferson County accounts for the vast majority of those still being submitted on the old forms. A county by source crosstab is given at the end of this report for reference purposes. It is clear that only a few counties are still not submitting using either eCrash or eCrash format. However, these are some of our largest counties, Jefferson being overwhelmingly the largest. Most all of these are all New World customers that are waiting for New World to start submitting reports to them.

In the interim integration software was developed and further tested this past quarter that merged the old and new data formats and variable contents so that the data will continue to be useful. To illustrate the value of the integrated dataset, it has been used to generate the data necessary for the Highway Safety Plan. The Extract-Translate-Load (ETL) process has been modified to accept both old and new data and to produce a single integrated CARE dataset. This development has completed beta testing and the datasets have been released to all CARE users.

A major new data development that was completed in November 2009 and released May 2010 is still being tested. New fields were added to the Truck Bus Supplement, and the enhancement facilitates vendor submissions into the system. There were also changes in other variables to include such things as “Unknown” and “Other” in situations where this had not been anticipated. This update has not been deployed to the field yet. It is waiting for DPS to get the mainframe database consistent with the changes so that the data can be forwarded to this database once the update is deployed to the field.

A download website is now fully operational. It enables the eCrash software to be easily rolled out to new clients. If there are any updates to the software, it is automatically updated over the web (without user intervention) so that everyone is working with the very latest software.

The separate administrative website was updated in the third quarter and tested in this past quarter. Generally, this website enables complete control of the generated eCrash reports and makes it impossible to submit an incomplete report or one that is not approved by the reporting officer's supervisor. The change that was made interprets any error messages from the mainframe and produces a meaningful message to the reporting officer as to the deficiency in the report. Also, they are in the process of creating a void process to remove reports that need to be removed from the system.

**Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program  
Total FY 2010 Expended Funds - \$50,000.00 - Funding Source - Section 408**

This project is being used to maintain the process of electronic patient care reports and the software, provider and web access associated with them. The NEMSIS compliant data system is required by the National Highway Traffic Safety Administration, Office of EMS. The goals of this program in FY 2010 was to continue to track and collect Emergency Medical Service responses on emergency calls involving patients requiring pre-hospital medial, cardiac, stroke and trauma care. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

The Alabama Office of EMS and Trauma will renew its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support and modifications of the Alabama electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system.

Work continues on the AlaCert website project. The website and AlaCert modifications will be rolled out later this year in order to be used on the 2011 licensure season which begins in January.

**North Alabama Highway Safety Office Radar Project  
Total FY 2010 Expended Funds - \$1,321,077.04 - Funding Source – State Traffic  
Safety Trust Fund**

Grant funds awarded through this program were used to support the Electronic Citation System (eCite) program, which is supported by a partnership among ADECA/LETS, NASHO & the University of Alabama Center for Public Safety.

The main goal/objective was to purchase and distribute Radars to each of the 9 Community Traffic Safety Programs (CTSP) across the state. According to the list below, a total of 353 radars were ordered and distributed across the state.

As a result of the purchase and distribution of these Radars to each of the nine CTSP regions, increased awareness & enhanced speed enforcement/ prosecution/conviction should occur. These increased enforcement actions should allow for a possible reduction in speed related crashes, injuries and fatalities.

During February 2010 there was a budget increase of \$480,000, which was issued to purchase enough equipment (laptop computers, GPS Units, Scanners and necessary cables and etc.) to continue the eCite installation that was implemented under Project # 09-TF-TR-002. This increase would allow for approximately 205 additional eCite Systems.

Listed below is an overall list of equipment purchased under this project. This installation process for the eCite units was and is currently being conducted by the University of Alabama, just as done in the previous project.

**Equipment List for eCite Project**

ITEM	QTY BUDGETED	QTY RECEIVED	QTY REMAINING	UNIT PRICE	TOTAL COST	BUDGET AMOUNT	REMAINING BUDGET
Mounted Radars	300	300		2,605.00	781,500.00	781,500.00	0
Stationary Radars	53	53		1,195.00	63,335.00	63,335.00	0
Laptop Computers	152	152		1,568.18	238,363.36	238,488.00	124.64
Laptop Computers	6	6		1,667.00	10,002.00	10,002.00	0
OptiPlex Computers	4	4		1,608.00	6,432.00	6,432.00	0
GPS Units Holux	280	280		38	10,640.00	10,640.00	0
Printers	60	60		193.02	11,581.20	11,581.20	0
Printers	111	111		241.52	26,808.72	26,808.72	0
Printers	1	1		222.12	222.12	222.12	0
Printers	110	110		173.62	19,098.20	19,098.20	0
Computer Hub	239	239		13.99	3,343.61	3,346.00	2.39
Power Inverter	259	259		40.49	10,486.91	10,486.91	0
Power Cord Splitters	275	275		5.49	1,509.75	1,509.75	0
E Seek Scanner with Cables	336	336		407	136,752.00	136,752.00	0
Shipping Cost					872.17	4,633.10	3,760.93
Shipping Cost					130	0	-130
<b>Totals</b>					<b>1,321,077.04</b>	<b>1,324,835.00</b>	<b>3,757.96</b>

**Northwest Shoals Community College  
North Alabama Highway Safety Office Alcohol Enforcement Equipment Project  
Total FY 2010 Expended Funds - \$185,623.00 - Funding Source – Section 410**

The North Alabama Highway Safety Office (NAHSO) purchased Intoximeters that were distributed to the CTSP offices around the state. The following items were purchased and shipped to each highway safety office in the amounts/quantities listed below, for their regional distribution.

Central Region	0
East Region	58
Birmingham Region	12
Mobile Region	200
North East Region	38
North Region	171
South East Region	41
South West Region	30
West Region	<u>0</u>
<b>Total</b>	<b>550 Units</b>

There were also 550 Alco Sensors units and additional mouthpieces purchased under this project. The per unit price for each Alco sensor was approximately \$325 each. The mouth pieces cost approximately .20 each. Each CTSP office will receive one bottle of dry gas and one true cal sensor as well as one regulator.

**E-Cite Local Deployment  
Total FY 2010 Expended Funds - \$563,128.70 - Funding Source – State Traffic  
Safety Trust Fund**

eCite

During Fiscal Year 2010, the Center for Advanced Public Safety (CAPS) worked diligently to complete the goals set out in the original proposal. These efforts were primarily focused in supporting the traffic safety community by continuing eCite deployments to the list of local agencies determined by the Alabama Office of Highway Safety and completing the Highway Safety Plan.

Specific Critical Analysis Reporting Environment (CARE) Software Program  
Accomplishments:

- CAPS staff members responded to approximately 220 requests for traffic crash data. These requests were from Community Traffic Safety Programs (CTSP's), Geographic Information Systems (GIS) Coordinators, Department of Transportation (DOT), Department of Public Safety (DPS), state troopers, Federal Motor Carrier Safety Administration (FMCSA), TV reporters, National Highway Traffic Safety Administration (NHTSA) personnel, planning commissioners, the public, various media outlets from across the state, engineers and others.
- CARE training sessions were held for most of the AOHS CTSPs in their local regions. These training sessions were all day sessions. Attendance was usually 10-15 people per session. Attendees were primarily police officers.

Highway Safety Plan:

The FY 2011 Highway Safety Plan was completed with the help of AOHS personnel and through the use of the CARE program. This report was submitted to NHTSA and approved.

Electronic Citation Distribution and Expansion:

The distribution and expansion of eCite is a big part of this project. CAPS completed many eCite deployments to local agencies this year. Training sessions were held on most Thursdays. The software installations occur on Wednesday afternoons for agencies using their own laptops. For agencies receiving new laptops through ADECA grants, the software is pre-loaded by CAPS staff and then the installation is completed at the beginning of the training session. About 30 training sessions were conducted during FY 10. Approximately 360 officers were trained. Manuals are printed and distributed to each office at each training session.

CAPS is providing technical support to all users that call or e-mail with questions in a very timely manner. As the number of users has increased, so has the need for tech support.

For FY10, CAPS has logged:  
3,476 Unique Cases  
2,206 Hours Spent on Tech Calls

**In-Car Video's and other equipment for Task Force Zero  
Total FY 2010 Expended Funds - \$433,334.50 - Funding Source – State Traffic  
Safety Trust Fund**

The Alabama Department of Public Safety (DPS) DUI Task force works constantly to remove impaired drivers from Alabama's roadways. DPS installed In-Car Video cameras in the BAT Mobiles (Breath Alcohol Testing Units) in order to capture images during the saturation patrols and DUI sobriety checkpoint operations. Typical benefits of using this technology are increased conviction rates, less time in court proceedings and litigation, increased officer awareness of their conduct, training situations and reinforcement and overall easier understanding of any (recorded) situation. These cameras will assist greatly with the recording of events during DUI checkpoints, with Drunk Driving Documentation: Total incident records from field sobriety testing to arrest, transport and booking.

This grant provided funding for the Alabama Department of Public Safety to purchase two Harley Davidson motorcycles, sixty Stalker Radar units, four single axle trailers, two motorcycle radio systems, thirty five Stalker Lidars, nine In-Car Video Cameras (ICV), two motorcycle windshields, two Helmet Kit and accessories, eight motorcycle wheel chocks, two Panasonic Toughbooks, two docking stations, two CPU's and other miscellaneous equipment.

The ICV's were placed in nine specially outfitted mobile units (BAT mobiles) that will be used for DUI operations.

**Alabama Traffic Records Coordinating Committee (ATRCC)**

The Alabama Traffic Records Coordinating Committee (ATRCC) is a properly constituted coordinating committee that provides the opportunity for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records system. The strategic implementation of the various components of the traffic records system will result in economies of scale through joint purchasing power, integration of new systems, and the cooperative development of data elements and data dictionaries.

Originally known as the Alabama Traffic Information Systems Council (ATISC), ATRCC has been in existence since July 1994. The ATISC was recently reorganized and renamed as the ATRCC. The committee includes executive and technical levels. This two-tiered level ATRCC is critical for the state to properly develop, maintain, and track the progress of projects identified in the state's Strategic Plan for Traffic Records that was required by the SAFETEA-LU legislation. The executive level establishes policies, sets strategic goals for project development, approves projects, and authorizes funding.

Technical level membership of the committee includes representation from all stakeholder agencies, and it is charged with providing technical support, project

implementation, and collaboration. The Chair of the technical level has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

#### Strategic Planning

The ATRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2010-2014) and an application for a grant to NHTSA in June 2010. The overall strategic planning effort of the ATRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive. There are some concerns noted in this plan that can be easily addressed by the ATRCC. However, additional resources will be required for the monitoring, data collection, progress reporting, and project management steps. There are several excellent software tools available for this phase that would allow the ATRCC, and in particular the Traffic Records Coordinator, to pull together the necessary information for oversight by the ATRCC and its executive committee.

#### Future Plans

NHTSA is scheduled to conduct a Traffic Records Assessment January 31 through February 4, 2011. During this assessment, we will be reviewing the progress we have made since the 2006 assessment and also define opportunities for traffic record improvement for future years.

#### **Legislative Summary**

The Alabama Office of Highway Safety has been active with the State Safety Coordinating Committee (SSCC). This committee was established by an act of the Alabama Legislature, the mission of the SSCC is increased safety, with particular focus on the problem of traffic crashes. This includes crash prevention, crash severity reduction and remedial actions (e.g., emergency medical services). More formally, the mission of the SSCC is to formulate, coordinate, and apply whatever SSCC resources are available to reduce crash frequency and severity (including remedial first responder services) so that there is a maximum reduction in fatalities, severe injuries, fatal and injury crashes, and property damage crashes. The SSCC is the primary liaison between the traffic safety community and the Alabama legislature, and its role in this regard is to assure that all available expertise, both within Alabama and nationally, is to assure that the laws passed within Alabama are as effective as possible in accomplishing the SSCC mission.

The SSCC supported twelve bills for the 2010 legislative session. The bills related to traffic safety that the SSCC supported were:

1. Aggravated DUI >.15 BAC / prior alcohol, out of state
2. Attempting to allude
3. Interstate speed enforcement for cities under 19,000 in population
4. Seat belts for all vehicle passengers
5. Strengthen the graduated driver license law
6. Restriction of teens using cell phones while driving
7. Enhance Move Over Law
8. Ignition Interlock



## 9. Texting While Driving

Numbers 5 and 6 passed during the 2010 legislative session.

Due to the coming administration changes, the SSCC's role has not been defined. The Alabama Office of Highway Safety will actively participate with the governor elect's (Dr. Robert Bentley) transition team to ensure that this important committee is still active in the legislative process for 2011.

### STATEWIDE STATISTICS \*

	2005	2006	2007	2008	2009
Number of Traffic Fatalities	1,148	1,207	1,110	969	848
Number of Serious Injuries in Traffic Crashes (Obtain from State) **	30,607	29,844	27,085	24,110	22,802
Fatalities/100M VMT	1.92	1.99	1.81	1.63	1.41***
• Total	1.28	1.31	1.20	1.18	N/A
• Urban	2.59	2.69	2.44	2.10	N/A
• Rural					
Number of Unrestrained Occupant Fatalities, All Seat Positions	561	568	538	452	378
Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC	373	377	377	314	280
Number of Speeding-Related Fatalities	502	568	497	447	327
Number of Motorcyclist Fatalities	62	105	85	100	76
Number of Unhelmeted Motorcyclist Fatalities	3	10	8	15	7
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	219	230	194	163	140
Number of Pedestrian Fatalities	73	78	69	68	64
Observed Seat Belt Use, Front Seat Outboard Occupants	81.8	82.9	82.3	86.1	90.0

\* Data Source: State Traffic Safety Information (STSI) website.

\*\* The Number of Serious Injuries in Traffic Crashes from State data system.

\*\*\* State Data Estimated

Goals from FY 2010 HSP/Performance Plan

**Alabama Traffic Safety Performance Measures**

C-1) Number of traffic fatalities (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	3-Year <u>Average</u>
1,207	1,110	966	1,094

The goal is to reduce total traffic fatalities from 966 in 2008 to 960 in 2010. Alabama achieved the goal by reducing fatalities to 848 in 2009.

C-2) Number of serious injuries in traffic crashes (State crash data files)

<u>2006</u>	<u>2007</u>	<u>2008</u>	3-Year <u>Average</u>
29,844	27,085	20,192	25,707

The goal is to reduce number of serious injuries from 20,192 in 2008 to 19,500 in 2010. Alabama did not meet the goal of 19,500 serious injuries. Alabama recorded 22,802 injuries in 2009. Alabama will continue to make every effort to reduce the number of serious injuries in traffic crashes.

C-3) Fatalities/VMT (FARS, FHWA)

Rural Fatalities/VMT			2-Year <u>Average</u>
<u>2006</u>	<u>2007</u>	<u>2008</u>	
2.69	2.44	N/A	2.57

Urban Fatalities/VMT			2-Year <u>Average</u>
<u>2006</u>	<u>2007</u>	<u>2008</u>	
1.31	1.20	N/A	1.26

Total Fatalities/VMT			3-Year <u>Average</u>
<u>2006</u>	<u>2007</u>	<u>2008</u>	
1.99	1.81	1.63	1.81

The goal is to reduce total fatalities/VMT from 1.63 in 2008 to 1.60 in 2010. State data shows the fatality rate/100M VMT at \*1.41 for 2009. The goal is to reduce rural fatalities/VMT from the 2-year average (2006 & 2007) of 2.57 to 2.42 in 2010. The goal is to reduce urban fatalities/VMT from the 2-year average (2006 & 2007) of 1.26 to 1.19 in 2010.

\*State Data Estimated  
2009 FARS Data not available

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
568	538	452	519

The goal is to reduce the number of unrestrained passenger vehicle occupant fatalities from 452 in 2008 to 451 in 2010. Alabama achieved the goal by reducing the number of unrestrained passenger vehicle occupant fatalities to 378 in 2009.

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
377	377	315	356

The goal is to reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 315 in 2008 to 314 in 2010. Alabama achieved the goal by reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 to 280 in 2009.

C-6) Number of speeding-related fatalities (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
568	497	447	504

The goal is to reduce the number of speeding-related fatalities from 447 in 2008 to 446 in 2010. Alabama achieved the goal by reducing the number of speeding-related fatalities to 327 in 2009.

C-7) Number of motorcyclist fatalities (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
105	85	99	96

The goal is to reduce the number of motorcyclist fatalities from 99 in 2008 to 98 in 2010. Alabama achieved the goal by reducing the number of motorcyclist fatalities to 76 in 2009.

C-8) Number of un-helmeted motorcyclist fatalities (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
10	8	15	11

The goal is to reduce the number of un-helmeted motorcyclist fatalities from 15 in 2008 to 12 in 2010. Alabama achieved the goal by reducing the number of un-helmeted motorcyclist fatalities to 7 in 2009.

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
230	194	162	195

The goal is to reduce the number of drivers age 20 or younger involved in fatal crashes from 162 in 2008 to 161 in 2010. Alabama achieved the goal by reducing the number of drivers age 20 or younger involved in fatal crashes to 140 in 2009.

C-10) Number of pedestrian fatalities (FARS)

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
78	69	66	71

The goal is to reduce the number of pedestrian fatalities from 66 in 2008 to 65 in 2010. Alabama achieved the goal by reducing the number of pedestrian fatalities to 64 in 2009.

B-1) The observed seat belt use for passenger vehicles, front seat outboard occupants (survey).

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
82.9%	82.3%	86.1%	83.8%

The goal is to increase the observed seat belt use for passenger vehicles, front seat outboard occupants from 86.1% in 2008 to 90.3% in 2010. Alabama achieved the goal by increasing the observed seat belt use for passenger vehicles, front seat outboard occupants to \*91.4% in 2010.

\*Has not been certified by NHTSA.

## Alabama Traffic Safety Activity Measures

Number of speeding citations

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
38,477	26,030	40,574	35,027

The goal is to increase the number of speeding citation from 40,574 in 2008 to 42,600 in 2010. Alabama achieved the goal by increasing the number of speeding citations to 49,003 in 2010.

Number of DUI arrests

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
1,577	1,689	3,265	2,177

The goal is to increase the number of DUI arrests from 3,265 in 2008 to 3,420 in 2010. Alabama achieved the goal by increasing the number of DUI arrests to 5,108 in 2010.

Number of seat belt citations

<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>3-Year Average</u>
27,550	23,211	27,405	26,055

The goal is to increase the number of seat belt citation from 27,405 in 2008 to 28,750 in 2010. Alabama achieved the goal by increasing the number of seat belt citations to 36,341 in 2010.

## OVERALL PROGRAM GOAL

The overall strategic program goals follow:

*To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 100 million vehicle miles traveled by calendar year 2011. Alabama achieved the goal by reducing the fatal mileage rate to 1.41 (State Data) in 2009.*

**Table 2. Number of Hotspots**

<b>Year</b>	<b>Speed Hotspots</b>	<b>Alcohol Related Hotspots</b>	<b>Total Number of Hotspots</b>
2006	120	218	338
2007	142	191	333
2008	123	190	313
2009	93	194	287

As the State works to reduce the fatality rate by reducing the number of hotspots, a statewide effort must be made to focus traffic safety funding on hotspot crashes. By doing this, every possible option will be taken to bring these numbers down in the coming years. Additionally, the reduction in the number of hotspots found (using identical search criteria) in each year will be monitored. A slight drop in the total number of hotspots was seen between 2006 and 2007 and a more significant drop in the total was seen between 2007 and 2008. This trend will be monitored in coming years and efforts will continue to see this number fall each year.

**General Strategy:** To require the Community Traffic Safety Programs/Law Enforcement Liaisons (CTSPs/LELs) to focus their plans primarily on hotspot crashes and the problem locations identified for their respective region. By doing this, every effort will be made to focus on the biggest problem areas and the biggest killers in traffic safety and reduce the number of hotspots and fatalities in the State of Alabama.

**Table 3. Summary of All Crashes – CY 2001-2009 Alabama Data**

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatal Crashes	902	931	899	1033	1013	1074	1010	886	774
Percent Fatal Crashes	0.67	0.66	0.64	0.71	0.7	0.77	0.75	0.72	0.63
Injury Crashes	29,771	30,922	30,748	31,856	31,335	30,527	28,295	25,613	27,675
Percent Injury Crashes	22.26	22.02	21.8	21.77	21.76	21.84	20.92	20.66	22.37
PDO Crashes	103,066	108,583	109,420	113,469	111,645	108,179	105,951	97,469	95,291
Percent PDO Crashes	77.07	77.32	77.57	77.53	77.54	77.39	78.33	78.62	77.01
Total	133,739	140,436	141,067	146,358	143,993	139,780	135,256	123,968	123,740

Table 3 is a summary of all crashes for the Calendar Years 2001-2008. These statistics should be referenced as overall goals and strategies are discussed and determined. All figures in this table have been updated to reference the calendar year for their respective years.

**Table 4. Hotspot Listing for State and Individual Regions**

Hotspots	Speed Hotspots					Alcohol Related Hotspots				
	Number of Hotspots (2006)	Number of Hotspots (2007)	Number of Hotspots (2008)	Number of Hotspots (2009)	Percentage of Total Hotspots (2009)	Number of Hotspots (2006)	Number of Hotspots (2007)	Number of Hotspots (2008)	Number of Hotspots (2009)	Percentage of Total Hotspots (2009)
Birmingham Region	25	35	26	21	21.21%	37	32	27	34	16.92%
North Region	10	18	17	16	16.16%	22	15	17	24	11.94%
East Region	14	16	17	13	13.13%	13	11	14	9	4.48%
Mobile Region	15	15	14	13	13.13%	52	48	47	40	19.90%
North East Region	11	17	17	11	11.11%	42	32	27	30	14.93%
Central Region	15	12	15	8	8.08%	23	26	27	25	12.44%
West Region	14	16	14	8	8.08%	20	19	21	18	8.96%
South East Region	11	7	6	5	5.05%	5	2	6	15	7.46%
South West Region	5	10	4	4	4.04%	4	6	5	6	2.99%
<b>TOTAL HOTSPOTS</b>	<b>120</b>	<b>146</b>	<b>130</b>	<b>99</b>	<b>100.00%</b>	<b>218</b>	<b>191</b>	<b>191</b>	<b>201</b>	<b>100.00%</b>

*\* - Note that in 2008, some hotspots are counted twice. For example, if a hotspot (5 miles or ten miles in length) fell in more than one region, that hotspot was included in the count for both regions. Additionally, if a hotspot falls in more than one county, it is included in the regional count more than once. By doing this, the regional counts match the maps included in Section IV of the Highway Safety Plan. In 2008, there were three Speed Hotspots that fell in more than one region and an additional four hotspots that fell in multiple counties within one region. There was one Alcohol Hotspots that fell in multiple counties within one region.*

Table 4 is a summary of all Speed and Alcohol Related Hotspots for Calendar Year 2006 through 2008. The 2006 and 2007 data was included here in order to allow for comparison within each region. In future years, data will continue to be added to this table to track the progress made in reducing hotspots across the state and within individual regions.

## PERFORMANCE GOALS AND STRATEGIES

### Fatal Mileage Rate and Hotspots

Long range goals were set in the FY 2008 HSP and will be in place until the FY 2011 HSP is under development. At that time they will be adjusted. This is done in order to monitor the long term progress in relation to a particular goal. The short-range goals have been adjusted to follow closely with the new long range goals and will continue to be adjusted each year or every other year.

*Long-range goals (2008-2011):*

- To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 100 million vehicle miles traveled by calendar year 2011.
- To focus a large percentage of the efforts on a per region basis on reducing the number of hotspot locations in the state by 10%. By focusing on reducing these hotspot crash locations and the severity of these hotspots crashes, the number of fatalities and the fatality rate will decline as a result.

*Short-range goals (2010):*

- To reduce the fatalities/VMT to 1.60 in 2010. This number will continue to be tracked closely on a yearly basis in order to make sure that the state is making progress towards the long-range goal.
- To focus a large percentage of the effort on a per region basis on reducing the number of hotspots and hotspot crashes. Individual goals should be set by the regional coordinators that focus on reducing the number of hotspot crashes by approximately 2% per region over the coming year. This goal is the same as the short-range goal set for 2009. While this goal was not reached by very many of the regions, efforts must continue to reach a 2% reduction per year within each region.

The fatality rate/100 million VMT for 2010 is 1.41 according to Alabama data.

*Strategies (for one year):*

- Planning and Administration – The Alabama Office of Highway Safety (AOHS) is charged with implementing the state’s highway safety efforts to reduce traffic deaths, injuries and crashes.
- Continue the nine Community Traffic Safety Programs/Law Enforcement Liaisons (CTSPs/LELs) projects.
- Continue to support the Center for Advanced Public Safety (CAPS) in exchange for their support of the AOHS. CAPS provides AOHS with their crash and traffic safety data throughout the year.
- Conduct nine local Hotspot Special Traffic Enforcement Program (STEP) projects, one within each of the CTSPs/LELs regions. Additionally, a statewide STEP project will be conducted in conjunction with the Alabama Department of Public Safety (DPS). The efforts of all CTSPs/LELs should be focused on hotspot crashes. By focusing on the hotspot crashes, every effort will be taken to reduce speed and alcohol related crashes, and in so doing, reduce the fatality rate for the state.
- Continue the Law Enforcement Liaison (LEL) programs statewide. Beginning in FY 2007, this program was absorbed by the regional CTSP offices and was funded through the Community Traffic Safety Projects. This funding arrangement will continue in FY 2010.
- Participate in national "Click It or Ticket" campaign on the statewide level.
- Conduct statewide “Drunk Driving. Over the Limit. Under Arrest.” campaign as a part of the national campaign.
- Conduct sustained enforcement for seat belts, impaired driving, and speeding.



## Hotspots

*Performance Measure:* The following table indicates performance measures for Speed and Alcohol Related Hotspots. As the hotspots continue to be tracked, more columns will be added to this table:

<b>Performance Measure</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Speed Hotspots	120	142	123	93
Alcohol Related Hotspots	218	191	190	194
Total Number of Hotspots	338	333	313	287

### *Short Term Hotspot Goals:*

- Reduce the number of speed hotspots from 123 in 2008 to 120 in 2009 and 117 in 2010. Alabama achieved the goal by reducing the number of speed hotspots to 93 in 2009.
- Reduce the number of alcohol hotspots from 190 in 2008 to 187 in 2009 and 184 in 2010. Alabama had an increase in the number of alcohol hotspots in 2009. The increase was from 190 alcohol hotspots in 2008 to 194 alcohol hotspots in 2009, which is an increase of 4 alcohol hotspots. The goal was not met in 2010 using 2009 data as a comparison. We believe the goal will be met when the 2010 data is available. We will continue to update our problem identification process to ensure our alcohol hotspot goal is achieved.

The goals set for the year will be in place for one year as the state efforts have focused on these types of crashes for the past several years. As these programs continue to gain momentum, reductions should continue to be seen and monitored on a year to year basis.

These previous short term goals set in the FY 2008 plan called for a reduction in speed hotspots from 120 to 118 and a reduction in alcohol hotspots from 218 to 214 between 2006 and 2008. These goals were set for two years due to the fact that the concentrated focus on speed and alcohol crashes was new to the state at the time that the goals were set. The goal for speed hotspots was not reached, and the state actually saw an increase over the two year period. However, the decrease seen between 2007 and 2008 is a trend that will hopefully continue in future years. The alcohol related goal was reached and exceeded over the two year period. While this is encouraging, the decrease seen between 2007 and 2008 was very small and must be closely monitored in the future.

While the goals and strategies for the coming years are focused on the hotspot crashes, tables referencing the types of crashes making up the hotspots will be maintained.

### Alcohol/Drug Crashes

*Performance Measures:* The following table indicates performance measures for alcohol/drug crashes:

Performance Measure	2001	2002	2003	2004	2005	2006	2007	2008	2009
Alcohol Fatal Crashes	219	214	203	228	212	237	257	212	237
% Alcohol Fatal Crashes	24.28%	22.99%	22.58%	22.07%	20.93%	22.07%	25.45%	23.93%	30.62%
Alcohol Injury Crashes	3066	3078	2878	2876	2948	3042	2719	2450	2548
% Alcohol Injury Crashes	10.30%	9.95%	9.36%	9.03%	9.41%	9.96%	9.61%	9.57%	9.21%
Total	3285	3292	3081	3104	3160	3279	2976	2662	2785

#### *Short Term Alcohol/Drug Goals:*

- Reduce the number of alcohol fatal crashes from 212 in 2008 to 206 in 2009 and 200 in 2010. Alabama had an increase in the number of alcohol fatal crashes in 2009. The increase was 212 alcohol fatal crashes in 2008 to 237 alcohol fatal crashes in 2009, which is an increase of 25 alcohol fatal crashes. The goal was not met in 2010 using 2009 data as a comparison. We believe the goal will be met when the 2010 data is available. We will continue to update our problem identification process to ensure our alcohol fatal crashes goal is achieved.
- Reduce the number of alcohol injury crashes from 2,450 in 2008 to 2,378 in 2009 and 2,300 in 2010. Alabama had an increase in the number of alcohol injury crashes in 2009. The increase was from 2,450 alcohol injury crashes in 2008 to 2,548 alcohol injury crashes in 2009, which is an increase of 98 alcohol fatal crashes. There appears to be a decrease in 2010.

Because alcohol and drug related crashes have been one of the two major focuses in the state for the past several years, the goals for the coming year will only be set for one year. This will allow for year to year monitoring of the goals and adjustment of the goals when necessary.

The goals set based on the 2006 data were intended to be reached by the end of 2008. Because of the efforts put forth in the state, both of the goals were reached and exceeded. The first goal called for a reduction of alcohol fatal crashes from 237 in 2006 to 233 in 2008 while the second goal called for a reduction in the number of alcohol injury crashes from 3,042 in 2006 to 2,650 in 2008. In 2008, the number of fatal crashes had fallen to 212 and the number of injury crashes had fallen to 2,450. Both of these were well below the goals that were set for the state. Efforts must be continued and intensified in order to continue to see reductions in future years.

## Speeding

*Performance Measures:* The following table indicates performance measures for speed-related ("Speed") crashes:

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008	2009
Speed Fatal Crashes	256	298	293	317	331	370	359	338	221
Percent Speed Fatal Crashes	28.4	32	32.6	30.7	32.7	34.5	35.5	38.1	28.6
Speed Injury Crashes	3119	3253	3208	3325	3502	3712	3392	2958	2299
Percent Speed Injury Crashes	10.5	10.5	10.4	10.4	11.2	12.2	12	11.5	8.3
Total Speed Crashes	7146	7648	7497	7583	3833	4082	3751	3296	2520

### *Short Term Speeding Goals:*

- Reduce the number of speed fatal crashes from 338 in 2008 to 328 in 2009 and 320 in 2010. Alabama achieved the goal by reducing the number of speed fatal crashes to 221 in 2009.
- Reduce the number of speed injury crashes from 2,958 in 2008 to 2,870 in 2009 and 2,750 in 2010. Alabama achieved the goal by reducing the number of speed injury crashes to 2,299 in 2009.

As was done with the alcohol/drug related crashes, goals were set for one year and will be reevaluated next year. The goals set in 2006 called for a reduction in speed fatal crashes from 370 to 341 for 2008 and a reduction in speed injury crashes from 3,712 to 3,222 by the end of 2008. Both of these goals were reached and exceeded and indicate that the state is heading in the right direction in reducing speed crashes.

## Occupant Protection

*Performance Measures:* The performance measures for both child safety seat and overall restraint use are obtained from annual surveys conducted by the Alabama Department of Public Health. The Safety Belt Usage Rate is obtained immediately following the "Click It or Ticket" campaign in June and the Child Safety Seat Usage Rate data is collected in August. The latest data for both of these rates was obtained from reports made available by the Alabama Department of Public Health. At the time this report was published, the 2009 Child Safety Seat Usage Rate was not yet available. This data is expected to be released at the end of September 2009.

While the hotspots given for FY 2010 do not include the factor of restraint usage, it is important to continue to track these numbers and work towards increasing the usage rates in both categories through programs outside of the scope of the Highway Safety Plan funding.

Performance Measures	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Safety Belt Usage Rate	79.40%	78.80%	77.40%	80.00%	81.90%	82.90%	87.30%	86.10%	90.00%	91.43%
Child Safety Seat Usage Rate	77%	89.40%	87.00%	82.90%	91.60%	88.00%	92.30%	88.20%	94.91%	93.12%

*Short Term Occupant Protection Goals:*

The short term goal set for the FY 2009 plan sought to see an increase in the statewide seat belt usage rate from 86.1% to 86.8% in 2009. This rate was exceeded in 2009, hitting a new high for the State of Alabama at 90.0%. A new goal for 2010 is included below.

- Increase the statewide seat belt usage rate from 90.0% in 2008 to 90.3% in 2010. Alabama increased the seat belt usage rate from 90.0% in 2009 to \*91.4% in 2010. Alabama met the goal set for 2010.

\*Not certified by NHTSA.

The Alabama Office of Highway Safety (AOHS) met or exceeded 13 of the 14 goals for 2010. The serious injuries in traffic crashes goal was not met because the number of serious injuries for 2008 was incorrectly reported to the AOHS. The correct number of serious injuries for 2008 was 24,110 instead of 20,192. Alabama set their goal of 19,500 in 2010 based on 20,192 serious injuries in 2008. This was not a realistic goal to accomplish. The data was corrected in 2010 and procedures have been put in place to prevent this kind of error in the future. We will continue to strive to meet the performance goals set in the HSP/Performance Plans and keep the roadways safe for the citizens of Alabama.

All the projects funded by the AOHS contributed to the State of Alabama meeting their performance goals set in the FY 2010 HSP/Performance Plan and the overall success of the highway safety program.

**Looking to the Future**

The State of Alabama was one of 10 States that had the highest alcohol-related fatality rates, based on 2008 FARS data. However, based on the 2009 preliminary FARS data, the State of Alabama appears to qualify as a low alcohol fatality rate state.

The Alabama Office of Highway Safety will continue to serve as the lead agency for all highway safety issues in Alabama. Our vision remains to create the safest surface transportation system in the southeast by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.

Expenditures for Program Year 2010

Program Area	Section <u>402</u>	Section <u>405</u>	Section <u>406</u>	Section <u>408</u>	Section <u>410</u>	Section <u>2010</u>	Federal <u>Expenditures</u>	State <u>Expenditures</u>	TOTAL <u>Expended</u>
Planning and Administration <sup>(1)</sup>	118,292.48						118,292.48	145,340.42	263,632.90
Alcohol - Prosecution	33,548.24						33,548.24	-	33,548.24
Police - Traffic Services <sup>(3)</sup>	1,508,924.22		293,379.55		521,105.61		2,323,409.38	173,701.87	2,497,111.25
Traffic Records <sup>(3)</sup>	-			476,386.32			476,386.32	119,096.58	595,482.90
Community Traffic Safety Programs <sup>(4)</sup>	1,953,843.02						1,953,843.02	989,649.61	2,943,492.63
Occupant Protection - Paid Media			534,549.46				534,549.46	-	534,549.46
Occupant Protection <sup>(2)</sup>		309,947.27					309,947.27	929,841.81	1,239,789.08
Motorcycle Safety						114,238.00	114,238.00	-	114,238.00
Alcohol - Paid Media <sup>(3)</sup>					542,609.12		542,609.12	180,869.71	723,478.83
High Fatality Rate <sup>(3)</sup>					306,801.61		306,801.61	306,801.61	613,603.22
High Visibility <sup>(3)</sup>					1,116,342.09		1,116,342.09	1,116,342.09	2,232,684.18
Unassigned State Match <sup>(5)</sup>								2,469,420.97	2,469,420.97
<b>Total:</b>	<u>3,614,607.96</u>	<u>309,947.27</u>	<u>827,929.01</u>	<u>476,386.32</u>	<u>2,486,858.43</u>	<u>114,238.00</u>	<u>7,829,966.99</u>	<u>6,431,064.67</u>	<u>14,261,031.66</u>

(1) - State expenditures include State General Funds only.

(2) - State expenditures include subgrantee match and a portion of the \$2,500,000 matching funds set aside by the Alabama Department of Public Safety.

(3) - State expenditures include a portion of the \$2,500,000 matching funds set aside by the Alabama Department of Public Safety.

(4) - State expenditures include subgrantee match only.

(5) - State expenditures include the unallocated balance of the State Trust Fund expenditures.