State of Alabama Fiscal Year 2024 Annual Report

Kay Ivey, Governor

Kenneth W. Boswell, Director

Alabama Department of Economic and Community Affairs

William M. Babington, Governor's Highway Safety Representative

Chief, Law Enforcement and Traffic Safety Division

January 28th, 2025

Contents

Table of Contents

Executive Summary

Organizational Placement and Major Functions of AOHS

Many state and local agencies within Alabama are involved in the various aspects of traffic safety. It is the responsibility of the Alabama Office of Highway Safety (AOHS), to work with these agencies in providing a coordinated and unified approach to traffic safety. AOHS, which is located within the Law Enforcement and Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs (ADECA), is structurally organized directly under the Governor of Alabama.

AOHS works together with state and local agencies to coordinate the variety of programs that are implemented. The major agencies that provide a consensus of inputs include (but are not limited to): the Alabama Law Enforcement Agency (ALEA) and local law enforcement agencies, the Alabama Department of Transportation (ALDOT), the Alabama Department of Revenue Motor Vehicle Division, the Alabama Department of Public Health (ADPH) and the Alabama Administrative Office of the Courts (AOC). It is the primary goal of these, along with dozens of volunteer and private traffic safety groups, to work together to save lives and reduce the suffering caused by motor vehicle collisions.

The National Highway Traffic Safety Administration (NHTSA) is the Federal agency, and AOHS operates within the Section 402 Program it administers. Their role is to provide oversight and funding to the various traffic safety projects that are eligible for this support throughout the state. The various projects will be detailed below in this Annual Report.

Alabama strives to implement those programs that are shown by evidenced-based, data-driven analyses to be effective in accomplishing its traffic safety goals. For example, several approaches are used to allocate focused enforcement efforts to areas that have been determined by crash records analyses to have higher than expected crashes in the higher severity classifications. Other special efforts include innovative evidence-based programs to deal with distracted driving, impaired driving, and passenger restraint use.

Vision, Mission, and Overall Program Goal

AOHS has worked with the Traffic Safety community in the State to establish the following Vision Statement:

To eliminate all traffic related fatalities by creating the safest possible surface transportation system by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.

To promote movement toward its vision the following mission statement was developed for Alabama:

Conduct Evidence-Based Enforcement (E-BE) coupled with Public Information and Education (PI&E) and other supportive countermeasures that will reduce fatalities and injuries by focusing on the locations identified for speed and impaired driving hotspots with additional strong consideration to hotspots where deficiencies in occupant protection and distracted driving are found.

Major efforts in the past have focused on occupant restraints, distracted driving, directing enforcement to speed and alcohol-related hotspots, while maintaining a spirit of teamwork and recognizing the value of diversity. Goals were set for each of these individual related crash causes and severity increasing aspects of the overall traffic environment. While generally, the emphasis is on central themes that have proven over the past to be most fruitful in saving lives, AOHS remains open and is continually searching for new innovations both to improve current countermeasures and to create entirely new approaches.

While these goals aim for long-term, incremental improvement, it is recognized that the loss of each life is a tragedy that should not be tolerated. While the ultimate objective is zero deaths, the state has worked toward this target with incremental goals along the way. In 2006, the goal was: "To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 100 million vehicle miles traveled by calendar year 2013." As can be seen from the following table that presents the annual fatality rate in fatalities per hundred million vehicle miles, this goal was quickly met in 2009.

The following table tracks the annual fatality rate per hundred million vehicle miles.

Year	Fatality Rate
2006	1.99
2007	1.81
2008	1.63
2009	1.38
2010	1.34
2011	1.38
2012	1.33
2013	1.31
2014	1.25
2015	1.26
2016	1.56
2017	1.34
2018	1.34
2019	1.36
2020	1.38
2021	1.37
2022	1.38

Meeting this original goal, Alabama continued to strive to maintain the fatality rate reduction to well under 1.50 since 2009. This goal was met and maintained well until 2016. According to preliminary state data, the rate increased dramatically in 2016. While it is too soon to truly evaluate what is causing the decrease from one year to the next, there is evidence to suggest increased enforcement from local law enforcement agencies has helped drive down fatalities.

Reducing the number of speed and impaired-driving related crashes while increasing the use of appropriate restraints has been shown in the past to produce the maximum benefit for the resources that are dedicated to traffic safety. These lessons from the past need to be extended in the future because there are still considerable benefits that can be attained by these programs. It is important to recognize that most fatalities are caused by the *choice* to speed, drive impaired, use an electronic device, or not buckle up (quite often combinations of the four). By changing driver and occupant behavior, the number of hotspot locations will be reduced, and overall traffic safety will be improved.

The highest-level strategic program goal is as follows:

To reduce the three-year average annual number of fatalities by 2% per year over the next 25 years (i.e., using 2011 as a base year, through 2035).

This is a 25-year goal that was announced for the FY 2012 HSP on the CY 2011 baseline. Because of the long-term nature of this goal, annual reviews have to this point led to the conclusion that there is no reason to alter this approach based on recent findings.

This goal is consistent with the state's acceptance of the concept of Toward Zero Deaths (TZD). This is based on the goal of reducing highway deaths to zero, and the realization that this can only be accomplished by an incremental reduction of fatalities each year. In this regard, AOHS has set a strategic goal of reducing fatalities by 50% over the next 25 years, starting in CY 2012. Based on the 2011 fatality count of 895, this 2% (of the base year) per year reduction would average about 18 fatalities reduced per year.

While an average of 18 fatalities per year might seem a modest number, if this reduction were maintained as the average over a 25-year period it will save more than 5,600 lives, which would be a major accomplishment. The goal here is to continue the downward trend that was established in the 2007–2011 time frame, which reversed the alarming increase in fatalities that preceded 2007.
Also, if the 2% of the base year is viewed as a percentage of the years in which reductions have taken place, this percentage grows linearly until in the 25th year it amounts to 4% of the previous year.

The following table tracks the 2% per year for the three-year running average.

Time Frame	Three Year Average	Differential	Percent Decrease	Goal Achieved?
2011-2013	871	---	---	
2012-2014	846	25	2.8%	Yes
2013-2015	841	5	0.6%	No
2014-2016	918	-77	-9.2%	No
2015-2017	960	-42	-4.6%	No
2016-2018	995	-35	-3.6%	No
2017-2019	944	51	5.28%	Yes
2018-2020	939	5	0.5%	No
2019-2021	949	-10	-1.1%	No
2020-2022	968	-19	-2%	No
2021-2023	982	-14	-1.45%	No

It is now recognized a major part of the extremely large reduction was due to a recession in the economy coupled with higher fuel prices. This is not to say that traffic safety efforts during this period did not play a part. However, the uniformity of the program over this time frame would indicate that the underlying part that they played was no more than what would be expected. Examinations of later years, including 2020 and beyond will also surely reveal environmental influences on trends.

Tables 3a and 3b present a summary of all crashes for the Calendar Years 2014-2023 with Alabama Data.

Table 3a. Summary of All Crashes – CY 2014-2018 Alabama Data

Performance Measures	2014	2015	2016	2017	2018
Fatal Crashes	737	739	992	857	866
Percent Fatal Crash	0.55%	0.50%	0.64%	0.55%	0.54%
Injury Crashes	28,019	30,858	32,561	32,240	32,172
Percent Injury Crashes	21.04%	20.93%	20.89%	20.53%	20.14%
PDO Crashes	100,319	111,674	118,268	119,397	122,401
Percent PDO Crashes	75.33%	75.74%	75.89%	76.05%	76.67%
Total	133,175	147,452	155,851	156,993	159,655

Table 3b. Summary of All Crashes – CY 2019-2023 Alabama Data

Performance Measures	2019	2020	2021	2022	2023
Fatal Crashes	844	853	885	907	892
Percent Fatal Crash	0.53%	0.64%	0.58%	0.63%	0.62%
Injury Crashes	31,393	26,391	28,187	26,279	26,809
Percent Injury Crashes	19.78%	19.69%	18.55%	18.22%	20.70%
PDO Crashes	122,256	103,294	118,876	113,676	113,277
Percent PDO Crashes	77.04%	77.06%	78.23%	78.80%	78.68%
Total	158,687	134,040	151,954	144,258	143,971

Public Participation and Engagement Update

Engagement Steps

After the engagement events conducted in 2023, the AOHS identified the following goals and next steps for 2024:

1. Continue to engage rural populations on child restraint information throughout the state. In years two and three of the 3HSP our office plans to expand engagement events to rural health fairs to engage a larger audience.
2. Continue partnering with non-profits to reach targeted communities.
3. Use paper surveys at events as well as Spanish language materials when appropriate to increase accessibility.
4. Craft a targeted survey to administer to attendees at seat check events, especially those held in rural locations, that helps to identify resource or access issues that are faced by the participants, (how far did they have to travel, was cost a prohibitive factor in car seat safety, are there issues related to childcare, etc.)
5. Continue engagement events at sporting events. This is a great way to interact with target demographic males. These events can be in rural and urban locations to cover both impaired driving and pedestrian issues.
6. Another upcoming issue is the effect of the recent legalization of medical marijuana. Questions were built into the initial input survey, and those responses will be mapped to best track knowledge levels and media platform preferences. This will allow the SHSO to determine a baseline to create educational campaigns on the dangers of driving while under the influence of marijuana.
7. The HSO will also work to engage with the underserved military population by collaborating with our partners and hosting Seat Checks at various military bases throughout the state.

The following lists the ongoing Public Participation and Outreach efforts and their connection with the goals and next steps identified by AOHS staff. These activities supported the programming implemented throughout the year and the planning process for upcoming projects. The AOHS staff planned events for PP&E to connect with our affected communities, AOHS used intentional planning and took lead on several events and initiatives. In the events listed below that occurred with partners, i.e. walk audit and car seat check, the AOHS still was an active leader in PP&E discussions that affected our targeted communities. AOHS recognizes PP&E is an on ongoing conversation with affected communities.

FY 2024 Engagement Event Tracker	
Continue engagement events at sporting events. This is a great way to interact with target demographic males. These events can be in rural and urban locations to cover both impaired driving and pedestrian issues.	
Name and Location of Event:	Tuscaloosa A-Day Sporting Event
Target Population Identification:	Tuscaloosa County was identified as overrepresented in pedestrian fatalities and has several risk factors related to poverty and other resiliency score indicators. The HSO reached out to a local hospital located in Tuscaloosa, Alabama to participate in a community event due to its proximity to the sporting facilities at the University of Alabama. The event was held on the same day as "A-Day", the Spring scrimmage football game, so the HSO could engage with the target demographic males and the rural populations that attend sporting events in Tuscaloosa.
Attendees:	DCH Health System hosted a public community event which allowed vendors to set up tables and stations. The event was held in a plaza square downtown that was on the walking route to University of Alabama's sporting facilities. UA's A-Day Spring football game brought out our target demographic males ages 21-40 and the rural pedestrian population. HSO staff, based on the online survey offered and verbal feedback given on the day, determined that people traveled from surrounding counties to attend the event and receive free health checks. Tuscaloosa County is considered urban and several census tracts in the area are identified as disadvantaged using the Climate and Economic Justice Screening Tool especially regarding health and transportation. The surrounding counties that were captured in our survey results were Greene, Hale and Bibb which are considered rural. Therefore, this event was able to reach our target population as it is necessary for many rural communities to travel to larger cities for healthcare services.
Accessibility Measures:	Publication of the event was posted on a variety of platforms, including print flyers and banners in physical locations. There were also social media posts on Facebook and Instagram as well as advertisements in local papers and various new outlets. All attendees spoke English, so there was no opportunity to provide Spanish materials. The online survey had a Spanish language option. The HSO staff member present was fluent in English and Spanish to ensure language access; however, her interpretation

	was not needed. The Government Plaza Park facilities follow all ADA guidelines
Event Description:	The DCH Health System hosted a community health fair on April 13th from 10:00am-2:00pm at the Government Plaza in downtown Tuscaloosa with free health assessments, educational opportunities, and time for those attending to talk to local doctors. HSO staff requested a table to talk to attendees about National Distracted Driving Awareness month and administer a brief survey along with other traffic safety issues like Pedestrian Safety. The HSO staff member used a PowerPoint Presentation, Forms online survey, and oral surveys as means to engage with the attendees. Though the HSO staff member had a table set up, they felt it best to walk around and interact with the different vendors and patrons to gather feedback and encourage survey participation.
Feedback:	The HSO staff member created and administered an online survey with pedestrian focused questions. The survey also included questions about Distracted Driving as it was timely with the introduction of Alabama's Hands-Free Law and with NHTSA's National Distracted Driving Awareness Month. Feedback from providers at the event spoke about their interest in traffic safety as many of them and their team members regularly operated vehicles for work to provide health services in their community. Many were unfamiliar with the Hands-Free Law that had passed June 2023 and thanked the HSO staff member for making them aware. They promised to share the information with their staff to increase their knowledge on traffic laws. Attendees of the event took a survey distributed by ADECA staff and stated that they were appreciative of the program and learned more about Bike and Pedestrian safety, Impaired Driving, and Distracted Driving.
Connecting with Programming and Ongoing Engagement Efforts:	This event location was ideal for accessibility by the target community. The events surrounding or adjacent to sporting events or significant dates are a great way to reach the rural and underserved populations and communicate traffic safety messaging to the target demographics. The knowledge gap identified by the survey regarding distracted driving will be addressed by media campaign positioning and message components.

FY 2024 Engagement Event Tracker	
Engagement Step- Continue partnering with non-profits to reach targeted communities	
Name and Location of Event:	Montgomery Move Safe Event
Target Population Identification:	The event was scheduled based on the target population identification process outlined in the PP&E Plan submitted to NHTSA in the 3HSP. Specifically, the focus was on pedestrian safety in underserved communities. Montgomery County specifically was identified as overrepresented in pedestrian fatalities, and notably have a greater occurrence of school aged children involved with bicycle and pedestrian crash involvement compared to other counties within the state. There are also risk factors related to poverty and other resiliency score indicators within Montgomery County. A local Elementary School in Montgomery County was identified as an opportunity to reach citizens within that location.
Attendees:	The event was held at an elementary school during the school day. School-aged children and their parents who utilize the pedestrian facilities at the school and in the surrounding neighborhood were present during the event. City and county representatives as well as state and federal agencies were present at the event.
Accessibility Measures:	The Elementary School facilities follow all ADA guidelines.
Event Description:	The safety event was hosted at a local Elementary School in Montgomery, Alabama. The event launched the start of the "Move Safe Program" which focuses on pedestrian safety and child passenger safety. Prior to today's event, school leaders, parents, students, and volunteers came together to create educational videos that will be used to start similar programs at other schools around the state. The HSO used this event to gain connections and foster relationships in this community. The HSO staff members present conducted oral conversations with the students and their parents in an open-ended format to gather feedback.
Feedback:	One teacher noted how at dismissal time, children would get in their cars, and the parents would drive off before buckling their seatbelts and ensuring that their children were buckled as well.

	This observation was one of the reasons road safety was chosen as the topic for this community educational program. Children at the event shared things they liked about learning safety tips for crossing the street and riding to school. ADECA staff were able to speak to the principal and other community leaders following the event. We discussed upcoming programs with the Highway Safety Office including the car seat voucher program. This event was great in finding community partners that are willing to learn more about traffic safety and develop projects or events to share traffic safety messaging. It also helped to learn what mode of presentation and interaction works when sharing traffic safety messaging to adolescents.
Connecting with Programming and Ongoing Engagement Efforts:	Events like this showcase the need for pedestrian and bicycle safety efforts aimed at school-aged children. AOHS is adding a bike/ped education activity for FY 25 that will focus on training demonstrations.

FY 2024 Engagement Event Tracker	
Engagement Step- Continue partnering with non-profits to reach targeted communities	
Name and Location of Event:	Selma Pedestrian Safety Event
Target Population Identification:	The event was scheduled based on the target population identification process outlined in the PP&E Plan submitted to NHTSA in the 3HSP. Specifically, the focus was on pedestrian safety in rural populations. Dallas County specifically was identified as overrepresented in pedestrian fatalities and has several risk factors related to poverty and other resiliency score indicators.
Attendees:	The residents that attended were primarily parents and their children who regularly use the pedestrian facilities available in the area. The event time was around the school dismissal times which probably contributed to the attendance of school-aged children. Community partners present included representatives from Selma Housing Authority, City of Selma, Selma Police Department, ALDOT, FHWA, and local residents.
Accessibility Measures:	The Selma Housing Authority facilities, where the tents, tables, and food truck were set up, follow all ADA guidelines. Publication of the event was posted on various social media platforms like Facebook, Instagram, and YouTube. All attendees spoke English, so there was no opportunity to provide Spanish materials.
Event Description:	Alabama HSO participated in a community walk audit on March 6th in Selma, Alabama to construct plans for a pedestrian improvement project (Rebuilding American Infrastructure with Sustainability and Equity (RAISE) discretionary grant program). The HSO staff used this opportunity to cultivate new relationships and gather feedback from our intended community. Based on the format of the event, the staff chose to gather feedback via oral survey for the convenience of the community participants.
Feedback:	Before and during the walk audit, HSO staff spoke with a variety of community members about pedestrian safety and what ADECA and the HSO does. The staff member learned that not all involved were fully aware of the HSO in general and this interaction served as bridge for future connections. Residents expressed a need for

	pedestrian education especially with the potential of updated facilities in their community. Residents of the City of Selma gave personal accounts of their personal history with the specific neighborhood and the city itself. Feedback included challenges with walking on the sidewalk due to both environmental and infrastructure related issues. The takeaways from their input underscored the importance of multidisciplinary approaches to safety concerns.
Connecting with Programming and Ongoing Engagement Efforts:	The oral feedback given during the walk audit emphasized the need for continued engagement with the pedestrian community in Selma, to ensure their needs are met through educational programming. Events like this showcase the need for pedestrian and bicycle safety efforts aimed at school-aged children, as well as community-based safety programming.

-

FY 2024 Engagement Event Tracker	
Engagement Step- Continue partnering with non-profits to reach targeted communities. *Use paper surveys at events as well as Spanish language materials when appropriate to increase accessibility.*	
Name and Location of Event:	Family Guidance Center Community Classes (Bullock and Covington Counties)
Target Population Identification:	The event was scheduled based on the target population identification process outlined in the PP&E Plan submitted to NHTSA in the 3HSP. Bullock County and Covington County specifically have several risk factors related to poverty and other resiliency score indicators. Bullock County was also Top Ten County for crashes detailed in the Deep Data Dive done in FY 23.
Attendees:	The HSO sought out this partnership with FGC because they service the underserved communities throughout the state and because their clients are more likely to transport children that require a car seat or booster seat. Our intended audience was present during these classes as all class participants were residents of the rural county where the classes were held and claim to still using a car seat or booster seat regularly. In the events with the Family Guidance Center, 100% of the attendees were female, including the instructors. Their clientele and the selected classes tend to be predominantly female; males were not excluded from participation. The class attendees were all residents of the county where the classes were held. Also, the economic makeup of the attendees for community courses skewed heavily towards individuals facing poverty or other risk factors that increase a population's vulnerability.
Accessibility Measures:	The HSO staff member and the Family Guidance Center program coordinator communicated via email and contacted each of the class participants via email as well. All materials were available for in person and virtual participants. An email with the survey, the presentation, and the links to YouTube videos shown were emailed to each participant following the class. All attendees spoke English, so there was no opportunity to provide written Spanish materials. The online survey had a Spanish

	language option. The HSO staff member present was fluent in English and Spanish to ensure language access; however, her interpretation was not needed. The Alabama Cooperative Extension office facilities, where the classes were held, follow all ADA guidelines.
Event Description:	The HSO reached out to several instructors to speak with their classes and give a survey. The instructors invited us to speak at the beginning of class, so that their lessons could continue uninterrupted. They suggested the HSO start the class with an informal meet and greet to explain our goals as the highway safety office and then provide the students with the opportunity to ask questions. FGC has been a resource for this population and provided the HSO with a space to present safety information and offer the survey to our target communities. The HSO followed the center's recommendation and completed the presentation within the allotted 10-minute window offered followed by a brief survey for the participants to complete.
Feedback:	HSO staff administered a survey in online and paper formats. The questions focused on occupant protection and distracted driving. Attendees of the event took the survey and stated that they were appreciative of the presentation and felt confident in their knowledge of child passenger safety.
Connecting with Programming and Ongoing Engagement Efforts:	Feedback from the survey will be used to inform AOHS programming. This event location was ideal for accessibility by the target community. These events are a great way to reach the rural and underserved populations and communicate traffic safety messaging.

FY 2024 Engagement Event Tracker	
Engagement Step- Craft a targeted survey to administer to attendees at seat check events, especially those held in rural locations, that helps to identify resource or access issues that are faced by the participants, (how far did they have to travel, was cost a prohibitive factor in car seat safety, are there issues related to childcare, etc.)	
Name and Location of Event:	Tuskegee Child Passenger Safety Event
Target Population Identification:	The event was scheduled based on the target population identification process outlined in the PP&E Plan submitted to NHTSA in the 3HSP. Specifically, the focus was on child safety in rural populations. Macon County is a rural county that specifically was identified as overrepresented in no belt fatalities and has several risk factors related to poverty and other resiliency score indicators.
Attendees:	Through the demographic information received during the event, the HSO determined their target affected community was present as the attendees were residents of Macon County and regularly require the use of child restraints. The attendees of the car seat check event were probably distributed 75%/25% female versus male. All attendees qualified for public assistance of some type and were eligible for free car seats. Ages ranged from early twenties to sixties, so there was a broad spectrum.
Accessibility Measures:	Publication of the event was posted on a variety of platforms, including print flyers and banners in physical locations. There were also social media posts on Facebook, X, and the Nextdoor app. All attendees spoke English, so there was no opportunity to provide Spanish materials. The Macon County Health Department facilities follow all ADA guidelines.
Event Description:	The Alabama Department of Public Health hosted a car seat check event on June 10th from 10 a.m. to 2:30 p.m. at the Macon County Health Department. Fittings were available by appointment, as well as for drive ups. ADECA staff were on site to engage with the public on traffic safety issue awareness and further programming needs. They greeted patrons, helped with the distributing of the car seats, and administered both oral and paper surveys based on the convenience of the patron.
Feedback:	The ADECA staff asked questions about child passenger safety and shared knowledge about CPS best practices and laws in Alabama. The staff

	received feedback from the community members present as well as the Public Health providers present. Feedback from providers at the event spoke to obstacles in rural locations, especially where there is a high poverty rate. One of the biggest hurdles for certain families in Alabama is having a valid driver's license to receive a child car seat in accordance with the program eligibility rules. Costs for reinstatement of licenses can be prohibitive for community members. Attendees of the event took the survey distributed by ADECA staff and stated that child car seat laws are difficult to understand, but they were appreciative of the program and felt confident in their knowledge after attending.
Connecting with Programming and Ongoing Engagement Efforts:	This event location was ideal for accessibility by the target community. The need for car seats in the area shows further events and programming should be made available again in the upcoming FY 25.

FY 2024 Engagement Event Tracker	
Engagement Step- Continue engagement events at sporting events. This is a great way to interact with target demographic males. These events can be in rural and urban locations to cover both impaired driving and pedestrian issues. *Another upcoming issue is the effect of the recent legalization of medical marijuana. Questions were built into the initial input survey, and those responses will be mapped to best track knowledge levels and media platform preferences. This will allow the SHSO to determine a baseline to create educational campaigns on the dangers of driving while under the influence of marijuana.*	
Name and Location of Event:	Series of Football Tailgates in Pike, Calhoun, Shelby, Mobile, Tuscaloosa, Jefferson, and Lee counties.
Target Population Identification:	The event was scheduled based on the target population identification process outlined in the PP&E Plan submitted to NHTSA in the 3HSP. An analysis of Alabama's impaired driving fatalities shows significant overrepresentation in rural counties, in males ages 21-40, and with pickup trucks. HSO identified young males from rural counties as the focus group for these tailgates.
Attendees:	Based on the survey administered, AOHS determined that our target population was present; males aged 21-40 years living in rural counties were present at the tailgates. The attendees of the sporting events included a wide array of ages and groups the sporting events. They were local to the areas, with a few outliers.
Accessibility Measures:	All locations followed ADA guidelines.
Event Description:	Booths were set up by AOHS that promoted the driving safety campaign, Drive Sober or Get Pulled Over at football games. Fans were asked to take a survey regarding their driving habits and a pledge box for participants to take a pledge against drunk driving. The different activities offered aimed to promote safe driving and to get an understanding that driving while impaired is extremely dangerous.
Feedback:	Fans were very appreciative that the AOHS was spreading awareness and were willing to share feedback and take a targeted survey. AOHS administered a survey to gather feedback. The survey contained questions about risk taking behaviors, skewed heavily on impaired driving and medical marijuana law awareness.

	Out of the responses, we have seen a need for additional marijuana impairment education/ media efforts. There also is support for both additional law enforcement and education efforts to combat impaired driving.
Connecting with Programming and Ongoing Engagement Efforts:	Sporting events continue to appear to be a great way of engaging with the targeted demographics for many risk-taking behaviors. Feedback from these tailgating events will guide HSO's media efforts through Auburn University Media Production Group. These events will be a component for the coming years on ways to engage with the public and capture feedback, as well as delivering valuable safety messaging. The varied locations allowed AOHS to interact with both rural and urban populations.

FY 2024 Engagement Event Tracker	
The HSO will also work to engage with the underserved military population by collaborating with our partners and hosting Seat Checks at various military bases throughout the state.	
Engagement Update	The HSO staff utilized several connections to organize an event at a base in the Southeast region of Alabama. Through several phone conversations and email correspondence, these connections unfortunately didn't result in an event. While the HSO has not yet engaged with the military population through car seat events, we were able to deepen relationships and further interest in traffic safety events in the future. This will be an area of ongoing effort in FY 2025 and FY 2026.

Community Collaboration and Engagement

As part of a comprehensive program, the State will support a data-based traffic safety enforcement program that fosters effective community collaboration to increase public safety, and data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities. (23 U.S.C. 402(b)(1)(F))

Alabama's evidence-based traffic safety enforcement program begins with identifying high-crash locations to determine eligibility for law enforcement participation. The enforcement plan for Alabama is evidence-based, as explained in the 3HSP. AOHS uses the CARE system to develop a complete listing and mapping of problem crash locations (or hotspots) throughout the state. In addition to a breakdown by CTSP/LEL regions and Alabama Law Enforcement Agency (ALEA) posts, the results are also subdivided by crash type and roadway classification. By providing both statewide and specific information to each area, the regional coordinators can identify the problems and locations in their region, and they can also determine how these locations relate to the statewide plan. In keeping with the requirements of 1300.35, AOHS intentionally added in activities and strengthened procedures to enhance community collaboration within the program. The items below will look at activities and actions taken throughout the state as directed by the Highway Safety Office.

North Central Region	
Activity HSO Facilitated	To strengthen community collaboration, the Alabama Highway Safety Office directed law enforcement liaisons to engage in at least three community events. These events served as opportunities to highlight the specific safety concerns and risk factors identified in their areas using crash data from the Critical Analysis and Reporting Environment (CARE) and to gather public feedback on the program's effectiveness and priorities.
Activity Taken By Law Enforcement Agency	A rural Sheriff's Office in the North region of the state reached out to employees and families at an event held by a nuclear plant that employs a large number of community members. This location is in the middle of several traffic concerns. Information on traffic issues within the community were presented to attendees and asked about their thoughts on enforcement campaigns going on.
Reporting Mechanism	Feedback was gathered and compiled using templated report provided by the AOHS.
Result	Receiving community input increases collaboration within the enforcement details sheriff's office offered resources and information to attendees and along with the LEL present, also explained how to access data for their area, which increases transparency.

Southeast Region	
Activity HSO Facilitated	To strengthen community collaboration, the Alabama Highway Safety Office directed law enforcement liaisons to engage in at least three community events. These events served as opportunities to highlight the specific safety concerns and risk factors identified in their areas using crash data from the Critical Analysis and Reporting Environment (CARE) and to gather public feedback on the program's effectiveness and priorities.
Activity Taken By Law Enforcement Agency	Police in a rural community outside Dothan focused on explaining the traffic enforcement program to their community. A large portion of the engagement described the concept of using hot spot data for their area based on crash records. The law enforcement liaison also talked about the function of the regional Highway Safety Office and how the data showed what the problem areas were for the community and how to access information for their city and county.
Reporting Mechanism	Data was delivered via PowerPoint in person, the feedback was gathered and compiled using templated feedback report provided by the AOHS.
Result	Receiving community input increases collaboration within the enforcement details. The law enforcement agency offered resources and information to attendees and along with the LEL present, also explained how to access data for their area, which increases transparency.

Southwest Region	
Activity HSO Facilitated	To strengthen community collaboration, the Alabama Highway Safety Office directed law enforcement liaisons to engage in at least three community events. These events served as opportunities to highlight the specific safety concerns and risk factors identified in their areas using crash data from the Critical Analysis and Reporting Environment (CARE) and to gather public feedback on the program's effectiveness and priorities.
Activity Taken By Law Enforcement Agency	The Law Enforcement Liaison for the Southwest Region went out to several public events with participating law enforcement agencies to explain the hot spot program and present data for the region and ask attendees to ask about current enforcement strategies and provide input for facilitating behavioral change. The feedback from citizens of a rural community located on the outskirts of Mobile and Baldwin counties contained concern about recent changes in traffic patterns due to construction of roadways funneling access to and from the area's beaches. While there was interest in the data on speeding and enforcement, most of the participants in that community were interested in traffic delays or timing. However, there was interest in how to access the state data on aladata.com, the CARE safety portal.
Reporting Mechanism	Data was delivered via PowerPoint in person, the feedback was gathered and compiled using templated feedback report provided by the AOHS.
Result	Receiving community input increases collaboration within the enforcement details. The law enforcement agency offered resources and information to attendees and along with the LEL present, also explained how to access data for their area, which increases transparency.

Statewide	
Activity HSO Facilitated	As part of its comprehensive traffic safety enforcement program, the AOHS implemented enhanced agency reviews for participants in enforcement campaigns. These reviews involved analyzing contact reports and shift data via the CTSP Online Reporting Environment (CORE) to ensure alignment with the program's objectives. When disparities were identified—such as multiple citations issued to a single motorist or an imbalance in the proportion of non-moving violations—agencies received targeted counseling to refocus efforts on addressing behaviors most closely linked to crashes in their communities.
Activity Taken By Law Enforcement Agency	A. An agency review in the Southeast region with a rural sheriff's office lead to a review about the importance of citations for speeding, seat belts, and dui related violations, as opposed to other non-moving violations. Also had a conversation about stacking citations as well as warnings, which is where multiple tickets are given to a single individual. B. Larger city police department in central Alabama was also reviewed and reminded the larger goal of the traffic safety grant and the importance of citations for speeding, seat belts, and dui related violations, as opposed to other non-moving violations. Also had a conversation about stacking citations as well as having more motorist stopped than citations. Multiple other agencies throughout the state using CORE were showing an over representation in non-moving violations. This was reviewed and observed in police departments and sheriff's offices both rural and urban.
Reporting Mechanism	Agency reviews are documented using an AOHS-provided template and submitted with quarterly reports. All data captured during enforcement shifts is self-reported through CORE and then verified by records found on site at the LEA.
Result	To enhance transparency and equity in enforcement practices, Alabama adjusted its online reporting system to include a new field for "motorists stopped," reducing the impact of ticket-stacking on data analysis. Additionally, the system was streamlined by requiring detailed explanations for entries in the "other" category, ensuring clearer and more actionable data collection. These measures support data-driven enforcement practices and help identify and address disparities while fostering community trust.

Southwest Region	
Activity HSO Facilitated	As part of its comprehensive traffic safety enforcement program, the State of Alabama implemented enhanced agency reviews for participants in enforcement campaigns. These reviews involved analyzing contact reports and shift data CTSP Online Reporting Environment (CORE) to ensure alignment with the program's objectives. When disparities were identified—such as multiple citations issued to a single motorist or an imbalance in the proportion of non-moving violations—agencies received targeted counseling to refocus efforts on addressing behaviors most closely linked to crashes in their communities.
Activity Taken By Law Enforcement Agency	The LEL noticed that a larger municipal agency in the region started allowing individual precincts to work the grant vs. just their traffic unit. While reviewing the roll-ups towards the end of last fiscal year they noticed a substantial increase in tag violations from their department.
Reporting Mechanism	Agency reviews are documented using an AOHS-provided template and submitted with quarterly reports. All data captured during enforcement shifts is self-reported through CORE and then verified by records found on site at the LEA.
Result	To enhance transparency and equity in enforcement practices, the LEL in this region met multiple times with the agency and with each participating precinct captain and informed the captains of the hot spots in their precincts. They broke down the traffic crash data for the city as well as a drilled-down view of each of their precincts for them to have a better understanding of the need to reduce traffic crashes, injuries, and fatalities. The meetings gave each precinct captain as well as the officers a better sense of purpose for working the grant. This has led to an increase in moving violations versus what was previously submitted. These measures support data-driven enforcement practices and help identify and address disparities while fostering community trust.

Program Area- Planning and Administration

Overview

To manage the Alabama Office of Highway Safety's (AOHS) programs, staff are employed at the state level. Planning and Administration (P&A) costs are those direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan (HSP). Costs include salaries and related personnel benefits for the Governor's Representative and for other technical, administrative, and clerical staff. P&A costs also include office expenses such as travel, equipment, supplies, rent and utilities necessary to carry out the functions of the office. The level of funding to accommodate the state office's needs is evaluated each year, just as in other program areas.

Performance Measures

Projects under Planning and Administration do not directly affect the performance measures listed in the FY 24-26 3HSP for Alabama. However, the activities conducted by administrators and grant staff in these programs support the activities of the AOHS.

Planning and Administration

Total Fiscal Year 2024 Expended Funds – $ 250,621.90
Funding Source – BIL NHTSA Section 402

P & A will include both direct and indirect costs for personnel with their associated costs. Personnel in the direct cost category include the Highway Safety Unit Chief who spends 100% of her time with NHTSA programs. Additionally, time spent by program management staff on public participation and engagement activities will be directly charged as P & A. Personnel in the indirect cost category will use ADECA Indirect Cost Rate, which includes the LETS Division Chief/GR, an Administrative Assistant, the LETS Accounting Unit Manager and one Accounting Staff Member devoted to highway traffic safety. All P & A costs will be split 50% Federal and 50% State.

Community Traffic Safety Programs

Total Fiscal Year 2024 Expended Funds – $773,408.67
Funding Source – FAST Act Section 402- $515,945.36
Funding Source – BIL NHTSA Section 402- $257,463.31

There were three Community Traffic Safety Program (CTSP) regions in Alabama. These regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the AOHS is awarded to these regions for disbursement through professional service agreements to municipal, county and state law enforcement agencies. Also, there is a State Highway Safety Program Supervisor as well as two Program Managers who work as a centralized point of contact for regional CTSP/LEL offices, Training Programs, and administers the Public Engagement activities for the highway safety office.

The CTSP regions participated in four statewide enforcement campaigns in 2024. The campaigns included a year-round Selective Traffic Enforcement Program, with multiple focus areas including speeding, impaired driving, and restraint deficient crash location data, as well as an additional High Visibility Enforcement campaign focused on impaired driving was also active. While the impaired driving campaign is conducted year-round, there are heightened, “peak” periods of activity coupled with paid media campaigns during Christmas and New Year holidays, and the Fourth of July period. The regions also participated in the Click It or Ticket and Drive Sober or Get Pulled Over enforcement campaigns that took place during Memorial and Labor Day holiday periods, respectively. Alabama also participated in the statewide speed campaign, Southern Slow Down during the third week in July.

Program Area- Police Traffic Services

Overview

There were four local and one state Selective Traffic Enforcement Program (STEP) projects during the program year. Each of these STEP projects focused on Hotspot crashes and the problem locations that were identified across the state. One STEP project took place in each of the four CTSP/LEL regions and the statewide STEP project was conducted in conjunction with the ALEA. By conducting these STEP projects, additional efforts were focused on the reduction of impaired driving related crashes and speed related crashes.

The enforcement effort is evidence-based, with the objective of preventing traffic violations, crashes, and crash fatalities and injuries in locations most at risk. The enforcement program was continuously evaluated throughout the year by HSO staff, CTSP/LELs, and law enforcement agencies, and the necessary adjustment will be made.

Performance Measures

			Base Years (Historical Data)					
	PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
C-1	Traffic Fatalities	State	948	953	930	934	983	986
	Maintain total fatalities at the current safety level of 958 by December 31, 2026.	Rolling Avg.	910	931	953	970	950	958
C-2	Serious Injuries in Traffic Crashes	State	7484	7002	5103	4782	5184	4836
	Maintain serious traffic injuries at the current safety level of 5381 by December 31, 2026.	Rolling Avg.	8185	7873	7300	6505	5911	5381
C-3	Fatalities/100M VMT	State	1.34	1.34	1.30	1.38	1.24	1.40
	Maintain fatality rate to at the current safety level of 1.34 by December 31, 2026.	Rolling Avg.	1.34	1.35	1.36	1.39	1.33	1.34
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	State	398	354	352	384	354	370
	Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at the current safety level of 363 by December 31, 2026.	Rolling Avg.	379	376	376	382	368	363
C-5	Alcohol-Impaired Driving Fatalities	State	265	249	272	236	281	262
	Maintain alcohol-impaired driving fatalities at the current safety level of 260 by December 31, 2026.	Rolling Avg.	266	264	266	264	261	260
C-6	Speeding-Related Fatalities	State	257	262	216	265	274	246
	Maintain speeding-related fatalities at the current safety level of 253 by December 31, 2026.	Rolling Avg.	262	264	260	266	255	253

			Base Years (Historical Data)					
	PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	State	117	127	118	120	134	103
	Reduce drivers age 20 and younger involved in fatal crashes to 111 by December 31, 2026.	Rolling Avg.	119	124	129	129	123	120
C-10	Pedestrian Fatalities	State	119	107	119	100	128	115
	Maintain pedestrian fatalities at the current safety level of 114 by December 31, 2026.	Rolling Avg.	98	108	113	113	115	114

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge the effectiveness of activities conducted throughout the fiscal year. In 2023 in Alabama, 974 people were killed on the highway, down from the 2022 total of 988 fatalities (FARS). Serious Injuries increased from 4,836 in 2022 to 4,871 in 2023. Unrestrained Passenger Vehicle Occupant Fatalities increased from 362 in 2022 to 381 in 2023. The State Observed Seat Belt Use Rate was 92.5 % in 2023. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC stayed the same at 277 from 2022 to 2023. The number of Speeding-Related Fatalities decreased from 241 in 2022 to 235 in 2023.

Police Traffic Services Programs

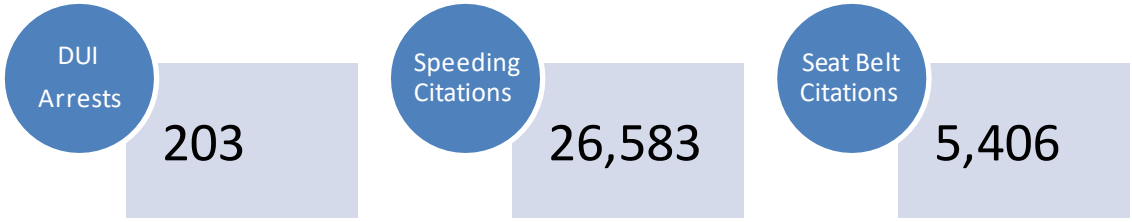
Total Fiscal Year 2024 Expended Funds - $3,898,767.31

Funding Source- BIL NHTSA Section 402

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

Within the larger enforcement campaign, AOHS also had their CTSP/LELs participate alongside ALEA in the fourth annual statewide speed initiative, "Southern Slow Down". This week-long innovative partnership among NHTSA Region 4 States has been widely accepted and generally successful. Throughout the year officers worked 92,102 hours total and made a total of 51,513 citations.

Enforcement Results



Program Area- Occupant Protection

Overview

The major goal of the AOHS Occupant Protection plan is to ensure resources dedicated to occupant protection are allocated in a manner to bring about the maximum traffic safety benefits to the roadway users of the State. The plan considered all restraint programs to be conducted in Alabama over a five-year planning horizon with special emphasis on those that were proposed to be funded under the Section 405b Occupant Protection Grants and Section 402 Grants for FY 2023.

In FY 2024, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, an observational survey evaluation, and Child Passenger Safety training.

Performance Measures

			Base Years (Historical Data)					
	PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
C-1	Traffic Fatalities	State	948	953	930	934	983	986
	Maintain total fatalities at the current safety level of 958 by December 31, 2026.	Rolling Avg.	910	931	953	970	950	958
C-2	Serious Injuries in Traffic Crashes	State	7484	7002	5103	4782	5184	4836
	Maintain serious traffic injuries at the current safety level of 5381 by December 31, 2026.	Rolling Avg.	8185	7873	7300	6505	5911	5381
C-3	Fatalities/100M VMT	State	1.34	1.34	1.30	1.38	1.24	1.40
	Maintain fatality rate to at the current safety level of 1.34 by December 31, 2026.	Rolling Avg.	1.34	1.35	1.36	1.39	1.33	1.34
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	State	398	354	352	384	354	370
	Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at the current safety level of 363 by December 31, 2026.	Rolling Avg.	379	376	376	382	368	363
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	92.9	91.8	92.3	92.3	91.3	92.7
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 92.7 by December 31, 2026.	Rolling Avg.	94.2	93.1	92.5	92.3	92.1	92.1

Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge the effectiveness of activities conducted throughout the fiscal year. In 2023 in Alabama, 974 people were killed on the highway, down from the 2022 total of 988 fatalities (FARS). Serious Injuries increased from 4,836 in 2022 to 4,871 in 2023. Unrestrained Passenger Vehicle Occupant Fatalities increased from 362 in 2022 to 381 in 2023. The State Observed Seat Belt Use Rate was 92.5 % in 2023.

Click It or Ticket High Visibility Enforcement

Total Fiscal Year 2023 Expended Funds – $ 122,195.15

Funding Source –FAST Act NHTSA Section 402

Alabama conducted the state's Click It or Ticket (CIOT) High Visibility Enforcement program for a two-week period from May 20 through June 2. In addition to a paid media effort, the enforcement program consisted of members from 69 law enforcement agencies from the municipal to the state level (Municipal Agencies: 51; County Sheriffs: 18). The officers worked 3,197 total hours. The total number of all citations throughout the campaign was 2,126.

Click It or Ticket Paid Media Campaign

Total Fiscal Year 2024 Expended Funds - $ 343,544.03

Funding Source- FAST Act 405b High

The 2024 CIOT Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV, radio spots, and digital ads May 13- June 2, which includes the enforcement period.

The CIOT Statewide Mobilization played a critical role in the effort to keep people safe on the state's roads and highways. In the campaign time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, online ads, digital music streaming services, gas station toppers, and theater screens were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. Throughout the campaign, Auburn Media Production Group placed 2,967 paid media commercial ads on local and broadcast television and radio stations. There were 29,669,336 digital impressions and 24,328,145 out of home placements in the same time frame.

Evaluation of "Click It or Ticket" 2024

Total Fiscal Year 2024 Expended Funds - $232,688.04

Funding Source- BIL NHTSA Section 402

"Click It or Ticket" evaluation was conducted between April 22 and June 13, 2024 in Alabama. Seat belt use was evaluated in two primary ways: (1) by direct observation of vehicles, based upon a carefully designed, NHTSA-approved, sampling technique, and (2) through a telephone survey. Before and after seat belt usage rates were evaluated by direct observation, and after seat belt self-reported usage rates were evaluated through the telephone survey.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. The restraint usage rate based on calculations with the observation data is 92.21 % in 2024, pending NHTSA approval.

Click It or Ticket Team

The 2024 Click It or Ticket campaign was conducted by a partnership of agencies and organizations. The magnitude of the total effort may be gathered from the Table below:

Table 1: Agencies and Organizations in 2024 "Click It or Ticket" Team

Agency/Organization		Primary Efforts
LETS (ADECA)	Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs	Lead agency, organized project, secured partners to conduct project, coordinated activities, funded project.
NHTSA	National Highway Traffic Safety Administration	Key federal agency that encourages safety, provided Section 405 funding for LETS to conduct project.
ALEA and local law enforcement agencies	Alabama Law Enforcement Agency Local law enforcement agencies	Conducted enforcement for seat belt use.
ALDOT	Alabama Department of Transportation	Used changeable message signs along highways to emphasize the "Click It or Ticket" program.
CTSPs	Community Traffic Safety Program Coordinators	Regional coordinators for LETS, assisted in local public relations, planned local law enforcement checkpoints, etc.

Research Strategies, Inc.	Research Strategies, Inc. Mobile, AL	Engaged to conduct the pre- and post-media observational surveys and involved in recruiting and training personnel to conduct the surveys. Also conducted the phone surveys to evaluate the media campaign.
AMG	Auburn Media Group Auburn, Alabama	Engaged to produce ads, place ads in various media, conduct public relations portion, and support the project.
UA/ATI/CAPS	University of Alabama, Alabama Transportation Institute, Center for Advanced Public Safety	Engaged to assist in coordination of project, evaluation of results, and preparation of project final report. Contracted company to conduct observational and phone surveys. Computed the observational rate and completed NHTSA certification forms.

Occupant Protection Paid Media Evaluation

Research Strategies, Inc. conducted post-telephone interviews after the 2024 CIOT campaign. Random telephone numbers were used until results from a total of 504 complete interviews were collected.

All sixty-seven (N = 67) Alabama counties were sampled. Each of the sixty-seven (67) Alabama counties' sub-samples was proportionately weighted by the population. The subsamples were randomly pulled from the top residential ZIP Codes in each county and weighted within each county by population. This Stratified Sample Matrix offers the survey a demographic/geographic sound sample. Also, it offers a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

Interview Results The most important questions dealt with the respondent's use or non-use of seat belts. This information is captured in Table 2, stratified by gender, age, and race. Results were positive; the most frequent answer was "All of the time." It was given by over 89% of the respondents. Of all respondents, over 94% reported that they used their seat belts "all of the time" or "most of the time."

Table 2: Telephone Survey, Frequency of Seat Belt Usage

Respondents	All of the time	Most of the time	Some of the time	Rarely/Never
Total (N = 494)	**89.1%**	**5.3%**	**3.6%**	**2.0%**
Male (N = 235)	85.5%	5.1%	6.0%	3.4%
Female (N = 259)	92.3%	5.4%	1.5%	0.8%
Age 19-24 (N = 34)	76.5%	11.8%	8.8%	2.9%
Age 25-44 (N = 158)	88.0%	6.3%	3.8%	1.9%
Age 45-64 (N = 175)	89.1%	4.6%	4.6%	1.7%
Age 65 and up (N = 127)	93.7%	3.1%	0.8%	2.4%
White (N = 364)	89.0%	4.9%	3.6%	2.5%
Non-White (N = 122)	88.5%	6.6%	4.1%	0.8%
Hispanic (N = 12)	100.0%	0.0%	0.0%	0.0%

Source: "Seat Belt Tracking Surveys: Alabama 2024" and Banner Reports prepared by Research Strategies, Inc.

Noteworthy points are that following the 2024 campaign:

- 40.40% of the respondents could remember hearing the "Click It or Ticket" slogan in the past 30 days unaided and 49.45% could remember it aided. These percentages are higher than last year.
- 89.80% of those surveyed strongly or somewhat agree that it is important for police to enforce seat belt laws.
- When asked where they saw or heard the Click It or Ticket message, the places with the highest percentage of responses were:
    - Billboard/signs with 35.65%,
    - Cable TV with 19.73% and
    - Interstate message sign boards with 16.59%.

Occupant Protection and Child Restraint Use Observational Surveys

NHTSA issued new Uniform Criteria for State Observational Surveys of Seat Belt Use in 2011. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. The survey plan used represents Alabama's response to the requirement to submit to NHTSA a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant seat belt and child safety restraint use. The plan is fully compliant with the Uniform Criteria and was used for the implementation of Alabama's 2024 seat belt survey. There are a total of 345 sites spread over 41 counties.

The Alabama Transportation Institute at The University of Alabama managed the process of the annual survey of vehicle seat belt usage and child restraint usage throughout Alabama. ATI contracted with a highly qualified survey company, Research Strategies, Inc., to conduct the observational seat belt surveys throughout the state.

Observational Surveys of Occupant Restraint Use

Field observation surveys were performed to measure shoulder seat belt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 41 Alabama counties at two different times during the campaign to collect a pre-campaign rate and a post-campaign rate. These counties are identified in Table 3. These counties and the sites within them were chosen to satisfy the NHTSA guidelines. The observational sites must be reselected every five years according to NHTSA requirements. The sites are selected from the counties with the top 85% of the fatalities from the state. These sites were re-selected and approved by NHTSA in 2023 so this is the second year to use these specific sites.

Table 3: Seat Belt Observation Counties

Pre and Post Surveys				
Autauga	Coffee	Greene	Madison	St. Clair
Baldwin	Colbert	Houston	Marshall	Talladega
Blount	Covington	Jackson	Mobile	Tallapoosa
Butler	Cullman	Jefferson	Montgomery	Tuscaloosa
Calhoun	Dallas	Lauderdale	Morgan	Walker
Chambers	DeKalb	Lawrence	Pike	
Cherokee	Elmore	Lee	Randolph	
Chilton	Escambia	Limestone	Russell	
Clarke	Etowah	Macon	Shelby	

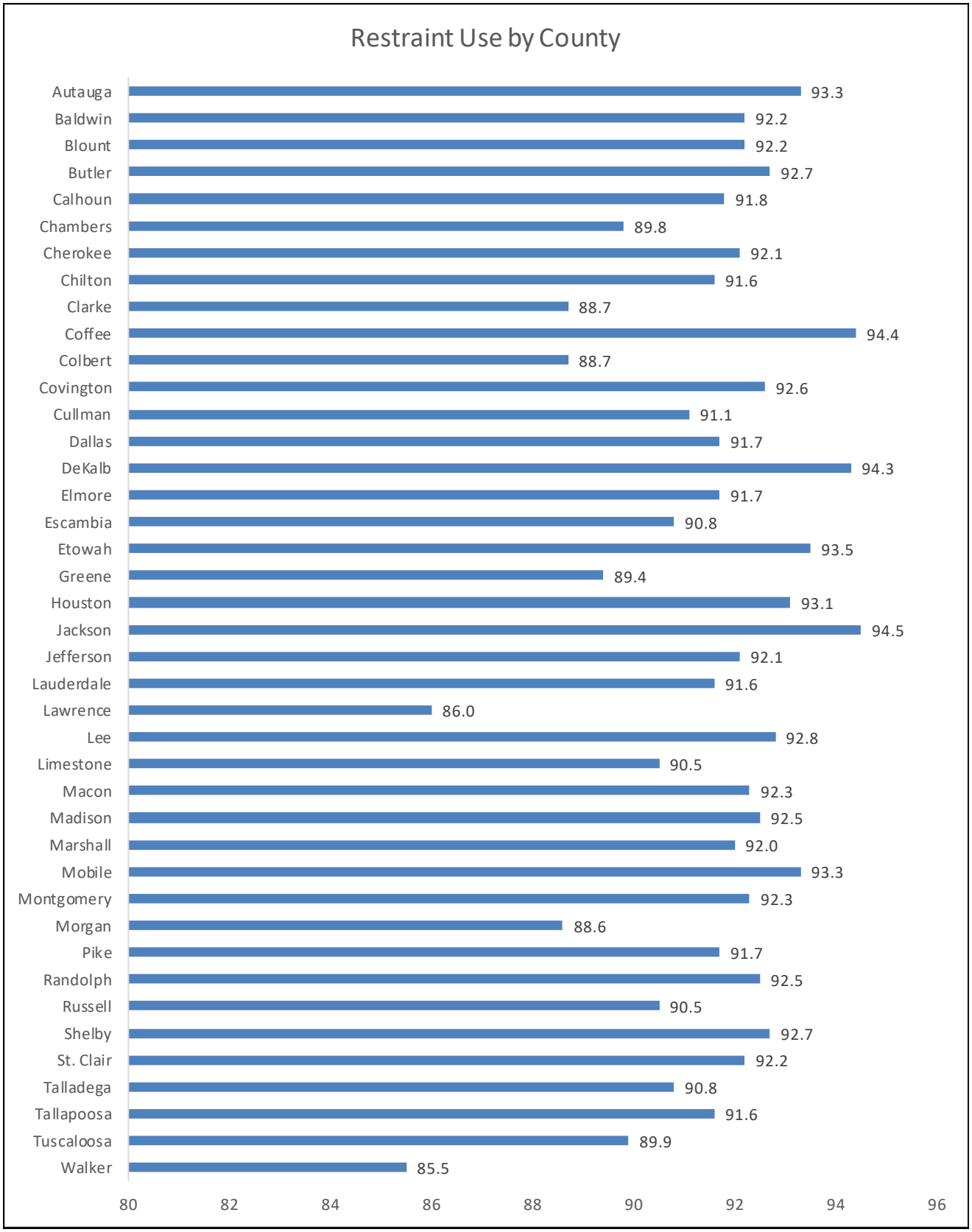
Seat Belt Survey Results

A total of 79,520 motorists were observed at 345 sites throughout 41 selected counties to determine and record their seat belt usage. From April 22 through May 5, a pre-campaign rate was obtained by observing 38,870 Alabama drivers. From June 3 through June 13, a post-campaign rate was obtained by observing 39,650 Alabama drivers.

The resulting analysis of the observation data produced the following conclusions:

- The seat belt usage rate in 2024 is 92.21%. The rate between 2016 and 2024 has remained fairly consistent, varying from 91.97% in 2016 to 92.21% in 2024.
- Women wore their seat belts a greater percentage of the time than men (96.6% vs. 84.9%). These are raw percentages before weighting.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The highest usage rate in 2024 was SUV (95.5%), and the lowest usage rate was Truck, including pickups (83.0%). These are raw percentages before weighting.

See figure below for results for each county in the survey.



Source: 2024 Observational Surveys

Child Restraint Observational Survey

The child restraint survey took place at 10 randomly selected sites in each of the 15 counties. At least one site from each Annual Daily Traffic (ADT) category was surveyed in each county chosen. Each site required one hour of direct observation. The survey required a total of 150 hours of direct observation. All children who appeared to be age five and under were observed, in any position in the car. The survey sites selected proportionally reflect road travel in urban and rural areas and account for road volume. The survey results measured a proportional distribution which resembles the statewide population. The survey was conducted during the month of August 2024.

Child Restraint Survey Results

The survey team observed a total of 1,865 vehicles while observing children, approximately aged five and under, in any position in the vehicle. Alabama was estimated to have a child restraint usage rate of 92.2%. There were 15 counties in the survey. The county results are listed below:

County	Total number of Car Seat/Seatbelt	Total number of rows	Rate
Blount	96	104	0.923
Colbert	119	128	0.930
Escambia	119	131	0.908
Etowah	102	112	0.911
Houston	116	133	0.872
Jefferson	96	104	0.923
Lawrence	102	104	0.981
Lee	119	133	0.895
Madison	110	115	0.957
Marshall	102	106	0.962
Mobile	112	124	0.903
Montgomery	116	127	0.913
Shelby	125	137	0.912
Tuscaloosa	165	180	0.917
Walker	118	127	0.929
Total	**1717**	**1865**	**0.922**

Child Passenger Safety (CPS) Program

Total Fiscal Year 2024 Expended Funds - $ 301,994.80
Funding Source- BIL Section 405b high

AOHS is continuing to grow CPS program run through the Alabama Department of Public Health. The website https://www.alabamapublichealth.gov/injuryprevention has been updated to include training and class information to reach a wider array of citizens throughout the state. The overall objective of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

Program Goal – Decrease rate of motor vehicle related child deaths by 10 percent from the 2020 baseline of 34

- *Objective 1: Increase the number of certified CPS instructors and Lead instructors (Ll)s in ADPH by 100 percent from 2 to 4 by September 2024*

The number of instructors has increased to five. The Program Coordinator (PC) completed the Safe Kids mentorship program and became an instructor in July. PC will begin working toward obtaining the lead instructor endorsement.

- *Objective 2: Onboard 40 new certified CPSTs in the state between 10/2023 and 9/30/2024*

Since October 2023, ADPH CPS Staff have trained 28 technicians.

- *Objective 3: Increase awareness about CPS resources in the state*

The list of current fitting stations is available on the ADPH Child Passenger Restraint web page: https://www.alabamapublichealth.gov/injuryprevention/child-restraints.html. During the first quarter, notations were added to the website about the status of seat check stations during COVID-19. The list of current fitting stations was updated throughout the year to include host training sites. These updates were shared with NHTSA.

Underserved Child Passenger Safety (CPS) Program

Total Fiscal Year 2024 Expended Funds - $ 69,098.39

Funding Source- BIL Section 405b high

ADPH made strides to implement a car seat voucher program to provide education to individuals who receive a traffic citation for failing to properly restrain a child in a child passenger restraint. The program will also provide seats to individuals who are unable to purchase a proper child passenger restraint for their child. A car seat check involves a CPST inspecting both the vehicle and car seat and sizing the car seat to the child's height and weight before installing the car seat in the vehicle. During the installation, the technician teaches parents and caregivers to properly install their child's car seat. However, there is a need to provide education to people who may not seek CPS resources independently, particularly individuals who have been identified as incorrectly installing their child safety restraint or failing to use the appropriate CPS restraint in accordance with Alabama law. From January 2019, through May 2023, 19,750 citations were issued in Alabama for failure to use a child restraint or improper use of a child restraint (Alabama Department of Economic and Community Affairs, 2023). This year due to staffing and logistical factors, the program was not launched to the public but the majority of planning and building of the project took place.

Heatstroke Prevention

Total Fiscal Year 2024 Expended Funds - $ 65,724.94

Funding Source- BIL Section 402

Pediatric vehicular deaths due to heatstroke are a leading cause of motor vehicle-related deaths for children across the United States. Children's of Alabama, through its Health Education and Safety Center, will work to educate parents, caregivers and the public about the dangers of leaving children in hot vehicles and how to avoid pediatric vehicle-related heatstroke. The Vehicle-Related Heatstroke Prevention Project will amplify these efforts by providing parents and caregivers with education and resources for avoiding vehicle-related heatstroke in children and conducting a public awareness campaign to reach the public.

The program was able to reach more than 1,450 parents and caregivers through the educational events on Children's campus and throughout community events across the state. Throughout this grant year, the public information campaign reached more than 278,500 viewers via broadcast media and made more than 11,138,077 impressions through social media, digital media, and outdoor advertisements. Additional messaging was distributed throughout local newspapers in communities in-and-around the outdoor billboards, thus increasing the overall audience reach. Our efforts to increase knowledge and awareness on pediatric vehicular heatstroke were evaluated through self-reported knowledge enhancement surveys following various in-person education events. Of participants surveyed, 95.8% reported an increase in knowledge surrounding the dangers of hot cars. As other organizations saw the impact of the pediatric vehicular heatstroke campaign, they saw the need for the program in their own communities. Because of that, the hot car thermometer display and education was highly requested among community event planners.

Program Area- Traffic Records

Overview

AOHS recognizes that Traffic Records is a critical component of the highway safety program. FY 24 projects in the Traffic Safety Information Systems (TSIS) areas were conducted with the concurrence of the Traffic Records Coordinating Committee (TRCC). AOHS continued funding for the development of several projects with the goal of improving data accessibility, quality, timeliness, uniformity, and completeness.

Performance Measure

Countermeasure Strategy	Performance Measure	TSIS Project Reference	Baseline	Target - 2024	2024 Actual
Increase Accessibility of Crash Database	Number of accounts and results of user survey of stakeholders will measure level of success.	Crash Component, Item 4.3.2.3 eCrash Upgrades & Crash Component, Item 4.3.2.5 Upgrade CARE dashboard user interface	4/1/22 - 3/31/23: 59 accounts were created between April 2022 and March 2023 (441 total accounts).	480 total accounts	637
Improve accuracy of a core highway safety database (crash) in the state's information system.	The "Has" Coordinate variable in the crash database can be used to target accuracy	Crash Component, Item 4.3.2.3 eCrash Upgrades, Pages 24, TSIS Strategic Plan 2024-2028, June 8, 2023	4/1/22 - 3/31/23: Value "Coordinates entered manually" value Frequency 3252 Percentage 2.25%	2.0%	2.55%
Improve completeness of a core highway safety database (crash) in the state's information system.	Null value records	Crash Component, Item 4.3.2.3 eCrash Upgrades, Pages 24, TSIS Strategic Plan 2024-2028, June 8, 2023	4/1/20 - 3/31/21: Value "No Coordinate value" value Frequency- 4784 Percentage-3.62%	3.30%	3.46%
Improve timeliness of a core highway safety database (EMS)	The "Submission Lag" variable in the EMS patient care report (PCR) database will be studied.	EMS-Medical Surveillance Component, Item 4.3.7.1 – "Continued enhancements and support of RESCUE", Page 35, TSIS Strategic Plan 2024-2028, June 8, 2023	4/1/21 - 3/31/22: Value "Less than 24 hours" value Frequency 683087 Percentage 72.77%	73.0%	72.21%
Improve uniformity of a core highway safety database (EMS)	Percentage of records in the State EMS data file that are National Emergency Medical Service Information System (NEMSIS)-compliant (v3.4 vs. v3.5)	EMS-Medical Surveillance Component, Item 4.3.7.1 – "Continued enhancements and support of RESCUE", Page 35, TSIS Strategic Plan 2024-2028, June 8, 2023	4/1/22 - 3/31/23: NEMSIS v3.4 – 100% NEMSIS v3.5 – 0%	NEMSIS v3.4 – 10% v3.5 – 90%	v3.5 – 50.93%

Accessibility – The CARE and Safety Accounts include the user accounts for two different systems. This means there are duplicate accounts when someone has a login to each. 2024 was the first complete year of training on the new CARE Portal. The introduction of the portal, and setting up initial accounts, created an influx of overall user counts. This influx of user accounts is substantial but has stabilized recently. It is not expected that there will be the same increase year-to-year now that the system is set up and the first year of initial training is complete.

Accuracy - The "Has Coordinate" variable counts using Manually Located helps show the post-processing effort to map crashes without a location from the crash report. The fluctuations of these counts are related to the number of crashes the data team can confirm. UA has also changed which crashes get entered first. Today, we are manually entering the most recent crashes instead of starting with the earliest records. Although we are slightly over our target for 2024, this is a relatively very small change.

Completeness – "Distracted Driving Opinion" variable Nulls usage has essentially stopped outside of two agencies. The original trend for reduction was to show the overall trend across the state. As of now, the trends for Distracted Driving Opinion Nulls are based on 2, of nearly 500, reporting agencies. So although our percentage is slightly over our target goal, we are not talking about a large number of crash records for this particular variable.

Timeliness – The "Earliest Submission Lag" variable was chosen from our EMS NEMSIS database to measure the timeliness of the data. This is measuring if the patient care report is getting into the database within 24 hours of the incident. We had a slight dip in our 2024 data so we did not meet our target goal. But this database contains close to a million records each year. This metric is dependent upon the users and with many different users and that many records, there will be some fluctuations up and down from year to year. The fluctuations will not always be upward, but this is a very minor reduction for 2024. Even though we had a slight reduction in our percentage for this metric this year, the large majority of the reports are in the database within 24 hours of the incident.

Uniformity - The uniformity of a core highway safety database (EMS) metric that we chose to measure is the "Percentage of records in the State EMS data file that are National Emergency Medical Service Information System (NEMSIS)-compliant (v3.4 vs. v3.5)". The State of Alabama strives to be on the latest version of NEMSIS compliance as soon as possible after a new version is released. This involves making the appropriate updates in the software to comply with the latest version and getting that version certified by NEMSIS. Once the new version is available, it is a matter of each user agency updating to the new version. The conversion from each agency did not happen as quickly as we had hoped, therefore our percentage on version 3.5 fell below the target we had set for 2024. However, we still had a substantial increase from 2023 to 2024 in the records submitted that were version 3.5 compliant. Looking in real time to the percentage to report for next year, Alabama is already above 90%.

Alabama Traffic Records Coordinating Committee (TRCC)

There are about a dozen agencies at the state level who have the custodianship over data that can be used for traffic safety improvement purposes. In the early 1990s, it became apparent coordination among these various agencies and the information technology efforts would be beneficial to traffic safety. Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized a few years later and renamed as the Alabama Traffic Records Coordinating Committee (TRCC), and it is currently the properly constituted coordinating committee for all traffic records transactional and analytical efforts within Alabama. Its primary goal is to provide opportunities for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records systems in other agencies.

Traffic Records Strategic Planning

One of the critical roles played by the TRCC is that of coordinating traffic safety information technology efforts through the state's Strategic Plan for Traffic Records. The value of having such a strategic plan for properly developing, maintaining, and tracking the progress of traffic safety IT projects has been recognized by Congress and was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, the Moving Ahead for Progress in the 21st Century Act, (MAP-21) legislation and now by the Fixing America's Surface Transportation (FAST) Act (Pub. L. No. 114-94).

The TRCC establishes policies, sets strategic goals for project development, approves projects within the strategic plan, and authorizes funding. Membership of the committee includes representation from all stakeholder agencies. The Chair has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. The group met on January 25th, March 28th, and May 30th in 2024. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2024-2027). The Strategic Plan is updated each year to cover an advancing five-year time period. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive.

Traffic Safety Technical Development Projects

Total Fiscal Year 2024 Expended Funds – $ 665,855.41
Funding Source – BIL Section 405c

CAPS and ATI and the AOHS in ADECA/LETS continue to make the most of a long-standing relationship that has been mutually beneficial for many years, not only for one another but for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2024. The progress made on each project at the end of the grant period is reported below, after the corresponding goal and objective:

eCite: Stage 1 Development

Goal – Design and Document, then Build and Test with anticipated items to include:
To plan the design for the next version of eCite (with the current version of eCite being renamed to "eCite Legacy" once this version is released).
Objectives -

- To design into eCite new and improved features while assuring that the current features of the existing eCite system are not jeopardized.
- To verify that all endpoints that exist within the current eCite system related to the citation (courts, etc.) are maintained.
- To gather feedback from field users about any needed changes to eCite (e.g., additional fields, etc.)
- To create rapid prototypes using the latest framework available and/or using existing mockup tools.

Outcome Measures –

- Continued internal team meetings to discuss design and technology of next eCite framework, Universal Forms Platform (UFP) framework.
- Continued development of UI form elements within the UFP client.
- Added ability to search for citations via charge code.
- Updated charge codes, ordinances, and court information within the eCite application.

eCrash: Stage 2 Development

Goal –
To develop eCrash-2, a new version of the Alabama customized electronic crash reporting system, that (1) incorporates MMUCC version 5, (2) accommodates the changes being made in MapClick and other supporting software (including integration with third-party applications, such as crash diagramming tools), and (3) includes recent improvements in technology.

Objectives -

- eCrash: Design and Document, then Build and Test with anticipated items to include:
- To provide training materials, and work with ALEA to develop a training plan.
- To work with and support ALEA IT as they make the necessary changes to accommodate the new version.
- To support third party vendors as they make the necessary changes to accommodate the new version.
- To develop beta testing for a select ALEA group.

- To deploy beta test software to select ALEA group, and to obtain feedback.
- To modify the beta version of eCrash-2 to address feedback from beta testing.
- To plan the final deployment of eCrash-2 so that it can be done comprehensively at one time for the entire state.

Outcome Measures –

- Released version MapClick 1.4.0 with new address search
- Work began on attaching street names to all eGIS local routes – testing several different methods for this
- Work continued monitoring, troubleshooting, and improving the synchronization of eGIS routes and the creation of links and nodes on top of those routes

RESCUE and RESCUE Exchange: NEMSIS Compliance and Increased Deployment

Goal –

- To keep the existing RESCUE and RESCUE Exchange systems in compliance with the NEMSIS data, validation, and submission requirements.
- Assist with additional deployments of RESCUE and RESCUE Exchange as needed.

Objectives –

- To respond to technical questions as they arise in the operation of the current systems.
  o Continue to maintain compliance with the currently applicable NEMSIS standard, including any required technical changes.
- To provide technical assistance in analytics applied to the RESCUE data.
- To continue to provide all 3rd party vendors the technical support necessary to assure that their submissions are totally compatible with those being generated directly by RESCUE.
- To maintain, and upgrade where necessary, the ePCR Retrieval system (RESCUE Exchange).

Outcome Measures –

- Recertified NEMSIS v3.5.0 Receive and Process compliance
- Updated Alabama Schematron rules
- Updated system libraries to latest version of Microsoft .NET
- Updated supported medications for administering in Alabama
- Updated Cause of Injury values to include Electric scooters/boards/skates
- Added ability to run pre-defined SQL reports on NEMSIS Submission site.
- Attended bi-weekly NEMSIS TAC meetings. Participation is required to maintain NEMSIS compliance.
- Continued IT support for the ADPH EMS office.
- Completed SQL queries for special data requests

Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program

Total Fiscal Year 2024 Expended Funds - $60,000.00
Funding Source – FAST Act 405c- $ 18,442.60
Funding Source – BIL 405c- $ 41,557.40

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support, and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. The NEMSIS compliant data system is required by NHTSA, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

Center for Advanced Public Safety (CAPS) Data and Information Technology Support

Total Fiscal Year 2024 Expended Funds - $969,373.32
Funding Source - State Traffic Safety Trust Fund

The University of Alabama Center for Advanced Public Safety and the AOHS have a long- standing relationship working together to improve traffic safety. CAPS provides AOHS with valuable statistics, data, and analysis tools relating to traffic safety. The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as AOHS works to base funding on crash data.

The development and deployment of the eCite and eCrash projects are key areas where CAPS and AOHS have worked together to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from AOHS is crucial in conducting projects to improve law enforcement and traffic safety and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2024, the Center for Advanced Public Safety (CAPS) and the Alabama Transportation Institute (ATI) provided support in various ways. Support was offered to those within the traffic safety community through CARE data requests and to law enforcement through the technical support help desk. Maintenance was done on software products. Support was provided to the OHS whenever called upon, such as assisting with the Traffic Records Coordinating Committee (TRCC) meetings. Work accomplished this year is reported below aligning with the objectives listed in the proposal:

1. Administrative Support

- CAPS and ATI staff assisted OHS in developing and documenting the annual Highway Safety Plan (HSP) as required by NHTSA. This included the Data Deep Dive, plus running the hotspot locations, and many other similar tasks.
- CAPS and ATI staff participated in the Alabama Impaired Driving Prevention Council

(AIDPC) meetings. CAPS staff provided any other support requested to the AIDPC.

- CAPS and ATI staff participated in the Alabama Strategic Highway Safety Roundtable quarterly meetings this year. CAPS staff provided any support requested for these meetings.
- CAPS and ATI staff participated in the three Traffic Records Coordinating Committee (TRCC) meetings this year.
- Worked with the Alabama FARS analyst, to reconcile the official FARS fatality number for the state for 2023.
- CAPS staff attended the Alabama hosted LEL Conference in Mobile, AL in Feb.
- CAPS staff participated in person at the Alabama OHS quarterly CTSP meetings.

2. Administrative Information Support

- Continued to support the CTSP Online Reporting Engine (CORE) by performing maintenance and responding to any technical support that was needed.

3. Public Access to Technical Information. To extend the CAPS current efforts to provide services developed to assure that technical information is effectively reaching all interested parties, as indicated by the following objectives:

a. To provide direct responses to public and media inquiries when approved by the necessary authorizing custodial agency (e.g., ALEA, ADECA, AOC, DPH, etc.);

- Responded to over 130 requests for traffic crash data information that was generated from CARE. These requests varied in complexity and the amount of time required to fulfill the request. Each of these requests was responded to as quickly as possible in order to give the user the timeliest data.

b. Provided information that the public coul access via the SafeHomeAlabama.gov general traffic safety web site;

- Posted over 75 articles for SHA Website
- Changed 15 carousel images for homepage
- Audited site for missing/broken links
- Checked for grammatical errors
- Posted 8 special studies

Maintained and improved the Safety Portal and provided direct public web-based access to CARE crash data and other authorized capabilities.

4. Public Information and Education (PI&E). To respond to OHS requests for assistance in this area by conducting both the PI&E efforts and their evaluations, according to the following objectives:

a. To conduct or assist in the Drive Sober or Get Pulled Over campaign phone surveys;

This was conducted and the results were summarized in a PowerPoint format that was sent to the office of Highway Safety for review.

b. To coordinate with the Alliance for Highway Safety sport marketing group regarding the Drive Sober PI&E booths at selected sports events;

The Drive Sober marketing campaign conducted by Alliance Highway Safety this year consists of a booth being set up and manned by Alliance personnel to distribute educational materials. Signage and public address announcements were used at these events also. The campaign took place at selected minor league baseball games and the college football tailgate tour.

c. To implement PI&E efforts through CAPS website, Facebook and Twitter to promote OHS and NHTSA campaigns and causes;
Various traffic safety messages were posted on social media, mostly using marketing materials produced and provided by NHTSA.

5. Roll Out of Existing Systems

- A service CAPS provides through sponsorship from ADECA is selling eCite equipment to law enforcement. We send out quotes and invoices, receive payment, order equipment, and perform the bid process each six months for each item of equipment

6. Training on Available Systems

- Trained some local LE when requested on the use of CARE and the ADVANCE and SAFETY Portals with sessions specifically designed to their needs;
- Attended the AGO LE Summit to do outreach to gain feedback from stakeholders on all CAPS software products, and in particular, to provide special promotion for the MapClick system so that we achieve a higher usage rate and thereby improve our crash location data.

7. Software Maintenance for Ongoing Systems

Maintenance was performed on software systems to address all technical issues by keeping the following systems functioning properly, and keeping the data being generated by these systems from becoming deficient:
a. eCite,
b. eCrash,
c. MOVE,
d. Logbook,
e. eForms,
f. MapClick,
g. CORE,
h. CARE

There was extra work beyond strictly maintenance that came up this year that needed to be done:

- The Hands-free bill that passes the Alabama legislature mandated changes that we had to make to eCite.
- The AST-60 form had been updated on paper but we needed to make those changes within eForms so that the electronic version was up-to-date.
- A Driver's Exchange form was requested by ALEA as integration with eCrash so that was developed.

8. Technical Support

- CAPS is providing technical support to all users that call or email us with questions in a very timely manner. For this year, CAPS personnel assisted users having issues with eCite, eCrash, MapClick, CORE, MOVE, ADVANCE as well as general problems related to hardware issues. This year over 500 hours were spent on tech support on the systems that have been funded by the Office of Highway Safety.
- In addition, personnel have fielded other calls and emails on such things as requests for assistance with eCite integration into the police or court records management systems (RMS). CAPS personnel also spend considerable time in testing software being developed or updated before it is released to users. This software could be MOVE or one of the applications in the MOVE suite such as eCite or eCrash. This could also be CARE or ADVANCE software testing. This year testing was done on all applications within the MOVE suite. This year around 200 hours were spent on testing on the systems that have been funded by the Office of Highway Safety.
- Additionally, developers kept the current software products up-to-date and functioning well. Some minor enhancements were made.
- CAPS technical support personnel reached out to CAPS developers when necessary to get to the root of an issue.
- CAPS staff also work to manage the data center that houses the large amount of eCite and eCrash data that is being transmitted to servers.

Program Area- Impaired Driving

Overview

The AOHS conducted a problem identification analysis for Impaired Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. AOHS compared FY2018-2022 Impaired Driving (ID) crashes against FY2018-2022 non-ID crashes to determine any significant differences that have occurred in the most recent five-year time frame. The findings of these analytics were then taken into consideration when planning both enforcement campaigns and training programs to fund in the upcoming fiscal year.

In FY 2024, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, Drug Recognition Expert training, and Prosecutor Training programs.

Performance Measures

			Base Years (Historical Data)					
	PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
C-1	Traffic Fatalities	State	948	953	930	934	983	986
	Maintain total fatalities at the current safety level of 958 by December 31, 2026.	Rolling Avg.	910	931	953	970	950	958
C-2	Serious Injuries in Traffic Crashes	State	7484	7002	5103	4782	5184	4836
	Maintain serious traffic injuries at the current safety level of 5381 by December 31, 2026.	Rolling Avg.	8185	7873	7300	6505	5911	5381
C-3	Fatalities/100M VMT	State	1.34	1.34	1.30	1.38	1.24	1.40
	Maintain fatality rate to at the current safety level of 1.34 by December 31, 2026.	Rolling Avg.	1.34	1.35	1.36	1.39	1.33	1.34
C-5	Alcohol-Impaired Driving Fatalities	State	265	249	272	236	281	262
	Maintain alcohol-impaired driving fatalities at the current safety level of 260 by December 31, 2026.	Rolling Avg.	266	264	266	264	261	260

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge the effectiveness of activities conducted throughout the fiscal year. In 2023 in Alabama, 974 people were killed on the highway, down from the 2022 total of 988 fatalities (FARS). Serious Injuries increased from 4,836 in 2022 to 4,871 in 2023. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC remained the same at 277 in 2022 and 2023.

Drive Sober or Get Pulled Over High Visibility Enforcement

Total Fiscal Year 2024 Expended Funds – $128,574.23
Funding Source – FAST Act 405d

In addition to the paid media effort, the four regions in Alabama conducted the "Drive Sober or Get Pulled Over" (DSOGPO) High Visibility Enforcement program for a two-week period from August 18 through September 4. The enforcement program consisted of members from 62 law enforcement agencies from the municipal to the state level (Municipal Agencies: 46; County Sheriffs: 16). Officers from local agencies worked 3,266 total hours and the total number of citations issued was 1,609.

Drug Recognition Expert (DRE) Training Program

Total Fiscal Year 2024 Expended Funds - $232,483.17
Funding Source – FAST Act 405d

The goal of the Drug Recognition Expert (DRE) Program is to train and certify law enforcement officers from various agencies around Alabama as Drug Recognition Experts. Each certified DRE will be able to diagnose an individual arrested for DUI to be either under the influence of some drug other than alcohol or suffering from a medical issue. If the DRE determines the defendant is under the influence of a drug, then the DRE will identify the category or categories of impairing drugs.

DRE training for 2024 concluded with 10 students successfully completing the course and earning certification as DREs. total of 190 officers have attended the ARIDE course this year at 16 different locations and police departments. SFST training support has been provided at trooper academies throughout the fiscal year. Basic SFST books were distributed as needed and instructor support as requested. This year, SFST instructors have trained approximately 650 new law enforcement officers in DUI detection and SFSTs. Additionally, 21 new SFST instructors were certified to teach in August, and many of those have already begun providing SFST refresher training at their agencies and working to assist APOSTC academies with SFST basic classes.

Traffic Safety Resource Prosecutor Program

Total Fiscal Year 2024 Expended Funds - $140,395.45
Funding Source – BIL NHTSA 402

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama's prosecutors, law enforcement officers, judges, and other traffic safety professionals by offering competency and expertise in impaired driving. The TSRP program continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with a focus on the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

2024 Activities

Taught 24 classes at five different police academies
Spoke and taught at various in state and out of state conferences.
Held 4 regional trainings on Investigating a DUI Crash
138 requests for assistance by arresting officer, DREs, and prosecutors answered.
Over 2,100 law enforcement officers, legislators, lawyers, judges, and other personnel have attended the various training courses throughout the year.
Provided information and collaborated with legislators throughout the session to ensure traffic safety and compliance with relevant state and federal law.

Impaired Driving Hot Spot High Visibility Enforcement (HVE)

Total Fiscal Year 2024 Expended Funds – $ 766,464.88
Funding Source- BIL Section 405d

There were four local Impaired Driving HVE projects during FY 2024 as well as one statewide HVE project. Each of these projects focused on alcohol/ impaired driving related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the four CTSP/LEL regions and the statewide project was conducted in conjunction with ALEA. By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving related crashes. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk.

Impaired Driving Hot Spot High Visibility Media Campaign

Total Fiscal Year 2024 Expended Funds - $ 683,835.48
Funding Source- FAST Act 405d

Auburn University's Media Production Group implemented the 2024 Impaired Driving Hot Spot Campaign around the holiday periods of Christmas and New Year's Eve, St. Patrick's Day, 4th of July, and Labor Day. "Impaired Driving" Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign was designed to increase awareness that sobriety checkpoints, saturation patrols and undercover officers would conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers. Alabama's earned media, paid media, enforcement, and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

Paid media: Weekly during December 12, 2023—January 2, March 6—March 20, June 26—July 4, and August 26—September 6, 2024. The campaign once again targeted a key at-risk group, 18 to 34- year-olds, particularly males. The buy focused on the following dayparts: morning

drive (M, Th- F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.
The objective was accomplished principally through the following tasks:

- Development of the "Impaired Driving" marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots.
- Produced the television and radio advertising spots.
- Negotiated placements of approved, paid program broadcast television, cable television, radio spots, social media, and digital media.

Program Area- Distracted Driving

Overview

The AOHS conducted a problem identification analysis for Distracted Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. AOHS compared FY2018-2022 in six different categories to identify overrepresented factors. In FY 2024, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in both identifying the breadth of the issue on Alabama roadways, and to take strides to educate citizens on the dangers of driving while distracted.

Performance Measures

			Base Years (Historical Data)					
	PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
C-1	Traffic Fatalities	State	948	953	930	934	983	986
	Maintain total fatalities at the current safety level of 958 by December 31, 2026.	Rolling Avg.	910	931	953	970	950	958
C-2	Serious Injuries in Traffic Crashes	State	7484	7002	5103	4782	5184	4836
	Maintain serious traffic injuries at the current safety level of 5381 by December 31, 2026.	Rolling Avg.	8185	7873	7300	6505	5911	5381
C-3	Fatalities/100M VMT	State	1.34	1.34	1.30	1.38	1.24	1.40
	Maintain fatality rate to at the current safety level of 1.34 by December 31, 2026.	Rolling Avg.	1.34	1.35	1.36	1.39	1.33	1.34

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge the effectiveness of activities conducted throughout the fiscal year. In 2023 in Alabama, 974 people were killed on the highway, down from the 2022 total of 988 fatalities (FARS). Serious Injuries increased from 4,836 in 2022 to 4,871 in 2023.

Distracted Driving Media Campaign

Total Fiscal Year 2024 Expended Funds - $ 159,600.00

Funding Source- State Traffic Safety Trust Fund

Auburn University's Media Production Group implemented the 2024 Traffic Safety Media Campaign. Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The goal of this campaign is to increase driving safety awareness among Alabama's teens and ultimately reduce accidents and injury in this age group.

Teen audiences are particularly difficult to reach through conventional media. Experts recommend targeting these audiences with succinct visual media and utilizing venues that are "already in the space." Increasingly, tickets to high school events have gone digital and are downloaded to phones. Thus, messaging that appears on these e-tickets are literally in the hands of the target audience. Each ad is placed in three locations: the tickets, the receipt email, and an event reminder email. In FY 24, there were 1.8 million tickets sold, with 4.5 million total impressions.

Distracted Driving Communication Program

Total Fiscal Year 2024 Expended Funds - $ $67,567.52

Funding Source- FAST Act Section 402

ADPH worked with schools and agencies across the state to share information and conduct trainings on Distracted Driving. The Program Coordinator (PC) held training sessions with District Coordinators (DC) from Houston and Tuscaloosa counties to pilot Impact Teen Drivers Distracted Driving program. District Coordinators used Impact Teen Drivers materials as a resource for the Distracted Driving program. The Distracted Driving program has curriculums for elementary, middle, high school and college-aged students. Impact Teen Drivers curriculum provides students with evidence-based strategies through presentations and hands-on activities.
Distracted Coordinators were added to the grant in Calhoun and St. Clair Counties. DCs were trained on Impact Teen Drivers Curriculum. In FY 2024 the DCs provided 30 presentations and contacted more than 30 schools.

Distracted Driving Observational Survey

Total Fiscal Year 2023 Expended Funds - $ 159,600.00

Funding Source- BIL NHTSA 402

The Alabama Transportation Institute (ATI) and the Center for Advanced Public Safety (CAPS) at The University of Alabama has partnered with the Alabama Office of Highway Safety on traffic safety projects for many years. This was a new project that focused on distracted driving. The goal was to determine a baseline on the extent of distracted driving based on an observational survey of the top twenty hotspot locations throughout the State. The observational data was analyzed at the completion of the observations, and a report was produced to be used for planning future countermeasure programs in identified locations and for affected communities.

The deployments were conducted across 21 locations from August 5, 2024 to Sep 4, 2024. Each deployment ran for 4 hours where distracted, seatbelt, and speeding offenses were captured. The seat belt observations were front seat only but unfortunately brought to light some number of child passenger safety infractions observed in the front seat.

Distracted offenses and seatbelt offenses are detected by an AI algorithm which returns a confidence score. When the confidence score of an incident is above a specified threshold for a likely offense, image crops of the driver and/or passenger are uploaded to the Incident Crop Review tool. Human reviewers then review the crops to confirm whether it was an actual offense.

Distracted offenses included the following: phone in hand (one or two), phone on ear, and phone on lap. The number of vehicles detected by device were recorded and broken down by site. Vehicle detections, the number of offenses, and offense rate by site were determined. A summary of distracted driving offense data is that there were 4,691 total distracted offenses captured, with an average of 223.4 per site. Out of the 70,513 vehicles observed, **6.65% of drivers were distracted.**

Seatbelt offenses were captured whether a driver or passenger was not wearing a seatbelt or if the seatbelt was worn incorrectly. There were 4,447 driver seatbelt offenses captured and 15 front seat passenger offenses captured. This reflects a **6.31% non-compliance rate for drivers and .02% non-compliance rate for front seat passengers.**

Speed Offense refers to vehicles traveling over 11 miles per hour over the speed limit. The total number of speeding offenses captured was 2,446 vehicles, which is a **3.47% offending rate.**

Concurrent Offenses - During the data collection period, drivers were observed engaging in more than one offense concurrently, displaying a combination of phone use, speeding, and/or neglecting to wear a seatbelt. The summary numbers and percentages of each combination is shown below.

	One Offense		Distracted & Seatbelt		Distracted & Speed		Seatbelt & Speed		Distracted & Seatbelt & Speed	
Total	9488	90.20%	672	6.39%	170	1.62%	155	1.47%	34	0.32%
Average (Per site)	451.8	90.20%	32.0	6.39%	8.1	1.62%	7.4	1.47%	1.6	0.32%

Program Area- Non-Motorist Safety

Overview

The AOHS conducted a problem identification analysis for Non-Motorists in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. AOHS compared FY2018-2022 Pedestrian crashes against FY2018-2022 non-pedestrian involved crashes to determine any significant differences that have occurred in the most recent five-year time frame. The findings of these analytics were then taken into consideration when planning programs to fund throughout the fiscal year.

Performance Measures

			Base Years (Historical Data)					
	PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
C-1	Traffic Fatalities	State	948	953	930	934	983	986
	Maintain total fatalities at the current safety level of 958 by December 31, 2026.	Rolling Avg.	910	931	953	970	950	958
C-2	Serious Injuries in Traffic Crashes	State	7484	7002	5103	4782	5184	4836
	Maintain serious traffic injuries at the current safety level of 5381 by December 31, 2026.	Rolling Avg.	8185	7873	7300	6505	5911	5381
C-3	Fatalities/100M VMT	State	1.34	1.34	1.30	1.38	1.24	1.40
	Maintain fatality rate to at the current safety level of 1.34 by December 31, 2026.	Rolling Avg.	1.34	1.35	1.36	1.39	1.33	1.34
C-10	Pedestrian Fatalities	State	119	107	119	100	128	115
	Maintain pedestrian fatalities at the current safety level of 114 by December 31, 2026.	Rolling Avg.	98	108	113	113	115	114

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge the effectiveness of activities conducted throughout the fiscal year. In 2023 in Alabama, 974 people were killed on the highway, down from the 2022 total of 988 fatalities (FARS). Serious Injuries increased from 4,836 in 2022 to 4,871 in 2023.

Pedestrian Assessment Program

Total Fiscal Year 2024 Expended Funds - $ 48,296.35

Funding Source- BIL Section 402

Alabama requested and received a Pedestrian and Bicyclist Safety Program Technical Assessment (PBSPTA) through NHTSA in 2024. A national team of experts in Program Management, Enforcement, Engineering, Emergency Medical Services, and Education reviewed all components of the bicycle and pedestrian program, noted its strengths and accomplishments, and provided recommendations for improvements that should be made. The Alabama Final PBSPTA Report includes a program overview and a list of recommended improvements for increased safety. AHSO has begun reviewing the recommendations and identifying future programmatic opportunities.

STATEWIDE STATISTICS TABLE 2016-2023

Performance Measure	2016	2017	2018	2019	2020	2021	2022	2023
C-1 Number of Traffic Fatalities (FARS)	1083	948	953	930	934	983	988	974
Fatalities Per 100 Million Miles Driven Total Rural Urban	1.56 2.76 .70	1.34 2.04 .86	1.34 1.88 .97	1.30 1.84 .92	1.38 1.86 .92	1.37 1.78 1.08	1.38 1.88 1.03	1.37*
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File) *	8,152	7,484	7,002	5,103	4,782	5,184	4,836	4,871*
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities All Seat Positions (FARS)	423	398	354	352	384	354	362	381
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	298	265	249	272	231	282	277	277
C-6 Number of Speeding-Related Fatalities (FARS)	329	257	262	216	266	274	241	235
C-7 Number of Motorcyclist Fatalities (FARS)	112	79	82	93	78	80	97	94
C-8 Number of unhelmeted Motorcyclist Fatalities (FARS)	11	6	10	15	10	12	15	12
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	161	117	127	118	120	134	102	128
C-10 Number of Pedestrian Fatalities (FARS)	120	119	107	119	101	127	114	124
C-11 Number of Bicycle Fatalities (FARS)	3	7	9	6	10	7	12	10
B-1 Observed Seat Belt Use for Passenger Vehicles (State Survey)	92.0%	93.0%	91.8%	92.3%	92.3%	91.3%	92.7%	93.4%
Fatalities Percent of All Crashes	0.69%	0.60%	0.60%	0.59%	0.70%	0.58%	0.63%	.68%
Serious Injuries Percent of Non-fatal Crashes*	5.26%	4.79%	4.40%	4.24%	3.59%	3.43%	3.37%	3.40%
Speed Fatalities Percent of Speed Crashes*	3.65%	2.56%	2.49%	2.34%	2.90%	2.91%	3.20%	3.31%
Impaired Fatalities Percent of Impaired Crashes*	4.89%	4.64%	4.35%	4.92%	4.38%	4.81%	5.23%	5.36%

* State Data

ALABAMA FISCAL YEAR 2024 PERFORMANCE MEASURES CHART

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	five-year	2022-2026	958	2019-2023 FARS 962	In-Progress
C-2) Serious Injuries in Traffic Crashes	five-year	2022-2026	5381	2019-2023 State Crash Data 4957	In-Progress
C-3) Fatalities/VMT	five-year	2022-2026	1.34	2019-2023 State Crash Data 1.35	In-Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	five-year	2022-2026	363	2019-2023 FARS 367	In-Progress
C-5) Alcohol-Impaired Driving Fatalities	five-year	2022-2026	260	2019-2023 FARS 268	In-Progress
C-6) Speeding-Related Fatalities	five-year	2022-2026	253	2019-2023 FARS 246	In-Progress
C-7) Motorcyclist Fatalities	five-year	2022-2026	86	2019-2023 FARS 88	In-Progress
C-8) Unhelmeted Motorcyclist Fatalities	five-year	2022-2026	13	2019-2023 FARS 12	In-Progress
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	five-year	2022-2026	120	2019-2023 FARS 120	In-Progress
C-10) Pedestrian Fatalities	five-year	2022-2026	114	2019-2023 FARS 117	In-Progress
C-11) Bicyclist Fatalities	five-year	2022-2026	9	2019-2023 FARS 9	In-Progress
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	five-year	2026	92.1%	NHTSA Certified State Survey 92.5%	In-Progress

C-1) Number of Traffic Fatalities (FARS)

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS projected a realistic goal to maintain the five-year average of 958 by 2026.
This goal was mutually agreed upon by the Alabama Office of Highway Safety and the Strategic Highway Safety Plan steering committee.

The five-year average (2019-2023) of traffic fatalities is 962. The goal is in not in progress to being achieved.

Adjustments to Strategies to Achieve Targets if Not on Track:

Alabama evaluates data each year to closer understand where progress is being made, and areas where there are still improvements needed. After reviewing upward trends, the AOHS is adjusting programmatic strategies in the following ways:

- In 2025, AOHS will continue to refine eligibility components for law enforcement agencies to participate in overtime campaigns under Section 402 funding. The additional sources of hot spot locations were expanded to include pedestrians, CMV involved, and right of way. By widening the primary contributing circumstances, it should follow that additional enforcement of those locations will help address the increase in fatalities.
- In 2025, AOHS has requested a NHTSA Administered Occupant Protection Assessment to identify addition opportunities to drive down restraint deficient fatalities.
- AOHS is funding a SADD State Coordinator to help with efforts to educate younger drivers on safer driving behaviors, hopefully curbing the increase seen from 2022 to 2023.
- AOHS is enhancing the reach of the DRE program by awarding additional funding to pay for regional coordinators to provide more training opportunities within the state for law enforcement in DUI detection.
- A Pedestrian Education program is under development to target educating communities and schools on safer movement through roadways and infrastructure facilities in order to address growing pedestrian fatality trends.

C-2) Number of Serious Injuries in Traffic Crashes (State crash data files)

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS projected a realistic goal to maintain the Number of Severe injuries in Traffic Crashes at 5,381 by 2026. **This goal was mutually agreed upon by the Alabama Office of Highway Safety and the Strategic Highway Safety Plan steering committee.**

The five-year average (2019-2023) of Number of Severe injuries in Traffic Crashes is 4987. The goal is progress to being achieved.

C-3) Fatalities/VMT (FARS/FHWA) Total Fatalities/100M VMT

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS projected a realistic goal to maintain the Total Fatality Rate/VMT at 1.34 by 2026. **This goal was mutually agreed upon by the Alabama Office of Highway Safety and the Strategic Highway Safety Plan steering committee.**

The five-year average (2018-2022) of total fatalities/100M VMT is 1.35. The goal is in progress to be achieved.

Adjustments to Strategies to Achieve Targets if Not on Track:

Alabama evaluates data each year to closer understand where progress is being made, and areas where there are still improvements needed. After reviewing upward trends, the AOHS is adjusting programmatic strategies in the following ways:

- In 2025, AOHS will continue to refine eligibility components for law enforcement agencies to participate in overtime campaigns under Section 402 funding. The additional sources of hot spot locations were expanded to include pedestrians, CMV involved, and right of way. By widening the primary contributing circumstances, it should follow that additional enforcement of those locations will help address the increase in fatalities.
- In 2025, AOHS has requested a NHTSA Administered Occupant Protection Assessment to identify addition opportunities to drive down restraint deficient fatalities.
- AOHS is funding a SADD State Coordinator to help with efforts to educate younger drivers on safer driving behaviors, hopefully curbing the increase seen from 2022 to 2023.
- AOHS is enhancing the reach of the DRE program by awarding additional funding to pay for regional coordinators to provide more training opportunities within the state for law enforcement in DUI detection.
- A Pedestrian Education program is under development to target educating communities and schools on safer movement through roadways and infrastructure facilities in order to address growing pedestrian fatality trends.

C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

AOHS has projected a realistic goal to maintain the unrestrained passenger vehicle occupant fatalities, all seat positions at 363 by 2026.

The five-year average (2019-2023) of Unrestrained Fatalities is 367. The goal is not in progress to being achieved.

Adjustments to Strategies to Achieve Targets if Not on Track:

Alabama evaluates data each year to closer understand where progress is being made, and areas where there are still improvements needed. After reviewing upward trends, the AOHS is adjusting programmatic strategies in the following ways:

- In 2025, AOHS will continue to refine eligibility components for law enforcement agencies

to participate in overtime campaigns under Section 402 funding. The additional sources of hot spot locations were expanded to include pedestrians, CMV involved, and right of way. By widening the primary contributing circumstances, it should follow that additional enforcement of those locations will help address the increase in fatalities.
- In 2025, AOHS has requested a NHTSA Administered Occupant Protection Assessment to identify addition opportunities to drive down restraint deficient fatalities.
- AOHS is funding a SADD State Coordinator to help with efforts to educate younger drivers on safer driving behaviors, hopefully curbing the increase seen from 2022 to 2023.

C-5) Number of Fatalities in Crashes Involving Driver or Motorcycle Operator with a BAC of .08 and Above

AOHS has projected a realistic goal to maintain alcohol impaired driving fatalities at 260 by 2026. The five-year average (2019-2023) of Alcohol- Impaired Driving Fatalities is 268. The goal is not in progress to being achieved.

Adjustments to Strategies to Achieve Targets if Not on Track:

Alabama evaluates data each year to closer understand where progress is being made, and areas where there are still improvements needed. After reviewing upward trends, the AOHS is adjusting programmatic strategies in the following ways:

- In 2025, AOHS will continue to refine eligibility components for law enforcement agencies to participate in overtime campaigns under Section 402 funding. The additional sources of hot spot locations were expanded to include pedestrians, CMV involved, and right of way. By widening the primary contributing circumstances, it should follow that additional enforcement of those locations will help address the increase in fatalities.
- AOHS is funding a SADD State Coordinator to help with efforts to educate younger drivers on safer driving behaviors, hopefully curbing the increase seen from 2022 to 2023.
- AOHS is enhancing the reach of the DRE program by awarding additional funding to pay for regional coordinators to provide more training opportunities within the state for law enforcement in DUI detection.

C-6) Number of Speeding-Related Fatalities

AOHS has projected a realistic goal to maintain speeding-related fatalities at 253 by 2026. Our projection model estimates are below our FY2024 speeding fatalities baseline for 2026.

The five-year average (2019-2023) of speeding-related fatalities is 235. The goal is in progress to being achieved.

C-7) Number of Motorcyclist Fatalities

AOHS has projected a realistic goal to maintain motorcyclist fatalities at 86 by 2026. Our projection model estimates are above our FY2024 motorcycle fatalities baseline for 2026.The five-year average (2019-2023) of motorcyclist fatalities is 94. The goal is not currently in progress to being achieved.

Both the most current 2019-2023 5-year average estimate of 89 and the most recent linear 5-year average projection of 88 do not show the necessary improvements for reducing motorcycle fatalities for FY2023. Although there was a reduction from the 78 motorcyclist fatalities in 2020 to 77 in 2021, 2022 motorcyclist fatalities rose more than an estimated 28% to 99. Motorcycle drivers ages 54-60 are over twice as likely to be involved in a motorcycle fatality compared to all other ages and types of crashes.

Adjustments to Strategies to Achieve Targets if Not on Track:

Alabama evaluates data each year to closer understand where progress is being made, and areas where there are still improvements needed. After reviewing upward trends, the AOHS is adjusting programmatic strategies in the following ways:

- In 2025, AOHS will continue to refine eligibility components for law enforcement agencies to participate in overtime campaigns under Section 402 funding. The additional sources of hot spot locations were expanded to include pedestrians, CMV involved, and right of way. By widening the primary contributing circumstances, it should follow that additional enforcement of those locations will help address the increase in fatalities.
- AOHS is enhancing the reach of the DRE program by awarding additional funding to pay for regional coordinators to provide more training opportunities within the state for law enforcement in DUI detection.
- Although the population age groups and counts of motorcycle fatalities are slightly different, the 55-59 age group accounted for 6.8% of the state's population in 2017, 2018, and 2020. By age, this is the second largest percent for any age range. Additionally, according to motorcycle sales data, 2020 and 2021 motorcycle sales increased were the highest in 15 years. Additionally, motorcycle sale forecasts show an anticipated 15.7% sales increase between 2022 and 2027. The Alabama Highway Safety Office will monitor and analyze motorcycle fatality data to identify demographic groups to target with safety messaging on paid and earned media in order to reduce fatalities.

C-8) Number of Unhelmeted Motorcyclist Fatalities

AOHS has projected a realistic goal to maintain unhelmeted, motorcyclist fatalities at 13 by 2026. The five-year average (2019-2023) of unhelmeted motorcyclist fatalities is 12. The goal is currently being achieved.

C-9) Number of Drivers aged 20 or Younger Involved in Fatal Crashes

AOHS has projected a realistic goal to reduce drivers age 20 and younger involved in fatal crashes by 7.5 percent in 2026. The five-year average (2019-2023) of young drivers (under 20) involved in fatal crashes is 120. The goal is in progress to being achieved.

C-10) Number of Pedestrian Fatalities

AOHS has projected a realistic goal to maintain pedestrian fatalities at 114 by 2026. Our projection model estimates are above our FY2024 pedestrian fatalities baseline for 2026. The five-year average (2019-2023) of pedestrian fatalities is 117. The goal is not in progress to being achieved.

Adjustments to Strategies to Achieve Targets if Not on Track:

Alabama evaluates data each year to closer understand where progress is being made, and areas where there are still improvements needed. After reviewing upward trends, the AOHS is adjusting programmatic strategies in the following ways:

- In 2025, AOHS will continue to refine eligibility components for law enforcement agencies to participate in overtime campaigns under Section 402 funding. The additional sources of hot spot locations were expanded to include pedestrians, CMV involved, and right of way. By widening the primary contributing circumstances, it should follow that additional enforcement of those locations will help address the increase in fatalities.
- AOHS is funding a SADD State Coordinator to help with efforts to educate younger drivers on safer driving behaviors, hopefully curbing the increase seen from 2022 to 2023.
- A Pedestrian Education program is under development to target educating communities and schools on safer movement through roadways and infrastructure facilities in order to address growing pedestrian fatality trends.

C-11) Number of Bicyclist Fatalities

AOHS has projected a realistic goal to maintain bicyclist fatalities at 9 by 2026. The five-year average (2019-2023) of bicyclist fatalities is 9. The goal is in progress to being achieved.

B-1) The Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (survey).

AOHS has projected a realistic goal increase observed seat belt use for passenger vehicles, front seat outboard occupants by .65 percentage points from 92.1 percent (rolling 2018-2022 average) to 92.7 percent by 2026. The most recent 2023 state observational seat belt use survey data is 93.8 percent. The goal is in progress to being achieved.

ALABAMA TRAFFIC SAFETY ACTIVITY MEASURES

Year	2018	2019	2020	2021	2022	2023	2024
Speeding Citations	43,345	37,292	39,077	36,802	29,076	35,343	31,534
DUI Arrests	687	987	770	958	656	950	739
Seat Belt Citations	12,574	9,875	10,337	9,794	8,189	10,070	7,190

Appendix A- Enforcement Campaign Participating Agencies

Participation in Southern Slow Down Enforcement Campaign

ALEA Posts -16 Total	Cullman Police Department	Moulton Police Department
Addison Police Department	Fairhope Police Department	Priceville Police Department
Albertville Police Department	Franklin County Sheriff's Department	Rainsville Police Department
Anniston Police Department	Fyffe Police Department	Russellville Police Department
Chilton County Sheriff Department	Littleville Police Department	Tuscaloosa County Sheriff's Department
Collinsville Police Department	Morgan County Sheriff's Department	

Participation in Click It or Ticket Enforcement Campaign

ALEA Posts - 16 Total	Kinsey Police Department
Anniston Police Department	Leesburg Police Department
Ashland Police Department	Level Plains Police Department
Attala Police Department	Midland City Police Department
Brent Police Department	Mobile Police Department
Calera Police Department	Montgomery County Sheriff's Department
Cedar Bluff Police Department	Montgomery Police Department
Centre Police Department	Morgan County Sheriff's Department
Centreville Police Department	Napier Field Police Department
Cherokee County Sheriff's Department	Newton Police Department
Chilton County Sheriff's Department	Northport Police Department
Coffee County Sheriff's Department	Ohatchee Police Department
Cottonwood Police Department	Oxford Police Department
Covington County Sheriff's Department	Ozark Police Department
Demopolis Police Department	Phenix City Police Department
Dothan Police Department	Prattville Police Department
Enterprise Police Department	Rainbow City Police Department
Etowah County Sheriff's Department	Russell County Sheriff's Department
Glencoe Police Department	Southside Police Department
Headland Police Department	Thorsby Police Department
Henry County Sheriff's Department	Troy Police Department
Houston County Sheriff's Department	Weaver Police Department
Jefferson County Sheriff's Department	Woodstock Police Department

Participation in Drive Sober or Get Pulled Over Enforcement Campaign

ALEA Posts- 16 Total	Headland Police Department
Ashland Police Department	Henry County Sheriff's Department
Baldwin County Sheriff's Department	Houston County Sheriff's Department
Bay Minette Police Department	Kinsey Police Department
Bayou La Batre Police Department	Leesburg Police Department
Bibb County Sheriff's Department	Lineville Police Department
Brent Police Department	Montgomery County Sheriff's Department
Calera Police Department	Northport Police Department
Cedar Bluff Police Department	Oxford Police Department
Centre Police Department	Phenix City Police Department
Centreville Police Department	Prattville Police Department
Cherokee County Sheriff's Department	Silverhill Police Department
Demopolis Police Department	Southside Police Department
Dothan Police Department	Thomasville Police Department
Eutaw Police Department	Thorsby Police Department
Enterprise Police Department	Troy Police Department
Fairhope Police Department	Tuscaloosa Police Department
Flomaton Police Department	Tuscaloosa County Sheriff's Department
Glencoe Police Department	Woodstock Police Department

Appendix B- Fitting Station Locations

Fitting Station Locations and Populations Served

Station	Rural	Urban	At-Risk	CPST Present
Baldwin County Health Department	Rural			YES
Calhoun County Health Department	Rural			YES
Children's Hospital Birmingham		Urban	Low Income, Minority	YES
Clarke County Health Department	Rural		Low Income, Minority	YES
Etowah County Health Department		Urban		YES
Huntsville Hospital		Urban		YES
Huntsville Hospital for Women and Children		Urban		YES
Montgomery SAFE Kids & Baptist East		Urban	Minority	YES
Safe Harbor Women's Medical Clinic	Rural		Low Income, Minority	YES
St. Clair County Health Department	Rural			YES
Troy Police Department	Rural			YES
Tuscaloosa Fire Department		Urban	Low Income, Minority	YES
Washington County Health Department	Rural		Low Income, Minority	YES