

FFY 2011

IDAHO TRANSPORTATION DEPARTMENT OFFICE OF HIGHWAY SAFETY



# Annual Evaluation





# **FFY 2011**

## **Annual Evaluation of the Idaho Highway Safety Plan**

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## 2011 Executive Summary

The Idaho Transportation Department (ITD) is the recipient state agency for federal highway safety grant funds. As the administering agency, the Office of Highway Safety (OHS) develops, implements and evaluates projects and programs to eliminate death, serious injury, and associated economic losses resulting from motor vehicle crashes. These programs address driver behavior. The purpose of the program is to provide grant funding at the state and community level for highway safety programs that address Idaho’s highway safety challenges as identified in the Highway Safety Plan as well as the Strategic Highway Safety Performance Plan.

We are proud to highlight some accomplishments from FFY 2011.

- The OHS used \$3,749,438 in federal funds to support efforts to reduce traffic deaths and serious injuries. Total program costs, including match, was \$5,302,063 .
- Idaho utilizes the Strategic Highway Safety Plan (SHSP) to outline the guiding principles for achieving our goals. The implementation of the SHSP is done utilizing 11 focus area teams, including over 100 people representing engineering, enforcement, education, and emergency response. The work is overseen by the SHSP Oversight Team by utilizing quarterly meetings to review progress and direction.
- Participation in our mobilizations by local law enforcement agencies continues at a high level during FFY 2011. Much of this activity is attributed to Idaho’s Law Enforcement Liaison Program which is seen as a model program for other states. Idaho is also piloting a mobilization program for impaired driving called “One Team” among law enforcement. The One Team concept leverages resources and provides an opportunity to practice mutual aid initiatives, the sharing of resources, staff, and communication for enhanced services during impaired mobilizations. This allows law enforcement to appear seamless during impaired driving mobilizations.
- Idaho’s Highway Safety Summit drew 267 attendees representing enforcement, education, engineering, and emergency response. For the first time this summit was held in Pocatello. As a result highway safety partners from Eastern Idaho were able to attend, some for the first time. OHS was very pleased with the turn out for

this event and it continues to build commitment to traffic safety as it provides tools to all attendees.

- Fatalities declined during the Federal Fiscal Year 2011. The following is preliminary data and subject to change. However, fatalities declined during the period of time that FFY 2011 programs were being implemented. We are very pleased to report:
  - Unrestrained fatalities declined from 96 in FFY 2010, to 81 in FFY 2011.
  - Impaired driving fatalities declined from 92 in FFY 2010, to 82 in FFY 2011.
  - Speeding fatalities declined from 79 in FFY 2010, to 67 in FFY 2011.

	FFY 2007	FFY 2008	FFY 2009	FFY 2010	Prelim FFY 2011
<b>Fatal Crashes</b>	225	211	208	183	143
<b>Fatalities</b>	259	230	233	208	158
<b>Unrestrained Fatalities</b>	125	94	96	82	65
<b>Impaired Fatalities</b>	111	84	95	84	68
<b>Speeding Fatalities</b>	69	75	79	66	38

At this time OHS cannot confirm the cause of these reductions in fatalities but it is believed the ten high visibility enforcement campaigns supported with paid media are significant contributors. Other contributors may also include; Idaho’s Law Enforcement Liaison Program, commitment to Toward Zero Deaths by the Idaho Transportation Department and its many SHSP partners, Jared Olson as Idaho’s Traffic Safety Resource Prosecutor, and Idaho’s Alive at 25 Program.

The FFY 2011 HSSP was developed following an extensive planning process. Traffic safety focus areas are identified using crash data analysis. Idaho develops a three-year plan which identifies the most critical highway safety problems in the state. FFY 2011 is the second year of the three-year FFY 2010-2012 highway safety performance plan. Although it was developed before the SHSP was updated, the allocation of resources is consistent with the emphasis areas in our SHSP because Idaho focuses its resources based on crash data.

## 2011 Executive Summary cont.

This report represents the annual evaluation of the FFY 2011 Highway Safety Performance Plan which is composed of the following grant programs: Section 402, Section 410 Impaired Traffic Safety Incentive, Section 408 Data Program Incentive, Section 2010 Motorcycle Safety Incentive, Section 1906 Unbiased Racial Profiling Incentive, Section 163 0.08 BAC Incentive, and FHWA Flex Funds.

Sixty-two Section 402 grants, six Section 410 grants, eleven Section 408 grants, two Section 2010 grants, two Section 1906 grants, two FHWA Section 163 grants, ten FY 2008 and twelve

FY 2011 FHWA Flex Fund grants, were proposed to address the identified highway safety problems, for a total of seventy-three grants. This report provides the overall accomplishments of FFY 2011 efforts, and highlights the accomplishments in each of the program areas. Reports on our paid media program, enforcement campaigns, and the effectiveness of Idaho's safety restraint law are also included.

## Program Impact

The FFY 2011 HSPP is comprised of ten program areas in Section 402 and the Incentive Grant Programs. A summary of achievements, based on analysis of the latest complete year of crash data (2010) includes the following.

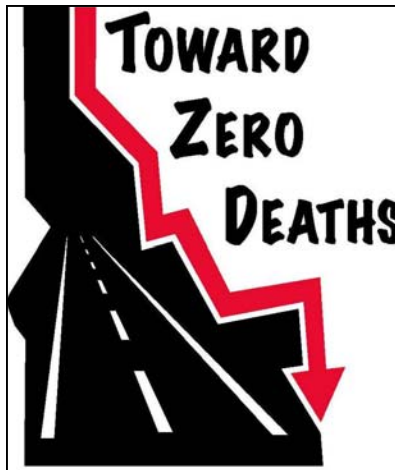
The number of motor vehicle crashes decreased by 2.0 percent, from 22,992 in 2009 to 22,555 in 2010. The number of fatalities resulting from motor vehicle crashes decreased from 226 in 2009 to 209 in 2010, an 8 percent decrease. The number of fatal crashes decreased from 199 in 2009 to 185 in 2010. The number of serious injuries decreased from 1,399 in 2009 to 1,396 in 2010, a 0.2% decrease.

Idaho's fatality rate per 100 million vehicle miles traveled was 1.34 in 2010, down from 1.46 in 2009.

While 61 percent of all motor vehicle crashes occurred on urban roadways, 77 percent of the fatal motor vehicle crashes occurred on rural roadways in 2010.

After a big decline in 2009, fatalities resulting from impaired driving crashes increased back to prior year levels in 2010. In 2010, 46 percent of all fatalities resulted from impaired driving. Of the 96 persons killed in impaired driving crashes, 89 percent were either the impaired driver, a person riding with an impaired driver, and impaired bicyclist, or an impaired pedestrian.

Idaho's observed seat belt use rate increased slightly from 78 percent in 2010 to 79 percent in 2011. While the observed rate was 79 percent, only 47 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 36 of the 72 unbelted motor vehicle occupants may have been saved.



Aggressive driving was a contributing factor in 52 percent of the motor vehicle crashes and 88 people were killed in aggressive driving crashes in 2010.

Distracted driving was a factor in 26 percent of the motor vehicle crashes on 2010 and 60 people were killed in distracted driving crashes.

Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2010, youthful drivers were 2.5 times as likely as all other drivers to be involved in a fatal or injury crash. There were 31 people

killed in crashes involving youthful drivers.

There were 10 pedestrians and 4 bicyclists killed in motor vehicle crashes in 2010.

The number of motorcyclists killed in motor vehicle crashes decreased from 34 in 2009 to 28 in 2010. Just over half (56 percent) of fatal motorcycle crashes in 2010 involved just the motorcycle, while almost half (48 percent) of fatal motorcycle crashes involved an impaired driver.

Fatal crashes involving commercial motor vehicles decreased by 39 percent in 2010, while the number of injury crashes involving commercial motor vehicles increased by 9 percent. There were 14 people killed and 595 people injured in commercial motor vehicle crashes in 2010.

# Performance Measures and Goals

## Performance Measures and Goals: 2008-2012

		Benchmark					
		2007	2008	2009	2010	2011	2012
C1	5-Year Ave Fatalities - Goals		268	251	240	228	218
	Actual Values	269	257	250	237		
C2	5-Year Ave Serious Injuries - Goals		1,705	1,687	1,670	1,652	1,634
	Actual Values	1,716	1,695	1,642	1,559		
C3	5-Year Fatality Rate - Goals **		1.80	1.64	1.55	1.46	1.38
	Actual Values	1.80	1.70	1.63	1.54		
C4	5-Year Ave Unrestrained PMV Fatalities - Goals		120	118	114	108	100
	Actual Values	121	113	109	99		
C5	5-Year Ave Driver BAC>=0.08 Fatalities - Goals		84	82	80	78	76
	Actual Values	84	79	75	73		
C6	5-Year Ave Speeding Fatalities - Goals		80	79	79	78	77
	Actual Values	82	80	82	76		
C7	5-Year Ave Motorcycle Fatalities - Goals		29	29	28	25	24
	Actual Values	27	29	31	32		
C8	5-Year Ave Unhelmeted MC Fatalities - Goals		17	17	16	14	13
	Actual Values	17	16	17	17		
C9	5-Year Ave Drivers <=20 in Fatal Crashes - Goals		47	46	45	44	42
	Actual Values	48	47	45	43		
C10	5-Year Ave Pedestrian Fatalities - Goals		13	12	11	10	10
	Actual Values	13	12	11	11		
B1	Yearly Observed SB Use - Goals		77%	80%	81%	83%	84%
	Actual Values	78%	77%	79%	78%		
<b>Items for Reporting</b>							
	Yearly Total Fatality Rate **	1.60	1.52	1.46	1.35		
	Yearly Urban Fatality Rate **	0.80	0.85	0.82	0.71		
	Yearly Rural Fatality Rate **	2.12	1.97	1.86	1.75		
			FFY2008	FFY2009	FFY2010	FFY2011	FFY2012
A1	Seat Belt Citations Issued during Grant Funded Activities		6,576	10,763	11,276	9,795	
A2	DUI Arrests made during Grant Funded Activities		1,453	2,110	1,352	1,214	
A3	Speeding Citations Issued during Grant Funded Activities		9,868*	20,773	16,464	19,932	

\*The speeding citations for FFY2008 had to be estimated based on the percentage of speeding citations issued during enforcement mobilizations. "Traffic Safety Performance Measures for States and Federal Agencies" was not released until August 2008. This was near the end of FFY2008 and the sub-grantees were not required to specifically report speeding violations as a part of their grant performance.

\*\* All rates for 2010 are estimated as the 2010 Annual Vehicle Miles Traveled (AVMT) from FHWA will not be available until February or March of 2012

Updated: 12/16/2011

### Idaho met or exceeded all 2010 goals except the following:

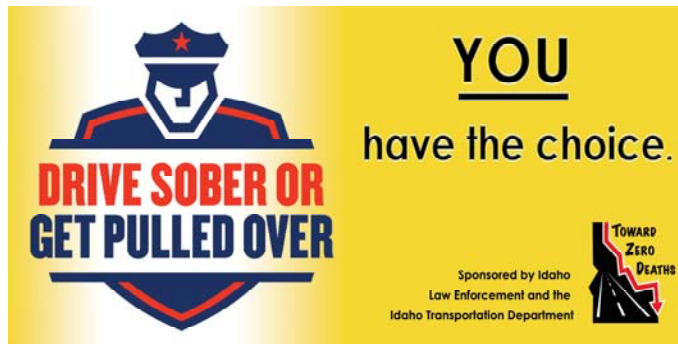
- The number of motorcycle fatalities continues to remain high, averaging 32 over the last 5 years. At this point it is nearly impossible to exceed the goals that have been set. The number of unhelmeted motorcyclists killed also did not quite meet the goal.
- Seat Belt use continues to remain consistent at 77% to 79%, but without a change to Idaho's seat belt law, any increase will be difficult to achieve.

## Impaired Driving

The overall goal of the Idaho's Impaired Traffic Grant Program is to eliminate the number of alcohol-related fatalities and serious injuries through increased public awareness and education, training for law enforcement professionals, equipment, and salaries. Accomplishments include:

### Impaired Driving Enforcement

- Funding to the Idaho State Police established a new law enforcement position of State Impaired Driving Coordinator (SIDC). The ultimate objective of this project is to eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who are Driving Under the Influence (DUI) of alcohol and/or prescription /over the counter drugs. Creation of a SIDC position will directly impact this objective by having one individual who will be responsible for coordination of the Drug Evaluation and Classification Program (DECP), Advanced Roadside Impaired Driving Enforcement (ARIDE), Standardized Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC will actively provide training and information/resource dissemination, acting as a liaison for Idaho's Drug Evaluation and Classification (DEC) program.
- Idaho has 6 state police regions, 44 county sheriff's departments and 83 local police departments. These law enforcement agencies diligently enforce Idaho's DUI Laws at all times.
- DUI Checkpoints are not allowed in Idaho, so to combat this, 5 impaired mobilizations, funded by the highway safety office are scheduled each year, at which time agencies participate mobilization by stepping up DUI enforcement patrols.
- In addition to stepped up enforcement, on average 65 agencies perform O/T DUI patrols during the mobilizations that provide additional officers during high impaired driving times. Especially on the Labor Day weekend, and Christmas through New Year's Day.
- Overtime funding allowed the Coeur d'Alene Police Department to continue their alcohol enforcement program called the "Down Town Foot Patrol". From Memorial Day through Labor Day, plain clothes officers patrol, monitor and enforce over serving of alcohol, on-sight monitoring of underage serving, DUI education, and alternative transportation methods. These patrols require overtime hours which were funded through the impaired driving program.
- Overtime funding allowed the Boise Police Department to



perform numerous underage alcohol enforcement patrols that included party patrols, retail selling of alcohol to minors, and adults purchasing and supplying alcohol to minors.

- Funding allowed the Elmore County DUI Court to continue the second year of a three year grant that funds a portion of the court coordinator and probation officer salary and benefits.

### Equipment

- Funding assisted the Owyhee County Sheriff in the purchase of an Intoxilyzer 5000EN alcohol breath analyzer to replace their old machine that was becoming unreliable in BAC levels. This was jeopardizing DUI convictions.
- Funding assisted law enforcement agencies statewide including state police, sheriffs, and local police to purchase Lifeloc FC20 handheld portable breathe alcohol testers and printers for courtroom evidence of DUI, and youth alcohol consumption.
- Funding assisted the Elmore County DUI Court purchase a Lifeloc FC20 handheld portable breathe alcohol tester and printer for the probation officer in monitoring participants in the DUI court.
- Funding assisted The Treasure Valley DUI Task Force, comprised of various law enforcement agencies from adjoining counties operating under a memorandum of understanding, in the purchase of special arrest citations. Agencies making arrests out of their normal jurisdiction was confusing for the various courts. These citations listed the participating agencies with a check box, so that whichever court received the citation it was identified from DUI task force.

### Training

- Funding purchased the training manuals and equipment for 10 officers attending the two week 2011 Drug Recognition Expert training at the Idaho Police Academy.
- Funding provided the presentation of "Prosecuting the Drugged Driver" course. This was a joint-training course for Idaho prosecutors, and Drug Recognition Experts. The main goal of the course was for participants to learn and practice effective techniques to reach convictions in impaired driving cases where drugs other than alcohol are suspected.
- Funding provided the presentation of "Rural Crash Scene Investigations" course, a joint-training for Idaho prosecutors, Idaho officers and Traffic Safety Resource Prosecutors (TSRP) across the nation. The main goal of the course was for par-



## Impaired Driving cont.

ticipants to learn and practice effective investigation techniques to reach convictions in impaired driving fatality cases.

- The training was participant-centered and instructor-led. Experts in the fields of crash reconstruction and impaired driving prosecutions presented the curriculum, allowing the participants to learn firsthand the challenges and difficulties in rural crash prosecutions.
- Funding provided the presentation of “Law Enforcement Phlebotomy” Course. The main goal of the course was for participants to become qualified phlebotomists to conduct evidentiary blood tests in impaired driving cases.
  - The training was participant-centered and instructor-led. Experts in the fields of phlebotomy and impaired driving prosecutions presented the curriculum through the College of Western Idaho. This project supported the state-wide highway safety goal of enforcing impaired driving laws in an effort to eliminate motor vehicle related deaths and serious injuries due to impaired driving.
- Funding covered registration, and lodging for judges, probation officers, and DUI Court personnel to attend the annual Idaho Conference on Alcohol and Drug Dependency (ICAAD) presented at Boise State University providing education and training for substance abuse and dependence professionals



and educators in behavioral health care, criminal justice and recovery support.

- Funding covered registration, tuition, travel and per diem for 2 ITD Administrative License Suspension Hearing Officers to attend course trainings at the National Judicial College in Reno, Nevada. The course were:
  - Logic and Opinion Writing— this course invites judges to more carefully and thoroughly examine the underlying principles of logical reasoning as applied to cases that come before them.
  - Judicial Writing—this course is a concentrated study of basic English composition rules as applied to legal writing.
- Funding allowed the lodging for 100 Drug Recognition Experts (DRE) to attend a 2 day In-Service training. This training is required for DRE’s to maintain their certification.
- Funding allowed the travel, lodging, and per diem for the State Impaired Driving Coordinator (SIDC) to attend the annual DRE Conference.

## TSRP (Traffic Safety Resource Prosecutor) Program

The Idaho Transportation Department, (ITD) and the Office of Highway Safety (OHS) are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to the vision, *Towards Zero Deaths*.

The ultimate objective of this grant, which has been in effect since 2006, is the continued need for a Traffic Safety Resource Prosecutor (TSRP) to be a liaison between prosecutors, judiciary, law enforcement and other stakeholders in the fight against drunk driving, and to provide critical support and instruction to enhance the capability of Idaho’s prosecutors to effectively prosecute traffic safety violations particularly focusing on:

- Operating a vehicle while intoxicated by alcohol, drugs or any other intoxicating substance;
- Vehicle crashes involving personal injuries;
- Vehicular homicide.

The Idaho TSRP program continues to have a significant impact on impaired driving prosecutions in the State of Idaho.

Prior to 2006, the number of trainings related specifically to traffic crimes was very limited. Since the inception of the program in 2006, the Idaho TSRP has provided hundreds of training programs to approximately 3,140 prosecutors, 6,406 law enforcement officers and 7,533 community members. In total, Jared provided approximately 280.25 training hours in the classroom for the 2011 grant year.



Jared Olson, Esq. TSRP

The trainings provided have received very positive reviews and have been touted as the gold standard in traffic crimes prosecutions. In addition, each year the number of technical assistance requests increased demonstrating the positive impact the program is having. Jared Olson has traveled to all 44 Idaho counties and has personally met with each elected prosecutor.

## Elmore County DUI/Drug Court

The Idaho Transportation Department, (ITD), and the Office of Highway Safety (OHS) are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho, and to the vision, *Towards Zero Deaths*. Based on identified highway safety problems in Elmore County, the Elmore County DUI/Drug Court (ECDDC) was funded for a first year of a three year grant, and is supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds.

To support the statewide highway safety goal of “Zero Deaths” by eliminating motor vehicle-related fatalities and injuries resulting from impaired driving crashes by continuing a DUI/DRUG Court for the purpose of substantially reducing DUI re-

cidivism among repeat DUI offenders (second DUI within 5 years) and excessive BAC offenders (.20>) through tough consequences, intense supervision, and meaningful substance abuse evaluation, treatment and aftercare.

At the end of the first year there were a total of 19 participants. There were 3 people terminated from the program. Of the 19 participants, 6 are repeat or excessive offenders, 2 are felony offenders.

There have been 3 babies born, one to a sober mother, 2 to a sober father. 6 of the offenders have fulltime employment, and 2 part time. The first graduate is scheduled for December 2011.

## State Impaired Driving Coordinator

The Idaho Transportation Department, (ITD), the Office of Highway Safety (OHS) and the Idaho State Police (ISP) are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to the vision, *Towards Zero Deaths*. In the last quarter of FFY2011, based on that commitment, the position of “State Impaired Driving Coordinator” (SIDC) was established and is supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds.

The SIDC will be responsible for the daily operations of Idaho’s (Drug Evaluation and Classification) (DEC) Program.

The ultimate objective of this project is to eliminate fatalities and serious injuries as a result of impaired drivers in Idaho who are Driving Under the Influence (DUI) of alcohol and/or prescription /over the counter drugs.

Creation of a SIDC position will directly impact this objective by having one individual who will be responsible for coordination of the (DEC) Program, Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC will actively provide training and information/resource dissemination.



Law Enforcement from ITD District 2 showed unified support for the High Visibility Enforcement which took place during the holidays. The “One Team” event was coordinated by ITD Law Enforcement Liaison Sgt. Ted Piche, Lewiston Police Department

## Safety Restraints

The objective of the safety restraint program was to eliminate motor vehicle-related deaths, serious injuries and economic costs in Idaho by increasing the use of safety restraints. Safety restraint use includes the use of safety restraints, child passenger safety seats and booster seats.

In 2011 Idaho's safety restraint use increased slightly from 77.9% in 2010 to 79.1% in 2011. However, 79.1% is still below the national average of 84%. The safety restraint survey was conducted in June of 2011 following the May/June Safety Restraint statewide traffic enforcement mobilization. The survey work was performed by the seven Idaho public

health districts. The survey found that 82% of Idahoans use safety restraints in passenger cars, 83.4% buckle up in vans and SUV's while just 71.2% buckle up in pickup trucks. Safety Restraint rates across the state varied. The highest use rate was recorded in Southwest Idaho including Boise and surrounding communities with 93.4%.

We continue to focus our safety restraint resources on young drivers and young adults up to the age of 24. The largest number of fatal and serious injury unbelted crashes occur within this age group. We also focus efforts on the eastern part of the state where the seat belt use is the lowest based on the annual survey.

While the use rate survey does not show much of an increase in belt use, we are still seeing a decrease in the number of unrestrained fatalities. In 2000 only 28.7% of those killed in



passenger motor vehicles were restrained. That number has increased to 41% in 2009 and 47% in 2010. So progress has been made and is continuing to be made year after year.

Two safety restraint traffic enforcement mobilizations were conducted in FFY 2011. The first was a joint aggressive driving and safety restraint mobilization conducted in October/November 2010. Joint messages urging drivers to slow down and buckle up were distributed statewide via the radio. The second mobilization was conducted in May during the nationwide "Click It or Ticket" campaign. Idaho does not have a primary seat belt law so we are instructed by the Governor not to use the CIOT logo. Idaho has instead created the logo "Click It Don't Risk It" for the campaign. OHS used a

high impact public service announcement (PSA) television message created by NHTSA called "Faceplant." We received mainly positive reviews about the message.

OHS used Twitter and Facebook as social media outlets. The number of followers on Twitter has doubled over the year. Education and outreach efforts continue through the help of our safety partners such as law enforcement, child passenger safety technicians, pediatricians, the department of health and welfare, driver's education instructors, health teachers, youth clubs, organizations and other concerned citizens. To aid in the education and outreach the OHS provides educational materials such as posters, fliers, brochures, pens, litter bags, air fresheners, carabiners, and bandage dispensers. Each item carries an educational message reminding everyone to wear their safety restraint in a vehicle. The fliers and brochures include more detailed information including statistics and research.

## TOPS (Traffic Occupant Protection Strategies)

Over the past three decades, the number of officers killed in motor vehicle crashes has increased about 40%. In 2009 Idaho had three officers killed in crashes, two were on duty one was not. None of the three were wearing a seat belt. According to the 2010 Idaho crash clock, an unbelted passenger motor vehicle occupant was killed every 5.1 days. In 2011 Idaho's seat belt survey reported that the use rate was 79.1% which is still considerably lower than the national average of 84%.

The Boise Police Department and specifically Law Enforcement Liaison Kyle Wills, approached OHS about mandating all Boise PD traffic patrol officers take the TOPS class. The class would also be open to surrounding agencies in Southwest Idaho.

The TOPS program was updated to include Idaho statistics and laws. The LEL Kyle Wills as well as 5 other Boise PD officers took the TOPS train-the-trainer course in 2009. These same officers trained over 280 Boise PD traffic officers took the TOPS course. There were also officers from the surrounding agencies of Wilder PD and Meridian PD. Courses were offered from August 1, 2011—September 15, 2011.

The TOPS training program was operated through a memorandum of understanding with the Boise Police Department. This program was POST certified in Idaho. Each officer attending received a total of 4 post credits.

## Child Passenger Safety

The purpose of the Child Passenger Safety program is to reduce deaths and serious injuries among the children due to motor vehicle related crashes through a combination of correct installation, public safety education and increasing child safety restraint use in Idaho.

Of Idaho's 44 counties, nine counties are urban. These urban counties account for nearly 68% of the state's population. The combined populations of the remaining thirty-five counties



are considered rural and include approximately 32% of the total population. National research indicates occupant protection use is lower in rural areas and low income communities. The single greatest contributor to motor vehicle injury, disability and death is riding in a car without using the proper restraint system.

This fiscal year, the American Association of Pediatrics issued new recommendations for child passenger safety. These new recommendations were adopted by NHTSA. There was some confusion with adoption of the new recommendations. OHS received numerous calls from concerned parents asking if the Idaho law had changed. It had not however, the calls were the perfect opportunity to explain the law and reiterate the new recommendations. We tell all parents that if they follow the federal recommendations, no matter which state they are traveling in, they will be within compliance.

Each year in September along with the nation Idaho participates in the National Child Passenger Safety Awareness week September 18-24, 2011 conducting child passenger safety checks throughout Idaho.

OHS also conducted a state-wide media campaign which included radio and online media. A 30 second radio spot was created to emphasize the importance of placing your child in the proper seat by following the manufacturer recommendations.



A year-long grant was awarded to the Idaho Chapter of the American Association of Pediatrics (ICAAP.) ICAAP sub-grants to one organization in each of the 7 health districts in Idaho. The goal of the sub-grants is to provide child passenger check sites and car seats to those who are socially or economically disadvantaged and require a proper child passenger seat. The grant also provides for training, outreach and education.



## WHALE (We Have a Little Emergency) Kits

Emergency service providers across Idaho have a tool available to help identify small children involved in motor vehicle crashes. The WHALE program "We Have A Little Emergency" provides instant identification of a child in a car safety seat in the event that an adult in the car is injured and unable to talk.

The WHALE Identification card gives emergency personnel information to identify young children in a crash. Sometimes, just knowing a child's name can help rescue workers comfort young patients. Rescue workers can refer to an identification card attached to the safety seat and find the

child's name, medical information and whom to contact in case of emergency. Stickers affixed to a car's window and the safety seat also alert emergency workers that the child's information is close at hand.

Idaho also supports the WHALE (We Have a Little Emergency) kit program. The program is designed to alert emergency personnel to the fact that if there is a car crash there is a child seat in the car and there may be a child present. Each year OHS distributes over 20,000 WHALE kits.



## Aggressive Driving

The objective of the Aggressive Driving Program is to eliminate motor vehicle deaths and serious injuries on Idaho's highways by implementing programs designed to change driver behavior. Aggressive driving behaviors include the following: exceeding the posted speed, failure to yield to right of way, passing a stop sign, driving too fast for the conditions, following too close, and disregarding a signal.



The number of total aggressive driving crashes decreased slightly by from 2009 to 2010 by 1.9%, from 12,044 to 11,815. We are encouraged to see the number of fatal aggressive driving crashes decrease greatly this year, from 105 in 2009 to 88 in 2010. This is the largest reduction in fatal crashes within the last five years.

There are two main components of Idaho's aggressive driving program. The first component is the funding of Selective Traffic Enforcement Program (STEP) Teams. STEP Teams are established to address significant crash problems within a specific region. Funding is typically allocated for officer salary as well as equipment, training, and traffic data systems. The primary duties of a STEP Officer are traffic enforcement, crash problem identification, and coordination of crash prevention, partnering with non-enforcement agencies such as the highway districts, educational systems, community groups, and courts. Another important feature of this program is public information coordination.

A second component of the aggressive driving program is the funding of statewide Traffic Enforcement Mobilizations. The primary goal of the mobilization program is to eliminate aggressive driving related deaths and serious injuries in traffic crashes by funding dedicated overtime enforcement hours and providing a way for agencies to acquire equipment for regular duty hours worked by officers and dedicated to the mobilizations.

The Office of Highway Safety (OHS) sponsored three statewide Aggressive Driving mobilizations during the year, the dates are as follows: October 29-November 14, 2011, April 1-12, 2011 and July 15-26, 2011.

The October/November mobilization was a dual focused effort combining aggressive driving and safety restraints. This was the first time a mobilization of this kind was performed in Idaho.

Enforcement activity for the three aggressive driving mobilizations resulted in the following: 2,063 DUI arrests, 3698 seatbelt citations, 241 drug arrests, 12,421 speeding tickets, 102 fugitives apprehended, and 640 suspended license violations. A total of 26,156 citations were issued in this fiscal year for the Aggressive Driving mobilizations.

Participation for law enforcement agencies increased from 66 agencies in FFY10 to 80 in FFY11. Our relationship with our law enforcement liaisons (LEL's) continues to be the driving force behind the increase in participation. Each of the LEL's have continued to offer themselves as a resource and encourage officers within their respective region to be involved in traffic-related projects, such as multi-agency DUI or Aggressive Driving task forces.

Aggressive driving was identified as a main emphasis area for the Strategic Highway Safety Plan (SHSP). OHS is in the process of inviting additional members to participate, for more input into the program. The goal is to have law enforcement from state, city, and county sheriff represented on the SHSP aggressive driving committee.

Through Paid and Earned Media, the OHS seeks to reach all of Idaho's residents and educate them about the lasting harms and dangers of aggressive driving, and to provide them with the proven skills, tools, and information needed for prevention.



## Aggressive Driving Continued

All new media material was developed for the April and July Aggressive Driving campaigns. For the past several years, it has been a challenge to develop a successful campaign for the aggressive driving campaign which educates the driving public about behaviors associated with aggressive driving because the public perception of aggressive driving is often road rage.

For this fiscal year OHS chose to focus on the one aspect of aggressive driving that most drivers can identify with: SPEED. The campaign message was *Speeding: Stop Speeding before It Stops You.*

This was a national campaign developed by NHTSA. The campaign billboard, created locally, included logos from Idaho Chiefs of Police Association, Idaho State Police, and the Idaho Sheriff's Association. This newly designed billboard showed a united front on behalf of all law enforcement agencies targeting aggressive drivers statewide. The statewide campaign ran during October, April and July, to include radio, television, internet, billboards, and posters. The media buy was coordinated through Davies-Moore, current contracted media vendor.

This program was successful due to the fact that it was able to provide assistance to many agencies experiencing significant budget cuts. Idaho has a very visible law enforcement

presence statewide and continues to remain committed to protecting their citizens and to saving lives.

Education and outreach is still a focus for the aggressive driving program. Educational materials continue to be requested by our partners and advocates around the state. We were able to offer a training opportunity to STEP officer, Matt Breese, from Lewiston Police Department, to attend the Lifesavers Conference in Phoenix, Arizona.



Through our partnership with local law enforcement, a new idea to create a magnet that could be placed on patrol cars during the Ag-

gressive Driving mobilizations was implemented. This showed a strong partnership, with County Sheriffs, ISP (Idaho State Police), and City Police. OHS received multiple requests for these magnets. Two different designs were developed with the following messages: Speed Kills and Running the Red. (See one of the designs displayed on the bumper in the photo above.)

This was another successful year for this project due to the fact that OHS was able to provide assistance to many agencies experiencing a decrease in budgets and staffing. Law enforcement agencies in Idaho continue to remain committed to protecting their citizens and ultimately saving lives.

## Aggressive Driving Grant with Nampa Police Department

Nampa PD received federal funding based on the following highway safety problems: Nampa ranked #2 for aggressive driving fatal and serious injury crashes in comparison with similarly populated cities, ranked #1 for youthful driver fatal and injury crashes, and in 2009 the top three aggressive driving behaviors for all crashes were failing to yield, speeding too fast for conditions, and following too closely.

The ultimate objective of this grant was to reduce aggressive driving fatal and serious injury crashes for both adults and youth, within the city of Nampa by: 1) continuing with the existing aggressive driving program through enforcement and educational programs 2) participating in both 2011 Aggressive Driving mobilizations 4) purchase traffic enforcement equipment which will equip officers in their

enforcement efforts.

In order to combat the high rate of serious crashes, this agency used statistical data to determine the high crash locations and aggressive driving behaviors associated with those crashes to discover a possible trend. Serious injury crashes dropped 3.68% from the prior year. Unfortunately, there was a slight increase in overall injury crashes. It is important to note that even though the percentage of injury crashes increased, the most serious fatal and injury crashes showed a decline. The overall percentage of aggressive driving crashes dropped to 51% during the last quarter of the grant cycle. This agency was also able to purchase an LTI Tru-Cam DBC lidar to enhance their aggressive driving enforcement efforts.

## Aggressive Driving Grant with Coeur d'Alene Police Department

This agency received federal funding based on the following highway safety problems: Coeur d'Alene ranked number one for aggressive driving fatal and injury crashes in comparison with similarly populated cities, ranked number one for youthful driver fatal and injury crashes, and in 2009 the top three aggressive driving behaviors were failing to yield, speeding, and following too closely.

The ultimate objective of this grant was to eliminate aggressive driving fatal and serious injury crashes for both adults and youth, within the city of Coeur d'Alene by: 1) developing an aggressive driving enforcement program through enforcement and educational programs 2) participating in both 2011 Aggressive Driving mobilizations 3) provide training to all officers participating in the grant 4) purchase traffic enforcement equipment which will equip officers in all of their enforcement efforts .

Coeur d'Alene Police Department has a CARE team, dedicated to traffic enforcement. The agency has participated in all traf-



fic enforcement mobilizations with the goal of reducing injury crashes. Within the last year there was a 14% reduction in the number of injury crashes, from 278 in 2010 to 238 in 2011. This has been accomplished through a dual-focus on enforcement and targeted educational efforts. Agency was able to purchase e-ticketing equipment for one of the traffic motorcycles, which will be installed in the next fiscal year. The overall reduction in injury crashes dropped 20% from 2009 to 2011.

## Motorcycle Safety

The primary goal of the Motorcycle Safety Program is to focus on eliminating the number of single and multi-vehicle fatalities, serious injuries, and economic losses for all motorcyclists and promoting public awareness of the motorcyclist in order to move towards zero traffic related deaths. Idaho continues to lose too many riders on the highways, due to a variety of contributing circumstances.

The number of crashes decreased in 2010 by 8% and fatalities decreased 18%. Of all the motorcyclists killed in 2010, 68% were 40 years or older. It is often the public perception that motorcycle fatalities are generally young men on sport bikes and/or riders not wearing helmets. Data from 2010 paints a different picture: almost 70% of the riders involved in fatal crashes are over the age of 40.

Although there has been a significant increase (68%) in the percentage of riders involved in crashes who were wearing helmets, there are still many areas left to address to accomplish our goal of zero deaths on Idaho's roadways.

There was a new paid media campaign that was developed this year. A new creative design for billboards and pump toppers was created, with the message "Share the Road." The purpose of this campaign was to encourage riders and drivers to be watching for each other, not to assume that the other person always sees you coming. The campaign included radio, television, and outdoor billboards to include pump toppers and electronic billboards statewide. The broadcast flight for television and radio was April 28 -May 11 and the dates for outdoor were April 25-May 22nd.



## Motorcycle Safety

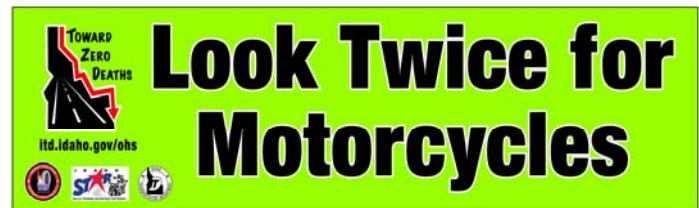
**Training** - The Strategic Highway Safety Plan (SHSP) committee for Motorcycle Safety continues to be a driving force behind all program activities. Idaho is a leader in the nation on motorcycle program and in August, the committee was invited to attend the national State Motorcycle Safety Administrators (SMSA) Conference in Des Moines, IA. Four representatives of the committee (Cecilia Awusie-Office of Highway Safety, Virgel Clark – Idaho National Guard, Lane Triplett – ICMS, and Stacey Axmaker – Idaho STAR Program) had the opportunity to be part of a panel discussion talking about “Achieving Successful Results through Interagency Collaboration.” There were many individuals representing local rider groups, state highway safety offices, and rider training who were very encouraged to see how they might be able to start some discussion, moving them towards a broader partnership base within their own state. Having the opportunity to network with motorcycle advocates statewide enabled the group to come back with some innovative ideas to move forward with safety initiatives in Idaho.

**Enforcement** - For the third consecutive year, the Office of Highway Safety (OHS) partnered with two agencies in Region 3 for two individual summer motorcycle aggressive driving enforcement projects. This was the second year that Boise County Sheriff partnered with Boise Police Department’s Motor Team to target aggressive drivers, including “riders” during the heavier traffic periods in the summer. This project ran from May 27-September 5, 2011 and resulted in the following activity: 15 seat belt citations were issued, 345 speeding citations, and 1 DUI arrest. For the second project, OHS partnered with the Idaho State Police – Region 3 with a strong enforcement/educational outreach targeted at motorcycle riders. ISP Officers worked overtime hours in Valley and Boise County, patrolling State Highway 55 Boise to McCall and Highway 21 towards Stanley. This project ran from July-September and resulted in the following activity: 143 speeding citations, 50 uninsured motorist violations, and 26 seat belt citations.



**Equipment Purchase** - OHS partnered with the Idaho STAR Program for the purchase of 11 new Suzuki model training bikes for the program. Incentive Section 2010 funds were used for this purchase. This purchase benefits the IDAHO STAR Program by maintaining a current fleet of good quality training bikes, which is a significant factor in each student riders’ success.

One of the strategies outlined in the SHSP for Motorcycle Safety was to compose a detailed Fatality Summary, using data from the last two years. One of the committee members spent many hours on this project, and in May a Fatality Summary was published. The information from this report has been published in newsletters, shared with various rider groups, and highway safety advocates statewide. The next step will be to include serious injury data as part of the report.



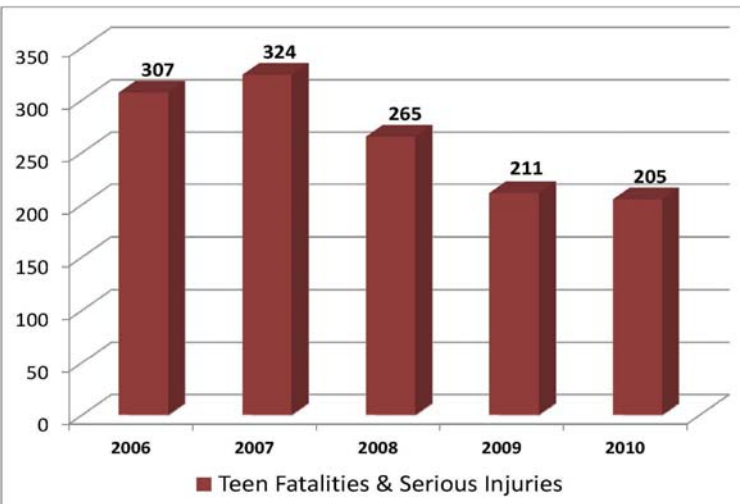
**Educational** - SHSP committee re-designed the existing bumper sticker design with two different color options displaying the logos with the current partnerships. A large quantity of these bumper stickers have been requested statewide, including the yearly motorcycle rallies. This item continues to be the most requested of all our educational materials.

The Idaho Coalition for Motorcycle Safety (ICMS) sponsored their annual Motorcyclist Awareness Rally on May 7<sup>th</sup>. There were three rallies scheduled statewide (Boise, Coeur d’ Alene, and Idaho Falls). The Boise Rally started at Lucky Peak Park, with an organized ride to the steps of the State Capitol. Lane Triplett kicked off the rally with a warm welcome. Brent Jennings, newly appointed Highway Safety Manager, was invited to talk about the importance of developing solid partnerships in addressing motorcycle safety challenges statewide. This was the largest turnout of riders in several years. The rally concluded with a barbeque at Municipal Park, sponsored by the Christian Motorcyclists Association (CMA).



## Youthful Driver Program

The program is focused on the driving behaviors of 15-19 year old drivers to prevent and eliminate fatalities and serious injuries among the youthful drivers. This age group was involved in nearly one of every four crashes. They were involved in 2.6 as many crashes as you would expect and were 2.9 times as likely as all other drivers to be involved in a crash. Over the past 5 years progress has been made in raising awareness and a reduction in youthful driver deaths and serious injuries. This is viewed in the graph below:



The grant is focused on eliminating youth involved traffic crash fatalities, serious injuries and economic losses through a combination of education and enforcement based programs, and this is consistent with the Strategic Highway Safety Plan (SHSP). The five year SHSP goal for drivers less than age 20, performance measure C9 was 45. This performance measure was met with a total of 43 killed. Even though the goal was met, even one is too many, and the Office of Highway Safety continues *Toward Zero Deaths*. During the year, the SHSP Youthful Driver Emphasis Area Team and the Driver Education Steering Committee were combined to focus on teen traffic safety issues.

Strategies to prevent traffic crashes in Idaho include a combination of pre-driving and driving age education and enforcement. Program action plans concentrate on changing behaviors and decisions young inexperienced drivers make.

To improve the safety for students traveling to and from school, as well as transportation to attend school functions, law enforcement agencies were funded from October 16-24, 2010 to provide enforcement in school zones. The timing for the School Zone campaign was early in the school year and allowed law enforcement an opportunity to raise public

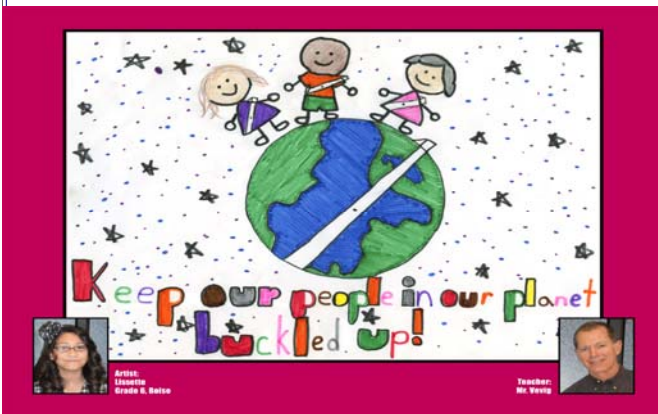
awareness for student safety on the roadways. Following National Highway Traffic Safety Administration recommendation to utilize media in alerting the public of the campaign one week prior to the law enforcement mobilization, radio advertising was purchased. The message focused on students walking and biking to school safely and utilized the voice of a Treasure Valley teenager to provide the message. It was also announced in an Idaho Transportation Department press release. With local elections taking place, some media stations did not have radio time available for purchase due to the requirement of giving political advertisements a priority.

Beginning to lay a foundation for peer-to-peer educational efforts in Idaho, two youth groups participated in the Northwest Alcohol Conference attending the Youth Track of the conference. The two groups were from city and county sponsored youth groups. Two members from Nampa Mayor's Teen Council attended the July conference in Arizona. Nampa Police Department Sgt. Matt Pavelek and sponsor Sharla Arlege accompanied the two from Nampa. From the Blackfoot-Bingham County Youth Council (BBCYC), 15 members attended, with four adults accompanying the youths. Adult sponsors were from the BBCYC and Bingham County Sheriff's Office. The youths have presented at city and county council meetings, worked on formal presentations for area high schools and other presentations to share traffic safety messages. Each group has shared the importance of being positive in the messages they present, both verbally and when making posters. Both groups have expanded the messages to include other traffic safety issues when presenting.

To keep Idaho young adults informed on traffic safety, development and updating continued on the teen website, [www.idahoteendriving.org](http://www.idahoteendriving.org). A press release was prepared by ITD Communications in July to notify the public of the new website. The original website, XTR4.com, has been redirected to the new website. To notify both teens and parents of the website, it is linked on the IdahoSports.com which offers coverage for high school sporting events. IdahoSports.com is the exclusive internet broadcaster for several Idaho high schools.



## Youthful Driver Program



A total of 11,150 *Highway Safety Kids Calendars* were distributed to Idaho elementary schools, law enforcement and other state agencies. A Traffic Safety Unit with lesson plans and ideas to present a unit on traffic safety is located on the [www.idahoteendriving.org](http://www.idahoteendriving.org), at the button noted as "Pre-Drivers/Lesson Plans". Teachers from 44 Idaho schools submitted almost 600 artwork and traffic safety messages from students in kindergarten through sixth grades. The annual Highway Safety Kids Calendar contest gives the OHS an opportunity to recognize student talents, and continue educating school peers, family members, teachers, law enforcement agencies and state officials, while emphasizing traffic safety on Idaho roadways. Fourteen student winners in 9 communities were given a calendar frame with the student's winning artwork and traffic safety message, as well as recognizing the student winner's teacher with a certificate of appreciation.

To use a new tool in educating young adult drivers, the Nampa Police Department received Youthful Driver grant funding to reimburse the \$10,000 purchase a One Simple Decision simulator with software focused on impaired and distracted driving, after approval from NHTSA. Immediately the equipment was utilized at the Idaho State Police (ISP) Youth Safety event. ISP has the same simulator, and both simulators were put to the test by teenagers, parents and sponsors attending the event. Other events where the simulator has been a focus are: demonstrations at the Nampa Mayor's Teen Council meetings, Western Idaho Fair OHS booth for five days, Northwest Nazarene University Wellness Fair, City of Nampa Wellness Fair, and the 18<sup>th</sup> Avenue Bike Boulevard Street Fair. Future events include an impaired driving media event and continuing events listed above. The simulator has already proven to be effective in showing dangers of impaired and distracted driving.



Idaho is fortunate to have a dedicated group of law enforcement officers who work full time jobs enforcing the laws of Idaho. At the end of the work day or week, a group of those officers are certified to then present a 4 ½ hour defensive driving class, *Alive at 25*, for young adults. The class program focuses on the behaviors and driving choices young, inexperienced drivers make. Presentations address what is happening, why it is happening, the unanticipated consequences of passengers and distractions in an automobile, who is (or should be) in charge and responsible in an automobile, and how to recognize and remedy when one loses charge and control of their passengers and/or automobile.

Eighteen certified instructors presented classes during 2011 with the number of classes increasing 165% over 2010, the first full year of presenting the classes. The number of students completing the course increased almost 200% to 1,247. About ¼ of the parents prompted their children to take the class, and others were encouraged by law enforcement and the courts to gain more awareness of driving behaviors. It was almost evenly split between males and females.

At the 2011 Highway Safety Summit, Joy Grissom, the national training director for the Alive at 25 program presented on the Alive at 25 course and the benefits the state of Colorado has been able to experience in saving lives during the last 12 years. Joy was also recognized for her assistance with OHS and Idaho in setting up the program. Instructors Kevin Smart and Jack McAvooy from the Kootenai County Sheriff's Office were recognized for consistently offering classes and saving young adult lives in their communities.



Instructors have been in contact with the media, but the challenge was to make young adults aware of the program and benefits of the free class. Motivational Media, which creates teenage safety videos, contracted with the OHS to present "One Day", a video with a traffic safety focus. The video was shown to local high schools of communities already offering Alive at 25 classes. At most presentations, instructors promoted the Alive at 25 program. Eighteen showings of the "One Day" video were presented.

## Distracted Driving

Distraction is defined by the National Highway Traffic Safety Administration, NHTSA, as a specific type of inattention that occurs when drivers divert their attention away from the task of driving to focus on another activity instead. These distractions can be electronic distractions, such as navigation systems and cell phones, or more conventional distractions, such as interacting with passengers and eating. These distracting tasks can affect drivers in different ways and are categorized into the following three types:

- Visual** - taking your eyes off the road;
- Manual** - taking your hands off the wheel; and
- Cognitive** - taking your mind off the road.

Over the last 3 years (2008-2010), there have been 179 fatal crashes and 1,199 serious injury crashes involving distracted drivers that have resulted in 192 people killed and 1,534 people seriously injured: this represents 30% of all fatal crashes (and 29% of fatalities) and more than a third (36%) of all serious injury crashes (and 36% of serious injuries).

This was the first year that funds were allocated specifically for distracted driving. Based on the Idaho's traffic death information distracted driving makes up 30% of the economic cost of crashes. Which is second only to aggressive driving. Distracted driving is an emphasis area. In the Strategic Highway Safety Plan (SHSP).

This year during the month of April, which is National Distracted Driving Awareness Month, a billboard and radio media campaign were developed for Idaho. An Idaho School Distracted Driving



Program with the main theme of "Put it Down". We chose "Put it Down" was also created for youthful drivers. Since Idaho does not specifically have a cellphone or texting ban law, but they do have an inattentive./distracted law written under the reckless driving statute. Several students looking for senior projects for school used the program as a guide to create and establish a distracted driving program within their schools.

Posters, brochures, and thumb rings were developed with a "Put it Down" message to remind driver to put down all distractions, keep their hands on the wheel and eyes on the road.

Local law enforcement agencies worked directly with their schools, mayoral youth councils, and student organizations to establish programs going in their towns.

Six Idaho how cities have enacted jurisdictional texting bans and no cellphone use. The city laws range from only hands free to no texting while walking through a crosswalk. The walking no text ban was in the college town of Rexburg, Idaho.

Through a Memorandum of Understand, OHS partnered with Twin Falls County on a distracted driving video project. The project was handed to this young man as part of his sentence of vehicular manslaughter. He killed is best friend when after he became distracted behind the wheel. Two video's were created. One was a 4min. Public service announcement meant to be played in schools around the state during morning announcements, and the second is a 30 video highlighting the consequences of a split second poor decision.

We have updated and established information and resources for distracted driving on the ITD website. Each weekly newsletter "Quick Notes" that is sent always includes a distracted driving articles or link to research.



## Law Enforcement Liaison Program

The main objective for the Law Enforcement Liaison (LEL) program is to increase participation and effectiveness of law enforcement agencies and officers in Idaho for statewide mobilizations conducted in FFY 2011. The Idaho LEL program is known around the county as an effective model for the program. Idaho is proud of their LEL program and the law enforcement officers who dedicate their time and efforts to traffic safety in Idaho. Idaho's six LEL's are full-time officers who perform OHS LEL work on an overtime basis. Each of the LEL's represents their respective transportation districts in Idaho.

**District 1** (North Idaho)

Officer Nick Knoll, Coeur d'Alene Police Department

**District 2** (Mid West/North Idaho)

Sgt. Ted Piché, Lewiston Police Department

**District 3** (Southwest Idaho)

Officer Kyle Wills, Boise Police Department

**District 4** (South central Idaho)

Trooper Andy Hitt, Idaho State Police

**District 5** (Southeast Idaho)

Deputy Chad Morgan, Bingham County Sheriff's Office

**District 6** (Northeast Idaho)

Lt. Cameron Stanford, Madison County Sheriff's Office

The LEL's concentrate on their specific regions and are able to build and foster active partnerships and relationships within their districts. These are the same districts in which they work so they are able to establish viable camaraderie. It is a model that is continuing to work.

Two of Idaho's LEL's, were chosen to participate in a pilot training program developed by the Transportation Safety Institute. All six LEL's attended a national joint LEL/TSRP (Traffic Safety Resource Prosecutor) conference in New Orleans put on by NHTSA. The LEL's always come back from the training with rave reviews. They were able to bring some of the ideas back to Idaho. "It amazes me how much of an effect this small group of professionals has on the highway safety community" stated LEL Andy Hitt after returning from the conference.

The LEL's were very instrumental in the planning of the annual Highway Safety Summit which was held in district 5 in Pocatello, Idaho. Several of the LEL's conducted breakout workshops highlighting their particular areas of highway safety expertise. Beyond the traffic stop Awards were presented, another successful executive level workshop took place and a first ever vendor reception.

## Coalition Building

The objective for Coalition Building is to reduce deaths and serious injuries in Idaho from motor vehicle crashes by promoting collaborative efforts between agencies, organizations, and individuals within Idaho.

Coalition-building has been recognized by NHTSA (National Highway Traffic Safety Administration) as an effective tool for behavior change.

With guidance from the Strategic Highway Safety Plan (SHSP), the Idaho Highway Safety Coalition (IHSC) works on the ground level to implement any and all activities, projects, and educational opportunities that support the SHSP overarching goals and objectives.

Accomplishments include: Distribution of a weekly newsletter, "Quick Notes", to more than 1,200 highway safety partners. The newsletter includes news from all focus areas.

Coordinated meetings with the Emphasis Area Team leaders for the SHSP to ensure that strategies were being implemented and each group was moving forward with momentum.

Program funding was used to send a representative from the SHSP committee, to the annual Rural Traffic Safety Summit,

in Big Sky, Montana. The conference was sponsored by AAA Traffic Safety Foundation and Washington Transportation Institute. The goal of the Summit was to bring together various safety advocates to discuss traffic safety culture and its role in the safety of our rural transportation system.

The Coalition funding supports the implementation of the SHSP when resources were not otherwise available. Due to lack of direction with the Coalition Building program, the website has been non-functional for the last year.

For the next fiscal year, the primary focus of the Coalition will be the implementation of all activities associated with the Strategic Highway Safety Plan (SHSP).

One of the first projects to be implemented will be hiring a part-time contractor for the SHSP Project Coordinator, who will be responsible for the ongoing implementation of the SHSP.

The SHSP is the driving force behind all highway safety and infrastructure programs and there is a lot of positive momentum with the emphasis area groups and individuals who are involved and committed to reducing traffic deaths and serious injuries in Idaho.

## Highway Safety Summit

The program objective for Highway Safety Summit is to provide a format for traffic safety professionals and advocates with innovative, results-oriented solutions to help save lives and reduce serious injuries from motor vehicle crashes through the offering of a statewide Highway Safety Summit designed to foster discussion and interaction between presenters and participants on a variety of topics through seminars and workshops.

The annual Highway Safety Summit was held in Pocatello, Idaho, at the Red Lion Hotel on Thursday, April 21<sup>st</sup>, 2011. This was the first year that the Summit was held outside of the Boise area and it turned out to be an excellent move. Many of our highway safety advocates in Eastern Idaho were able to attend, several for the first time ever. Attendees represented health professionals, prosecutors, engineers, safety advocates, traffic/roadway safety professionals, and many others.

One added feature of the conference this year was the vendor reception which was scheduled the evening before the Summit,



Mary Hunter receives an Excellence in Highway Safety Award from NHTSA Representative Shirley Wise, Region 10.

at the Red Lion. This provided a great opportunity for networking amongst the vendors and participants.

Shirley Wise presented Mary Hunter, with an Excellence in Traffic Safety award. Mary retired as the current Office of Highway Safety (OHS) Manager this last May. The Highway Safety staff also presented Mary with a few gifts, one of them being a Click it or Ticket sign, with her picture on it, that can proudly be displayed wherever.

Alive at 25 Instructors from Idaho presented Joy Grissom, National Instructor for Alive at 25 Program with an Idaho Alive at 25 Special Recognition award. A few of the main session speakers during the morning included:

- Nic Ward, Western Transportation Institute: Montana State University – *“Behavioral Risk Factors and Culture in Rural Traffic Crashes”*
- Sgt Ted Piche’, Lewiston Police Department – *“Line of Duty” award presentation for Dennis Clark”*

The afternoon session included the following workshops:

- *Multi-Agency Task Forces & Unique Messaging*
- *Road Safety Audits – Conducting an Effective Audit and Evaluation of Data*
- *Enforcement Side of Crash Reduction*
- *Spice and Bath Salts: The New High*
- *The Science of Retro-reflectivity*
- *Alive at 25 Youthful Driver Program*
- *Booze and the Latest News: MIP Court*

The 2011 Highway Safety Summit was a huge success and in an effort to include our highway safety partners statewide, this conference will be hosted in various regions of the state with the FFY 2012 back in Boise.

## Hispanic Outreach

The Hispanic (Latino) community is the fastest growing population in the state and across the nation. Latinos represent 10% of Idaho’s population therefore highway safety campaign messages are aiming to reach part of this community by translating Highway safety program messages into Spanish for media campaigns as well as educational materials. The goal is to improve safety messaging to the Spanish speaking population in the state.

To reach this community we have partnered with the Mexican Consulate which has an office in Boise. They serve rural Idaho and Montana with a mobile office that travels approximately 16 times a year. Educational and information materials were

provided for them to distribute in their office as well as through the mobile unit. In addition, I conducted nine safety presentations in Spanish to a captive audience sitting in the waiting room of the consulate office located in Boise. Educational materials in Spanish as well as safety items such as safety lights, reflective stickers, and child passenger safety reminders are helping to shift the cultural norms for this community.

Another accomplishment is that we secured (at no cost) from the Texas Department of Transportation a series of three television messages called “Telenovelas” that will be customized for Idaho and used for the impaired focus area in FFY2012.

## Racial Profiling Grant Program

The Office of Highway Safety (OHS) was awarded SAFETEA-LU funding in Fiscal Year'07/'08 under Section 1906 Incentive Racial Profiling grant funds to enact and enforce laws that prohibit the use of racial profiling in the enforcement of traffic laws on Federal-aid highways and to maintain public inspection of statistics on all motor vehicle stops.

Initially, OHS applied for this grant funding because Idaho was the third lowest funded state in the country for its

highway safety program. Funding for this program provides a great opportunity for law enforcement leaders to gather the data to see if they have a biased policing issue, and give them the resources to address it.

Since 2008, Idaho has been undertaking activities to prohibit racial profiling by providing public access to all data on the race/ethnicity of the driver of each motor vehicle stop made by a law enforcement officer.

## Madison County Sheriff's Office

### Madison County Sheriff's Office

Madison County Sheriff's Office (on behalf of several agencies in Region 6) was awarded funding to implement a regional unbiased policing and electronic ticketing program.

The primary objective of this grant project was to develop a regional Unbiased Policing program, inviting other law enforcement agencies within the region to participate. The following agencies participated in this project: Rexburg Police, St. Anthony Police, Ashton Police, Fremont County Sheriff, Jefferson County Sheriff, and Rigby Police.

Accomplishments during the project timeline include:

- All agencies involved in this project have electronic ticketing capability and functionality.
- A community outreach program was developed through the online survey. Agency website had a link in Spanish and English for the Racial Profiling survey. Bilingual law enforcement officers met with various Hispanic groups within the community, encouraging them to complete the survey.
- Mobile computer units and video cameras were purchased with project funding. Each unit has the capability to capture race/ethnicity of all drivers stopped.
- NCIC was installed onto the computer units
- Unbiased Policing support data has been collected with the newly installed electronic ticketing system.

Officers were required to complete daily Lexipol Racial Profiling questions by agency.

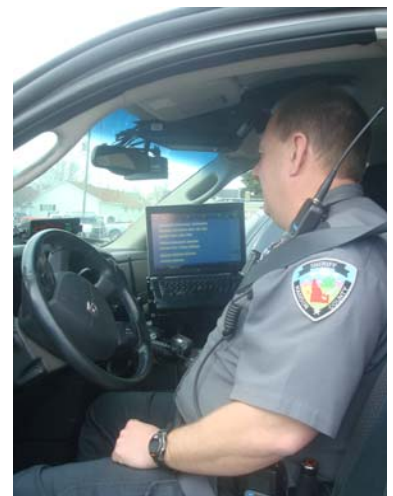
Fat Pot computer program was purchased, and included required race/ethnicity field. Video was also used to review a majority of traffic stops.

Each computer unit has wireless internet with access to Fat Pot to retrieve information.

The final analysis of survey was placed on the participating agency' website.

The implementation of this project in Region 6 was a collaborative effort between Madison Sheriff's Office and Rexburg Police Department, of which several agencies in Region 6 were also able to take part in. This project will serve as an excellent model for other agencies in the state who might be interested in pursuing a similar project.

*Right: Lt. Cameron Stanford of the Madison County Sheriff's Office Demonstrates the use of the equipment purchased as part of the Unbiased Policing Grant.*



## Orofino Police Department

The Racial Profiling grant was awarded to Orofino Police Department in June of FY '09 and was fully implemented in FY '11. The primary objective of this grant project was to develop an Unbiased Policing pilot program that would serve as a model and be used by other small law enforcement agencies.

This program has had a tremendous impact on the city of Orofino. New technology and equipment upgrades in the patrol vehicles have allowed the officers to be in the field where they are more visible and able to do more active enforcement. Electronic ticketing has improved the accuracy of citations and increased overall efficiency on all traffic stops. New video units have improved prosecution on traffic-related cases.

The Police Department has developed an unbiased policing policy, procedures and practices that prohibit the use of racial profiling by all officers.

Accomplishments within the last year include the following:  
Project implementation has provided the opportunity to improve policies, training, accountability and public trust.  
Procurement and installation of new equipment has allowed for accurate data collection

All traffic stops require officers to identify race/ethnicity of the driver. All equipment and additional hardware/software was purchased and implemented within the first year of grant.  
Early warning system was implemented which was designed to require frequent examination of traffic stop data by supervisors

on a monthly basis.

Funding was used to create and implement a website where all updates on the project can be posted. Statistical data will be available on the website within the near future.

Focus group was established that would help gather information from local citizens about their image of the Orofino Police Department.

RMS system was designed to accurately collect all traffic stop data which would include the race/ethnicity of the driver.

Agency offered IT training to employees which allowed several of the staff members to have ownership in the project

Challenges within the last fiscal year include the following:  
This agency had difficulty finding quality Racial Profiling training that could be brought to Idaho within the project budget.

The Implementation of the UBP Program has become a key part of the department's day to day operations and will serve as an excellent model for other smaller agencies that wish to accomplish similar improvements. Even with the project completed, Orofino Police Department will continue to share information with interested parties.



Above: Office of Highway Safety Grant Contracts Officers, Financial Specialist and newly retired Highway Safety Manager.  
R-L: Kevin Bechen , Cecilia Awusie, Lisa Losness, Ping Yerby, Mary Hunter, Margaret Goertz and Donna Vasquez.

## Idaho State Police

The objective of the grant project with the Idaho State Police was to reduce motor vehicle-related fatalities and serious injuries in Idaho by reducing impaired, aggressive and distracted driving crashes and increasing the use of seat belts by those killed or seriously injured in traffic crashes with the ultimate goal of toward zero deaths.

The funding received was divided up between the six state Idaho State Police regions. Each region conducts emphasis patrols based on one of the four emphasis areas of funding including participation in the in every scheduled statewide traffic enforcement mobilization.

Prior to each traffic enforcement mobilization ISP issued a statewide press release. The press releases were sent to all media outlets, posted online, and sent to all ISP press release subscribers.

The impact evaluation, which compares data from WebCARS for FFY 2010 and 2011, shows a decrease in all regions for aggressive and impaired driving crashes. Aggressive driving

crashes are down 20% and impaired driving crashes are down 29% statewide. The most significant decrease in impaired driving crashes was 43% in Region 1. Region 3 had the largest decrease in aggressive driving crashes at 25%. The seat belt comparison for fatality and serious injury crashes shows a decrease or no change in all regions.

During the grant period the number of contacts increased by 241 between FFY 2010 and FFY 2011, while the number of hours worked increased by 30.15. Seat belt citations decreased during the FFY 2010 grant period, but increased by 43.55% during this grant period. WebCARS data shows that crashes decreased by 33%, fatalities decreased by 25% and injuries decreased by 39%. Law enforcement efforts to decrease crashes and fatalities and increase seat belt use are working. With each year, statistics are showing progress toward the goal of zero deaths.



*Right: Idaho Police Officer's Memorial located in front of the Idaho State Police Headquarters in Meridian, Idaho. Each year agencies from across Idaho gather to pay respects to those officers killed in the line of duty.*



## Idaho State Police Region 3 Grant

The goal of this grant was to reduce motor vehicle-related fatal and serious injuries in Idaho by reducing impaired, aggressive and increase the use of seat belts. Through the evaluation of high accident locations it was determined that there needed to be some focus paid to the northern section of region 3 in Southwest Idaho. ISP was awarded a grant to focus on these high accident locations through additional patrols using overtime hours.

The shifts conducted concentrated on the high accident locations on the following locations: Highway 21 (4 shifts),

Highway 55 (9 shifts), Highway 95 (4 shifts), Highway 55 and 95 (1 shift), and Highways 21 and 55 (1 shift) for a total of 19 shifts.

Region 3 statistics from the 19 shifts and 195.6 overtime hours resulted in 286 contacts, 115 aggressive driving citations, 22 seat belt citations, 1 DUI arrest, and 19 other citations. Data shows that crashes in the targeted areas are decreased by 33% from the year before.



## **Lewiston Police Department**

This was the 3<sup>rd</sup> and final year of the Selective Traffic Enforcement Program (STEP) grant for the Lewiston Police Department.

The objective of the grant project with the Lewiston Police Department was to reduce alcohol-related and aggressive driving traffic fatalities and serious injuries by reducing impaired riding, aggressive driving, and increasing the use of safety restraints in the City of Lewiston.

This agency received federal funding based on the following highway safety problems: Lewiston ranked #1 for aggressive driving fatal and serious injury crashes in comparison with similarly populated cities, ranked #1 for impaired driving fatal and injury crashes.

In 2009, there were 594 crashes of which 62% were aggressive-driving related. Alcohol was the cause in 42 of these crashes resulting in 24 injuries.

The Harley Davidson motorcycle has been the primary tool used by the STEP officer to reach the agency enforcement goals. Training in the areas of motorcycle safety, field sobriety tests, drug recognition, and various media events have been utilized to develop STEP Officer Breese' ability to proactively curb DUI and aggressive driving behaviors through education and enforcement.

Officer Breese averaged about 12% of the total traffic contacts for the Lewiston Police Department. There were 231 aggressive driving citations, 355 seatbelt citations, and 14 DUI arrests in FY 2011. Speeding and DUI citations were slightly less than the prior two years of the grant project. It is possible that high visibility enforcement and community education have played a significant role in this reduction.

The Impact evaluation results show the following:

From FY2010 and FY2011, there was a 13% reduction in aggressive driving crashes

From FY2010 and FY2011, there has been a 36% reduction in alcohol related crashes.

From FY2010 to FY2011, the seatbelt use rate dropped from 89% to 86.5%.

Looking back over the last three years of the grant, it is apparent that the City of Lewiston needs to continue all enforcement efforts in reducing fatal and serious injury crashes while also increasing seatbelt compliance. Upon conclusion of this grant project, Lewiston Police Department will continue the STEP Program with two traffic officers. This is all contingent based upon the agency's financial status.

## **Bonneville County Sheriff's Office**

Each year the Office of Highway Safety (OHS) solicits for grants from deserving law enforcement agencies around the state of Idaho. Bonneville County Sheriff's office was one such agency.

The safety restraint use rate in Bonneville County had declined slightly from 66.3 to 65.2%. In 2009 there were 1,513 crashes resulting in 9 fatalities. 65 motoring public citizens were seriously injured in car crashes and 41% were unrestrained passenger vehicle occupants. 2 of the 9 fatalities were a result of impaired driving and one was from aggressive driving.

The following objectives were established for the grant: reduce impaired driving crashes, reduce aggressive driving crashes, reduce inattentive/distracted driving crashes and increase the use of safety restraints by those killed or seriously injured in traffic crashes.

The objectives were accomplished by conducting monthly overtime saturation patrols geared towards the above mentioned focus areas and participating in the scheduled Traffic Enforcement Mobilizations. The county also made the enforcement of safety restraints an essential component of all patrol activities.

Outcomes include the fact that the first fatal crash did not occur until August of 2011. The crash was a single vehicle roll-over with an unrestrained driver. The total reduction of fatal crashes was decreased by 5 to only 4 fatal crashes. The remaining three crashes were a result of failing to yield. Inattention is likely the cause to those crashes. The number of seat belt citations and DUI arrests were up from the previous year. 160 DUI arrests were made for the fiscal year by the Bonneville County Sheriff's Office, not including the Idaho Falls Police Department and Idaho State Police. The overall enforcement activities within the county have made an impact. The ease at which aggressive drivers were located has become somewhat more difficult. The media campaigns have also made a difference especially with the DUI emphasis.

Several deputies from the department attended the annual Highway Safety Summit in Pocatello. The information they gathered from the Summit was shared and passed on during the roll call briefings. Bonneville County Sheriff's Office continues to participate in child passenger safety awareness seat check and training.

## Idaho County Sheriff's Office

This was the 2<sup>nd</sup> year of the Selective Traffic Enforcement Program (STEP) grant for the Idaho County Sheriff's Office.

The objective of the grant project with Idaho County Sheriff's Office was to reduce alcohol-related and aggressive driving traffic fatalities and serious injuries by reducing impaired riding, aggressive driving, and increasing the use of safety restraints within Idaho County.

This agency received federal funding based on the following highway safety problems: Idaho County ranked #4 for aggressive driving fatal and serious injury crashes in comparison with similarly populated counties and #3 for impaired driving fatal and injury crashes.

In 2009, there were 164 total crashes, 2 fatalities, and 20 serious injuries in Idaho County. Alcohol was the cause in 20 of these crashes resulting in 20 injuries. Of all the crashes, 41% were aggressive driving related.

During the grant cycle, Deputy Paulsen conducted 44% of all traffic contacts for the department. The number of Aggressive Driving citations increased from 36 in FY 2010, to 76 in FY 2011. There was also a 68% increase in the number of speeding citations issued.

Deputy Paulsen has been invited frequently to speak at the local Drivers Education classes in Grangeville.

The implementation of the STEP Program in Idaho County has had a tremendous impact on the community. The STEP Officer position has allowed the agency to have one officer dedicated solely to traffic safety. This program has been very positive due to Deputy Paulsen's strong dedication in reducing aggressive, impaired, and seat belt crashes.

STEP Officer Paulsen has continued to address aggressive driving and DUI enforcement in this jurisdiction during the last two years. There has been a lack of seat belt enforcement, which is a top priority for this grant. In the final year of the grant, OHS will be partnering with this agency to bring a seat belt education/enforcement training class, TOPS (Traffic Occupant Protection Strategies) course to this region.

Unfortunately, at the completion of the third year of the STEP Grant, this position will not be able to be funded by the Idaho County Sheriff's Office, and will likely be eliminated. This agency is large in size with a small tax base, due to lack of federal dollars being cut for this area, this agency simply cannot support the STEP Officer position at 100%.

## Canyon County Sheriff's Office

In 2009 there were a total of 2,484 crashes, 12 passenger motor vehicle fatalities and 1,373 injury crashes. Alcohol was the cause of 194 crashes resulting in 15 fatalities and 131 injuries. Of the 12 passenger motor vehicle fatalities, 1 was known to be and unrestrained fatality. Aggressive driving was a contributing factor in 55% of all crashes or a total of 1,366 crashes in Canyon County. Based on these facts Canyon County was again awarded their third and final year of a STEP grant.

The objective of this grant was to reduce motor vehicle-related deaths and serious injuries in the county by reducing impaired driving crashes by 10%, aggressive driving crashes to no more than 1,236, inattentive/distracted driving crashes and increase the observed seat belt use rate from 87.7% to over 90%.

STEP officer, Corporal Chad Harrold was very active with

traffic safety, he attended drivers education classes, became an Alive at 25 instructor, speaks to the public, and takes calls from the public. He was a little frustrated with the fact that he wasn't able to increase the number of DUI citations this year but that may have been due in part to the fact that he was working more day shifts and less night shifts.

Another unfortunate turn of events occurred when there was a change in commanding staff which chose to eliminate all STEP positions starting May 2011. The grant ended April 30, 2011.

Despite the early end to the third year of this STEP Grant, deaths and serious injuries in Canyon County did decrease. There was a total of \_\_\_\_ crashes resulting in \_\_\_\_ fatalities in 2010.

## Bicycle and Pedestrian Safety

Over the last three years, bicycle/pedestrian fatal and serious injury crashes represent the lowest percentage of all the highway safety focus areas. Bicycle fatalities represent 2% of all crashes and 4% of all serious injury crashes. Pedestrian fatalities represent 5% of all fatal crashes and 4% of all serious injury crashes. The budget for this focus area was reduced accordingly because of the low percentages but also because ITD has a Statewide Safe Routes to School Program and coordinated Bike/Ped planning program. To eliminate duplication of effort, highway safety focused on providing enforcement and educational materials.

Funds from the safety program and infrastructure were pooled together in a collaborative effort for a "Share the Road" paid media campaign in the spring of 2011. Educational materials were purchased and distributed by all three programs in a coordinated effort. New bike/ped safety lights with the Towards Zero Death logo and new Walk/Bike/Idaho logo were made available to organizations throughout the state hosting bicycle safety rodeos along with additional educational materials.

The Treasure Valley YMCA received funding (\$5,000) to provide bicycle safety training classes for teens and soon-to-be drivers to reduce injuries and deaths in urban areas. The YMCA partnered

with schools and community volunteers from the Boise Bike Project and conducted seven classes. A total of 164 teens completed the course with each earning a safety kit which included regulation bike lights and a "cool" bike helmet that students were more likely to wear. Without a bike helmet law, it is difficult to enforce, but students were eager to earn these helmets.

Another grant (\$4,000) was awarded to the Boise Bicycle Project to conduct bicycle safety/skills education and provide safety gear to the refugee community. These classes were cancelled due to funding cuts experienced by the organization providing the interpreters for the courses which left the grantee unable to fulfill the grant requirement.

A pedestrian enforcement mobilization was funded in Sandpoint, Idaho with more planned in the next fiscal year in Canyon, Ada, Bannock, Kootenai, and Twin Falls counties. A specialized training workshop for law enforcement officers on how to conduct effective bike/pedestrian enforcement is also planned for FFY2012.

## Emergency Medical Services

The goal of the EMS Program is to reduce the severity of trauma resulting from traffic crashes. This was accomplished by providing funding for extrication equipment and education to first responders and EMS agencies.

Extrication equipment was provided for eight rural agencies throughout the state.

- Four of these replaced equipment that was outdated and more than 20 years old.
- The other four agencies purchased airlift bags needed to adequately and safely handle heavier vehicles.
- One agency in Snowville, Utah was funded because 30% of their vehicle crash calls are located on a rural stretch of Interstate 84 along the Southeastern border of Idaho. This fire station is closer than the nearest Idaho EMS agency 86 miles away in the city of Burley.

The EMS Physicians Commission mandated that all first responders receive vehicle extrication awareness training to improve crash response and patient outcomes and increase



first responder safety at crash scenes. To meet this requirement and improve the education for first responders, the Idaho EMS Bureau received a \$25,000 grant to develop a self-paced training program on vehicle extrication awareness. EMS agencies and educational institutions will use this training as a component of all initial courses. The course on *Vehicle Extrication Awareness* training was successfully developed, implemented, and is now available on Idaho EMS Bureau's website.

## Traffic Records and Roadway Safety

A comprehensive traffic safety program is based upon efficient and accurate records systems. An effective highway safety program includes processes to identify highway safety problems, develop strategies to address the problem, implement the measures, and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools to:

- Increase the number of MMUCC (Model Minimum Uniform Crash Criteria) elements and attributes to comply and certify for Section 408 funding of traffic records data improvement.
- Maintain and enhance the electronic collection of crash data known as eIMPACT (eImpact) in Idaho.
- Respond to user requests for changes within the eImpact software.
- Maintain and enhance identification and ranking high crash locations, crash causation and roadway characteristics.
- Identify the frequency and rate of crashes on Idaho roadways to provide safety corridors with data-driven support for infrastructure safety improvements on Idaho roadways.

Deficiencies noted in the 2006 Traffic Records Assessment have continued to address improvements to the traffic records systems of crash, roadway, vehicle, driver, citation/adjudication and injury surveillance systems focused on timeliness, completeness, accuracy, accessibility, uniformity and integration of data. During August 2011, a Traffic Records Assessment was conducted to identify new measures for enhancing Idaho traffic records systems, and a new or updated Traffic Records Strategic Plan will be developed, prioritized and implemented in FFY 2012.

The Traffic Records and Roadway System programs improve the operational efficiency of the data records system that provide accurate problem identification and analysis for users that consider projects, to reduce vehicle-related fatalities, serious injuries and economic loss with limited resources.

Idaho is recognized nationally for its crash data system and analysis. The strategies that have proven successful for the OHS crash system and providing accurate data are attributed to several factors:

- uniform crash reports are required by law;
- standardized training is provided for law enforcement agencies;
- timely crash data is transmitted electronically by Impact (Idaho Mobile Program for Accident CollecTion) software;
- within the OHS, the Impact crashes are processed through software called CIRCA (Crash Information Retrieval Collection and Analysis);
- analysis of data is easily access through WebCars, the crash analysis reporting tool;
- statistical analysis is provided by trained professional research analysts; and
- the system is financially supported by Idaho Transportation Department to allow planners, engineers and other organizations utilize the OHS crash data and analysis tools.

Of the 122 active law enforcement agencies in Idaho, 119 have implemented elmpact. During the year, 22,605 reportable crashes were transmitted electronically. This equates to 99.75% of Idaho crash report being electronically transmitted.

With the implementation of new version of elmpact (electronic Idaho Mobile Program for Accident CollecTion), updates are transmitted using a web service allows easier updating of a successive versions of the software by agencies. By delivering good customer service to agencies and resolving elmpact and transmittal issues with agencies, OHS has been able to increase the performance of the system in providing accurate and complete data. Typical customer support issues with law enforcement agencies are: lack of end user technical knowledge and support by the agency; end user computer files registering correctly; end user files becoming corrupted, and crash reports not transmitting correctly; emphasizing and training law enforcement to perform regular database maintenance to prevent corruption; complaints of a slow system; and assistance installing or upgrading to new elmpact version, currently 4.0. Customers are a priority for OHS, and resolving issues continues to be a priority. The OHS programmers work closely with the agency customers to resolve issues.

Enhancements have been implemented to the elmpact system to focus on providing more accurate crash data needed by OHS, and not allowing incomplete reports to transmit. Specific elements and attributes added to the system are: events for specific units of intersection type, work zone related, work zone crash location, work zone type, work zone workers present, lanes blocked, lanes cleared date and time; unit related of emergency use, carrier type, GVWR total, hazard class number, distracted by, non-contact and carrying hazmat material; and person related elements of airbag deployment, airbag deployment location, commercial driver license, citation 2, emergency medical services provider and the driver license class. During the planning process, law enforcement agencies requested the input process be streamlined to automatically populate and complete fields depending upon the user's selection. This was implemented during the recent elmpact implementation to version (v)4.0. Fourteen additional MMUCC (Model Minimum Uniform Crash Criteria) elements were added with the elmpact v4.0 release in early 2011.

A new version of CIRCA (Crash Information Retrieval Collection and Analysis) was released to update the technology and allow data analysts to cleanse the elmpact data from versions 3.8 and 4.0. CIRCA now includes the new MMUCC fields, as well as more business rules for increasing the speed of the validation process for the data.

WebCars enhancements included adding the 14 new MMUCC fields to the database for fields to be available for analysis and reporting. OHS continues to receive requests for the crash analysis tools. During 2011, 370 users at 170 agencies were authorized to use WebCars. The agencies utilizing the ability to analyze traffic crash data are law enforcement, local and state traffic engineers and consultants working on Idaho roadways crash data.

Technical support for users to accurately, efficiently and effectively analyze the crash data remains a priority. The crashes can be mapped

via canned reports using Google Maps. Technical and “bug” issues are prioritized by severity. Any “bug” producing incorrect data or an error is fixed immediately. The remainder of issues is determined by the user’s experience and expertise in obtaining the crash data needed. Enhancements are determined by a user’s crash data request and common data required when running a report.

Prior to the release of elmpact v4.0, a training video was developed by the supervisor of the crash database, Susan Mulkey. The recently retired law enforcement trainer, Carroll Dodd, was hired as a consultant in June, 2011 to update training on the of v4.0 elmpact being released. Kelly Campbell, Research Analyst Principal, from the OHS conducted trainings in northern and eastern Idaho, while Carroll presented training in central and southeastern Idaho. Attending the training were 243 officers and agency representatives from 51 agencies.

#### Section 408

Program funding is provided to identify priorities in making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data. Section 408 funding is provided for improvements and enhancements to the six traffic records systems: Crash, Roadway, Vehicle, Driver, Citation/ Adjudication and Injury Surveillance. The Traffic Records Coordinating Committee (TRCC) provides guidance in developing, supporting and prioritizing the Traffic Records Strategic Plan developed to address deficiencies noted in the 2006 Traffic Records (TR) Assessment. A Traffic Records Assessment was conducted in August, 2011. Participating on the Assessment Team were: Cynthia Burch representing Injury and Medical Records, Robert Scopatz representing Crash Records, Langston Spell representing Driver and Vehicle Records, Joan Vecchi representing Citation and Adjudication Records, Jack Zogby representing Roadway Information System, Clay Hatch as NHTSA Facilitator and Greg Fredericksen representing NHTSA Region 10. The TRCC is developing a new or updated Traffic Records (TR) Strategic Plan during FFY 2012.

The current TR Strategic Plan in place, with prioritized projects, addresses the June 2006 Traffic Records Assessment and deficiencies in each of the systems: Crash, Roadway, Vehicle, Driver, Citation/ Adjudication and Injury Surveillance. The TRCC will begin updating the TR Strategic Plan and prioritizing projects to enhance data throughout the six systems.

#### Measurable Progress on Electronic Citations:

“The US DOT Section 408 Review Team has determined Idaho has demonstrated measurable progress toward achieving the goals and objectives identified in the strategic plan. The Team reached this determination based on the State’s documentation that:

The timeliness of the Citation database has improved, as evidenced by the decrease, from 4.45 days during July 1, 2009 – March 31, 2010 to 4.18 days during July 1, 2010 – March 31, 2011, in the average number of days between the issuance of a traffic citation and the entry of the citation record into the database of the relevant court. We note the measure values were computed from all citation records, including electronic and paper, entered into the databases of the courts serving

four of Idaho’s counties, in which approximately 42 percent of the State’s population resides. Because the improvement occurred subsequent to the Section 408 application cycle of FY 2010, it constitutes current measurable progress of relevance to Idaho’s application for Section 408 funds in FY 2011.

#### Project status update on remaining projects:

##### MMUCC Compliance and Idaho Vehicle Collision Training Manual Revision, ID\_P-00110

The project has been implemented with 14 additional MMUCC elements being added to existing elements. This new version of elmpact v4.0, has been implemented by 112 agencies. Progress will be determined when all Idaho law enforcement agencies have implemented and are using the additional elements and attributes.

##### EMS Patient Care Reporting System, ID\_P-00601

As emergency service providers transition to NEMSIS compliance, the Idaho EMS Patient Care Reporting (PCR) System performance measure increased the completeness of the statewide records. During the 2011 state fiscal year, EMS/Injury Surveillance database received 94,335, or 86% of the records via the PERCS system. The legacy data system received 5,789, or 5%, of the records by paper, and 9,451 by the electronic legacy system submissions totaling 9% of the records. The total patient care records received for this period was 109,575. During the same records reporting period, the state funded all expenditures for the PCR, \$77,302.

##### Nampa Police Department eCitation, ID-P-00507

The agency purchased two mobile units for their motorcycle traffic officers. The units are not meeting the business needs for the agency to run the electronic citation process. Officers are experiencing unacceptable delays in timeliness to load and then interface with the agency before issuing a citation. The agency is working with the vendor to replace, test and implement a workable solution for the agency.

##### Sandpoint Police Department eCitation, ID-P-00510

Electronic citation software and hardware was purchased in FFY 2010 with the expenditure of \$40,312 and \$1,628 in FFY 2011. Installation of all software and equipment has been completed, and baseline data established. Post data implementation will be collected when the officer/project manager returns from leave.

##### WebCars Mapping Solution, ID\_P-00101

The project identifies a mapping solution to enable user-friendly crash mapping, using mapped crashes to show hot spots and increase criteria selection in high accident locations. With resources directed at the implementation of additional MMUCC elements and attributes during FFY 2011, measurable progress for this project is projected to be during FFY 2012. Also included are integration projects to crash system.

##### EMS PERCS Information Improvement

Data integration will be enhanced with software linkages to the PERCS

(Pre-hospital Electronic Record Collection System) and fire-based agency data. Data acquisition and collection for roadway crashes by emergency medical services agencies will be improved and increase the pre-hospital database of highway crash information. The project began in 2011 and will be completed in FFY 2012.

#### Jerome Police eCitation

The project begins October 1, 2011.

#### Meridian Police eCitation

The project begins October 1, 2011.

#### Pocatello Police eCitation

The project begins October 1, 2011.

#### Twin Falls County Sheriff eCitation

The project begins October 1, 2011.

#### **Completed or Removed Projects:**

##### Idaho Trauma Registry Enhancement, ID-P-00603

The project for the Emergency Medical Services (EMS) Bureau provided software enhancements to the Idaho Trauma Registry (ITR), increasing the number of data records available for analysis, and pursuing the use of trauma bands. Software was purchased and implemented during state fiscal year 2010. Required data fields for reporting were reduced to 53 fields for easing hospital workloads. The numbers of hospitals submitting cases have been increased from 20 to 27, with 22 of the participating hospitals trained in the pilot project for usage of trauma bands to link data. While the enhancements were projected to be completed during state fiscal year 2010, a backlog of cases delayed the transition period to the new system, thus delaying the completion date. The project was completed in FFY 2011. During the 2011 state fiscal year, \$231,041 has been expended in state funding. For the Section 408 grant, FFY 2009 expenditures totaled \$27,600, and FFY 2010 totaled \$98,702.

##### Courts-Driver-CDLIS Integration Project, ID-P-00403

With the enhancement to the court system, Idaho Transportation Department (ITD) driver records and CDLIS (Commercial Driver License Information System) automated the ACD (AAMVA Code Dictionary) coding and court suspension reporting. Idaho is now in compliance with FMCSA (Federal Motor Carrier Safety Administration) requirements. The finding by FMCSA for timeliness of posting and transmitting conviction records requires reporting to the driver's home state within 10 days. Progress in this measurement is readily apparent. A measurement taken in January and February of 2009 reported Idaho was not reporting within 10 days, at 65.2% and 56.1% of records respectively. During January and March of 2011, (February was not measured), Idaho reported 96% and 93% respectively, convictions being transmitted within 10 days of conviction and error free, to other states. As grant manager Ed Pemble reports, "this timely transmission could not have been achieved without the software development made possible by grant funding". During FFY 2010, the project expended \$78,530.67, and \$7,286.25 in FF 2011, for total expenditures of \$85,816.92. State resources contributed \$50,556.67. This project has been completed.

##### Orofino Police Department eCitation, ID-P-00508

This project started in FFY 2010, and continued into FFY 2011. An

additional unit has been equipped with software and hardware for issuing electronic citations. All traffic citation data is electronically transmitted to the local court. During FFY 2010, 127 traffic citations were submitted to the courts. To date in FFY 2011, 217 citations have been electronically processed to the courts. During the six months prior to implementing the electronic citation process, an evaluation of handwritten traffic citations submitted to the court found 19% contained errors. In the six months after implementation of electronic citations, only 6% contained errors. Most of the subsequent errors in the electronic citation process were a result of officers not following proper internal protocols for submission to the courts rather than actual citation errors. The project has been completed.

##### Rathdrum Police Department eCitation, ID-P-00509

This project began its second phase in October, 2010. Software and printers were purchased in November, 2010 and installed in January 2011. Baseline data was established for project. After implementation of the project, data was collected for the performance measure. Data collected on 92 citations during May 23, 2011 through June 7, 2011. Of the 83 electronically issued, there were 5 errors. The error rate for electronic citations was 6%, showing progress over the handwritten citations with an 11% error rate. The project has been completed.

##### Wilder Police Department eCitation, ID-P-00516

The project software and hardware were purchased and implemented in FFY 2010 with an expenditure of \$32,362. The agency is now electronically transmitting citations to the Canyon County Courts. The project has been completed.

##### Teton County Sheriff eCitation, ID-P-00513

The software and electronic citation equipment has been installed, and the agency is electronically transmitting to the court as of April 2011. Training was conducted for both officers and supervisors. The vendor is working on updates to the system and plans to implement prior to the tourist season when there will be traffic increases. Data was collected January 2011 through March 2011, and 94 citations being issued. Zero errors were reported. The project has been completed.

##### Eastern Idaho Regional eCitation, ID-P-00514

The electronic citation equipment has been installed and the software is fully implemented. Madison County Sheriff is the lead agency for this 7 agency project. There has been a notable decrease in usage of the dispatch center for checking driver or vehicle data. This has saved participating city and county agencies personnel resources. In reviewing the electronic citations during data gathering for the performance measure at the end of the project, it was noted an average of 95% drop in errors after the implementation of the system. Citations are now downloaded every 24 hours, with all 7 participating agencies transmitting electronically to the court. The project has been completed.

## TRCC

### Changes to the TRCC:

TRCC members continue to be active and supportive in implementation of the Traffic Records Strategic Plan projects. During this year, there have been changes to the TRCC:

- Mary Hunter retired
- Brent Jennings became chairman upon being named Highway Safety Manager
- Dia Gainor resigned to work as executive director with a national EMS organization
- Wayne Denny joined to represent emergency medical services
- Lamont Johnston retired
- William Reese joined to represent the Idaho State Police Commercial Vehicle Services

## Traffic Records Strategic Plan Project Schedule and Costs

### Section 408 Strategic Plan Project Schedule and Costs

#### Update for FFY 201 Annual Evaluation

October 1, 2010 through September 30, 2011

Project Description	System	Original Award	Funded Budget				Expenditures			
			Federal 408	Federal 402	Federal/ FMSCA or Other Grant	State/City or County	Federal 408	Federal 402	Federal FMSCA or Other Grant	State/ City or County
EMS PERCS Information Improvement	Injury Surveillance	\$200,000	\$200,000				\$0			
Twin Falls County Sheriff eCitation	Citation/ Adjudication	\$7,380	\$7,380				\$0			
Meridian Police eCitation	Citation/ Adjudication	\$76,338	\$76,338				\$0			
Pocatello Police eCitation	Citation/ Adjudication	\$76,000	\$76,000				\$0			
Jerome Police eCitation	Citation/ Adjudication	\$35,000	\$35,000				\$0			
Nampa Police eCitation	Citation/ Adjudication	\$5,250	\$5,250		\$2,728		\$5,250			\$2,728
Sandpoint Police eCitation	Citation/ Adjudication	\$43,301	\$2,980		\$0		\$1,628			\$14,433
WebCars Mapping Solution	Crash	\$355,690	\$355,690	\$30,000	\$5,000		\$0	\$0		\$0
Electronic Citation Projects to be implemented	Citation/ Adjudication	\$0	\$0				\$0			
MMUCC Compliance & Idaho Vehicle Collision Training Manual Revision	Crash	\$375,507	\$375,507		\$90,000		\$109,313			
New NHTSA Award & Integration			\$0	\$0			\$0			
<b>Total Current Projects</b>			\$1,135,145	\$30,000	\$0	\$97,728	\$116,191	\$0	\$0	\$17,161
Program Match										\$115,260

#### Completed Projects:

Courts-Driver-CDLIS Enhancement Project	Driver	\$111,000	\$30,810				\$7,286			
Orofino Police eCitation	Citation/ Adjudication	\$10,000	\$10,000		\$2,500		\$10,000			\$508
Idaho Trauma Registry	Injury Surveillance	110,400	\$11,698				\$11,298			
Rathdrum Police eCitation	Citation/ Adjudication	\$6,804	\$6,804				\$6,804			
Wildier Police eCitation	Citation/ Adjudication	\$32,957	\$595				\$0			
Teton Co. Sheriff's Office eCitation	Citation/ Adjudication	\$29,300	\$29,300		\$10,100		\$29,164			\$10,100
Eastern Idaho Regional eCitation	Citation/ Adjudication	\$281,465	\$281,465		\$10,000		\$275,124			\$10,000
<b>Total Completed Projects</b>			\$370,672	\$0	\$0	\$22,600	\$339,676	\$0	\$0	\$20,608

## FFY 2011 Mobilization Calendar

Traffic enforcement mobilizations are a format for the Office of Highway Safety to provide assistance to the Contractor for Traffic Enforcement Mobilizations during specified Highway Safety Performance Plan focus area emphasis periods, special events or corridor enforcement.

The goal of the mobilization was to establish project requirements and funding to support the enforcement efforts by law enforcement agencies to reduce deaths, serious injuries and economic loss as part of the Strategic Highway Safety Plan (SHSP). Dedicated overtime enforcement hours and/or traffic enforcement equipment for regular duty dedicated mobilization enforcement was funded for hours worked during Idaho's Traffic Enforcement Mobilizations

As part of the agreement the agencies publicize the enforcement effort to increase effectiveness by working with local media contacts to increase the awareness of enforcement efforts and provide results in a press release following the mobilization. OHS provides promotional materials and draft press releases as requested.

Upon completion of each mobilization the agencies are responsible for reporting the performance of the office that participated as well as the agency's performance during the mobilization period. During the Seat Belt mobilization, pre and post seat belt surveys are completed and submitted along with the performance report.

## 2011 Traffic Enforcement Mobilization Calendar

Month	Emphasis Area	Dates
October	School Zone Safety	October 16 - 24, 2010
October & November	Seat Belts / Aggressive	October 29 – November 14, 2010
November	Impaired Driving	November 19 - 30, 2010
December & January	Impaired Driving	December 17, 2010 - January 3, 2011
March	Impaired Driving	March 11 - 21, 2011
April	Aggressive Driving	April 7 - 18, 2011
May & June	Seat Belts	May 28 - June 7, 2011
June & July	Impaired Driving	June 30 - July 11, 2011
July	Aggressive Driving	July 15 - 26, 2011
August & September	Impaired Driving	August 26 - September 6, 2011

## Traffic Enforcement Mobilizations Funding

Focus Area	Section 402		Section 410		FHWA Flex		Total Mobilizations		Focus Area Total
	Overtime	Equipment	Overtime	Equipment	Overtime	Equipment	Overtime	Equipment	
Impaired Driving Total	\$714	\$183,585	\$296,211	\$0			\$296,925	\$183,585	\$480,510
Youthful Driver Total	\$36,566	\$19,825					\$36,566	\$19,825	\$56,391
Aggressive Driving Total	\$104,184	\$90,435			\$207,530		\$311,714	\$90,435	\$402,149
Safety Restraint Total	\$92,670	\$86,664			\$40,744		\$133,414	\$86,664	\$220,078
<b>Total</b>	<b>\$234,134</b>	<b>\$380,509</b>	<b>\$296,211</b>	<b>\$0</b>	<b>\$248,274</b>	<b>\$0</b>	<b>\$778,619</b>	<b>\$380,509</b>	<b>\$1,159,128</b>



## FFY 2011 Traffic Enforcement Mobilization Arrest/Citation Summary

Total agency results during the traffic enforcement mobilization periods

Performance	School Zone Oct 16-24	Aggrv and SB Oct 29-Nov 14	Impaired Nov 19-30	Impaired Dec 17 - Jan 3	Impaired March 11-21	Aggressive April 7-18	Seat Belt May 28- June 7	Impaired June 30- July 11	Aggressive July 13-26	Motorcycle May 24-Sept 3	Impaired Aug 26-Sept 6	TOTAL Mobilization
DUI Arrests	212	351	254	472	285	273	324	325	189	0	282	2,967
Seat Belt Citations	567	2,141	296	640	979	890	4,698	652	476	36	633	12,008
Youth Seat Belt Citations	28	82	11	9	12	59	239	21	39	1	11	512
Child Safety Seat Citations	20	59	22	41	16	52	101	50	30	1	36	428
Felony Arrests	107	166	121	217	180	219	168	123	95	0	132	1,528
Recovered Stolen Vehicles	13	13	9	15	8	7	11	16	10	0	14	116
Fugitives Apprehended	77	138	78	165	284	369	376	291	62	0	110	1,950
Suspended Licenses	279	585	293	574	400	365	510	412	242	8	348	4,016
Uninsured Motorists	1,160	2,143	1,024	2,147	1,559	1,928	2,242	1,444	1,157	58	1,297	16,159
Speeding Citations	2,829	4,024	1,220	2,400	2,506	4,904	3,804	3,429	3,471	403	2,506	31,496
Youth Speeding Citations	79	140	67	88	58	144	131	35	93	0	20	855
Reckless Driving Citations	44	86	63	71	61	59	78	61	36	1	64	624
Drug Arrests	211	346	170	417	310	241	315	296	165	0	284	2,755
Underage Alcohol Arrests	49	142	48	95	75	94	143	87	71	0	73	877
Parent Notifications	18	49	19	46	56	17	32	15	8	0	5	265
<b>TOTAL</b>												<b>76,556</b>

Results from officers who received overtime or worked incentive equipment hours during the mobilizations

Performance	School Zone Oct 16-24	Aggrv and SB Oct 29-Nov 14	Impaired Nov 19-30	Impaired Dec 17 - Jan 3	Impaired March 11-21	Aggressive April 7-18	Seat Belt May 28- June 7	Impaired June 30- July 11	Aggressive July 13-26	Motorcycle May 24-Sept 3	Impaired Aug 26-Sept 6	TOTAL Mobilization
DUI Arrests	5	48	138	238	169	121	29	157	119	0	121	1,145
Seat Belt Citations	220	1,823	56	135	96	1,163	3,751	102	712	36	126	8,220
Youth Seat Belt Citations	20	69	2	8	9	49	144	12	12	1	3	329
Child Safety Seat Citations	11	36	1	8	11	33	64	9	29	1	5	208
Felony Arrests	2	15	24	40	25	21	11	19	27	0	10	194
Recovered Stolen Vehicles	0	1	0	4	2	0	3	3	0	0	0	13
Fugitives Apprehended	10	38	14	38	27	41	33	27	23	0	22	273
Suspended Licenses	57	170	63	130	119	293	178	149	177	8	96	1,440
Uninsured Motorists	332	954	215	463	387	1,625	1,076	327	897	58	280	6,614
Speeding Citations	1,183	2,386	192	299	384	6,041	1,426	402	3,994	403	575	17,285
Youth Speeding Citations	49	55	5	28	11	91	46	2	23	0	3	313
Reckless Driving Citations	11	18	11	18	10	91	20	5	39	1	18	242
Drug Arrests	7	41	17	78	63	100	35	31	100	0	28	500
Underage Alcohol Arrests	5	10	12	29	29	13	2	19	6	0	11	136
<b>TOTAL</b>												<b>36,912</b>

## FFY 2011 Incentive Equipment Purchased through the Mobilization Program

Equipment Description	Qty. Purchased
12" Mobile Speed radar	2
Alcohol Testing Equipment	48
Bike Helmets	1128
Camera (Digital)	12
Crash Data Retrieval	12
Digital Recorder	19
Flashlight/LED warning devices	155
In-Car Video System	17
Lightbar	12

Equipment Description	Qty. Purchased
Mini DVR	58
Motorcycle	1
Other warning/ safety devices	19
Personal Computers/Lap Tops	3
Radar (include Lidar & TruCam)	99
Reconstruction equipment	23
Speed Trailer	3
Tint Meters	27

# Paid Media Report

Idaho Transportation Department  
OHOS - FY11 Annual Report  
10/18/2011

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG FREQUENC Y	AVG REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Seatbelt	Television/Cable		Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	5.075	79.2%	1,353	1,798	\$48,992.26
	Radio	Flight 5/23 - 6/5	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	10.9	71.0%	1,261	1,279	\$26,705.62
	Outdoor	5/23 - 6/19	Boise DMA, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	11.38	79.0%	33	10	\$30,416.72
	Pump Toppers	5/23 - 7/3	Boise, Nampa, Pocatello, Idaho Falls, Twin Falls, Burley, Coeur d'Alene, Post Falls, Moscow, Lewiston	55 Locations	NA	4 Weeks	2 Weeks	\$14,963.30
Impaired Drivers	Radio	Flight #1 11/15 - 11/28 Flight #2 12/20 - 1/2 Flight #3 3/7 - 3/20 Flight #4 6/27 - 7/10 Flight #5 8/22 - 9/11	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	10.60	58.0%	3,924	4,166	\$75,982.16
	Television/Cable		Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	4.40	62.6%	5,203	7,026	\$150,279.25
	Outdoor	Flight #1 12/5 - 1/5 Flight #2 2/25 - 3/27 Flight #3 6/20 - 7/17 Flight #4 8/15 - 9/11	Boise DMA, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	13.83	82.0%	84	24	\$87,297.30
Aggressive Driving	Radio	Flight # 1 11/1 - 11/14 Flight #2 3/28 - 4/17 Flight #3 7/11 - 7/24	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	11.55	63.17%	4,233	4,282	\$80,510.10
	Television/Cable			4.2	68.02%	2,155	3,023	\$86,401.17
	Outdoor	Flight # 2 3/28 - 4/27 Flight #3 7/11 - 8/7	Boise DMA, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	12.97	81.00%	45	15	\$45,543.98
	Online	7/11 - 8/7	Statewide	12.34	82.34%	2,727,273	2,727,273	\$16,323.60
Child Restraint	Radio	Flight #1 4/18 - 5/8 Flight #2 9/12 - 9/25	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	8.25	5.4%	1,535	1,662	\$30,708.94
	Outdoor	Flight #1 4/18 - 5/15 Flight #2 9/5 - 10/6	Boise DMA, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	11.72	79.0%	26	8	\$29,862.12
Motorcycle	Radio	4/25 - 5/15	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	9.45	65.9%	773	770	\$15,378.07
	Television/Cable		Southern Idaho - Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem	4.3	50.2%	1,465	1,818	\$37,774.96
	Outdoor	4/25 - 5/22	Boise DMA, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	12.13	78.0%	17	6	\$19,148.78
	Pump Toppers	4/25-6/5	Boise, Nampa, Pocatello, Idaho Falls, Twin Falls, Burley, Coeur d'Alene, Post Falls, Moscow, Lewiston	60 Locations	NA	4 weeks	2 weeks	\$16,323.53
Bike/Ped Safety	Live Read Radio	4/4 - 5/1	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho	64	9.0%	1,208	1,113	\$19,861.48
	Television	None				0	0	\$0.00
School Zone Safety	Radio	10/4 - 10/17	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	6.3	65.25%	1,750	232	\$34,240.72
Minor-Adult Alcohol Campaign	Television	Flight 5/9 - 5/22	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	5.05	79.53%	1,599	2,116	\$48,981.47

## 2011 Summary of Paid Advertising Survey of Results

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Office of Highway Safety (OHS), to conduct the annual public awareness survey. A version of this survey has been conducted each year from 2003.

In 2009, wireless telephone numbers were added to the sample to account for the fact that nearly 1/3 (31.7%) of Idaho households no longer have a landline telephone number. Research has shown that wireless-only households tend to be younger (18-29 years), are more likely to be male, and are more educated than landline households. Accounting for wireless-only households is important in representative survey research.

The survey instrument was modified from previous years. Wording for questions retained from previous years was kept the same so the data can be compared across years; however some questions were omitted that had been on previous surveys and a few new questions were added to the survey this year. The survey took 12 minutes on average to complete as was approved by the University of Idaho Institutional Review Board.

All SSRU telephone interviewers were trained in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers received training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on SPSS Data Builder and analyzed using SAS.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents the week prior to the telephone calls (July 14, 2011). The postcard stated the date for contact by SSRU, the purpose of the survey, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study. Calls began July 11, 2011 and continued until August 4, 2011. The SSRU employed a Spanish-language speaking interviewer. Ten surveys were conducted in Spanish.

For the survey of landlines, 315 completed interviews, 86 were disconnected numbers, 28 ineligible households (households or respondents that had lived in Idaho for less

than six months, were deceased, did not have a valid driver's license, were fax numbers or businesses, or spoke a language other than English or Spanish), and 149 were refusals. 219 households were not able to be contacted for the survey. The final response rate is 45.0%, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 62.7%, and the refusal rate is 21.3%.

In the mobile phone frame, the study resulted in 336 completed interviews, 554 disconnected numbers, 183 ineligible households (households or respondents that had lived in Idaho for less than six months, were deceased, did not have a valid driver's license, or spoke a language other than English or Spanish, were too young to complete the survey, lines used only for business purposes, or individuals that did not live in Idaho), and 350 refusals. 606 households were not able to be contacted for the survey. The final response rate is 26.9%, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 48.5%, and the refusal rate is 28.1%.

The final response rate for the combined landlines and mobile phones is 33.4%, the final cooperation rate is 56.0%, and the final refusal rate is 25.6%.

This study provides data about preferences regarding legislation and regulations valuable information about driving behavior in the State of Idaho and presents. Several key findings from this study are:

- 78.3% of Idaho drivers report they always wear a seatbelt when driving or riding in a vehicle, with a 95% confidence limit of (74.9% - 81.6%). This estimate is not statistically different than the survey estimate from the 2010 telephone study (84%), or from a 2011 statewide observational study of seatbelt use (72.3% - 85.9% seatbelt use), indicating similar findings from the three studies. The number of respondents who claim that seat belt law enforcement messages cause them to wear their seatbelt dropped from 31.1% in 2010 to 17.4% .
- Over half of respondents (55.1%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seatbelt. Females were statistically more likely to support seat belt offenses as a primary offence than men, but a respondent's age was not correlated with their opinion on this item.
- When asked to describe the relationship between road rage and aggressive driving, the most common response (n = 186 responses) is road rage is out of anger/emotion and disregards other drivers and aggressive driving does not involve emotion/anger towards other drivers.

- 37% of Idaho drivers, state they never drive more than 5 miles over the speed limit on a road with a speed limit of 30 miles per hour; that percentage rises 49.3% for roads with a 65 mile per hour speed limit.
- 56% of drivers state that they believe it is either “very likely” or “likely” they will get a ticket for driving more than five miles over the speed limit.
- The most common inappropriate teen driving behavior observed was speeding (39.9%) which is up from 33.7% in 2010. Nearly a quarter (23.8%) of respondents indicated the most common problem they observe with teenage drivers is talking on a cell phone.
- Over half (63.9%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old, and 60.6% felt that it is either “very likely” or “likely” that someone will receive a ticket for failing to buckle up a child. Females were more likely to support this legislation, but responses did not vary significantly by age.

- Nearly all respondents (87.8%) felt it was “very important” or “important” for Idaho to enforce the drinking and driving laws, though only 71.6% of drivers would support roadblocks to check for drivers who had been drinking. 83% of females would support roadblocks, compared to only 68% of men; this difference is statistically significant.
- Half of all drivers (51.3%) “strongly agree” that risky driving behavior such as speeding, driving under the influence, and not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans.
- 88% of respondents feel either “safe” or “very safe” on Idaho’s roads and highways, and a similar amount (87.2%) feel that the laws and highway safety regulations contribute either a “great deal” or “somewhat” to safer highways. Interestingly, men are more likely to state that the laws and regulations contribute “a great deal” to safer highways, even though they are also less likely to support additional regulation.

**In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? (required question (A-1))**

Response	Frequency	Percent
Once	28	4.5
Twice	39	6.3
Three times	11	1.8
More than three times	15	2.2
Never	318	50.3
I don't drink alcohol	217	34.7
Don't know	1	.2
<b>Total</b>	<b>629</b>	<b>100.0</b>

**How often do you wear a seat belt when you are driving or riding in a vehicle? (required question B-1)**

Response	Frequency	Percent
Never	10	1.8
Rarely	24	4.1
Occasionally	19	3.1
Usually	78	12.7
Always	505	78.3
<b>Total</b>	<b>636</b>	<b>100.0</b>

**In the past 30 days, have you seen or heard messages about not drinking and driving? (required question A-2)**

Response	Frequency	Percent
No	132	20.6
Yes	491	78.0
Don't know	10	1.4
<b>Total</b>	<b>633</b>	<b>100.0</b>

**What do you think the chances are of someone getting arrested if they drive after drinking? (required question A-3)**

Response	Frequency	Percent
Very likely	209	33.1
Likely	207	33.3
Neutral	89	13.8
Unlikely	81	12.5
Very Unlikely	15	2.3
Don't know	30	5.1
<b>Total</b>	<b>631</b>	<b>100.0</b>

**2011 Summary of Paid Advertising Survey of Results**

In the past 60 days, have you seen or heard about seat belt law enforcement? (required question B-2)

Response	Frequency	Percent
Yes	222	34.8
No	409	64.3
Don't know	6	0.9
Total	637	100.0

What do you think the chances are of getting a ticket if you don't wear your safety belt? (required question B-3)

Response	Frequency	Percent
Very likely	108	16.9
Likely	192	30.2
Neutral	83	13.2
Unlikely	167	26.1
Very Unlikely	54	8.5
Don't know	32	5.1
Total	636	100.0

On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour? (required question S1-a)

Response	Frequency	Percent
Never	236	37.0
Rarely	249	40.4
Occasionally	88	13.6
Usually	34	5.3
Always	16	2.7
Don't know	6	1.0
Total	629	100.0

On a local road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? (required question S-1b)

Response	Frequency	Percent
Never	312	49.3
Rarely	229	36.5
Occasionally	55	8.9
Usually	25	4.0
Always	9	1.4
Don't know	0	.0
Total	630	100.0

In the past 30 days, have you read, seen or heard anything about speed enforcement by local law officials? (required question S-2)

Response	Frequency	Percent
No	379	60.2
Yes	244	38.1
Don't know	10	1.6
Total	633	100.0

What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit? (required question S-3)

Response	Frequency	Percent
Very likely	148	23.0
Likely	213	33.0
Neutral	86	13.7
Unlikely	117	18.9
Very unlikely	52	8.2
Don't know	19	3.2
Total	635	100.0


**Paid Advertising Summary**

Focus Area	Section 402		Section 410		FHWA Flex		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving Total	\$110,000	\$52,162	\$400,000	\$316,007			\$510,000	\$368,168
Youthful Driver Total	\$70,000	\$44,579			\$25,000	\$0	\$95,000	\$44,579
Aggressive Driving Total	\$150,000	\$150,000			\$108,926	\$72,494	\$258,926	\$222,494
Safety Restraint Total	\$150,000	\$134,458			\$70,000	\$0	\$220,000	\$134,458

Focus Area	Section 402		Section 2010		FHWA Flex		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Motorcycle Safety Total	\$55,000	\$36,561	\$103,226	\$53,373	\$0	\$0	\$158,226	\$89,934
Distracted Driving Total	\$22,500	\$22,001			\$50,000	\$0	\$72,500	\$22,001
Total Paid Advertising	\$480,000	\$381,199			\$203,926	\$72,494	\$510,000	\$368,168

**8 out of 10 Idahoans Buckle Up.**



put  down **it**



## FFY 2011 FHWA Funding, Budget Vs. Expenditure

Section 163 Summary of Projects	OBLIGATED	EXPENDED	FUND BALANCE
Teen Driving Website	41,112	7,829	\$33,283
Seat Belt Education/Media Awareness	4,274	3,915	\$359
<b>TOTAL</b>	<b>45,385</b>	<b>11,743</b>	<b>\$33,642</b>

FFY 2008 FHWA Flex Funding Summary of Projects	OBLIGATED	EXPENDED	FUND BALANCE
<b>Paid Media and SHSP/IHSC</b>			
SHSP & IHSC Development and Implementation	92,665	1,311	\$91,354
Year-round Taglines	6,970	-	\$6,970
Aggressive Driving	43,926	43,926	\$0
Bicyclist/Pedestrian Safety	12,602	10,891	\$1,711
<b>Mobilization/Youthful Drivers</b>			
Aggressive Driving	220,866	207,530	\$13,336
Seat Belt Safety	44,088	45,046	(\$958)
Bicyclist/Pedestrian Safety	24,566	-	\$24,566
Alive at 25 (Grantee)	89,247	36,773	\$52,474
Alive at 25 (CSPFF-Contractor)	13,200	13,200	\$0
<b>Traffic Records/Roadway Safety</b>	32,300	32,300	\$0
<b>ICAAP</b>	6,284	1,476	\$4,808
<b>TOTAL</b>	<b>586,714</b>	<b>392,453</b>	<b>\$194,261</b>

FFY 2011 FHWA Flex Funding Summary of Projects	OBLIGATED	EXPENDED	FUND BALANCE
<b>Paid Media and SHSP</b>			
SHSP Program	25,000	-	\$25,000
Seat Belt Safety	70,000	-	\$70,000
Aggressive Driving	65,000	28,568	\$36,432
Youth Driver Safety	25,000	-	\$25,000
Alive at 25 - CSPFF	15,000	-	\$15,000
Distracted Driver	50,000	-	\$50,000
Child Passenger Safety	30,000	5,000	\$25,000
Single Vehicle Run off Road Research	70,000	61,853	\$8,147
<b>Mobilization</b>			
Aggressive Driving	200,000	-	\$200,000
Seat Belt Safety	100,000	-	\$100,000
Impaired Driving	30,000	-	\$30,000
<b>TOTAL</b>	<b>680,000</b>	<b>95,421</b>	<b>\$584,579</b>

SVROR funding, mostly encumbered (project has not been completed).  
 First payment was 6,953 on 11/22/11.

## FFY 2011 COMPARISON OF COSTS PLAN VS. ACTUAL

Program Area	Planned Costs (Original HSPF)			Actual Costs (Voucher 31 & 32)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
Alcohol Traffic Safety	266,533	356,000	236,500	136,740.27	263,589.28	193,017.89	48.70%	25.96%	18.39%
Emergency Medical Services	47,133	141,400	125,500	42,839.29	128,518.07	88,853.00	9.11%	9.11%	29.20%
Motorcycle Safety	4,500	33,500	0	1,851.12	7,923.21	0.00	58.86%	76.35%	NA
Occupant Protection	136,716	331,200	245,000	42,902.01	282,011.80	188,697.99	68.62%	14.85%	22.98%
Child Passenger Safety	2,000	81,000	45,000	754.09	41,106.32	34,243.00	62.30%	49.25%	23.90%
Pedestrian/Bicycle Safety	8,667	59,000	34,000	6,245.23	35,877.89	8,406.00	27.94%	39.19%	75.28%
Police Traffic Services	142,817	426,500	361,000	87,734.35	327,473.41	258,518.95	38.57%	23.22%	28.39%
Police Traffic Services (Youth)	92,000	276,000	180,000	9,030.81	129,725.15	75,393.98	90.18%	53.00%	58.11%
Traffic Records	7,333	137,000	NA	6,041.45	69,797.68	NA	17.61%	49.05%	NA
Community Traffic Safety Project	7,233	144,700	80,000	1,705.20	83,639.77	38,803.63	76.42%	42.20%	51.50%
Roadway Safety	1,133	107,400	NA	0.00	41,340.60	NA	100.00%	61.51%	NA
Distracted Driving	1,000	53,000	0	7,005.66	28,955.68	15,000.00	-60.57%	45.37%	NA
Paid Advertising	NA	672,500	326,250	NA	493,045.37	0.00	NA	26.68%	100.00%
Planning & Administration	70,410	117,000	NA	37,832.14	62,865.59	NA	46.27%	46.27%	NA
<b>NHTSA 402 Total</b>	<b>787,475</b>	<b>2,936,200</b>	<b>1,633,250</b>	<b>380,681.62</b>	<b>1,995,869.82</b>	<b>900,934.44</b>	<b>3.39%</b>	<b>40.14%</b>	<b>45.31%</b>
Program Benefit to Local			1			0.45			10.48%
<b>Section 410 Alcohol SAFETEA-LU</b>									
Planning & Administration	12,036	20,000	NA	2,306.07	3,832.00	NA	80.84%	80.84%	NA
Alcohol SAFETEA-LU	1,490,000	936,000	300,000	1,702,248.00	613,735.29	256,686.00	-14.24%	34.43%	14.44%
Paid Advertising	NA	400,000	NA	NA	316,006.50	NA	NA	21.00%	NA
<b>Section 408 SAFETEA-LU</b>									
408 Data Program	252,927	1,011,706	NA	176,769.46	455,867.65	NA	30.11%	54.94%	NA
<b>Section 2010 SAFETEA-LU</b>									
Motorcycle Safety	NA	30,000	NA	NA	53,372.71	NA	NA	-77.91%	NA
Paid Advertising	NA	100,000	NA	NA	46,731.27	NA	NA	53.27%	NA
<b>Section 1906 SAFETEA-LU</b>									
Prohibit Racial Profiling	70,445	281,779	NA	101,917.00	258,559.00	NA	-44.68%	8.24%	NA
<b>Total Incentive Programs</b>	<b>1,825,408</b>	<b>2,779,485</b>	<b>300,000</b>	<b>1,983,240.53</b>	<b>1,748,104.42</b>	<b>256,686.00</b>	<b>13.01%</b>	<b>24.97%</b>	<b>14.44%</b>
<b>Grand Total</b>	<b>2,612,883</b>	<b>5,715,685</b>	<b>1,933,250</b>	<b>2,363,922.15</b>	<b>3,743,974.24</b>	<b>1,157,620.44</b>	<b>8.20%</b>	<b>32.56%</b>	<b>29.87%</b>



**Grants Funding From Two or More Programs / Multi - Funded Grants**

**SECTION 402 MULTI - FUNDED GRANTS [Budget VS Expenditure]**

CONTINUING GRANTS	Canyon County Sheriff (STEP)		Lewiston Police (STEP)		Idaho County Sheriff (STEP)		Idaho State Police		% of Federal Portion Expended vs. Budget*
	Budget	Expended	Budget	Ex-pended	Budget	Expended	Budget	Ex-pended	
IMPAIRED DRIVING	\$5,000	\$1,900	\$11,500	\$8,168	\$15,000	\$13,397	\$30,000	\$28,701	86.57%
AGGRESSIVE DRIVING	\$5,500	\$2,052	\$11,500	\$8,278	\$15,000	\$13,397	\$30,000	\$28,700	86.03%
DISTRACTED DRIVING	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000	\$9,566	95.66%
SEAT BELT	\$5,000	\$1,900	\$0	\$0	\$0	\$0	\$30,000	\$28,699	88.89%
TOTAL FFY'11 GRANTS BUDGET VS EXPENDITURE	\$15,500	<b>\$5,852</b>	\$23,000	<b>\$16,446</b>	\$30,000	<b>\$26,794</b>	#####	<b>\$95,666</b>	
	Match:	\$21,897	Match:	\$56,879	Match:	\$26,794	Match:	\$0**	
<b>Match vs Fed. portion:</b>	78.91%		77.57%		50.00%		0.00%		

\*Includes the year-long multi-funded grants.

\*\* ISP provides match certifications, after receiving formal annual request from ITD for each Federal Fiscal year.

YEAR-LONG GRANTS	Bonneville County Sheriff		Idaho State Police Region 3	
	Budget	Ex-pended	Budget	Ex-pended
IMPAIRED DRIVING	\$5,000	\$5,000	\$4,000	\$3,865
AGGRESSIVE DRIVING	\$10,000	\$9,088	\$4,000	\$3,866
DISTRACTED DRIVING	\$0	\$0	\$0	\$0
SEAT BELT	\$10,000	\$9,089	\$4,000	\$3,866
TOTAL FFY'11 GRANTS BUDGET VS EXPENDITURE	\$25,000	<b>\$23,177</b>	\$12,000	<b>\$11,597</b>
	Match:	\$7,761	Match:	\$0
<b>Match vs Fed. portion:</b>	25.09%		0.00%**	

## Financial Summary for Specific Program Areas

Impaired Driving	NHTSA (402 & 410)		FHWA	
	Budget	Expenditure	Budget	Expenditure
Overtime (OT) Enforcement	457,500	296,211	30,000	0
*Special OT Enforcement	101,534	19,134		
*Other OT Projects	10,600	9,638		
Earned Equipment	182,500	183,585		
Alcohol Testing Equipment	5,000	4,800		
Grantee Training/Travel	87,566	64,237		
Educational Material	5,300	4,720		
Paid Media	510,000	368,168		
Section 402 Multi-Funded Grants	70,500	61,031		
Section 410 TSRP Grant	163,862	147,444		
Section 410 DRE Grant	100,000	24,801		
Section 410 Elmore DUI Court Grant	40,605	18,058		
<b>Total Program Area</b>	<b>1,734,967</b>	<b>1,201,827</b>	<b>30,000</b>	<b>0</b>

\*The budget for Special & Other OT enforcement also funds vendor/contractor for training. Nonetheless, expenditures are separated to show true training and travel cost.

Aggressive Driving	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
OT Enforcement	150,000	104,184	190,000	147,659
Riders OT enforcement			65,000	59,871
Earned Equipment	120,000	90,435		
Educational Material	1,000	275		
Grantee Training/Travel	2,000	1,307		
Paid Media	150,000	150,000	108,926	72,494
Multi-Funded Grants	76,000	65,381		
Aggressive Grants	26,500	36,419		
<b>Total Program Area</b>	<b>525,500</b>	<b>448,001</b>	<b>363,926</b>	<b>280,023</b>

Seat Belt	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
OT Enforcement	94,000	92,670	44,088	40,744
Earned Equipment	86,800	86,664		
TOPS Program			4,302	4,302
Seat Belt Survey	9,200	9,103		
Educational Material	18,500	18,221	4,699	3,915
Grantee Training/Travel	1,500	1,360		
Web Hosting	0	15		
Paid Media	150,000	134,458	70,000	0
Multi-Funded Grants	49,000	43,555		
<b>Total Program Area</b>	<b>409,000</b>	<b>386,046</b>	<b>123,089</b>	<b>48,961</b>

## Financial Summary for Specific Program Areas

Child Passenger Safety	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Educational Material	25,000	976		
Paid Media	35,000	34,876	30,000	5,000
ICAAP Grant	50,000	37,868	6,284	1,476
<b>Total Program Area</b>	<b>110,000</b>	<b>73,720</b>	<b>36,284</b>	<b>6,476</b>

Motorcycle Safety	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Training Motorcycle	45,000	41,074		
Educational Material	10,000	6,055		
Grantee Training/Travel	3,000	1,972		
Paid Media	158,225	89,933		
<b>Total Program Area</b>	<b>216,225</b>	<b>139,034</b>	<b>0</b>	<b>0</b>

Youthful Drivers	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Services & Paid Media				
School Zone OT Enforcement	45,000	36,566		
Earned Equipment	31,000	29,825		
* Contractor	78,800	22,960	13,200	13,200
**Web-site			41,112	7,829
Alive at 25 Grantees	7,500	4,545	86,100	36,773
Travel	20,200			
Educational Material	32,500	8,737		
Paid Media	70,000	44,579	25,000	0
<b>Total Program Area</b>	<b>285,000</b>	<b>147,211</b>	<b>219,724</b>	<b>78,831</b>
* CSPFF (including training material, travel costs, vendor fees for motivational media.)				
** Comsys/Experis and Netfirms				

Traffic Records	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Contractor/CRI Advantage	183,000	175,823	32,300	32,300
Traffic Records Assessment	27,000	26,504		
EMS PERCS Enhancement Grant	200,000	0		
MMUCC Enhancements Grant	375,507	375,507		
WebCars Mapping Grant	355,690	355,690		
eCitation Projects Grant	531,112	327,970		
Trauma Registry Grant	11,698	11,298		
CD-LIS Integration Grant	30,811	7,286		
<b>Total Program Area</b>	<b>1,714,818</b>	<b>1,280,078</b>	<b>32,300</b>	<b>32,300</b>

## Financial Summary for Specific Program Areas

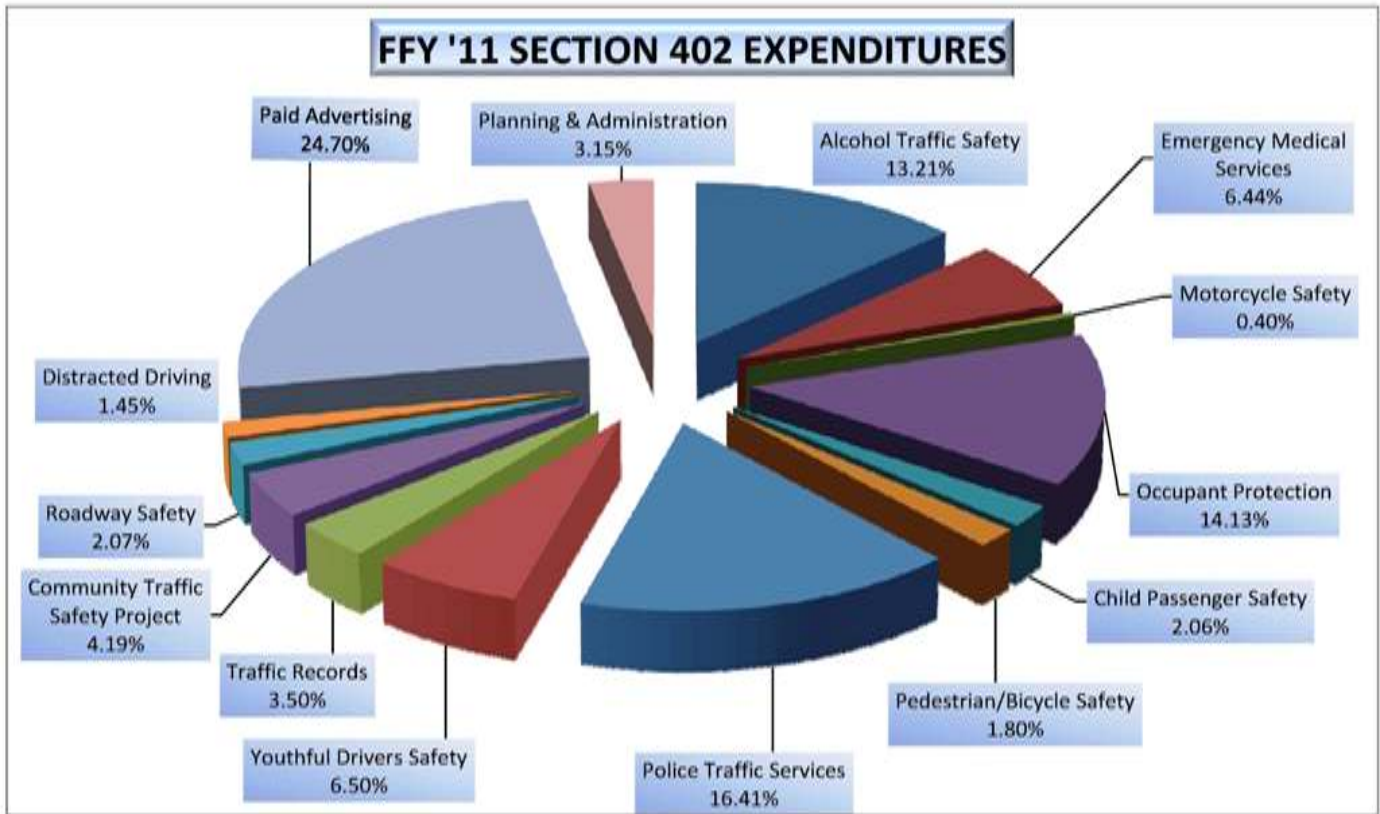
Bike/Pedestrian Safety	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
OT Enforcement	0	0	24,566	0
Educational Material	35,000	17,142		
Paid Media	40,000	0	12,602	10,891
Boise Bicycle Project Grant	4,000	0		
Treasure Valley YMCA Grant	5,000	4,587		
City of Rexburg Grant	3,819	3,819		
<b>Total Program Area</b>	<b>52,819</b>	<b>25,548</b>	<b>78,367</b>	<b>10,891</b>

Emergency Medical Services (EMS)	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Services	5,000	0		
Kootenai Co. Fire and Rescue	18,000	18,000		
Sagle Fire District	8,300	8,205		
JK Ambulance	16,600	15,562		
Teton Co. Fire Protection District	14,700	14,700		
Donnelly Rural Fire Protection Assn. Inc.	5,900	5,900		
Placerville Fire and Rescue	10,400	10,350		
Snowville Fire District	7,800	2,536		
Castleford Rural Fire District	3,200	3,200		
Central Fire District	10,400	10,400		
Idaho EMS Bureau	25,000	25,000		
<b>Total Program Area</b>	<b>125,300</b>	<b>113,853</b>	<b>0</b>	<b>0</b>

Community Projects	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Idaho Highway Safety Summit	40,000	28,283		
Law Enforcement Liaisons	65,000	47,669		
Coalition/Strategic Highway Safety Plan	18,000	2,572	92,665	4,302
<b>Total Program Area</b>	<b>123,000</b>	<b>78,523</b>	<b>92,665</b>	<b>4,302</b>

Distracted Driving	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Media Development	15,000	15,000		
OT & Educational Material	15,000	1,973		
Paid Media	22,500	22,001	50,000	0
Multi Funded Grant	10,000	9,566		
<b>Total Program Area</b>	<b>62,500</b>	<b>48,540</b>	<b>50,000</b>	<b>0</b>

Unbiased Policing / Racial Profiling	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Svc.	120,612	0		
Orofino PD Grant	13,590	10,228		
Madison CSO/Rexburg PD Grant	252,000	248,331		
<b>Total Program Area</b>	<b>386,202</b>	<b>258,559</b>	<b>0</b>	<b>0</b>



## Governors Highway Safety Association (GHSA) 2010 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	2003	2004	2005	2006	2007	2008	2009	2010
<b>Fatalities</b>	293	260	275	267	252	232	226	209
<b>Serious Injuries (Defined as: Incapacitating Injury)</b>	1,607	1,667	1,812	1,689	1,806	1,503	1,399	1,396
<b>Fatalities &amp; Serious Injuries Combined</b>	1,900	1,927	2,087	1,956	2,058	1,735	1,625	1,605
<b>Fatality Rate per 100 million AVMT</b>	2.03	1.75	1.84	1.75	1.59	1.52	1.46	1.34
<b>Fatality &amp; Serious Injury Rate per 100 million AVMT</b>	13.19	13.00	13.94	12.82	12.99	11.35	10.53	10.32
<b>Fatality Rate per 100K population</b>	21.44	18.66	19.24	18.21	16.81	15.22	14.83	13.40
<b>Fatality &amp; Serious Injury Rate per 100K population</b>	139.06	138.31	146.04	133.38	137.25	113.86	106.64	102.88
<b>Alcohol Related Fatalities</b>	115	103	100	110	101	96	74	96
<b>Alcohol Related Fatalities as a percentage of All Fatalities (%)</b>	39.2%	39.6%	36.4%	41.2%	40.1%	41.4%	28.8%	45.9%
<b>Alcohol Related Fatality Rate per 100 million AVMT</b>	0.80	0.69	0.67	0.72	0.64	0.63	0.42	0.62
<b>Alcohol Related Fatality Rate per 100K population</b>	8.42	7.39	7.00	7.50	6.74	6.30	4.27	6.15
<b>Percent of Population Using Safety Belts</b>	71.7%	74.0%	76.0%	79.8%	78.5%	76.9%	79.2%	77.9%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restrained*</b>	37.7%	42.3%	40.0%	38.8%	34.8%	32.9%	41.0%	46.7%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Unrestrained*</b>	59.4%	54.1%	57.3%	56.3%	61.0%	64.0%	54.5%	47.4%
<b>Drivers &amp; occupants of passenger vehicles killed Percent Restraint Use Unknown*</b>	2.9%	3.6%	2.7%	4.9%	4.2%	3.1%	4.5%	5.9%

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