

STATE OF ALASKA HIGHWAY SAFETY ANNUAL REPORT FEDERAL FISCAL YEAR 2019

prepared for

Governor Michael J. Dunleavy

under the direction of

Commissioner John MacKinnon
Transportation and Public Facilities

prepared by

The Department of Transportation and Public Facilities
Alaska Highway Safety Office
3132 Channel Drive, P.O. Box 112500
Juneau, Alaska 99811-2500



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date

December 31, 2019

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Acronym Guide

ACS	Alaska Court System
AHSO	Alaska Highway Safety Office
ALVIN	Alaska License Vehicle Information Network
ANTHC	Alaska Native Tribe Health Consortium
APSIN	Alaska Public Safety Information Network
ARIDE	Advanced Roadside Impaired Driving Enforcement
AST	Alaska State Troopers
ASTEP	Alaska Strategic Enforcement Partnership
ATR	Alaska Trauma Registry
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CDC	Centers for Disease Control
CDR	Crash Data Repository
CPS	Child Passenger Safety
CIOT	Click It or Ticket
CTW	Countermeasures That Work
DDACTS	Driven Approaches to Crime and Traffic Safety
DOT&PF	Department of Transportation and Public Facilities
DITEP	Drug Impairment Training for Education Professionals
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
DRE	Drug Recognition Expert
EIMOR	Electronic Minor Offense Repository
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FMCSA	Federal Motor Carrier Safety Administration
GDL	Graduated Driver's License
GHSA	Governors Highway Safety Association
HAS	Highway Analysis System
HDDS	Alaska Hospital Discharge System
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IDTF	Impaired Driving Task Force
LEL	Law Enforcement Liaison
MOU	Memorandum of Understanding
MADD	Mothers Against Drunk Driving
MAJIC	Multi-Agency Justice Integration Consortium
MAP-21	Moving Ahead for Progress in the 21st Century

NEMSIS	National Emergency Medical Service Information System
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force
OPUS	Occupant Protection Use Survey
SFST	Standard Field Sobriety Test
SK	Safe Kids
SHSP	Strategic Highway Safety Plan
STSI	State Traffic Safety Information
TDMS	Traffic Data Management System
TRCC	Traffic Records Coordinating Committee
TRIPRS	Traffic Records Improvement Program Reporting System
TSRP	Traffic Safety Resource Prosecutor
UMOT	Uniform Minor Offense Table
UOCT	Uniform Offense Citation Table
VMT	Vehicle Miles Traveled

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2019 serves as the State's assessment of the 2019 Highway Safety Plan (HSP). Each year, the Alaska Highway Safety Office (AHSO) develops the HSP 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 HSP 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 Moving Ahead for Progress in the 21st Century (MAP 21) and the more recently passed Fixing America's Surface Transportation (FAST) Act.

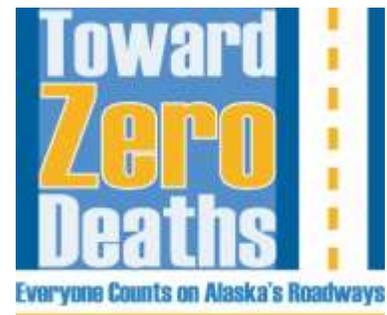
The AHSO administers Federal funds distributed to state, local, and nonprofit organizations who agree to work toward the shared goal of reducing death and major injuries due to motor vehicle related crashes through implementation of programs and projects that address driver behavior and improvements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

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Most notable in 2019 is that the observed seat belt usage rate (94.1 percent) surpassed 90 percent for the third year in a row for the first time in Alaska's history. Another highlight was the decrease in fatality rate by more than ten percent in 2017 (1.43) from 2016 (1.60). The AHSO thanks our local, state, and Federal partners for their commitment to our mission and is grateful for their support.

The AHSO and our safety partners continue to work toward our shared goal of Towards Zero Deaths – Everyone Counts on Alaska's Roadways through joint implementation of the HSP and our Strategic Highway Safety Plan (SHSP). The AHSO will continue to provide funding and support for the national law enforcement mobilizations and effective highway safety programs aimed at reducing the unnecessary fatalities and injuries on Alaska's roadways.

Our Mission

The Alaska Highway Safety Office is committed to enhancing the health and well-being of the state's citizens and visitors through a comprehensive statewide behavioral safety program to prevent crashes and save lives. Any loss of life or injury sustained in a traffic crash is unacceptable and likely preventable. The AHSO embraces, and actively promotes, the state's Toward Zero Deaths campaign in collaboration with its partners.



1.0 Safety in Alaska

1.1 Measurable Progress

Federal regulations require the State to prepare the AR containing adequate project and system specific information to demonstrate measurable progress using performance-based measures. The AHSO is the primary agency responsible for implementing 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 that includes 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 the FFY 2019 Alaska Highway Safety Plan (HSP). Fatality data are complete through 2018, and the serious injury data (referred to as major injury in Alaska) are complete through 2016. Previous years' data have been revised where necessary. If available, 2017 and 2018 data are noted, although some included in figures and tables may be preliminary and will be identified as such.

Traffic fatalities in Alaska increased from 79 in 2017 to 80 in 2018. The AHSO is committed to implementing and revising safety projects as needed to maintain a long-term downward trend in the number of fatalities and major injuries.

Table 1.1 compares the fatality rates between Alaska and the United States (U.S.) from 2007 through 2017 and Table 1.2 compares fatalities in 2017 and fatality rates in 2016 among NHTSA Region 10 states.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2007	1.36	1.59
2008	1.26	1.27
2009	1.13	1.30
2010	1.11	1.17
2011	1.10	1.57
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

Source: NHTSA FARS. Accessed December 29, 2019.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2017 Fatalities	2017 Fatality Rate (Per 100 MVMT)	2018 Fatalities
Alaska	79	1.43	80
Idaho	245	1.42	231
Oregon	439	1.19	506
Montana	186	1.47	182
Washington	563	0.92	546

Source: NHTSA FARS. Accessed December 29, 2019. *Fatality rates for 2018 are not available as of date of access.

1.2 Key Accomplishments

In FFY 2019:

- Alaska achieved an observed seat belt usage rate of 94.1 percent in 2019, another all-time high.
- 6,886 grant funded speeding citations were written in FFY 2019, a 97 percent increase over FFY 2018.
- Unrestrained fatalities fell 46 percent from 2016 to 2018.
- Young driver fatalities dropped from 16 in 2016 to 8 in 2018.
- Alcohol impaired driving fatalities dropped three percent from 2016 to 2018.
- Fatality rate decreased by more than 10 percent from 1.60 in 2016 to 1.43 in 2017.

Table 1.3 provides the results of Alaska's progress in meeting the state's target for the core performance measures identified in the FFY 2019 HSP. Green circles indicate the target was met and red circles indicate the target was not met.

Table 1.3 FFY 2019 Highway Safety Performance Report

Performance Measure Type	PM ID	Performance Measure	2018 Target	2018 Actual	2018 Met Target	Percent Difference	2019 Target
Core Outcome Measures	C-1	Fatalities	75	80		7%	75
	C-1a	Fatalities (five-year average)	75	76		1%	75
	C-2	Serious Injuries	375	N/A	N/A	N/A	350
	C-3	Fatalities per 100 MVMT	1.29	N/A	N/A	N/A	1.5
	C-3a	Fatalities per 100 MVMT – Urban	N/A	N/A	N/A	#N/A	N/A
	C-3b	Fatalities per 100 MVMT – Rural	N/A	N/A	N/A	#N/A	N/A
	C-4	Unrestrained passenger vehicle occupant fatalities	18	20		11%	20
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	17	29		71%	21
	C-6	Speeding-related fatalities	19	42		121%	24
	C-7	Motorcycle fatalities	8	12		50%	8
	Core Outcome Measures	C-8	Unhelmeted motorcycle fatalities	3	5		67%
C-9		Young drivers (20 or under) involved in fatal crashes	7	8		14%	9
C-10		Pedestrian fatalities	9	14		56%	11
C-11		Bicyclist fatalities	0	0		0%	1
Core Behavior Measure	B-1	Observed seat belt use	91.00%	91.60%		0.7%	91.00%
Activity Measures (during grant-funded activities)	A-1	Seat belt citations	N/A	1,107	N/A	N/A	N/A
	A-2	Impaired driving arrests	N/A	769	N/A	N/A	N/A
	A-3	Speeding citations	N/A	3,497	N/A	N/A	N/A

Source: NHTSA FARS and the Alaska Highway Safety Office. Accessed December 29, 2019.

1.3 Legislation

There was no new traffic safety legislation introduced or passed in Alaska in FFY 2019.

1.4 Priorities

The AHSO identified seven priorities in the FFY 2019 HSP that are consistent with the three strategies and actions included in the Alaska SHSP. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, young drivers, and older drivers), Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles), and Roadways. Each emphasis area action plan identifies enforcement, education, engineering, and data strategies that are being implemented and tracked. The seven AHSO priorities included:

- Impaired Driving** – In 2018, the number of alcohol-impaired fatalities involving a driver with a BAC 0.08 or above increased to 29 from 22 in 2017, although it was still lower than the 31 fatalities in 2016 which represented the highest number of alcohol-impaired in the last ten years. In 2019, the Anchorage Police Department’s (APD) Impaired Driving Team was fully operational and all of the team members are now DREs. While the number of DREs in the state fell to 38, we expect this number to increase again with a new Statewide DRE Coordinator. in place in FY 2020.
- Occupant Protection** – Unrestrained passenger vehicle fatalities increased in 2018 to 20 from 17 in 2017, an increase of 11 percent. However, in 2016 the unrestrained fatalities was 37. Overall, Alaska is anticipating a reduction in unrestrained fatalities due in part to the observed seat belt usage rate staying above 90 percent for the last three years and reaching a record high of 94.1 percent in 2019. Grant-funded seat belt citations remained strong in 2019 with 1,561 citations issued.
- Speeding** – Since 2014, Alaska has seen its speeding related fatalities fluctuate. In 2018, the speeding related fatalities rose 62 percent to 42 over 2017. Historically the largest percentage of all fatalities, in recent years speeding-related fatalities have fallen to around the same number as impaired driving and unrestrained fatalities. Furthermore, the number of speeding citations issued during grant-funded enforcement increased in 2019 to 6,886, a dramatic increase of 97 percent over 2018. This increase in grant-funded enforcement citations can be largely attributed to APD’s Impaired Driving Team. It is anticipated with renewed efforts to combat speeding in Alaska by law enforcement the speeding fatalities will come down. Table 1.4 shows the fluctuations in speeding-related fatalities and serious injuries between 2008 and 2018.

Table 1.4 Fatalities and Major Injuries Involving Speeding

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Speeding Fatalities	29	25	26	14	22	18	22	36	26	42
Speeding Serious Injuries	82	112	64	91	107	76	89	108	75	N/A
Speeding Fatalities as a Percent of All Fatalities	45%	46%	35%	24%	43%	22%	34%	43%	33%	53%
Speeding Serious Injuries as a Percent of All Serious Injuries	18%	23%	16%	25%	31%	24%	26%	25%	23%	N/A

Source: Source: NHTSA/STSI and Alaska DOT&PF. Accessed December 9, 2019.

*Serious Injury data represents the most current data via the DOT&PF.

- Motorcycle Safety** – In 2016 and 2017 the number of motorcycle fatalities have remained steady at six. Motorcycle fatalities rose to 12 in 2018 . Of the 12 fatalities in 2018, five were unhelmeted. The AHSO is currently working with their communications contractor to look into ways for additional educational outreach strategies to address motorcycle fatalities in the state.
- Pedestrian and Bicycle Safety** – Pedestrian and bicyclist fatalities in 2018 were similar to previous years. However, pedestrian fatalities again reached their highest total since 2014, remaining at 14 fatalities in 2018 for the second year in a row. For 2018 there were no bicyclist fatalities in Alaska, a reduction from one in 2017. The percentage of all fatalities involving pedestrians and bicyclists accounted for nearly 18 percent of all fatalities in 2018, this is a slight decrease from 19 percent of all fatalities in 2017.

- 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. However, novice drivers under 20 years old involved in fatal crashes was eight in 2018 in Alaska, a 50 percent decrease from 16 in 2016.
- Traffic Records** – Traffic Records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2016, Alaska developed a new Traffic Records Strategic Plan in 2017 to continue improvements in the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track traffic safety countermeasures. Improvements in traffic records in FFY 2019 included the increase in citations submitted to the Alaska Court System for adjudication on day of offense from 40.5 percent to 43.7 percent, compared to the same time period in the prior year.

1.5 Progress in Achieving Performance Targets

Outside of the core behavior measure for observed seat belt use, no preliminary fatality data (FARS AFR or Alaska CARE System) were available to determine if performance targets identified in the FFY 2019 HSP will be met. The 2020 Target is based on the FFY 2020 HSP.

Table 1.5 Preliminary FFY 2019 Highway Safety Progress Report

Performance Measure Type	PM ID	Performance Measure	2018 Target	2018 Actual*	2018 Met Target	Percent Difference	2019 Target
Core Outcome Measures	C-1	Fatalities	75	80		3%	75
	C-1a	Fatalities (five-year average)	75	76		1%	75
	C-4	Unrestrained passenger vehicle occupant fatalities	18	20		11%	20
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	17	29		-6%	21
	C-6	Speeding-related fatalities	19	42		100%	24
	C-7	Motorcycle fatalities	8	12		50%	8
	Core Outcome Measures	C-8	Unhelmeted motorcycle fatalities	3	5		67%
C-9		Young drivers (20 or under) involved in fatal crashes	7	8		14%	9
C-10		Pedestrian fatalities	9	14		56%	11
C-11		Bicyclist fatalities	0	0		0%	1
Core Behavior Measure	B-1	Observed seat belt use	91.0%	91.6%		0.7%	91.0%

Source: NHTSA/STSI. Accessed December 9, 2019.

*All 2019 fatality data is preliminary and subject to change. 2019 fatality data was not available from FARS or Alaska CARE System.

PLEASE NOTE: All 2019 data are preliminary and subject to further changes, therefore this data is used only in Section 1.4. The Annual Report is a public document that will be available online. For this reason, the AHSO did not want preliminary data being quoted or used for another purpose before being finalized. For the most recent data stakeholders should contact the AHSO.

Similar to many other states in the nation, Alaska has seen its fatalities rise in the last few years. When the FFY 2018 targets were set using the five year rolling average from 2011-2015 fatalities were trending upwards, thus aggressive downward targets were set for FFY 2018. The AHSO adjusted the targets in the FFY 2019 HSP using the five year rolling averages from 2012-2016. With incorporation of this new data set (more recent trend data) in upcoming HSPs, the AHSO believes more targets will be met moving forward.

While Alaska has made great strides in recent years increasing the observed seat belt rate to historic new highs each year, speeding and motorcyclist related fatalities increased significantly in 2018 and pedestrian fatalities remain stubbornly high. Local enforcement agencies have been struggling with staffing issues in FFY 2019 which impacted their participation in high-visibility occupant protection, impaired driving, and speed enforcement. One focus of the 2020 Safety Summit is to provide information and ideas to law enforcement participants through two Law Enforcement Liaison presentations on How an Engaged Law Enforcement Can Save Lives and Young Drivers to encourage participation in AHSO traffic enforcement efforts.

As required by 23 C.F.R. §1300.35(a), Alaska will adjust its next Highway Safety Plan to address how it did not meet these performance targets. The AHSO remains intent on establishing an Alaska Law Enforcement Liaison position in FFY 2020 to provide support to local agencies throughout the year and help bring on additional law enforcement agencies to participate in mobilizations. Additionally, another Grants Administrator will be brought on to focus



on impaired driving projects and initiatives to better help address and meet impaired driving targets. For the first time, Alaska will also use a sports marketing contractor to reach a greater audience across the state on safe driving behaviors. The AHSO will evaluate these education and communication efforts and consider expanding their reach if proven successful in reaching and resonating with the target audiences. The AHSO is now overseeing the implementation of Alaska's Strategic Highway Safety Plan (SHSP) which will help assure better alignment between the AHSO and SHSP partners and the emphasis areas within the SHSP. Further adjustments to the HSP will be the accumulation of additional law enforcement agencies working NHTSA funded programs as the AHSO has seen a decline in participating agencies in recent years. The 2020 Safety Summit will ideally motivate current law enforcement agencies to participate more and also help 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 in the future.

2.0 Performance Data – Alaska 2012 to 2019

2.1 Crash Statistics Summary

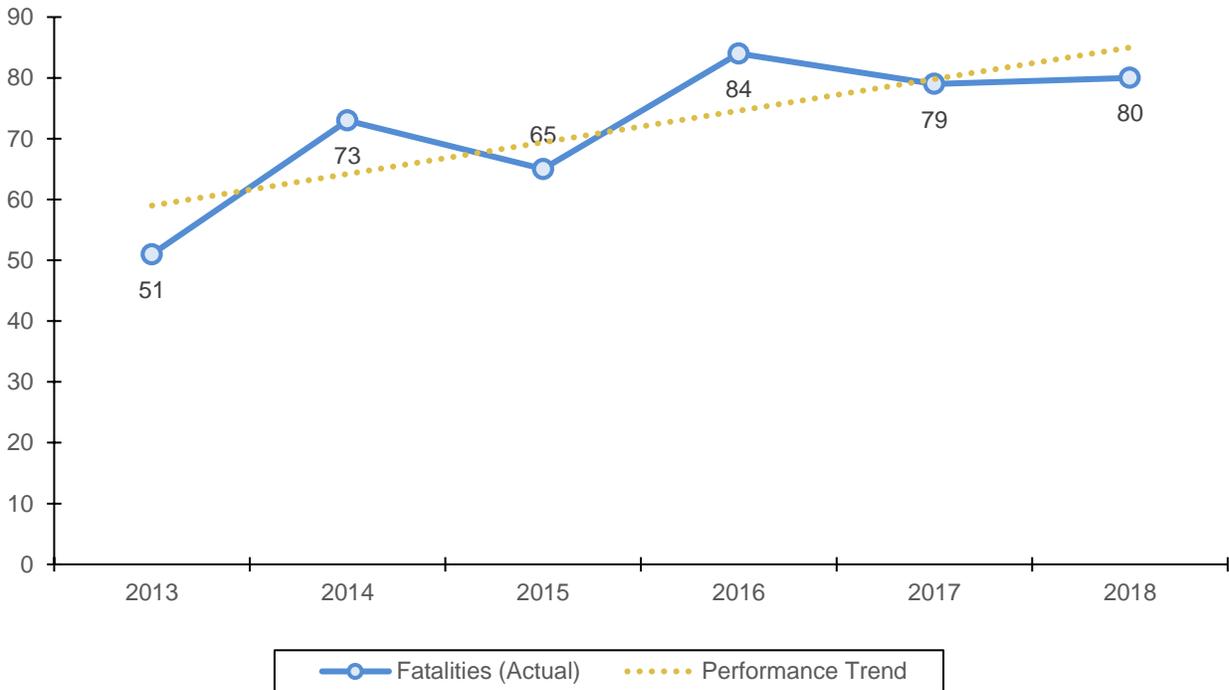
In Alaska, fatalities resulting from motor vehicle crashes remained relatively the same, increasing by one from 79 in 2017 to 80 in 2018. Details on Alaska's highway safety trends between 2013 and 2019 are provided in Table 2.1. Figures 2.1 through 2.15 illustrate select performance measures shown in Table 2.1. Fatality data are complete through 2018 and serious injury data are complete through 2016. 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 2013 to 2019

Crash Data/ Trends	2013	2014	2015	2016	2017	2018	2019	Percent Change 2017-2018	Average Annual Change
Fatalities (Actual)	51	73	65	84	79	80	N/A	1%	1.40
Fatalities per 100 MVT	1.05	1.51	1.29	1.6	1.43	N/A	N/A	#N/A	#N/A
Serious Injuries	347	320	338	431	NA	N/A	N/A	#N/A	#N/A
Unrestrained Passenger Vehicle Fatalities	12	21	15	37	17	20	N/A	18%	-0.20
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	16	22	22	30	22	29	N/A	32%	1.40
Speeding-Related Fatalities	22	18	22	36	26	42	N/A	62%	4.80
Motorcyclist Fatalities	9	8	11	6	6	12	N/A	100%	0.80
Unhelmeted Motorcyclist Fatalities	2	3	4	2	3	5	N/A	67%	0.40
Young Driver (20 or under) Involved in Fatal Crash	8	11	6	16	6	8	N/A	33%	-0.60
Pedestrian Fatalities	6	14	12	12	14	14	N/A	0%	0.00
Bicyclist Fatalities	1	3	0	1	1	0	N/A	-100%	-0.60
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	86.1%	88.4%	89.3%	88.5%	90.1%	91.6%	94.1%	2%	0.01
Seatbelt Citations Issued During Grant-Funded Events	508	612	725	966	1,232	1,107	1561	-10%	167.20
DUI Arrests Made During Grant-Funded Events	250	80	192	202	156	769	870	393%	135.60
Speeding Citations Issued During Grant-Funded Events	712	438	457	747	966	3,497	6,886	262%	1,607.25

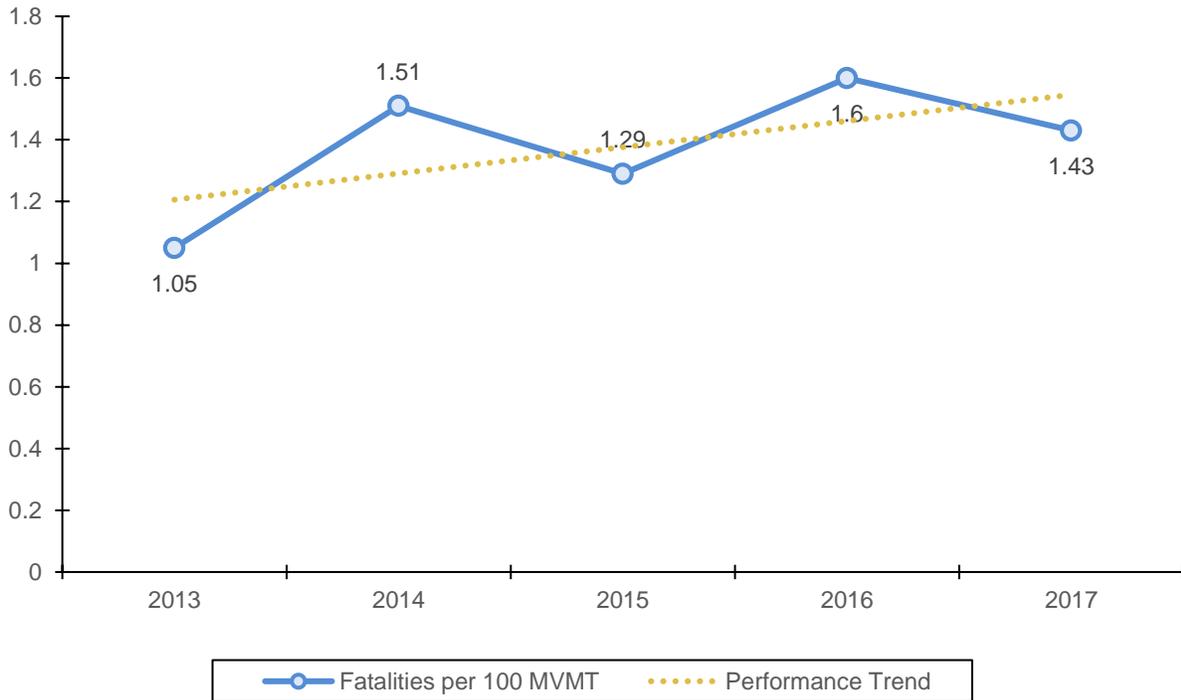
Source: NHTSA STSI/FARS; Alaska Highway Safety Office. Accessed December 9, 2019.

Figure 2.1 Statewide Fatalities



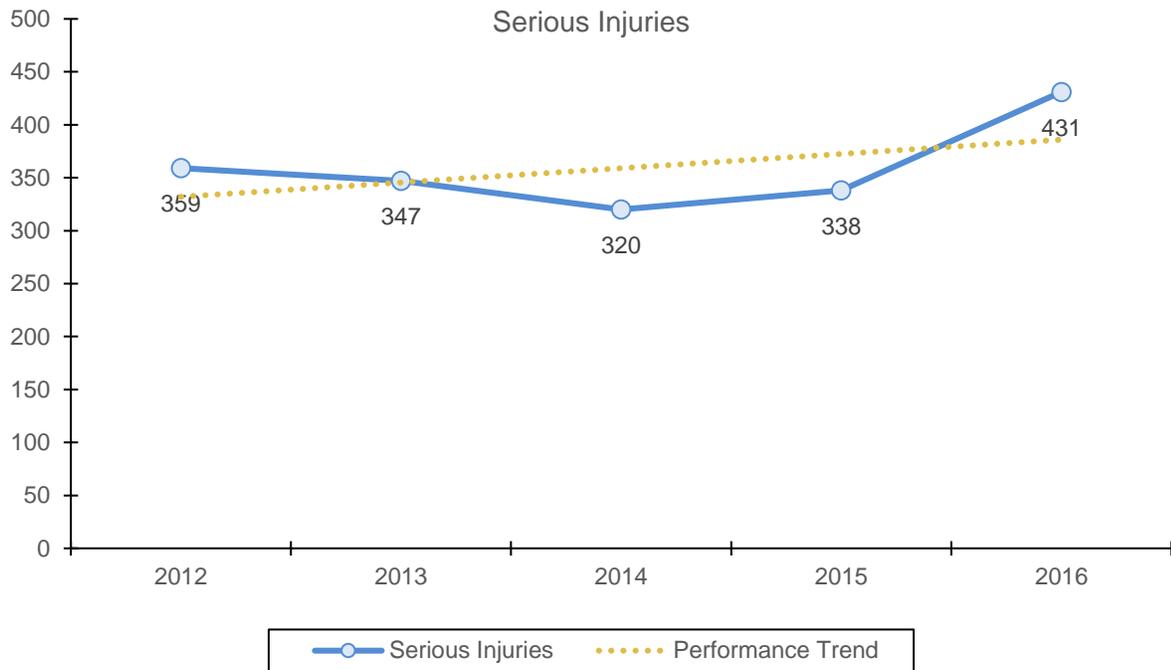
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.2 Statewide Fatality Rate



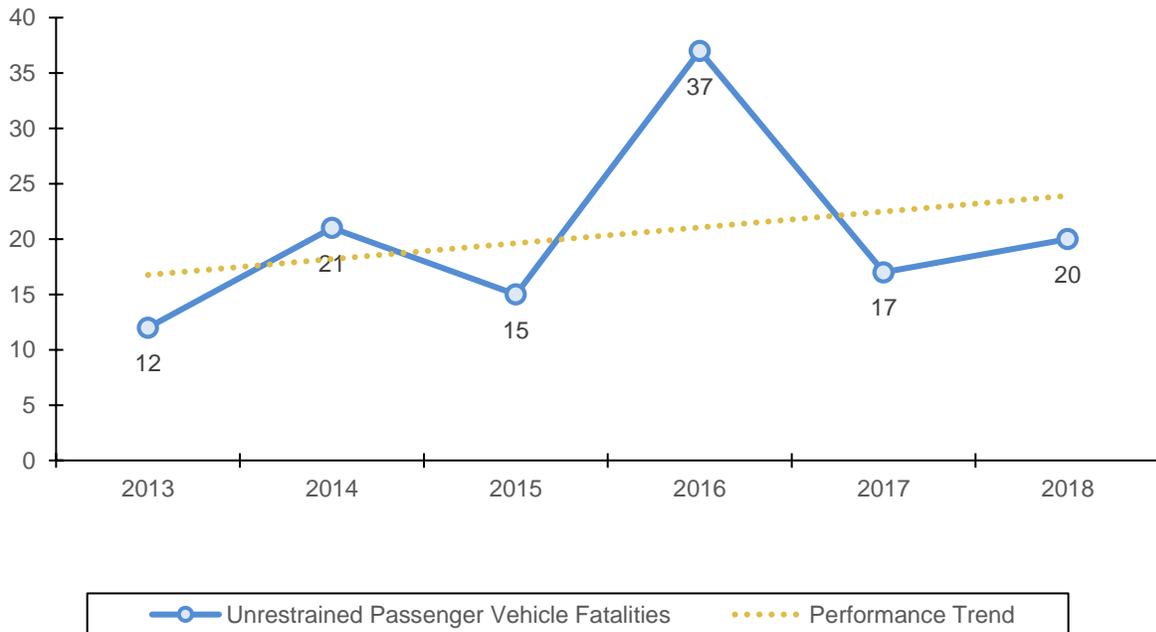
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.3 Statewide Serious Injuries



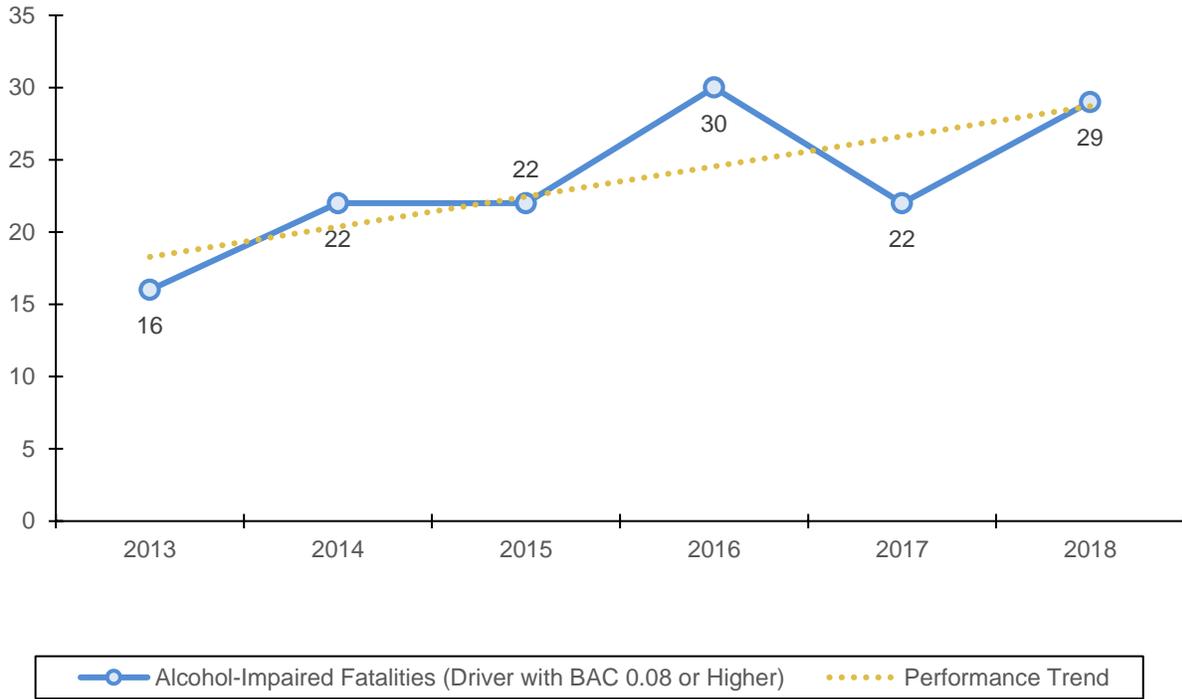
Source: NHTSA STSI/FARS. Accessed December 29, 2019. The 2017 serious injury data is preliminary and 2018 injury data was not available at the time of this report; neither have been included in Figure 2.3.

Figure 2.4 Unrestrained Passenger Vehicle Occupant Fatalities



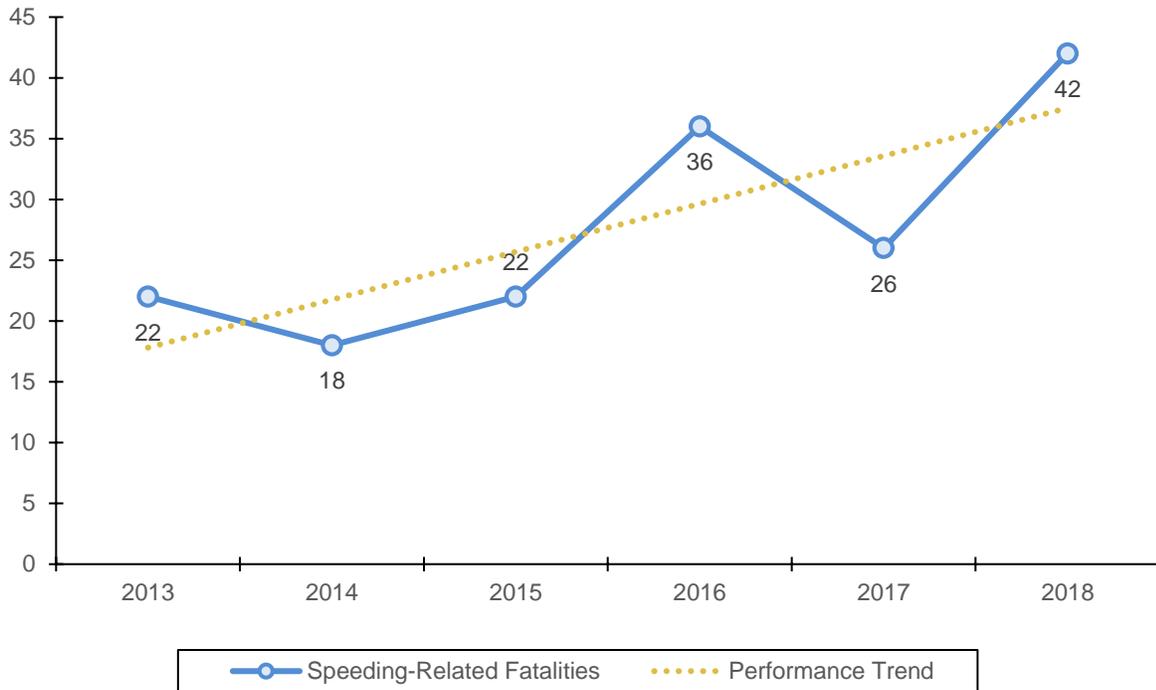
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.5 Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC



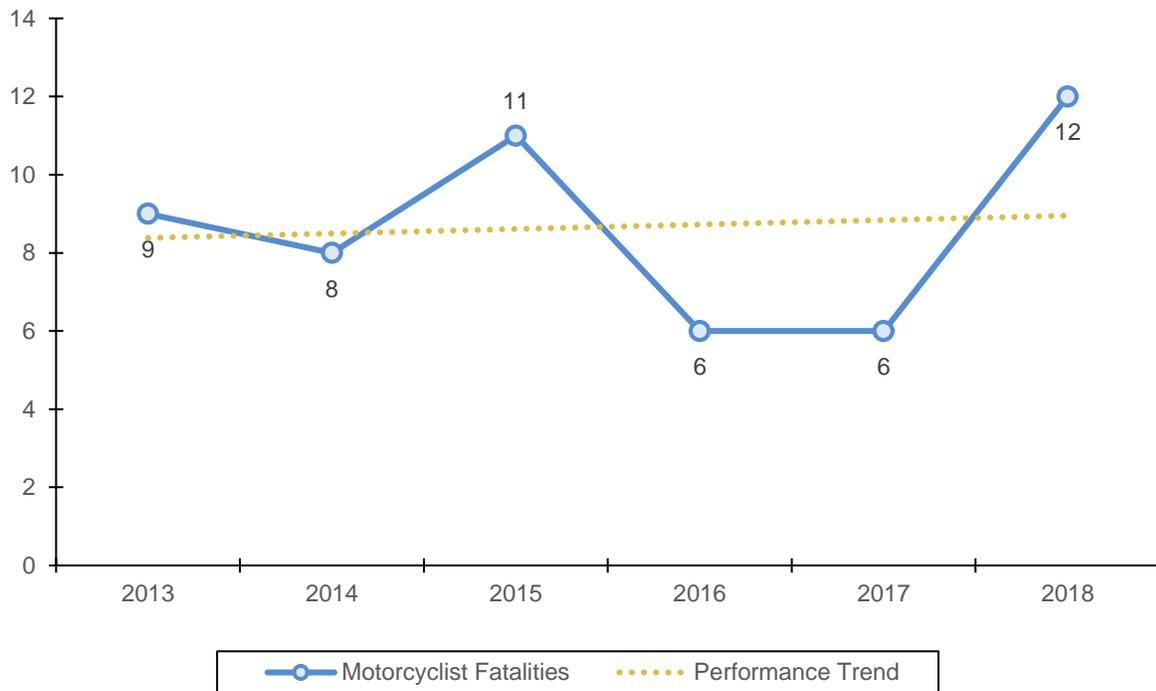
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.6 Speeding-Related Fatalities



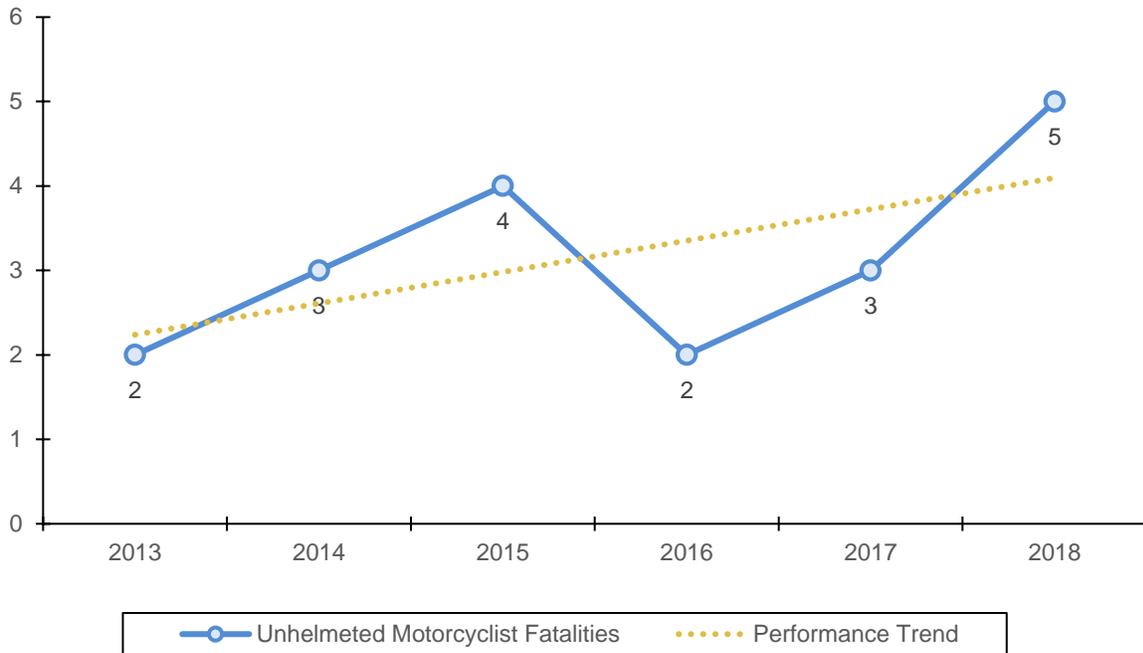
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.7 Motorcycle Fatalities



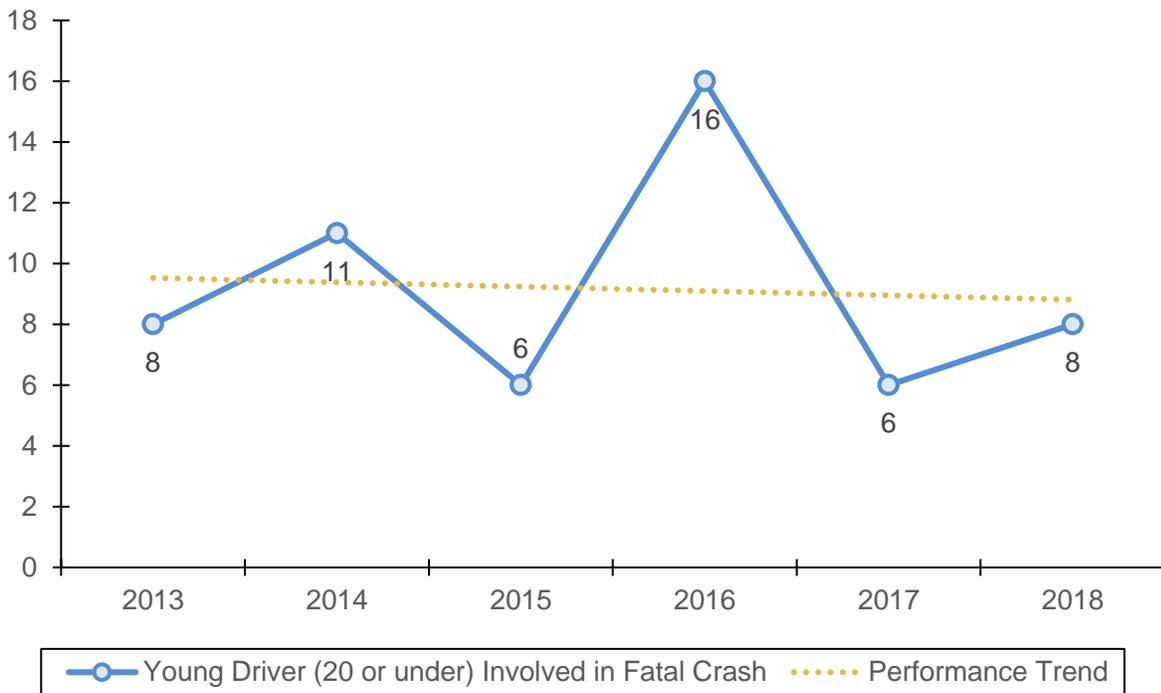
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.8 Unhelmeted Motorcycle Fatalities



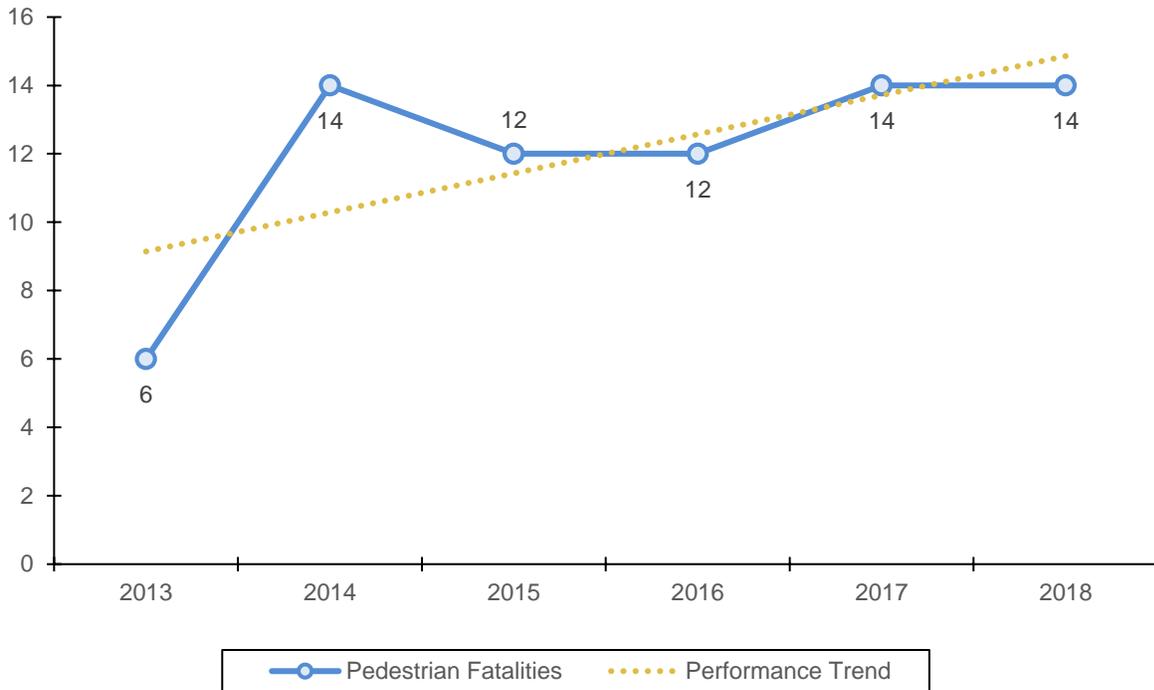
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



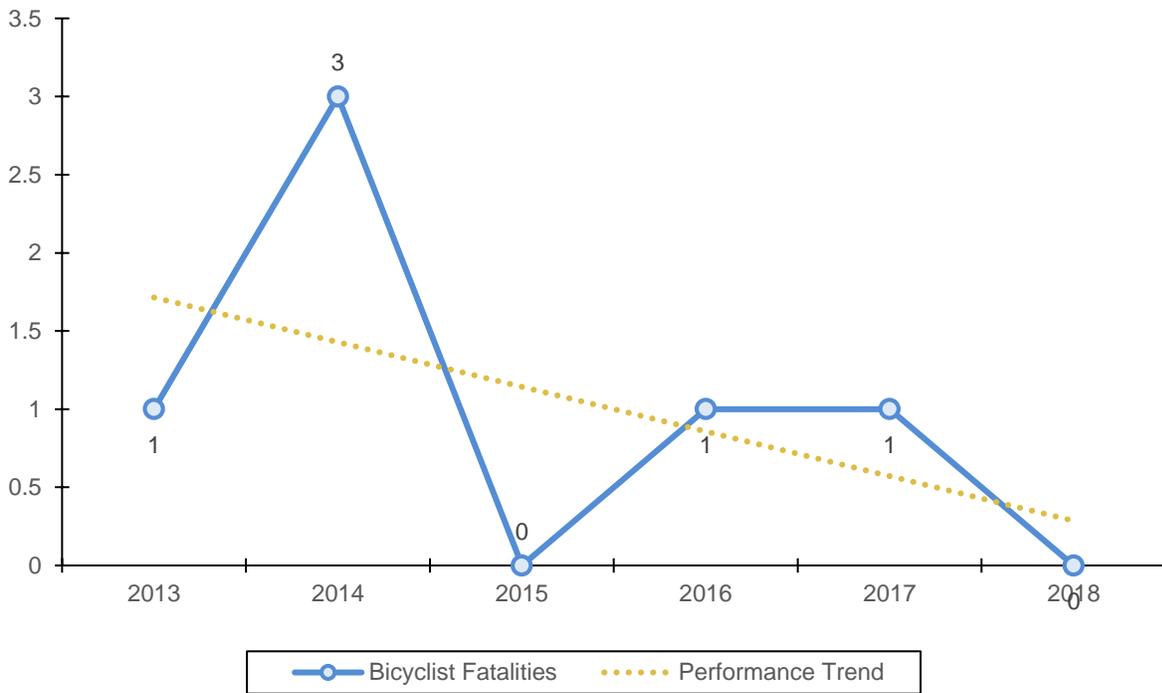
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.10 Pedestrian Fatalities



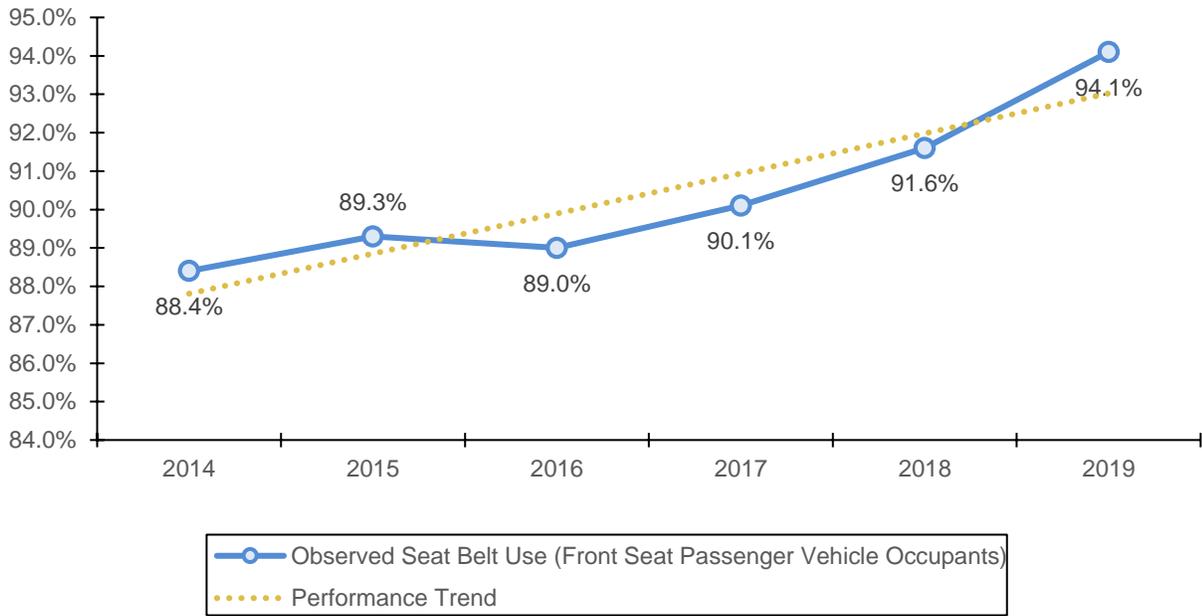
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.11 Bicyclist Fatalities



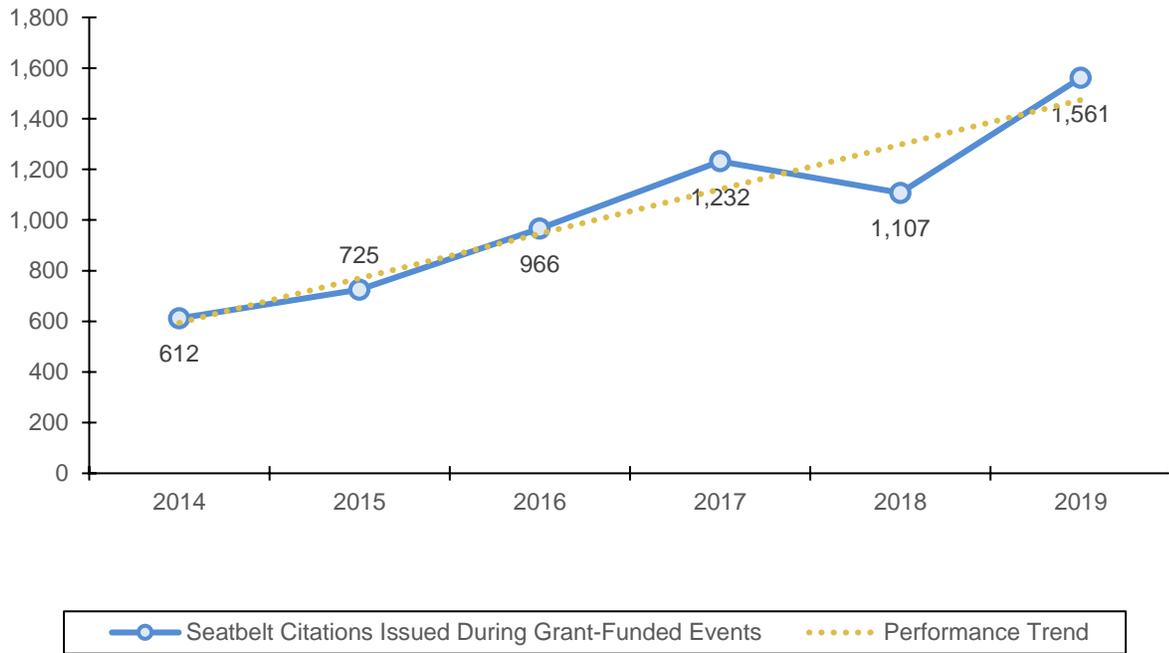
Source: NHTSA STSI/FARS. Accessed December 29, 2019.

Figure 2.12 Observed Belt use for Passenger Vehicles



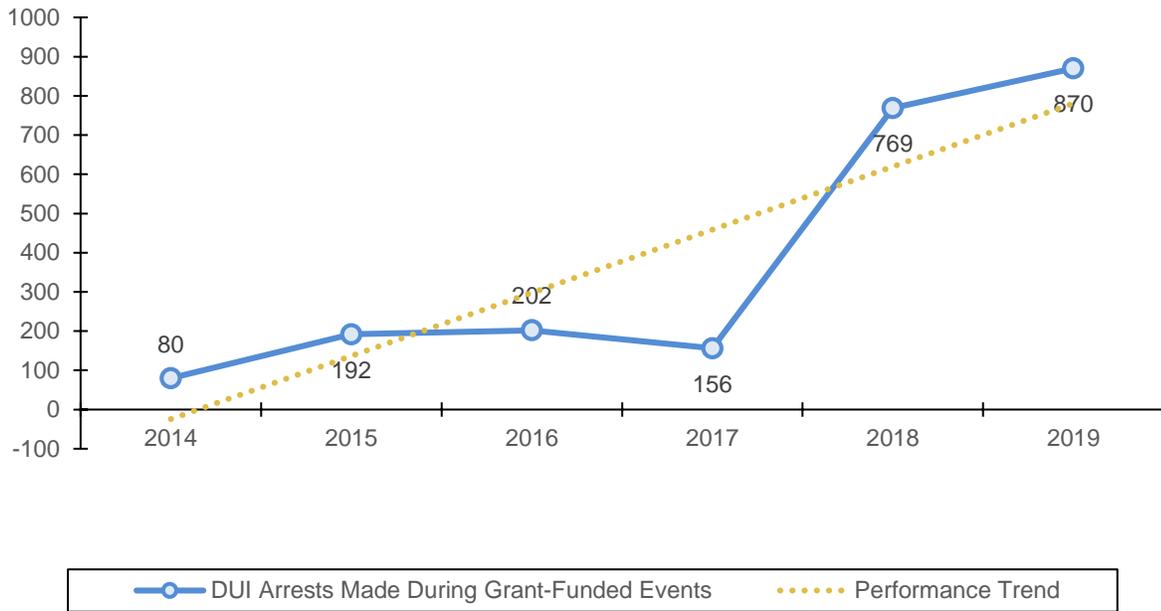
Source: Alaska Highway Safety Office. Accessed December 9, 2019.

Figure 2.13 Seatbelt Citations Issued During Grant Funded Events



Source: Alaska Highway Safety Office. Accessed December 9, 2019.

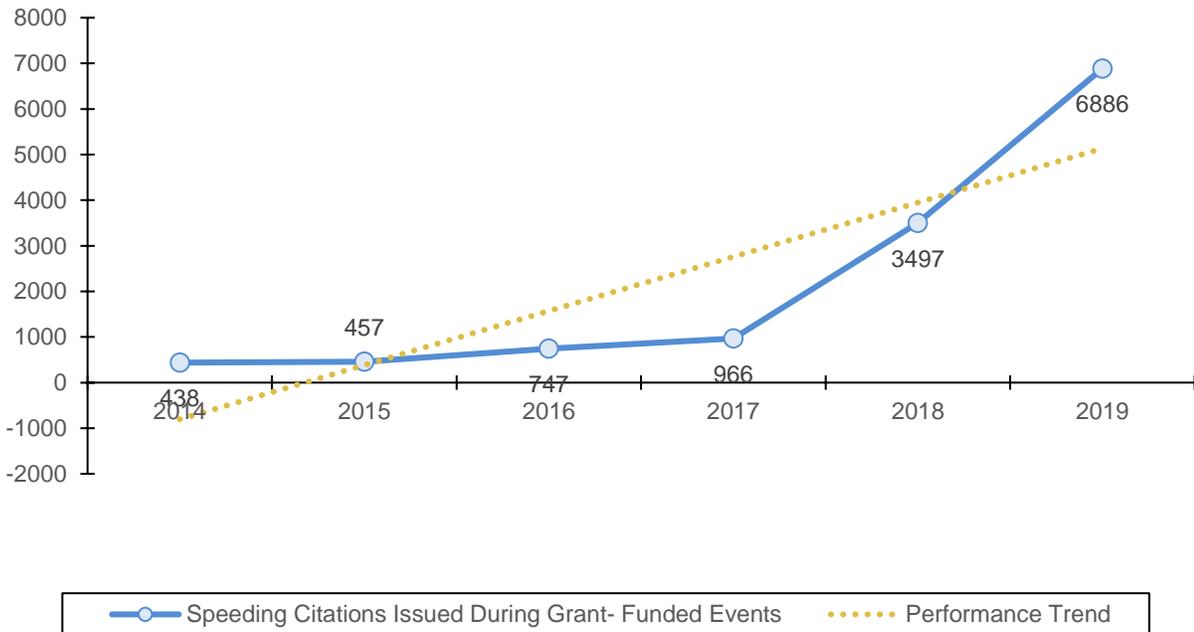
Figure 2.14 DUI Arrests Made During Grant Funded Events



Source: Alaska Highway Safety Office. Accessed December 9, 2019.

Figure 2.15 Speeding Citations Issued During Grant Funded Events

Speeding Citations Issued During Grant- Funded Events



Source: Alaska Highway Safety Office. Accessed December 9, 2019.

3.0 Program Areas

3.1 Evidence Based Enforcement Program Activities

In FFY 2019, 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. This past year saw five law enforcement agencies participate in Click It or Ticket or the Drive Sober or Get Pulled Over campaigns. 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 FFY 2019 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. FFY 2019 grantees were also 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. Monthly 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 monthly monitoring allowed for subtle or major adjustments by each grantee, leaving sufficient time to make adjustments throughout the year if needed to improve traffic safety in Alaska.

3.2 Compilation of Enforcement Activity Results

In FFY 2019, five law enforcement agencies participated in the national Click It or Ticket campaign or in the Driver Sober or Get Pulled Over campaign. In total, all of the NHTSA funded law enforcement activities resulted in:

- 1,561 seat belt citations
- 870 impaired driving arrests
- 6,886 speeding citations

In addition, there were 38 Drug Recognition Experts (DREs) in Alaska in 2019.

The performance target(s), 2019 results, and project descriptions for the seven program areas addressed in the FFY 2019 HSP are described in the following sections 3.3 to 3.9. Similar information is provided for Paid Media (3.10) and Planning and Administration (3.11) activities conducted in FFY 2019.

3.3 Impaired Driving

Problem Statement

Impaired driving is the number one priority for the Alaska Highway Safety Office 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 traffic fatalities since 1977, but alcohol and drug use continue to be a major contributing factor to motor vehicle crashes and fatalities. Alcohol alone was a factor in 36 percent of traffic fatalities in 2018.

Performance Target

1. Keep alcohol impaired driving fatalities from increasing by 0 percent from 21 (2012-2016 average) to 21 by December 31, 2019.

Projects and Funding

The 2019 HSP included impaired driving projects to address the above performance targets and counter impaired driving in the State. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Alaska did not reach the target of 21 alcohol-impaired related fatalities or lower in 2018. In fact, the State recorded 29 alcohol-impaired related fatalities in 2018. During FFY 2019, five agencies participated in the national mobilizations and quarterly high-visibility enforcement activity at high-risk times resulting in 769 impaired driving arrests. With the legalization of marijuana, the AHSO will again redouble its efforts to increase the number of DREs in the State which dropped to 38 from 41 in 2018.

The FFY 2019 telephone survey indicated that two-thirds (66 percent) of Alaskan drivers think they are certainly or very likely to be arrested for driving after drinking (Figure 4.2). This is an increase from 53 percent noted by respondents in the 2016 survey and has increased each year since 2014.

Project Descriptions

Project Title: High Visibility DUI Enforcement (405d M5HVE 19 01 FA(A))

Project Description: The AHSO utilized 405d funds for law enforcement agencies to participate in High Visibility Enforcement (HVE) efforts on impaired driving initiatives in FFY 2019. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the Alaska State Troopers (AST) and six local police departments (Anchorage, Juneau, Kenai, Palmer and Soldotna) 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 FFY 2019 were 1,196 hours of DUI HVE overtime, which resulted in 40 impaired driving arrests, 835 citations for various moving, vehicle, and license violations, and 7 warrant arrests.

Budgeted: \$700,000.00

Expended: \$99,789.90

Project Title: Statewide LEL Impaired Driving (402PT 19 06 00(D))

Project Description: This project was planned to fund the position (salary or labor hours and expenses) of up to three regional Law Enforcement Liaisons to function as an extension of the AHSO. The LELs were to assist with recruiting law enforcement agencies to work impaired driving projects and help police agencies analyze their crash data to identify impaired driving hot spots and corridors, implement high-visibility enforcement strategies, and collect and report citation and HVE data. The LELs also would work with Alaska's DREs to address deployment and training/recertification for law enforcement (ARIDE– Advanced Roadside Impaired Driving Enforcement) and education professionals (DITEP – Drug Impairment Training for Education Professionals). AHSO planned to utilize the services of the Region 10 LEL to coordinate the LELs until a statewide coordinator could be identified.

The project did not materialize in FFY 2019 due to changes at the administrative levels of agencies that had previously agreed to provide an LEL. New agreements must be signed with the agencies. The AHSO intends to begin the program in FFY 2020 and will add another Grants Administrator to focus on impaired driving projects and initiatives.

Budgeted: \$40,000

Expended: \$0

Project Title: DPS Statewide DRE (405d M5X 19 01 FA(A))

Project Description: The legalization of recreational use of marijuana has heightened the importance of the state's DRE program. The Alaska Highway Patrol's DRE coordinator changed in the first quarter for FFY 2019, however, of the project's 13 goals, eight were met, two were partially met and the remaining three were not met. At the end of FFY 2019, accounting for attrition, Alaska had 38 active DRE officers, three less than at the end of the previous year. Additionally, one ARIDE class held for law enforcement in FFY 2019 and one new DRE instructor was trained. Furthermore, 24 people, including 20 DREs representing municipal officers from four different agencies and troopers from seven different duty stations, and state and municipal prosecuting attorneys, participated in various courses and breakout sessions at the National DRE Conference to further their education and expand their knowledge about the program.

Budgeted: \$282,000.00

Expended: \$90,652.55

Project Title: AK DPS Toxicology Services (402 AL 19 01 00(A))

Project Description: In FY 2019, the Alaska State Public Health Laboratory (AKPHL) was tasked with clearing the DUID toxicology testing backlog. AKPHL used NMS Labs testing services for DUID toxicology testing which demonstrated turnaround times of less than 10 days in Q1. This rapid analysis turnaround allowed AKPHL to clear the Q1 backlog and also keep up with new cases received in October and November. By using NMS toxicology data, AKPHL was able to identify the most commonly occurring drugs in Q1 & Q2 Alaska DUI cases. AKPHL also established in-house test methods for DUID toxicology. AKPLH completed "aged" Whole Blood method development for the following Tier I compounds: THC, Carboxy-THC, Hydroxy-THC, Methamphetamine, Amphetamine, MDMA, Cocaine, Benzoyllecgonine, Cocaethylene, Codeine, Hydrocodone, Hydromorphone, Methadone, Morphine, Oxycodone and Oxymorphone. Based on NMS drug

occurrence frequency data, these selected drugs are expected to identify 95 percent of the positive DUID cases. ALPHL staff also developed toxicology interpretation skills for testimony in driving impairment cases. Poly-Drug class use was demonstrated in over 55 percent of FFY 2019 cases - a complex interpretation concern.

Budgeted: \$220,688.00

Expended: \$155,919.64

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (402 PT 19 06 FA(E))

Project Description: The Anchorage Police Department's Impaired Driving Enforcement Unit started working in FFY 2017. In FFY 2019, the unit was fully functional with all members becoming DREs. The unit conducted 8,405 traffic stops in which 14,612 persons were contacted. During these stops the team made 586 misdemeanor DUI arrests and 38 felony DUI arrests, and issued 1,977 speeding citations, 125 seatbelt citations, 148 warrant arrests, 44 DRE evaluations, and 147 open container violations. From these efforts in FY 2019, there were 14 alcohol-related fatalities in Anchorage which bested the performance target of 15, and were the lowest number of alcohol-related fatalities since 2014.



Budgeted: \$1,700,000.00

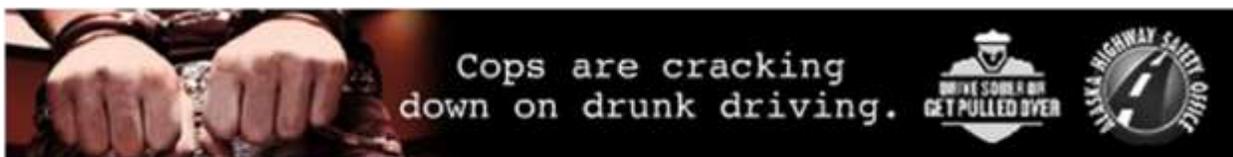
Expended: \$1,460,151.58

Project Title: Fairbanks DUI Traffic Enforcement Unit (405d M5X 19 01 FA(B))

Project Description: This project targeted suspected impaired drivers in the Fairbanks area. In FFY 2019 one Fairbanks Police Department officer was assigned to conduct roving patrols that targeted impaired drivers. All project activities and milestones were met, including conducting saturation patrols and participation in high visibility enforcement campaigns. During this grant period 125 DUI related citations were written and there were zero alcohol-related fatalities in the City of Fairbanks. Seat belt and child restraint citations were tracked during the project, however very few cited drivers had children with them and all were using safety restraints. While the Police Department noted that this was unexpected they believe campaigns such as Click It or Tick are working even among impaired drivers in their jurisdiction.

Budgeted: \$138,000.00

Expended: \$100,218.46



Project Title: Professional Development for Traffic Safety Professionals (402 PT 19 06 00(G))

Project Description: The AHSO used 402 grant funds on scholarship travel for training and workshops in FFY 2019 for officers from the Juneau, Fairbanks, Anchorage Police Departments, and Anchorage Fire Department to travel to the Lifesavers Conference for training and to gain insights on the latest impaired driving countermeasures to bring back to Alaska law enforcement to further reduce impaired driving in the state.

Budgeted: \$25,000.00

Expended: \$5,923.40

3.4 Occupant Protection

Problem Statement

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to a historic high of 94.1 percent in 2019. According to the 2019 statewide phone survey, respondents indicated they use their seatbelt "always" 92 percent of the time, an increase from 91 percent in 2018 and 89 percent in 2017. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "very likely" or "likely" 88 percent of the time. In addition, 29 percent of respondents believed they "always" or "nearly always" had a chance of receiving a seatbelt ticket for not wearing one. This is a decrease from 31 percent in 2018, but still higher than the 27 percent recorded in 2015.

Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 5 percent from 21 (2012-2016) to 20 by December 31, 2019.
2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1 percentage points from 90 percent in 2017 to 91 percent by December 31, 2019.

Projects and Funding

The 2019 HSP included occupant protection projects to make progress towards reducing unrestrained injuries and fatalities and achieving the observed seat belt use performance target. Additionally, funds were spent on communication efforts (described in more detail in Section 3.10 for Paid Media). Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).



Performance Results

Alaska smashed the target of surpassing a 91 percent observed seat belt use rate in 2019 and achieved a rate of 94.1 percent. Seatbelt citations issued during grant-funded activity was 1,561 in 2019.

The 2019 observational seat belt survey indicated the regional areas of Anchorage, Fairbanks, Kenai, and Matanuska-Susitna all had an observed seat belt rate at or above 90 percent, with Anchorage and Kenai having rates above 96 percent. The Juneau region, at 84.7 percent, was the only region with an observed seat belt rate below the performance target.

Project Descriptions

Project Title: Occupant Protection Use Survey (OPUS) (402 OP 19 04 FA(G) 1)

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, which was redesigned in FFY 2017 and approved by NHTSA, was used again in 2019. The design allows the capture of demographic data to assist in targeting the occupant protection programs and measuring performance.

Budgeted: \$40,000.00

Expended: \$39,495.87

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 PT 19 06 00)

Project Description: The AHSO provided grants to the AST and local law enforcement agencies (Anchorage, Fairbanks, Juneau, Kenai, Soldotna) to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with these local agencies, conducted high-visibility (overtime) enforcement during the Click It or Ticket mobilization and state blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement focused on roadways with identified low seat belt use rates, as determined by crash data and Alaska's annual observational survey. Participating agencies also conducted earned media activities and participated in educational events. In FFY 2019, these law enforcement agencies worked 1,309 hours HVE overtime, which resulted in nine impaired driving arrests, 1,222 occupant protection citations, seven no car seat citations, and 18 warrant arrests.



Budgeted: \$250,000.00

Expended: \$143,091.67

Project Title: Safe Kids Kenai Peninsula CPS Program (402 OP 19 04 FA(B))

Project Description: Safe Kids Kenai Peninsula (SKKP) supports the CPS component of the state's Occupant Protection Strategic Plan. SKKP coordinated, trained, supported certification, and mentored CPS technicians in the region; and made contact in the communities of Soldotna, Kenai, Nikski, funny River, Homer, Anchor Point, Moose Pass, Bear Creek, Cooper Landing, Ninilchik, Seward, and the Kenatzie Indian Tribe through direct CPS education and/or car seat events or support of local technicians and events. SKKP also conducted earned media opportunities and initiated a CPS media campaign through the Central Peninsula Hospital to educate the public. The results of SKKP's efforts were 23 car seat events, 596 car seat checks, 120 car seats distributed, reaching a total of 1,648 children and 2,336 adults. The program exceeded all of its 2019 performance targets except the number of new car seats distributed which is attributed to more parents coming to events with already purchased car seats.

Budgeted: \$32,200.00

Expended: \$25,094.81

Project Title: Fairbanks Safe Rider Program (402 OP 19 04 FA(C))

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, and mentored CPS technicians in the region, hosted CPS events (e.g., car seat check events, inspections, seat distribution), supported existing and developed additional child safety seat fitting stations, provided CPS education at community events, and conducted earned media opportunities to educate the public. The program's CPS Technician teamed with local law enforcement and participated in Click It or Ticket mobilization by providing assistance to motorists with improperly or unrestrained children. The outputs of the Fairbanks Safe Rider program were five CPS checkup events, 14 CPS community educational events, CPS education to 644 new parents,

73 hospital rounds and referrals for car seat fittings, and 238 child safety seat checks.

Budgeted: \$93,000.00

Expended: \$82,427.60

Project Title: Mat Su Child Passenger Safety Program (402 OP 19 04 FA(A))

Project Description: In support of the CPS component of the state's Occupant Protection Strategic Plan, the Mat-Su Child Passenger Safety Program coordinated and mentored CPS technicians in the region, distributed a quarterly newsletter to their region's technicians which Safe Kids requested permission to distribute throughout the state, posted monthly seat check events on the hospital's new Facebook page, sent CPS brochures and a calendar of seat check events to all foster parents in their area, and conducted earned media opportunities to educate the public. The Program also hosted and partnered with schools and other agencies

on CPS events (e.g., car seat check events, inspections, seat distribution) and provided CPS education to parents and family members at the Mat-Su Medical Center Birthing Center and community events. In FFY 2019, the Mat-Su Services for Children and Adults, Inc. checked 296 car seats, held 19 car seat check events, and educated 182 percent of all new parents about child passenger safety who discharging with their newborn infant from the Mat-Su Regional Medical Center. The program held three seat check events outside their core Palmer/Wasilla service area.

Budgeted: \$52,600.00

Expended: \$50,216.76

Project Title: Statewide CPS Coordinator and Co Coordinator (402 OP 19 04 FA(D) and (E))

Project Description: This project funded the positions (salary or labor hours and expenses) of 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; compiled an events calendar and assisted with the occupant protection portion of the AHSO web site; revised the CPS rack card, CPS law enforcement card



and CPS business cards; planned and coordinated the CPS Re-Certification conference which was attended by 55 technicians where the technicians met with CPS Instructors for five seat check-offs; provided news and television interviews; served as members of the Occupant Protection Task Force; and provided support to the AHSO with occupant protection communications and other activities as needed. In FFY 2019, the Coordinators taught four CPS certification courses, and one CPS technician course, attended a CPS Special Transportation enhancement course, and participated in Click It or Ticket events.

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

Expended: \$72,339.14 (Coordinator \$ 39,121.76 and Co-Coordinator \$33,217.38)

Project Title: Professional Development for Occupant Protection (402 OP 19 04 FA(F))

Project Description: The AHSO's travel scholarship program provided reimbursement for travel and/or training costs to occupant protection and CPS-related events that benefit Alaska's mission and support the activities of the HSP. In FFY 2019 funds were used for sending one attendee each from the Center for Safe Alaskans and Fairbanks Memorial Hospital to the Lifesavers Conference and two attendees from the Mat-Su Services to the Kidz in Motion Conference.

Budgeted: \$15,000

Expended: \$9,094.72



3.5 Speeding

Problem Statement

Alaska has seen a spike in speeding related fatalities in recent years following a previous downward trend. From 2006 to 2015, Alaska made great strides in reducing speeding-related fatalities from 30 in 2006 to 22 in 2015. In 2018, Alaska saw a ten year high of 42 speeding-related fatalities.. The recent rise in speeding related fatalities has made it one of the leading causes of death (53 percent) in Alaskan motor vehicle crashes in 2018.

Performance Target

1. Increase speeding-related fatalities by 9 percent from 22 (2012-2016 average) to 24 by December 31, 2019.

Projects and Funding

The FFY 2019 HSP outlined a number of strategies to address speeding related crashes and achieve the aforementioned performance target. The AHSO awarded a substantial grant to the Alaska State Troopers to conduct data-driven high-visibility enforcement operations to address the identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Speeding-related fatalities increased from 26 in 2017 to 42 in 2018, missing the 2018 target of 19. In reviewing the number of grant-funded speeding citations, there was a dramatic increase each of the last four years. Speeding citations increased from 457 in 2015, to 747 in 2016, 966 in 2017, 3,497 in 2018 and 6,886 written during grant funded events in 2019. With renewed focus on speeding enforcement the AHSO believes speeding fatalities will begin to fall again in the coming years.

Project Descriptions

Project Title: AST Speeding Fatality Reduction Effort (402 PT 19 06 00(B))

Project Description: The Alaska State Troopers conducted data-driven enforcement of the posted speed limit at locations based upon speed crash data. High-visibility enforcement consisted of operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. A total of 1,723.75 overtime hours were worked by Troopers around the state including in all five detachments, Alaska Wildlife Troopers, Northern and Southern Divisions, Headquarters' staff, Alaska Bureau of Investigations, and the Alaska Bureau of Highway Patrol and Judicial Services in and around the Palmer/Wasilla (Matsu-Valley, Glenn Highway to Glenallen, Parks Highway North), Anchorage (Glenn Highway North), Juneau, Haines, Ketchikan, Fairbanks, and Kenai Peninsula and Seward. In total, Troopers issued a total of 9,787 speeding citations which was a 13 percent increase in citations over FFY 2018.

Budgeted: \$404,000.00

Expended: \$190,378.97

Project Title: Anchorage Police Department Glenn Hwy Speed Enforcement (402 PT 19 06 00(E))

Project Description: The Glenn Highway Speed Enforcement project was conducted to reduce the number of speed related fatalities within the Municipality of Anchorage. The APD conducted 1,286 hours of speed enforcement on the Glenn Highway at random times of the day and various days of the week. During that time, 3,233 traffic stops were made and 2,603 speeding citations were issued. An additional 1,029 citations were issued for various other violations and 11 arrests made. The project's speed-related fatality performance target was set based upon the municipality's five year average. Although 2018 had a large spike in Anchorage's speed related fatalities causing an uncharacteristic five year average, the performance measure was accomplished. Another project performance target was to gain voluntary compliance of the speed limit based on the annual phone survey compiled by the Alaska Highway Safety Office. Unfortunately it was discovered after the project started that the past years surveys did not all cover speeding related questions. Based on the numbers that were able to be compiled, the enforcement did have an impact on the voluntary compliance even though it was under the desired ten percent reduction that was set as a performance target.

Budgeted: \$162,400.00

Expended: \$144,642.52



Project Title: Juneau Police Department Comprehensive Traffic Safety Plan (402 PT 19 06 00(C))

Project Description: The Juneau Police Department established a fully functioning and comprehensive traffic unit in FY 2018. This team improved Traffic Incident Management by more quickly and safely conducting investigations to avoid secondary crashes and collecting additional information at the crash site to increase successful prosecution of traffic cases and raise awareness of the impacts of distracted, impaired, and speed related crashes. Speed patrol and enforcement were integral duties of officers assigned to the team who responded to neighborhood complaints of speed and conducted school zone and work zone enforcement, as well as general patrols.

Budgeted: \$39,000.00

Expended: \$34,766.63

3.6 Motorcycle Safety

Problem Statement

In 2018, motorcycle fatalities accounted for nearly 15 percent of all fatalities in Alaska. The year also saw the highest number of motorcycle fatalities (12) in the last ten years; five of these fatalities were unhelmeted and one was unknown. Known reported helmet use for all motorcycle operators and passengers involved in fatal crashes in 2018 was 50 percent, down from 67 percent in 2016. In 2017, Alaska recorded 31,542 registered motorcycles, a slight decrease from 32,097 motorcycle registrations in 2016.

Performance Targets

1. Reduce motorcyclist fatalities by 11 percent from 9 (2012-2016 average) to 8 by December 31, 2019.
2. Keep unhelmeted motorcyclist fatalities from increasing from 3 (2012-2016 average) to 3 by December 31, 2019.

Projects and Funding

The FFY 2019 HSP included a media campaign to address and make progress towards the above performance targets. Program costs to support motorcyclist safety include \$26,005 in funds for the paid media buys and are listed in Section 3.10 – Paid Media. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s).

Performance Results

At the time of this report, 2019 data were not available for the motorcycle performance measures. Over the last six years Alaska has seen a general decline in the number of motorcyclist fatalities until 2018 when motorcycle fatalities increased from six in 2017 to 12. Due to the decrease in motorcyclist fatalities in Alaska over the previous two years (2016-2017), the trend line over the last ten years is still trending downwards.

Project Descriptions

The paid media buys detailed in Section 3.10 – Paid Media included \$26,005.00 to support *We All Share the Road* motorcyclist safety radio messages during the Month of May.

3.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2018, pedestrians and bicyclists accounted for 18 percent of all fatalities on Alaska's roadways. From 2006 to 2017, bicyclist fatalities remained flat, however, pedestrian fatalities have been trending upward. At the time of this report no data were available to determine if impairment was associated with any of the pedestrian and bicyclist fatalities.



Performance Targets

1. Increase pedestrian fatalities by 10 percent from 10 (2012-2016 average) to 11 by December 31, 2019.
2. Keep bicyclist fatalities from increasing 0 percent from 1 (2012-2016 average) to 1 by December 31, 2019.

Performance Results

At the time of this report, the 2019 data for the bicycle and pedestrian performance targets were preliminary (Table 1.5). In 2018, there were 14 pedestrian fatalities, exceeding the 2018 target of ten fatalities. On average these fatalities have been trending up since 2006, and 14 pedestrian fatalities is tied for the highest total in over 10 years that was also seen in 2017. In 2015, Alaska reached the target of zero bicyclist fatalities and again there were zero bicyclist fatalities in 2018, helping the State march Toward Zero Deaths. In 2018, the target was one or fewer bicycle fatalities. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus increasing exposure to being involved in traffic crashes.

Project Descriptions

Project Title: Center for Safe Alaskans Bicycle and Pedestrian Safety (402 PS 19 05 00(A))

Project Description: In FFY 2019, the Center for Safe Alaskans engaged with Vision Zero partners and community agencies to increase awareness and education about pedestrian and bicyclist safety. Together with the Municipality of Anchorage Department of Health and Human Services, People Mover, and the State Of Alaska Division of Public Health, reflective tape with educational information regarding suggested placement for maximum visibility were distributed to individuals requesting the tape via phone or on the Center's website and to vulnerable pedestrians and bicyclists in Anchorage attending educational presentations. The Center also conducted pedestrian and bicycle safety outreach at elementary schools and community events where the reflective tape and educational information was distributed. At the school, community agency, and youth-serving organization events the Center discussed the importance of helmet use and wearing a helmet every time and also distributed helmets to children and adults as needed.

Budgeted: \$60,000.00

Expended: \$58,845.36

Bike Anchorage Bicycle Serious Injury Avoidance (402 PS 19 05 00(B))

Project Description: Bike Anchorage offered the League of American Bicyclists' Smart Cycling Program at locations hosted by the Boys and Girls Club, Anchorage Parks and Recreation, University of Alaska Fairbanks, Cycle Alaska, and the Gospel Rescue Mission and also at well-attended events for low-income families such as the Fairview Health and Safety Fair. In addition to the hands-on course, participants received a bicycle helmet. Smart Cycling manuals and Smart Cycling guides were also distributed at the events. Confidence surveys and knowledge-based exams were administered before and after each course. The course finished with a 30 percent increase in knowledge and 89 percent increase in reported self-confidence. Bike Anchorage trained 313 children and 153 adults, exceeding their target of reaching 300 course participants.

Budgeted: \$36,200.00

Expended: \$ 35,495.70

Project Title: Bicycle/ Pedestrian SHSP Projects (402 PS 19 05 00(A))

Project Description: This project was a placeholder for a potential bicycle and pedestrian project that was discussed during the development of Alaska's new SHSP. No proposals were submitted to the AHSO and no projects were conducted in FFY 2019.

Budgeted: \$20,000

Expended: \$0



3.8 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 program (GDL), teens under 18 years of age may, obtain a learner's or instruction permit at the age of 14 with parental consent. This increases teens' exposure to crashes. Alaska recorded eight young driver fatalities in 2018, which is equal to the lowest number of young driver fatalities in over 10 years. Fatal crashes involving young drivers 20 or under has steadily decreased in Alaska over the last ten years.

Performance Targets

1. Reduce drivers age 20 and younger involved in fatal crashes by 10 percent from 10 (2012-2016) to 9 by December 31, 2019.

Projects and Funding

The FFY 2019 HSP included a number of novice driver safety projects to address and make progress towards the above performance target. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2019 novice driver data were not available. Novice driver fatalities had a slight increase from 6 in 2017 to eight in 2018, which was below the target of nine. Over the previous five years (2014-2018) novice driver fatalities have been falling.

Project Descriptions

Project Title: Center For Safe Alaskans Safe Roads for all Ages (402 SA 19 19 00(A))

Project Description: The Center for Safe Alaskans expanded its peer-to-peer teen program with new topics and expanded geographical reach to improve young driver knowledge, attitudes, and behaviors regarding impaired driving, awareness of the risks and consequences of inattentive driving, aggressive driving, and seat belt use. Eight Anchorage School District high schools and Juneau Douglass High School participated in student-led safe driving campaigns to commence with the 2019 National Teen Driver Safety Week campaign and conclude during Prom weeks prior to graduation. Each school was provided a comprehensive digital toolkit to further develop their campaign strategy as well as additional ideas to engage their fellow students which resulted in participation in a wide variety of strategies including video messaging, announcements, social media, posters, assemblies with guest speakers, safe driver skits performed in front of assemblies, and parking lot safety campaign messaging. Over 3,000 youth were reached through social media, safe driving announcements, and other activities planned by the students.

The Center for Safe Alaskans developed evaluation methodology to assess changes in youth knowledge and attitudes and to evaluate program success. The post-campaign Spring seat belt use observations reflected a 13 percent increase over the FFY 2019 Fall observations at 84 percent, which was higher than FFY 2018 Spring rates at 82 percent, but fell short of the project's goal of 5 percent over Spring FFY 2018 results. However, the driver seat belt use rate of 86.5 percent exceeded the FFY 2019 goal. In addition, a pre-campaign survey showed 36 percent of students were comfortable telling a peer to stop texting while driving while the post-campaign survey showed a 63 percent increase in comfort with addressing their peers. Knowledge of GDL restrictions increased from 67 percent to 95 percent. Lastly, a Snap Chat filter featuring a teen driving message to peers was viewed 29,894 times.

Budgeted: \$380,529.45

Expended: \$369,704.98

Project Title: Homer Police Department Project Drive (405d M5X 19 01 FA(C))

Project Description: The Homer Police Department made a Project Drive presentation at the Homer High school several times in FY 2019, reaching 119 students. Unfortunately, during this project year the Department was down two officer positions until August of 2019 forcing the department to focus on filling coverage gaps rather than on Project Drive. With the two additional officers added in August, it is anticipated that efforts of Project Drive will be fully implemented in FY 2020. The Department reported they are unable to provide final project data until January 2020.

Budgeted: \$28,000.00

Expended: \$ 2,222.98

3.9 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 conducted in 2016 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, in 2017. 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 FFY 2019 HSP, include:

- 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; and
- 6.1 – Develop a Data Integration Master Plan.

Projects and Funding

The 2019 HSP included traffic records projects to support the above goals and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the projects, funds spent on each project, and the funding source(s).

Performance Results

The projects funded in 2019 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. Updating the Uniform Minor Offense Table in Court system's database ensures that citations issued within the corrected jurisdictions are accurate, complete and uniform.

Project Descriptions

Project Title: Anchorage Crash and Alaska Trauma Registry Data Linkage (405c M3DA 19 08 21(D))

Project Description: Reaching Phase 2 of this project marked the transition from proof of concept, through prototype, to developmental implementation. This accomplishment signaled achievement of the Project's main and most essential goal – linkage of trauma to applicable crash records. In FFY 2019, five years of trauma data have been loaded (2013-2017) and 504 records have been linked. Further sampling will continue in FFY 2020 of linking the two data systems.

Budgeted: \$63,995.00

Expended: \$61,923.67

Project Title: Crash Data Entry Services (405c M3DA 19 08 21 (B))

Project Description: AHSO continued funding a contractor to reduce the current crash data backlog at DOT&PF. Changes in the Alaska Motor Vehicle Collision Report (12-200), a police completed report; problems with the electronic entry of the Alaska Motor Vehicle Crash Form (12-209), a self-reporting form for less serious crashes; a lack of electronic transfer of crash data prior to mid-2015; and the continued lack of electronic crash data transfer from the Anchorage Police Department (the largest collector of crash data in Alaska) all contributed to a significant crash data backlog. In FFY 2019, substantial progress was made in entering serious injury data through 2017. If the system had not gone down in May 2019 serious injury data for 2017 would have been completed and the 2018 data would have been close to completion. The contractor is currently entering 2019 crash data and expects to have the 2017 data entry completed by end of January 2020.

Budgeted: \$60,000.00

Expended: \$22,646.32

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA 19 08 21(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: \$100,000.00

Expended: \$91,765.00

Project Title: Professional Development for Traffic Records Stakeholders (405c M3DA 19 08 21(C))

Project Description: No applications were received for attendance at professional development trainings or meetings in FFY 2019.

Budgeted: \$40,000.00

Expended: \$0.00

3.10 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY 2019. 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 purpose of our media program 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 FFY 2019 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s). One planned activity was not implemented in FFY 2019 that was originally planned. The Sports Marketing and Educational Traffic Safety Media Buys were not implemented because of unforeseen delays in proposal submissions followed by contracting delays.

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 FFY 2019 HSP.

Project Descriptions

Project Title: Communications Contractor and Educational Traffic Safety Media Buys (402 PM 19 25 00(A) and (B) and 402 PM 19 25 FA(B) and (C))

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 FFY 2019 HSP and Alaska's Strategic Highway Safety Plan. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving (which includes speeding); pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint for motor vehicle occupants of all ages. The plan also supported Alaska's participation in the national Click It or Ticket and Drive/Ride Sober or

Get Pulled Over high-visibility enforcement 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 Zero Fatalities logo.

Budgeted: \$41,800.00 (402 PM-19-25-00(A)); \$200,000.00 (402 PM-19-25-00(B)); \$200,000.00 (402 PM-19-25-FA(B)); and \$700,000.00 (402 PM-19-25-FA(C))

Expended: \$40,655.90 (402 PM-19-25-00(A)); \$199,158.84 (402 PM-19-25-00(B)); \$199,770.36 (402 PM-19-25-FA(B)); and \$696,033.69 (402 PM-19-25-FA(C))



3.11 Planning and Administration

Problem Statement

The Alaska Highway Safety Office 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. Conduct a Stakeholders' meeting to receive input for development of the FFY 2019 Highway Safety Performance Plan.
2. Deliver the FFY 2018 Annual Report by December 31, 2018.
3. Deliver the Federal Fiscal Year 2019 Highway Safety Plan by July 1, 2019.

Projects and Funding

The 2019 HSP included planning and administration projects to support the program area activities mentioned earlier in Section 3.0 and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 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 (PA 19 00 00 and 402PA 19 00 FA)

Project Description: The Alaska Highway Safety Office 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 FFY 2019, 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, memberships (e.g., GHSA, APOA, AACOP, WIP, and SMSA), supplies, equipment costs, and contractual services to provide statewide program direction, financial, clerical support, property management, and an audit for the 402 statewide programs. Helped the AHSO manage projects to align with Target Zero Fatalities.

Budgeted: \$95,469.18 (PA-19-00-00) and \$303,395.55 (402PA-19-00-FA)

Expended: \$78,432.88 (PA-19-00-00) and \$77,149.98 (402PA-19-00-FA)

Project Title: Attitudinal Telephone Survey (402 SA 19 19 00(B))

Project Description: The AHSO annual phone survey was led by the Center for Safe Alaskans in coordination with Walsh Sheppard to determine which messages were included in recent campaigns and how best to capture recall and perceptions of Alaskan drivers. The Center for Safe Alaskans designed the survey tool and worked with Hays Research to conduct the survey. Additional results of the survey are detailed in Section 4.0.

Budgeted: \$40,000.00

Expended: \$29,417.60

Project Title: Alaska Highway Safety Summit (402 PT 19 06 F(F))

Project Description: The AHSO had planned to host a two-day Highway Safety Summit in the fall of 2018. The purpose of the conference was to gather highway safety professionals and stakeholders from around the state to discuss what is being done to address highway safety issues, update the state's safety community on best practices and new initiatives, and discuss future plans. The Summit did not occur in FFY 2019 but is scheduled for January 9-10, 2020 in Anchorage.

Budgeted: \$150,000.00

Expended: \$0.00

4.0 Attitudinal Phone Survey – 2019

The Center for Safe Alaskans in conjunction with Hays Research Group Inc. designed and implemented the 2019 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 use, booster seats, drinking and driving, cell phone usage, and ad recall.

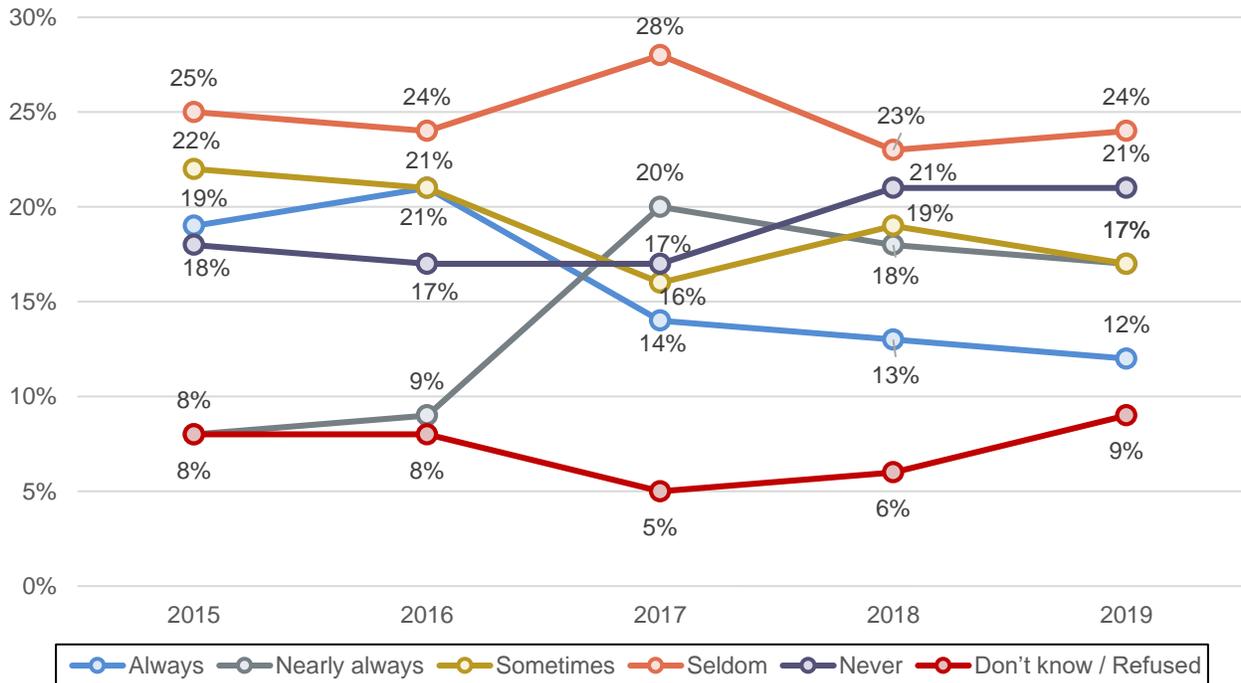
The interviews were conducted from September 13, 2019 to September 16, 2019 and averaged 11 minutes in length. The random sample of 383 (n = 383) was drawn from drivers in the Anchorage, Matanuska-Susitna, Fairbanks, Kenai, and Juneau areas. Data in the report was weighted to reflect the actual population of Alaska statewide. 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. The 2019 survey methodology had a quota of at least 60 percent of completed interviews with respondents on cell phones. The survey instrument was designed to obtain thoughtful answers from respondents while avoiding instrument bias. The survey included both multiple choice and open-ended questions.

4.1 Survey Findings and Highlights

The following findings from the 2019 traffic safety telephone survey are from the executive summary of the report.

Seatbelt Usage and Ads

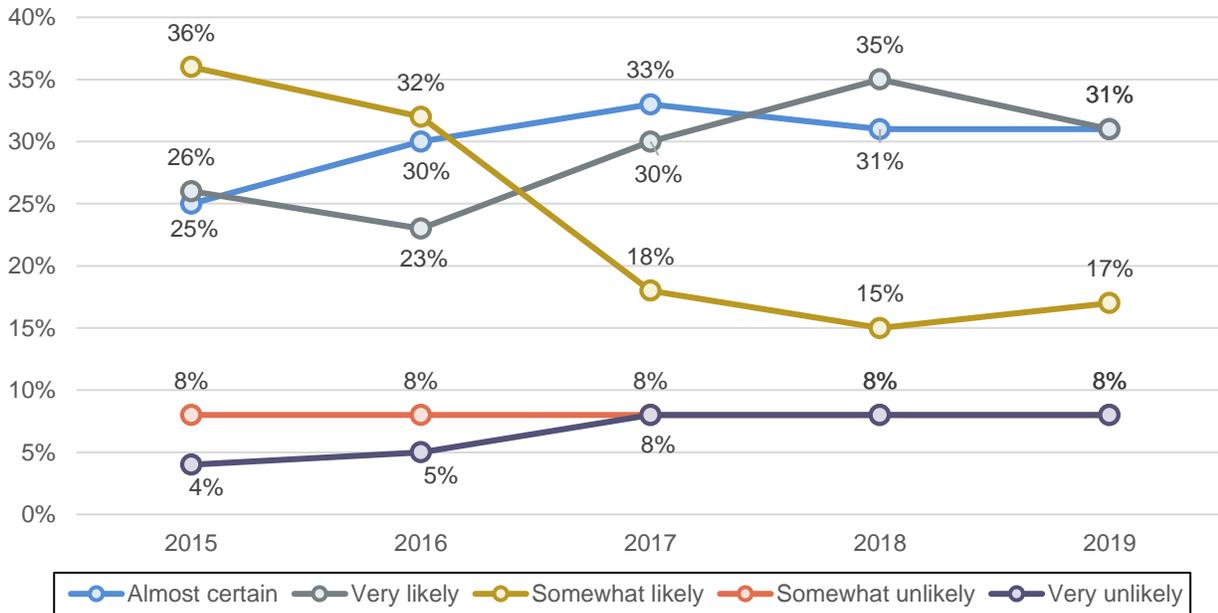
Figure 4.1 Survey Responses: “What do you think the chance is for you to get a ticket if you do not wear your seat belt?”



Source: Center for Safe Alaskans: 2019 Alaska Driver Survey.

Drinking and Driving

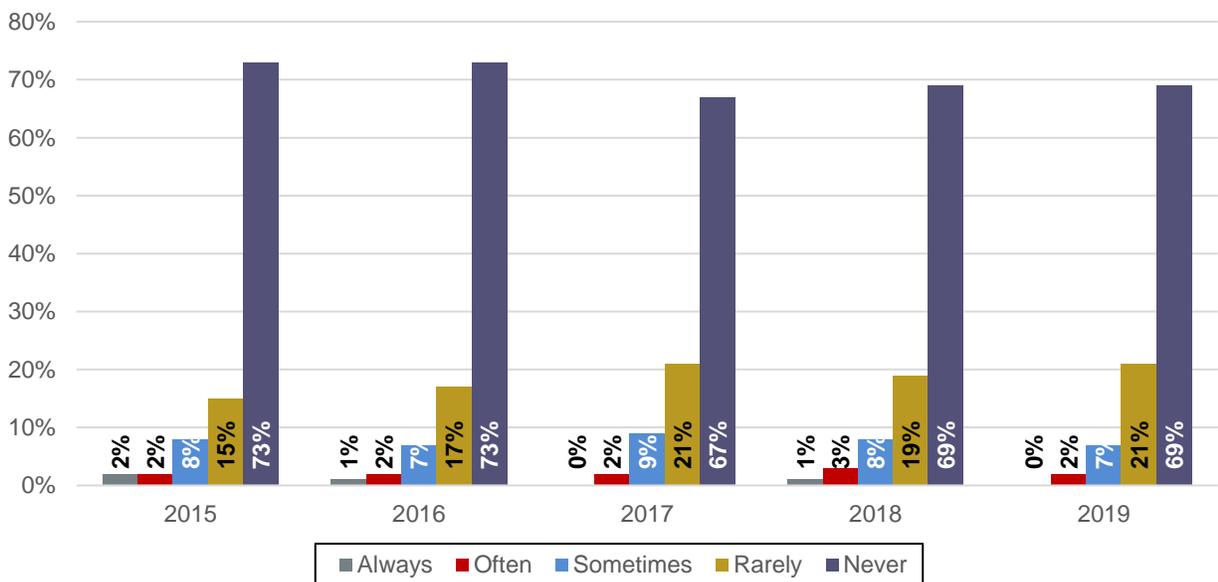
Figure 4.2 Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”



Source: Center for Safe Alaskans: 2019 Alaska Driver Survey.

Cell Phone

Figure 4.3 Survey Responses: “How often do you read or send text messages while driving your car?”



Source: Center for Safe Alaskans: 2019 Alaska Driver Survey.

2019 Demographics

- 52 percent of respondents were males and 48 percent were females.
- 49 percent of the sample were college graduates.
- 79 percent were Caucasian and 18 percent were non-Caucasian.

5.0 Alaska Observational Surveys of Seat Belt Use – 2019

The AHSO, as required by NHTSA, conducted an observational study in 2019 of driver and front row outboard passenger seat belt use in Alaska. The AHSO provided funding for the Center for Safe Alaskans to conduct the 2019 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011.

The 2019 observations took place from June 3-July 17 in Anchorage, Juneau, Kenai, and Matanuska-Susitna Boroughs, Fairbanks, and North Star Borough. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, sport utility vehicles (SUV), and vans. A total of 67,075 vehicle occupant drivers and outboard passengers were observed. 32 percent of the observed vehicles were cars, 35 percent SUVs, and 27 percent trucks. Over half (55.7 percent) of all vehicles observed were located in the Municipality of Anchorage.

5.1 Survey Findings

- Seat belt use rate in 2019 varied by vehicle type:
 - Car – 94.4 percent;
 - SUV – 95.5 percent;
 - Truck – 91.6 percent; and
 - Van – 95.4 percent.
- Seat belt use varied by region observed:
 - Anchorage – 96.5 percent;
 - Fairbanks – 91.2 percent;
 - Juneau – 84.7 percent;
 - Kenai – 96.8 percent; and
 - Matanuska-Susitna – 91.6 percent.
- Handheld cell phone use also was observed at 5.2 percent.

6.0 Paid Media Report

Alaska's Highway Safety Coordinated Media program is managed through a contract to a 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 6.1 details the FFY 2019 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 6.1 FFY 2019 Paid Media

Campaign Name	Media	# of Impressions	Bonus Spots	Budget	Expenditures
Teen Driver Safety Week					
October 22-28, 2018					
W S: Arrive Alive	Digital	342,576	N/A	\$5,001.50	\$5,884.12
W S: Arrive Alive	Radio	867	294	\$10,660.00	\$10,660.00
Impaired Driving					
Halloween, October 25-31, 2018					
W S: Hangover, Drive High, Get a DUI	OTT	70,086	86	\$3,000	\$3,000
W S: Arrive Alive	Digital	862,915	65,366	\$14,000	\$14,000
Thanksgiving, November 19-26, 2018					
W S: Don't Be A Turkey	Digital	287,832	26	\$5,000.00	\$5,000.00
NHTSA: Excuses Are Cheap, W S: Hangover	Radio	696	51	\$11,880.00	\$11,880.00
W S: Hangover	TV	131	59	\$9,849.00	\$10,076.00
W S: Hangover	Cinema	117,946	24,325	\$19,049.78	\$19,049.78
Holiday, December 10, 2018 – January 6, 2019					
W S: Don't Wreck The Holidays	Digital	741,045	110,720	\$9,680.00	\$9,400.00
W S: Viral, NHTSA: Excuses Are Cheap	Radio	658	120	\$37,870.00	\$38,742.00
W S: Hangover, Don't Wreck The Holidays	TV	530	197	\$42,029.00	\$42,996.00
NHTSA: Buzzed. Busted. Broke., W S: Drive High, Get A DUI	Digital	827,170	88,670	\$20,000.00	\$17,972.55
NHTSA: Excuses Are Cheap, W S: Hangover	Radio	1,264	244	\$19,260.00	\$19,260.00
W S: Drive High Get A DUI, Frozen Impaired	TV	827	641	\$11,250.00	\$11,250.00

Campaign Name	Media	# of Impressions	Bonus Spots	Budget	Expenditures
WJS: Drive High Get A DUI, Frozen Impaired	Cinema	234,934	12,476	\$18,640.00	\$19,181.00
WJS: Drive High Get A DUI	Radio	3,963	383	\$70,000.00	\$71,455.00
WJS: Viral	Digital	358,472	N/A	\$15,000.00	\$7,500.00
WJS: Viral	Digital	1,486,180	N/A	\$15,000.00	\$16,750.07
WJS: Drive High Get A DUI	Cable, TV, Hulu	2,329	1,838	\$61,151.00	\$63,435.76
St. Patrick's, March 3-17, 2019					
WJS: Don't Test Your Luck, Frozen Impaired, Drive High Get A DUI	Digital	1,364,757	N/A	\$10,000.00	\$8,993.27
WJS: Don't Test Your Luck	Radio	1,067	56	\$18,827.00	\$19,260.00
Marijuana Campaign, June 5-30, 2019					
NHTSA: It's Not OK	Radio	1,190	101	\$20,004.00	\$20,004.40
Ongoing, June 1-30, 2019					
Ad Council: BBQ, Backroads; WJS Warning Signs	Digital	1,790,611	N/A	\$15,000.00	\$16,882.30
4 th of July, June 24-July 7, 2019					
WJS: Viral Hangover	Radio	592	93	\$23,000.00	\$23,075.40
WJS: Warning Signs	Digital	731,164	N/A	\$6,000.00	\$5,999.99
Labor Day, August 12 – September 22, 2019					
WJS: Hangover	Radio	1,366	378	\$27,462.00	\$27,411.00
Ad Council: Warning Signs, WS: Summer Rain Impaired	Digital	1,266,964	N/A	\$10,000.00	\$10,876.63
WJS: Summer Rain Impaired	TV	430	30	\$37,572.00	\$37,572.00
Ongoing Impaired – Various Campaigns					
Football, October 2018 – January 2019					
NFL	TV	361	251	\$37,065.00	\$37,065.00
College Bowl - Jan 2019	TV	16	6	\$2,750.00	\$2,750.00
College Bowl - Jan 2019	Digital	110,345	47,345	\$275.47	\$275.47
Ongoing, Summer 2019					
Digital	Digital	150,000	34,720	\$3,999.27	\$3,999.27
TV	TV	16	14	\$4,090.00	\$4,090.00
Ongoing, Football August – September 2019					
NFL - Aug.-Sept.	TV	150	107	\$14,000.00	\$15,879.50
Tailgate Tour-High School FB	TV	83	49	\$10,835.00	\$10,835.00

Cinema	Cinema	379,426	124,378	\$27,741.30	\$27,741.30
NBA - Impaired Jan - June 2019	TV	3,979	2,719	\$42,375.00	\$42,375.00
Distracted Driving					
NFL Playoffs, January 2019					
NFL Playoffs	TV	165	158	\$6,400.00	\$6,400.00
Ongoing, April 1-30, 2019					
W S: Distracted Dog, NHTSA: Wreck It All	Digital	1,036,949	N/A	\$12,956.00	\$11,541.38
NHTSA: End of Conversation, W S: Alyeska Tire Co-pro	Radio	1,279	423	\$23,052.00	\$21,936.00
W S: Distracted Dog, NHTSA: Wreck It All	Cable, TV	49	0	\$24,961.00	\$24,960.00
Ongoing, June 1 – September 30, 2019					
NHTSA: End of Conversation, W S: Arrive Alive	Radio	1,912	325	\$31,999.00	\$31,930.40
Motorcycle Safety					
Ongoing, May 1-31, 2019					
W S: We All Share the Road, AST Adaptation Motorcycle Safety	Radio	1,296	206	\$26,005.00	\$25,989.20
Occupant Protection					
COIT, May 13-June 2, 2019					
NHTSA: Not Visible, Car Talk	Radio	2,095	233	\$36,381.00	\$36,381.00
AST: Friendly Cop	Cinema	228,215	16,912	\$9,618.00	\$9,618.28
AST: Friendly Cop	Cable/TV	1,552	5,558	\$19,995.00	\$19,995.00
AST: Friendly Cop	Hulu	378,125	25,129	\$5,000.00	\$5,000.00
Ongoing, June 1 – September 30, 2019					
W S: Occupant Protection, NHTSA: Car Talk	Radio	3,033	872	\$55,001.00	\$54,851.00
W S: Occupant Protection, Ad Council: Know Their Future	Cable, TV	997	957	\$23,901.00	\$23,917.00
W S: Occupant Protection, Ad Council: Know It Alls	Cinema	537,306	0	\$27,741.00	\$27,741.08
CPS, September 16-28, 2019					
W S: Secure Your Child's Future	Digital	36,248	N/A	\$3,000.00	\$3,000.00
Ad Council: Know It Alls, Know Their Future	TV	170	32	\$19,350.00	\$19,267.00

Campaign Name	Media	# of Impressions	Bonus Spots	Budget	Expenditures
Speeding					
Ongoing, May 1 – September 30, 2019					
NHTSA: Near Miss, Life's Too Short	Radio	1,482	265	\$30,000.00	\$29,860.40
Pedestrian Safety					
June 3 – September 30, 2019					
W S: We All Share the Road	Radio	1,176	183	\$26,000.00	\$28,000.80
W S:ABC Pedestrian Safety	Digital	313,814	N/A	\$4,000.00	\$1,996.54

7.0 Financial Summary

Table 7.1 Financial Summary of FFY 2019 Expenditures

Fund Source	Name of Project	HSP Amount	FFY 2019 Expenditure
402	AST Speeding Fatality Reduction	\$404,000.00	\$190,378.97
402	Center For Safe Alaskans – Safe Roads	\$380,529.45	\$369,704.98
402	Center For Safe Alaskans – Bike and Pedestrian Safety	\$60,000.00	\$58,845.36
402	Bike Anchorage	\$36,200.00	\$35,495.70
402	CIOT Enforcement	\$250,000.00	\$143,091.67
402	Communications Contractor	\$41,800.00	\$40,655.90
402	Educational/Safety Media buys (Impaired Driving)	\$700,000.00	\$696,033.69
402	Educational/Safety Media Buys (General)	\$200,000.00	\$199,158.84
402	Educational/Safety Media Buys (OP & CPS)	\$200,000.00	\$199,770.36
402	Highway Safety Summit	\$150,000.00	\$0.00
402	Juneau Police Department Comprehensive Traffic Safety Plan	\$39,000.00	\$34,766.63
402	Planning and Administration (402 FAST ACT)	\$300,000.00	\$77,148.98
402	Planning and Administration (NHTSA 402)	\$95,469.18	\$78,432.88
402	Statewide LEL (Impaired Driving)	\$40,000.00	\$0.00
402	Center for Safe Alaskans - Attitudinal Survey	\$40,000.00	\$29,417.60
402	Professional Development for Traffic Safety Professionals (Impaired)	\$25,000.00	\$5,923.40
402	Professional Development for Occupant Protection	\$15,000.00	\$9,094.72
402	Toxicology Services	\$220,688.00	\$155,919.64
405d	Homer Police Department – Project Drive	\$28,000.00	\$2,222.98
402	Fairbanks Safe Rider Program (402 FAST ACT)	\$93,000.00	\$82,427.60
402	Mat-Su Child Passenger Safety Program (402 FAST ACT)	\$52,600.00	\$50,216.76
402	Occupant Protection Use Survey (OPUS) (402 FAST ACT)	\$40,000.00	\$39,495.87
402	Safe Kids Kenai Peninsula CPS Program (402 FAST ACT)	\$32,200.00	\$25,094.81
402	Center for Safe Alaskans - Statewide CPS Coordinator	\$40,000.00	\$39,121.76
402	Fairbanks Memorial Hospital - Statewide CPS Co Coordinator	\$40,000.00	\$33,217.38
405c	Center for Safe Alaskans Data Linkage	\$63,995.00	\$61,923.67
405c	Priority Data - Crash Data Entry Services	\$60,000.00	\$22,646.32
405c	Traffic and Criminal Software (TraCS) Licensing Fee	\$100,000.00	\$91,765.00
405c	Professional Development for Traffic Records Stakeholders	\$30,000.00	\$0.00
402	Anchorage Police Department Impaired Driving Enforcement Unit	\$1,700,000.00	\$1,460,151.58
405d	Fairbanks DUI Traffic Enforcement Unit	\$138,000.00	\$100,218.46
405d	High-Visibility DUI Enforcement	\$700,000.00	\$99,789.90
405d	Statewide DRE Program	\$282,000.00	\$90,652.55
402	Anchorage PD Glenn Hwy Speed Enforcement	\$162,400.00	\$144,642.52

Fund Source	Name of Project	HSP Amount	FFY 2019 Expenditure
402	NHTSA 402 ICAP		\$158,459.52
402	402FAST ICAP		\$237,742.13
405c	405c ICAP		\$12,394.70
405d	405d ICAP		\$26,072.69