

STATE OF ALASKA

HIGHWAY SAFETY ANNUAL REPORT

FEDERAL FISCAL YEAR 2024



prepared for
Governor Michael Dunleavy

prepared by
The Department of Transportation and Public Facilities
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State of Alaska Highway Safety Annual Report

Federal Fiscal Year 2024

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Governor Michael Dunleavy

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**The Department of Transportation and Public Facilities
Alaska Highway Safety Office**
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Acronym Guide

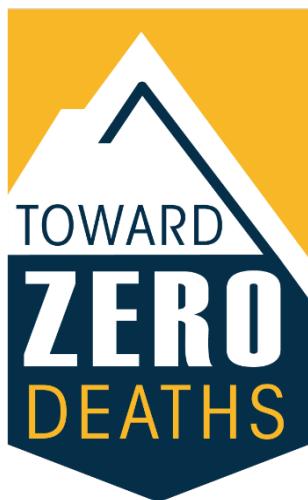
ACS	Alaska Court System
ADH	Anchorage Department of Health
AGA	Annual Grant Application
AHSO	Alaska Highway Safety Office
AKPHL	Alaska State Public Health Laboratory
APD	Anchorage Police Department
AR	Annual Report
ARIDE	Advanced Roadside Impaired Driving Enforcement
AST	Alaska State Troopers
ATR	Alaska Trauma Registry
ATV	All-Terrain Vehicles
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CPS	Child Passenger Safety
CPST	Child Passenger Safety Training
CIOT	Click It or Ticket
DOT&PF	Department of Transportation and Public Facilities
DUI	Driving Under the Influence
DUID	Driving Under the Influence of Drugs
DRE	Drug Recognition Expert
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GDL	Graduated Driver License
GHSA	Governors Highway Safety Association
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IIJA	Infrastructure Investment and Jobs Act
KPD	Kodiak Police Department
LEL	Law Enforcement Liaison
mph	Miles Per Hour
MVMT	Million Vehicle Miles Traveled
NHTSA	National Highway Traffic Safety Administration
OPUS	Occupant Protection Use Survey
OUI	Operating Under the Influence
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SIRIS	Spatially Integrated Roadway Information System
SKKP	Safe Kids Kenai Peninsula
STSI	State Traffic Safety Information
SUV	Sport Utility Vehicle
TraCS	Traffic and Criminal Software
VMT	Vehicle Miles Traveled
VRU	Vulnerable Road User

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2024 serves as the State's assessment of year one of the FFY2024-2026 Triennial Highway Safety Plan (3HSP). Each triennial period, the Alaska Highway Safety Office (AHSO) develops the 3HSP that identifies current highway safety problems, defines performance targets, and measures and describes safety programs and projects that will be implemented to address highway safety concerns and achieve the safety performance targets. The AR reviews the yearly progress on implementing Alaska's 3HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill—the Infrastructure Investment and Jobs Act (IIJA) in 2021.

The AHSO administers the Federal funds distributed to State, local, and nonprofit organizations who agree to work toward the shared goal of reducing motor vehicle related deaths and serious injuries through implementation of programs and projects that address driver behavior and improvements in the traffic records systems.

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Most notably, traffic fatalities statewide dropped from 82 to 61 and fatality rates dropped from 1.50 to 1.08 from 2022 to 2023, respectively. Alcohol-impaired fatalities dropped from 20 to 11 and unrestrained passenger vehicle fatalities dropped from 17 to 4. Alaska also experienced no bicyclist fatalities in 2023. The AHSO thanks our local, State, and Federal partners for their commitment to our mission and is grateful for their support.



In 2024, the AHSO and our safety partners continued to work toward our shared goal of Towards Zero Deaths—Everyone Counts on Alaska's Roadways through joint implementation of the HSP and Alaska's Strategic Highway Safety Plan (SHSP).

Our Mission

The AHSO is committed to enhancing the health and well-being of the State's citizens and visitors through a comprehensive statewide behavioral safety program. Any loss of life or injury sustained in a traffic crash is unacceptable and preventable. The AHSO embraces, and actively promotes, the State's Toward Zero Deaths—Everyone Counts on Alaska's Roadways campaign in collaboration with its partners.

1.0 Safety in Alaska

1.1 Measurable Progress

Federal regulations require the State to prepare the Alaska Highway Safety Annual Report (AR) containing adequate project and system-specific information to demonstrate measurable progress using performance-based measures. The Alaska Highway Safety Office (AHSO) is the primary agency responsible for implementing National Highway Traffic Safety Administration (NHTSA)-funded highway safety projects in Alaska. The AHSO is also responsible for maintaining and updating traffic fatality data and the Fatality Analysis Reporting System (FARS) for NHTSA. The Department of Transportation and Public Facilities' (DOT&PF) Transportation Data Services Office maintains the Spatially Integrated Roadway Information System (SIRIS), a suite of three systems which include the Crash Data System (fatality and injury data), Roadway Data System, and the Traffic Monitoring Systems.

The performance goals and measures reported in the AR are from Alaska's Federal Fiscal Year (FFY) 2024 Highway Safety Plan (HSP). Fatality data are complete through 2022. Previous years' data have been revised, where necessary. If available, 2023 and 2024 data are noted, although any data included in figures and tables which are preliminary are identified as such and subject to change.

Traffic fatalities in Alaska decreased from 82 in 2022 to 60 in 2023. The AHSO is committed to implementing and revising safety projects, as needed, to continue the trend towards reductions in the number of fatalities and maintain the long-term downward trend in the number of serious injuries.

Table 1.1 compares the fatality rates per 100 Million Vehicle Miles Traveled (MVMT) between Alaska and the United States (U.S.) from 2012 through 2024, and Table 1.2 compares 2022 fatalities and fatality rates among the NHTSA Region 10 States. At the time of reporting, 2023 fatality rates were not available for comparison with other States.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2012	1.14	1.23
2013	1.10	1.05
2014	1.08	1.50
2015	1.15	1.29
2016	1.19	1.60
2017	1.17	1.43
2018	1.14	1.46
2019	1.11	1.14
2020	1.34	1.21
2021	1.37	1.22
2022	1.34	1.50
2023	1.24	1.08
2024	1.18	1.23*

Source: NHTSA FARS for 2012–2022 data. NHTSA FARS for 2023, 2024 U.S. fatality rate (early estimates). Alaska CARE for 2023 Alaska fatality rate which are preliminary, subject to change, and were accurate as of December 31, 2024. *Preliminary VMT for 2024 is subject to change.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2022 Fatalities	2022 Fatality Rate (per 100 MVMT)	2023 Fatalities	2023 Fatality Rate (per 100 MVMT)
Alaska	82	1.50	60	1.08
Idaho	215	1.12	N/A	N/A
Oregon	601	1.64	N/A	N/A
Montana	213	1.58	N/A	N/A
Washington	733	1.25	N/A	N/A

Source: NHTSA State Traffic Safety Information (STSI) for 2022 data. Alaska CARE for 2023 data, which is preliminary, subject to change, and was accurate as of December 20, 2024.

1.2 Key Accomplishments

In FFY2024:

- Observational seat belt rate remained over 90 percent for the eighth straight year. However, it dropped from an all-time high of 95.2 percent in 2023 to 92.1 percent in 2024.
- Fatalities dropped from 82 in 2022 to 60 in 2023.
- Fatality rates dropped from 1.50 in 2022 to 1.08 in 2023.
- Serious injuries dropped from 263 in 2022 to 249 in 2023.
- Alcohol-impaired fatalities dropped from 20 in 2022 to 15 in 2023.
- Unrestrained passenger vehicle fatalities dropped from 17 in 2022 to 14 in 2023.
- Speeding-related fatalities dropped from 31 in 2022 to 24 in 2023.
- Unhelmeted motorcyclist fatalities dropped from 3 in 2022 to 1 in 2023.
- Young driver related fatalities dropped from 11 in 2022 to 9 in 2023.
- Pedestrian-related fatalities dropped from 13 in 2022 to 12 in 2023.
- Bicyclist fatalities dropped from 2 in 2022 to 0 in 2023.
- Motorcycle-related fatalities remained unchanged (8) in 2023.
- The percentage of Alaskans who responded in a survey that they always or often read or text message while driving remained a relatively low three percent in 2024.

- Nearly three out of four Alaskans (75 percent) knew there are safety zones posted on highways in Alaska. Of those who knew of the safety zones, 39 percent said safety has improved in these areas.
- 1,071 grant-funded seatbelt citations were issued in FFY2024
- 5,714 grant-funded speeding citations were issued in FFY2024.

1.3 Priorities

The seven priorities identified in Alaska's FFY2024-2026 3HSP are consistent with the strategies and actions included in the Alaska Strategic Highway Safety Plan (SHSP). The SHSP emphasis areas include Safe Road Users (pedestrians and bicycles; young drivers and older drivers; motorcycles; all-purpose vehicles and snowmachines; dangerous driving; impaired driving, occupant protection); Safe Roads and Safe Speeds (roadways; speed management); Safe Vehicles (vehicle safety); Post-Crash Care (emergency response; traffic records). Each emphasis area has strategies and actions to address traffic issues through enforcement, education, engineering, and emergency medical service efforts. The seven AHSO priorities include:

Impaired Driving—In 2023, the number of alcohol-impaired fatalities involving a driver with a Blood Alcohol Concentration (BAC) of 0.08 or above dropped to 15 from 20 in 2022, a 25 percent reduction. In 2023, the Anchorage Police Department's (APD) Impaired Driving Team continued to be fully operational and contributed to 769 Driving Under the Influence (DUI) arrests written on grant-funded time.

Occupant Protection—Unrestrained passenger vehicle fatalities decreased in 2023 to 14 from 17 in 2022, a decrease of 18 percent. This significant reduction in unrestrained fatalities is due, in part, to the observed seat belt usage rate staying above 90 percent over the last eight years. In 2024, Alaska experienced an observed seat belt usage rate of 92.1 percent, which dropped from a record high of 95.2 percent in 2023. However, the grant-funded seat belt citations increased 77 percent in 2024 (1,071 citations) over 2023, which might be attributed to the seat belt enforcement activities conducted by the Alaska State Troopers (AST).

Speed Enforcement—In 2023, speeding related fatalities dropped 23 percent to 24 fatalities compared to 31 fatalities in 2022. In FFY2024, 5,714 speeding citations were issued during grant-funded activity across the State, 31 percent higher than the 2023 citation numbers. Much of these grant-funded enforcement citations can be attributed to APD and AST speed-focused enforcement efforts. It is anticipated that renewed efforts to combat speeding in Alaska by law enforcement could result in a continued reduction in speeding fatalities. Table 1.3 shows the fluctuations in speeding-related fatalities and serious injuries between 2014 and 2024.

Table 1.3 Fatalities and Serious Injuries Involving Speeding

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Speeding Fatalities	18	22	36	26	42	29	23	27	31	24	11
Speeding Serious Injuries ¹	76	89	108	75	87	74	72	67	60	43	25
Speeding Fatalities as a Percent of All Fatalities	25%	34%	43%	33%	53%	43%	36%	39%	38%	39%	16%
Speeding Serious Injuries as a Percent of All Serious Injuries	24%	26%	27%	21%	26%	25%	24%	30%	23%	17%	20%

Source: NHTSA/STSI for fatality data and Alaska DOT&PF for serious injury data.

¹ Serious Injury data represents the most current data. 2024 data is very preliminary and is subject to change.

Motorcycle Safety—In 2023, Alaska recorded eight motorcycle fatalities, which remained the same as 2022. Of the eight fatalities in 2023, only one was unhelmeted. The AHSO continues to work with their communications and sports marketing contractors to identify additional educational outreach strategies to address motorcycle fatalities and motorist awareness of motorcycles.

Pedestrian and Bicyclist Safety—Pedestrian and bicyclist fatalities continued to be an area of concern in 2023. Pedestrian fatalities dropped from 13 in 2022 to 12 in 2023, indicating a reduction of eight percent. In 2023, Alaska had no bicyclist fatalities, compared to two in 2022. Fatalities involving pedestrians and bicyclists accounted for 20 percent of all motor vehicle-related fatalities in 2023, this is a two percent increase from all fatalities in 2022. The 2023-2027 Alaska SHSP includes a Vulnerable Road User (VRU) safety assessment which identifies high-risk areas involving pedestrian and bicycle fatalities and serious injuries and develops a program of strategies to address VRU safety. AHSO will continue to focus on more of these crashes occurring on the identified high-risk corridors and intersections, focusing on the strategies listed in the VRU assessment report.

Novice Drivers—Nationally, novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While risk-taking is involved in many teen crashes, most crashes occur because the teen driver does not have the skills or experience needed to recognize a hazard and take corrective action. Like their peers in the lower 48 States, Alaskan teens are most likely to crash due to driver error with recognition and decision errors topping the list. Alaskan novice drivers under 20 years old involved in fatalities dropped from nine in 2023 to four in 2024.

Distracted Driving—Alaska bans all motorists from texting while driving. The AHSO believes the most accurate quantifiable indicator for distracted driving in Alaska comes from the annual statewide attitudinal telephone survey regarding perceptions of driving safety. The percentage of survey respondents who perceived an increased risk of being involved in a collision involving texting while driving increased from 71 percent in 2023 to 72 percent in 2024.

Roadside Safety—Alaska has a “Move Over” Law, but traffic-related incidents continue to be a leading cause of death among on-duty law enforcement officers. The AHSO believes the current best quantifiable indicator for roadside safety in Alaska comes from the annual statewide attitudinal telephone survey regarding perceptions of driving safety. The percentage of survey respondents who were aware of Alaska’s “Move Over” law decreased from 74 percent to 71 percent in 2024.

Traffic Safety Information Systems Improvements—Traffic records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2022, Alaska developed a new Traffic Records Strategic Plan to continue improvements in the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track the progress of traffic safety countermeasure implementation. In 2024, AHSO continued to collaborate with the other state and local agencies to link crash and injury surveillance and emergency medical services data. AHSO is also developing a Drug Recognition Expert (DRE) Data Management System and brought on Wrangell PD to begin utilizing the TraCs system.

1.4 Progress in Achieving Performance Targets

The results of Alaska's progress in meeting the state's targets for the core performance measures identified in the FFY2023 and 2024 HSPs based on available data at the time of reporting is provided in Table 1.4.

Table 1.4 Alaska Performance Measure Tracker

Performance Measure	FFY2024					FFY2023			
	Target Period	Target Year(s)	Target Value FFY24 HSP	Data Source ^{1/} FFY24 Progress Results	On Track to Meet FFY24 Target Y/N ² (in-Progress)	Target Year(s)	Target Value FFY23 HSP	Data Source ^{1/} FFY23 Final Results	Met FFY23 Target Y/N
C-1) Total Traffic Fatalities	5 year	2020–2024	75	2020–2024 STATE 69	Y	2019–2023	70	2019–2023 STATE 69	Y
C-2) Serious Injuries in Traffic Crashes	5 year	2020–2024	300	2020–2024 STATE 233	Y	2019–2023	325	2019–2023 STATE 266	Y
C-3) Fatalities/VMT	5 year	2020–2024	1.25	2020–2024 STATE 1.25	Y	2019–2023	1.3	2019–2023 STATE 1.23	Y
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FFY24–26 3HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2020–2024	16	2020–2024 STATE 12	Y	2019–2023	21	2019–2023 STATE 16	Y
C-5) Alcohol-Impaired Driving Fatalities	5 year	2020–2024	21	2020–2024 STATE 15	Y	2019–2023	21	2019–2023 STATE 19	Y
C-6) Speeding-Related Fatalities	5 year	2020–2024	28	2020–2024 STATE 23	Y	2019–2023	29	2019–2023 STATE 27	Y
C-7) Motorcyclist Fatalities	5 year	2020–2024	6	2020–2024 STATE 7	N	2019–2023	6	2019–2023 STATE 7	N
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2020–2024	2	2020–2024 STATE 2	Y	2019–2023	2	2019–2023 STATE 2	Y
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2020–2024	7	2020–2024 STATE 8	N	2019–2023	9	2019–2023 STATE 10	N

Performance Measure	FFY2024					FFY2023			
	Target Period	Target Year(s)	Target Value FFY24 HSP	Data Source ^{1/} FFY24 Progress Results	On Track to Meet FFY24 Target Y/N ² (in-Progress)	Target Year(s)	Target Value FFY23 HSP	Data Source ^{1/} FFY23Final Results	Met FFY23 Target Y/N
C-10) Pedestrian Fatalities	5 year	2020–2024	12	2020–2024 STATE 14	N	2019–2023	11	2019–2023 STATE 12	N
C-11) Bicyclist Fatalities	5 year	2020–2024	0	2020–2024 STATE 1	N	2019–2023	0	2019–2023 STATE 2	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	92%	2024 State survey 92.1%	Y	2023	93%	2023 State survey 95.2%	Y
B-2) Distracted driving. Increase perceived risk of being involved in a collision if texting while driving. Non-core target.	Annual	2024	74%	2024 Attitudinal Survey 72%	N	2023	77%	2023 Attitudinal Survey 71%	N
B-3) Roadside Safety (State Telephone Survey). Increase knowledge of Alaska's Mover Over law based on the results of the initial 2023 attitudinal survey (baseline).	Annual	2024	79%	71%	N	N/A	N/A	N/A	N/A

Source: Alaska CARE System

¹ 2023 and 2024 fatality data were not available from FARS and only incomplete data was available from the Alaska CARE System for progress evaluation for 2023 and 2024. So, all targets for meeting FFY23 and FFY24 targets are preliminary estimates and subject to change.

NOTE: At the time of reporting, 2024 data is preliminary and subject to change as the data continues to come in and cleaned for accuracy. Data used in the analysis was accurate as of December 20, 2024. Previous years' data have been revised, where necessary.

At the time of reporting, it appears that Alaska achieved its performance targets with reductions for fatalities (27 percent), fatality rate (28 percent), and serious injuries (5 percent) for 2023. Alaska is further on track to meet 2024 targets for fatalities, fatality rate and serious injuries. The preliminary 2020–2024 five-year average fatal number of 69 met the FY2024 target of 75 fatalities or fewer. It also appears based on this preliminary data that Alaska is on track to meet its FFY2024 fatality rate target of 1.25 or less (with 2020–2024 average of 1.25) as well as serious injuries target of 300 or less (with 2020–2024 average of 233) for the reporting period.

When reviewing Alaska's average annual change in fatalities from 2022 to 2023 (a more complete and accurate data set than 2024 data available at this time), the State has seen reductions in alcohol-impaired fatalities (25 percent), unrestrained fatalities (18 percent), speeding-related fatalities (23 percent), young driver fatalities (18 percent), unhelmeted motorcyclist fatalities (67 percent), pedestrian fatalities (eight percent) and bicyclist fatalities (100 percent). The number of motorcyclist fatalities (eight) saw no change from 2022 to 2023 and thus Alaska did not meet this 2023 target. Although Alaska observed a decline in fatalities related to young driver, pedestrian and bicyclist in 2023 compared to 2022, the State did not meet the FFY2023 targets for these three performance measures. Further, preliminary data suggests that Alaska is not on track to meet FFY2024 targets for motorcyclists, young drivers, pedestrians, and bicyclists.



The State has made great strides in increasing the observed seat belt rate. Following its all-time high of 95.18 percent in 2023, the seat belt rate declined to 92.1 percent in 2024. Agencies continued to struggle with staffing issues in FFY2024, which impacted agency participation in high-visibility occupant protection, impaired driving, and speed enforcement.

As required by 23 C.F.R. §1300.35(a), Alaska will adjust its next HSP to address how it did not meet these performance targets. The AHSO has had an active Alaska Law Enforcement Liaison (LEL) for more than a year now. It is anticipated in the coming year that additional law enforcement agencies will begin to participate in mobilizations as well as begin reporting crashes electronically. Alaska will continue to use a sports marketing contractor to reach greater audiences across the State on safe driving behaviors, including novice drivers, and tailor messaging based on the latest research gained from the annual telephone survey.

The AHSO is now overseeing the implementation of Alaska's latest SHSP. The revised SHSP adopted the Safe System Approach and has reorganized the emphasis areas, focus areas, and added new actions to address safety in Alaska. One of the largest changes in the SHSP is the incorporation of the VRU assessment, as an appendix, which provides a new intensive focus for addressing crashes involving pedestrians and bicyclists. The AHSO believes the VRU assessment will help the state eliminate the bicycle and pedestrian fatalities and improve safety for such road users by executing the following actions from the assessment in 2024 and beyond:

- Review existing state and municipality administrative codes, policies, and manuals to identify gaps and update them as needed to include pedestrians, bicyclists, and other active transportation users

- Leverage the Transportation Alternatives program to revitalize and expand Alaska's infrastructure and non-infrastructure projects offered under the program and coordinate with school districts
- Develop and evaluate the effectiveness of comprehensive education campaigns targeting pedestrians, bicyclists, and other active transportation users in Alaskan communities on topics including "rules of the road" and using helmets, high visibility gear, and other protective equipment

Adjustments to the 3HSP will also include additional law enforcement agencies working NHTSA-funded programs. The AHSO is working with its LEL to bring on additional law enforcement agencies to participate in mobilization campaigns. With all of these efforts, the AHSO believes more performance targets will be met, and greater performance progress will be achieved in the future for making improvements in occupant protection as well as distracted and impaired driving. Specifically, regarding distracted driving, the AHSO will be involved in the following actions from the SHSP to address distracted driving:

- Investigate solutions to improve the collection and quality of data of aggressive, distracted, and drowsy driving,
- Conduct public education and awareness campaign to demonstrate negative impacts of distracted driving, model safe driving behaviors, and encourage vehicle passengers to speak up with witnessing dangerous driving behaviors,
- Conduct comprehensive education campaigns about aggressive, distracted, and drowsy driving, while continuing statewide, high-visibility enforcement (HVE) and saturation enforcement in active school zones, safety corridors, and work zones.

Finally, AHSO sees a clear need to sustain progress on novice driver safety. At the 2024 Alaska Highway Safety Summit, there was consensus among attending stakeholders that we need to do more to engage younger drivers on roadway safety and involve youth in roadway safety planning. AHSO will adjust its planning to identify new partners and grantees that help AHSO carry out more educational initiatives for youth, as well as direct AHSO Public Participation and Engagement to youth audiences (see 3.0 Public Participation and Engagement below).

2.0 Performance Data—Alaska 2018 to 2024

2.1 Crash Statistics Summary

In Alaska, fatalities resulting from motor vehicle related crashes reduced from 82 in 2022 to 69 in 2024 (preliminary data). Details on Alaska's highway safety trends between 2018 and 2024 are provided in Table 2.1.

Figure 2.1 through Figure 2.15 illustrate selected performance measures shown in Table 2.1. Fatality and serious injury data are through 2024; the 2023 and 2024 fatality data are from the Alaska CARE system. The percentage change shows a comparison between 2022 and 2023 instead of 2023 and 2024 because the 2024 data is incomplete. The AHSO believes that comparing between 2023 and incomplete data from 2024 would give a false sense of improvement as 2024 data is considerably lower than what it will eventually end up being. Previous years' data have been revised, where necessary. Additional notes and citations regarding the figures are located under the corresponding figure.

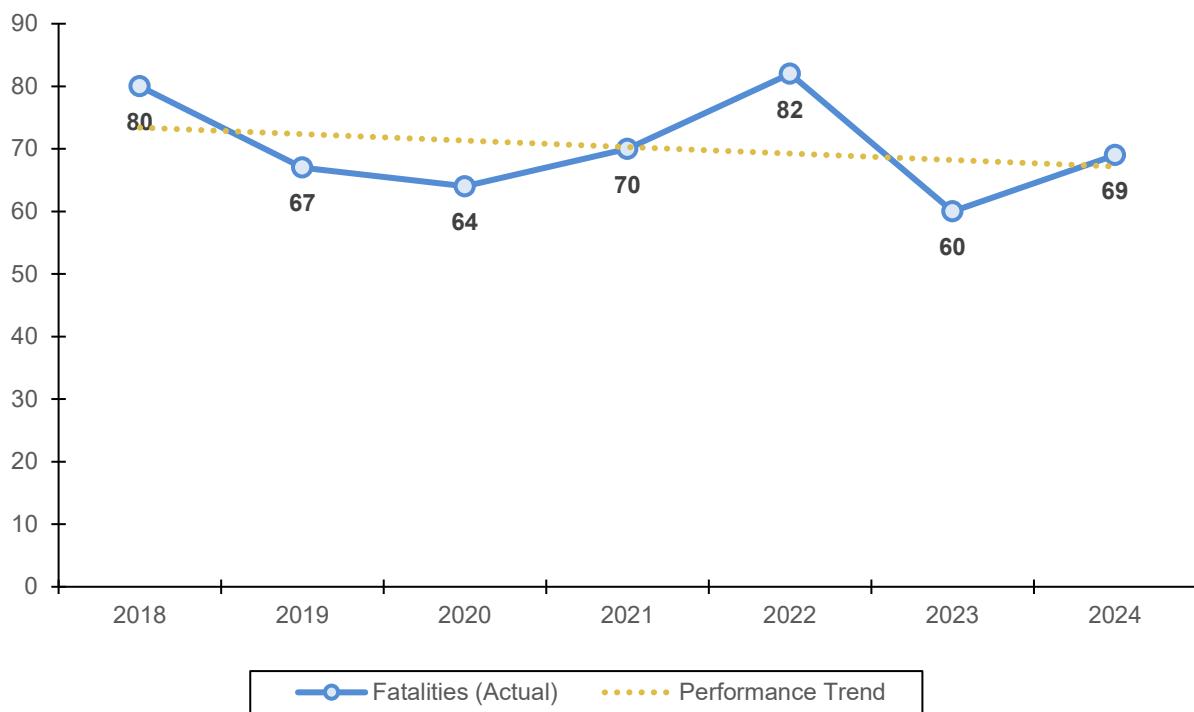
Table 2.1 Alaska Traffic Safety Trends, 2018 to 2024

Crash Data/Trends	2018	2019	2020	2021	2022	2023	2024	Percent Change 2022–2023
Fatalities (Actual)	80	67	64	70	82	60	69	-27%
Fatalities per 100 MVMT	1.46	1.14	1.21	1.22	1.50	1.08	1.23	-28%
Serious Injuries	331	293	306	220	263	249	126	-5%
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	27	21	15	25	20	15	1	-25%
Unrestrained Passenger Vehicle Fatalities	20	22	14	13	17	14	2	-18%
Speeding-Related Fatalities	42	29	23	27	31	24	11	-23%
Motorcyclist Fatalities	12	6	4	7	8	8	8	-0%
Unhelmeted Motorcyclist Fatalities	5	2	2	3	3	1	0	-67%
Young Driver (20 or under) Involved in Fatal Crash	8	10	10	8	11	9	4	-18%
Pedestrian Fatalities	14	6	13	17	13	12	14	-8%
Bicyclist Fatalities	0	2	2	2	2	0	1	-100%
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	91.6%	94.1%	94.1%	91.7%	91.5%	95.2%	92.1%	4%
Seatbelt Citations Issued During Grant-Funded Events	1,107	1,561	301	1,607	1,082	605	1,071	77% ¹
DUI Arrests Made During Grant-Funded Events	769	870	621	664	804	690	769	11% ¹
Speeding Citations Issued During Grant-Funded Events	3,497	6,886	7,263	4,404	4,157	4,373	5,714	31% ¹

Source: NHTSA STSI/FARS; CARE 2023, 2024 numbers are preliminary and subject to change and were accurate as of December 20, 2024.

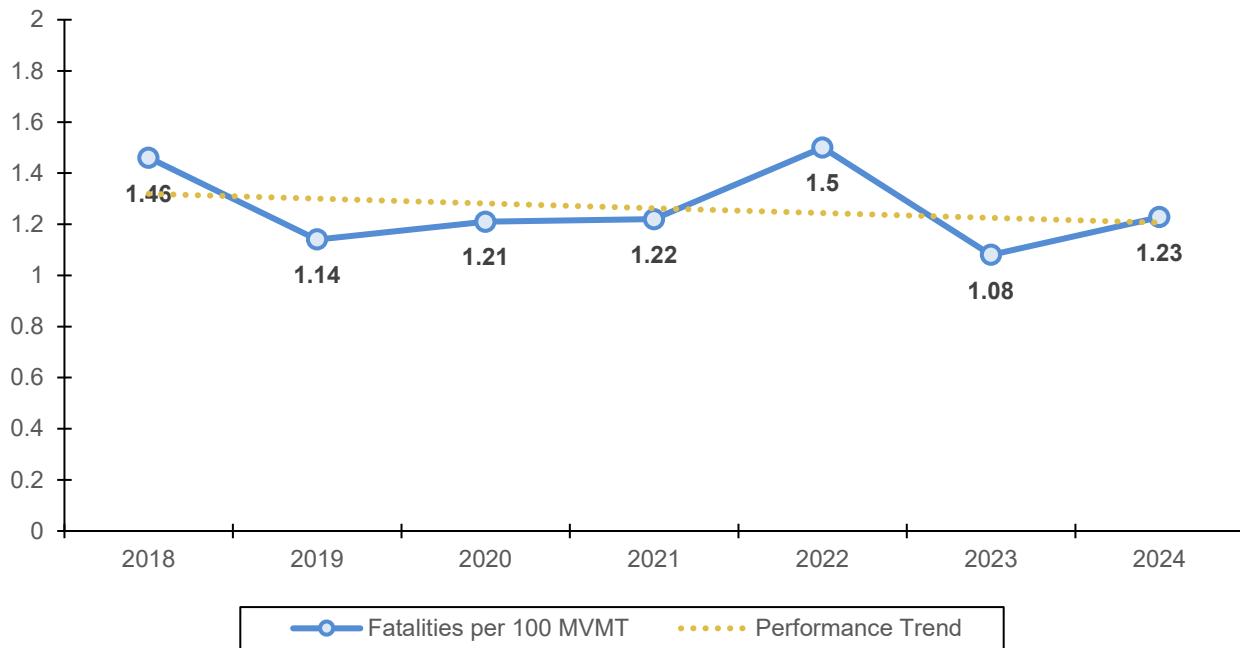
¹ Since 2024 grant funded citations are final, the percentage change indicates the percent change in citations from 2023 to 2024.

Figure 2.1 Statewide Fatalities

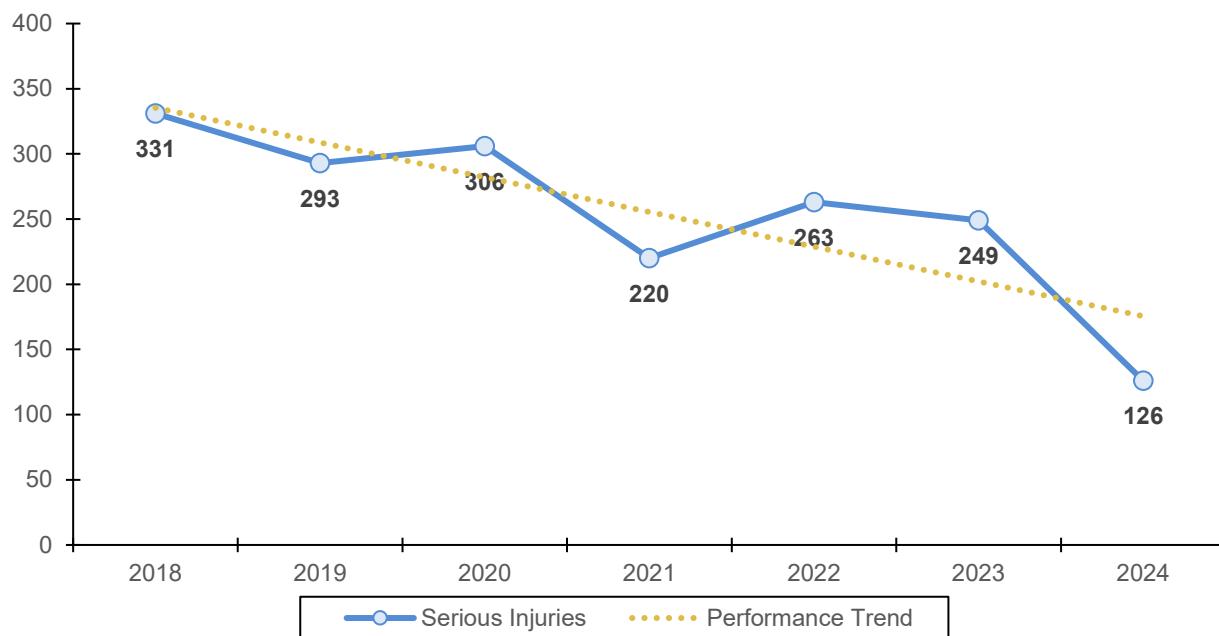


Source: NHTSA STSI/FARS and Alaska CARE system.

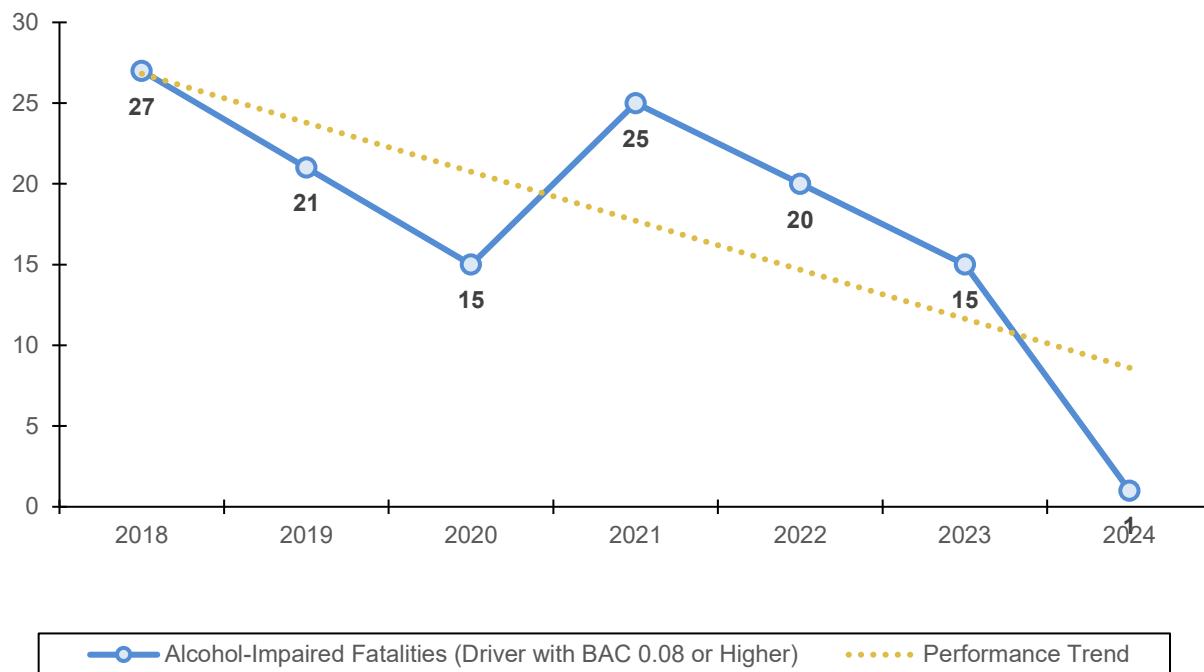
Figure 2.2 Statewide Fatality Rate



Source: NHTSA STSI/FARS and Alaska CARE system. 2024 VMT fatal rate is preliminary and subject to change.

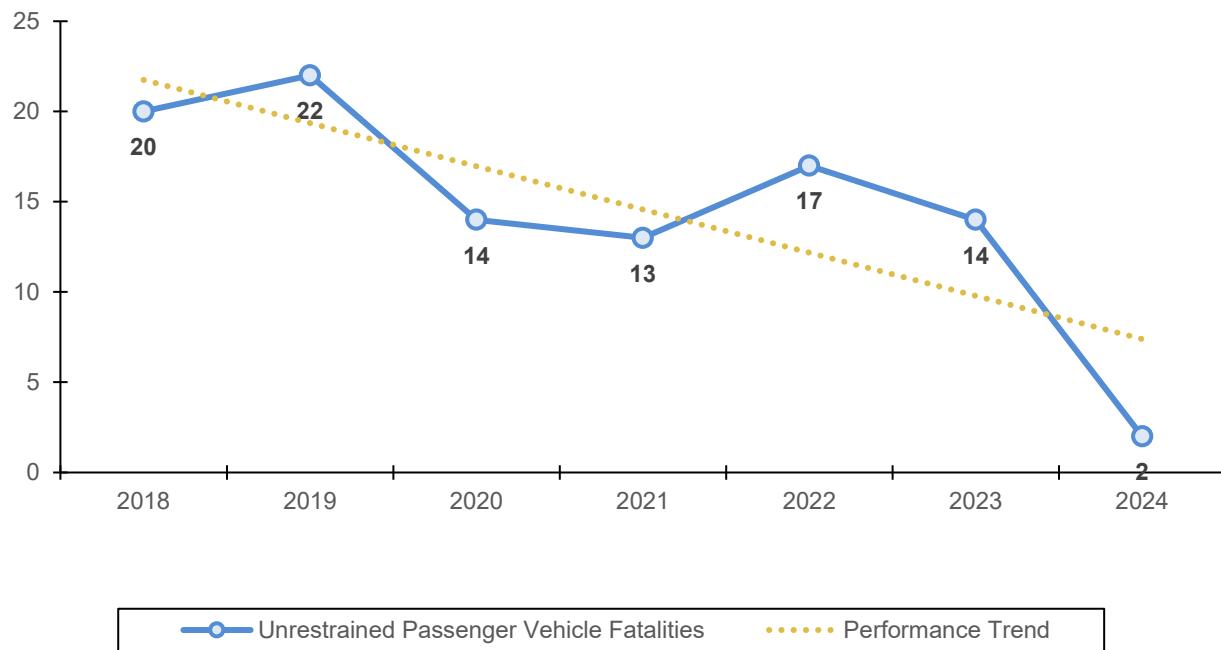
Figure 2.3 Statewide Serious Injuries

Source: Accessed December 1, 2024, using the Alaska CARE database. Serious injury numbers are subject to change.

Figure 2.4 Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC

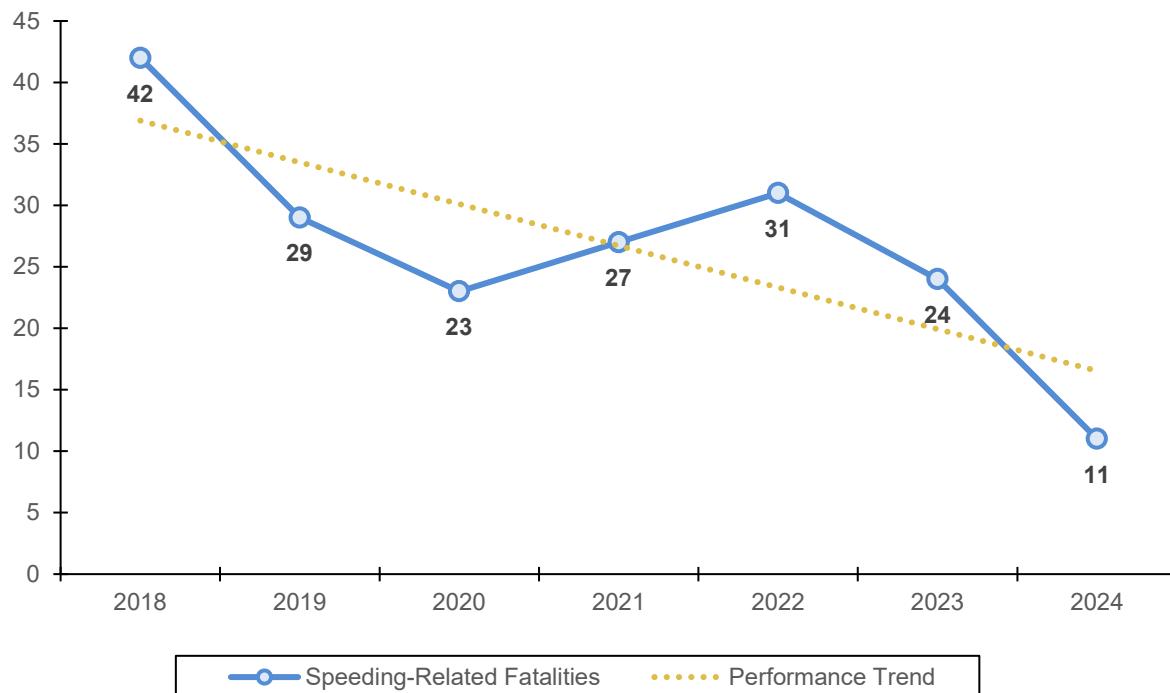
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities

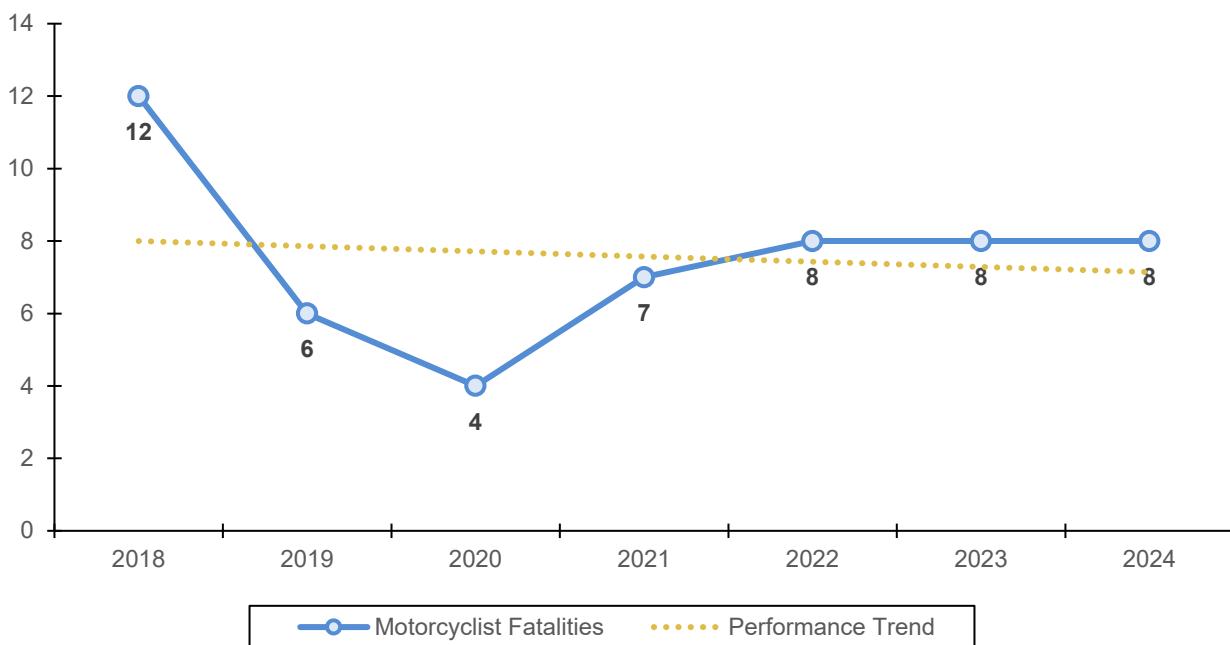


Source: NHTSA STSI/FARS and Alaska CARE system.

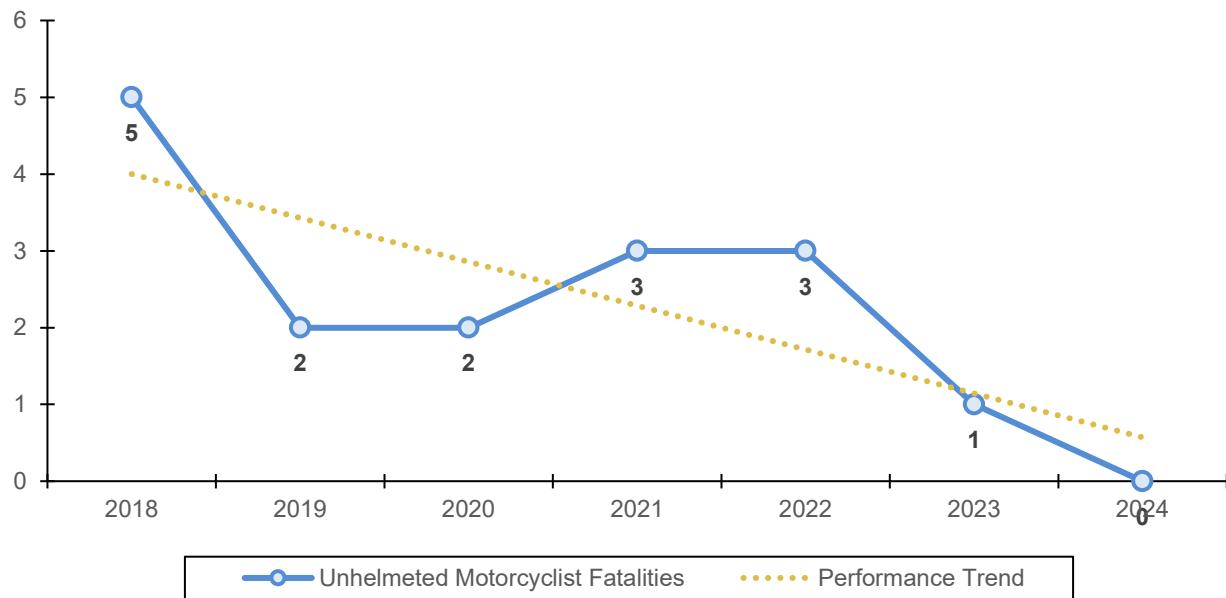
Figure 2.6 Speeding-Related Fatalities



Source: NHTSA STSI/FARS and Alaska CARE system.

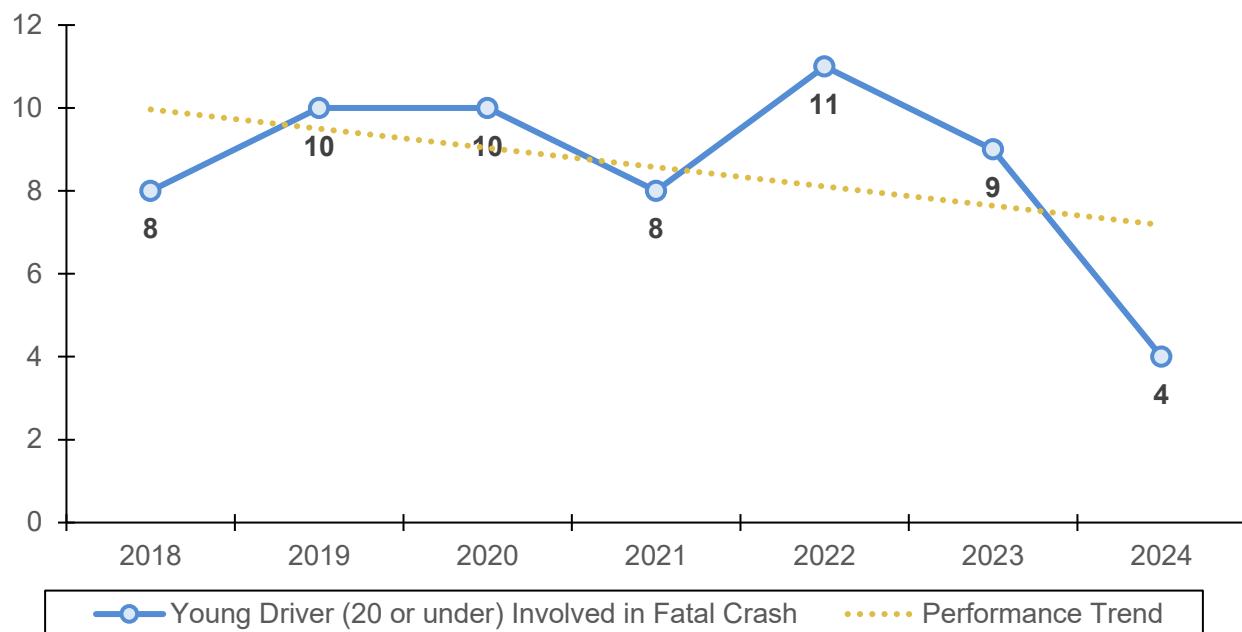
Figure 2.7 Motorcycle Fatalities

Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.8 Unhelmeted Motorcycle Fatalities

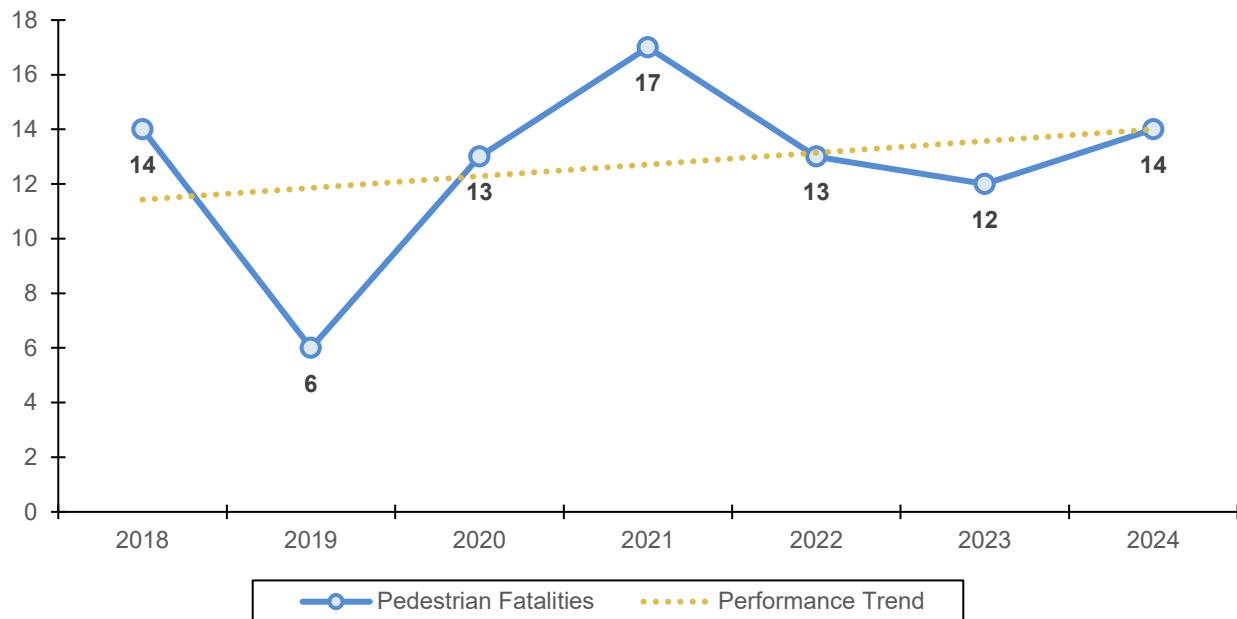
Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes

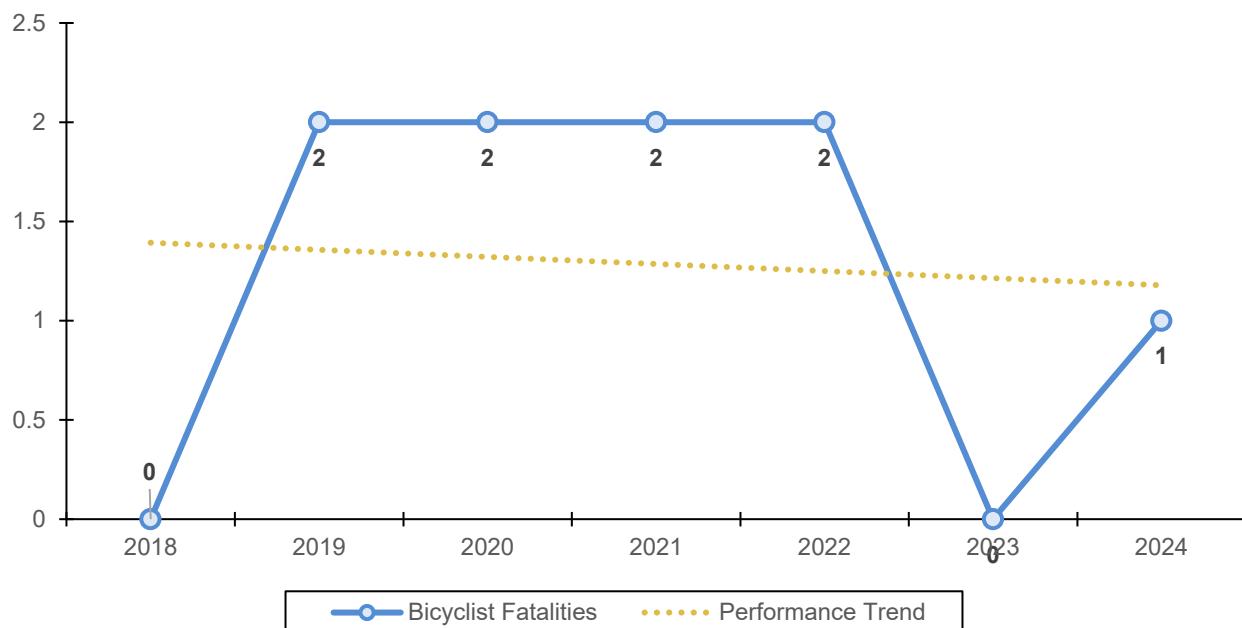


Source: NHTSA STSI/FARS and Alaska CARE system.

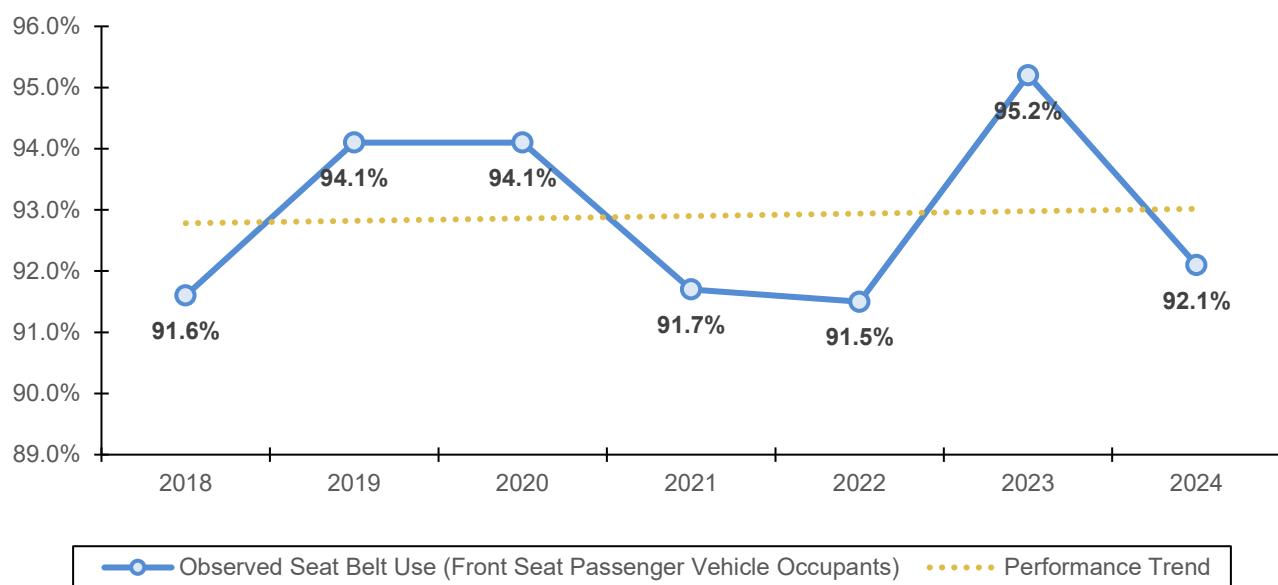
Figure 2.10 Pedestrian Fatalities



Source: NHTSA STSI/FARS and Alaska CARE system.

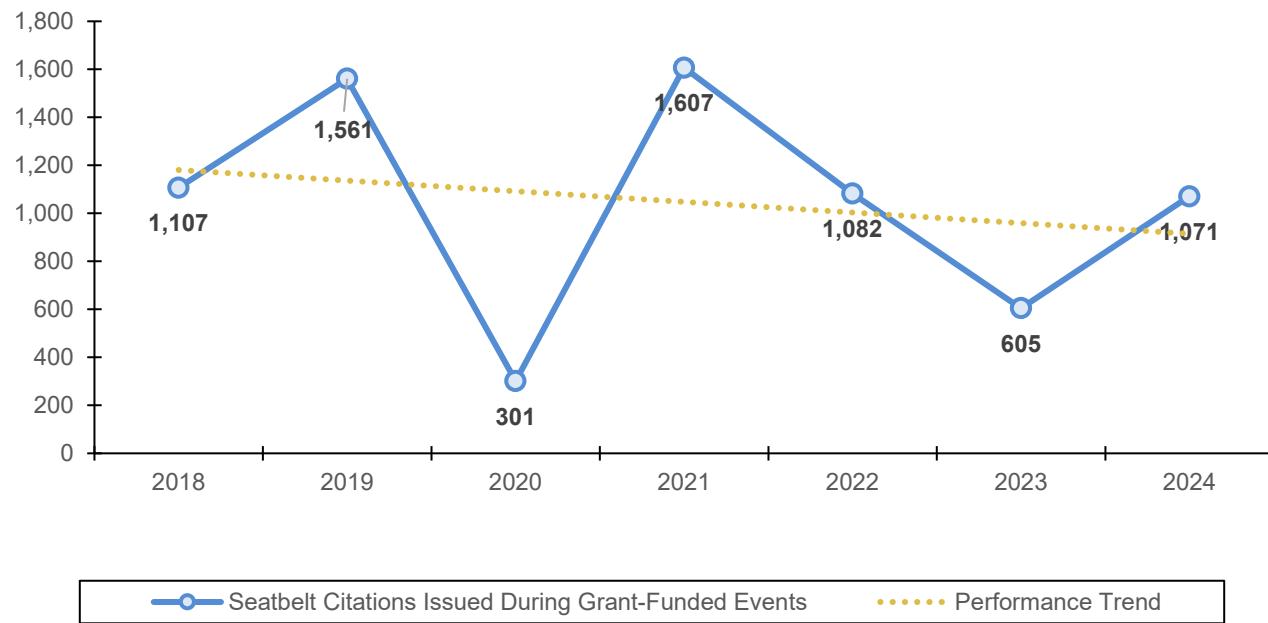
Figure 2.11 Bicyclist Fatalities

Source: NHTSA STSI/FARS and Alaska CARE system.

Figure 2.12 Observed Belt use for Passenger Vehicles

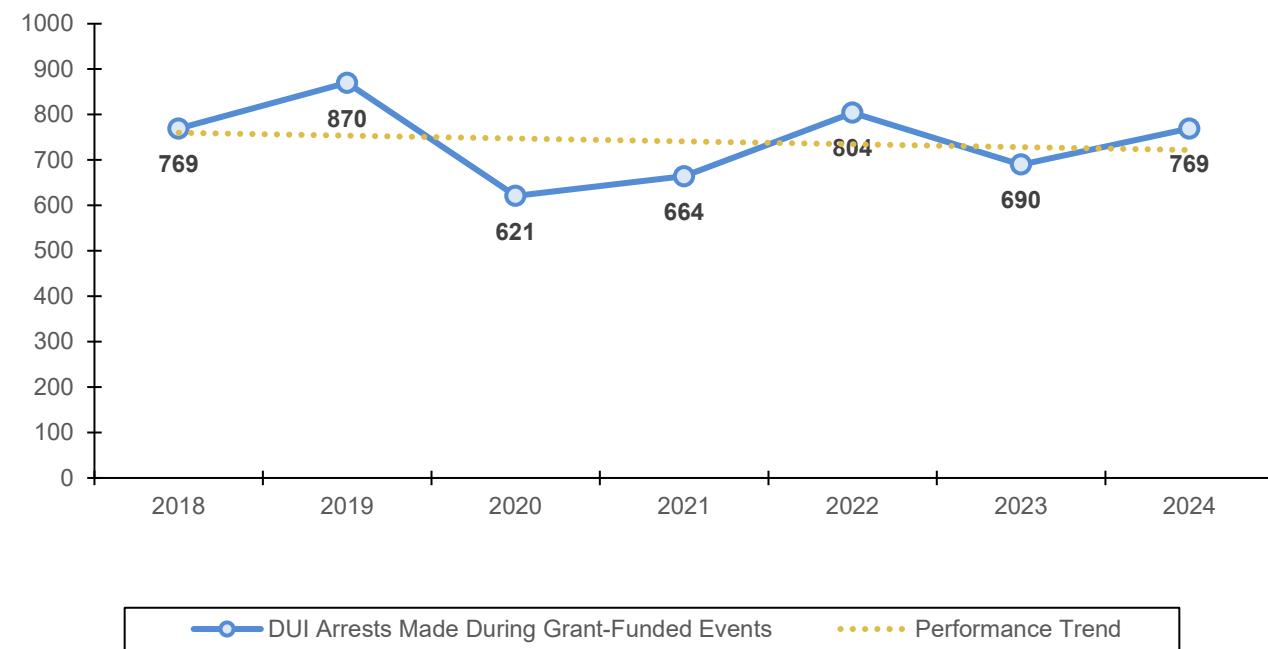
Source: Annual Seat Belt Observational Survey. Due to COVID-19, no observational seat belt survey was conducted in 2020; number shown is the observed rate from 2019 for 2020.

Figure 2.13 Seatbelt Citations Issued During Grant-Funded Events



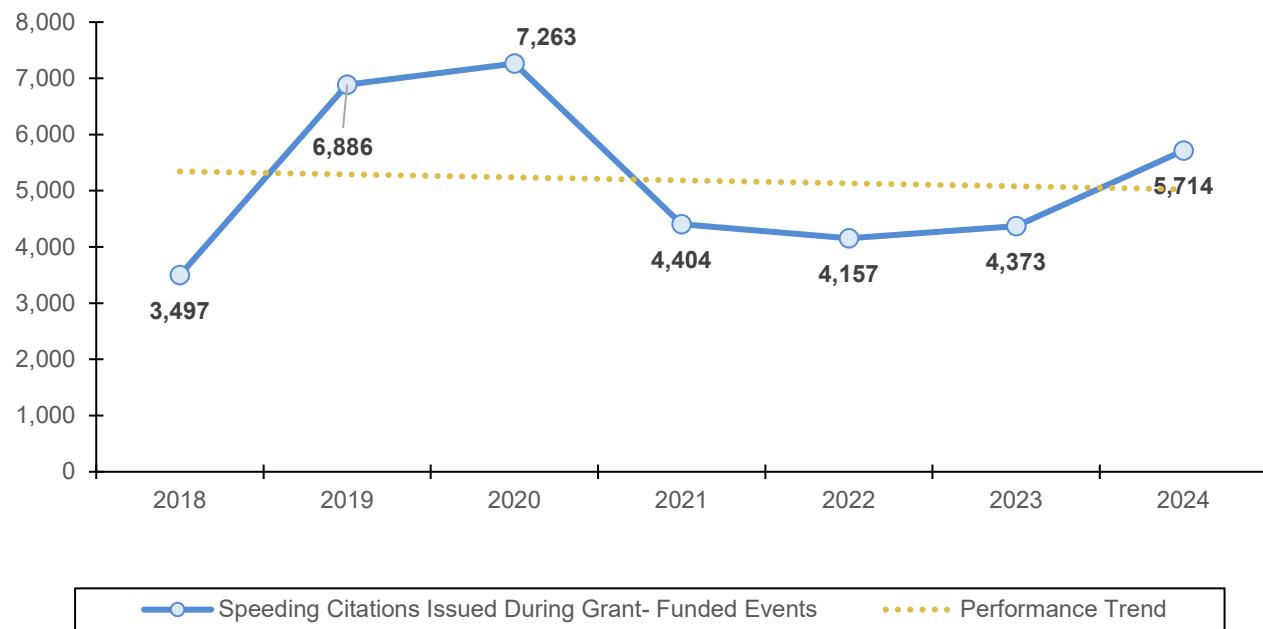
Source: AHSO.

Figure 2.14 DUI Arrests Made During Grant-Funded Events



Source: AHSO.

Figure 2.15 Speeding Citations Issued During Grant-Funded Events



Source: AHSO.

3.0 Public Participation and Engagement

3.1 Public Participation and Engagement (PP&E)

During FY 2024, AHSO continued to carry out PP&E activities to support highway safety planning, particularly to introduce these concepts and activities to partners and the public and set the stage for deeper future engagement.

2024 Attitudinal and Awareness Survey

The Center for Safe Alaskans, in conjunction with Hays Research Group LLC, designed and implemented the 2024 phone survey in compliance with the NHTSA guidelines. This survey methodology and general findings are discussed in greater detail in Section 5.0 below.

This strong engagement technique was designed to reach specific communities and resulted in opportunities to reach underserved communities and communities overrepresented in the data but also served as an accessible outreach approach for addressing the identified Tribal communities, VRUs, and unbelted occupants as the statistics of probability indicate that this outreach activity of a survey reached these populations. In particular, 13 percent of respondents of the survey indicated that they were of American Indian or Native Alaskan ethnicity (an increase from just 9 percent in the 2023 Attitudinal Awareness Survey). The survey also collected responses from individuals with a range of gender identities, education levels, driving patterns, and vehicles used.

2024 Alaska Safe Roadway Behaviors Symposium

On September 16-17, the AHSO hosted this statewide conference that included a specific workshop, "An Overview of Public Participation and Engagement/Discussion." This event was designed for the participation of Symposium attendees, which included a mix of state and local AHSO grantees, engineers, law enforcement, traffic safety advocates, and community representatives.

In addition to being Alaska residents and beneficiaries of AHSO programs, they also offer unique insights into Alaska traffic safety needs and how the AHSO can better meet them. This strategy was chosen to take advantage of the gathering of these safety stakeholders at the conference and presented an opportunity to model effective PP&E processes. The venue site, the Sheraton Anchorage Hotel, features a range of accessibility measures to support guest mobility and participation.

The broader Symposium was widely marketed to the public. AHSO created an event website (aktrafficsafety.org) and notified all Alaska grantees to guarantee that the Symposium, and this specific workshop session, was well-attended.

Part of the workshop session was to instruct attendees on how to implement PP&E activities in their own programs. For the other



part, the facilitators, Russ Martin, Cambridge Systematics, and Shandi Smith, Alliance Highway Safety, carried out a public forum both to illustrate PP&E and, on behalf of the AHSO, apply a PP&E process based on NHTSA and U.S. DOT regulations and guidance to gather direct feedback from the assembled group on AHSO highway safety planning.



AHSO utilized a sign-in roster and recorded the names and demographics details for all 40 participants. 52.5 percent of attendees were from Anchorage. Alaska's 3HSP identifies that the Anchorage area is the leading community for high numbers of crashes, as well as having populous EJ40 areas. The remaining 42.5 percent were from other Alaska population centers – Juneau and Fairbanks – and other state locations, while five percent were from out of state. The event featured a balanced representation of gender and age.

The group identified top traffic safety issues, in many cases supporting existing AHSO program priorities such as speeding, pedestrian and bicyclist safety, and roadside safety. The group also identified other issues potentially actionable by AHSO, including the impact of inclement weather, animal collisions, ATVs and snow mobiles, and the capacity of the emergency communications system. Some potential partnerships to expand include younger drivers, military, public health, EMS, truckers, and roadside workers. Discussions also occurred with the Alaska DOH regarding greater partnerships for addressing substance misuse and addiction prevention and partnering with them on media education moving forward.

The group also discussed some typical challenges of carrying out successful PP&E, such as getting participants to attend, effectively advertising events, and providing for refreshments and other considerations to enhance events.

Tribal Advisory Committee

In the initial development of Alaska's PP&E and exploration into demographic data, it became apparent that outreach to Tribal communities needed to occur to better understand transportation safety issues impacting their communities. In an effort to continue the dialog with tribes throughout Alaska, the AHSO determined it was prudent to form a Tribal Advisory Committee (TAC) to work in partnership with the Alaska Highway Safety Office, Alaska DOT&PF, and SHSP Focus Area teams to put safety strategies into action that can address the concerns raised by tribal members. The focus of the TAC is to allow a consistent manner for tribal representatives to share their insights and experiences with transportation safety challenges and needs specific to Alaska Native and American Indian people. The Committee's advisory role will help ensure that Alaska Native people's transportation needs are accurately reflected and addressed within the 3HSP and AGA plans and strategies. The Committee may also help identify funding opportunities and programs that could be brought into tribal communities to address their transportation safety concerns. From these conversations the AHSO has been invited to participate and speak at the Briston Bay Tribal Transportation Workshop in 2025.

Partners in Safety Alaska

In FFY 2024, Alaska DOT&PF launched its Partners in Safety Campaign – a partnership between AHSO and the Alaska Highway Safety Improvement Program (HSIP) to host community meetings to gather public feedback on traffic safety as the Department implements the Safe System Approach.

The program is strategically prioritizing events in major metropolitan areas and regional hubs. The first event was held in Anchorage on September 18, 2024. DOT&PF is planning additional community events in Bethel, Delta Junction, Sitka, and Utqiagvik in FFY2025.

As part of this initiative, DOT&PF is also fielding a statewide community survey on perceptions of road safety, potential countermeasures, and how to best continue to involve the public in planning.

PP&E Outcomes

- The Attitudinal and Awareness Survey findings support AHSO investment in specific Program Priorities in response to prevalent self-reported distracted driving behaviors, and remaining gaps in the use of appropriate child safety seats. The findings have also helped AHSO understand the reach of its various enforcement and media campaigns, and how AHSO may want to make adjustments where traffic safety culture seems to be weakening.
- Increased concerns about pedestrian safety have led AHSO to coordinate with the Alaska HSIP and Walsh Shepherd to develop a new strategy to protect vulnerable road users. Additionally, as a result of these concerns raised by the public, the Anchorage Police Department submitted a new project in FFY2024 that sought to address the rise in VRU crashes by training their officers on nonmotorized road user safety and applicable state laws to enforce and enhance VRU safety. This project entailed dedicated enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to nonmotorized road user safety. AHSO and HSIP aim to create new educational media assets and launch an expanded communications campaign.
- The AHSO explored opportunities and attended the Annual Alaska Tribal Transportation Symposium. At this symposium, the AHSO listened to the transportation safety concerns that the more than 100 tribal members in attendance had. It was discovered that most of the tribal members had no idea of what the AHSO does and its variety of programs. Through the discussions it was determined that most tribal communities were not aware of or had no access to car fitting stations. The AHSO reached out to their CPS partners and directed them to develop a plan for conducting outreach to tribal communities in FFY2024, which they executed throughout the state. In an effort to continue the dialog and interest in these initial discussions with tribes throughout Alaska, the AHSO formed a Tribal Advisory Committee (TAC) to work in partnership with the AHSO to help identify additional funding opportunities and programs that could be brought into tribal communities to address their transportation safety concerns.
- Significant amounts of self-reported speeding have also led AHSO to plan for increased speed enforcement in FY 2025.



3.2 Law Enforcement Community Collaboration

Rabbit Creek Council Meeting

On September 12, Sgt. David Noll of the Anchorage Police Department participated in a Community Council Meeting in the Rabbit Creek area south of Anchorage. This area was identified in the 3HSP as a roadway fatality hotspot. The event was hosted virtually to provide greater opportunities for community participation. Approximately 40 individuals joined the meeting.

Community concerns cited included congestion blocking emergency vehicles on selected routes; speeding motorcycles, snowmachines, and ATVs; and aggressive driving. Community members asked for more speed and impaired driving enforcement in the area.

Victim Impact Panels

In FFY2024 an officer with Anchorage PD (APD) began participating in MADD Victim Impact Panels which consisted of first time DUI offenders. The officer asked the DUI offenders what their impressions were about current DUI countermeasure efforts to eliminate impaired driving crashes. The general consensus was they did not feel there was accountability for impaired driving. Some of the offenders noted they knew about an impaired driving enforcement unit, most of them thought they see cops being too busy with other duties, like homelessness, to focus on traffic enforcement or DUIs. Some of them mentioned they had been stopped by police before but did not get arrested even though they felt they were too impaired to drive at that time.

Some participants noted there should be more required training before getting your license, maybe a two-hour class covering the impact of impaired driving. Another participant thought it would make more of a statement if Alaska leveraged DUI checkpoints. Most agreed that not enough enforcement is being done for moving violations such as red-light running. A participant mentioned that they wished the anti DUI media campaigns covered more about what constitutes “operation” of vehicle” for the purpose of impaired driving, so people wouldn’t get caught behind the wheel in a parking lot, not knowing it is the same DUI as if they were driving. There was some agreement from attendees that not enough public transportation exists during the hours of the night that people need to get home from bars and Alaska is very car-centered.

APD has provided this information to the AHSO and its media contractor. From the feedback received the APD is looking to make programmatic changes to work with the media contractor for additional messaging possibilities through paid and earned media to better help publicize the APD Impaired Driving unit and its efforts. Additionally, there are programmatic changes under consideration to better inform the public about what constitutes DUI. APD plans to continue participating in DUI Victim Impact Panels to better help inform the DUI countermeasures in place.

3.3 Law Enforcement Data Collection and Analysis

The APD was one of many law enforcement agencies to participate in the May Click It Or Ticket (CIOT) campaign. As described above, Anchorage is a focus community for equity. The APD provided AHSO with data on seat belt citations from May 13 through June 2 of 2024 with race /ethnicity information. This campaign resulted in 820 seatbelt violations - 805 Citations were issued under Anchorage Municipal Code 9.36.260(A) for adult seat belt use and 15 citations were issued under Anchorage Municipal Code 9.36.260(B) for child passenger restraint use. Data was provided to the AHSO regarding the CIOT citations written with associated information on race and ethnicity. The proportions of individuals by race/ethnicity ticketed are approximately comparable to the race/ethnicity makeup of Anchorage. However, this analysis is

complicated by the way racial and ethnic categories are designated by the APD when compared to U.S. Census Quick Facts,

Based on this finding, AHSO plans to engage enforcement agencies around the state in FFY2025 to further determine which data is being collected, explore the feasibility of further data analysis, and determine a more reliable methodological approach to leverage this analysis for traffic safety planning.

4.0 Program Areas

4.1 Evidence-Based Enforcement Program Activities

In FFY2024, the AHSO continued to support and implement evidence-based enforcement program activities. A significant portion of Alaska's highway safety grant funds were awarded to law enforcement agencies, as noted in the program areas below. In FFY2024, eight law enforcement agencies participated in the May CIOT campaign. The AHSO has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the State's highway safety program performance targets. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project summarized in this section. Alaska incorporates an evidence-based approach in its statewide enforcement program through three components: data-driven problem identification, implementation of evidence-based strategies, and continuous monitoring.

All enforcement agencies who applied for FFY2024 funding were required to detail data-driven approaches to identify the enforcement issues in their jurisdictions, evidence-based strategies they would deploy, and how they would track their progress. All prospective grantee applications were vetted and scored on their evidence-based approach. FFY2024 grantees also were required to submit a year-end report of the project activities, as well as the goals and objectives they set for the year.

Lastly, to ensure these law enforcement projects remained nimble with the ability to adjust to any situation, various tracking mechanisms were utilized to provide program managers and law enforcement managers with quick insights into the progress of each project. Consistent contact with enforcement agencies was maintained through meetings, conferences, grant monitoring sessions, phone calls, emails, and press events. Progress reports were required from each law enforcement agency receiving grant funding to ensure an understanding of the goals and outcomes of each project. These reports included data on the activities conducted, such as the area and times worked, and the number of tickets issued. This monitoring allowed for subtle or major adjustments by each grantee throughout the year, if needed, to improve traffic safety enforcement in Alaska.

4.2 Compilation of Enforcement Activity Results

In FFY2024, seven agencies participated in the national mobilizations and quarterly HVE activity at high-risk times. All of the FFY2024 NHTSA-funded law enforcement activities resulted in:

- 1,071 seat belt citations.
- 769 impaired driving arrests.
- 5,714 speeding citations.

The performance targets, FFY2024 results, and project descriptions for the seven program areas addressed in the HSP are described in the following Sections 4.3 to 4.11. Similar information is provided for Paid Media (4.12) and Planning and Administration (4.13) activities.

4.3 Impaired Driving

Problem Statement

Impaired driving is the number one priority for the AHSO as it is a preventable crime. Legalization of marijuana in the State has further complicated the more traditional approaches for addressing impaired driving. Alaska has experienced a declining trend in alcohol-impaired fatalities. Alcohol alone was a factor in 24 percent of Alaska's traffic fatalities in 2022, which moved up to 25 percent in 2023.

Performance Target

1. Reduce alcohol impaired driving fatalities by five percent from 22 (2017–2021 rolling average) to 21 (2020–2024 rolling average) by 2024.

Projects and Funding

The FFY2024 HSP included impaired driving projects to address the above performance target and reduce impaired driving in the State. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Preliminary 2024 data indicate Alaska will meet the target of 21 alcohol-impaired-related fatalities or fewer in 2024 for the five-year target period of 2020–2024. According to the early estimates, Alaska saw a significant drop in alcohol-impaired-related fatalities in 2024, dropping to 1 from 15 in 2023. Alaska also met the 2023 target (based on 2019–2023) of maintaining alcohol-impaired-related fatalities at 21 or lower. During FFY2024, seven agencies participated in the national mobilizations and quarterly HVE activity at high-risk times. With the legalization of marijuana, the AHSO will again redouble its efforts to increase the number of DREs in the State, which dropped to 30 in 2024 from 36 in 2021. Alaska plans to continue these efforts to continue its recent target setting performance.



The FFY2024 telephone survey indicated that nearly two-thirds (62 percent) of Alaskan drivers think they are very likely or likely to be arrested for driving after drinking (Figure 5.2). This is a slight decrease from 63 percent noted by respondents in the 2023 survey.

Project Descriptions

Project Title: High-Visibility DUI Enforcement (405d M5HVE-24-00-SP(A)), (405d M5HVE-24-00-SP23(A)), (405d M5HVE-24-02-SP24(A))

Project Description: The AHSO utilized 405d funds for law enforcement agencies to participate in HVE efforts on impaired driving initiatives in FFY2024. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the AST and six local police departments (Anchorage, Klawock, Wrangell, Wasilla, UAF, and Palmer) to conduct data-driven enforcement operations in areas of high risk for impaired driving crashes in coordination with the national mobilizations. The results of their collective work in FFY2024 resulted in 769 DUI arrests. Officers have not been signing up for all of the overtime enforcement hours that the agencies requested. The AHSO plans to utilize the LEL moving forward to encourage law enforcement officers to sign up for available HVE overtime and straight time hours.

Budgeted: \$250,000.00

Expended: \$71,868.11

Project Title: DPS Statewide DRE (405d M5TR-24-01-BL(A))

Project Description: In FFY2024, 18 percent of DUI incidents were identified as drug related. This is the same percentage when compared to FFY2023 and an increase from 10 percent in FY 2022. Of the project's 9 goals, 3 were met, and the remaining 6 were not met or partially met. During 2024, a statewide DRE in-service training was held to include arranging for a national speaker to present their respective areas of expertise. Four Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were conducted in urban and rural Alaskan communities. The Alaska DRE Coordinator attended the Western State DRE Coordinator meeting held in April in Sacramento, and 17 individuals from four different agencies attended the Annual DRE conference. Two DREs completed their instructor certification training, and three applicants attended a DRE certification school in Arizona and California in 2024.

Budgeted: \$271,000.00

Expended: \$89,894.35

Project Title: AK DPS Toxicology Services (405d M5BAC-24-01-BL(A))

Project Description: In FFY2019, the Alaska Public Health Laboratory (AKPHL) was tasked with clearing the Driving Under the Influence of Drugs (DUID) toxicology testing backlog. In FFY2024, the AKPHL received 680 DUID cases and 96 cases were carried over from the previous grant year. A total of 706 cases were tested and reported during the grant year. Cases were submitted to AKPHL from 35 law enforcement agencies across the State, spanning from Southeast, Southcentral, Southwest/Aleutian Peninsula, Interior, Y-K Delta and Northwest regions. Expert Drugged Driving Toxicology testimony was provided for 15 jury trials in the grant year. Of the five goals established for FFY2024, two were met, one was partially met, and two others were a work in progress. Of note, the performance target for toxicology testing both Tier I and Tier II drug classes within 96 days was achieved 87 percent of the time in FFY2024.

Budgeted: \$240,000.00

Expended: \$208,340.00

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (402 AL-24-01-BL(A)) and (164 ENFAI-24-00-BL(A))

Project Description: The APD's Impaired Driving Enforcement Unit (IDEU) began in FFY2017. In FFY2024, the



Anchorage Police Department

★ Favorites · June 25, 2024 ·

APD's Impaired Driving Enforcement Unit (IDEU) made 542 traffic stops in May, writing 396 citations and making 132 OUI arrests.

Please watch your speed, drive responsibly, and Report Every Dangerous Driver Immediately (REDDI).



165

82 comments 33 shares

... unit conducted 4,157 traffic stops, in which 6,289 citizens were contacted. During these stops, the team made 663 misdemeanor Operating Under the Influence (OUI) arrests and 36 felony OUI arrests, issued 2,859 citations for various traffic offenses, performed 31 DRE evaluations and 946 drivers Standardized Field Sobriety Testing (SFST) evaluations. In addition, 750 OUI were processed and 248 blood search warrants issued. IDEU accounted for 49 percent of the overall total APD arrests (1,441). Moving forward more focus is going towards reducing the fatality numbers during IDEU shift hours.

Budgeted: 402 \$500,000 and 164 \$1,584,000

Expended: 402 \$309,226.59 and 164 \$970,000

Project Title: Fairbanks DUI Traffic Enforcement (405d M5X-24-01-BL(B))

Project Description: This project was intended to target suspected impaired drivers in the Fairbanks area. In FFY2024, the Fairbanks Police Department was unable to find an officer to work on the program, so no activity occurred. The goal of reaching 110 alcohol impaired arrests was not met due to not having a dedicated traffic Enforcement Officer for the grant performance period.

Budgeted: \$253,620.00

Expended: \$0.00

Project Title: Alaska DUI/Drug Courts Outcome Improvement Pilot (405d BSTST-24-01-BL(A))

Project Description: AHSO grant funds were used to send two teams, one from Sitka and one from Kenai, to participate in the DUI/Drug Court training held in January 2024. Speakers from Impaired Driving Solutions, the main national agency for DUI courts, came to Alaska for the 2½-day training to provide a review of the updated best practice standards, recovery capital, assessing participants, and treatment. A total of eight therapeutic court teams attended in Juneau, Fairbanks and Anchorage. In May this year, two DUI/drug court teams went to the national All Rise conference in Anaheim using other funding. The rollout of the SCRAM electronic monitoring pilot program has been slower than expected, partly because of ensuring clear policies and procedures are established for using the ankle bracelets. It is hoped to begin using the bracelets early in the new federal fiscal year. Therapeutic courts continue to explore options for risk/needs assessment tools specific to DUI offenders. The DUI training in January introduced the IDA, a tool developed for DUI offenders by APPA and supported by NHTSA. Probation officer/case managers have now been trained in how to use the IDA and are applying its results in conjunction with LSI-R scores to more accurately assess risk levels of DUI offenders.

Budgeted: \$119,975.00

Expended: \$106,574.54

4.4 Occupant Protection

Problem Statement

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to 92.1 percent in 2024. Due to COVID-19, no observational seat belt survey was conducted in 2020, and the 2021, 2022, 2023 and 2024 surveys showed that Alaska's observed seat belt rate stayed above 90 percent at 91.7 percent, 91.5 percent, 95.2 percent (historic high), and 92.1 percent respectively. According to the 2024 statewide phone survey, respondents indicated they use their seatbelt "always" or "often" 96 percent of the time, one point higher than the past two years. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "very likely" or "likely" 90 percent of the time. In addition, 30 percent of respondents believed they are "very likely" or "likely" to receive a seatbelt ticket for not wearing one.



Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by six percent from 17 (2017–2021 rolling average) to 16 (2020–2024 rolling average) by 2024.
2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 2022 rate of 91.5 percent to 92 percent by 2024.

Projects and Funding

The FFY2024 HSP included occupant protection projects to make progress towards reducing unrestrained injuries, fatalities, and achieving the observed seat belt use performance target (92 percent). Funds spent on occupant protection-related communication efforts are described in more detail in Section 4.12—Paid Media. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Alaska met the FFY2023 target of seat belt usage rate with a historic high of 95.2 percent in 2023. Although Alaska experienced a dip in the seat belt usage rate in 2024 (92.1 percent) compared to 2023, the State met the FFY2024 observed seat belt usage rate target of 92 percent or higher. The AHSO plans to engage with additional law enforcement agencies in FFY2025 and 2026 to seek their participation in occupant protection HVE efforts to keep the safety belt usage rate high.

Preliminary data suggests Alaska will meet its FFY2024 target of reducing unrestrained fatalities to 16 or less based on the 2020–2024 target years.

Moreover, the five-year average in 2023 (2019–2023)

also met the 2023 target of 21 or less unrestrained fatalities. In FFY2024, Alaska experienced a significant increase in seat belt citations. A total of 1,071 seatbelt citations were issued during the grant-funded activity in 2024, which is 77 percent higher than the citation numbers in 2023.



Project Descriptions

Project Title: Occupant Protection Use Survey (OPUS) (405b M1CPS-24-04-BL(B) and 405b M1OP-24-05-FA(A))

Project Description: The State is required to evaluate the impact of its programs aimed at increasing seat belt use by conducting an annual observational survey of driver and front seat outboard passenger belt use per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Alaska's seat belt use observational survey methodology was redesigned in FFY2023 and approved by NHTSA. The design allows capture of demographic data to help target the occupant protection programs and measure performance. Seat belt use was recorded for drivers and front seat outboard passengers in cars, trucks, SUVs, and vans for a total of 52,545 occupants observed. The 2024 OPUS was completed in compliance with NHTSA's protocols and the observed seat belt use rate was 92.1 percent.

Budgeted: \$42,000.00

Expended: \$41,539.60

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 OP-24-07-SP24(A))

Project Description: The AHSO provided grants to the AST and local law enforcement agencies (Anchorage, Palmer, Bethel, Juneau, Kodiak, Soldotna, and Wasilla) to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with these local agencies, conducted high-visibility (overtime) enforcement during the CIOT mobilization in November 2023 and May 2024, as well as State blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement that occurred throughout the year focused on roadways with identified low seat belt use rates, as determined by crash data and Alaska's previous annual observational survey. Participating agencies also conducted earned media activities and participated in educational events. In FFY2024, these law enforcement agencies contributed to the 1,071 occupant protection citations written on grant-funded time in the State.

Budgeted: \$250,000.00

Expended: \$156,575.39

Project Title: Safe Kids Kenai Peninsula CPS Program (405b M1CPS-24-04-BL(F))

Project Description: Safe Kids Kenai Peninsula (SKKP) supports the Child Passenger Safety (CPS) component of the State's Occupant Protection Strategic Plan. During FFY2024, SKKP program met and exceeded the goals in most areas. The results of SKKP's efforts were 17 car seat events, 644 car seat checks, 170 new car seats distributed, and successfully educated over 1,900 children and 2,300 adults in the communities of Soldotna, Kenai, Sterling, Anchor Point, Homer, Anchorage, Seward, Moose Pass, Cooper Landing, Bear Creek, Nikiski and Funny River. In addition, SKKP trained and certified 7 new car seat technicians.

Budgeted: \$44,257.00

Expended: \$44,257.00

Project Title: Fairbanks Safe Rider Program (405b M1CPS-24-04-BL(D))

Project Description: In support of the CPS component of the State's Occupant Protection Strategic Plan, the Fairbanks Safe Rider Program coordinated, trained, supported certification, mentored CPS technicians in the region, hosted CPS events, attended conference, and conducted earned media opportunities to educate the public. During FFY2024, there was a number of community events the program was present at to educate attendees. Program staff received accreditation for teaching hybrid curriculum and assisted teaching a hybrid course for statewide students, as well as attended Lifesaver national conference in April. Overall, three new car seat inspection stations were added in the Fairbanks area in 2024. A concerted effort was made to reach out to indigenous populations and attend their community events to educate caregivers on the use and proper use of child passenger restraint systems.

Budgeted: \$134,155.00

Expended: \$125,993.88

Project Title: Statewide CPS Coordinator (405b M1CPS-24-04-FA(A) and Co-Coordinator (405b M1CPS-24-SP24(A)

Project Description: This project funded the statewide CPS Coordinator and Co—Coordinator who functioned as extensions of the AHSO. The coordinators oversaw the CPS (technician, instructor, and inspection station) database and monitored the recertification rate; scheduled training (certification, recertification, or special topics); compiled an event calendar and assisted with the CPS content of the AHSO website; provided support to the AHSO in developing educational materials; and provided support to the AHSO with car seat checks, occupant protection communications and other activities, as needed. In FFY2024, the coordinators instructed at seven child passenger safety training (CPST) courses in Alaska, assisted keeping CPS technicians recertified with a recertification rate of 40 percent, provided 2,500 updated and customized CPS Rack Cards to Safe Kids Alaska and the Fairbanks Safe Rider Program, and mailed packages of safety educational materials to law enforcement. During the time period, the Co-Coordinator and staff attended the national Kids in Motion (KIM) conference, conducted CPST certification courses and supported CPS program development in rural communities, held community CPS checkup events, submitted a proposal for CPS program mentorship and training support to Alaska Regional Hospital.

Budgeted: \$80,000.00 (\$40,000.00 each)

Expended: \$ (Coordinator \$36,272.15 and Co—Coordinator \$38,113.22)

Project Title: Older Drivers (CarFit) (402 OD-24-05-BL(A))

Project Description: This older driver project, administered by the Center for Safe Alaskans, trained three new staff members to serve as CarFit technicians and event coordinators during FFY2024. The program conducted 21 CarFit educational events and carried out 44 CarFit checks, exceeding the goal of 10 educational events but just short of the 50CarFit check-ups. The staff developed a retrospective pre-post survey to assess CarFit participants' knowledge change which indicated 66 percent of participants reported an increase in knowledge after the appointment. Safe Alaskans achieved engagement with 1,675 people through older driver campaign posts on its social media accounts, including Facebook and Instagram. They were also featured in a newscast in July about an CarFit event shared on all Safe Alaskans social media channels.

Budgeted: \$65,398.00**Expended:** \$59,757.29**Project Title: AIPC (Center for Safe Alaskans) Safe Travel for Children in Alaska (402CR-24-03-BL(A) and M1CPS-24-04-BL(E))**

Project Description: The Center for Safe Alaskan's CPS program is focused on education programs for low seat belt (car seat and booster seat) users and providing car seats. During FFY2024, this project distributed 339 car seats and booster seats statewide, hosted public car seat checkup events and inspected 544 car seats by car seat technicians. Safe Alaskans also conducted 31 virtual and in-person presentations to various groups, against the goal of 24. FFY2024 has seen an increase in certification courses with four being conducted which in turn certified 40 new CPSTs.

Budgeted: 402 \$20,775.00; 405b \$199,525.00**Expended:** 402 \$20,775.00 405b \$189,865.72

4.5 Speeding

Problem Statement

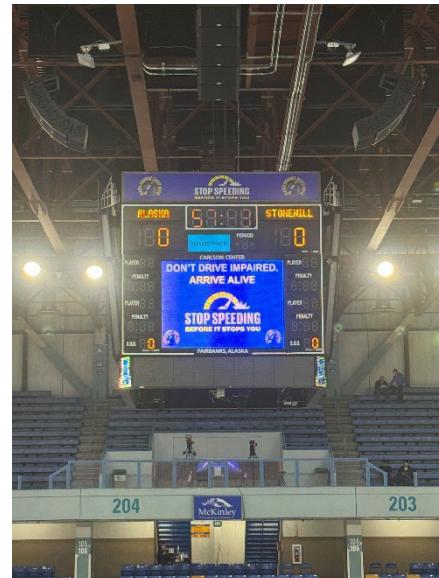
Alaska has seen its speeding-related fatalities fall in recent years from the 2018 10-year high of 42 speeding-related fatalities to 24 in 2023 and 11 in 2024 (preliminary data). Speeding-related serious injuries have trended down in recent years too, moving from 87 in 2018 to 43 in 2023, and 25 in 2024 (preliminary data).

Performance Target

1. Reduce speeding-related fatalities by four percent from 29 (2017–2021 rolling average) to 28 (2020–2024–rolling average) by 2024.

Projects and Funding

The FFY2024 HSP outlined a number of strategies to address speeding-related crashes and achieve the performance target. The AHSO awarded a substantial grant to the AST to conduct data-driven, HVE operations to address the identified problem areas, times, and events with a high incidence of speeding and aggressive



driving behavior. The AHSO once again awarded a speed enforcement grant to the APD. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

During the time of reporting, the preliminary 2024 data indicates Alaska will meet the FFY2024 target of 28 or lower for the 2020–2024 FARS average. Alaska also met the FFY2023 speeding-related fatalities target. A review of the number of grant-funded speeding citations found a dramatic increase over the last several years. Over 5,700 speeding citations were given on grant funded time in 2024, a 31 percent increase from 2023. With continued focus on speeding enforcement in recent years, the AHSO believes the substantial drop in speeding fatalities and serious injuries in the past two years may be showing the enforcement efforts are having an impact. The AHSO will continue to monitor the speed data and the 2024 speed data as it continues to come in but based on available data Alaska looks on track to meet the performance target. In July of 2025 the AHSO plans to participate in an additional HVE speed campaign with other states in the NHTSA region. Additionally, in 2025 APD plans to conduct speed enforcement throughout the municipality of Anchorage, moving away from focused speed enforcement that was previously conducted on two roadways.

Project Descriptions

Project Title: Anchorage Police Department Seward Hwy Speed HVE Enforcement (402 SC-24-19-BL(C))

Project Description: From input received in community PP&E meetings with APD it was discussed by the affected community that speeding was one of their primary transporation safety concerns. From this input the APD applied for funding from the AHSO in FFY2024 to initiate HVE speed enforcement in this corridor. In conjunction with the Glenn Hwy speed HVE effort conducted by APD these two projects conducted 1,530 hours of speed enforcement, resulting in 3,368 traffic stops, and 2,776 speeding citations were issued. Additionally, 19 OUI arrests were made as well as 19 seat belt related violations. In total, 3,614 citations were issued and 32 arrests occurred during these project's enforcement activity.

Budgeted: \$76,000.00

Expended: \$75,901.10

Project Title: AST Speeding Fatality Reduction Effort (402 SC-24-19-BL(A))

Project Description: During FFY2024, the Troopers around the state worked speed enforcement campaigns utilizing radars. This included enforcement in and around Anchorage (Glenn Highway North), Juneau, Haines, Ketchikan, Palmer-Wasilla (Matsu-Valley, Glenn Highway to Glenallen, Parks Highway North), Fairbanks (Parks Highway South), Kenai Peninsula and Seward. The Troopers issued a total of 536 speeding citations. Compared to FFY2023, AST did not produce as many citations as expected due to staff turnover and low recruitment. However, the troopers worked a total of 780.25 overtime hours in FFY2024, an increase of 231.75 hours as compared to FFY2023.

Budgeted: \$484,000.00

Expended: \$127,184.13

Project Title: Anchorage Police Department Glenn Hwy and Minnesota Drive Speed HVE Enforcement (402SC-24-19-BL(B)

Project Description: The Glenn Highway and Minnesota Drive Speed HVE project was conducted to reduce



the number of speed-related fatalities within the Municipality of Anchorage. The APD conducted 1,530 hours of speed enforcement on the Glenn Highway in conjunction with the Seward Hwy HVE project at random times of the day and various days of the week. During that time, 3,368 traffic stops were made, and 2,776 speeding citations were issued. An additional 19 OUI arrests were made as well as 19 seat belt related violations. In total, 3,614 citations were issued and 32 arrests occurred during these project's enforcement activity.

Budgeted: \$211,500.00

Expended: \$211,500.00

4.6 Motorcycle Safety

Problem Statement

In 2024 (preliminary data), eight motorcycle fatalities accounted for nearly 12 percent of all fatalities in Alaska. This was a slight decrease from the percent (13 percent) of motorcycle fatalities in 2023. The number of unhelmeted motorcyclist fatalities in 2024 was zero, down from one in 2023. In other words, all motorcycle operators and passengers involved in fatal crashes in 2024 were wearing a helmet. In 2023, Alaska DMV recorded 25,697 registered motorcycles, which represents 3.2 percent of all registered motor vehicles in the State.

Performance Targets

1. Reduce motorcyclist fatalities by 14 percent from seven (2017–2021 rolling average) to six (2020–2024 rolling average) by 2024.
2. Reduce unhelmeted, motorcyclist fatalities 33 percent from three (2017–2021 rolling average) to two (2020–2024 rolling average) by 2024.

Projects and Funding

A component of the Special Events and Sports Marketing campaign supported motorcycle safety efforts.

Performance Results

At the time of this report, preliminary 2024 data suggests that Alaska will not meet its target of six or fewer motorcycle fatalities for FFY2024. However, preliminary data indicate Alaska will meet the FFY2024 target of two or less unhelmeted fatalities for the 2020–2024 target years. Over the last seven years, motorcycle related fatalities fluctuated in Alaska which dropped from 12 fatalities in 2018 to four in 2020, increased in 2022 to eight and remained flat at eight till 2024. However, the overall trend line in the last seven years is still trending downwards. The AHSO plans to continue its educational efforts on the advantages of helmet use while riding into FFY2025.



Project Descriptions

The paid media buys are detailed in Section 4.12.

4.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2024, pedestrians and bicyclists accounted for 22 percent of all fatalities on Alaska's roadways, down from 27 percent in 2021. From 2020 to 2022, bicyclist fatalities remained flat at two, came down to zero fatality in 2023, and increased again in 2024 at one fatality. Pedestrian fatalities fluctuated from 2020 to 2024 averaging 14 fatalities a year.

Performance Targets

1. Reduce pedestrian fatalities by eight percent from 13 (2017–2021 rolling average) to 12 (2020–2024 rolling average) by 2024.
2. Reduce bicyclist fatalities 100 percent from one (2017–2021 rolling average) to zero (2020–2024 rolling average) by 2024.



Performance Results

At the time of this report, the preliminary 2024 data for bicycle and pedestrian performance targets indicate Alaska will not meet either of the targets. From 2019 to 2022, bicyclist fatalities remained flat at two, which

dropped to zero fatality in 2023 and grew again to one in 2024. Pedestrian fatalities fluctuated from 2019 to 2023, averaging 12 fatalities a year. Unfortunately, the FFY2022 target for pedestrian and bicycle fatalities were not met either. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus, increasing exposure to being involved in traffic crashes. For FFY2026, the AHSO will seek additional opportunities in education and enforcement tailored toward bicyclists and pedestrians and plans to incorporate items identified in the SHSP VRU Safety Assessment in 2023 as outlined in 23 U.S.C. 148(l). Some of the requirements of the VRU Safety Assessment that will be conducted include overview of VRU safety performance; summary of quantitative analysis and identification of demographics and high-risk areas; summary of consultation with stakeholders in identified high-risk areas, identification of programs, projects, and strategies to reduce safety risks for VRUs in high-risk areas; and development of a VRU Safety Assessment that will be designed under the Safe System Approach.

Project Descriptions

Project Title: Center for Safe Alaskans - Walk Safe, Bike Safe (402 PS-24-05-BL(A))

Project Description: In FFY2024, the Center for Safe Alaskans staff distributed 34,307 conspicuity items statewide and exceeded the performance measure 1 goal. The staff distributed conspicuity items and educational handouts to 289 caregivers during car seat check, against the goal of 400. Although Safe Alaskans completed over 400 car seat checks, that did not represent 400 adults/children to provide conspicuity items to, as each appointment may contain multiple car seat checks with only one caregiver present. To increase the use of conspicuity items, observations were done in Q1 at Anchorage Waldorf School, Scenic Park Elementary and Cook Inlet Housing Authority - Centennial Village that ordered reflective tapes. These observations showed a 141 percent increase in conspicuity use across all sites combined (exceeding the goal of 20 percent). The staff also distributed 510 helmets in FFY2024 through back-to-school or health fairs and conducted pre- and post-observation with an Anchorage-based school in Q3, which showed a 36 percent increase in helmet use after the school distributed helmets (met the goal). They also exceeded the performance measure 5 goal with a social media reach of 92,681 regarding bike and pedestrian safety.

Budgeted: \$118,752.00

Expended: \$111,723.11

Project Title: Safe Kids Keni – Pedestrian and Bicycle Safety Program (405 PS-24-05-BL(B))

Project Description: This project exceeded the goal of conducting three community bicycle safety events and conducted seven; one Walk Your Kid To School event; distributed 217 new helmets for children; and provide bicycle and pedestrian safety awareness and educational information to 272 children and 247 adult caregivers in Soldotna, Kenai, Sterling, Nikiski, Kasilof, Homer, Copper Landing.

Budgeted: \$2,630.28

Expended: \$2,631.00

Project Title: Anchorage Police Department – Vulnerable Road User (VRU) Awareness (405h FHPE-24-00-FA(B))

Project Description: The Anchorage Police Department sought to address the rise in Vulnerable Road Users

SEPTEMBER PEDESTRIAN SAFETY DETAIL



(VRU) crashes by training their officers on nonmotorized road user safety and applicable state laws to enforce to enhance VRU safety. This project entailed dedicated enforcement mobilizations and campaigns designed to enforce State traffic laws applicable to nonmotorized road user safety. It was also coupled with public education and awareness campaign designed to inform motorists and nonmotorized road users regarding: nonmotorized road user safety. Nearly 500 hours of dedicated law enforcement activity occurred which produced: 978 total contacts, 714 citations, 682 traffic stops, 274 pedestrian stops, 223 speeding, and 32 red light running citations.

149

113 comments 50 shares

Budgeted: \$60,500.00

Expended: \$60,500.00

4.8 Novice Drivers

Problem Statement

Novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash

risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Alaskan teens may begin driving at an earlier age than most U.S. teens. Under the State's Graduated Driver License (GDL) program, teens may obtain a learner's or instruction permit at the age of 14 with parental consent. This increases Alaskan teens' exposure to crashes. Alaska recorded a significant decline in young driver fatalities from ten in 2020 to eight in 2021, increased again to 11 in 2022, dropped back to nine in 2023 and further down to four in 2024 (60 percent reduction from 2020 to 2024). This resulted in a downward trend line over the last seven years.



Performance Targets

1. Reduce drivers age 20 and younger involved in fatal crashes by 13 percent from eight (2017–2021 rolling average) to seven (2020–2024 rolling average) by 2024.

Projects and Funding

The FFY2024 HSP included one novice driver safety project to address and make progress towards the above performance target. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2024 novice driver data were preliminary, and it does not seem to indicate Alaska will achieve the target of seven young driver fatalities or less for FFY2024 based on the 2020–2024 target years. Alaska also did not meet the 2023 target of having nine or less young driver fatalities based on 2019–2023 data. Over the previous five years (2020–2024), novice driver fatalities have mostly remained between eight and 11, and dropped to nine in 2023 and further down to four in 2024, according to the early estimates. The AHSO has already adjusted some strategies and plans to further to achieve the set performance targets. In the Fall of 2024, the AHSO coordinated with the DMV to update the Driver's Manual for the state to be in alignment with the American Association of Motor Vehicle Administrators (AAMVA) Model Driver's License Manual. Additionally, the AHSO is coordinating with their media contractors for additional messaging opportunities to reach and educate young drivers about common dangerous driving issues involving teens.

Project Descriptions

Project Title: Young Driver Safety (402TSP-24-08-BL(A))

Project Description: The Center for Safe Alaskans ran a social media teen safe driving campaign during the Fall of 2024 using Alaskan youth-created messaging. The campaign included short videos on pedestrian safety, speeding, texting and driving, mindfulness and driving, and underage drinking and driving. The paid campaign on Facebook and Instagram to promote teen driver safety had an overall reach of 5,141 and an engagement of 33. 48 youth participated in mindfulness practice. A total of 94 youth participated in a peer-to-peer safe driving campaign. At the four schools that participated, pre and post seat belt observational seat belt surveys occurred which showed seat belt usage increase nearly 5.5 percent.

Budgeted: \$168,572.00

Expended: \$160,727.24

4.9 Distracted Drivers

Problem Statement

Alaska bans all motorists from texting while driving. The state's texting while driving law, which became effective July 1, 2016, reduced the texting-while-driving penalty in cases that do not involve physical injury or death to another person. Under the current law, texting while driving will result in a citation punishable by a \$500 fine, with no threat of jail time. The new law does not change the penalties if a texting-related crash results in injury—the violation escalates to a felony, the maximum fine is \$50,000,



and the maximum prison sentence is five years. Serious injury crashes carry a maximum \$100,000 fine, while the maximum fine for a fatality resulting from a texting-related crash is \$250,000 and 20 years in prison.

The AHSO believes the most accurate quantifiable indicator for distracted driving in Alaska comes from the annual attitudinal telephone survey, as crash data on distracted driving is unreliable. A component of the survey asks citizens on their opinions of distracted driving in the state that creates a solid quantifiable data metric for tracking motorists' behavioral attitudes and actions towards distracted driving in the state.

Performance Target

1. Increase perceived risk of being involved in a collision if texting while driving from 73 percent (2022 attitudinal survey result for those who responded "likely" or "very likely") to 74 percent by 2024.

Projects and Funding

The FFY2024 HSP included a number of distracted driver safety projects to address and make progress towards the above performance target. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

The 2024 attitudinal survey indicated that 72 percent of respondents responded "likely" or "very likely" as their perceived risk of being involved in a collision if texting while driving. Although this performance metric failed to reach the target of 74 percent in FFY2024, this same survey question showed a decrease in the percentage of people who noted "unlikely" or "very unlikely" from eight percent in 2021 to seven percent in 2024. The AHSO plans to work with the communications contractor to review in more detail the responses to the telephone survey questions regarding distracted driving and develop new distracted driving messaging and methods of message delivery to the public for the FFY2026 AGA.

4.10 Roadside Safety

Problem Statement

Though all 50 States have a "Move Over" law, according to NHTSA, one-third of the public is not aware of these laws, and traffic-related incidents continue to be the number one cause of death among on-duty law enforcement officers.

Performance Target

1. Increase knowledge of Alaska's Move Over law at least five percent annually based on the results of the initial 2023 attitudinal survey (baseline) by 2026.

Projects and Funding

In FFY2024 media was utilized to educate the motoring public on roadside safety. Summary of that information can be found in the media section. The AHSO is exploring opportunities to implement additional programming in future years.

Performance Results

In the baseline year of the new question in the 2023 attitudinal survey asking if residents were aware of the state's move over law, 74 percent of respondents indicated that they were aware of it. The 2024 attitudinal survey results for this same question indicated that 71 percent of respondents were aware of the state's move over law. Although this dipped from the baseline year results the AHSO and its partners are still working to continue to educate and inform the public about the need to slow down and move over when approaching emergency vehicles or other vehicles with flashing lights on the side of the roadway.

4.11 Traffic Records

Problem Statement

Timely, accurate, complete, uniform, and well-documented traffic records information is critical for monitoring, assessing, and addressing safety on Alaska's roadway system. An assessment of Alaska's traffic records system was completed in 2022, and a new five-year traffic records strategic plan was developed by the Alaska Traffic Records Coordinating Committee (ATRCC); of which AHSO is a member. The plan calls for ongoing coordination among all stakeholders in support of initiatives and projects that improve the quality of the State's traffic records systems.

Performance Targets

The performance targets (referred to as objectives in the five-year traffic records strategic plan), which directly relate to activity in the FFY2024 HSP, include the following:

2.3—Improve the timeliness of the Citation/Adjudication Data System.

3.1—Improve the accuracy of Crash Records Data System records.

3.4—Improve the accuracy of the Citation/ Adjudication Data System data.

4.1—Improve the completeness of the Crash Records Data System data.

4.3—Improve the completeness of the Citation/Adjudication Data System data.

5.2—Improve the uniformity of the Citation/Adjudication Data System.

Projects and Funding

The FFY2024 HSP included traffic records projects to support the above goals and to address and make progress towards the HSP performance targets. Table 8.1 in Section 8.0 contains a list with the projects, funds spent on each project, and the funding source(s).

Performance Results

The projects funded in FFY2024 served to improve the timeliness, accuracy, completeness, uniformity, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs. Specifically, projects were funded, which helped in achieving the goals of the ATRCC Strategic Plan by improving the accuracy of citation and adjudication data system.

Project Descriptions

Project Title: Anchorage Crash and Injury Surveillance Data Linkage (405c-M3DA-24-00-FA(C))

Project Description: In FFY2024, there was a setback as the State Department of Public Health Alaska Trauma Registry (ATR) data owners were concerned that the Safe Alaskan's team were using Protected Health Information in the linkage process, precisely the patient's date of birth. After a year of negotiation, it was agreed with the department leadership to try the probabilistic linkage process without 'date of birth' data. The team received 2021 and 2022 ATR data without date of birth and are in the process of linking those data with Crash data. They will compare linkage success with 2021 data previously received (which includes date of birth) against the new 2021 data (without birth date) that will help determine whether the data can be successfully linked to crash data without birthdate data. This setback reduced the amount of staff time allotted to the project and contractor time reviewing linkages. The team is also working on linking Anchorage 12-200 data with Anchorage Emergency Medical Services (EMS) data from Anchorage Fire Department (AFD) and Anchorage Police Department citation data. In the meantime, the team is linking 2022 and 2023 AFD EMS data and Anchorage Police Department citation data with crash data.

Budgeted: \$114,354.00

Expended: \$75,408.45

Project Title: Crash Data Entry Services (405c M3DA-24-00-FA(B)), (405c M3DA-24-00-CP(B)), (402c M3DA-24-00-SP23(A))

Project Description: The AHSO awarded a contract to Axion Data to reduce the current crash data backlog at DOT&PF for FFY2024. At the time of reporting, the backlog has been resolved with all of 2018, 2019, 2020, 2021, 2022, and 2023 crashes entered, and the entry of 2024/25 crashes is underway. Data entered is now being checked for errors and duplicates by the Crash Data Manager and Crash Data Research Analyst.

Budgeted: \$100,000.00

Expended: \$92,422.77

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA-24-00-FA(A))

Project Description: AHSO continues to pay the license and maintenance fees for TraCS, Easy Street Draw, Incident Tool Locator, and other license and maintenance fees, as required by State and local law enforcement agencies. Funding these fees ensures agencies currently using the TraCS Suite of programs continue to do so for crash data collection and traffic citation issuance and its transmittal to the Alaska Court System. AHSO's continued commitment to pay these license fees assures smaller agencies using or contemplating the deployment of TraCS that this long-term operating cost will be covered.

Budgeted: \$110,000.00**Expended:** \$97,325.00**Project Title: DRE Data Program (405c M3DA-24-00-FA(D))**

Project Description: This project funded a DRE data management system developed by the Institute for Traffic Safety Management and Research (ITS MR). The DRE Data Entry and Management System is a comprehensive data collection and reporting tool that improves the efficiency, management, and monitoring of a State's DRE program. This project increases the accuracy of the process and can also be a positive check and balance system to ensure each DRE is properly documenting and following up on their cases. This project has provided the ability to pull data for addressing goals and objectives and future needs of the Alaska DRE program.

Budgeted: \$50,000.00**Expended:** \$10,937.50**Project Title: Wrangell Police Department Traffic Records (405c M3DA-24-00-FA(E))**

Project Description: This project enabled the Wrangell Police Department to submit electronic crash reports and citations via TraCS to the state. In an effort to improve the timeliness, accuracy, uniformity, and completeness of crash reports and citations submitted by the police department the project purchased seven semi-rugged laptops and docking station which allowed the police department to begin submitting crash reporting information directly into TraCS and citation information to be transmitted to the state electronically.

Budgeted: \$32,920.88**Expended:** \$12,600.00

4.12 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY2024. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns were coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaigns.

Performance Targets



The media program's purpose is to conduct public outreach and support national mobilizations that support AHSO grant activities and meet performance measures in other HSP program areas. The overarching/

umbrella campaign focus was Toward Zero Deaths—Everyone Counts on Alaska's Roadways in alignment with the SHSP. The goals of the paid media program were to:

1. Educate roadway users about their roles and responsibilities for safely sharing the road.
2. Change the behavior of all roadway users resulting in a decrease in the incidence of crashes resulting in property damage, injury, and/or death.
3. Increase public awareness of the enforcement of traffic safety laws in an effort to achieve a zero deaths goal.

Projects and Funding

The FFY2024 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Table 8.1 in Section 8.0 contains a list with the project, funds spent on the project, and the funding source(s). The Sports Marketing and Educational Traffic Safety Media Buys were implemented again in Alaska in FFY2024.

Performance Results

The Paid Media project activity supported the attainment of the performance targets for impaired driving, occupant protection, speeding, motorcycle safety, pedestrian and bicycle safety, and novice driver activities identified in the FFY2024 HSP.

Project Descriptions

Project Title: Communications Contractor and Educational Traffic Safety Media Buys 402 PM-24-25-FA(A), 402PM-24-25-SP23(A) & 402OM-24-25-BL(A), Distracted: 402PM-24-25-BL(B), Speeding: 402PM-24-25-BL(C), Teen: 402PM-24-25-BL(D), Motorcycle: 402PM-24-25-BL(E), Pedestrian/Bicycle: 405h FHPE-24-00-FA(A), Impaired: 405d M5PEM-24-01-BL(A), OP & CPS 405b M1*PM-24-06-BL(A)

Project Description: The AHSO contracted with a communications consultant to oversee the development and implementation of a statewide strategic communications plan that supported the strategies outlined in the FFY2024 HSP and Alaska's SHSP. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving, speeding, pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint use for motor vehicle occupants of all ages. The plan also supported Alaska's participation in the national CIOT and Drive/Ride Sober or Get Pulled Over HVE mobilizations. The creative and media buys were targeted to reach key demographic groups as determined by data analysis (e.g., the parents of teen drivers, males between 18 and 35 years of age, motorist awareness of motorcyclists) with critical safety messages (e.g., make time for practice and control the keys, Drive/Ride Sober or Get Pulled Over) at key times of the year (e.g., late/spring and summer for teen drivers, in conjunction with national mobilizations). All media materials were tagged with Alaska's Toward Zero Deaths logo.

Expended: \$36,999.67 (Communication Contract); \$197,258.05 Section 402 (OP and CPS); \$142,050.57 Section 402 (teen driving); \$199,729.75 Section 402 (distracted); \$124,472.03 Section 402 (speed); \$18,660.00 Section 402 (motorcycle); \$166,443.64 Section 405h (pedestrian/bike); and \$699,998.67 Section 405d (Impaired Driving)

Project Title: Special Events and Sports Marketing (Alliance) Speed: 402PM-24-25-BL(F), Impaired: 402PM-24-24-BL(G), OP: 402PM-24-25-BL(H)

Project Description: The AHSO partnered with Alliance Highway Safety for immersive highway safety messaging and education at public events and schools. This project was designed to reach high-risk target demographics gathered for sporting events and entertainment venues located throughout the State, as well as schools which currently are addressed directly in other paid media activities. The messaging for this project was tailored to meet the strategic objectives of the AHSO, and projects were selected based on the high concentration of people attending the events who fit into the high-risk categories of young males prone to self-destructive behaviors. The bicycle and pedestrian funding was reallocated towards efforts for the Safety Symposium in September. Some of the project's targeted campaigns included:

- **Baseball Campaign.** Six baseball teams in the state provide some of the most well-attended events during the summer months. Alliance implemented a campaign for each of their seasons with a focus on reaching at-risk drivers with an occupant protection message and drivers prone to excessive speed. Alliance promoted the highway safety message with signage at each venue prominently displayed signage with the "Buckle Up, Arrive Alive" message. Each team provided public address announcements with the highway safety message throughout its games to its fans. Alliance set up an interactive display at premium games for each venue during the season. Attendees engaged with interactive elements such as Fatal Vision goggles, an impaired driving simulator, attitudinal surveys, and seat belt checks.
- **Arena Signage.** As some of the most well-attended venues in the state during the winter, Alaska's premier hockey arenas provide great exposure for highway safety messages. Alaska's largest arenas provide an excellent avenue to reach communities at hundreds of events throughout the year. Aligned around holiday impairment blitzes, Alliance implemented the "Do not Drive Impaired" with interactive displays and premium signage. Additionally, Alliance successfully delivered the "Don't Drive Impaired, Arrive Alive" message at premier collegiate sporting events across Alaska, targeting a high-risk demographic. By focusing on impaired driving prevention, Alliance leveraged the reach and influence of university sports to promote safe driving habits throughout the academic year.



- **Alaska State Fairgrounds.** Signage with the “Buckle Up, Arrive Alive” and “Stop Speeding Before It Stops You” messages is posted along one of the most heavily trafficked routes in Alaska on the Glenn Highway and is one of the few billboards in the entire State as it was grandfathered into the Alaska billboard policy. Highway safety messages are rotated consistently throughout all hours of the day. It also serves as entry/exit signage to the Alaska State Fairgrounds and its events throughout the year, drawing 400,000 guests annually. LED billboard signage is seen by 13,400 vehicles per day throughout the year for an estimated total of approximately 5.3 million views by people annually.
- **Motorsports.** Motorsports venues offer a prime opportunity to connect with thrill-seeking males who may be at higher risk for engaging in dangerous driving behaviors. At each of the largest racetracks in the state Alliance promoted highway safety with an emphasis on preventing speeding with the “Stop Speeding Before it Stops You” messaging. Signage was prominently displayed at each track and PA Announcements were also made various times at the events with traffic safety messaging. Alliance set up interactive tent displays at these events to engage directly with attendees with activities like the VR driving simulator, Fatal Vision goggles, and community surveys.
- **Festivals and Community Events.** Alliance promoted highway safety messaging at Alaska’s premier fairs and community events across the State, promoting occupant protection and impaired driving messages. An increased focus was made to target ten beer and wine festivals with impaired driving messaging and engagement activities. At each event, an interactive display was set up to engage attendees with interactive and educational elements, such as Fatal Vision goggles, a selfie station sharing messages, inflatable cornhole set, and impaired driving simulator.
- **Motorcycle Rides and Rally’s.** Alliance organized and activated an event marketing campaign designed to promote impaired driving and motorcycles awareness messages. Alliance identified eight target-rich locations to promote a safe driving message focused on motorcycle safety, sober riding and speed. Alliance worked with motorcycle-centric locations to set up a highly visible event display and engage patrons with the highway safety message. Alliance scheduled the events, coordinated with the event organizers, designed and produced a display with signage featuring the campaign logos and messaging that was set up in a high traffic location of the event venue. Alliance provided an interactive highway safety display to engage attendees at events.



- **Rodeo Alaska.** The AHSO was a premiere sponsor of Rodeo Alaska. Highway Safety signage was displayed across the state as well as customized public address announcements at each event, and a highway safety display was set up at premium events to engage attendees. Throughout these events, Alliance delivered impactful, hands-on experiences that resonated with audiences, fostering meaningful conversations about the dangers of impaired driving and speeding while leaving a lasting impression on the community.
- **Alternative transportation Project.** Alliance successfully implemented the “Safe Ride Alaska” campaign to educate Alaskans on safe and accessible alternative transportation options, keeping impaired drivers and pedestrians off the roads. The project focused on holiday weekends with increased alcohol consumption, targeting high-risk periods and areas with ride-share availability, primarily in Anchorage and Fairbanks. Alliance utilized a multi-channel approach, including a dedicated website, digital and social media marketing, and branded materials such as coasters, posters, and table tents in bars and restaurants. On-site activations at prime locations further reinforced the campaign, providing direct engagement opportunities and distributing ride-share certificates to encourage safe transportation choices.



Expended: \$244,000.00 (speed); \$264,000.00 (impaired); \$118,000 (occupant protection); \$0 (bike/ped)
Section 402

4.13 Planning and Administration

Problem Statement

The AHSO serves as the primary agency responsible for ensuring the State’s behavioral and traffic records highway safety concerns are identified and addressed through the development and implementation of data-driven and evidence-based countermeasures.

Goal

To administer a fiscally responsible, effective highway safety program that is data-driven, includes strategic partners and stakeholders, and addresses the State’s specific safety characteristics.



Performance Targets

1. Deliver the FFY2023 Annual Report by January 30, 2024.

2. Conduct a Stakeholders' meeting to receive input for the FFY2024–2026 HSP and FY 2024 AGA.
3. Deliver the FFY2024 AGA by August 1, 2024.

Performance Results

All of the three performance targets for Planning and Administration were met: development and delivery of the Annual Report and Annual Grant Application. Considerations are being made for conducting another statewide Highway Safety Conference next year or potentially holding a virtual conference.

Projects and Funding

The FFY2024 AGA included planning and administration projects to support the program area activities mentioned earlier in Section 4.0, and to address and make progress towards the HSP performance targets. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Project Descriptions

Project Title: AHSO Operations/Planning and Administration (402 PA-24-00-BL)

Project Description: The AHSO serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures. In FFY2024, the staff administered a fiscally responsible, effective highway safety program that was data driven, included strategic partners and stakeholders, and addressed the State's specific safety characteristics. Funded personnel costs; operating costs; travel expenses; conferences and training; advertising memberships (e.g., GHSA); supplies; equipment costs. Unattended passengers/heatstroke flyers were developed and \$287.71 of operating expenditures were utilized for printing the flyers and distributed at safety events.



Budgeted: \$396,852.00

Expended: \$246,084.19

Project Title: AIPC Attitudinal Survey (402CP-24-02-BL(A))

Project Description: The AHSO annual phone survey was led by the Center for Safe Alaskans in coordination with Hays Research Group LLC (HRG) to obtain thoughtful answers from respondents while avoiding instrument bias. The Center for Safe Alaskans designed the survey tool and worked with HRG to conduct the survey. Additional results of the survey are detailed in Section 5.0.

Budgeted: \$36,500

Expended: \$1,064.50

Project Title: Alaska Highway Safety Summit (402 CP-24-02-BL(B))

Project Description: The AHSO hosted a follow-up to its 2020 Alaska Highway Safety Summit in September of 2024. The summit was a tremendous success that included approximately 100 attendees from law enforcement, MPOs, EMS, CPS, tribal members, and other traffic safety stakeholders throughout the state. A variety of traffic safety sessions were held that engaged and sought feedback from the attendees on solutions for moving Alaska Toward Zero Deaths. Additionally, a CPS seat check event, CSP training for law enforcement, and DRE training events occurred in conjunction with the summit.

**Budgeted:** \$100,000.00**Expended:** \$67,853.17**Project Title: Statewide LEL (402 PT-24-07-BL(A))**

Project Description: The LEL reached out to a number of LELs in the state to discuss community events unique to locations, equipment needs and provide encouragement to apply for enforcement grants through AHSO. During the time period, the Alaska SHSP 2023–2027 continued to be implemented which embraces the Safe System Approach based on coordination between AHSO and traffic safety partners throughout Alaska. AHSO planned to present the SHSP to LE leadership at the Alaska Law Enforcement Executive Development. The LEL also attended the Highway Safety Office Administration and Regional LEL meeting, Life Savers Annual Conference in April, the Alaska Safe Roadway Behaviors Symposium in September, Impaired Driving and Occupant Protection Drive Force and the Alaska HSO Grantee meeting. LEL will continue their effort to develop a guide/manual for the program, continue participation in the implementation of the SHSP and to expand participation of law enforcement agencies across the state, including Village Public Safety Officers (VPSO) that serve in the more rural and tribal communities across Alaska.

Budgeted: \$80,000**Expended:** \$59,063.67**Project Title: Statewide ICAP**

Project Description: The Indirect Cost Allocation Plan (ICAP) was charged on all funding sources and is shown on each voucher submitted by the State of Alaska. Direct costs are those that have been incurred for a single purpose and are readily assignable to the cost objective specifically benefitted. Direct costs occurred in both operations and in capital projects. Projects were charged directly for personal services costs (including fringe benefits) and equipment usage through the Time and Equipment (T&E) reporting system. Projects were charged directly for the use of materials lab services using rates that have been approved through the DOT&PF's ten small cost allocation plans (also separately approved by FHWA). Projects were charged directly for other non-personal services costs according to the project scope and the applicable Federal grant award.

Budgeted: \$620,014.00

Expended: \$381,884.33

Project Title: Statewide LEL Program (402 PT-24-07-BL(B))

Project Description: Due to a lag in receipt of federal funding and difficulty in identifying additional LELs for Alaska, no programmatic funding was allocated in FFY2024. The AHSO will continue to seek qualified candidates to serve in the LEL roles.

Budgeted: \$80,000

Expended: \$0

5.0 Attitudinal Phone Survey—2024

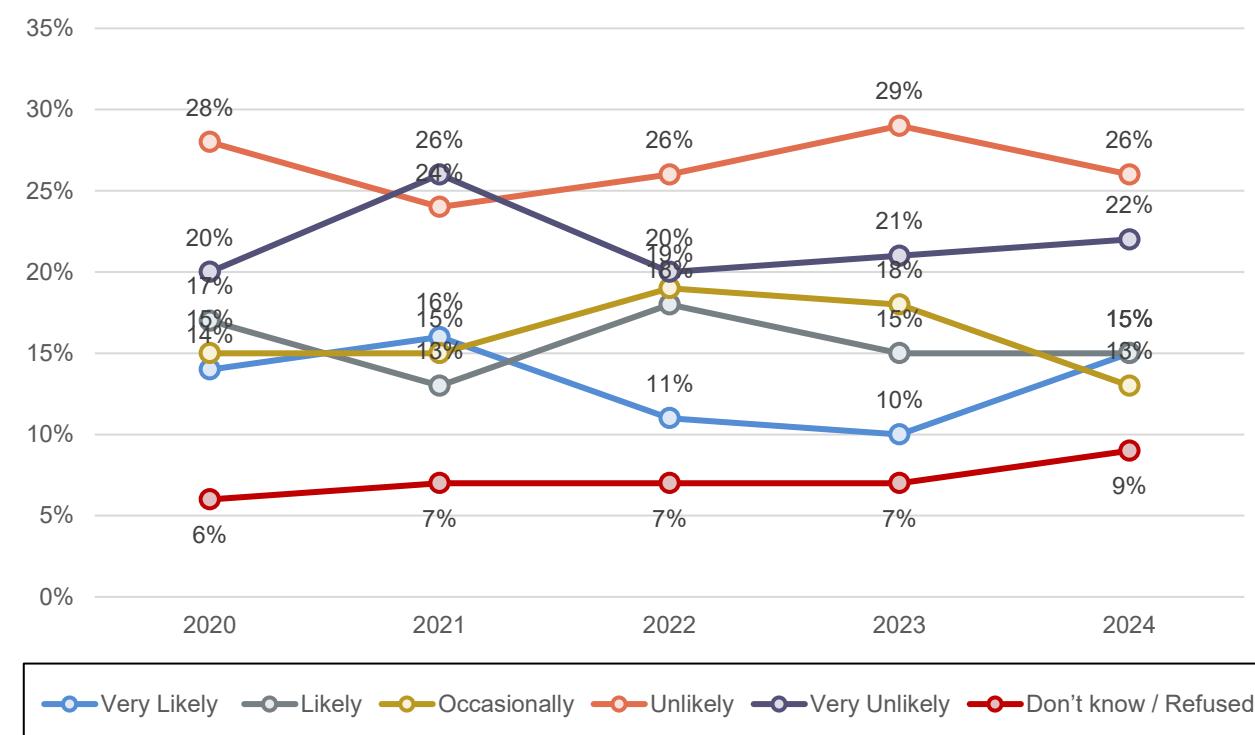
The Center for Safe Alaskans, in conjunction with Hays Research Group LLC, designed and implemented the 2024 phone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions, which addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt and booster seat use, drinking and driving, cell phone usage, and ad recall.

The interviews were conducted during September 2024 and averaged 12 minutes in length. The random sample of 402 (n = 402) was drawn from randomly selected drivers. Respondents were screened to ensure they were all drivers, and the ratio of men to women and of age group levels was kept in proportion to State population figures within the margin of errors. The survey included both multiple choice and open-ended questions and the interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process.

5.1 Survey Findings and Highlights

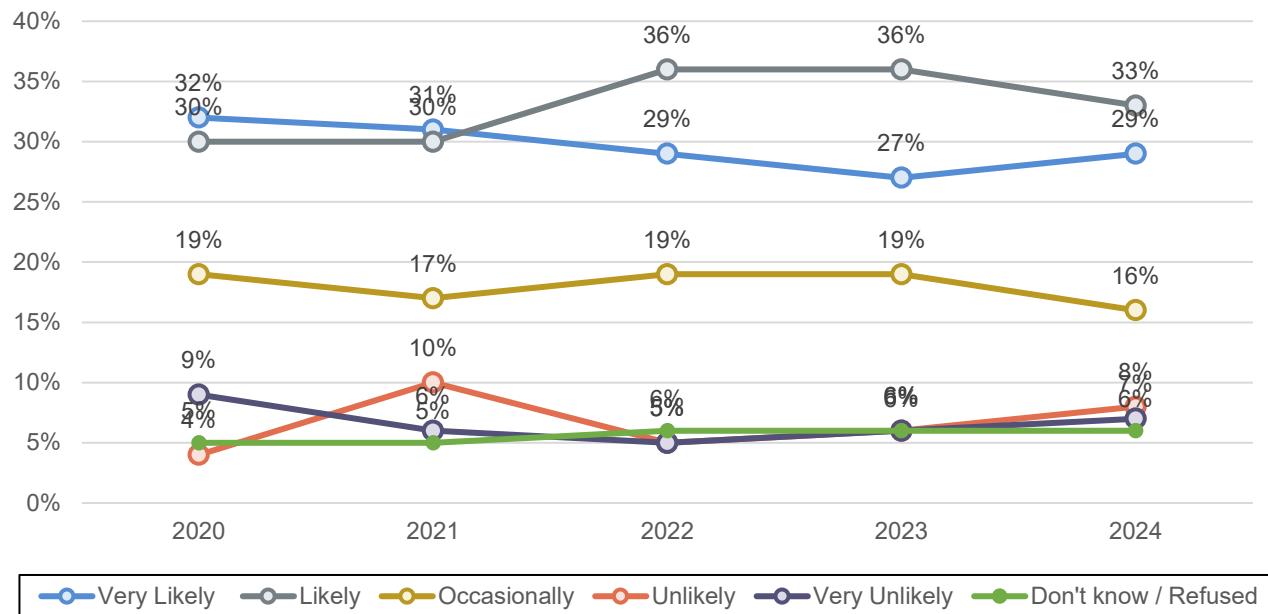
The following findings from the 2024 traffic safety telephone survey are from the executive summary of the report.

Figure 5.1 Survey Responses: “What do you think the chance is for you to get a ticket if you do not wear your seat belt?”



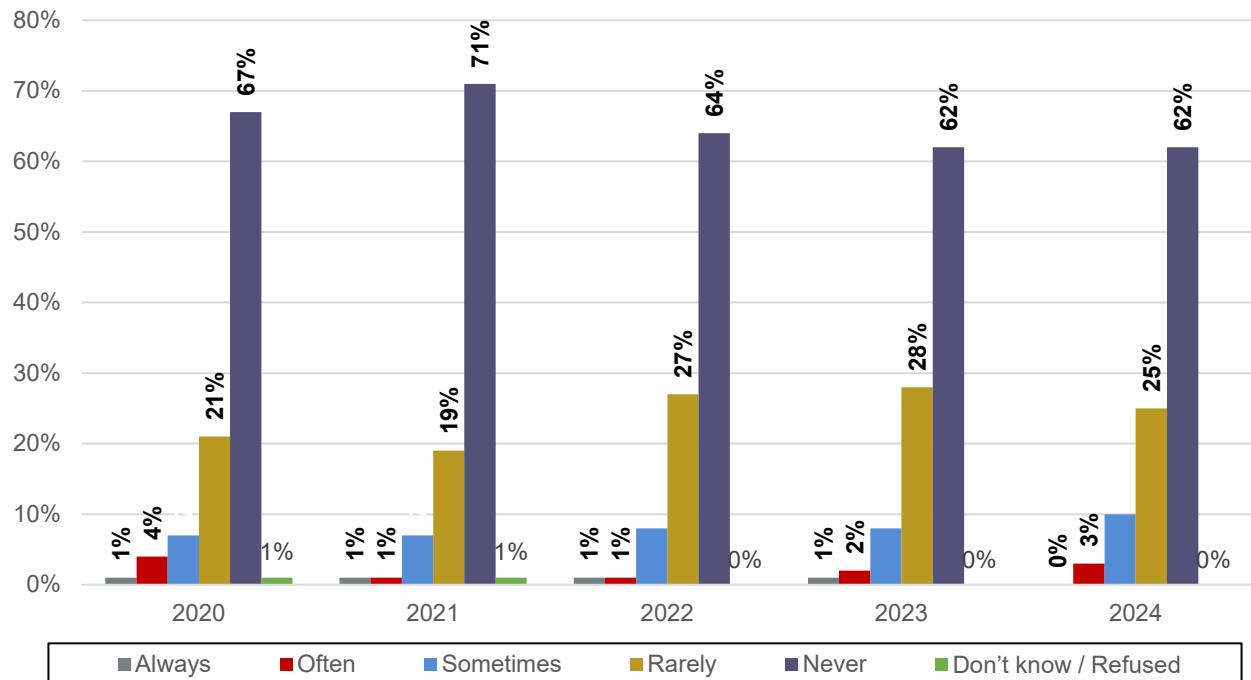
Source: Center for Safe Alaskans: 2024 Transportation Attitudinal Survey.

Figure 5.2 Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”



Source: Center for Safe Alaskans: 2024 Transportation Attitudinal Survey.

Figure 5.3 Survey Responses: “How often do you read or send text messages while driving your car?”



Source: Center for Safe Alaskans: 2024 Transportation Attitudinal Survey.

2024 Survey Demographics

- 46 percent of respondents were males, and 54 percent were females.
- 42 percent of the sample were college graduates.
- 81 percent identified as Caucasian and 15 percent non-Caucasian.

6.0 Alaska Observation of Seat Belt Use

The AHSO, as required by NHTSA, conducted an observational study in 2024 of driver and front seat outboard passenger seat belt use. The AHSO provided funding for the Center for Safe Alaskans to conduct the 2024 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Due to the health and travel restrictions of COVID-19, the AHSO decided not to conduct the observational seat belt survey in 2020.

The 2024 observations occurred from June 10 through July 31, 2024, in Anchorage, Juneau, Kenai, Fairbanks North Star Borough, and Matanuska-Susitna Boroughs. Observation sites were selected according to NHTSA's criteria based on data from the Alaska FARS and Alaska DOT&PF. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, sport utility vehicles (SUV), and vans. During the study period, a total of 52,545 vehicle occupant drivers and passengers were observed. Of those observed, 80 percent were drivers and 20 percent were passengers. Of the observed vehicles, about 45.3 percent were SUVs, 31.2 percent trucks, 17.1 percent cars, and 6.4 percent vans. Nearly 40 percent of vehicles observed were in the Municipality of Anchorage. The observed seat belt usage rate for 2024 was 92.1 percent.

6.1 2024 Observational Seat Belt Findings

Seat belt use rate varied by vehicle type:

- Car—91.9 percent.
- SUV—94.3 percent.
- Truck—88.6 percent.
- Van—92.5 percent.

Seat belt use varied by region observed:

- Anchorage—93.8 percent.
- Fairbanks—92.6 percent.
- Juneau—80.3 percent.
- Kenai—94.3 percent.
- Matanuska-Susitna—85.7 percent.

Handheld cell phone use also was observed at 3.7 percent (same as 2023).

7.0 Paid Media Report

Alaska's Highway Safety Coordinated Media program is managed through a contract with media contractor, Walsh Sheppard. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns are coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaign. Table 7.1 details the FFY2024 paid media buys coordinated by Walsh Sheppard; and includes media type, audience size, evaluation results, and total paid by media source, as developed in the Communications Plan approved by AHSO.



Table 7.1 FFY2024 Paid Media

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
TEEN/NOVICE DRIVER								
Teen Driver Safety Week—October 2023								
WS: Teen Driver Safety	Facebook	X	X	214,333	51,329	1,362	0.92%	\$1,000.00
WS: Teen Driver Safety	Streaming	X	X	36,977	15,631	X	97.02%	\$1,000.00
WS: 5 Ways to Arrive Alive; Teen GDL	Radio	540	148	X	X	X	X	\$11,639.00
Speeding, Unbuckle, 5 Ways to Arrive Alive, Greater Risk, Alcohol, Distracted Phone: 10/1/23 - 10/31/23	Snapchat	X	X	143,930	X	2,356	1.64%	\$1,000.00
Teen Drivers Safety: 10/1/23 - 10/31/23	iHeart - Twitch	X	X	71,091	X	X	96.77%	\$2,500.00
Teen Driver Safety - Arrive Alive: 9/25/23 - 10/29/23	Kraken Radio	1	44	X	X	X	X	\$735.00
Teen Driver Safety - Ongoing Awareness - November 2023-September 2024								
WS: Teen Driver Safety	Facebook	X	X	390,263	129,548	8,354	2.14%	\$4,472.07
WS: 5 Ways to Arrive Alive; Teen GDL	Twitch	X	X	739,245	X	X	98.02%	\$27,500.00
WS: 5 Ways to Arrive Alive; Teen GDL	iHeart-Podcast	X	X	225,741	77,385	X		\$2,352.94
WS: Teen Driver Safety, GDL (Nov. 2023-April 2024)	Kraken Radio	6	331	X	X	X	X	\$4,410.00
WS: Teen Driver Safety, GDL	Radio	1,781	664	X	X	X	X	\$29,828.00
WS: Teen Driver Safety	Snapchat	X	X	1,538,408	X	27,825	1.81%	\$10,499.84

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
WS: Teen Driver Safety	Spotify	X	X	1,164,976	171,499	1,072	0.09%	\$9,494.44
WS: Teen Driver Safety	YouTube	X	X	351,150	351,150	81	0.02%	\$4,447.55
FY24 Teen Traffic Report (October 2023-September 2024)								
WS: Teen Graduated Driver's License (multiple spots)	Radio	3,117	X	X	X	X	X	\$31,164.00
Total								\$142,042.84
DISTRACTED DRIVING								
Distracted Driving - Ongoing Awareness - October 2023-September 2024								
WS: There's No Distracted Lane; Until You're Ready	Digital Display	X	X	1,842,523	X	19,810	1.08%	\$9,900.77
WS: Until You're Ready; Ad Council: Winning Formula, It's Just Not Worth It, Phone Personalities, The Dive, Self-Care	Facebook	X	X	1,179,873	369,092	20,489	1.74%	\$12,640.50
WS: Until You're Ready; Ad Council: Winning Formula, It's Just Not Worth It, Phone Personalities, The Dive, Self-Care	TV	3,247	3,064	X	X	X	X	\$38,000.00
Ad Council: Phone Personalities, It's Just Not Worth It, Winning Formula	Streaming	X	X	644,871	244,681	X	97.96%	\$12,500.45
Ad Council: End of Conversation, One More, Life's Too Short, Let's Take a Break, Phone Personalities	Radio	2,095	811	X	X	X	X	\$45,933.00
Ad Council: Don't Die Distracted	TV - Kraken	12	X	X	X	X	X	\$270.00
Distracted Driving - College Football - October 2023-January 2024								
Ad Council: Phone Personalities, Dinosaur's Distraction, Winning Formula	TV	2,242	760	X	X	X	X	\$23,400.00
Distracted March Madness - March 2024								
Ad Council: Winning Formula, It's Just Not Worth It	TV	30	22	X	X	X	X	\$3,025.00
Distracted Driving Awareness Month April 2024								
WS: There's No Distracted Lane; Until You're Ready	Digital Display	X	X	426,098	X	277	0.07%	\$1,006.70

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Ad Council: It's Just Not Worth It, Winning Formula	YouTube	X	X	168,338	143,438	8	85.21%	\$2,463.27
Ad Council: It's Just Not Worth It, Winning Formula	Facebook	X	X	40,204	17,806	2,535	4.78%	\$432.27
WS: Don't Text and Drive	Snapchat	X	X	294,581	X	4,568	1.55%	\$2,999.88
Ad Council: End of Conversation	Radio	990	438	X	X	X	X	\$21,996.00
Ad Council: It's Just Not Worth It, Winning Formula	TV	244	32	X	X	X	X	\$14,998.00
Ad Council: It's Just Not Worth It, Winning Formula	Streaming	X	X	75,848	26,650	X	96.87%	\$3,000.00
Ad Council: It's Just Not Worth It, Winning Formula	Cable TV	672	640	X	X	X	X	\$7,000.00
Total								\$199,565.84
SPEED								
Speed: Ongoing Awareness Campaign October 2023-September 2024								
Ad Council: Life's Too Short	TV	483	413	X	X	X	X	\$4,500.00
Ad Council: Life's Too Short, Consequences	Streaming	X	X	331,432	372,386	X	98.03%	\$15,997.02
Ad Council: Life's Too Short, Near Miss	Radio	2,564	1,149	X	X	X	X	\$56,600.00
Ad Council: Life's Too Short; WS: Worth the Wait	Spotify	X	X	446,722	104,357	365	0.08%	\$5,774.44
Speed: Iron Dog Sponsorship—February 2024								
Ad Council: Consequences, Look at the Damage	Streaming	X	X	27,762	9,193	X	95.87%	\$450.00
Ad Council: Consequences, Look at the Damage	TV	63	88	X	X	X	X	\$7,430.25
Fishing Report—May – September 2024								
WS: Stop Speeding Before it Stops You	Digital	X	X	627,070	X	1,584	0.25%	\$7,080.32
Ad Council: Consequences, Look at the Damage	TV	110	549	X	X	X	X	\$26,640.00
Total								\$124,472.03
PEDESTRIAN/BICYCLE SAFETY								
Pedestrian Safety Awareness Month—October 2023								

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
WS: We All Share the Road	Radio	1296	664	X	X	X	X	\$27,360.00
WS: Summer Pedestrian Safety	Streaming	X	X	489,631	140,380	X	29.00%	\$4,838.61
WS: Summer Pedestrian Safety	YouTube	X	X	179,575	47,507	411	0.23%	\$1,933.87
WS: Summer Pedestrian Safety	Facebook	X	X	226,128	59,482	5,118	2.26%	\$2,000.00
Pedestrian Safety: 9/25/23 - 10/29/23	Cable TV	112	50	X	X	X	X	\$5,000.00
Ongoing Pedestrian Safety - NFL Sponsorships October 2023 - February 2024								
WS: Winter Biking Safety	Cable TV	280	80	X	X	X	X	\$17,290.00
WS: Equal Respect, Equal Responsibility	NFL Digital	X	X	40,001	X	22	0.05%	\$9,350.00
WS: Winter Biking Safety	TV	187	531	X	X	X	X	\$62,063.83
Ongoing Pedestrian Safety – January - September 2024								
WS: Winter Biking Safety	Facebook	X	X	300,364	110,997	5,711	1.90%	\$2,942.33
WS: We All Share the Road; Ad Council: Car Talk	Radio	610	308	X	X	X	X	\$13,265.00
Ongoing Pedestrian Safety - NBA Playoffs – April - June 2024								
WS: Winter Biking Safety	TV	85	60	X	X	X	X	\$9,375.00
Ongoing Pedestrian Safety - Olympics Sponsorship – July - August 2024								
WS: Summer Pedestrian Safety	Cable TV	150	145	X	X	X	X	\$11,025.00
Total								\$166,443.64
OCCUPANT PROTECTION								
Occupant Protection - Ongoing Awareness - October 2023 - September 2024								
WS: Summer and Winter Bear OP	Facebook	X	X	1,425,620	486,373	23,918	1.68%	\$11,938.74
WS: Summer and Winter Bear OP; OP Is For Everyone	Cable TV	2297	2604	X	X	X	X	\$22,535.00
WS: Summer and Winter Bear OP	Streaming	X	X	226,649	346,806	X	96.02%	\$9,000.00
WS: Occupant Protection Is For Everyone	Radio	960	462	X	X	X	X	\$24,119.00
WS: Summer and Winter Bear OP; OP Is For Everyone	YouTube	X	X	1,192,624	381,194	875	0.07%	\$7,718.15
Total								\$75,310.89
Adjustment								-\$310.89
Occupant Protection Total								\$75,000.00
CIOT - Ongoing Awareness - October 2023-September 2024								

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Ad Council: Headlines	Facebook	X	X	449,103	171,566	8,906	1.98%	\$5,318.24
Ad Council: Worried Sick	Cable TV	196	160	X	X	X	X	\$2,500.00
WS: Buckle Up Kids, Pressed for Time, That Girl Can Belt It, One Trick Could Save Your Life, You Can Click It	Google Display	X	X	1,118,139	X	918	0.08%	\$3,491.45
Ad Council: Worried Sick	Streaming	X	X	46,237	19,351	X	98.4	\$2,125.85
Ad Council: Car Talk, Not Visible	Radio	1,976	967	X	X	X	X	\$43,505.00
WS: Buckle Up Kids, Pressed for Time, That Girl Can Belt It, One Trick Could Save Your Life, You Can Click It	Snapchat	X	X	580,783	X	12,230	2.11%	\$4,000.00
Ad Council: Worried Sick	TV	235	18	X	X	X	X	\$9,889.00
Ad Council: Headlines, Worried Sick	YouTube	X	X	574,844	110,284	537	0.09%	\$4,096.64
Total								\$74,926.18
Child Passenger Safety - Ongoing Campaign October 2023 - August 2024								
Ad Council: Know it All; WS: Secure Your Child's Future, Find the Right Seat	Facebook	X	X	495,827	144,199	6,566	1.32%	\$3,000.00
WS: Kids Don't Come with Manuals	Google Display	X	X	1,878,259	X	1214	0.06%	\$5,887.40
WS: Text Ads	Google Search	X	X	72,059	X	7,155	9.93%	\$16,344.47
Ad Council: Let Me Ask	Podcasts	X	X	225,650	27,417	X	X	\$2,352.99
Child Passenger Safety Week - September 2024								
WS: Secure Your Child's Future	Facebook	X	X	74,941	45,978	1,796	2.40%	\$499.97
WS: Secure Your Child's Future	YouTube	X	X	68,731	32,149	2	0.03%	\$438.60
Ad Council: Let Me Ask	Radio	593	228	X	X	X	X	\$12,374.00
WS: Secure Your Child's Future	TV	106	X	X	X	X	X	\$2,971.50
WS: Secure Your Child's Future	Cable TV	214	193	X	X	X	X	\$2,500.00
WS: Secure Your Child's Future	Streaming	X	X	50,559	16,088	X	X	\$2,000.00
Total								\$48,368.93

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
IMPAIRED								
Ongoing Impaired Awareness - October 2023-September 2024								
Ad Council: Feel Different, Drive Different; Trying to Sober Up; Throttle; Prescription Pills; WS: Safe Driver Derby, We'll Be Blunt	Facebook	X	X	2,707,293	569,325	41,408	1.53%	\$22,286.71
Ad Council: Find a Sober Ride, Catch a Ride	Cable TV	1,178	3,091	X	X	X	X	\$18,000.00
WS: Buzzed Driving Is Drunk Driving	Google Display/Geofencing	X	X	1,010,811	X	1,121	0.11%	\$4,457.61
Ad Council: Trying to Sober Up, Find a Sober Ride; Catch a Ride	Streaming	X	X	781,652	390,680	X	97.31%	\$30,000.00
Ad Council: Excuses, One More, It's Not OK	Radio	2,001	835	X	X	X	X	\$47,492.00
WS: Drive High, Get a DUI	Snapchat	X	X	845,723	X	16,355	1.93%	\$6,749.87
Ad Council: Trying to Sober Up, Find a Sober Ride; WS: Safe Driver Derby	YouTube	X	X	2,375,174	746,498	574	0.02%	\$15,661.91
Impaired - World Series – October - November 2023								
Ad Council: Catch a Ride	TV	43	62	X	X	X	X	\$4,500.00
FY24 - Impaired - College Football - October 2023 - December 2023								
Ad Council: Catch a Ride, Trying to Sober Up	TV	265	237	X	X	X	X	\$20,725.00
FY24 - Impaired NFL Packages - Oct.-Dec. 2023; Jan.-Feb. 2024; Aug.-Sept. 2024								
Ad Council: Buzzed Warning Signs	NFL Digital	X	X	18,101	X	7	0.04%	\$9,350.00
Ad Council: Catch a Ride, Trying to Sober Up; WS: Superhero	TV	680	4,406	X	X	X	X	\$181,122.87
NHL Impaired - Oct. 2023 - June 2024								
Ad Council: Catch A Ride, Trying to Sober Up; WS: Don't Drive High	GCI	2,470	3,728	X	X	X	X	\$35,747.50
Impaired - Halloween - October 2023								
Ad Council: You Can Run, But You Can't Drive High	GCI	247	206	X	X	X	X	\$2,000.00
Ad Council: You Can Run, But You Can't Drive High	Facebook	X	X	63,856	13,869	830	1.30%	\$841.61

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Ad Council: You Can Run, But You Can't Drive High	Streaming	X	X	26,124	10,861	X	97.32%	\$1,000.00
WS: Drive High, Get a DUI	Snapchat	X	X	49,593	X	1,129	2.28%	\$820.07
Holiday Impaired - November 2023 - January 2024								
WS: Don't Wreck the Holidays	Digital Display	X	X	532,064	X	442	0.08%	\$1,812.62
WS: Don't Wreck the Holiday- Gingerbread Static, Buzzed Holiday Video	Facebook	X	X	119,389	51,198	2761	2.31%	\$1,500.00
WS: Don't Wreck the Holidays	GCI	745	658	X	X	X	X	\$6,482.00
WS: Don't Wreck the Holidays	Radio	350	59	X	X	X	X	\$9,311.00
WS: Don't Wreck the Holidays-Gingerbread	Snapchat	X	X	207,043	X	3,789	1.83%	\$1,500.00
WS: Don't Wreck the Holidays	TV	95	18	X	X	X	X	\$7,924.00
WS: Don't Wreck the Holidays	YouTube	X	X	145,672	35,378	146	0.10%	\$1,532.68
FY24 - NewsHour Impaired - October 2023 - September 2024								
WS: Buzzed Social Norms Static	Display	X	X	1,811,473	X	1,623	0.09%	\$11,025.00
Ad Council: Catch a Ride, Trying to Sober Up, Standalone; WS: Winter Impaired	Streaming	X	X	302,036	125,364	X	97.83%	\$12,825.00
Ad Council: Catch A Ride; Trying to Sober Up, Standalone; WS: Winter Impaired	TV	557	615	X	X	X	X	\$128,525.00
Impaired Iditarod - March 2024								
WS: Superhero	Streaming	X	X	63,099	22,322	X	X	\$600.00
WS: Superhero	TV	135	81	X	X	X	X	\$12,890
Impaired St. Patrick's Day								
WS: Don't Test Your Luck	Radio	444	139	X	X	X	X	\$10,011.00
Impaired March Madness - March-April 2024								
Ad Council: Trying to Sober Up	GCI	212	533	X	X	X	X	\$15,190.00
Impaired 420 - March 2024								
Ad Council: It's Not OK	Radio	460	103	X	X	X	X	\$10,024.00
Impaired - Memorial Day - May-June 2024								

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Ad Council: One More, Excuses	Radio	428	172	X	X	X	X	\$10,001.00
Impaired - July 4th - July 2024								
Ad Council: One More	Radio	455	150	X	X	X	X	\$9,943.00
Impaired - Olympics – July - August 2024								
WS: Safe Driver Derby	Display	X	X	137,880	X	116	0.08%	\$561.00
WS: Safe Driver Derby	TV	106	126	X	X	X	X	\$40,433.90
Impaired - Labor Day - September 2024								
Ad Council: One More	Radio	441	158	X	X	X	X	\$10,036.00
Total								\$702,882.35
Adjustment								-2,882.35
Total								\$700,000.00
MOTORCYCLE								
Motorcycle Safety Awareness Month—May 2024								
WS: Share the Road, Motorcycle Safety	Radio	917	182	X	X	X	X	\$18,660.00
Total								\$18,660.00

8.0 Financial Summary

Table 8.1 Financial Summary of FFY2024 Expenditures

Projects	Source	Actual Expenditures
AST Speeding Fatality Reduction	402	\$127,184.13
Anchorage Police Department Glenn Highway Speed Reduction	402	\$211,500.00
AIPC (DBA Center for Safe Alaskans)—Older Adult Drivers (CarFit)	402	\$59,757.29
AIPC (DBA Center for Safe Alaskans)—Child Passenger Safety (CPS)	405b	\$189,865.72
AIPC (DBA Center for Safe Alaskans)—Child Passenger Safety (CPS) -Car Seats	402	\$20,775.00
AIPC (DBA Center for Safe Alaskans)—Young Driver	402	\$160,727.24
AIPC (DBA Center for Safe Alaskans)—Bicycle and Pedestrian Safety	402	\$111,723.11
Central Peninsula Hospital Ped Bike Safety	402	\$2,631.00
CIOT Enforcement	402	\$156,575.39
Communications Contractor	402	\$36,999.67
Educational/Safety Media Buys (Impaired Driving)	405d	\$699,998.67
Educational/Safety Media Buys (OP & CPS)	405b	\$197,258.05
Educational/Safety Media Buys (Teen Driving)	402	\$142,050.57
Educational/Safety Media Buys (Distracted)	402	\$199,729.75
Educational/Safety Media Buys (Speed)	402	\$124,472.03
Educational/Safety Media Buys (Motorcycle)	402	\$18,660.00
Educational/Safety Media Buys (Pedestrian/Bicycle)	405h	\$166,443.64
Highway Safety Summit	402	\$67,853.17
Planning and Administration	402	246,084.19
Statewide LEL (Impaired Driving)	402	\$59,063.67
Attitudinal Survey	402	\$1,064.50
Toxicology Services	405d	\$208,340.00
Fairbanks Safe Rider	405b	\$125,993.88
Safe Kids Kenai	405b	\$44,257.00
OPUS	405b	41,539.60
Statewide CPS Coordinator	405b	\$36,272.15
Statewide CPS Co-Coordinator	405b	\$38113.22
AIPC (DBA Center for Safe Alaskans) Data Linkage	405c	\$75,408.45
Crash Data Entry Services	405c	\$92,422.77
TraCS License Fee	405c	\$97,325.00
DRE Data Program	405c	10,937.50
Wrangell Police Department – TraCs	405c	\$12,600.00
Anchorage PD Impaired Driving Unit	402/164	\$1,145,908.61
Fairbanks PD Traffic Enforcement Unit (DUI)	405d	\$0.00
Alaska Court System DUI Drug Outcome Improvements	405d	\$106,574.54
HVE DUI	405d	\$71,868.11
Special Events and Sports Marketing (Speed)	402	\$244,000.00
Special Events and Sports Marketing (Impaired)	402	\$264,000.00
Special Events and Sports Marketing (Occupant Protection)	402	\$118,000.00
Special Events and Sports Marketing (Bike and pedestrian)	402	\$0.00

Projects	Source	Actual Expenditures
Statewide DRE Program	405d	\$89,894.35
Anchorage Police Department VRU	405h	\$60,50.00
Anchorage Police Department Seward Highway Speed HVE	402	\$75,901.10
Indirect Cost Allocation Plan (ICAP)	402, 405(b), (c), (d), (h)	\$381,884.33
