

# Alaska Highway Safety Plan

*Federal Fiscal Year 2024–2026*

*prepared by*

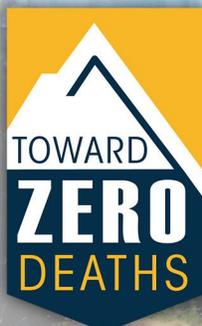
**The Department of Transportation and Public Facilities**

**Alaska Highway Safety Office**

3132 Channel Drive, P.O. Box 112500

Juneau, Alaska 99811-2500

June 30, 2023



*The Craig/Klawock Highway winds its way over, around and through the Klawock Mountain Range on Prince of Wales Island.  
photo: Bailey Watson, Alaska DOT&PF*



# Alaska Highway Safety Plan

*Federal Fiscal Year 2024–2026*

*prepared for*

**Governor Michael Dunleavy**

*Under the direction of*

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**June 30, 2023**

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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
ASTEP	Alaska Strategic Traffic Enforcement Partnership
ATR	Alaska Trauma Registry
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CARE	Crash Analysis and Reporting Environment
CDC	Centers for Disease Control
CDES	Crash Data Entry System
CDR	Crash Data Repository
CPS	Child Passenger Safety
CIOT	Click It or Ticket
CTW	Countermeasures That Work
DDACTS	Data-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 Data System
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IACP	International Association of Chiefs of Police
IDTF	Impaired Driving Task Force
JOL	Judicial Outreach Liaison
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
REDDI	Report Every Dangerous Driver Immediately
SFST	Standard Field Sobriety Test
SK	Safe Kids
SHSP	Strategic Highway Safety Plan
STSI	State Traffic Safety Information
TDMS	Traffic Data Management System
TraCS	Traffic and Criminal Software
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

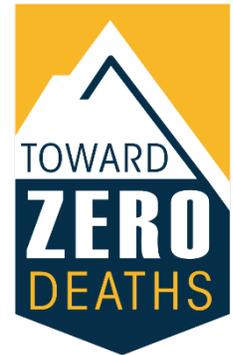
## 1.0 Introduction

The Alaska Highway Safety Office (AHSO) is responsible for administering the federally funded State and Community Highway Safety Program, which was established in 1966 to reduce motor vehicle crashes and the resulting fatalities and injuries prompted by unsafe roadway user behaviors. Under this mandate, States identify their most critical traffic safety problems and develop a Highway Safety Plan (HSP) that provides a framework for creating a safer, more efficient transportation system. HSPs include clearly articulated goals and objectives that link to performance measures and targets established through data analysis and stakeholder input. With the recent passage of the Bipartisan Infrastructure Law (BIL), the HSP are now required to be a three-year plan. The first Triennial Highway Safety Plans (3HSP) will cover Federal Fiscal Years (FFY) 2024–2026.

Alaska’s first 3HSP is directly linked to the revised Strategic Highway Safety Plan (SHSP), which was recently updated in 2023. The AHSO led the recent SHSP update with the assistance from the Alaska Department of Transportation and Public Facilities (DOT&PF), State, regional, and local agencies, private sector and non-profit/advocacy stakeholders, and input from the public. The SHSP provides a roadmap for the DOT&PF, AHSO, and Alaska’s many safety partners to reach the goal of zero fatalities and serious injuries through implementation of the Safe System Approach. The SHSP leverages the “4 Es” of traffic safety—engineering, enforcement, education, and emergency services—to address the State’s most significant highway safety challenges. The plan is data-driven and includes statewide goals, objectives, and emphasis areas.

### 1.1 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 that prevents crashes and saves 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.



### 1.2 Plan Organization

The FFY2024–2026 HSP is composed of six sections: 1) Introduction, 2) Highway Safety Planning Process, 3) Public Participation and Engagement, 4) Performance Plan, 5) Countermeasure Strategies for Programming Funds, and 6) Performance Report.

The Highway Safety Planning Process (Section 2.0) describes the data sources, partners, and processes used to identify the State’s highway safety problems, describes the State’s overall highway safety performance measures, and describes the process to select evidence-based countermeasure strategies, planned activities, and projects. The participants involved in these processes and efforts to coordinate with the Highway Safety Improvement Program (HSIP) and SHSP, as well as new traffic safety related legislation are described in this section.

Public Participation and Engagement (Section 3.0) describes how affected and potentially affected communities were identified, and the steps Alaska will take to engage those communities, including accessibility measures used in the outreach efforts and in conducting engagement opportunities, and how these communities’ comments and views will be incorporated into the 3HSP decision-making process.

The Performance Plan (Section 4.0) provides performance trends, details the problem identification process, lists Alaska’s annual quantifiable and measurable highway safety performance targets, identifies at least one performance measure and data-driven performance target for each program area, and includes a justification for each performance target.

Countermeasure Strategies for Programming Funds (Section 5.0) describes the countermeasure strategies that will guide the AHSO's program implementation and annual project selection to achieve our performance targets for each program area. This section describes the problem the countermeasure strategy addresses, and its link to the problem identification; provides a list of the countermeasures Alaska will implement and the related performance target for each strategy; and how Federal funds provided under the Section 402 State and Community Highway Safety Program, 405 National Priority Safety Programs grant programs will be used to support these strategies. A description of considerations the AHSO will use to determine what projects to fund and how the countermeasure strategy was informed by NHTSA's Uniform Highway Safety Guidelines is also included.

The Performance Report (Section 6.0) focuses on the State’s success in meeting the performance targets set for the core and any State performance measures identified in the 3HSP and describes how the countermeasure strategies implemented during the triennial period contributed to meeting the State's highway safety performance targets.

## 2.0 Highway Safety Planning Process and Problem Identification

The AHSO coordinates highway safety programs focused on enforcement, integration of public health strategies, public outreach and education, and promotion of new safety technology through collaboration with safety and private sector organizations, and cooperation with State and local governments. Alaska’s HSP is developed through discussions and meetings with individuals within the DOT&PF; State and local Government agencies, including law enforcement, planners, engineers, health and social service agencies, and in collaboration with the State’s Strategic Highway Safety Plan (SHSP) stakeholders who participate in the emphasis area teams.

### 2.1 Alignment With Alaska’s 2023–2027 Strategic Highway Safety Plan

The AHSO is responsible for, and oversees, the SHSP update and implementation process. The SHSP Steering Committee, comprised of 11 agencies (Table 2.1) finalized the update of the State’s SHSP in May 2023 which will cover 2023–2027. Members of the Steering Committee represent the following agencies and organizations:

**Table 2.1 SHSP Steering Committee Members**

Alaska Highway Safety Office	Department of Health Division of Public Health
Alaska Department of Transportation & Public Facilities	Fairbanks Area Surface Transportation Planning
Alaska Native Tribal Health Consortium	JN Consulting
Anchorage Metropolitan Area Transportation Solutions	Matanuska-Susitna Borough Department of Public Works
Anchorage Police Department	Tlingit and Haida Indian Tribes of Alaska
Center for Safe Alaskans	

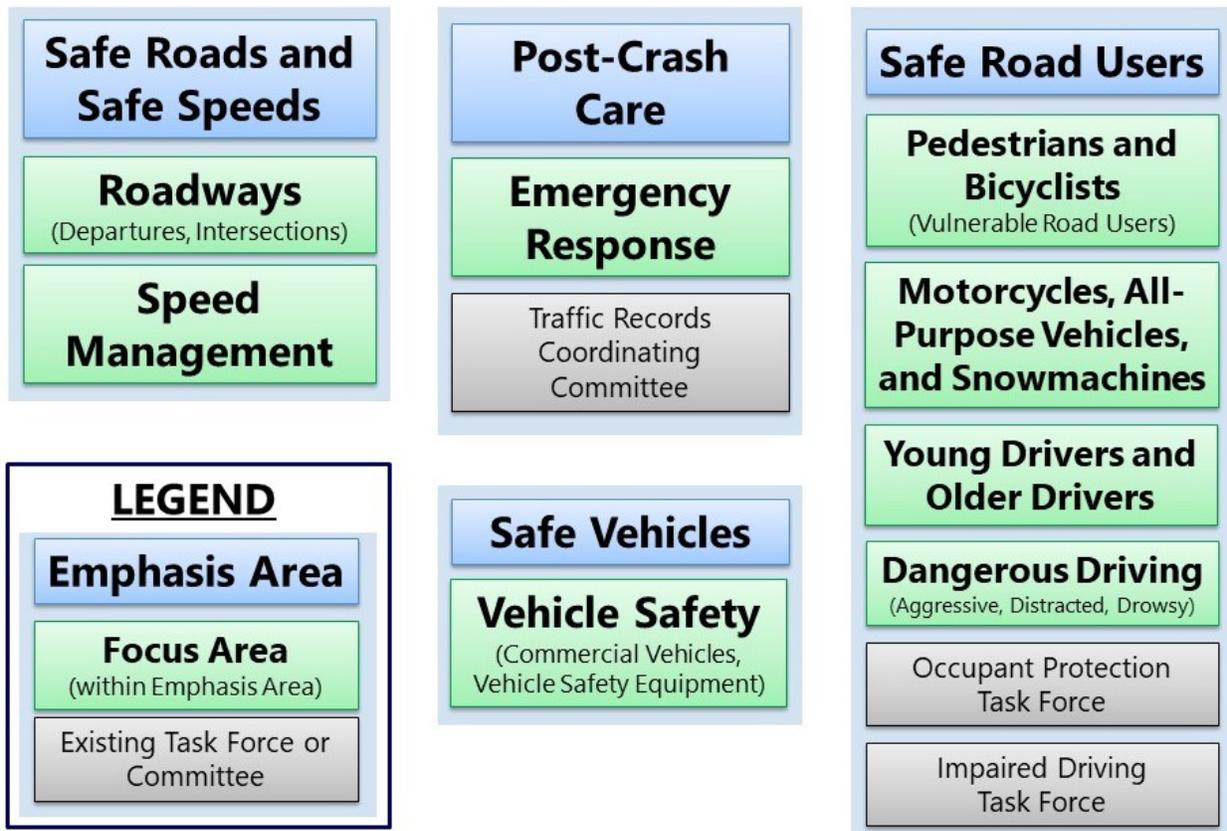
Of significance in this update was the broad range of organizations and individuals who provided input, through in-person and virtual meetings. This effort included outreach to Alaska’s Tribal communities and included the establishment of a Tribal Transportation Safety Advisory group. This broad range of input on the SHSP was also useful to the AHSO for the development of this triennial HSP.

The objective of the 2023–2027 SHSP is to achieve zero fatalities and serious injuries on the State’s roadways through the adoption and implementation of the Safe System approach. Based upon an analysis of crash data, the SHSP emphasis areas and focus areas listed below, which represent 98 percent of all fatalities and 95 percent of all serious injuries, were selected for the SHSP update. Improving highway safety data through the Traffic Records Coordinating Committee’s work was included in the Post-Crash Care emphasis area because of the importance of various traffic records data sources in determining the emphasis areas’ strategies and action steps, as well as tracking and assessing their progress.

Alaska’s FFY2024–2026 HSP includes a continued focus on public outreach and strategies for conducting behavioral safety communications campaigns. Alaska’s 3HSP addresses eight of the eleven SHSP focus areas:

- Safe Road Users Emphasis Area: Impaired Driving, Occupant Protection, Dangerous Driving, Young Drivers and Older Drivers, Pedestrians and Bicyclists, Motorcyclists
- Safe Roads and Safe Speeds Emphasis Area: Speed Management
- Post-Crash Care Emphasis Area: Traffic Records

**Figure 2.1 2023–2027 SHSP Emphasis and Focus Areas**



During the HSP planning process, the AHSO also consults with stakeholders including the Alaska Traffic Records Coordinating Committee (ATRCC) and various state and local agencies (Table 2.2). The AHSO also meets with law enforcement agencies during the annual Alaska Strategic Traffic Enforcement Partnership (ASTEP) Summit. In addition, AHSO’s Law Enforcement Liaison (LEL) serves as a liaison between the AHSO and local and State law enforcement agencies and works to increase partnerships with those agencies. These agencies implement many of the State’s safety initiatives, including the national high-visibility enforcement campaigns (e.g., Click It or Ticket) conducted annually. Other key AHSO partners include the Center for Safe Alaskans and child passenger safety community, which provide outreach, education, and evaluation in support of key initiatives.

**Table 2.2 Stakeholders in the Planning Process**

**ATRCC Steering Committee Member Agencies**

- Alaska Alcohol Safety Action Program
- Alaska Court System
- Alaska Department of Transportation & Public Facilities
- Alaska Injury Prevention Center (DBA Center for Safe Alaskans)
- Division of Measurement Standards/Commercial Vehicle Enforcement
- Alaska Highway Safety Office
- Alaska Division of Motor Vehicles
- Alaska Department of Health
- Alaska State Troopers
- Federal Highway Administration
- Local law enforcement
- National Highway Traffic Safety Administration
- University of Alaska Anchorage

**SHSP Focus Area Team Agencies (Behavioral and Traffic Records)**

- ABATE of Alaska
- Alaska Association of Chiefs of Police
- Alaska Coalition on Active Transportation
- Alaska Court System
- Alaska Bureau of Highway Patrol
- Alaska Department of Administration, Division of Motor Vehicles
- Alaska Department of Health
- Alaska Department of Transportation and Public Facilities
- Alaska Injury Prevention Center (DBA Center for Safe Alaskans)
- Alaska Native Health Tribal Health Consortium
- Alaska State Troopers
- Alaska Trucking Association
- Anchorage Fire Department
- Anchorage Metropolitan Area Transportation Solutions
- Anchorage Police Department
- Bike Anchorage
- Chickaloon Tribal Police Department
- City of Fairbanks
- Fairbanks Memorial Hospital
- Fairbanks Metropolitan Area Transportation System
- Fairbanks Police Department
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- Juneau Police Department
- Mat-Su Borough
- Municipality of Anchorage
- National Highway Traffic Safety Administration
- Sitka Bicycle Friendly Community Coalition and Walk Sitka

- Tlingit and Haida Indian Tribes of Alaska
- 

## 2.2 Evidence-Based Traffic Safety Enforcement Program

A significant portion of Alaska’s highway safety grant funds are awarded to law enforcement agencies each year. The AHSO has policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the State’s highway safety program. Funding decisions, made annually, are based on the effectiveness of the implementation and performance of each agency’s enforcement project.

Alaska incorporates an evidence-based approach in its statewide enforcement program. The planned activities that will comprise Alaska’s evidence-based traffic safety enforcement program in FFY2024—2026 include:

- Impaired Driving HVE (ID-1)
- Occupant Protection HVE (OP-1)
- Speed Enforcement (SP-1)

### *Implementation of Evidence-Based Strategies*

To ensure enforcement resources are deployed effectively, law enforcement agencies are directed to implement evidence-based strategies using the data provided. Alaska’s integrated evidence-based traffic safety enforcement methodology uses a hybrid between an integrated enforcement approach and saturation patrols; both of which can be found in the NHTSA *publication Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices* for their program areas. Examples of proven strategies include targeted enforcement focusing on enforcement of traffic laws pertaining to impairment and speeding, or on specific times of day when more violations occur, such as nighttime impaired driving road checks and seat belt enforcement. High-visibility enforcement, including participation in national seat belt and impaired driving mobilizations, is also required.

The Data Driven Approach to Crime and Traffic Safety (DDACTS) model and other strategies that use data to identify high-crash locations also are proven strategies. By implementing strategies that research has shown to be effective, more efficient use is made of the available resources, and the success of enforcement efforts is enhanced. Multi-jurisdictional enforcement efforts are encouraged and supported by the AHSO.

### *Continuous Monitoring*

Continuous monitoring of the implementation of enforcement programs is another important element of the AHSO’s enforcement program. To ensure these law enforcement projects remain nimble with the ability to adjust to any situation, various tracking mechanisms are utilized to enable program managers and law enforcement managers with quick insights into the progress of each project. Contact with enforcement agencies is maintained through meetings, conferences, grant monitoring sessions, phone calls, and press events. Monthly progress reports are required from each law enforcement agency receiving grant funding to ensure an understanding of the goals and outcomes of each project. These reports must include data on the activities conducted, such as the area and times worked, and the number of tickets issued. This monthly monitoring will allow for subtle or major adjustments within each jurisdiction in sufficient time to provide the greatest use of resources to address impaired driving. Special projects are implemented, as needed. Additionally, in FFY2022 the AHSO brought on a Law Enforcement Liaison who will continue working closely

with law enforcement grantees to review their activity and advise the agencies on safety countermeasure practices they can conduct.

## 2.3 Highway Safety Planning Timeline

Table 2.3 provides additional overview of the chronological process the AHSO conducts each year. For the FFY2024–2026 3HSP development and related FFY2024 activities, the AHSO will hire a consultant to assist with internal planning meetings, tracking progress, webinars with safety partners, and the development of the 3HSP, Annual Grant Application, and Annual Report; no Federal funds will be used for this contract.

**Table 2.3 Annual Planning Process**

<b>November–December</b>	During development of the Annual Report a debrief and review of the previous year’s programs, crash data including communities overrepresented in the data, State and national priorities, problem identification and performance targets is conducted by AHSO staff. Gaps in partners and perspective are discussed to identify new partners and outreach efforts.
<b>January–February</b>	Potentially host a Statewide Safety Conference with partners to outline current traffic safety trends, best practices, and obtain input from the stakeholder perspective. Begin discussions with Alaska DOT&PF Safety Engineering unit about problem identification and coordination of targets with the HSIP and SHSP. Review program data and targets to begin funding determinations, distribution, overall direction of programs for the following Federal Fiscal Year (FFY) and potential HSP updates (for years 2 and 3). Hold Task Force and Traffic Record meetings to discuss strategies and progress in achieving set performance measures.
<b>March</b>	Determine NHTSA revenue estimates for future FFY funding and 405 eligibility. Establish draft budget and review internally for each program area. Finalize coordinated targets with HSIP.
<b>April–May</b>	Advertise and promote grant opportunities for application for the following FFY. Convene program area sessions with current and prospective sub grantees to create specific plans and projects within each program area. Hold Task Force and Traffic Records meetings to discuss strategies and progress in achieving set performance measures. Begin drafting Annual Grant Application for next FFY and setting Core Performance Measures.
<b>June</b>	Continue drafting any revisions to the 3HSP and Annual Grant Application including the Section 405 grant application.
<b>July</b>	Finalize and submit the revised 3HSP (if necessary) and Annual Grant Application to NHTSA for review and approval no later than July 1 and August 1, respectively.
<b>August</b>	Upon approval of the revised 3HSP distribute and post the approved 3HSP, including the Public Participation and Engagement Plan, on the website. Upon approval of the Annual Grant Application start implementation and gain approval for grants and contracts from the appropriate officials.
<b>September</b>	Conduct risk assessments for grants, then finalize grant and contract agreements. Hold Task Force and Traffic Record meetings to discuss strategies and progress in achieving set performance measures.
<b>October</b>	Implement grants and contracts. Begin work on the Annual Report.

## 2.4 Primary Data Sources

The AHSO uses two primary crash data sources to analyze and identify the State’s most significant traffic safety problems, as well as high-risk populations for traffic injuries and fatalities. The AHSO is responsible for counting and analyzing the State’s motor vehicle fatalities through the Fatality and Injury Reporting System Tool (FIRST) by the National Highway Traffic Safety Administration’s (NHTSA) Fatality Analysis Reporting System (FARS) program. In addition to the FARS FIRST database, AHSO also uses Alaska’s Crash Analysis and Reporting Environment (CARE) maintained by the AHSO within the DOT&PF. The latter contains crash, roadway, and traffic information for the entire State.

The AHSO and its partners query these data sources to identify who (e.g., age, sex, gender, high-risk populations) is crashing and what (e.g., single vehicle fixed object crash, multiple vehicle crash, pedestrian-

motor vehicle crash) specifically occurred. These data also are analyzed to determine when (e.g., time of day, day of the week, weather conditions) and where (e.g., roadway type, jurisdiction) crashes are taking place, and why (e.g., speed, alcohol, inattention). Understanding the data helps all Alaska safety stakeholders identify the State's most critical traffic safety problem areas and identify strategies to address them.

## 2.5 Supporting Data

Recognizing the impact speed, alcohol use, and seat belt use—all behavior-based activities—have on the safety of the State's roadway users makes assessing the attitudes, beliefs, and perceptions of Alaska's licensed drivers essential. This information provides insight at both the State and local level that is used by the AHSO and its partners to identify and implement targeted strategies and proven countermeasures that result in fewer crashes, injuries, and fatalities.

Under AHSO grants, the Center for Safe Alaskans has conducted the annual seat belt observation survey of front seat motor vehicle occupants and an attitudinal phone survey of licensed Alaska motorists who are at least 16 years of age. The Safe Alaskans 2022 attitudinal survey gauged driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. Topics addressed included the use of seat belts, drinking and driving, distracted driving, talking, and texting while driving, speeding, graduated driver's license program, and safety corridors.

The 2022 attitudinal survey designed and implemented in compliance with NHTSA guidelines had a total margin of error of plus or minus 5 percent with a 95-percent confidence rating. 389 licensed drivers (47 percent female, 53 percent male) at least 16 years of age were surveyed. Findings from the 2022 survey also were compared to responses from previous years (for similar questions) to determine changes in attitudes and/or behaviors.

- 95 percent of Alaskan drivers said they always wore or nearly always wore a seat belt, comparable to previous years.
- 43 percent of Alaska residents read, saw, or heard about seat belt enforcement by police in 2022, an increase over 38 percent in 2020 and 36 percent in 2021. Of these, 45 percent heard about seat belt enforcement from TV, and 30 percent from radio.
- 65 percent of Alaskan drivers said that the likelihood for being arrested for driving after drinking is likely or very likely, a 3 to 4 percent increase over the previous three years.
- 96 percent of Alaskan drivers believe that it is very or somewhat dangerous to text while driving, the same the previous three years. In comparison, 69 percent of Alaskan drivers believe that it is very or somewhat dangerous to talk on the phone while driving, a slight decrease from previous years.
- 30 percent of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, a slight decrease from the previous two years.
- 39 percent of Alaska drivers think that they are likely or very likely to get a ticket for driving over the speed limit, comparable to previous years.

The AHSO uses findings from State crash data queries and surveys, along with the data analysis and information in Alaska's SHSP and FARS, to identify and understand what is happening on the State's

roadways. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, and young drivers); Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles); and Roadways. Each emphasis area action plan identifies action steps for enforcement, education, engineering, emergency services, and data.

At the project level, safety stakeholders query additional data sources from Alaska’s traffic records system, which includes the Alaska License Vehicle Information Network or ALVIN, CourtView, and the Alaska Trauma Registry. Operated by the Division of Motor Vehicles, ALVIN contains vehicle and driver information. CourtView is operated by the Office of the Administrative Director of the Alaska Court System and contains citation and adjudication information for both criminal and minor offenses. The Division of Public Health, housed within the Department of Health, oversees the State Trauma Registry, which contains serious injury information, including circumstances, treatments, and outcomes. These data sources are used to identify specific problem areas, support problem identification in grant applications, and track progress.

Additional data sources used by the AHSO and safety stakeholders include NHTSA State Traffic Safety Information (STSI) website; FHWA VMT data; Federal Motor Carrier Safety Administration (FMCSA) SAFETYNET; National Emergency Medical Service Information System (NEMSIS); Centers for Disease Control (CDC) Web-based Injury Statistics Query and Reporting System (WISQARS); U.S. Census data; NHTSA assessments, research reports, and Traffic Safety Facts; other State HSPs and Annual Reports; Alaska State agency reports; and local and State organization reports (e.g., Mother Against Drunk Driving (MADD), Alaska School Activities Association, Forget Me Not Mission). Table 2.4 lists the data sources used to develop the HSP.

**Table 2.4 Data Sources**

Federal	Alaska	Other Sources
<ul style="list-style-type: none"> <li>• Fatality Analysis Reporting System (FARS)</li> <li>• State Traffic Safety Information (STSI)</li> <li>• FHWA VMT Data</li> <li>• Occupant Protection Use Survey</li> <li>• U.S. Census Data</li> <li>• FMCSA SAFETYNET</li> <li>• CDC WISQARS</li> <li>• NHTSA Assessments, Management Review, and MAP 21/FAST Act/BIL Guidance</li> </ul>	<ul style="list-style-type: none"> <li>• Crash and Injury</li> <li>• Licensing</li> <li>• Vehicle</li> <li>• Citation</li> <li>• Court System</li> <li>• Treatment</li> <li>• Trauma Registry</li> <li>• Strategic Highway Safety Plan</li> <li>• State Legislation and Policy</li> <li>• Attitudinal Surveys</li> <li>• Observational Surveys of Seat Belt Use</li> <li>• State Agency Reports</li> <li>• Stakeholder Engagement Reports</li> <li>• Population</li> </ul>	<ul style="list-style-type: none"> <li>• Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices, Tenth Edition, 2020</li> <li>• Publications and Studies (e.g., Promoting Parent Involvement in Teen Driving: An In-Depth Look at the Importance and the Initiatives)</li> <li>• Other State Highway Safety Plans and Annual Reports</li> </ul>

## 2.6 Triennial Performance Measures

Alaska’s HSP is developed through a collaborative process that involves stakeholders at the local, State, and Federal level. The AHSO relies on their expertise to help guide and direct the goal-setting process and ensure resources are targeted not only to address the State’s most critical traffic safety problems, but in specific areas

overrepresented by the crash data. Conversations with the DOT&PF's Division Director, grantees representing the various program areas, and participants attending an October 2022 SHSP Stakeholders Meeting helped inform the process.

Alaska's safety performance targets are revisited by DOT&PF and its safety partners on an annual basis and revised, if necessary. Besides reviewing trends for the core performance measures, other factors which could influence these trends are also considered including the State's infrastructure investments, changes to the vehicles (vehicle crash performance and new driver alert and assist technologies), EMS response time, unemployment rate, the number of licensed drivers, urban area expansion, and increases in walking, bicycling, and/or transit use.

Since the Fixing America's Surface Transportation (FAST) Act Federal transportation law, States are required to develop and implement the highway safety program using performance measures. State Highway Safety Offices (SHSO) and Departments of Transportation (DOT) must coordinate and have identical HSP and Highway Safety Improvement Program (HSIP) targets for the three common performance measures (i.e., fatalities, fatality rate, and serious injuries). This link is to harmonize common performance measures across the State's highway safety programs to ensure the highway safety community is provided uniform measures of progress. The recently passed Bipartisan Infrastructure Law (BIL) continues this requirement, although it was waived for FFY2024. States were notified by NHTSA on May 31, 2023 that State DOTs have not had the opportunity to comment on proposed FHWA requirements that may be affected by NHTSA's regulation and therefore SHSOs and DOTs may submit non-identical targets for the common performance measures for FFY2024.

The highway safety performance targets contained in Alaska's 3HSP are identical to those in the SHSP. In the development of the SHSP, Alaska adopted a goal to reduce fatalities and serious injuries by one-half by 2035 and reach zero by 2050. To attain the goal, Alaska must achieve a 3.5 percent per year decrease from the baseline year 2020 for fatalities, serious injuries, and fatalities per 100 million vehicle miles traveled. A five-year rolling average (2016 through 2020) was used to set the 2020 baseline in the SHSP, which at the time was the latest year with complete and verified fatality and serious injury data. The five-year rolling average aligns with Federal regulation requirements for both the HSP and SHSP.

Alaska's FFY2024–2026 HSP addresses multiple focus areas within the Safe Road Users emphasis area outlined in the 2023–2027 SHSP: Pedestrians and Bicyclists; Motorcyclists, All-Purpose Vehicles, and Snowmachines; Young Drivers and Older Drivers; Dangerous Driving (aggressive, distracted, and drowsy); Impaired Driving; and Occupant Protection. Speeding (Speed Management focus area under the Safe Roads and Safe Speed emphasis area) and traffic records (under the Post-Crash Care emphasis area) are also addressed in this FFY2024–2026 HSP, although traffic records does not have a core performance measure. The performance targets were reviewed by each SHSP emphasis area team during the SHSP update effort, as well as with the SHSP Steering Committee that provided oversight.

Table 2.5 identifies the program areas and related core performance and behavioral measures, and how each will be measured, in Alaska's FFY2024–2026 HSP. These performance measures mirror the 11 outcome and one behavior performance measures developed by the National Highway Traffic Safety Administration (NHTSA), in collaboration with the Governors Highway Safety Association (GHSA).

**Table 2.5 Core Performance Measures for FFY2024—2026**

Program Area	NHTSA Measure	Core Performance Measures	Measured By
Overall AHSO Program Area Goals	C-1	Reduce fatalities	Number of traffic-related fatalities
	C-2	Reduce serious injuries	Number of traffic-related serious injuries
	C-3	Reduce fatality rate per 100 million Vehicle Miles Traveled (VMT)	Fatalities per 100 million VMT
Occupant Protection	C-4	Reduce unrestrained fatalities	Number of unrestrained fatalities
	B-1	Increase observed belt use	Observed belt use
Impaired Driving	C-5	Reduce fatalities at 0.08 Blood Alcohol Content (BAC) or above	Number of fatalities at 0.08 BAC or above
Speeding	C-6	Reduce speeding-related fatalities	Number of speeding-related fatalities
Motorcycle Safety	C-7	Reduce motorcyclist fatalities	Number of motorcyclist fatalities
	C-8	Reduce unhelmeted motorcyclist fatalities	Number of unhelmeted motorcyclist fatalities
Novice Drivers	C-9	Reduce drivers 20 or under involved in fatal crashes	Drivers 20 or under involved in fatal crashes
Pedestrian and Bicycle Safety	C-10	Reduce pedestrian fatalities	Number of pedestrian fatalities
	C-11	Reduce bicyclist fatalities	Number of bicyclist fatalities
Observed Seat Belt Rate	B-1	Increase observed seat belt rate	Statewide observational survey
Distracted Driving	B-2	Perceived risk if texting while driving	Attitudinal telephone survey
Roadside Safety	B-3	Knowledge of Move Over Law	Attitudinal telephone survey

## 2.7 Countermeasure and Strategy Selection Process

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, Alaska’s FFY2024–2026 HSP addresses the following program areas: impaired driving, occupant protection with an emphasis on unrestrained or improperly restrained motor vehicle passengers, speeding, motorcycle safety, pedestrian and bicycle safety, novice drivers (under 21 years of age), and traffic records.

This continues to support multiple focus areas within the Safe Road Users emphasis area detailed in the 2023–2027 SHSP, which calls upon AHSO and its partners to address impairment, occupant protection, young and older drivers, pedestrians, bicyclists, and riders on motorcycles all-purpose vehicles, and snowmachines. The 3HSP also supports the speed management focus area under the Safe Roads and Safe Speeds emphasis area, as well as traffic records focus area under the Post-Crash Care emphasis area.

On February 24, 2015, Alaska became the third State in the United States to allow for the legal consumption of marijuana. The AHSO continues to monitor the effects of the law on traffic safety and follows the impact of similar legislation in other States. Over the last several years, the AHSO has been working with the Impaired Driving Coalition and the Alaska Traffic Records Coordinating Committee to develop programs to counter marijuana’s potential impact on traffic safety and strengthen methods for tracking the data.

The AHSO is also aware of the issue of unsecured loads that was raised in the FAST Act. These concerns and dangers of unsecured loads have been discussed with our law enforcement grantees to address during

regular patrol. The AHSO continues to look into any data and research that may be available regarding unsecured loads specific to the State of Alaska.

The AHSO used *the Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020, as a reference to aid in the selection of effective, evidence-based countermeasure strategies for the FFY2024—2026 HSP program areas. Evidence of effectiveness citations reference CTW, followed by the chapter and related countermeasure section (e.g., CTW, Chapter 2, and Section 2.1), denote the effectiveness of the related countermeasure strategy where appropriate, and are identified in the program/project descriptions. Note that CTW is not referenced for traffic records countermeasures or AHSO administrative functions and activities. The 2020 edition of CTW can be viewed on NHTSA's website at [Countermeasures That Work](#), 10<sup>th</sup> Edition, 2020.

## 2.8 Application Process

The process for selecting State and local safety projects begins in April, when the AHSO announces via emails to stakeholders, newspapers in Juneau, Anchorage, and Fairbanks, and an online public notice in the State's system the availability of grant funding through an open solicitation process. The AHSO holds a webinar for potential grantees in April that addresses the critical points of applying for a grant and makes the information available to interested stakeholders, which includes representatives from State and local Government agencies (e.g., law enforcement, Department of Health, courts, licensing, planners/engineers); community coalitions and Tribal communities; and nonprofit safety-related organizations. Grant applicants are required to sign a form indicating they have reviewed the PowerPoint and contacted the AHSO with any questions prior to submitting a grant application.

The PowerPoint presents the most current fatal and serious injury trends (overall and by crash type and roadway user). Although many of Alaska's stakeholders are actively engaged in the SHSP, the plan's priorities and implementation process are provided. The focus area action plans identify action steps for enforcement, education, engineering, emergency medical services, and/or data, which are being implemented and tracked over the next five years. Potential applicants were encouraged to review the 2023–2027 SHSP and each of the focus area action plans and submit grant application(s) that support the SHSP focus area strategies.

New Federal requirements, recent changes to the grant funding programs, and the associated performance measures that include quantifiable, evidence-based annual performance targets are addressed, as are the importance and need for evidence-based traffic safety enforcement and deploying high-visibility law enforcement campaigns that align with the HSP and SHSP. An overview of NHTSA's focus on data-driven programs that address a State's most serious traffic safety problems follows. Potential grantees are reminded of the need to leverage proven countermeasures that include ongoing assessment or, if implementing a new, unproven initiative, include an evaluation component in their project plans.

The grant application process and the criterion used to review, score, and approve funding, include the following:

- Completeness of the application package (meets all required criteria) and clarity of the problem statement and proposed project/intervention.
- The degree to which the proposed project/intervention addresses a specific traffic safety problem identified as a priority through data analysis.



highways and McCarthy Road, as well as portions of the Steese and Taylor highways, are unpaved. According to statistics published by the Federal Highway Administration (FHWA) for 2020<sup>1</sup>, there are over three times as many registered trucks (586,281) as there are registered passenger vehicles (171,144) in the State. Airplanes often are the most efficient and sometimes the only way to travel between communities.

## 2.10 Problem Identification Process

The AHSO uses two primary crash data sources to analyze and identify the State's most significant traffic safety problems, as well as high-risk populations for traffic injuries and fatalities. The AHSO is responsible for counting and analyzing the State's motor vehicle fatalities through the Fatality and Injury Reporting System Tool (FIRST) by the National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System (FARS) program. In addition to the FARS FIRST database, AHSO also uses Alaska's Crash Analysis and Reporting Environment (CARE) maintained by the AHSO within the DOT&PF. The latter contains crash, roadway, and traffic information for the entire State.

The AHSO and its partners query these data sources to identify who (e.g., age, sex, gender, high-risk populations) is crashing and what (e.g., single vehicle fixed object crash, multiple vehicle crash, pedestrian-motor vehicle crash) specifically occurred. These data also are analyzed to determine when (e.g., time of day, day of the week, weather conditions) and where (e.g., roadway type, jurisdiction) crashes are taking place, and why (e.g., speed, alcohol, inattention). Understanding the data helps Alaska's safety stakeholders identify the State's most critical traffic safety problem areas and identify strategies to address them.

The most recent statistical data available was used to show any progress towards targets and trends in the data throughout the figures and tables in this 3HSP. Under each figures and tables the data source is noted along with the last date the data was accessed. In some circumstance's additional notations and footnotes about the data are noted.

### *Program Area Level Reporting Data Availability*

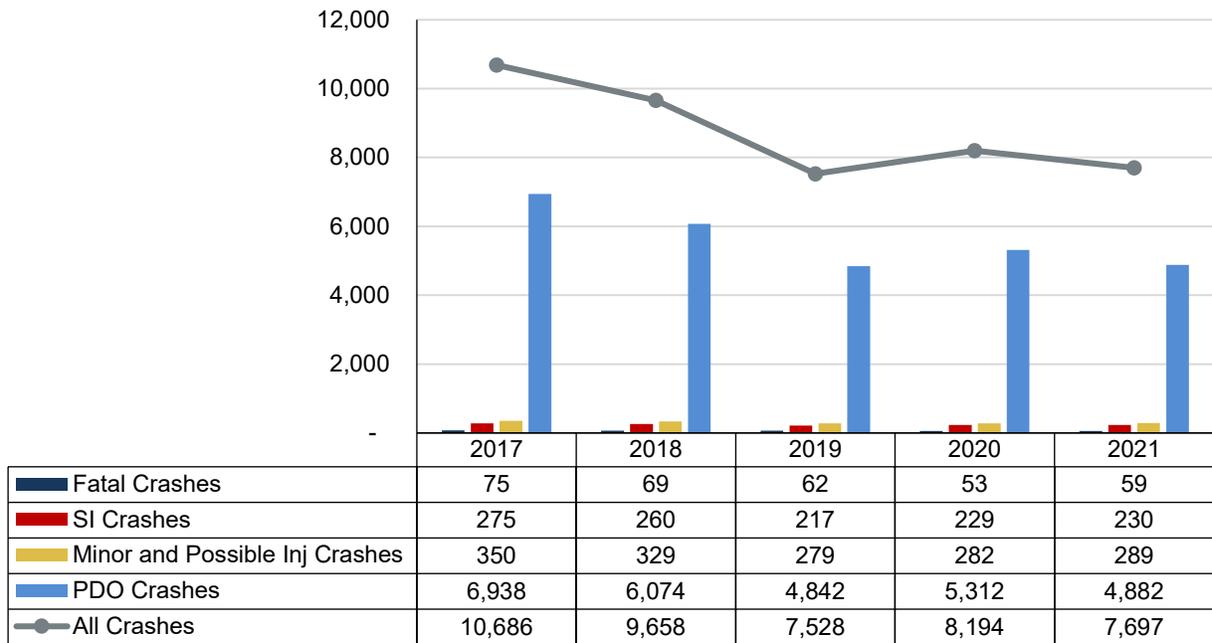
The Alaska DOT&PF receives crash information from the Department of Motor Vehicles (DMV) which is inputted into their Crash Data Entry System (CDES) and transferred into the Crash Analysis and Reporting Environment (CARE) where crash data can be queried. Fatality data are complete through 2021. Previous years' data have been revised, where necessary. If available, 2022 data are noted, although any data included in figures and tables which are preliminary are identified as such and subject to change. The 2021 data referenced in this HSP is what is available on the NHTSA FARS database.

As shown in Figure 2.2, total crashes have decreased overall from 2017 to 2021, the latest year of available crash data. Fatal crashes decreased from 75 in 2017 to 59 in 2021, while serious injury crashes also decreased from 275 in 2017 to 230 in 2021.

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<sup>1</sup> Highway Statistics 2020 (FHWA Policy Information/Statistics, 2020).

**Figure 2.2 Statewide Crashes by Severity**



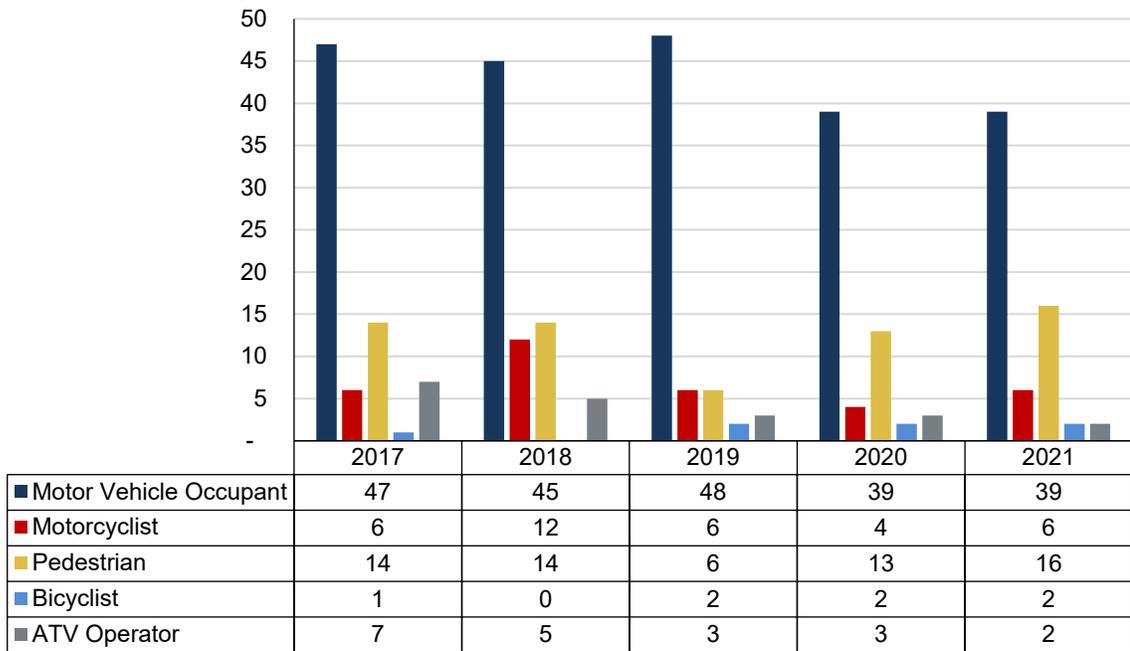
Source/Date Accessed: Alaska CARE and FARS, May 2023.

Note: Crash data are from both FARS (fatal crashes) and CARE (all crashes including fatalities). The number of “All Crashes” may not equal the totals for each column above due to CARE having crash reports with a null value for crash severity.

Figure 2.3 shows fatalities by roadway user group and illustrates that motor vehicle occupants consistently make up the majority of roadway fatalities, although the total motor vehicle occupant fatalities dropped to 39 in 2020 and 2021. Pedestrians represent a greater share of all fatalities in 2020 and 2021 than in previous years, while bicyclist and ATV operator fatalities represent the smallest share annually. Motorcyclist fatalities fluctuate annually.

Similarly, Figure 2.4 shows that serious injuries were overwhelmingly sustained by motor vehicle occupants, although the total motor vehicle occupant fatalities decreased year over year from 2017 to 2021. Pedestrian serious injuries peaked at 43 in 2018 before dropping slightly in subsequent years. Motorcyclist serious injuries dropped from 34 in 2017 and 2018 to 19 in 2019, before rising again to 33 in 2021. Bicyclist and ATV operators represent the smallest share overall, but each fluctuate between 6 and 13 serious injuries annually.

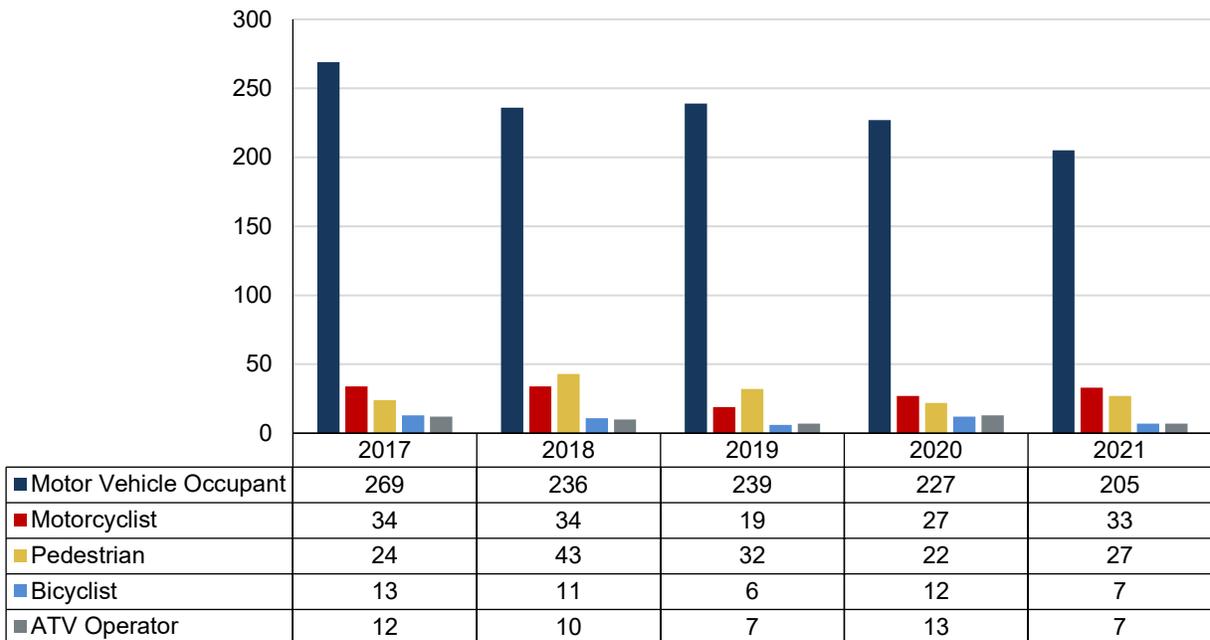
**Figure 2.3 Fatalities by Roadway User Group**



Source/Date Accessed: NHTSA STSI and Alaska CARE, May 2023

Note: ATV operator may also include snowmobiles, four wheelers, and three wheelers, and was defined as “open body” vehicle type in CARE.

**Figure 2.4 Serious Injuries by Roadway User Group**

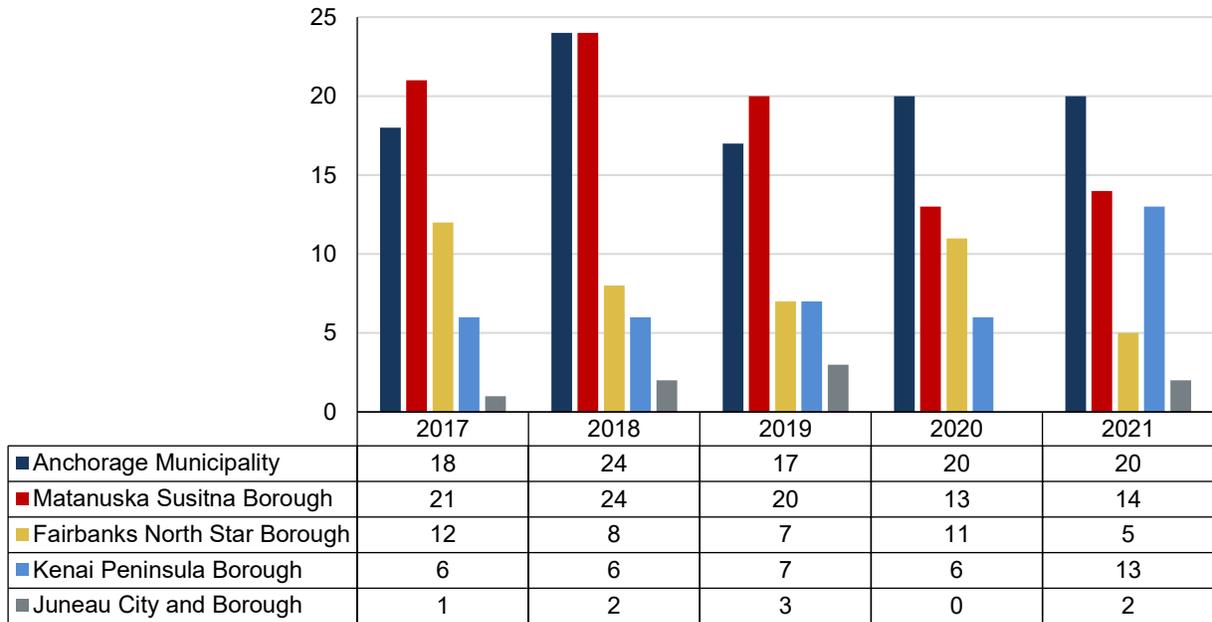


Source/Date Accessed: Alaska CARE, May 2023.

Note: ATV operator may also include snowmobiles, four wheelers and three wheelers, and was defined as “open body” vehicle type in CARE.

Between 2017 and 2021, the total fatalities for Anchorage Municipality, Matanuska Susitna Borough, Fairbanks North Star Borough, Kenai Peninsula Borough, and Juneau City and Borough comprised about 80 percent of all roadway fatalities throughout Alaska, as shown in Figure 2.5. Anchorage, Alaska’s largest municipality, and Matanuska Susitna Borough each experience a large portion of total fatalities, although fatalities in Matanuska Susitna Borough dropped in 2020 and 2021. The number of fatalities in Kenai Peninsula Borough doubled to 13 in 2021 from previous years.

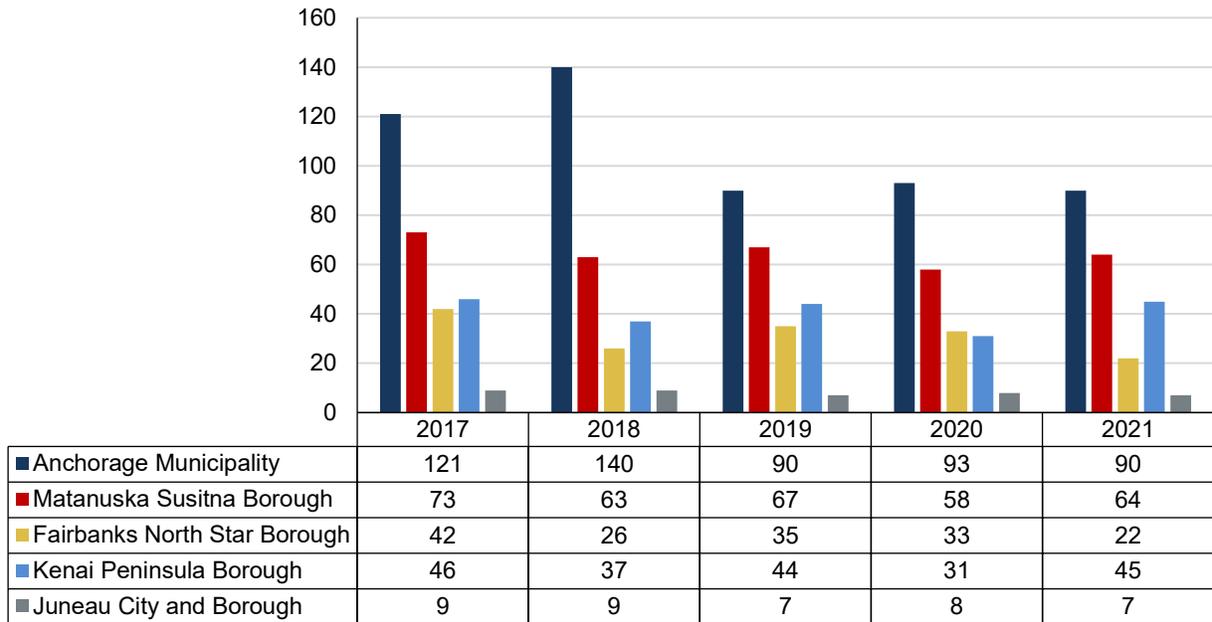
**Figure 2.5 Fatalities for Five Most Populous Boroughs**



Source/Date Accessed: NHTSA STSI and FARS, May 2023.

Figure 2.6 shows the number of serious injuries for the five most populous boroughs between 2017 and 2021. Anchorage roadway users sustain the highest proportion of serious injuries, although this dropped from a peak of 140 serious injuries in 2018 to 90 in 2021. Matanuska Susitna Borough was the second highest borough in serious injuries, with fluctuating between a peak of 73 in 2017 to a low of 58 in 2020.

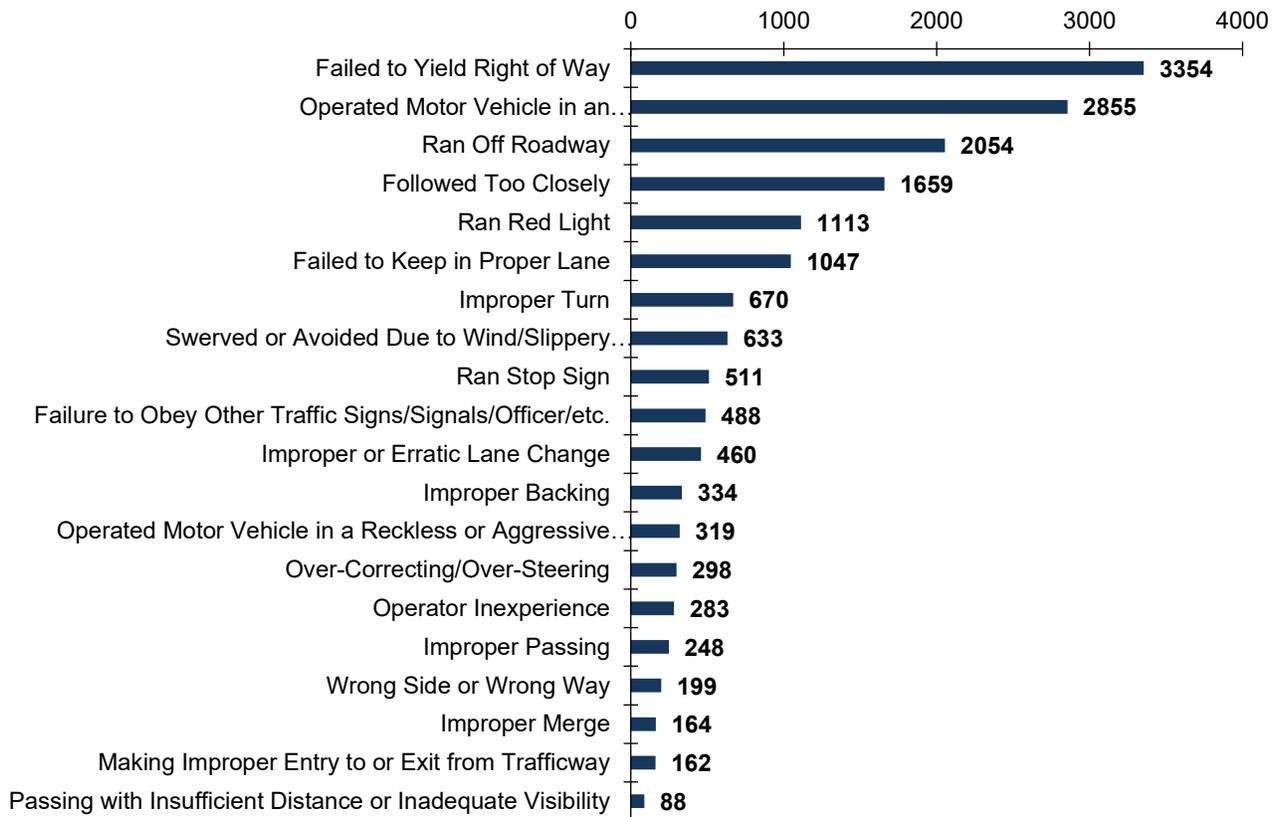
**Figure 2.6 Serious Injuries for Five Most Populous Boroughs**



Source/Date Accessed: Alaska CARE, May 2023.

Figure 2.7 shows the prevalence of the top 20 contributing circumstances to crashes between 2017 and 2021, which can reveal trends in driver behavior. Distracted and aggressive driving are common factors, including operating vehicles in a careless, erratic, or aggressive manner and following too closely. Not following the “rules of the road” is also a common contributor, including failure to yield, running red lights or stop signs, turning or merging improperly, and otherwise failing to obey traffic laws and signals. A significant number of crashes also involve lane or roadway departures, including contributing circumstances such as running off roadway, swerving due to weather or roadway conditions, and over-correcting or over-steering.

**Figure 2.7 Top 20 Crash Contributing Circumstances, 2017 to 2021**



Source/Date Accessed: Alaska CARE, May 2023.



## 3.0 Public Participation and Engagement

### 3.1 Triennial HSP Engagement Planning

The purpose of public participation and engagement is to provide early and continuous opportunities for community input into the State’s highway safety program, particularly in those communities most significantly impacted by traffic crashes resulting in serious injuries and fatalities. This public engagement will help us determine how best to support Vulnerable Road Users (VRU), Tribal communities, and unrestrained occupants. These input opportunities bring partners and the public into discussions of transportation safety needs, planning, and decision-making processes to aid in the selection of countermeasures.

#### *Starting Goals for the Public Engagement Efforts*

The goal of the Alaska Highway Safety Office (AHSO) is to develop strong programs to enhance highway safety through collaboration with our community partners to move the State Toward Zero Deaths on all roadways, regardless of mode of transportation utilized. The AHSO realizes to move toward a Safe System Approach a cultural shift must occur that involves the public in community-based decisions when planning safety countermeasures. To achieve the goal of zero fatalities, and to accelerate the move toward a Safe System Approach in the state, this Public Participation and Engagement (PPE) plans goal is to aid in these efforts by:

- Maintaining and strengthening coordination with key safety partners statewide.
- Encouraging a continuous feedback loop of input from State and local partners.
- Enhancing convenient opportunities for all interested members of the public to provide input and feedback on current safety initiatives and potential new initiatives.
- Continually identify and engage members of communities most affected by crashes that may have been previously overlooked.
- Meet citizens where they are at by seeking to enhance collaborations with nonprofits, faith-based organizations, community, and civic associations.
- Provide early and continuous opportunities for public input and take their needs and preferences into account when developing and implementing safety countermeasures.

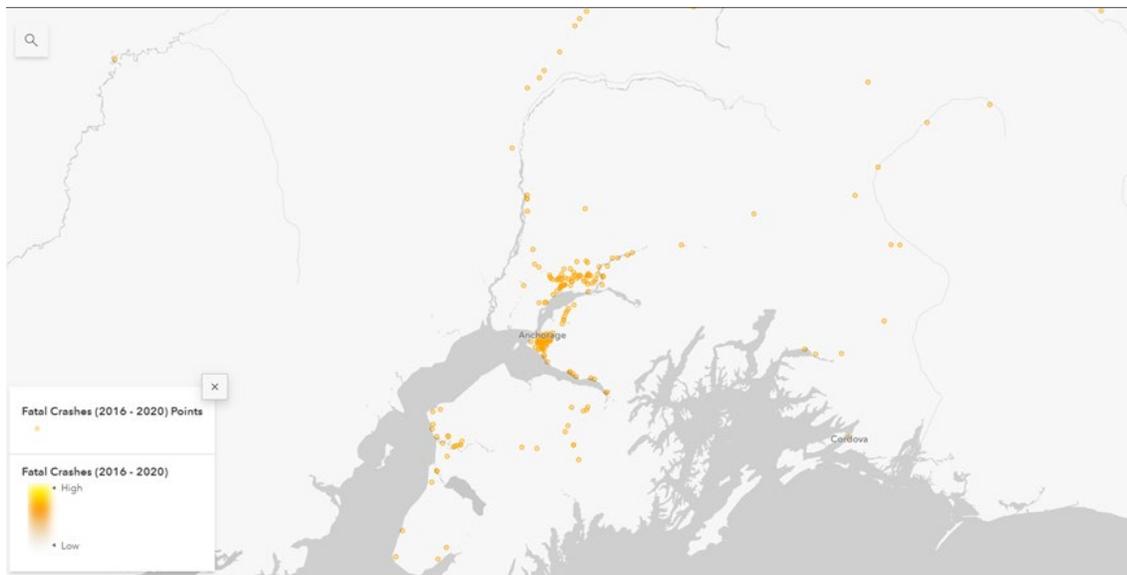
Utilizing the aforementioned framework the AHSO believes these efforts of the PPE will contribute to its safety programming including the selection of strategies and programming of funding. Specifically, the AHSO believes the PPE will provide valuable feedback for determining where the focus on media should go, such as areas and demographics that may have been overlooked in the past. Input will help to determine where funding can be better focused on education to reach these populations. Additionally, another goal of these efforts is to help to inform what types of programming occurs and where this programming can and should occur throughout the state. Lastly, the AHSO hopes that the PPE will help to expand the partnerships throughout the state in an effort to embrace the Safe System Approach to eliminate fatal crashes.

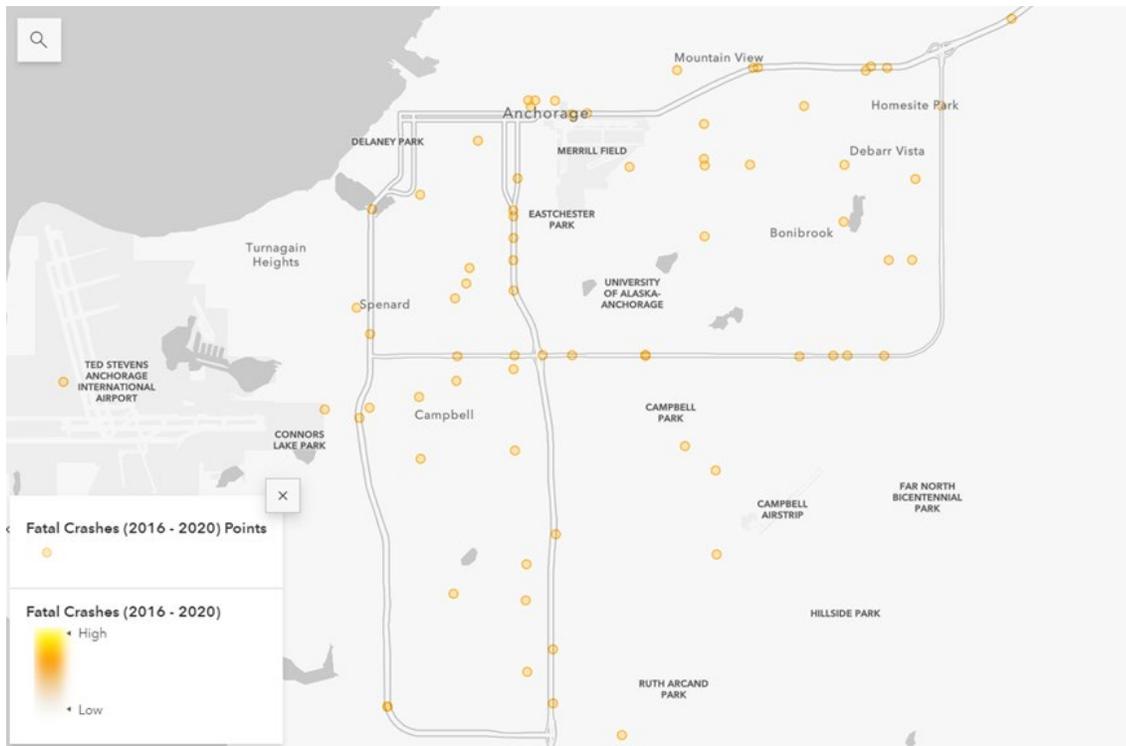
## Identification of Affected and Potentially Affected Communities

The State attempted to identify affected and potentially affected communities in several ways. Unfortunately, the AHSO does not have access to demographic-type data, such as race and gender for overall crash and injury data. Only fatal crash data includes this type of demographic data. While the accessible fatal crash data shows who is overrepresented in fatal crashes, determining which communities are overrepresented in crashes and crash injuries is difficult at this time. In order to direct planning in future years for this 3HSP, the AHSO plans to work to gain access to additional data points from crash, citation, and hospital data. However, for the development of the HSP Public Participation and Engagement Plan (PP&E) a multitude of data sources were looked at. From this analysis and available data, the AHSO determined these identified communities and demographics will be addressed in the areas of: Vulnerable Road Users (VRU), Tribal population, and unrestrained occupants.

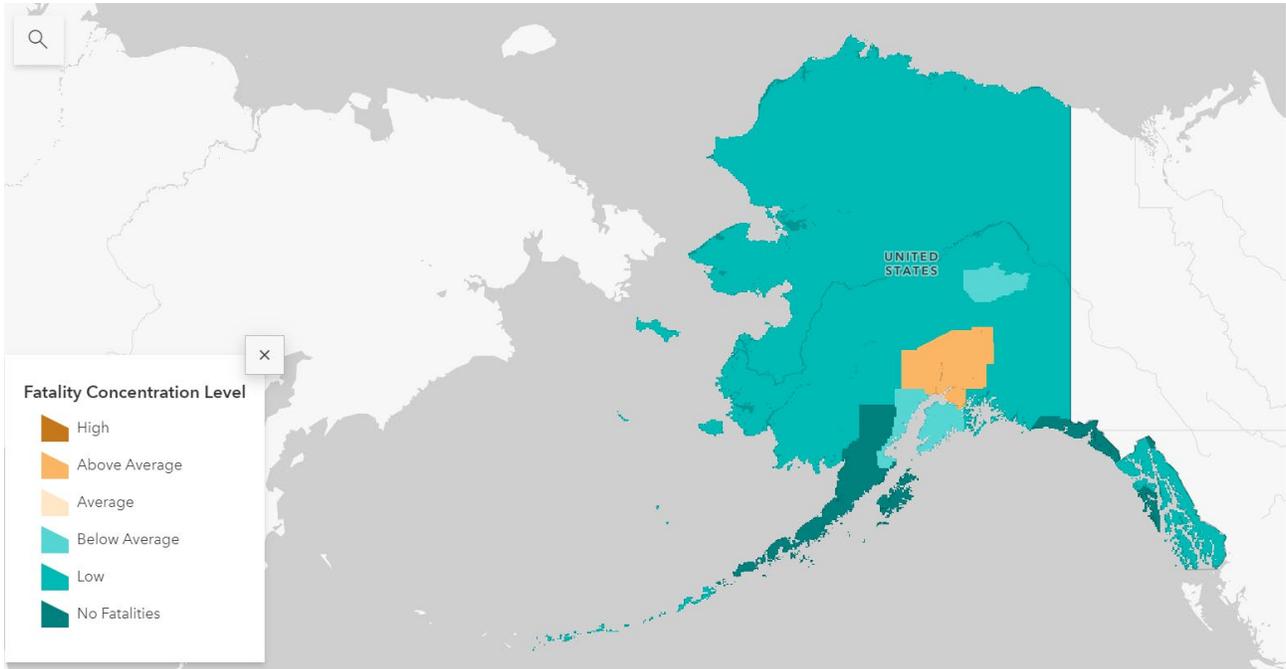
## Roadway Fatality Hot Spots

Alaska has a relatively low density of roadway fatalities compared to the contiguous U.S. The mild hot spots Alaska does have (shown in slightly darker gray around Anchorage/Wasilla and around Fairbanks) barely register in the national view. Zooming in shows how these fatal crashes are clustered along certain road segments in these areas. <https://storymaps.ArcGIS.com/stories/9e0e6b7397734c1387172bbc0001f29b>

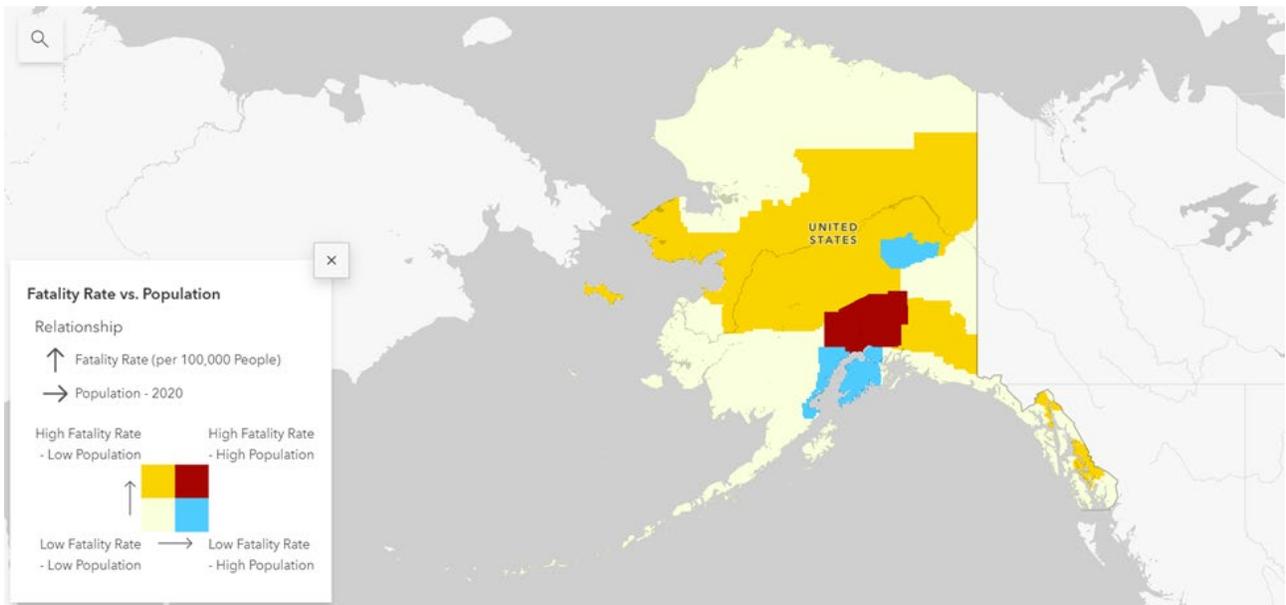


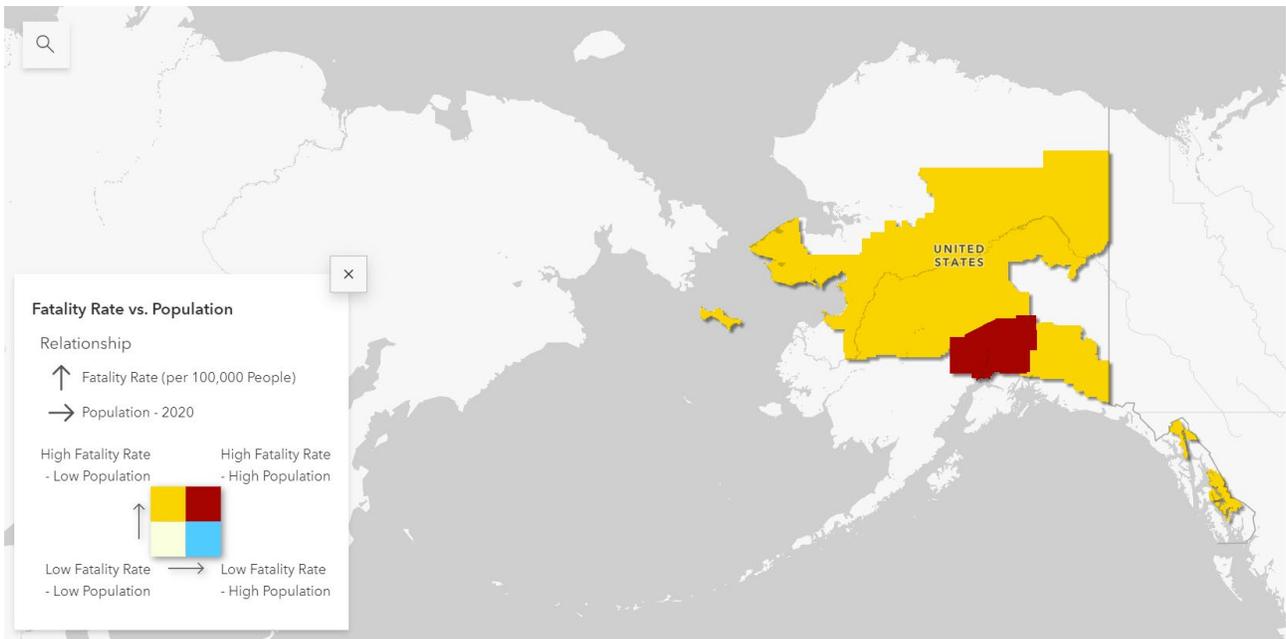


For the most part, the concentration of roadway fatalities in Alaska was below the national average. With the exception of Matanuska-Susitna Borough (Anchorage/Wasilla/Talkeetna), which was 1.7 times greater than the national average, shown in orange below. There were 98 fatalities in this area between 2016–2020 resulting in the above average rating for concentration of roadway fatalities. Census data indicates the borough is home to 87 percent white and 5.5 percent native American populations that messaging and outreach efforts should be targeting. Additionally, of the available FARS fatal data between 2017-2020 for the borough there were 78 fatalities. Where race was known, 13 involved American Indians. This represents nearly 17 percent of the fatalities, which is disproportionate to the 5.5 percent native American population of the borough.



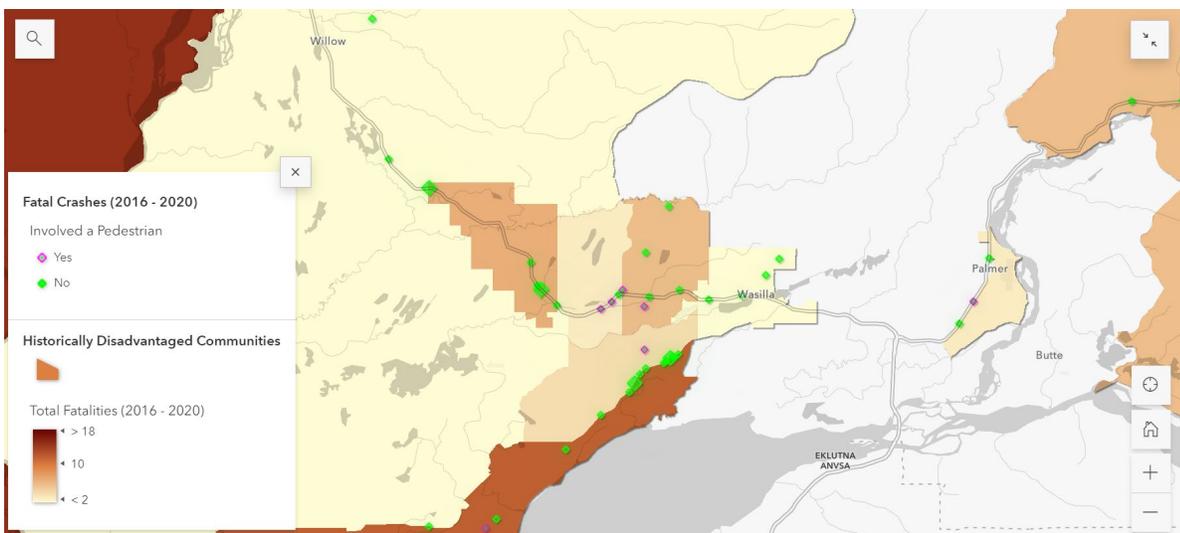
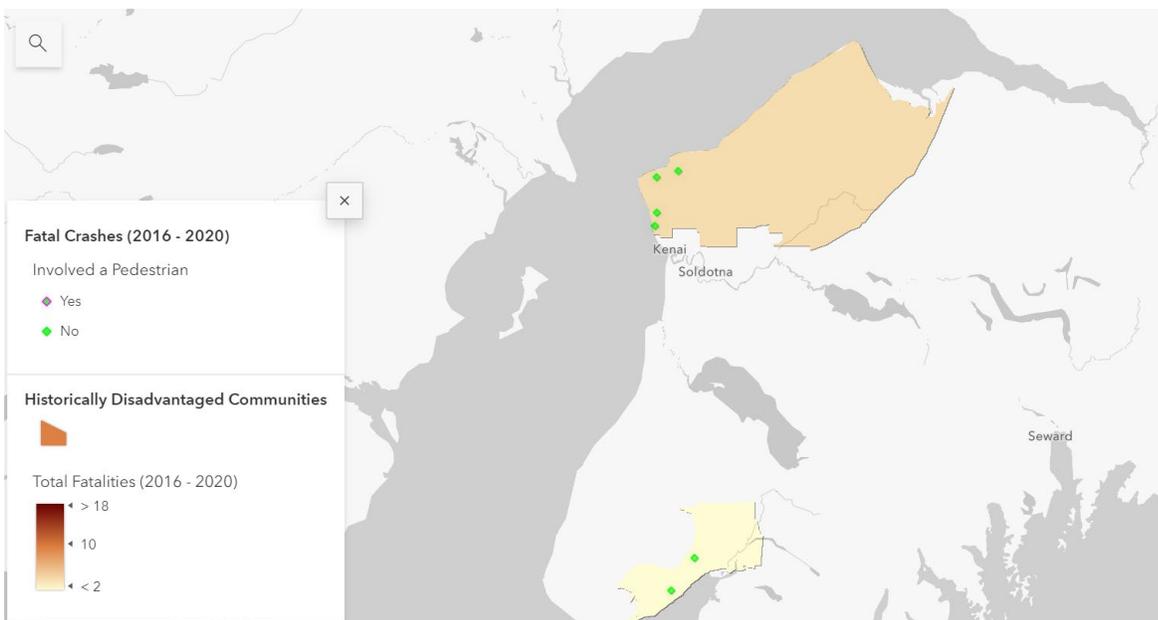
The following two maps explore fatality rate (per 100,000 people) compared to county population. Population is divided into two categories using 2020 numbers: high vs. low population counties are counties with greater/less than 50,000 people. The Matanuska-Susitna Borough (Anchorage/Wasilla/Talkeetna) is categorized as high fatality rate-high population. Five census areas, shown in dark yellow, were categorized as high fatality rate-low population. Alaska is not home to any 25 big or 25 small cities with the highest fatality rates. Alaska is also not home to any 25 big or 25 small cities with the lowest fatality rates. However, the website notes that 14 percent of all small cities had zero fatalities in the 2016–2020 timeframe. Alaska is home to three small cities with zero fatalities in this timeframe: Kodiak, Homer, and Sitka.





The following maps depict roadway fatalities in historically disadvantaged census tracts. Nationally, of the communities in the top 20 percent of roadway fatalities, nearly half (43 percent) are historically disadvantaged. This information further strengthens the correlation between where Alaska’s fatalities are occurring for Native Americans, VRUs, occupant protection and their relationship to these disadvantaged census tracts as noted elsewhere in this PP&E. This information continues to establish the need for messaging and outreach efforts for where Alaska will focus its PP&E efforts and who should be targeted. The first map below shows the historically disadvantaged census tracts in Alaska in brown, which account for 33 percent of the Census tracts in the State. The next three maps below shows a more detailed views of geographically smaller historically disadvantaged census tracts around Anchorage, Kenai, and Wasilla.



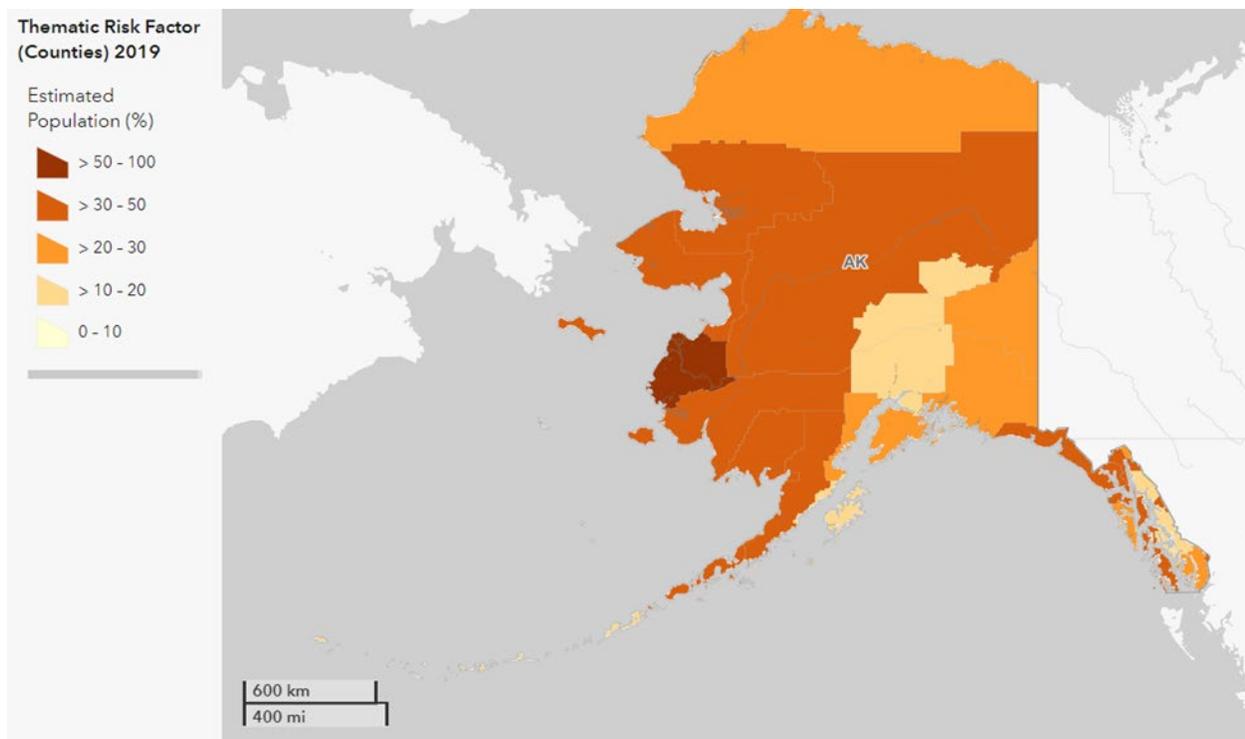


## U.S. Census Bureau Community Resilience Estimates

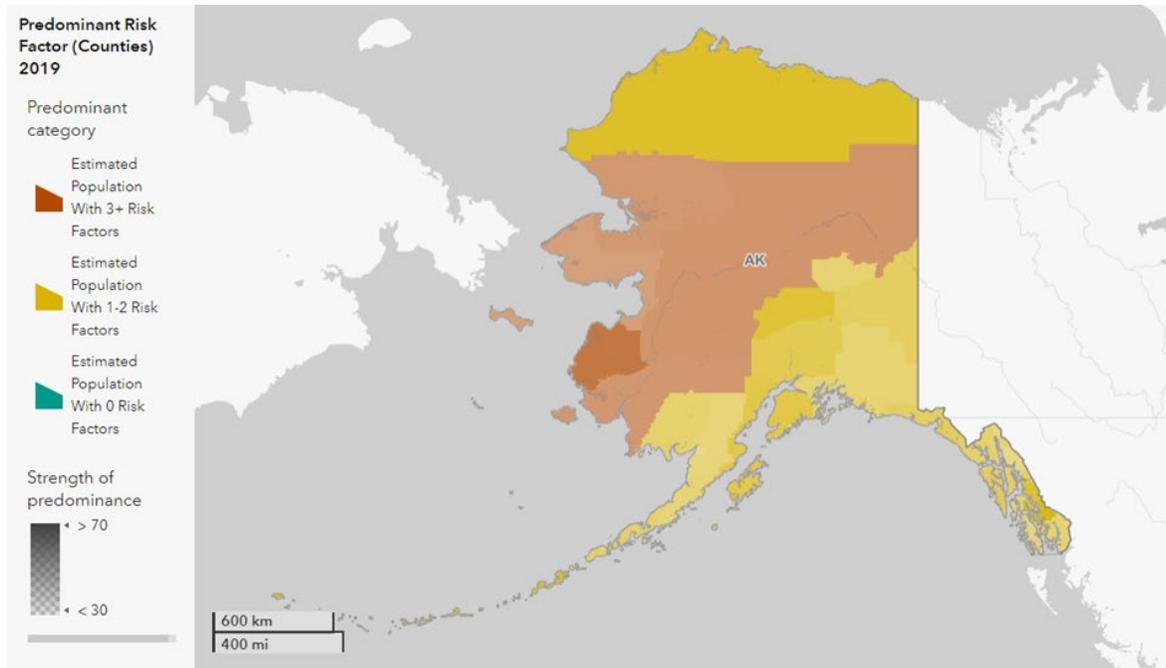
Community resilience is the capacity of individuals and households to absorb, endure, and recover from the health, social, and economic impacts of a disaster such as a hurricane or pandemic. Individual and household characteristics from the 2019 American Community Survey (ACS) were modeled, in combination with data from the Population Estimates Program to create the CRE. Risk factors from the 2019 ACS include: Income to Poverty Ratio, Single or Zero Caregiver Household, Crowding, Communication Barrier, Households without Full-time, Year-round Employment, Disability, No Health Insurance, Age 65+, No Vehicle Access, and No Broadband Internet Access.

In general, Alaska has a relatively high number of communities at risk for significant impacts of disasters. The Kusilvak Census Area in western Alaska appears as the area with the lowest resilience/highest risk for impacts of disasters. Most census tracts in western Alaska are higher risk than the national average.

**Figure 3.1 Percent of Population with 3+ Risk Factors.**



**Figure 3.2 Percent of Population with 3+, 2, or 1 Risk Factors.**



US Census data indicates other factors to be considered for how messaging and outreach efforts should be conducted in this PP&E. For instance, outreach materials and efforts should be inclusive for reaching non-English language speakers as well as providing opportunities for their feedback. Additionally, poverty, hearing, and vision difficulties may limit people’s ability to engage in PP&E efforts and shall be considered for the objectives of this plan.

**Figure 3.3 U.S. Census Bureau**

**Types of Language Spoken at Home**

in Alaska  
DP02

Measure	Value
English only	84.2%
Spanish	3.5%
Other Indo-European languages	2.0%
Asian and Pacific Islander languages	6.2%
Other languages	4.1%

**Poverty by Age**

in Alaska  
DP03

Measure	Value
Under 18 years	12.4%
18 to 64 years	10.2%
65 years and over	8.5%

### Types of Disabilities

in Alaska  
S1810



Measure	Value
Hearing difficulty	4.8%
Vision difficulty	2.2%
Cognitive difficulty	5.2%
Ambulatory difficulty	5.6%
Self-care difficulty	2.0%
Independent living difficulty	4.9%

Additional Census data was analyzed and will continue to be to inform future PP&E actions in terms of the methods of travel people take to work. Information such as this (below) is important in the development of messaging and outreach efforts because not everyone has access to an automobile for travelling to work. This information also strengthens the correlation for a focus on VRUs as many citizens do not have access to an automobile and are forced to walk or bike.

**Figure 3.4 Means of transportation to work.**

Label	Alaska	
	Estimate	Margin of Error
Total:	327,493	±6,090
No vehicle available	16,645	±2,242
1 vehicle available	69,593	±4,901
2 vehicles available	135,663	±7,203
3 or more vehicles available	105,592	±6,568
Car, truck, or van - drove alone:	224,248	±6,680
No vehicle available	3,438	±1,452
1 vehicle available	44,918	±3,584
2 vehicles available	97,128	±5,271
3 or more vehicles available	78,764	±5,507
Car, truck, or van - carpooled:	35,520	±4,644
No vehicle available	1,242	±681
1 vehicle available	8,435	±1,700
2 vehicles available	14,721	±3,702
3 or more vehicles available	11,122	±2,366
Public transportation (excluding taxicab):	2,876	±1,329
No vehicle available	977	±720
1 vehicle available	260	±216
2 vehicles available	820	±633
3 or more vehicles available	819	±585
Walked:	13,871	±1,997
No vehicle available	5,115	±696
1 vehicle available	3,964	±1,113
2 vehicles available	3,026	±1,086
3 or more vehicles available	1,766	±989
Taxicab, motorcycle, bicycle, or other means:	16,274	±1,894
No vehicle available	4,749	±720
1 vehicle available	3,579	±1,124
2 vehicles available	4,830	±1,153
3 or more vehicles available	3,116	±805
Worked from home:	34,704	±3,261
No vehicle available	1,124	±464
1 vehicle available	8,437	±1,717
2 vehicles available	15,138	±2,521
3 or more vehicles available	10,005	±1,966

### Observational Seat Belt Survey

Although Alaska has seen its observed seatbelt usage rate stay above 90 percent the last five years it has not translated to much of an impact on unrestrained fatalities. According to FARS, from 2017–2021, unrestrained fatalities have averaged 17 a year, or 24 percent of fatalities. However, during this same time period “unknown” seat belt use averaged seven a year. Assumptions can be made that most of these fatals were probably also unrestrained but were not coded properly by law enforcement so the actual unrestrained fatality rate may be closer to 34 percent. Further analysis of the observational seat belt survey provides additional details on the location, person, and vehicle type that can be used to better engage this segment with the public and address these areas.

- Driver and front seat occupants of trucks consistently trail occupants of all other vehicle types it all areas of the State by eight or more points.
- Mat-Su and Kenai regions of the State have been trending six to seven points lower than the rest of the State in observed seat belt use the last two years.

## VRU Analysis

Crashes involving bicyclists and pedestrians has been trending upwards in Alaska. Due to the general lack of quality detailed data historically utilized for bicycle and pedestrian crashes the AHSO determined after review of the preliminary VRU Safety Assessment data analysis conducted in the spring of 2023 greater attention to this matter needed to occur. These findings, among the other data points aforementioned, such as US Census data on mode of transportation to work, compelled the AHSO to better engage with the VRU population to address their disproportionate safety needs.

This detailed analysis was coupled with an equity analysis to help align dangerous locations and Census tracks of historically disadvantaged communities to help make improvements at those locations. 932 distinct pedestrian crashes were analyzed and 671 distinct pedalcycle crashes were also analyzed. The 1571 crash points were tied geographically to their nearest intersection, using a buffer of 150 feet. 310 crashes happened along corridors not within a 150-foot buffer of an intersection. This process noted 742 intersections throughout the State where at least one vulnerable road-user experienced a crash. Of the 742 intersections with a crash history, the distribution by borough indicates:

**Table 3.1 Intersection-Level Crash Statistics by County.**

County	n_ints	n_cr	vrucs	cyc_cs	ped_cs	ints_cs7	ints_cs4	cs4_ej40
Anchorage	542	1,033	1,368	546	824	40	112	38
Matanuska-Susitna	37	43	77	32	45	0	3	0
	30	36	52	17	35	0	1	0
Fairbanks North Star	29	36	42	26	16	0	2	0
Kenai Peninsula	29	31	43	20	23	0	0	0
Unorganized Borough	21	23	43	10	33	0	1	1
Ketchikan Gateway	16	18	36	4	32	0	1	0
North Slope	11	11	17	6	11	0	0	0
Sitka	10	13	19	5	14	0	0	0
Northwest Arctic	6	6	12	0	12	0	0	0
Kodiak Island	3	3	5	4	1	0	0	0
Nome	3	3	3	0	3	0	0	0
Skagway	2	2	2	0	2	0	0	0
Petersburg Borough	2	2	4	0	4	0	0	0
Bristol Bay	1	1	3	0	3	0	0	0
<b>Total</b>	<b>742</b>	<b>1,261</b>	<b>1,726</b>	<b>670</b>	<b>1,058</b>	<b>40</b>	<b>120</b>	<b>39</b>

Variables: n\_ints—Number of Intersections with VRU Crash History; n\_cr—Total Number of VRU Crashes Mapped To Intersections; vrucs—Total VRU Crash Score from Crashes at Intersections; cyc\_cs: Total Pedalcycle Crash Score from Crashes at Intersections; ped\_cs—Total Pedestrian Crash Score from Crashes at Intersections; ints\_cs7—Number of Intersections with a VRU Crash Score Greater Than or Equal To 7; ints\_cs4—Number of Intersections with a VRU Crash Score Greater Than or Equal to 4; cs4\_ej40—Number of Intersections with a VRU Crash Score Greater Than or Equal to 4 and Also Pertains to an Equity Community (EJ40).

- Of the 742 intersections with a crash history, 28.4 percent are in EJ40 communities.

- Of the intersections with a sufficiently significant crash score (defined as having a crash score greater than or equal to 4) and belong to an EJ40 community, 38/39 or 97.4 percent are in Anchorage. The top eight intersections in Anchorage include:

**Table 3.2 8 Selected Intersections in Anchorage by Highest VRU Crash Score**

Intersection (E/W & N/S)	Legs	EJ_40	vru_cs	cyc_cs	ped_cs
West Tudor Road & C St	4	FALSE	28	14	16
West 5th Avenue & C St	4	TRUE	15	2	13
East Tudor Road & Old Seward Hwy	4	FALSE	15	7	8
East Tudor Road & Homer Drive	4	FALSE	14	8	6
Spenard Road & Minnesota Dr	4	FALSE	14	4	10
West Benson Blvd & C St	4	FALSE	13	2	11
Duben Avenue & Muldoon Rd	4	FALSE	13	8	5
Debarr Road & Bragaw St	4	TRUE	13	3	10

vru\_cs—Total VRU Crash Score from Crashes at Intersections; cyc\_cs: Total Pedalcycle Crash Score from Crashes at Intersections; ped\_cs—Total Pedestrian Crash Score from Crashes at Intersections.

The selected corridors below summarize the VRU crash score grouped by roads and visually inspected the corridors on a map to determine where to start and end each corridor.

**Table 3.3 7 Selected Corridors in Anchorage**

Corridor	Cross Street (West-most, South-most)	Cross Street (East-most, North-Most)	Crosses EJ40 Community
5th Ave / Glenn Hwy	L St	Bragway St	TRUE
Benson Blvd	Minnesota Dr	Seward Hwy	TRUE
Debarr Rd / 15th St	E St	Muldoon Rd	TRUE
Muldoon Rd	36th Ave	Glenn Hwy	TRUE
Northern Lights Blvd	Forest Park Dr	Pine St	TRUE
Spenard / 36th Ave / Providence Dr	Wisconsin St	Elmore Rd	TRUE
Tudor Rd	Minnesota Dr	Kingston Dr	TRUE

Top 7 Non-Anchorage Intersections

**Table 3.4 Seven Selected Intersections Not in Anchorage by Highest VRU Crash Score**

Borough	Intersection (E/W & N/S)	Legs	EJ_40	vru_cs	cyc_cs	ped_cs
Ketchikan	Tongass Avenue & Heckman St	3	FALSE	6	0	6
Fairbanks	College Road & Hess Ave	4	FALSE	4	0	4
Fairbanks	Geist Road & Parks Hwy NB Off-Ramp	4	FALSE	4	4	0
Wasilla	East Parks Hwy & Palmer-Wasilla Hwy	4	FALSE	4	1	3
Palmer	East Palmer Wasilla Hwy & Glenn Hwy	4	FALSE	4	4	0
Palmer	West Bogard Road & Glenn Hwy	4	FALSE	4	0	4
Bethel	Old Hospital Road & Chief Eddie Hoffman Hwy	3	TRUE	4	0	4

vru\_cs—Total VRU Crash Score from Crashes at Intersections; cyc\_cs: Total Pedalcycle Crash Score from Crashes at Intersections; ped\_cs—Total Pedestrian Crash Score from Crashes at Intersections

The same process was followed to identify the top non-Anchorage corridors. Most selected corridors not in Anchorage do not cross an EJ40 community. Based on Justice 40 and crash data outlined it collaborated the need that the Anchorage area faces a higher risk of bicyclist and pedestrian crashes. Therefore, this PP&E plan will be engaging in these communities.

**Table 3.5 Nine Selected Corridors Not in Anchorage**

Borough	Corridor	Cross Street (West-most, South-most)	Cross Street (East-most, North-Most)	Crosses EJ40 Community
Fairbanks	Geist Road	Riverstone Way	Kyle Ct	FALSE
Ketchikan	Tongass Ave	Cambria Dr	Water St	FALSE
Palmer	Bogard Rd/Arctic Ave	Anna St	Gulkana St	FALSE
Sitka	Lincoln Street	Harbor Rd	Kelly Ave	FALSE
Wasilla	East Parks Hwy	Crusey St	Sun Mountain Ave	FALSE
Juneau	Glacier Hwy	Short St	Alaway Ave	FALSE
Fairbanks	College Road	University Ave	Harriet Ave	TRUE
Palmer	East Palmer-Wasilla Hwy	Felton St	Valley Way	FALSE
Bethel	Chief Eddie Hoffman Hwy	Cranberry St	3rd Avenue	TRUE

### Alaskan Native Population

Recent NHTSA publications as well as information from resources like Tribalsafety.org have brought to the forefront the disproportionate fatality rate of the Native American population. The AHSO safety office has little demographic data distinguishing Native Alaskans from the general population to look at the extent that Native Alaskans are injured or killed in crashes. Fortunately, in 2019 the Alaska Department of Health and Social Services and the Alaska Native Tribal Health Consortium produced a detailed report on the injury and deaths related to Alaska residents that provides excellent demographic data of persons involved in crashes. These

findings, among the other data points aforementioned on the disproportionate involvement of Native American population in fatalities, compelled the AHSO to better engage with this population to address their disproportionate safety needs. Additional data indicates:

- Data indicate that the rate of serious transportation-related injury among Alaska Native people was significantly higher than the rates of White and other race Alaska residents between 2012 and 2016. During these years, Alaska Native people experienced an average rate of 242 serious transportation-related injury incidents per 100,000. The average rate during these years for White Alaska residents was 90 per 100,000, and the average rate for other race Alaska residents was 66 per 100,000.
- The average age-adjusted rate of transportation-related death among Alaska Native residents was significantly higher than White and other race residents across all years from 2006–2008 to 2015–2017. The average age-adjusted death rate for transportation related incidents among Alaska Native people ranged from a low of 23 per 100,000 in 2009–2011 to a high of 33 per 100,000 in 2015–2017.
- There are also significant differences in seat belt use by race. Compared to White adults (71 percent), Alaska Native adults (45 percent) are significantly less likely to report that they always wear a seat belt while driving or riding in a car.
- There is a significant difference in whether an infant always rides in a car seat by maternal race. Only 76 percent of Alaska Native mothers report their infant always rides in a car seat, which is significantly lower than White mothers (99 percent) and mothers of other races (96 percent).
- The discrepancy between Alaska Native and non-Native mothers' reports of infant car seat use may be a reflection of a difference in travel practices. Alaska Native people are more likely than non-Native people to live in rural and remote areas of the State where travel by ATV, snow machine, boat, or plane are more common than car travel. The question related to infant car seat use on the survey did not include a response option of "baby does not ride in a car," therefore it is possible that the lower rate of car seat use among Alaska Native mothers may simply reflect the lower prevalence of car travel in the remote areas where they live.
- There are also significant differences in adolescent bicycle helmet use by race. More than three quarters of Alaska Native adolescent bicycle riders report they never wear a bike helmet—significantly more than the 62 percent of other race adolescents and the 49 percent of White adolescent bicycle riders.

From this analysis and available data the AHSO determined these identified communities and demographics will be addressed in the areas of: VRUs, Tribal population, and unrestrained occupants due to the safety problems they are facing. Knowing the traffic safety problem is half the battle and the AHSO will continue to review data further as it becomes available to better address these safety areas. With the knowledge of who is involved in these crashes as well as where these crashes are predominantly occurring, the AHSO can better engage these groups and meet them where they are at to create local solutions to local safety problems. No two groups of people are alike, as such, this PP&E plan helps to lay the foundation for engaging people in these communities in the most effective way to address safety.

## 3.2 Triennial HSP Engagement Outcomes

### *Steps Taken to Produce Meaningful Engagement with Affected Communities*

Due to the sheer size of Alaska, diversity of population, extreme distances between communities, travel limitations on AHSO staff, limited staffing capabilities, and tardiness of the regulations and guidance from the IJA on the PP&E expectations the AHSO had to act quickly to develop and execute meaningful engagement with the affected communities. In this section it is well documented and detailed why these engagement activities were specifically designed to reach the affected communities identified in the aforementioned sections of the PPE. The engagement activities were also designed and chosen by the AHSO after thoroughly researching and identifying resources to ensure that these engagement activities were accessible per ADA standards, if they occurred in person. For virtual engagement activities the AHSO ensured that the options available to attendees included call-in options, if internet connectivity was an issue, as well as allowing participants to voice their thoughts and opinions or give them an option to type in the chat feature of the webinars. The webinars were also recorded and available for distribution for those who could not attend. Recording of the webinars also ensured that thoughts, opinions, and input of attendees was properly captured so their views would be incorporated into the PPE decision making process. Polling was also used, when available, for capturing attendees attitudes and options and notes were also taken as appropriate depending of the event and forum by AHSO staff or its partners. Virtual or online options were chosen, when possible, to increase participation and for those unable to physically attend.

Feedback from these engagement activities will be directly incorporated into marketing and outreach strategies for Tribes, VRUs, and unrestrained occupants, if applicable. AHSO may incorporate messaging, strategies, placement preferences for platforms (social media, in-person events, flyers, etc.), and update community and key audience demographics. Additionally, based on attendees views, AHSO is looking into enforcement activities that can occur to address the opinions of those engaged and where they would like for the enforcement to occur.

### Attitudinal Telephone Survey

The Center for Safe Alaskans (Safe Alaskans) contracted with Hays Research Group LLC (HRG) to conduct a telephone survey regarding attitudes, opinions and behaviors related to driving in Alaska in the fall of 2022. The total statewide sample size of this survey was 389 drivers selected at random to participate in the survey. The respondents were screened to ensure they were all drivers. The ratio of men to women and of age group levels was kept in proportion to State population figures within the margin of error. The probability is 19 out of 20, for the overall sample size, that if researchers had sought to interview every household from the sample frame above by using the same questionnaire, the findings would differ from these overall survey results by no more than five percentage points in either direction. 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, eight percent of respondents of the survey indicated that they were of Indian or Native Alaskan ethnicity. By design, reaching out to a statewide sampling of Alaskan drivers established a method of tracking opinions of Tribal members and VRUs, regardless of where they are located in the state, their age, or demographic to paint a more complete picture of the key audience.

The survey indicated and confirmed among other things that 31 percent of respondents drive a truck/pickup which is a safety concern as these drivers most often have a lower seat belt rate. The survey also confirmed

the observed seat belt rate of 90 percent as 90 percent of respondents indicated they “always” wear a seat belt, while five percent indicated they “sometimes”, “rarely”, or “never” wear a seat belt. However, when respondents were asked what their chances for receiving a seat belt ticket were if unbelted, 46 percent indicated it would be “unlikely” or “very unlikely” to occur. These comments were considered by the AHSO in the development of the HSP and is working to develop stronger HVE initiatives to create more of a deterrent effect for both the impression of the potential of receiving a ticket but also to conduct additional HVE enforcement statewide. The AHSO believes there may be a correlation between respondents who indicated the chances were unlikely to receive a seat belt citation and those who are unbelted occupants. With planned enhanced efforts on HVE the AHSO will be able to see if this response goes down in correlation with unbelted fatalities.

This survey also helped to confirm the use, knowledge, and prevalence of child passenger restraint devices and booster seats. This engagement is of particular importance because there is little reliable statewide data available. The survey indicated that 25 percent of the driving public has driven with a child between the ages of four and eight, of which 77 percent indicated the child was “always” in a booster or car seat and nine percent indicated they had allowed a child to ride unbuckled because it was a short trip. The AHSO will look into tailoring some future training and educational messaging to address the need to have children in a proper child restraint device every trip, every time.

## AHSO Grant Opportunities Webinar

In April of 2023, the AHSO promoted its safety grant opportunities for FFY2024. Previous and current grantees were notified, as well as many of Alaska’s law enforcement agencies, and nonprofit organizations. All recipients of the event were also asked to inform any interested parties in the webinar. Additionally, information about the webinar was posted in newspapers across the State. All was in an effort to solicit the greatest diversity of prospective grant applications from across the State to reach all corners of the State and present potential new and effective traffic safety programming. Specifically, organizations that the AHSO had previously worked with that represented VRU and unrestrained occupants were invited and did attend the webinar. Approximately 40 individuals attended the webinar from across the State representing various organizations. The webinar outlined the latest traffic safety trends in the State and areas of safety focus of the AHSO where funding was available within Federal requirements. Questions were encouraged and received by participants during the webinar about potential new and innovative uses for addressing various traffic safety concerns.

## SHSP Development

Updating the SHSP provides Alaska with the opportunity to improve traffic safety through data analysis, organizational structures, programs, and projects. The update and implementation of the SHSP are dependent on stakeholder collaboration, partner engagement, implementation, and evaluation and was a timely opportunity for the AHSO as it also manages the development and implementation of the SHSP. To start the process 46 individuals from across the State were surveyed about the Strengths, Weaknesses, Opportunities, and Threats (SWOT) that were successful about Alaska’s current safety programs and where there were opportunities for improvements in traffic safety. The respondents represent Alaska State agencies, Tribes and Nations, non-profit organizations, metropolitan and regional planning organizations, law enforcement, public health, and advocacy groups.

Stakeholder engagement was a key element of the SHSP update process to ensure the plan aligns with Alaskan citizens’ priorities and with ongoing initiatives and transportation plans throughout the State. This included in-person and virtual public meetings; a SWOT analysis; recruiting participants for Focus Area teams;

sharing updates on the project website; and collaborating with key partners on the Steering Committee and Focus Area teams. In October 2022, the AHSO hosted three in person stakeholder meetings in Juneau, Fairbanks, and Palmer in Matanuska Susitna Borough, and one hybrid in-person and virtual meeting in Anchorage. All locations for the meetings were accessible to all attendees in buildings that included ADA compliant infrastructure. Due to limited budgets and staffing for travel data was reviewed in the aforementioned Identification of Affected and Potentially Affected Communities section to determine areas within the state that should be engaged. Travel and great distances limit in-person engagement activities so a hybrid virtual meeting made available for anyone throughout the state. Almost 100 stakeholders participated, consisting of representation from state agencies, tribes, federal partners, regional and local governments, nonprofits, and private sector. These stakeholders shared their experiences about traffic safety, ideas for solutions, and input on potential targets and Focus Areas. Some attendees signed up to participate on Focus Area teams. The Focus Area teams met virtually in January and February 2023 to draft strategies and actions for the plan. The Focus Area teams assigned a champion to each action to coordinate implementation progress and identify potential challenges. The Steering Committee met four times between September 2022 and May 2023 to select the vision, mission, and goal targets; determine the Emphasis and Focus Areas; revise and approve the eight Focus Area action plans; and review the SHSP document. The AHSO believes strongly that the strong coordination between the SHSP and HSP efforts is necessary to create a Safe System Approach. Since the development of the SHSP began long before the 3HSP it has influenced the identification of tribes, unbelted occupants and VRUs as areas for concern and the need for greater engagement with them and programmatic attention (funding) in the 3HSP. Although the AHSO has been addressing unbelted occupants and VRUs for years it has not been seeking their engagement and the SHSP process helped identify this. Furthermore, the SHSP process influenced the focus on that various Tribal nations in the state.

## Alaska Tribal Transportation Symposium

Realizing the previous lack of safety work occurring in Alaskan Tribal lands and absence of participation by the Tribes in voicing their safety concerns and potential solutions in the HSP process the AHSO made numerous contacts with Tribal officials throughout 2022–2023. Through these efforts the AHSO was invited to speak at the 19th Annual Alaska Tribal Transportation Symposium in March 2023. This opportunity was designed to meet Tribal community members where they were at, rather than the AHSO asking the Tribal community to come to us to develop trust and meaningful engagement. The conference was accessible to all attendees in a building that included ADA compliant infrastructure. With over 100 Tribal members from across the State in attendance the AHSO presented on the work of the AHSO and discussed the opportunities for Tribes to request assistance through various AHSO safety programming, such as CPS fitting stations, and how Tribes could also apply for grants in their communities. The presentation was received warmly and there were many questions throughout the presentation asked by various Tribal attendees. The AHSO presented a QR code at the conference linking the attendees to take a safety survey asking areas of interest and concern. The QR code was available on site and determined as the most appropriate and accessible option as most people have cell phones and could use them on-site at the conference to complete the survey as wi-fi was provided. If contact information was given instead or a follow up survey response rates would have been lower as those options do not provide as immediate opportunities to engage. The survey also asked for contact information and if attendees would be interested in participating in one of the many AHSO taskforces and committees. The AHSO received a robust response and interest by attendees to participate in many of the taskforces. So much so that an additional virtual presentation was provided to allow attendees to attend at a later date and invite friends and colleagues of those that attended the conference to engage with the AHSO staff on its activities and provide input. From all of this the idea of creating a Tribal Transportation Safety Advisory Council to the AHSO was discussed and determined to be a prudent action.

## AMATS BPAC Safety Forum

Data suggests that the majority of VRU crashes occur in the metropolitan Anchorage area. Because of this the AHSO partnered with the Anchorage Metropolitan Area Transportation Solutions (AMATS) in May 2023 to host a virtual safety forum. The forum featured live polling and focused on the work of the Bicycle and Pedestrian Advisory Committee (BPAC) and AMATS Safety campaign and plan. Engagement from this community was determined to be critical because of the continual increase in VRU fatalities that have been occurring in recent years. The aforementioned data section also indicates that a vast majority of these VRU fatalities occur in the Anchorage area. The forum also provided an opportunity for residents to participate in a question and answer session. In total, 444 people participated in the event with relatively even age and gender distribution representing residents of over 12 neighborhoods in the area. 80 percent of participants identified as white, five percent American Indian or Alaska Native, and three percent Hispanic, Latino, or Spanish. Respondents indicated 82 percent of the time they drive, 13 percent of the time bike, three percent of the time walk, and two percent of the time take public transportation for where they need to go.

### *Results of the Engagement Opportunities Conducted*

#### AHSO Grant Opportunities Webinar

From the AHSO grant opportunities webinar three additional prospective grant projects are expected. One is expected to improve crash and citation reporting accuracy and timeliness to the State with the utilization of the electronic crash and citation reporting software (TraCS). Another law enforcement agency is looking to address roadside crashes by utilizing an audio and visual alert system to warn drivers as they approach crashes and first responders on the side of the road of the incident. An additional regional grant is expected to help improve the safety of VRUs in the region through a partnership with the local hospitals, schools, and law enforcement. These are just a few of the outcomes the AHSO received through our engagement webinar outlining the AHSO grant opportunities.

#### SHSP Development

The SWOT analysis highlighted strengths in broadening stakeholder engagement, providing guidance to prioritize safety projects and obligate HSIP funds, and implementing engineering solutions that increase safety of the built environment. The analysis also revealed some challenges, in particular implementing strategies throughout the COVID-19 pandemic and reporting on implementation progress. Stakeholders, which included members of the affected communities, felt that many safety initiatives needed more top-level support and resource commitments, a sentiment also shared during the last SHSP update. Stakeholders see many opportunities in Alaska, including a vision to increase safety for Alaska's most vulnerable road users by encouraging active transportation and prioritizing active transportation infrastructure in winter road maintenance. Discussions during the development of the SHSP also led to the idea to utilize HSIP funding to help address roadside crashes by conducting Traffic Incident Management (TIM) throughout the state for first responders. Inclusion of voices previously not represented also came out of these engagements, specifically from the various Alaskan Tribal Nations. As outlined in the following section, a direct result of the SHSP engagements led the AHSO to further seek out the opinions and representation of the tribal nations for the development of the 3HSP. A direct result of this engagement in the development of the 3HSP was to ensure that CPS activities also occur in Tribal communities, not just a focus on CPS activities in major population hubs as previously occurred. Additionally, based on these conversations the AHSO was advised by Tribal members that more CPS education was needed in their communities. As a result the AHSO used this input in the development of the 3HSP to ensure planned media activities reach Tribal communities regarding CPS and

VRU related safety messaging. An additional result of these discussions in the development of the 3HSP is the need to work more closely with LEAs to conduct VRU and occupant protection enforcement activities in these communities. Although there was not time in the development of this 3HSP to secure LEA participation in Tribal communities the AHSO has directed its LEL to seek out law enforcement participation in these communities. It will be important to continue engagement with a diverse and representative range of Alaskan stakeholders throughout the implementation process through the combined efforts of the SHSP and HSP to create a Safe System culture in the state.

### Tribal Transportation Safety Advisory Committee

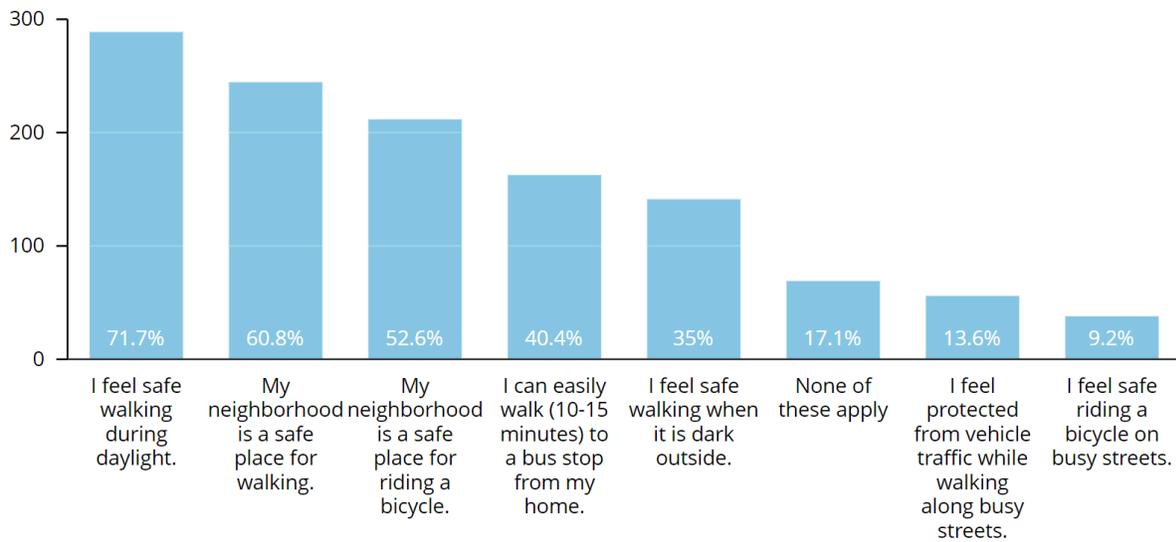
Due to the robust response from the Alaska Tribal Transportation Symposium and interest in participating in the SHSP and HSP process the AHSO determined it was best to create a Tribal Transportation Safety Advisory Committee . The objective of this committee is to discuss the transportation safety needs of Alaska Native and American Indian people in Alaska. At the time of the drafting of this HSP the Tribal Transportation Safety Advisory Committee met once virtually to provide another forum for the members to ask questions and learn more about the current safety programming of the AHSO. The meeting was scheduled far enough in advance with tribal contacts to ensure the scheduled time worked with their schedules. Accessibility was established by creating a virtual format that was accessible to all and available to anyone. Engagement opportunities were plentiful during the session as it was an open mic meeting where people could speak up or type in the chat area where AHSO staff would respond. The agenda was open ended as well with AHSO staff providing a brief outline of their responsibilities and then a majority of the time was left for general discussions. AHSO would provide some prompts for feedback and dialog from the attendees, such as asking about what safety countermeasures they believe would be most beneficial in their communities in areas such as occupant protection and VRU. One of the takeaways from the discussion was the general unawareness of many of the various CPS programs. Tribal representatives asked for more information on how to engage with fitting stations in their communities. After the meeting the Alaska CSP coordinators were contacted and given the contact information of the tribal representatives that noted an interest in CSP activity in their communities. From this exchange, CPS coordinators travelled to Barrow provide car seat education and conducting a fitting station for the community. A direct result of this engagement in the development of the 3HSP was to ensure that CPS activities also occur in Tribal communities, not just a focus on CPS activities in major population hubs as previously occurred. Additionally, based on these conversations the AHSO was advised by Tribal members that more CPS education was needed in their communities. As a result the AHSO used this input in the development of the 3HSP to ensure planned media activities reach Tribal communities regarding CPS and VRU related safety messaging. An additional result of these discussions in the development of the 3HSP is the need to work more closely with LEAs to conduct VRU and occupant protection enforcement activities in these communities. Although there was not time in the development of this 3HSP to secure LEA participation in Tribal communities the AHSO has directed its LEL to seek out law enforcement participation in these communities. Additionally, it was determined at the meeting that there were a number of additional Tribal members throughout the state that may find the Committee of interest so another virtual meeting is currently scheduled for July.

### AMATS BPAC Safety Forum

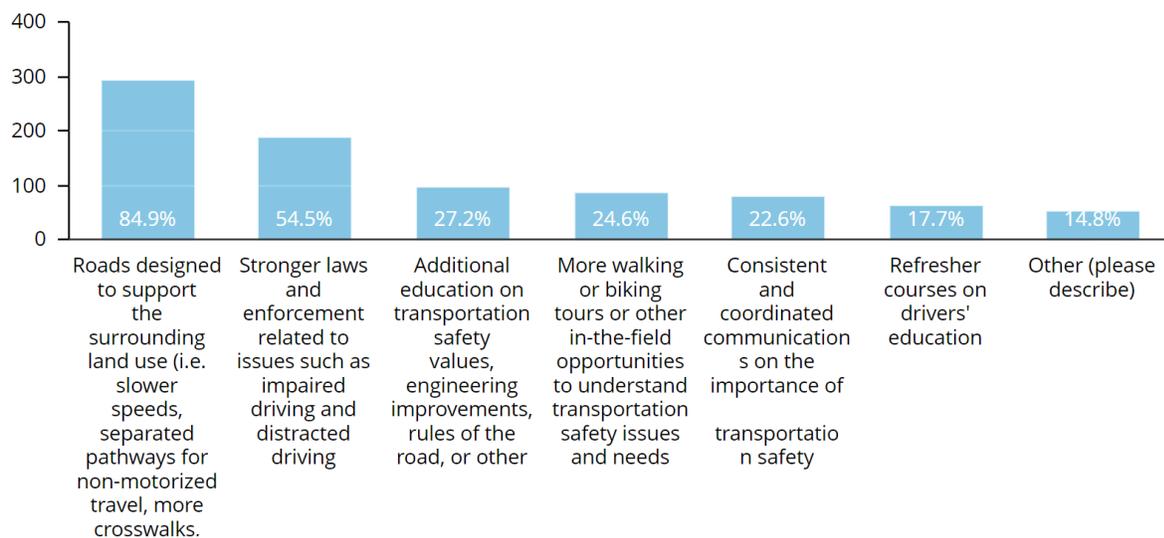
The public safety forum provided excellent feedback from the public regarding their perceived safety concerns as well as views on how safety could be improved. As the charts and graphs below indicate, most residents do not feel safe when biking or walking. Although many of the safety treatments suggested are more engineering based, there is a common theme in wanting greater enforcement of traffic laws and better education on the importance of transportation safety, which is reflected in this 3HSP with an emphasis on

greater enforcement and education activities. With this recent information the AHSO developed this 3HSP with our communications contractor to develop educational messaging to inform the public about the importance of following the rules of the road to enhance the safety of all users, regardless of if they bike, walk, or drive. The AHSO also looked into the development of more robust enforcement opportunities in areas where bicycle and pedestrian crashes in the area are most prevalent for incorporation in the 3HSP.

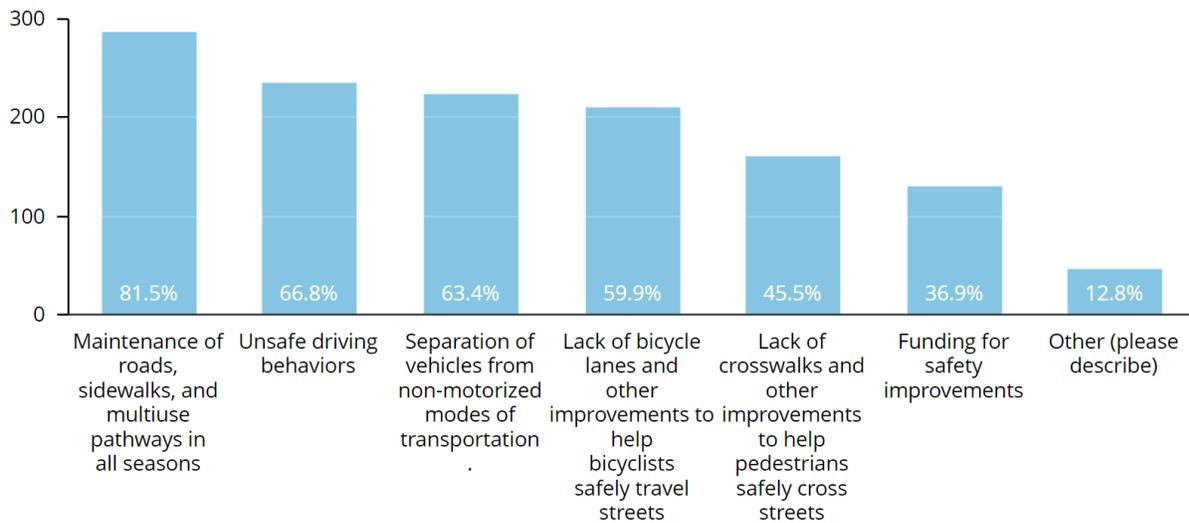
Below are statements about your neighborhood. Please check all the answers that apply to you and your neighborhood.



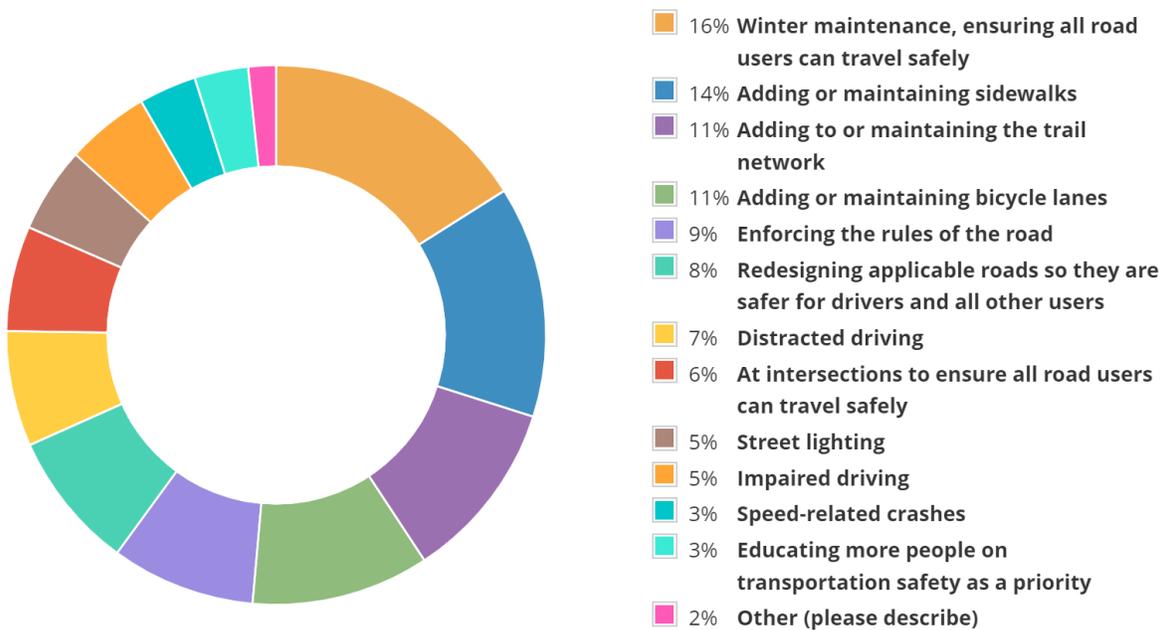
What do you think would work to encourage people using the transportation network to prioritize their safety and the safety of those around them? (Select all that apply)



The biggest challenges I see related to transportation safety are (select all that apply):



Where should investments in transportation safety be prioritized?



### 3.3 Ongoing Engagement Planning

#### *State's Goals for the Public Engagement Efforts*

The state's goal for future public engagement efforts is to focus on the VRU, Tribal, and unrestrained areas, at least in the immediate future of FY 2024. However, the AHSO will attempt to be inclusive and include as many groups and individuals as possible with particular emphasis on those most affected. The state's public engagement efforts and activities are designed to implement AHSO's priorities based on our limited staffing available and approach community engagement by: raising awareness, obtaining input to inform program and project decision making, and soliciting feedback on the HSP and its implementation. The input and feedback

will be used to inform AHSO management. Our goals for ongoing engagement moving forward will be for Anchorage PD to conduct community meetings in identified neighborhoods with traffic safety concerns and listen and learn from community members on what strategies and programming they would like to see in their communities. In September, the National Transportation Safety in Indian Country is occurring in Anchorage and the AHSO is hoping to be involved in these discussions along with NHTSA, who be attending and speaking at the event. The AHSOs goal is for NHTSA to reach out and involve the AHSO in any PPE opportunities with Alaska Native/ American Indian groups, such as this one occurring in September, since Alaska has one of the nations largest contingents of Native Americans and they will be accessible at this event and others like it because they will be in attendance to specifically discuss traffic safety concerns. With AHSO limited staff opportunities to leverage the work of NHTSA already occurring in this area is an objective so that engagement opportunities can be better leveraged and utilized to inform the program, policy and funding decisions to enhance safety in the state. Additionally, with the formation of the Tribal Safety Advisory Council, the AHSOs goal is to expand the number of Tribal participants in this Council, increase their knowledge and understanding of what the AHSO can and cannot do to address safety in their communities, and continue to work with them to strengthen partnerships to develop policies and programs for addressing safety concerns in their communities.

### *Identification of the Affected and Potentially Affected Communities*

Underserved and overrepresented communities are identified through continuous review of FARS fatality and serious injury data, as it becomes available. In order to direct planning in future years for the HSP, the AHSO plans to work to gain access to additional data points from crash, citation, and hospital data. Further data may indicate additional communities that may be beneficial for additional engagement, such as areas with the large number of military personnel in the state. One specific way that the AHSO plans to obtain better data is to coordinate with the expertise of the Alaska Native Tribal Health Consortium (ANTHC). ANTHC is a non-profit health organization based in Anchorage, Alaska, which provides health services to 158,000 Alaska Natives and American Indians in Alaska. Currently, the ANTHC is working on a new version of the Alaska Injury Native Atlas to come out in 2024 which will provide new and updated data, which as previously referenced in this PPE provides health data on traffic safety related items of Alaskan Natives. Additionally, the AHSO has made recent connections with EMS and trauma providers in Alaska and is working to obtain the transportation related data from them to better understand the affected communities being impacted and under what transportation circumstances so they can be addressed. Variations in data are noted to identify additional affected communities to be targeted in future engagement efforts.

The AHSO will further engage partners to access additional crash and injury data aspects such as age, race, and gender to determine if any age or gender-specific communities are overrepresented in the crash and injury data.

### *Plan to Reach and Engage Identified Communities*

As noted previously, due to the sheer size of Alaska, diversity of population, extreme distances between communities, travel limitations on AHSO staff, and limited staffing capabilities the AHSO plans in the future to continue to refine, develop, and execute meaningful engagement with the affected communities. The engagement activities will continue to be designed and chosen by the AHSO after thoroughly researching and identifying resources to ensure that these engagement activities are accessible per ADA standards, if they occurred in person. The AHSO will also be cognizant of selecting locations that are convenient for traffic safety stakeholders and community members alike to attend and travel to. Ideally, the AHSO will attempt to leverage

other events and opportunities that are occurring and participate in them to further enhance the PP&E efforts to limit the burden of stakeholders engagements in attending multiple events.

For virtual engagement activities the AHSO will continue to ensure that call-in options are available to attendees if internet connectivity is an issue. The AHSO will continue to utilize chat feature of the webinars and tools such Mentimeter in the future to allow participants to voice their thoughts and opinions or give them an option to type in the chat feature of the webinars. The webinars will be recorded and available for distribution for those who could not attend. Recording of the webinars also ensures thoughts, opinions, and input of attendees will be properly captured so their views can be incorporated into the AHSOs decision making process and are accessible to all on their own time. The AHSO also plans to enhance the utilization of polling for capturing attendees attitudes and take notes as appropriate when comments and suggestions cannot be captured electronically. The AHSO will utilize these virtual or online options, when possible, to increase participation, engagement, and accessibility for those unable to physically attend.

The AHSO also plans to seek feedback from participants on the format, content, and accessibility of the PP&E activities. This feedback will be used to further enhance future engagement activities based on responses received via surveys conducted at the conclusion of engagement events. Feedback from these engagement activities will be directly incorporated into marketing and outreach strategies for Tribes, VRUs, unrestrained occupants if applicable, and other identified communities and members adversely impacted by roadway crashes. AHSO will plan to incorporate messaging, strategies, placement preferences for platforms (social media, in-person events, flyers, etc.), and update community and key audience demographics on a regular basis. Additionally, based on attendees views and feedback, the AHSO will continue to look into enforcement activities that can occur and, they are supportive of, to address the opinions of those engaged and where they would like for the enforcement to occur.

Another example of generating additional engagement and feedback is to restructure some of the attitudinal survey questions in such a way as to ask for more open-ended feedback from the communities on how they think the AHSO should improve safety for VRUs, Tribal, and unrestrained occupants. Other examples are to hold inclusive statewide Traffic Safety Conferences to facilitate greater engagement with identified communities as well as relying more on local grantees and advocacy organizations to supplement the engagement opportunities in the state. Additionally, as aforementioned in the State's Goals for the Public Engagement Efforts section, the AHSO is looking to take the steps noted there to reach/engage affected communities in its ongoing work to incorporate into Alaska's decision-making process. The State will work to develop existing efforts into more meaningful engagement that elicits constructive feedback. Additionally, continuous communication with current grantees and partners will occur so that they are continually identifying and engaging with impacted communities in their respective areas.

### *Incorporation of Affected Community Comments and Views into Decision-Making*

The AHSO will regularly evaluate public engagement activities and results of public engagement efforts to ensure community input has been accurately received and well-integrated into planning, programming, and project activities. The nature of the feedback will determine the most applicable strategy for its incorporation, such as enforcement, media, or education; or if feedback needs to be forwarded to a separate department, such as engineering or the Department of Health. Avenues for public engagement also will be evaluated for effectiveness and ease of access to ensure all affected or interested Alaskans have a voice in the development and implementation of the HSP. The AHSO will continue to evaluate existing and emerging public engagement strategies, best practices, and incorporate new approaches and strategies to better connect to

underrepresented and underserved populations. The results of future public participation and engagement will be reviewed to determine if adjustments to or redirection of program funding is warranted.

## 4.0 Performance Plan

### 4.1 Highway Safety Performance Targets for FFY2024—2026

Details on Alaska’s highway safety trends between 2017 and 2021 are provided in Table 4.1. The State’s progress on the performance measures is shown in Figure 4.1 through Figure 4.12. The 2017–2021 five-year average is used as the baseline for all performance measures illustrated in the tables and figures of this section unless otherwise noted. Previous years’ data have been revised where necessary. The AHSO used the most recent statistical data available for showing any progress of targets and trends in the data noted throughout the tables and figures of this HSP. Under each table or figure the source of the data is identified along with the date the data was last accessed. In some circumstances additional notations and footnotes about the data are provided.

**Table 4.1 Alaska Traffic Safety Trends, 2017 to 2021**

Core Performance Measure		2017	2018	2019	2020	2021	2019–2020 Percent Change
C-1	Traffic Fatalities	79	80	67	64	67	-5%
C-2	Serious Traffic Injuries	353	331	293	306	279	-9%
C-3	Fatalities/VMT	1.43	1.46	1.14	1.21	1.16	-4%
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, all Seating Positions	17	20	22	14	13	-7%
C-5	Alcohol-Impaired Fatalities (driver or motorcycle operator with 0.08 BAC or greater)	23	27	21	14	22	47%
C-6	Speeding-Related Fatalities	26	42	29	23	27	17%
C-7	Motorcyclist Fatalities	6	12	6	4	6	50%
C-8	Unhelmeted Motorcyclist Fatalities	3	5	2	2	2	0%
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	6	8	10	10	7	-30%
C-10	Pedestrian Fatalities	14	14	6	13	16	23%
C-11	Bicycle Fatalities	1	0	2	2	2	0%

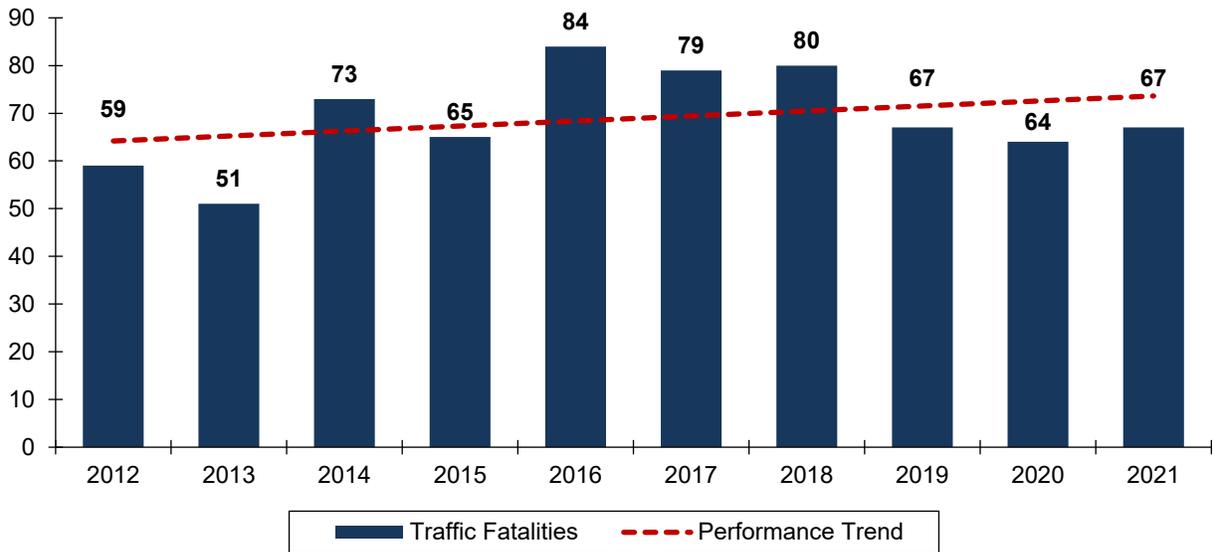
  

Behavioral Performance Measure		2017	2018	2019	2020	2021	2022	2021–2022 Percent Change
B-1	Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	90%	92%	94.1%	94.1%	91.7%	91.5%	-3%
B-2	Perceived danger of being involved in crash if texting while driving	76%	76%	76%	76%	74%	73%	-1%

Source/Date Accessed: NHTSA FARS and Alaska CARE, May 2023.

As shown in Figure 4.1, traffic fatalities in Alaska peaked at 84 in 2016 before declining to 67 in 2021. While annual fatalities remain higher than in the early 2010s, the AHSO is optimistic the downward trend in fatalities in recent years will continue as the updated SHSP 2023–2027 strategies and actions are implemented, including through programs funded and managed by the AHSO.

**Figure 4.1 Annual Statewide Fatalities**



Source/Date Accessed: FARS, May 2023.

Serious injuries in Alaska are trending downward, with a 41 percent decrease from the peak of 472 in 2014 to 279 serious injuries in 2021 (Figure 4.2).

**Figure 4.2 Annual Statewide Serious Injuries**

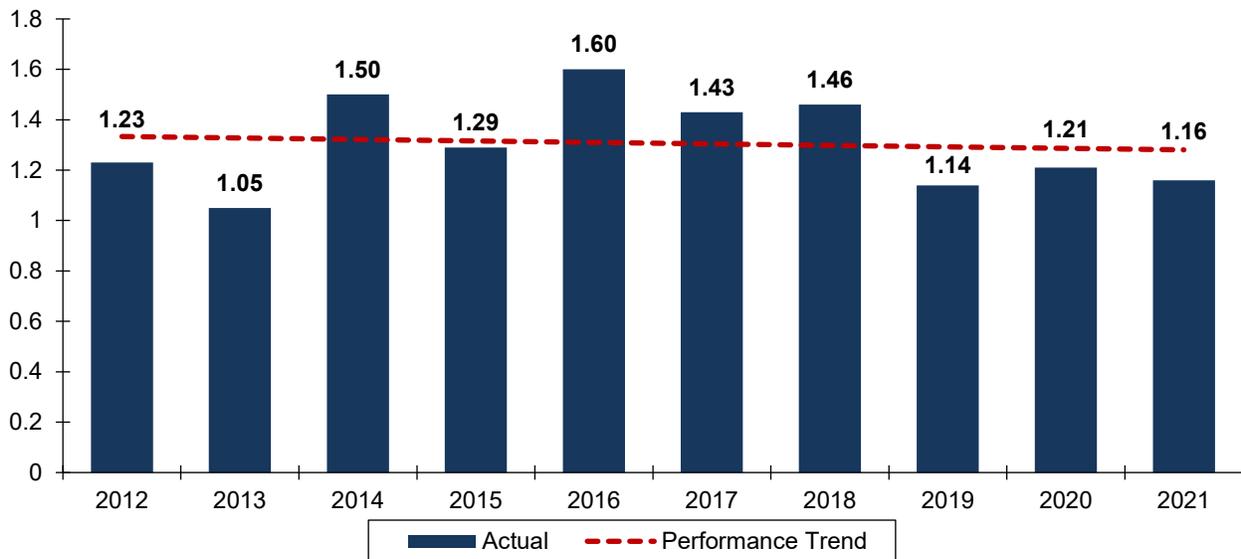


Source/Date Accessed: Alaska CARE, May 2023.

With an average of less than 100 traffic fatalities per year in Alaska, annual changes can create drastic drops or peaks in trend lines. Another evaluation tool is to compare the number of fatalities or serious injuries with how many vehicle miles traveled (VMT) people drive per year on Alaska’s roads. Figure 4.3 illustrates the annual statewide fatality rate per 100 million vehicle miles traveled (100MVMT), which has fluctuated over the

last ten years. The fatality rate peaked at 1.6 fatalities per 100MVMT in 2016, since declining by 28 percent to 1.16 fatalities per 100MVMT in 2021.

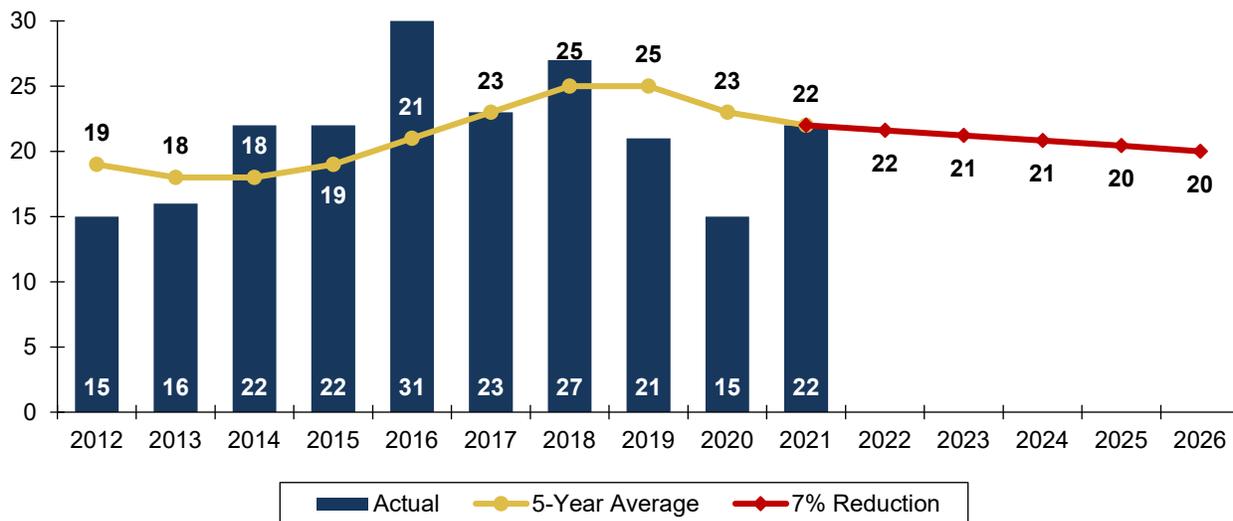
**Figure 4.3 Annual Statewide Fatality Rate per 100MVMT**



Source/Date Accessed: FARS, May 2023.

Fatalities involving drivers or motorcycle operators with a Blood Alcohol Concentration (BAC) of 0.08 g/dL or greater has fluctuated between 2012 and 2021. These fatalities decreased in 2019 and 2020, but increased again to 22 in 2021, as shown in Figure 4.4. A seven percent reduction annually would achieve AHSO's performance target of 20 fatalities with BAC equal to or greater than 0.08 (five-year average) by 2026.

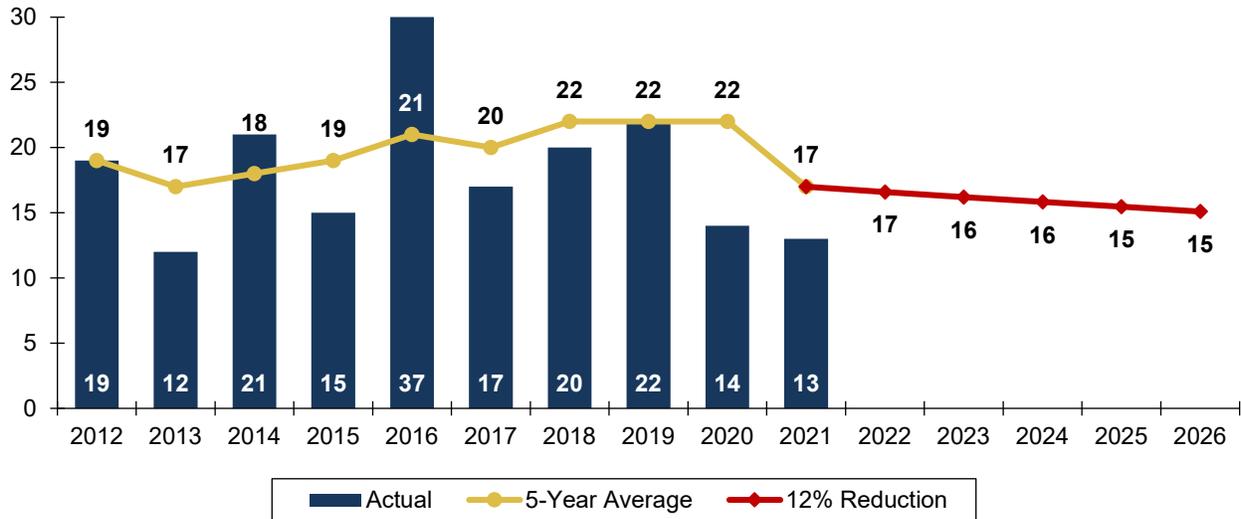
**Figure 4.4 Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

As shown in Figure 4.5, unrestrained passenger fatalities have decreased from 22 in 2019 to 14 in 2020 and 13 in 2021. A 12 percent reduction annually from the 2021 five-year average of 17 fatalities would achieve AHSO’s performance target of 15 fatalities (five-year average) by 2026.

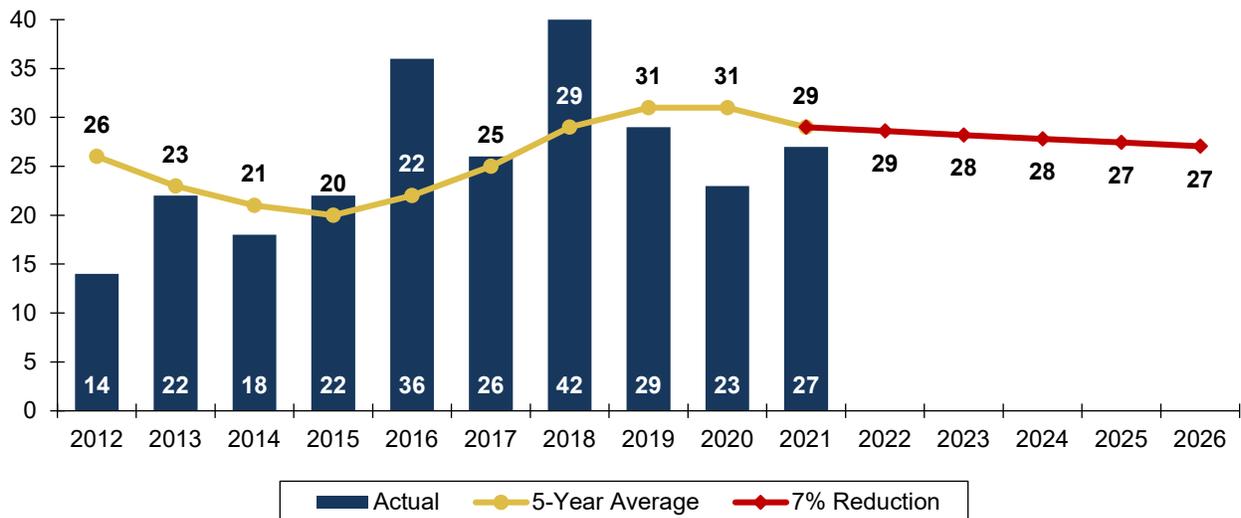
**Figure 4.5 Unrestrained Passenger Vehicle Occupant Fatalities**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

Speeding-related fatalities have been trending upwards in Alaska over the last decade (Figure 4.6). After reaching a high of 42 speeding-related fatalities in 2018, fatalities decreased for two years before increasing slightly to 27 in 2021. A seven percent reduction annually from the 2021 five-year average of 29 speeding-related fatalities would achieve AHSO’s performance target of 27 fatalities (five-year average) by 2026.

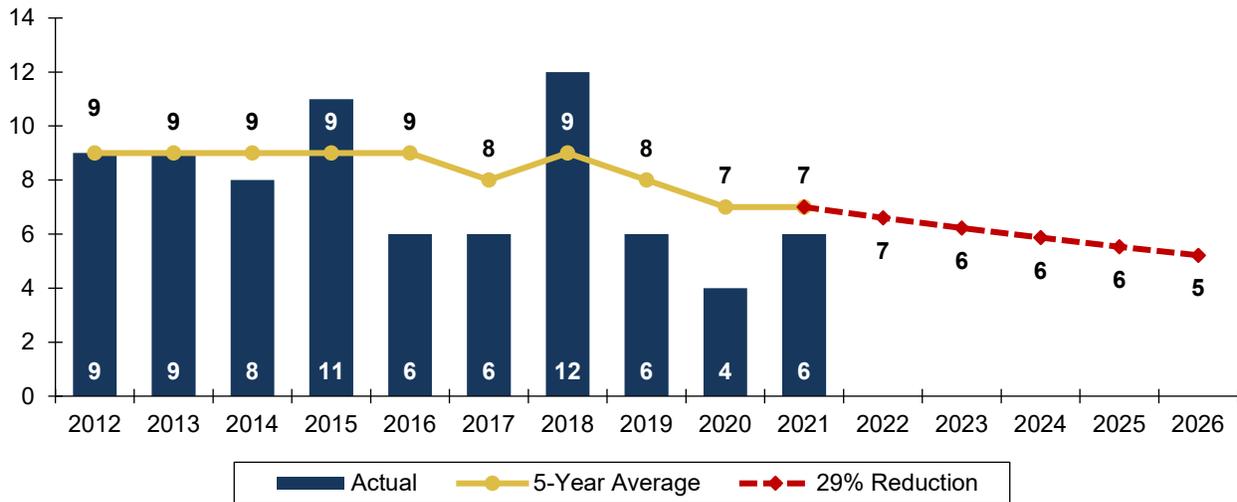
**Figure 4.6 Speeding-Related Fatalities**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

Motorcyclist fatalities spiked to 12 in 2018, the highest number recorded in over ten years, as shown in Figure 4.7. However, since then fatalities have dropped by 50 percent or more to six motorcyclist fatalities in 2021. A 29 percent reduction annually from the 2021 five-year average of seven motorcyclist fatalities would achieve AHSO’s performance target of five fatalities (five-year average) by 2026.

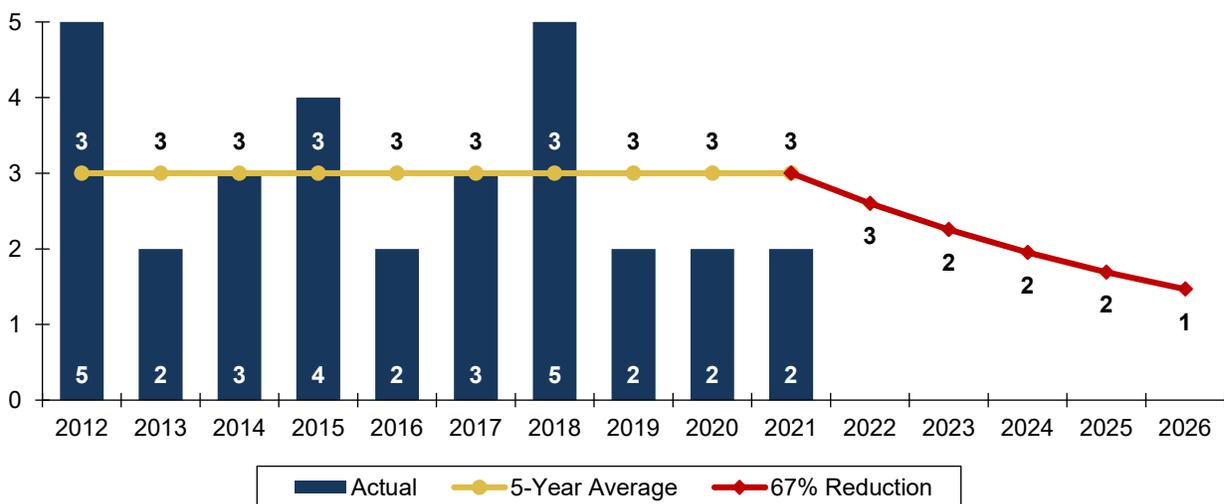
**Figure 4.7 Motorcyclist Fatalities**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

From a spike to five unhelmeted motorcyclist fatalities in 2018, these fatalities decreased to two each year from 2019 to 2021 as shown in Figure 4.8. Between 2017 and 2021, 41 percent of all motorcyclist fatalities in Alaska involved an unhelmeted motorcyclist. The five-year average has stayed consistent at three fatalities during the last decade. A 67 percent reduction annually from the 2021 five-year average of three unhelmeted motorcyclist fatalities would achieve AHSO’s performance target of one fatality (five-year average) by 2026.

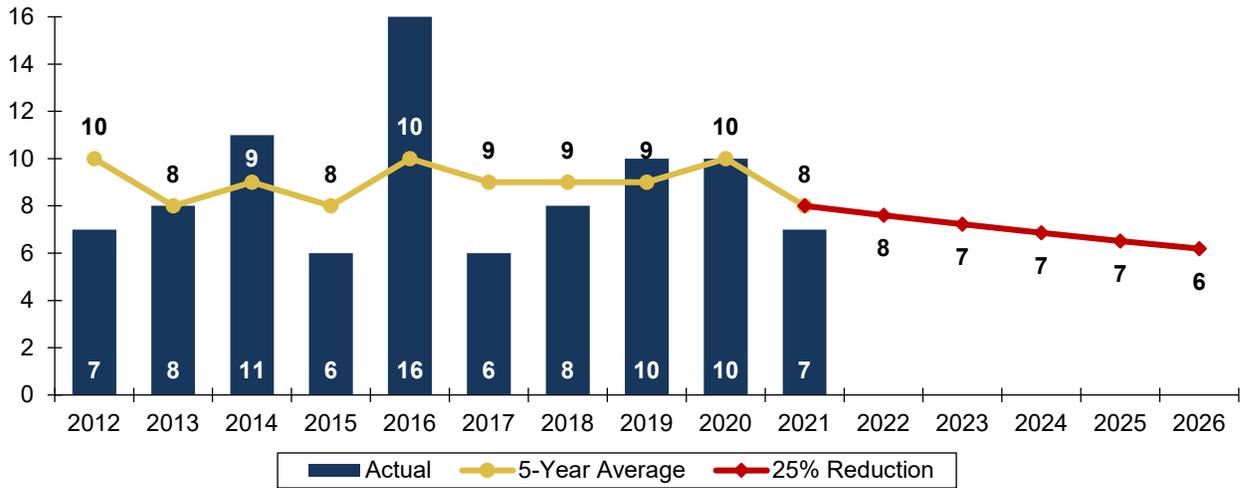
**Figure 4.8 Unhelmeted Motorcyclist Fatalities**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

The number of drivers age 20 or younger involved in fatal crashes increased from six fatalities in 2017 to ten fatalities in 2019 and 2020, before dropping to seven in 2021, as shown in Figure 4.9. A 25 percent reduction annually from the 2021 five-year average of eight young driver fatalities would achieve AHSO’s performance target of six fatalities (five-year average) by 2026.

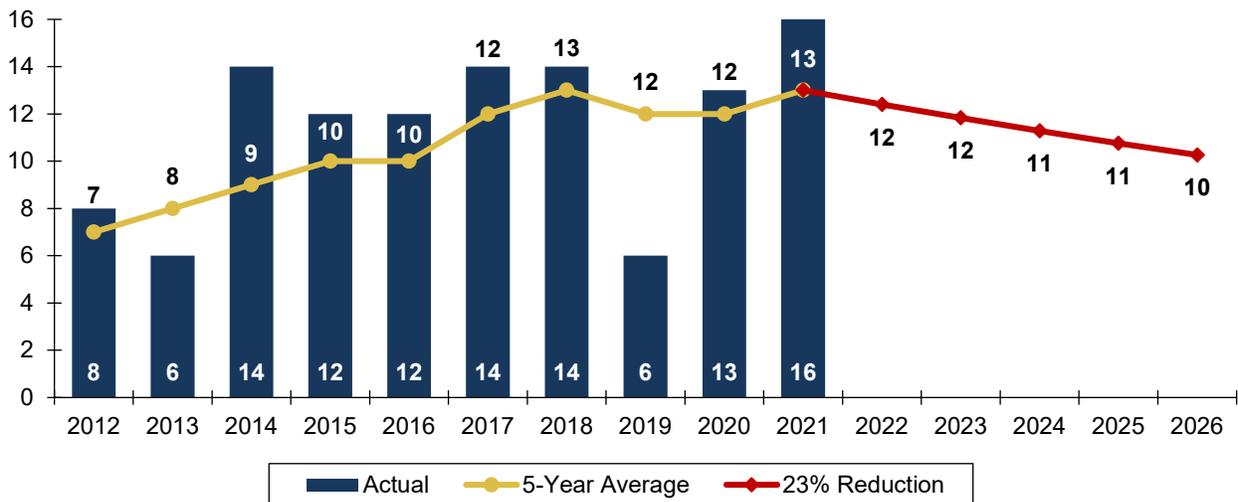
**Figure 4.9 Drivers Age 20 or Younger Involved in Fatal Crashes**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

Alaska has seen pedestrian fatalities climb in recent years, peaking with 16 in 2021, despite a significant drop to six in 2019, as illustrated in Figure 4.10. A 23 percent reduction annually from the 2021 five-year average of 13 pedestrian fatalities would achieve AHSO’s performance target of ten fatalities (five-year average) by 2026.

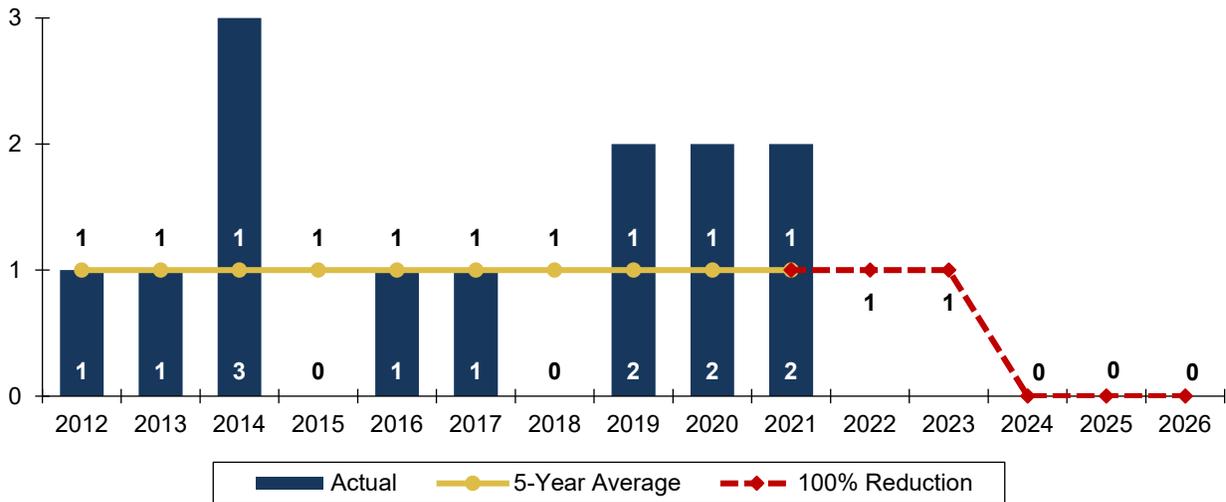
**Figure 4.10 Pedestrian Fatalities**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

As seen in Figure 4.11, there are few bicyclist fatalities in Alaska annually. Despite one or zero fatalities through the mid-2010s, there were consistently two bicyclist fatalities each year from 2019 to 2021. The five-year average number of bicyclist fatalities remains at one. A 100 percent reduction annually achieve AHSO's performance target of zero bicyclist fatalities (five-year average) by 2026.

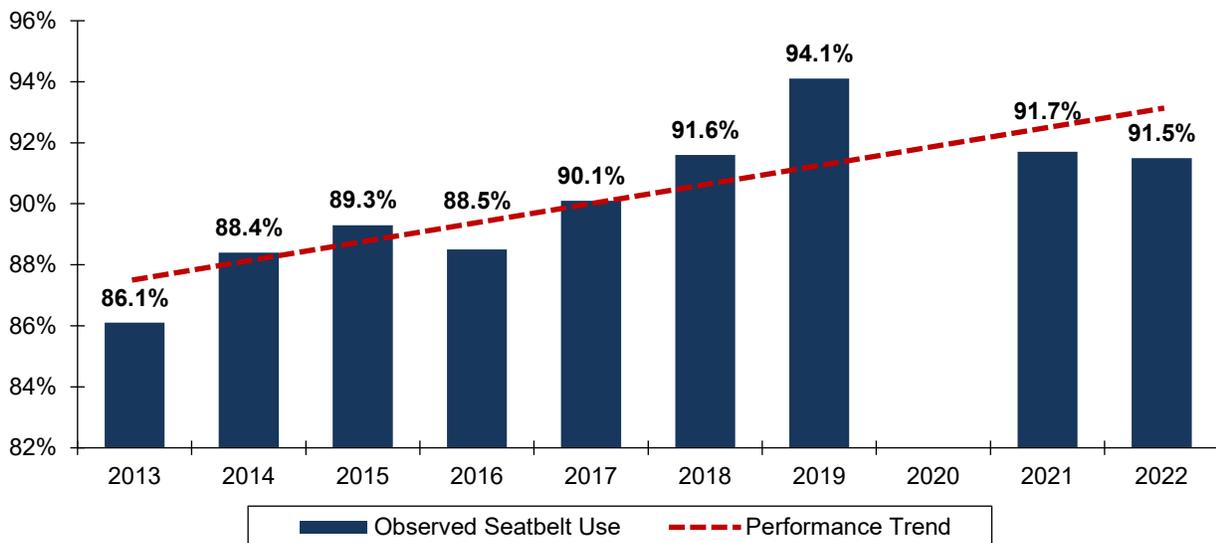
**Figure 4.11 Bicyclist Fatalities**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

Figure 4.12 shows the observed seat belt use for passenger vehicles between 2012 and 2022. The trendline indicates that observed seat belt use has increased over the past decade. However, use dropped from a peak of 94.1 percent in 2019 to 91.5 percent in 2022. No observational survey took place in 2020 due to COVID-19.

**Figure 4.12 Observed Belt Use for Passenger Vehicles**



Source/Date Accessed: Alaska Highway Safety Office, May 2023.

Note: Due to COVID-19, no observational survey was conducted in 2020.

## 4.2 Selected Performance Targets and Justification

Each year the AHSO strives to reduce or at least not exceed the previous year’s level of motor vehicle-related fatalities and serious injuries. Our goal is always to move the State towards zero fatalities and serious injuries. Table 4.2 shows the performance targets for the FFY2024—2026 HSP which aligns with Alaska’s 2023–2027 SHSP goal to reduce fatalities and serious injuries by one-half by 2035 and reach zero by 2050. To attain the goal, Alaska must achieve a 3.5 percent per year decrease from the baseline year 2020 for fatalities, serious injuries, and fatalities per 100 MVMT.

Except for core outcome measure B-1, all figures reflect the most recent FARS figures as shown on the [NHTSA STSI website](#).

During the problem identification process, particular emphasis is given to assessing changes in severity over a five-year period to establish trend lines. Behavioral change takes time. A countermeasure instituted to address a particular traffic safety problem may not show measurable impact for several years or more. For this reason, the AHSO establishes performance targets that reflect small, but incremental, gains in safety. Measured over a series of years, these decreases in crash-related serious injuries and fatalities involving specific user groups and causation factors add up to a safer trip for everyone traveling Alaska’s roadways.

Table 4.2 identifies the performance measures and targets that are the focus of the FFY2024–2026 HSP. These performance targets were established based on reviewing five-year average trends from recent years, as well understanding the overall long-term objective of reaching zero fatalities. Under a Federal requirement, the targets for fatalities, serious injuries, and fatality rate must be in alignment in both the HSP and the Highway Safety Improvement Plan (HSIP) for FFY2023. In April and May of 2023, safety stakeholders from the AHSO and DOT&PF met to review the trends for these three measures and set agreed upon targets. The stakeholder group looked at FARS data and State data for these measures and determined targets by rounding average values for the five-year moving average and set the performance target calculation by using 2016–2020 actual average value (with fraction).

**Table 4.2 FFY2024–2026 Performance Measures and Targets**

Alaska Performance Targets FFY2024 Highway Safety Plan			2017	2018	2019	2020	2021
C-1	Traffic Fatalities	FARS Annual	79	80	67	64	67
	Maintain total fatalities to 75 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	70	76	75	75	71
C-2	Serious Injuries in Traffic Crashes	State Crash Database	353	331	293	306	279
	Reduce serious traffic injuries to 300 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	408	386	358	347	312
C-3	Fatalities/100M VMT	FARS Annual	1.43	1.46	1.14	1.21	1.16
	Reduce fatalities/100 MVMT to 1.250 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	1.37	1.46	1.38	1.37	1.28
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS Annual	17	20	22	14	13
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 6 percent from 17 (2017–2021 rolling average) to 16 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	20	22	22	22	17
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual	23	27	21	15	22

Alaska Performance Targets FFY2024 Highway Safety Plan			2017	2018	2019	2020	2021
	Reduce alcohol impaired driving fatalities 5 percent from 22 (2017–2021 rolling average) to 21 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	23	25	25	23	22
C-6	Speeding-Related Fatalities	FARS Annual	26	42	29	23	27
	Reduce speeding-related fatalities by 4 percent from 29 (2017–2021 rolling average) to 28 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	25	29	31	31	29
C-7	Motorcyclist Fatalities	FARS Annual	6	12	6	4	6
	Reduce motorcyclist fatalities by 14 percent from 7 (2017–2021 rolling average) to 6 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	8	9	8	7	7
C-8	Unhelmeted Motorcyclist Fatalities	FARS Annual	3	5	2	2	2
	Reduce unhelmeted, motorcyclist fatalities 33 percent from 3 (2017–2021 rolling average) to 2 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	3	3	3	3	3
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	FARS Annual	6	8	10	10	7
	Reduce drivers age 20 and younger involved in fatal crashes by 13 percent from 8 (2017–2021 rolling average) to 7 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	9	9	9	10	8
C-10	Pedestrian Fatalities	FARS Annual	14	14	6	13	16
	Reduce pedestrian fatalities by 8 percent from 13 (2017–2021 rolling average) to 12 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	12	13	12	12	13
C-11	Bicyclist Fatalities	FARS Annual	1	0	2	2	2
	Reduce bicyclist fatalities 100 percent from 1 (2017–2021 rolling average) to 0 (2020–2024 rolling average) by 2024.	5-Year Rolling Avg.	1	1	1	1	1

Alaska Performance Targets FFY2024 Highway Safety Plan			2018	2019	2020	2021	2022
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) Increased observed seat belt use for passenger vehicles, front seat outboard occupants from 2022 rate of 91.5 percent to 92 percent by 2024.	State Annual	91.6	94.1	94.1	91.7	91.5
B-2	Distracted Driving (State Telephone Survey) 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.	State Annual	76	76	76	74	73
B-3	Roadside Safety (State Telephone Survey) Increase knowledge of Alaska’s Mover Over law at least 5 percent annually based on the results of the initial 2023 attitudinal survey (baseline) by 2026.		N/A	N/A	N/A	N/A	N/A

A five-year moving average was used to review all 11 core safety measures. The rationale for each FFY2024–2026 performance target is as follows:

**Overall Fatalities.** As mentioned previously, unlike in previous years, the agreement on the target now involves more than AHSO staff which played a factor in the target selection. The fatality numbers have been climbing the last few years and with COVID-19 restrictions subsiding it is believed that VMT and tourist levels will climb back to pre-pandemic levels. Alaska has a relatively low fatality count compared to other States so a small increase in fatalities can drastically impact the 5-year moving average of 71 from 2017–2021. Additionally, this is the last year that the 2017 five-year rolling average of 70 will be a factor which had been keeping the more recent calculations on the five-year moving average down. In FFY2024, when the 2017 year falls off the five-year rolling average will certainly increase. As such, with the COVID years of 2020 and 2021 the AKDOT&PF staff put more weight on more recent years of 2022, 83 fatalities, as a better indicator for the current post-COVID fatality numbers the state is more recently experiencing. Based on these factors, a target to maintain fatalities to no more than 75 fatalities was chosen for 2020–2024 average.

**Serious Injuries.** For the coordinated injury target many factors were considered including an anticipated rise in VMT, the recent rise in speeding-related fatalities, and budgetary pressures which have forced municipalities to reduce law enforcement staff and hours on the roadways. Taking all of this into consideration, and the most recent data from 2021, the safety stakeholders determined the number of serious injuries may be trending slightly downward, so the reasonable action was to select a decrease in the target for serious injuries in traffic crashes to 300 for 2020–2024.

**Fatality Rate.** Many factors were considered for the coordinated fatalities per 100MVMT target. Overall fatalities and speeding fatalities have been rising and the VMT is expected to continue to rise after the pandemic. Taking all of this into consideration, along with crash data for 2021, planned safety countermeasures, and pre-pandemic driving habits coming back, the safety stakeholders determined the rate of fatalities per 100MVMT will be trending downward, so the reasonable action was to select a decrease in the rate of fatalities per 100MVMT to 1.250 for 2020–2024.

### *Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions*

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Maintain or reduce unrestrained passenger vehicle occupant fatalities, all seat positions from the 2017–2021 rolling average of 17 to the following in each year:

2024	16
2025	16
2026	15

Rationale: Alaska has seen its unrestrained fatalities trend downwards over the last five years. As the numbers become smaller it becomes more difficult to make increased reductions in unrestrained fatalities. Additionally, Alaska’s observed seat belt usage rate has yet to reach the pre-pandemic levels observed of 94 percent and has leveled off in the low 90 percent range. Alaska believes with its planned programming a six percent reduction to 16 in 2024 and maintaining that for 2025 is reasonable. By 2026 Alaska projects a target of 15 or fewer unrestrained fatalities, a reduction of 12 percent from the current five-year rolling average of 17.

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### Alcohol-Impaired Driving Fatalities

Maintain or reduce alcohol impaired driving fatalities from the 2017–2021 rolling average of 22 to the following in each year:

2024	21
2025	21
2026	20

Rationale: The number of fatalities involving an impaired driver has trended downward but did jump up again in 2021 to 22 fatalities. For the last six years, the AHSO partnered with the Anchorage Police Department to implement a DUI taskforce and believes that this project has been a driver in the downward trend where a majority of Alaska’s impaired driving crashes occur. Therefore, reducing impaired driving fatalities by five percent from the 2017–2021 rolling average of 22 to 21 fatalities in 2024 and maintaining that for 2025 is reasonable. By 2026 Alaska projects a target of 20 or fewer impaired driving fatalities, a reduction of seven percent from the current five-year rolling average of 22.

### Speeding-Related Fatalities

Maintain or reduce speeding-related fatalities from the 2017–2021 rolling average of 29 to the following in each year:

2024	28
2025	28
2026	27

Rationale: The average number of speed-related fatalities per year between 2017 and 2021 was 29. There was a dramatic increase in speed related fatalities in 2018 (42) which receded in 2019 (29) and again in 2020 to 23 but then rose to 27 in 2021. The AHSO has invested additional enforcement and media funding to counter this rise in an attempt to develop a consistent downward trend. Programs to address unbelted occupants and impaired drivers may have a correlation in affecting speeding-related fatalities as well. Reducing speeding-related fatalities to 28 for 2024 and maintaining that number in 2025 seems a reasonable approach to develop a consistent downward trend for the 2026 target of 27 which would be a seven percent reduction from the current five-year rolling average of 29.

### Motorcyclist Fatalities

Maintain or reduce motorcyclist fatalities from the 2017–2021 rolling average of 7 to the following in each year:

2024	6
2025	6
2026	5

Rationale: The 2017–2021 five-year average of motorcyclist fatalities is seven. Motorcyclist fatalities have remained relatively flat over the last five years; therefore, it is believed a decrease of one fatality to six (14 percent reduction), is reasonable for 2024 and to maintain that number for 2025, and work towards reducing motorcyclist fatalities to five (a 29 percent reduction) from the current five-year rolling average of seven.

### *Unhelmeted Motorcyclist Fatalities*

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Maintain or reduce unhelmeted motorcyclist fatalities from the 2017–2021 rolling average of 3 to the following in each year:

2024	2
2025	2
2026	1

Rationale: Alaska does not have a mandatory helmet law and due to Federal restrictions on the use of funds for motorcycle safety AHSO is limited in the number of countermeasure strategies to impact this area. With low numbers to begin with, it becomes increasingly difficult to account for fluctuations from one year to the next. Because of this, the most practical justification for determining the 2024 target is to reduce the number of unhelmeted motorcyclist fatalities to two, and maintain that number in 2025, while working towards reducing the unhelmeted fatalities to one or fewer in 2026.

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### *Drivers Age 20 or Younger Involved in Fatal Crashes*

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Maintain or reduce drivers age 20 and younger involved in fatal crashes from the 2017–2021 rolling average of 8 to the following in each year:

2024	7
2025	7
2026	6

Rationale: In recent years, the AHSO has put additional resources towards programming and education of young drivers. However, fatalities have fluctuated from six in 2017 to ten in 2019 and 2020 and back down to seven in 2021. The number of drivers 20 or under involved in fatal crashes averaged eight per year between 2017 and 2021, therefore a target of seven for 2024 and maintaining that in 2025 appears achievable based on recent fluctuations while working towards reducing the young driver fatalities to six or fewer by 2026.

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### *Pedestrian Fatalities*

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Reduce pedestrian fatalities from the 2017–2021 rolling average of 13 to the following in each year:

2024	12
2025	11
2026	10

Rationale: Based on historical fluctuations in the data, the linear trend line shows estimating this target is challenging since the numbers are low and rose recently to 16 in 2021. While the number of pedestrian fatalities has averaged 13 per year between 2017 and 2021, countermeasure strategies implemented in 2019 and continuing should allow Alaska to decrease pedestrian fatalities to 12 in 2024. It is anticipated with the implementation of the Vulnerable Road User Safety Assessment, to be completed in late 2023, Alaska will see a continued downward trend in 2025 of 11 fatalities or fewer and 10 fatalities or fewer in 2026.

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### *Bicyclist Fatalities*

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Maintain or reduce bicyclist fatalities from the 2017–2021 rolling average of 1 to the following in each year:

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2024	0
2025	0
2026	0

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Rationale: Few bicyclist fatalities occur annually in Alaska, and with the low numbers it becomes increasingly difficult to account for fluctuations from one year to the next. Early indications in reviewing these fatalities point towards texting and impairment as contributing factors. Because of the AHSO's work in several other program areas, such as impaired driving, Alaska believes this is a program area where zero fatalities per year is achievable.

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### *Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants*

Increase observed seat belt use for passenger vehicles, front seat outboard occupants from the 2022 rate of 91.5 percent to the following in each year:

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2024	92
2025	92.5
2026	93

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Rationale: Seat belt use has significantly increased in Alaska over the past several years rising from under 78 percent in 2005 to an all-time high of 94.1 percent in 2019 and fell slightly to 91.5 percent in 2022. Due to COVID-19 and a reduction in occupant protection enforcement in 2020 and 2021, Alaska is still working toward increasing this observed rate to pre-pandemic levels. As such, maintaining a high observed seat belt use rate and an increasing goal of 92, 92.5, and 93 percent for 2024–2026 is considered reasonable.

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### *Distracted Driving Perceived Risk*

Increase the perceived risk of being involved in a collision if texting while driving from the 2022 rate (of 73 percent who responded “likely” or “very likely” in telephone survey) to the following in each year:

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2024	74
2025	75
2026	76

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Rationale: Alaska’s texting while driving law, which bans all motorists from texting while driving, became effective July 1, 2016. Following passage of that law, Alaska added a question in 2017 to the annual telephone survey which asks respondents about their “Chances of being in a collision if texting while driving.” In 2020, 76 percent indicated “Likely” or “Very Likely” to this question. The response to this question fell in 2020 and again in 2022 to 73 percent. Alaska believes a new targeted media message can educate more motorists of the dangers of texting while driving and have an impact on reducing distracted driving in the State. Based on this, the AHSO believes targeting an increase in the 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 in 2024, 75 percent in 2025, and 76 percent in 2026 is reasonable goal in attempting to increase the perceived chances of being involved in a collision if texting while driving.

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### *Roadside Safety*

Increase knowledge of Alaska’s Mover Over law at least five percent annually based on the results of the initial 2023 attitudinal survey (baseline) each year.

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2024	Five percent or more from baseline determined in 2023 attitudinal survey
2025	Five percent or more from 2024 attitudinal survey
2026	Five percent or more from 2025 attitudinal survey

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Rationale: AHSO anticipates receiving and utilizing 405h funding to educate and inform the motoring public on the State’s Move Over law to help prevent roadside deaths. This would be a new program focus area and AHSO believes a robust education and media campaign can increase motorists’ awareness of the law each and every year from 2024 to 2026 based on the attitudinal telephone survey results. A new question will be added to the 2023 attitudinal telephone survey regarding the driving public’s current knowledge of the Move Over law to establish the baseline from which the FY2024–2026 targets will be set.

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## 5.0 Countermeasure Strategy for Programming Funds

Based on data analysis, behavioral survey findings, and discussions with key partners and stakeholder groups, Alaska’s FFY2024–2026 HSP addresses the following program areas: impaired driving, occupant protection with an emphasis on unrestrained or improperly restrained motor vehicle passengers, speeding, novice drivers (under 21 years of age), motorcycle safety, pedestrian and bicycle safety, and traffic records. These programs all support focus area strategies in the 2023—2027 SHSP. Additionally, the FFY2024–2026 HSP outlines how enforcement, education, and data will be used to achieve the identified performance targets, such as high-risk populations.

On February 24, 2015, Alaska became the third State in the United States to allow for the legal consumption of marijuana. The AHSO continues to monitor the effects of the law on traffic safety and follows the impact of similar legislation in other States. Over the last several years, the AHSO has been working with the Impaired Driving Coalition and the Alaska Traffic Records Coordinating Committee to develop programs to counter marijuana’s potential impact on traffic safety and strengthen methods for tracking the data.

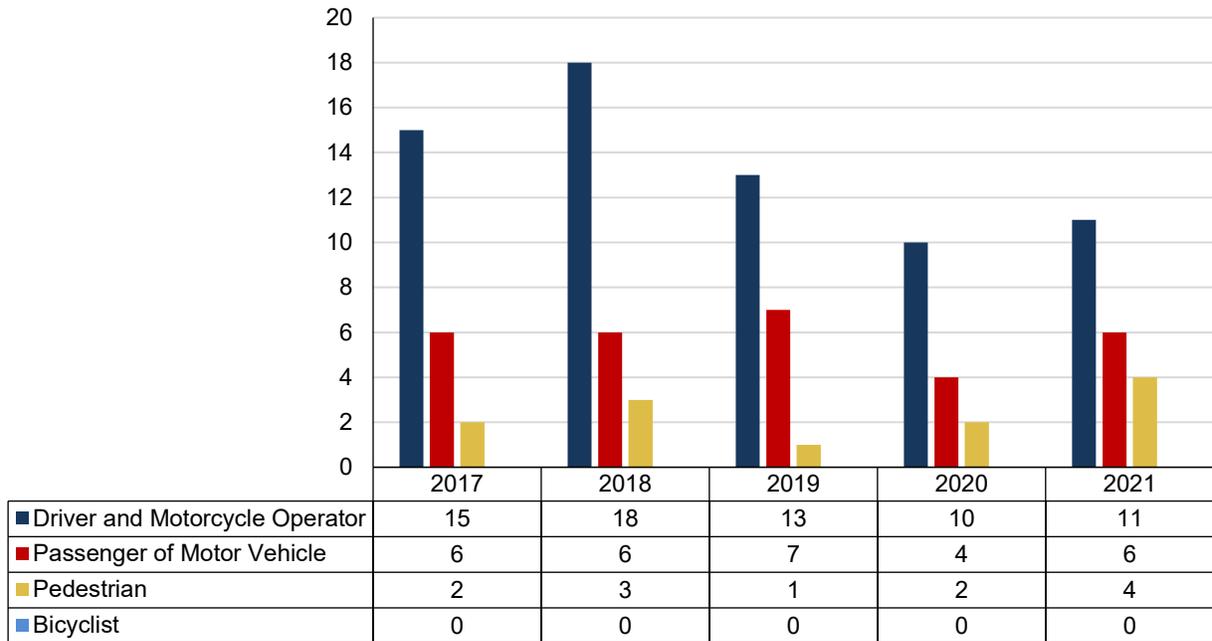
The follow sections detail each of the program areas, including the problem identification the strategy addresses, the countermeasure strategy, performance targets the strategy addresses, the Federal funds the State plans to use, considerations used to determine what projects to fund for the strategy, and how the countermeasure strategy was informed by NHTSA’s Uniform Guidelines for Highway Safety Programs. In addition, the AHSO used the most recent assessment recommendation(s) which are based on the Guidelines, and/or [Countermeasures That Work \(CTW\): A Highway Safety Countermeasure Guide for State Highway Safety Offices \(CTW\)](#), Tenth Edition, 2020, as a reference to aid in the selection of effective, evidence-based countermeasure strategies. A justification including available data, data analysis, research, evaluation and/or substantive anecdotal evidence is provided that supports the effectiveness of any CTW countermeasure strategy that does not have 3 stars or above.

### 5.1 Impaired Driving

#### *Problem ID the Strategy Addresses*

Impaired driving continues to be a concern on Alaska’s roadways. Between 2017 and 2021, alcohol-impaired driving fatalities (with BAC greater than or equal to 0.08 g/dL) represented 30 percent of all traffic fatalities in Alaska. The 2021 five-year average was 22 fatalities involving a driver or motorcyclist under the influence of alcohol. As Figure 5.1 illustrates, people killed in crashes involving impaired driving are not just drivers or motorcycle operators—vehicle passengers and pedestrians are also killed.

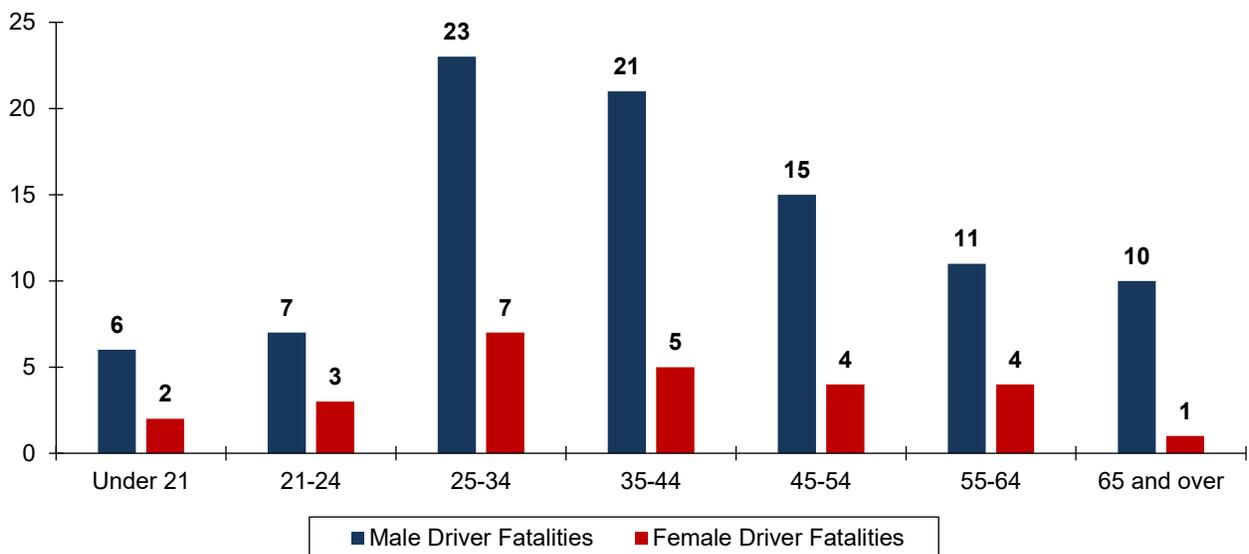
**Figure 5.1 Alcohol-Suspected Fatalities Involving Driver, Motorcycle Operator, Pedestrian, or Bicyclist**



Source/Date Accessed: FARS FIRST and Alaska CARE, May 2023.

Impaired driving fatalities were greatest among 25- to 34-year-olds (30), followed by 35- to 45-year-olds (26) between 2017 and 2021, as shown in Figure 5.2. Impaired driving fatalities were lowest among those under 21 (8), between 21 and 24 years old (10), and those 65 and above (11) between 2017 and 2021. Overall, male drivers were more than three times as likely to be killed in an impaired driving crash than female drivers.

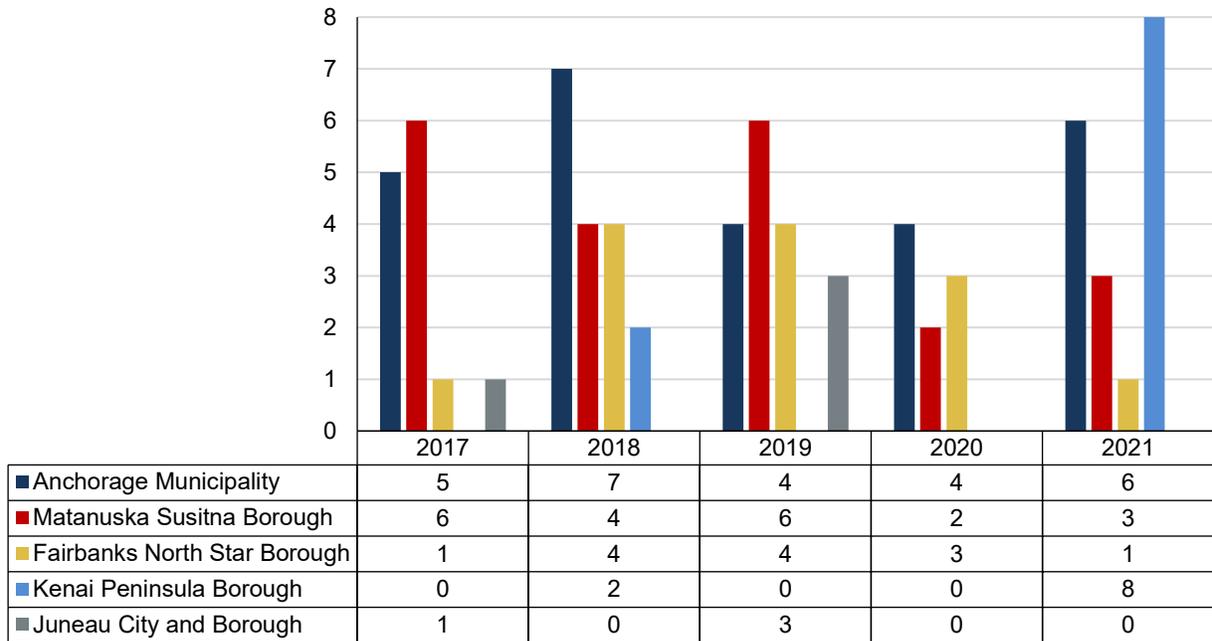
**Figure 5.2 Alcohol-Suspected Driving Fatalities by Driver Gender and Age Group**



Source/Date Accessed: FARS FIRST, May 2023.

The locations of alcohol-suspected fatalities has varied between 2017 and 2021, as Figure 5.3 shows the number of alcohol-suspected fatalities in Alaska’s five most populous boroughs. Between four and seven impaired driving fatalities took place in Anchorage annually. Matanuska Susitna Borough had a decline in fatalities in 2020 and 2021, whereas the Kenai Peninsula Borough has a significant spike from zero fatalities in 2019 and 2020 to eight in 2021. Approximately two-thirds of all impaired driving-related fatalities between 2017 and 2021 took place in one of these five boroughs.

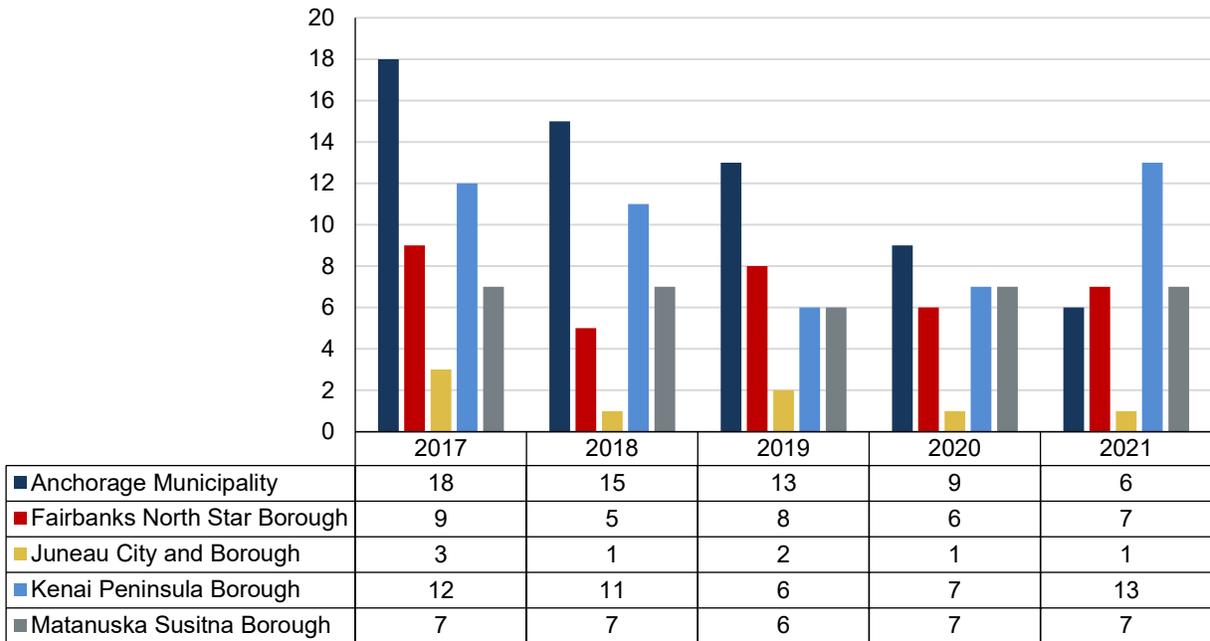
**Figure 5.3 Alcohol-Suspected Fatalities by Five Most Populous Boroughs**



Source/Date Accessed: FARS FIRST, May 2023.

In 2021, two-thirds of all alcohol-suspected serious injuries took place in one of Alaska’s five most populous boroughs. Serious injuries caused by impaired driving have decreased in Anchorage municipality between 2017 and 2021, as shown in Figure 5.4. However, these have remained steady in other boroughs, including a significant spike to 13 alcohol-suspected fatalities in Kenai Peninsula Borough in 2021.

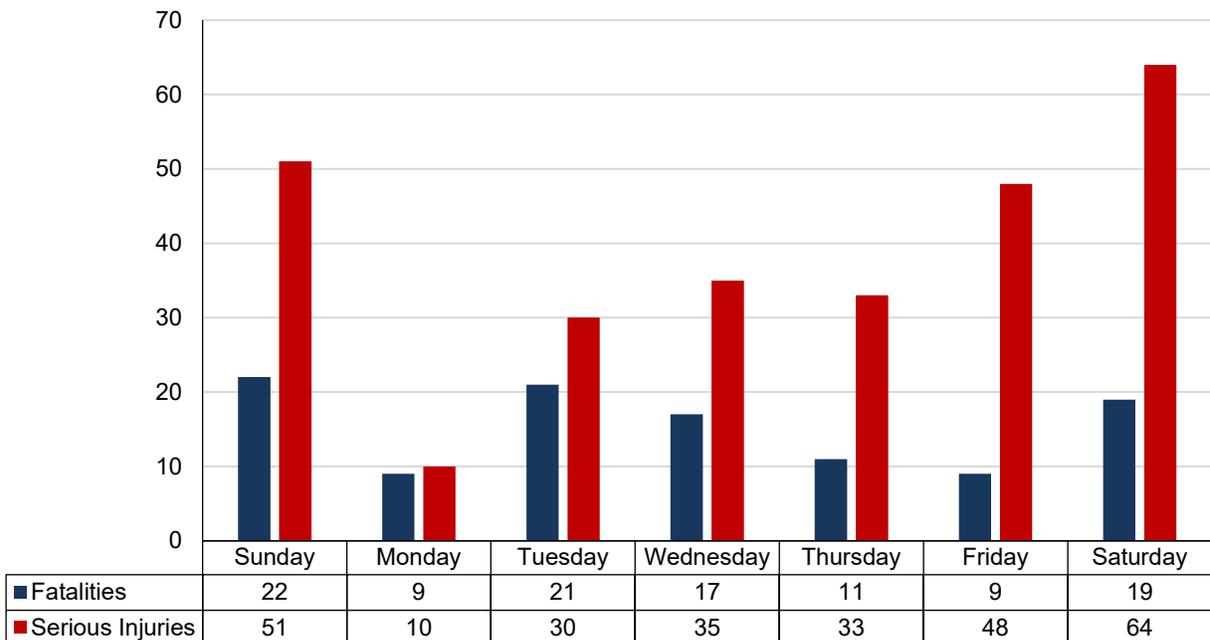
**Figure 5.4 Alcohol-Suspected Serious Injuries by Five Most Populous Boroughs**



Source/Date Accessed: Alaska CARE, May 2023.

As shown in Figure 5.5, between 2017 and 2021, the highest number of alcohol-suspected fatalities occurred on Sunday (22), Tuesday (21), and Saturday (19). The highest number of alcohol-suspected serious injuries occurred on Saturday (64), Sunday (51), and Fridays (48).

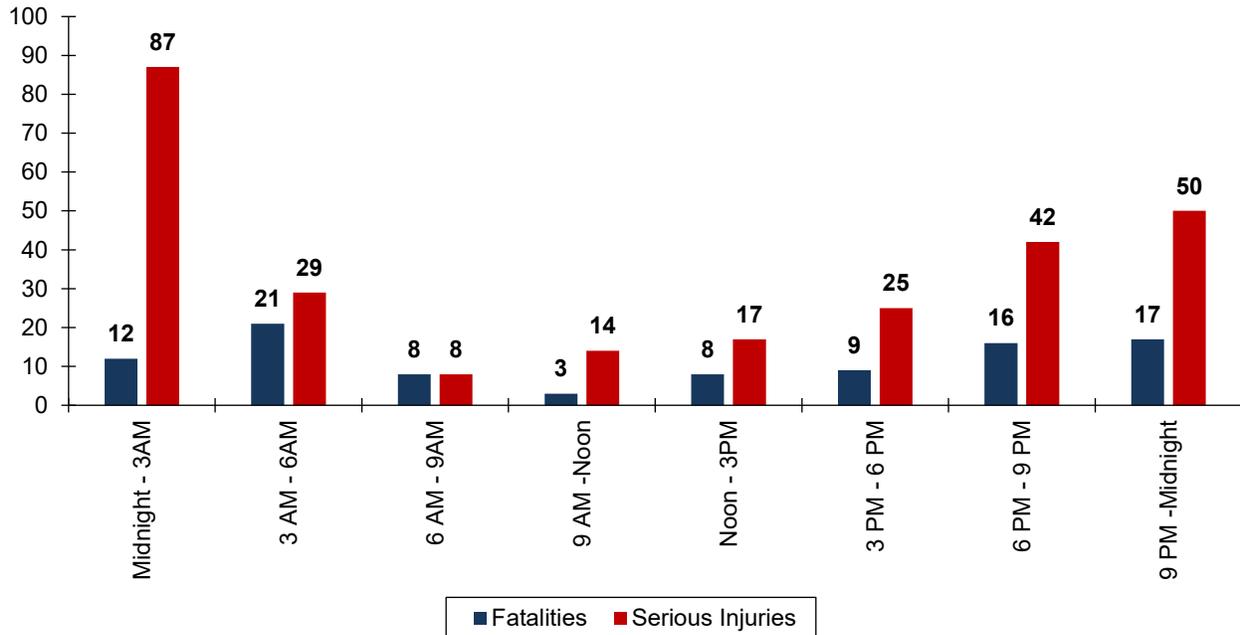
**Figure 5.5 Alcohol-Suspected Fatalities and Serious Injuries by Day of Week**



Source/Date Accessed: Alaska CARE and FARS, May 2023.

Alcohol-suspected driving-related fatalities and serious injuries were much more frequent between the hours of 6:00 p.m. and 6:00 a.m. between 2017 and 2021 (Figure 5.6). The highest number of fatalities took place between 3:00 a.m. and 6:00 a.m. (21), followed by 6:00 p.m. to 9:00 p.m. (16) and 9:00 p.m. to midnight (17). By far, the highest number of alcohol-suspected serious injuries occurred between midnight and 3:00 a.m., (87), compared with the next most prevalent 9:00 p.m. to midnight (50).

**Figure 5.6 Alcohol-Suspected Fatalities and Serious Injuries by Time of Day**



Source/Date Accessed: Alaska CARE and FARS, May 2023.

Impairment caused by drugs also is affecting safety on Alaska’s roadways. Of the 374 fatalities that occurred between 2016 and 2020, 9 percent (33) were attributed to drugged driving. According to the Alaska Department of Public Safety, of the 755 fatalities between 2010 and 2020, 239 fatalities (31.65 percent) were attributed to drugged driving. In 2015, 170 drug-related Driving Under the Influence (DUI) violations were documented, with 183 in 2016, 160 in 2017, 166 in 2018, 172 in 2019, and 18 in 2020. (Note: The FFY2023 Highway Safety Grant Application for the Statewide Drug Recognition Expert program lists that “2020 data is incomplete and not available by the close of the application.”) As of the end of 2022, Alaska has 34 Drug Recognition Experts (DRE) working across the State to assist police agencies apprehend and remove drug-impaired drivers from the State’s roadways.

### Countermeasure Strategy

Alaska’s Impaired Driving Task Force (IDTF) has met quarterly since being established in 2013, with the exception of during the COVID-19 pandemic. IDTF members met in March 2023 to review the Impaired Driving Strategic Plan, discuss progress made to date and input received from stakeholders and the public during the SHSP update process, as well as address changes in IDTF membership. The IDTF, led by the AHSO, reviewed the plan’s strategies and actions and discussed which should remain, be revised, removed, and any additional ones which should be added to the plan. Following are the revised plan’s strategies and actions steps (A.S.):

**Strategy 1: Build partnerships designed to reduce impaired driving crashes.**

AS 1.11: Conduct quarterly Alaska Impaired Driving Task Force meetings to review and track strategic plan progress and identify new initiatives.

AS 1.1.2: Identify new partners when needed to remove roadblocks.

**Strategy 2: Prevent excessive drinking, underage drinking, and impaired driving.**

AS 2.1: Improve understanding of impaired driving among youth and implement outreach programs.

AS 2.1.1: Improve knowledge of factors leading to impaired driving and other unsafe driving behavior by Alaska youth.

AS 2.2: Conduct well publicized compliance checks of alcohol retailers to reduce sales to underage persons.

AS 2.2.1: Conduct data-driven compliance checks.

AS 2.3: Conduct mandatory alcohol server training.

AS 2.3.1: Increase accountability for alcohol server training and marijuana handlers permits.

**Strategy 3: Enhance law enforcement training in alcohol and drug detection.**

AS 3.1: Improve and enhance the effectiveness of Alaska's Ignition Interlock (IID) program through an effective and consistent policy and oversight.

AS 3.1.1: Conduct research on ignition interlock devices for consideration by the Legislature.

AS 3.2: Improve enforcement and prosecution of impaired drivers who crash into special users.

AS 3.2.1: Determine the charges typically leveraged against impaired drivers who crash into special users.

**Strategy 3.3: Enforce and publicize DUI laws.**

AS 3.3: Continue statewide, high-visibility saturation enforcement and media campaigns to reduce impaired driving.

AS 3.3.1: Conduct high-visibility enforcement using saturation patrols during the national Drive Sober or Get Pulled Over mobilization and at times and in areas identified as having a high impaired driving crash rate.

AS 3.3.2: Increase coverage of impaired enforcement activity, including during special events and campaigns such as Drive Sober or Get Pulled Over.

AS 3.4: Enhance impaired driving enforcement in the four safety corridors.

AS 3.4.1: Conduct data-driven enforcement efforts in the Seward, Parks, Knik/Goose Bay Road and Sterling Safety Corridors on times and days and where data suggest a high rate of impaired driving occurs.

AS 3.5: Reduce the incidence of DUI/drugged driving through enhancement of DUI/Drugged driving evidence collection and preservation practices.

AS 3.5.1: Increase the number of officers trained and recertified in standardized DUI/Drugged driving detection and apprehension.

AS 3.6: Develop a program to increase enforcement of drug-impaired driving.

AS 3.6.1: Increase the number of Drug Recognition Experts (DREs) in the State and ensure there is sufficient access to DREs for smaller departments.

AS 3.7: Develop a Statewide Law Enforcement Liaison program to increase support for impaired driving efforts.

AS 3.7.1: Deploy a Statewide Law Enforcement Liaison (LEL) program.

AS 3.8: Educate prosecutors and court system on traffic safety issues specifically impaired driving.

AS 3.8.1: Hire a Traffic Safety Resource Prosecutor (TSRP).

AS 3.8.2: Provide statewide prosecutor training and technical assistance throughout Alaska.

AS 3.9: Provide information to judges on impaired driving issues and best practices.

AS 3.10: Suspend a driver license administratively upon arrest.

AS 3.10.1: Continue program to suspend or revoke licenses based on test refusal or test result.

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**Strategy 4: Support impaired driving priority policies and program efforts.**

AS 4.1: Establish a comprehensive communications plan that includes impaired driving initiatives.

AS 4.1.1 Develop a statewide traffic safety communications plan which incorporates initiatives from the Alaska Impaired Driving Strategic Plan.

AS 4.1.2: Implement the impaired driving communications plan to increase coverage of enforcement activity during special events and campaigns.

**Strategy 5.1: Establish programs to facilitate close monitoring of impaired drivers.**

AS 5.1: Develop and implement a screening, treatment, and rehabilitation program.

AS 5.1.1: Evaluate the effectiveness of implementing SB 91 (which requires risk assessment screening for alcohol and drug use).

AS 5.1.2: Ensure Alaska’s 24/7 program is sustainable and assessable to individuals who need treatment.

**Strategy 6.1: Provide timely, accurate, integrated, and accessible traffic records data.**

AS 6.1: Conduct an annual impaired driving program evaluation.

AS 6.1.1: Conduct data analysis and reporting of IDTF activities and grant funded impaired driving related programs.

AS 6.2: Improve toxicology services for impaired driving cases.

AS 6.2.1: Ensure the services of a forensic toxicologist to analyze blood test results and provide expert testimony in impaired driving cases.

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Based upon the problem identification and guided by the Impaired Driving Strategic Plan, the AHSO will focus on the following countermeasure strategies in FFY2024–2026.

## Integrated Enforcement

Recognizing the significant impact impaired driving has on roadway safety, the AHSO remains firmly committed to working with its law enforcement partners to remove alcohol and drug impaired drivers, bicyclists, pedestrians, and motorcyclists from the State’s roadways using Integrated Enforcement which includes high visibility enforcement and saturation patrols. The State of Alaska’s integrated evidence-based traffic safety enforcement methodology will use a hybrid between an integrated enforcement approach and saturation patrols; both of which are known proven countermeasures. The methodology will include enforcement of traffic laws pertaining to impairment, speeding, and seatbelt use, coupled with enforcement patrols that saturate an area. The patrols are well advertised in the local media and describe the effort as an impaired driving campaign. This effort will include uniformed law enforcement officers “saturating” a high DUI related crash area and engaging the driving public by pulling over as many traffic violators as possible to serve as a deterrent to impaired driving. This hybrid approach will provide a public perception of risk that driving impaired will result in an arrest. This overall approach, along with associated national crackdowns and mobilizations, will provide continuous direct and general deterrence in impaired driving.

The AHSO will provide funding for high-visibility enforcement using saturation patrols (checkpoints are not permitted under Alaska law). Alaska will continue to participate in the national impaired driving mobilization, Drive Sober or Get Pulled Over, in summer, during holiday periods, and during specialized State events, such as Saturation Patrol for the Solstice and the Crab Fest. Particular emphasis will be given to engaging law enforcement agencies in areas identified as having a high impaired driving crash rate, including Anchorage, which consistently leads the State in alcohol-involved crashes resulting in death and serious injury.

Alaska’s data show the five most populated boroughs also have the largest impaired driving problems. The municipality of Anchorage’s population is 40 percent of the State’s total, while the metro area is home to

approximately 52 percent of Alaska’s total population. The population of the city of Fairbanks is 13 percent of the total population; thus, projects in both areas cover roughly 65 percent of the State’s total population. The FFY2023 Highway Safety Plan includes Impaired Driving HVE DUI Enforcement projects in Anchorage and Fairbanks that will address the impaired driving problems in these two regions of the State. The Anchorage Impaired Driving Taskforce and Fairbanks DUI Unit projects will conduct highly visible and sustained enforcement through deployment of saturation patrols in areas that have shown a high incidence of impaired driving-related crashes. Data-driven enforcement operations will be conducted throughout the year, and in coordination with the national crackdowns.

Impaired driving/riding earned, and paid media messaging developed by AHSO and its partners (who will be supplied press release templates highlighting the dangers of drinking and driving) will be prominent during the national Drive Sober or Get Pulled Over mobilizations in December and August/September, and other holiday periods including St. Patrick’s Day, in addition to appropriate local campaigns. Particular emphasis will be given to targeting messages to adult males highlighting their increased risk of dying or being seriously injured because of drinking and driving.

As mentioned in Section 1.0 Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. Alaska’s high visibility Integrated Enforcement impaired driving countermeasure strategy is evidence-based and begins with an analysis of relevant data to inform problem identification; deployment of proven countermeasures is targeted at the problems identified during the analysis. The State’s impaired driving enforcement activities will be focused on when and where impaired driving crashes occur. Continuous follow up will be conducted and necessary adjustments will be made to programs and projects as warranted. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY2024–2026 Impaired Driving program area. Alaska’s integrated evidence-based traffic safety enforcement methodology will again use a hybrid between an integrated enforcement approach and saturation patrols; both of which can be found in CTW. By using these evidence-based high visibility enforcement strategies as an impaired driving strategy, the likelihood of reaching Alaska’s performance targets increases. Enforcement efforts for impaired driving, speeding, and nonrestraint use are based on available data and focused on problem locations. In addition, after enforcement waves are completed, crash-reduction data is analyzed to understand enforcement’s effectiveness and enhance future campaigns.

**Evidence of Effectiveness:** CTW, Chapter 1: Sections 2.2 and 2.5; Chapter 1: Section 5.2

## Toxicology Services

In addition to alcohol-impaired driving, impairment caused by drugs is affecting safety on Alaska’s roadways. Of the 755 fatalities that occurred between 2010 and 2020, 31.7 percent (239 fatalities) were attributed to drugged driving. According to the Alaska Department of Public Safety, 17 people (27 percent) lost their lives in crashes involving drugs in 2020.

The AHSO is also committed to working with its law enforcement partners to ensure drunk and drugged driving offenders are prosecuted to the fullest extent of the law. The plan for FFY2023–2024, the AHSO will hold the toxicology grant through a memorandum of understanding (MOU) with the Alaska State Public Health Laboratory to ensure that evidence collected from alcohol and drug-impaired drivers is properly analyzed in a

timely and professional capacity. Activities will include development of in-State expert witness testimony skills for the criminal prosecution of individuals for Driving Under the Influence (of alcohol) and Driving Under the Influence of Drugs. Anticipated results include in-State analysis and in-person expert forensic testimony at a reduced expense to previous years when toxicology services were provided out of State, as well as an increase in the prosecution of drug impaired drivers in the State.

As discussed in Section 2.0, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning, will lead to safer roadways. To provide the maximum impact and likelihood for reducing impaired driving, the AHSO provides leadership, training and technical assistance to other State agencies, law enforcement agencies, and to local impaired driving projects. The AHSO conducts problem identification to identify the areas and populations with the highest rate of impaired driving fatalities. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY2024–2026 Impaired Driving program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for impaired driving countermeasures, the likelihood of reaching Alaska’s performance target to reduce impaired driving-related fatalities increases. Furthermore, the AHSO and its partners review literature and attend conferences to stay current on innovative and effective countermeasures to implement. Alaska considers the most recent proven countermeasures when planning legislative and programmatic strategies based on the State’s priorities, fiscal standing, staffing and other factors.

**Evidence of Effectiveness:** CTW, Chapter 1, Sections 2.2, 2.5, and 7.1

## Drug Recognition Expert Program

The AHSO provides traffic safety leadership, training, and technical assistance to Alaska’s law enforcement community. The AHSO has developed policies and procedures to ensure enforcement resources are used efficiently and effectively to support the goals of the State’s highway safety program. The AHSO is also committed to working with its law enforcement partners, prosecutors and judges to ensure drunk and drugged driving offenders are prosecuted to the fullest extent of the law.

The recreational use of marijuana, which became legal in Alaska in early 2015, heightened the importance of Alaska’s DRE Program. The AHSO strengthened its training programs offered to DREs, expanded training to more officers and identified a State DRE Coordinator to oversee the program. Alaska currently has 34 DREs working across the State to assist police agencies apprehend and remove drug-impaired drivers from the roadways. With the opioid crisis, Anchorage Police Department’s DUI Traffic Enforcement Unit is seeing an increase in DRE evaluations. Five of the unit’s officers are DRE certified which reduces the costs and time associated with the evaluation.

The AHSO understands the importance of establishing a strong network to fight impaired driving which includes the LELs, a TSRP, and a Judicial Outreach Liaison (JOL) as the foundation of the network. With the legalization of recreational marijuana, the AHSO is cognizant that solidifying these positions is a top priority of the State to strengthen Alaska’s efforts to address both drunk and drug-impaired driving. The LEL also will 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). The TSRP will provide critical support and training to both prosecutors and law

enforcement. The JOL will help to strengthen the linkage between police agencies and the courts and ensure the proper and efficient adjudication of drunk- and drugged-driving-related cases.

Alaska's Impaired Driving Task Force and the Traffic Records Coordinating Committee work closely with the State DRE Coordinator to stay ahead of the potential increase in drug impaired driving. The Task Force looks for new partners who can provide additional insight into addressing all forms of impaired driving. The State DRE Coordinator also attends the International Association of Chiefs of Police (IACP) Region I State Coordinators Meeting to learn from and network with colleagues. The LEL coordinator position will work with Alaska's State DRE Coordinator to address ARIDE training/recertification for law enforcement and DITEP courses for education professionals.

With the legalization of marijuana and the rise in opioid use, the AHSO will continue to focus efforts to maintain current, and train new, DREs through the Drug Recognition Expert Course. The AHSO will also support law enforcement officers' attendance at the National DRE Conference which allows them to attend various courses and breakout sessions to further their education. Attendance at the Annual IACP DRE National Conference for both officers and prosecutors is planned to be supported in FFY2024–2026.

Enforcement of drug-impaired driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired, but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs. The AHSO plans to utilize DREs to assist in investigating potential drug-impaired driving cases. NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to serious and fatal crashes (CTW).

Alaska's DRE Program is an evidence-based effort that begins with an analysis of relevant data to inform problem identification; deploy proven countermeasures targeted at the problems identified during the analysis; combined with continuous follow up and necessary adjustments to programs and projects. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY2024–2026 Impaired Driving program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these strategies for DRE countermeasures, the likelihood of reaching Alaska's performance targets increases. DREs work across the State to assist law enforcement agencies who are conducting impaired driving, seat belt, and speeding enforcement efforts to apprehend and remove drug-impaired drivers from the State's roadways.

**Evidence of Effectiveness:** CTW, Chapter 1: Section 7.1

### *Performance Targets the Strategy Addresses*

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

### *Federal Funds the State Plans to Use*

**Estimated Allocation of Funds: \$12,307,785**

**Funding Source(s): 402, 405d**

## Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

### How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines

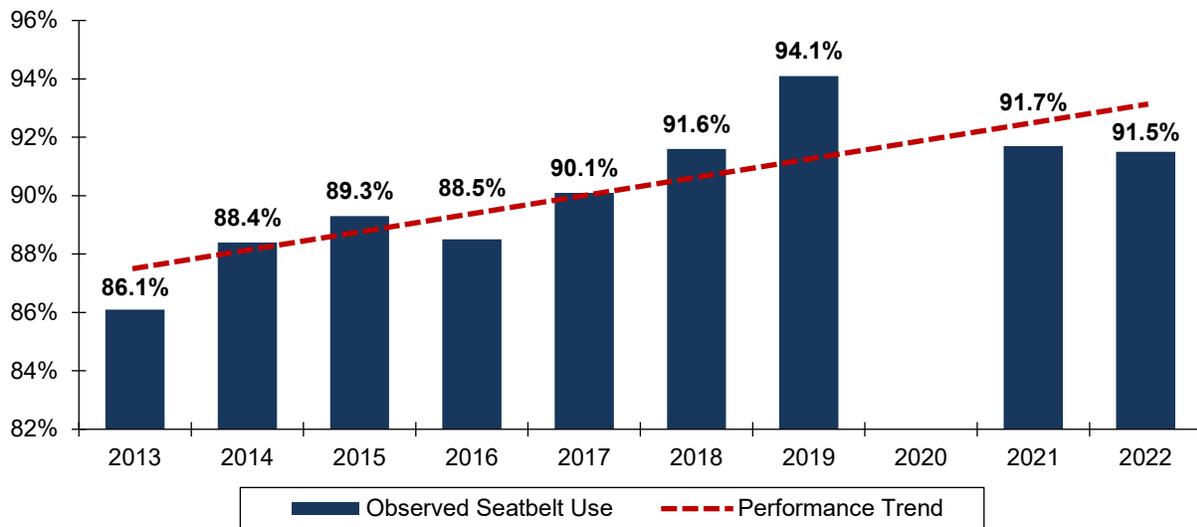
The Impaired Driving countermeasure strategies and the State’s Impaired Driving Strategic Plan align with the elements in NHTSA’s Highway Safety Program Guideline No. 8—Impaired Driving.

## 5.2 Occupant Protection

### Problem ID the Strategy Addresses

Alaska’s front seat belt usage rate has risen over the past decade, peaking at an observed seat belt use rate of 94.1 percent in 2019, as shown in Figure 5.7. No observation survey was conducted in 2020 due to the COVID-19 pandemic. The observed seat belt use rate dipped to 91.7 percent in 2021, and again slightly to 91.5 percent in 2022. Ensuring that all drivers and passengers are properly restrained every trip is essential for achieving Alaska’s zero fatality goal.

**Figure 5.7 Observed Belt Use Rate for Passenger Vehicles, Front Seat Outboard Occupants**



Source/Date Accessed: Alaska Highway Safety Office and NHTSA STSI, May 2023.

Note: Due to COVID-19, no observational survey was conducted in 2020.

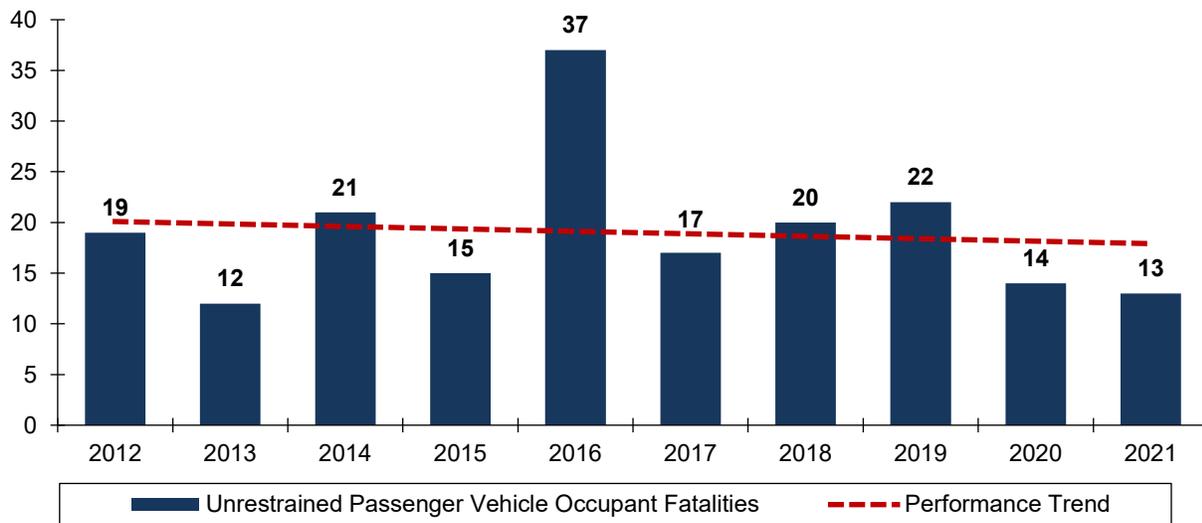
Deeper analysis of the 2022 observational seat belt survey data shows that usage rates by vehicle type vary. SUV occupants have the highest belt usage rate at 94.9 percent, followed by van drivers and their passengers (92.7 percent). Car (92.5 percent) and truck (86.2 percent) occupants had the lowest usage rates in 2022. Restraint usage by truck occupants has increased the most over the last several years; only 83.7 percent buckled up in 2013, but their observed usage rate has increased steadily. Belt use in the five most populous

boroughs currently stands at 93.7 percent for Anchorage, 91.4 percent for Fairbanks, 85 for Mat-Su, 85.9 for Kenai, and 97.6 for Juneau. Usage rates have generally trended up in all boroughs over the years with the exception of Kenai which has been trending down from 96.8 percent in 2019.

Increasing seat belt and child restraint use is the simplest and most effective way to reduce serious injury and death in the event of a motor vehicle crash. Alaskan children under seven years of age and less than 64 pounds or 57 inches tall must be restrained in a child safety seat or booster seat when riding in a motor vehicle. Seat belts are required for all other motor vehicle occupants. Failure to comply with Alaska’s occupant protection statutes is a primary offense and carries a \$50 fine plus points.

Despite this mandate, 39 percent of all motor vehicle occupants (in all seat positions) killed in crashes between 2017 and 2021 were unrestrained. Figure 5.8 illustrates the number of unrestrained passenger vehicle occupant fatalities annually over the last ten years of available data.

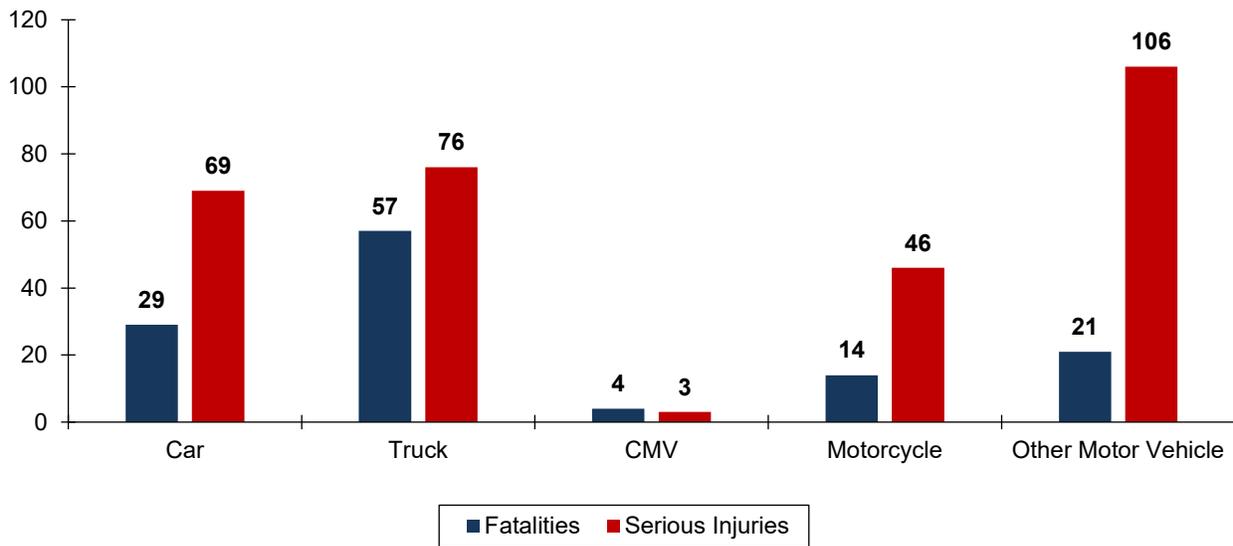
**Figure 5.8 Unrestrained Passenger Vehicle Occupant Fatalities**



Source/Date Accessed: FARS, May 2023.

Figure 5.9 shows the number of unrestrained fatalities and serious injuries by vehicle type between 2017 and 2021. Unrestrained fatalities were highest among light trucks, accounting for 57 fatalities. Passenger cars had the next highest number of unrestrained fatalities (29). Unrestrained serious injuries were highest among light trucks (76) and passenger cars (69), with an additional 46 unhelmeted serious injuries on motorcycles. Other motor vehicle types cumulatively had a significant number of serious injuries, including vehicle types such as mopeds, all-terrain vehicles, carry-alls, and other open body vehicles.

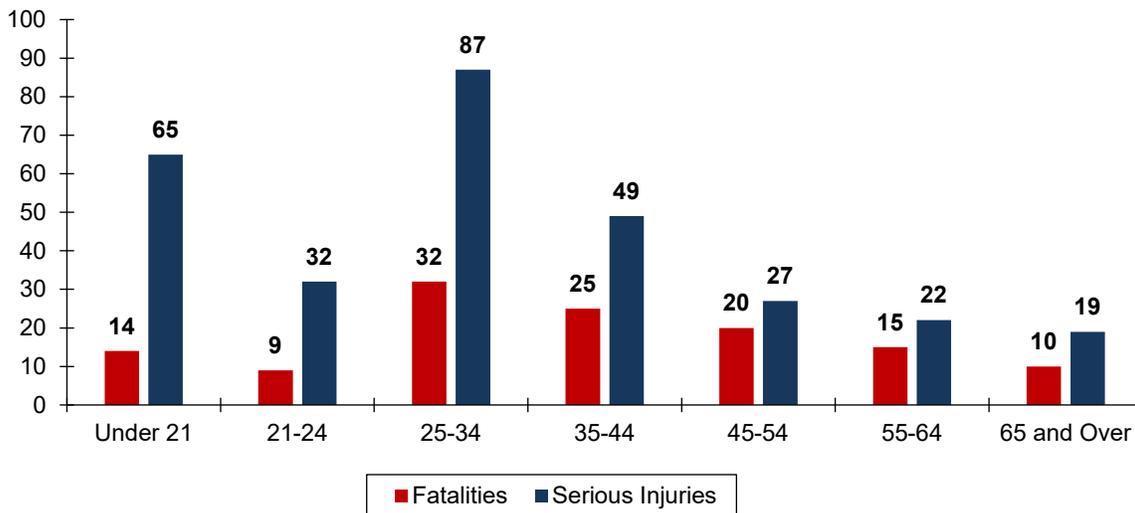
**Figure 5.9 Unrestrained Fatalities and Serious Injuries by Vehicle Type**



Source/Date Accessed: Alaska CARE and FARS, May 2023.

Motor vehicle occupants between the ages of 25 and 34 represented the largest number of unrestrained fatalities (32) and serious injuries (87) between 2017 and 2021, as shown in Figure 5.10. Motor vehicle occupants between the ages of 35 and 44 also represented a high number of fatalities (25) and serious injuries (49). In addition, occupants under age 21 represented 65 serious injuries.

**Figure 5.10 Unrestrained Fatalities and Serious Injuries by Age Group**



Source/Date Accessed: Alaska CARE and FARS, May 2023.

## Countermeasure Strategy

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against death and a mitigating factor in the severity of traffic crashes. The AHSO remains committed to improving the seat belt use rate. AHSO’s goal is to increase the observed seat belt use to 92 percent by the end of the year in 2024.

The AHSO convened a multidisciplinary Occupant Protection Task Force (OPTF) in 2013 to review data, proven countermeasures, and best practices. Based, in part, on recommendations from a NHTSA occupant protection assessment conducted in 2013, the task force developed a comprehensive Occupant Protection Strategic Plan to reduce injuries and fatalities by increasing seat belt and child restraint use. This multi-year plan is reviewed by the task force on an annual basis, with changes made as needed.

The OPTF met in March 2023 to discuss progress made to date, input received from stakeholders and the public during the SHSP update process and public participation and engagement activities, as well as address changes in OPTF membership. The OPTF, led by the AHSO, also reviewed the plan’s strategies and actions and discussed which should remain, be revised, removed, and any additional ones which should be added to the plan. Following are the plan’s strategies and actions steps (AS):

#	Action	Champion	Performance Targets	Timeframe
1.1	Increase the number of HVE occupant protection participating LEAs.	AKHSO	<ul style="list-style-type: none"> <li>• Seat belt and CPS citation numbers.</li> <li>• Seat belt/CPS contact numbers</li> <li>• Earned media spots for CIOT.</li> </ul>	Years 1–5, ongoing
1.2	Increase the number of officers who participated in HVE OP enforcement efforts.	AKHSO	<ul style="list-style-type: none"> <li>• Increase in # of officer OP HVE participation year over year</li> <li>• Determine number of officers involved in OP enforcement projects. (Year one)</li> <li>• Add to HVE reporting form the number of officers who participated. (Year one)</li> </ul>	Years 1–5, ongoing
1.3	Target low seat belt users for education programs.	AKHSO	<ul style="list-style-type: none"> <li>• Look at questions from telephone survey. (Year one)</li> <li>• Implementation of new communication strategies (year 2–3)</li> <li>• Evaluation of efforts (year 3–4)</li> </ul>	Years 1–5, ongoing
1.4	Increase statewide presence and support for small and rural CPS programs in traditionally overlooked populations.	CPS Coordinators	<ul style="list-style-type: none"> <li>• # of new communities reached out to each FY</li> <li>• Child occupant protection media campaign with a strong effort to reach underserved populations.</li> <li>• Travel to at least three rural communities for CPS Events and educational presentations based on public participation and engagement.</li> </ul>	Years 1–5, ongoing

#	Action	Champion	Performance Targets	Timeframe
1.5	Collect and analyze critical child passenger safety data of funded occupant protection programs for children.	CPS Coordinators	<ul style="list-style-type: none"> <li>The number of car seat checks completed</li> <li>The number of car seats and booster seats distributed</li> <li>The number of check-up events.</li> <li>The number of community education events.</li> <li>Maintain fitting stations with certified technicians and supplies.</li> </ul>	Years 1–5, ongoing
1.6	CPS Technician and Instructor certification.	CPS Coordinators	<ul style="list-style-type: none"> <li>The annual number of statewide National Child Passenger Safety Technician Certification Training courses. One will be hybrid to remove barriers to attendance by law enforcement.</li> <li>The number of technicians and instructors certified statewide.</li> </ul>	Years 1–5, ongoing
1.7	Increase Law Enforcement (LE) knowledge of child occupant protection resources.	CPS Coordinators	<ul style="list-style-type: none"> <li>Track the number of officers completing the Car Seat Basics for Law Enforcement.</li> <li>Survey LE to make sure they are aware of CPS Technicians and resources.</li> </ul>	Years 1–5, ongoing

The plan’s comprehensive approach utilizes city, borough, and State law enforcement agencies, community partners, and the media to implement the plan. Statewide coordination by the AHSO’s Occupant Protection Coordinators keep the implementation on track.

The AHSO will continue to partner with law enforcement, nationally certified child passenger safety technicians, hospitals, and injury prevention organizations to ensure all motor vehicle occupants regardless of seating position, vehicle type, and age are properly restrained as outlined in the State’s Occupant Protection Strategic Plan. The Strategic Plan, as well as stakeholders from the Occupant Protection Task Force, informed the following program area decisions for FFY2024 -2026.

### Short-Term, High Visibility Seat Belt Law Enforcement

Alaska’s integrated evidence-based traffic safety enforcement methodology also will be used for enforcement of occupant restraint laws. In FFY2023, each law enforcement partner will be encouraged to arrange at least one seat belt enforcement activity in each of their areas every month. Some nighttime enforcement will be encouraged, although the amount of available daylight will be impacted by the season; however, the enforcement activities will be conducted primarily during daylight hours and in high crash location areas. Enforcement activities will be focused on roadways with identified low seat belt use rates, as determined by Alaska’s annual Occupant Protection Use Survey (OPUS). The AHSO coordinates the efforts of all Alaska law enforcement partners covering 100 percent of the State. Approved examples of “High Visibility Enforcement Activities” are:

- **Directed Patrols.** Officers will patrol areas identified as low seat belt use rate areas as determined by the annual Occupant Protection Use Survey (e.g., Fairbanks and Juneau). Since many of the low use rate areas have historically been in rural parts of the State, agencies will target rural areas, particularly those that contain an official seat belt survey site. Patrol sites will also include areas near high schools

and at locations near movie theaters, shopping areas, and other areas where teenagers typically congregate, and during times they would most likely be traveling to and from these locations.

- **Saturation Patrols.** Enforcement patrols will saturate identified high motor vehicle crash areas. Crash data will provide this information and help pinpoint overrepresented crash locations involving teenagers, pick-up trucks, and rural areas. In addition, the patrols will be well advertised in the local media.
- **Participation in the Click It or Ticket (CIOT) Mobilization in May.** Alaska’s CIOT enforcement campaign will run in conjunction with the National CIOT Mobilization scheduled for May 2024–2026. Funds will be granted to law enforcement agencies based on a pre-developed enforcement plan. It is anticipated that additional agencies will participate in the 2024–2026 CIOT Mobilization each year.

Enforcement activities will occur on a daily basis, during all daylight hours, and possibly at night in some areas. The AST will be primarily responsible for patrolling roadways outside of the city and borough jurisdictions and in rural areas where law enforcement agencies are unable to participate due to low staffing levels. Participating agencies will be encouraged to conduct earned media activities and participate in educational events.

The Click It or Ticket campaign is a key component of AHSO’s Communication plan which will support Alaska’s participation in the national CIOT high-visibility enforcement (HVE) mobilization. Consistent with NHTSA communications best practices, wherever possible, plan objectives will include both high-visibility messages and tactics, as well as social norming messages and tactics. HVE efforts like Click It or Ticket are the campaign “brand” and are promoted at specific times of the year to coincide with national advertising and local enforcement for maximum impact, optimizing paid media. The AHSO Communication contractor will support Alaska’s participation in CIOT by providing creative and placing media buys during the campaign targeted to reach key demographic groups. Alaska’s Statewide CPS Coordinator and co-coordinator will also participate in CIOT events and earned media opportunities and other subgrantees will be encouraged to participate in local events and support the campaign through social media.

- **Participation in additional enforcement waves** at other times of the year (e.g., National Child Passenger Safety Week, high school prom and graduation season).
- **Conduct seat belt enforcement during all routine enforcement efforts** (enforcement of traffic laws pertaining to seatbelt use, impairment, and speeding, etc.).

Written seat belt use policies will be required for all law enforcement agencies receiving Federal Highway Safety funds. These policies must be written and outline sanctions for non-compliance.

The statewide LEL and AHSO representative will request letters of support from the Alaska Association of Chiefs of Police, Alaska State Troopers, and the Alaska Peace Officers Association. Recognizing that motor vehicle crashes are responsible for the greatest number of police officer deaths nationwide, AHSO will deploy the statewide LEL to work with the Alaska Association of Chiefs of Police and Alaska State Troopers to ensure all patrol officers are properly restrained. Emphasis will be placed on developing written seat belt use policies which include sanctions for noncompliance.

As discussed earlier in the Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. Alaska’s High Visibility Enforcement occupant protection countermeasure strategy is evidence-

based and begins with an analysis of relevant data to inform problem identification, with deployment of proven countermeasures targeted at the problems identified during this analysis. The State's seat belt-related enforcement activities will be focused on roadways with identified low seat belt use rates, as determined by Alaska's annual OPUS. Continuous follow up will be conducted and necessary adjustments made to programs and projects as warranted. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY2024—2026 Occupant Protection program area. Alaska's integrated evidence-based traffic safety enforcement methodology will again use a hybrid between integrated enforcement and saturation patrols; both of which can be found in CTW. By using these evidence-based selection strategies as an occupant protection strategy, the likelihood of reaching Alaska's performance targets increases. Enforcement efforts for nonrestraint use, impaired driving, and speeding are based on available data and focused on problem locations. In addition, after enforcement waves are completed, crash reduction data is analyzed to understand enforcement's effectiveness and enhance future campaigns.

The proven countermeasure strategy of high visibility enforcement, combined with high-visibility and social norming messages and tactics, is the cornerstone of AHSO's occupant protection countermeasures. The primary purpose of publicized highly visible enforcement is to encourage non-users to buckle up by increasing the perceived risk of receiving a ticket. To do this, saturation patrols will be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. The CDC's systematic review of 15 high-quality studies (Dinh-Zarr et al., 2001; Shults et al., 2004) found that short-term, high-visibility enforcement programs increased belt use by about 16 percent, with greater gains when pre-program belt use was lower. The CDC's systematic review also observed that short-term, high-visibility enforcement campaigns increased belt use more among traditionally lower-belt-use groups, including young drivers, rural drivers, males, African Americans, and Hispanics (Shults et al., 2004). Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003).

Additionally, Nichols and Ledingham (2008) conducted a review of the impact of enforcement, as well as legislation and sanctions, on seat belt use over the two preceding decades and concluded that sustained enforcement (implemented as a component of regular patrols or as special patrols) is as effective as "blitz" enforcement (short-term, high-visibility enforcement) and unlike blitz campaigns, is not usually associated with abrupt drops in belt use after program completion.

**Evidence of Effectiveness:** CTW, Chapter 2, Sections 2.1, 2.3 and 3.1

## Child Passenger Safety (CPS)

The AHSO oversees implementation of the State's Occupant Protection Strategic Plan with the assistance of the State CPS Coordinator and Assistant State Coordinator who oversee and support CPS activities. Working with nationally certified Child Passenger Safety Technicians statewide, AHSO will promote the proper use of child restraints through child passenger safety seat checks and check-up events held in local communities across the State and at designated inspection stations. These activities will be posted on [Car Seats Alaska](#) and promoted via press releases and community outreach. Particular emphasis will be given to educating underserved and indigent (high-risk) populations that typically do not have access to car and booster seats. Both education and age/weight/height appropriate seats will be provided to families as needed.

CPS Technicians will distribute information on the importance and use of child restraints through community clinics, health practitioners, and hospitals. Additionally, the statewide CPS Coordinator and Assistant State Coordinator will plan, implement, and promote a coordinated CPS event in support of National Child Passenger Safety Week/Seat Check Saturday in September that focuses on both car and booster seats. Alaska’s permanent inspection stations will be key sites for this coordinated event. Per new regulations, 1300.13(d), “Use of grant funds for unattended passengers program” the AHSO plans to utilize 402 funds to carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator. The CPS Coordinators for the state will develop and print educational rack cards and distribute them appropriately at fitting stations, hospitals, online, and events that they carry out throughout Alaska. The rack cards will outline the dangers and risks of leaving a child or unattended passenger in a deactivated vehicle as well as tips to avoid such an incidence to occur.

Alaska maintains an active network of fitting stations that service rural and urban areas of the State. Most fitting stations provide services for at-risk and low-income populations. The AHSO CPS Coordinator will support other locations where seat checks can be conducted as needed to ensure statewide coverage continues throughout 2024—2026. The AHSO will also support technician certification, re-certification and instructor certification via in-State conferences and technician certification courses.

The statewide CPS Coordinator and Assistant Statewide Coordinator will determine the current level and geographic distribution of certified CPS technicians in Alaska, monitor the State’s recertification rate, and schedule technician trainings to ensure Alaska will have the needed number of technicians to maintain required coverage at the State’s fitting stations and planned events. AHSO will provide funding for new technician certification training and technician recertification. Particular emphasis will be given to ensuring that there are certified technicians in remote communities.

The statewide CPS Coordinator will also collect, analyze, and report car seat check data to ensure levels of service are being maintained, and identify common misuse problems and other critical information. The statewide CPS Coordinator will also identify and publicize other opportunities (e.g., online, conferences) for certified technicians to obtain continuing education through [Car Seats Alaska](#) and [www.cert.safekids.org](http://www.cert.safekids.org). Additionally, the statewide CPS Co-Coordinator will help further expand CPS programs into hospitals that currently do not have any type of programs.

AHSO will continue to collaborate with law enforcement and safety advocates to educate children and teens through school and community-based initiatives about the importance of belt use in preventing injuries and fatalities in the event of a crash. According to NHTSA research, teens, and young adults (ages 21 to 29), have the lowest belt use rates of any age group. Law enforcement will be encouraged to conduct seat belt patrols and checkpoints in and near high schools and other locations typically frequented by these two groups.

In addition, motor vehicle crashes are the second leading cause of serious injury to Alaskans aged 55 and over (Alaska Trauma Registry, 2016). According to the Centers for Disease Control and Prevention, the risk of being injured or killed in a motor vehicle crash increases with age. Alaska’s Occupant Protection Program Assessment recommended outreach be made to drivers aged 55 and older. Older drivers are more likely to be killed or seriously injured when a crash does occur due to their greater fragility. Age also brings changes to vision, cognition, flexibility, and speed of reflexes.

Proper restraint, both seat belts and child restraints, also will be addressed through earned and paid media disseminated by AHSO and its law enforcement and injury prevention partners (the latter will be provided press release templates for use in promoting the lifesaving value of seat belts and child restraints). Occupant

protection messaging will be prominent during late May and early June to support the national Click It or Ticket mobilization, throughout the summer when many visitors travel to and around Alaska, during National Child Passenger Safety Week in September, and at other times during the year. Particular emphasis will be given to developing messages targeted to males, pick-up truck drivers and young adults, demographics identified by AHSO and NHTSA research as having low seat belt use rates.

AHSO also will provide funding for a contractor to conduct the annual statewide Occupant Protection Use Survey of seat belt use by front seat occupants riding in passenger vehicles. The survey will comply with the observation methodology adopted by NHTSA and include an observation of at least 25,000 motor vehicle occupants in boroughs accounting for 85 percent of the State's passenger vehicle crash-related fatalities.

Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. To provide the maximum impact and likelihood for increasing restraint use, the AHSO provides leadership, training, and technical assistance to other State agencies, law enforcement agencies, and to local occupant protection projects. The AHSO conducts problem identification to identify the areas and populations with the highest rate of unrestrained fatalities and lowest usage rates. Alaska's CPS program is comprehensive in its geographic coverage, reach to high-risk populations, engagement with safety partners and advocates who implement evidence-based countermeasures, and the funding support to ensure success.

The planned performance target to reduce the number of unrestrained fatalities in all seating positions includes children in child restraints. The misuse of child restraints has been a concern for many years. A number of programs have been implemented to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints in an effort to combat widespread misuse. Child passenger safety (CPS) inspection stations are places or events where parents and caregivers can receive this assistance from certified CPS technicians.

One study found that inspection stations held at car dealerships, hospitals, retail outlets and other community locations positively changed parents' behavior and increased their knowledge over a 6-week follow-up period: children arriving at the second event were restrained more safely and more appropriately than they were at the first (Dukehart, Walker, Lococo, Decina, & Staplin, 2007).

**Evidence of Effectiveness:** CTW, Chapter 2: Sections 5.1, 6.1, 6.2, 7.1, and 7.2

### *Performance Targets the Strategy Addresses*

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 6 percent from 17 (2017–2021 rolling average) to 16 (2020–2024 rolling average) by 2024.
2. Increased observed seat belt use for passenger vehicles, front seat outboard occupants from 2022 rate of 91.5 percent to 92 percent by 2024.

### *Federal Funds the State Plans to Use*

**Estimated Allocation of Funds: \$3,257,127**

**Funding Source(s): 402, 405b**

## *Considerations Used to Determine What Projects to Fund for the Strategy*

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

## *How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines*

The Occupant Protection countermeasure strategies and the State’s Occupant Protection Strategic Plan align with the elements in NHTSA’s Highway Safety Program Guideline No. 20—Occupant Protection.

A NHTSA occupant protection assessment, which is based on Highway Safety Program Guideline No. 20, was conducted in Alaska in 2013. The assessment provided several recommendations, including the development of an Occupant Protection Strategic Plan, a survey to determine seat belt use policies at law enforcement agencies, coordination or high-visibility enforcement, an additional focus on high-risk populations with lower than average CPS usage (e.g., Alaska’s Native population), increasing communication and outreach coordination, strengthening occupant protection programs for children, and increased use of electronic crash and citation data for evaluation needs.

Based, in part on the recommendations, the Occupant Protection Task Force developed a comprehensive Occupant Protection Strategic Plan to reduce injuries and fatalities by increasing seat belt and child restraint use. This multi-year plan is reviewed by the task force on an annual basis, with changes made as needed. This comprehensive approach utilizes city, borough, and State law enforcement agencies, community partners, and the media to implement the plan. Statewide coordination by the AHSO’s Occupant Protection Coordinators keep the implementation on track.

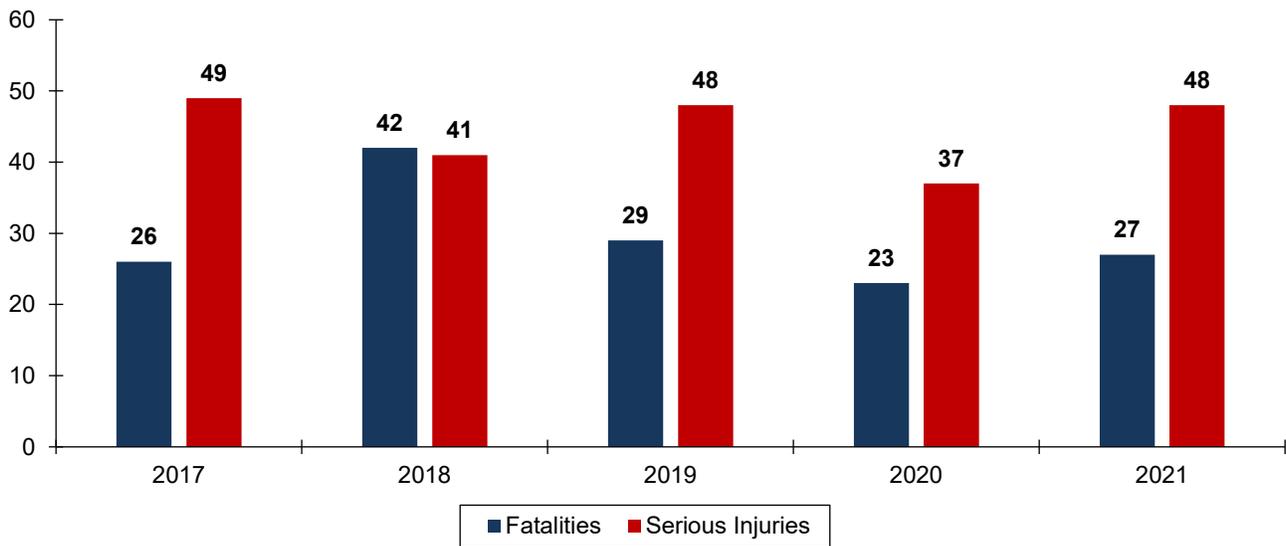
The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices (CTW), Tenth Edition, 2020 to select effective, evidence-based countermeasure strategies for the occupant protection program area. By using these evidence-based occupant protection strategies, the likelihood of reaching Alaska’s performance targets of reducing unrestrained fatalities and increasing seat belt use increases.

## 5.3 Speed Enforcement

### *Problem ID the Strategy Addresses*

Speeding consistently ranks as one of the top contributing factors in Alaska motor vehicle crashes. The 2021 five-year average was 29 speeding-related fatalities, up from the 2015 five-year average of 20. Figure 5.11 shows the number of speeding-related fatalities and serious injuries annually between 2017 and 2021. While speeding-related fatalities have decreased from a peak of 42 in 2018, speeding-related serious injuries have remained consistent.

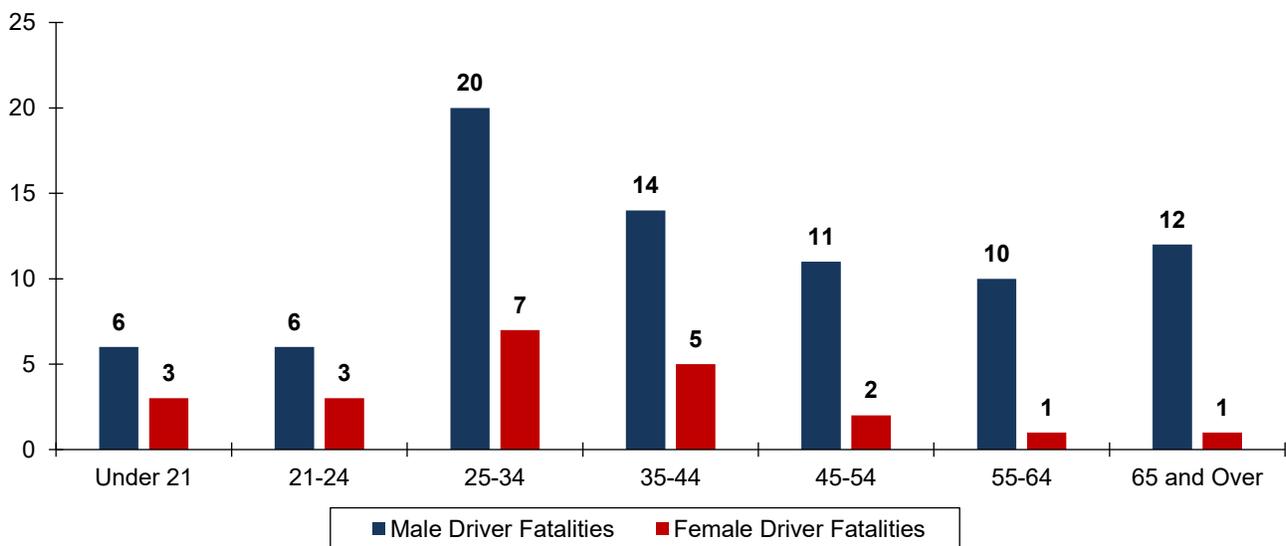
**Figure 5.11 Speeding-Related Fatalities and Serious Injuries**



Source/Date Accessed: Alaska CARE and FARS, May 2023.

Figure 5.12 illustrates the number of speeding-related fatalities by driver gender and age group between 2017 and 2021. Male drivers were over three times more likely to be killed in a speeding-related crash than female drivers. Drivers of both genders between the ages of 25 and 34 had the highest numbers of speeding-related fatalities (20 males and 7 females), followed by the 35 to 44 age group (14 males and 5 females). While female drivers ages 55 and above had the lowest number of fatalities, there were much higher numbers of fatalities among male counterparts of the same ages.

**Figure 5.12 Speeding-Related Fatalities by Driver Gender and Age Group**

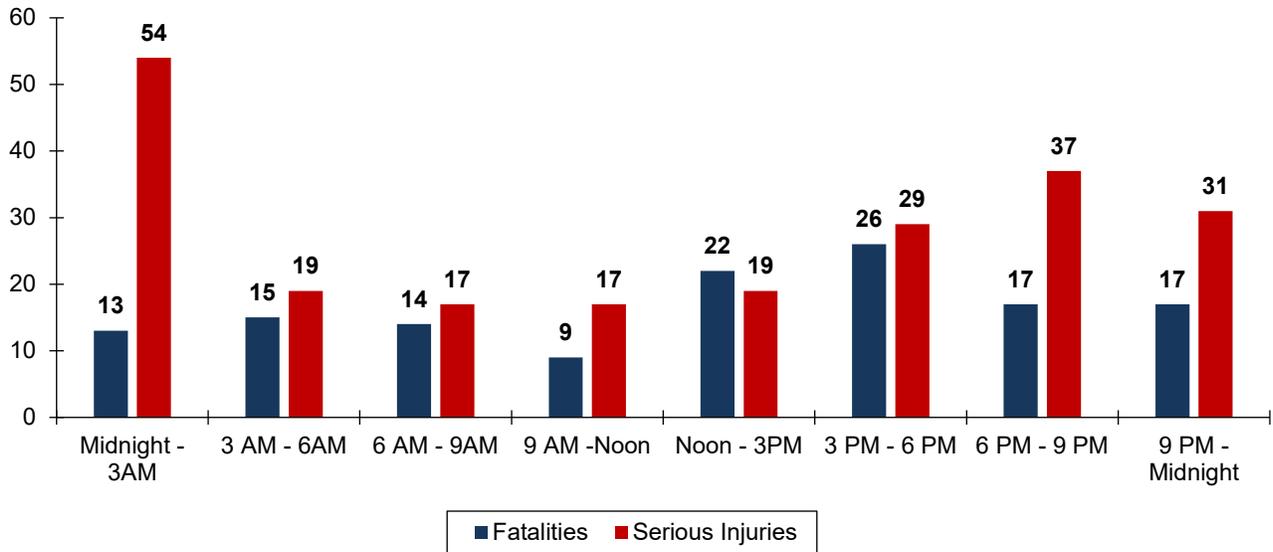


Source/Date Accessed: FARS FIRST, May 2023.

Figure 5.13 shows the number of speeding-related fatalities and serious injuries by time of day between 2017 and 2021. Speeding-related fatalities were most likely to take place between 3:00 p.m. and 6:00 p.m. (26),

followed by noon to 3:00 p.m. (22). The highest number of speeding-related serious injuries took place between midnight and 3:00 a.m. (54), followed by 6:00 p.m. to 9:00 p.m. (37).

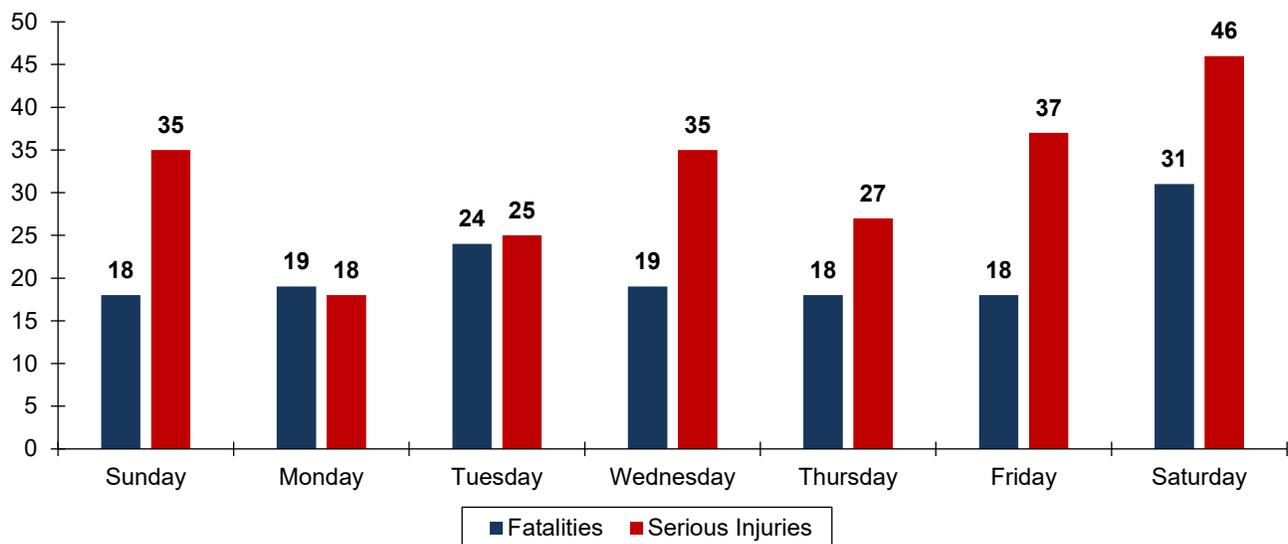
**Figure 5.13 Speeding-Related Fatalities and Serious Injuries by Time of Day**



Source/Date Accessed: Alaska CARE, April 2022; FARS FIRST, May 2023.

Figure 5.14 shows the number of speeding-related fatalities and serious injuries by day of week between 2017 and 2021. Saturday had a much higher prevalence of speeding-related fatalities (31) than other days of the week. Speeding-related fatalities were fairly consistent throughout other days of the week (between 18 and 19 fatalities each), with slightly higher on Tuesdays (24). Speeding-related serious injuries were highest on Saturdays (46), followed by Friday (37), Sunday (35), and Wednesdays (35).

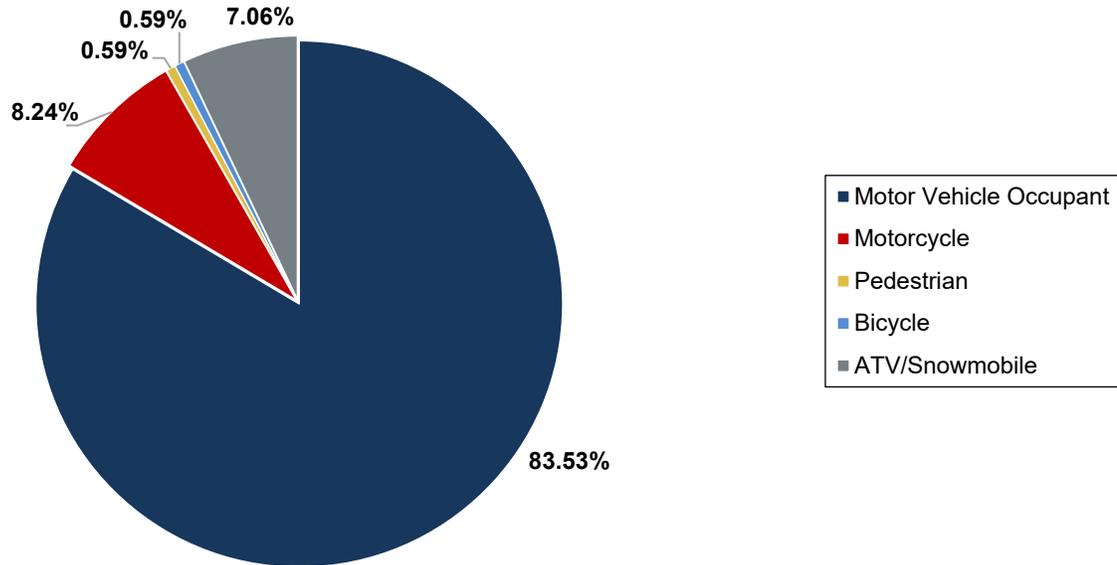
**Figure 5.14 Speeding-Related Fatalities and Serious Injuries by Day of Week**



Source/Date Accessed: Alaska CARE and FARS FIRST, May 2023.

As Figure 5.15 shows, from 2017 to 2021 speeding-related fatalities were significantly greatest for motor vehicle occupants (83 percent). Motorcycles represent about 8 percent and ATVs and snowmachines about 7 percent of all speeding-related fatalities. Pedestrians and bicyclists each represent less than one percent of all speeding related fatalities.

**Figure 5.15 Percent of Speeding-Related Fatalities by Roadway User**



Source/Date Accessed: FARS FIRST, May 2023.

### *Countermeasure Strategy*

Alaska utilizes data driven decision-making to select, assess, and monitor projects that lead to safer roadways in combination with the totality of our safety planning. Alaska’s statewide speed-based program includes prevention strategies focused on people who are most likely to take risks on the road speeding. Proven countermeasures, including the use of high-visibility enforcement, Data-Driven Approaches to Crime and Traffic Safety (DDACTS), and statewide education, including paid and earned media, and the use of radars by law enforcement and mobile radar display units will be deployed to address this problem.

AHSO, in partnership with the Alaska State Troopers and local law enforcement agencies, remains committed to addressing unsafe speed on the State’s roadways through enforcement and education.

Particular emphasis will continue to be given to monitoring driving speeds and enforcing posted speed limits in identified problem areas and in Alaska’s Safety Corridors, which have a higher incidence of crashes. Furthermore, programs to address unbelted occupants and impaired drivers may have a correlation in affecting speeding-related fatalities. Currently, the Seward, Parks, Knik/Goose Bay Road, and Sterling Highways are the four designated Safety Corridors in Alaska. The AHSO will continue focusing on speed reduction on the Glenn Highway in partnership with the Anchorage Police Department. In addition, the Alaska State Troopers, along with the Anchorage Police Department, will conduct speed enforcement with the goal of decreasing the number of speed related crashes. Enforcement of the posted speed limit will occur at locations based on data-driven locations where speeding related crashes have occurred and will consist of high-visibility enforcement operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior.

Proven countermeasures, including the use of high-visibility enforcement, Data-Driven Approaches to Crime and Traffic Safety (DDACTS), and statewide education, including paid and earned media, and the use of radars by law enforcement and mobile radar display units will be deployed to address this problem. The AHSO media contractor will give particular emphasis to developing data driven speed-related messaging that resonates with 25- to 34-year-old and novice drivers, motorcyclists, and other identified high-risk populations. Effective, high-visibility communications and outreach are an essential part of successful speed enforcement high-visibility programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition.

By using these evidence-based selection strategies for speeding countermeasures, the likelihood of our strategies reaching Alaska’s performance target increases. Effective traffic safety laws currently in place complement and support the countermeasures, leading to fewer speed related crashes. The AHSO will continue to assess, seek out best practices, and fund eligible speed related projects which support the FFY2024–2026 HSP performance target and strategies, including those providing education and outreach.

Speed enforcement campaigns have been used to deter speeding and aggressive driving through both specific and general deterrence. In the high visibility enforcement model, law enforcement targets selected high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. This model is based on the same principles as high visibility seat belt and alcohol-impaired-driving enforcement: to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be cited, arrested, or punished. Officers focus on drivers who commit common aggressive driving actions such as speeding, following too closely, and running red lights. Enforcement is publicized widely. The strategy is very similar to saturation patrols directed at alcohol-impaired drivers.

Laser speed measuring equipment can provide more accurate and reliable evidence of speeding (NHTSA, 2001a). Unstaffed speed display devices, also known as speed trailers, can show drivers that they are speeding and may encourage some drivers to slow down, but effects may last only as long as the devices are in place (Donnell & Cruzado, 2008). They may also suggest to drivers that speeds are being monitored or enforcement is nearby. Signs that provided either an implication that speeds were being monitored or a social norms message (average speed at the site; your speed) were effective at reducing speeds in a 50 km/h zone although not as much as in earlier studies (Wrapson, Harre, & Murrell, 2006). Other studies have shown that speed trailers or portable changeable message signs, which may include speed feedback plus other messages such as “Slow Down Now” can be effective in reducing speeds in work zones (Brewer, Pesti, & Schneider, 2006; Mattox, Sarasua, Ogle, Eckenrode, & Dunning, 2007) and school zones (Lee, Lee, Choi, & Oh, 2006).

**Evidence of Effectiveness:** CTW, Chapter 3, Sections 2.2, 2.3 and 4.1

### *Performance Targets the Strategy Addresses*

1. Reduce speeding-related fatalities by 4 percent from 29 (2017–2021 rolling average) to 28 (2020–2024 rolling average) by 2024.

### *Federal Funds the State Plans to Use*

**Estimated Allocation of Funds: \$3,361,500**

**Funding Source(s): 402**

## Considerations Used to Determine What Projects to Fund for the Strategy

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

### How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines

The activities described in this countermeasure strategy align with various elements in NHTSA’s Highway Safety Program Guideline No.19—Speed Management including Problem Identification, Communications Program, Enforcement Countermeasures, and Data and Evaluation.

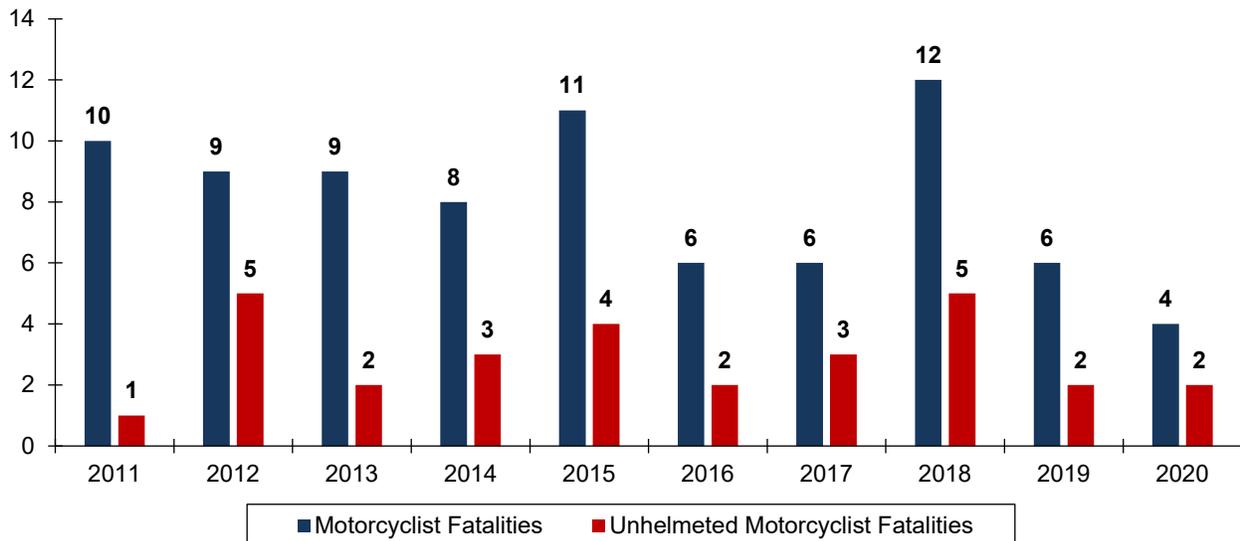
## 5.4 Motorcycle Safety

### Problem ID the Strategy Addresses

In 2022, according to the Division of Motor Vehicles, 25,664 motorcycles were registered in Alaska. Alaskan motorcyclists (operators and their passengers), and the many visiting riders who come to experience the “Last Frontier,” are vulnerable on the State’s roadways. Between 2017 and 2021, there were 34 motorcycle fatalities, an average of almost seven fatalities per year.

While motorcycle helmets are not required in Alaska, their effectiveness in protecting riders in the event of a crash cannot be overstated. Between 2017 and 2021, 41 percent of the fatally injured riders were not wearing helmets. Figure 5.16 compares the total number of motorcyclist fatalities to unhelmeted motorcyclist fatalities.

**Figure 5.16 Motorcyclist Fatalities**

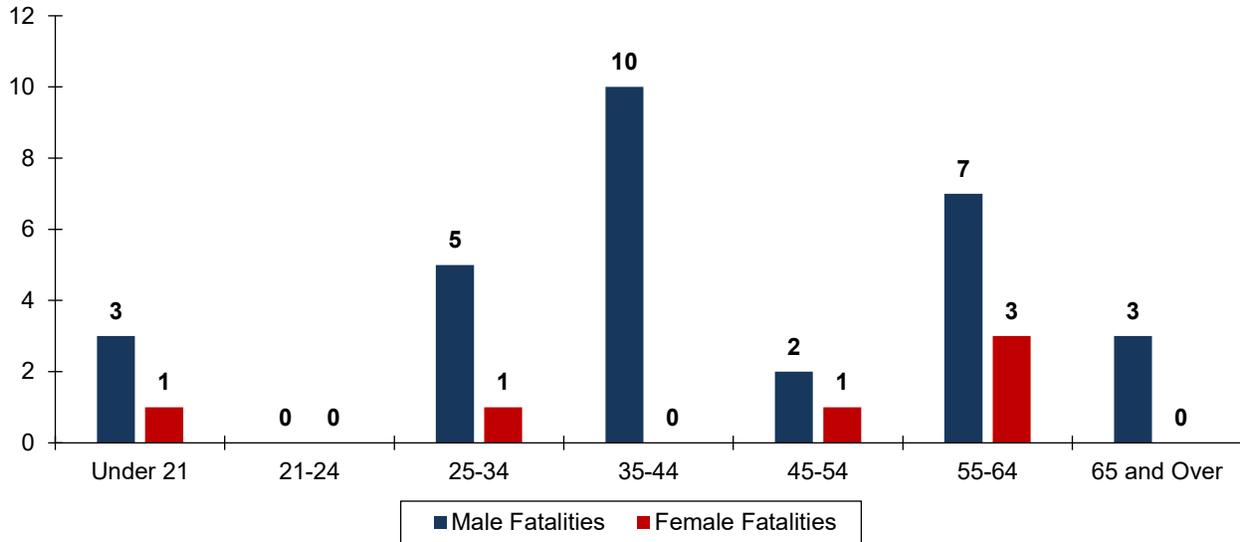


Source/Date Accessed: FARS, May 2023.

Fatalities among male motorcyclists far exceeded female motorcyclist fatalities across all age groups, as shown in Figure 5.17. From 2017 to 2021, where operator’s gender is known, females accounted for just 17 percent of

all motorcyclist fatalities (six out of 36). Three out of six female motorcyclists killed were between the ages of 55 and 64. For male motorcyclist fatalities, over one-quarter were between the ages of 35 and 44 (10).

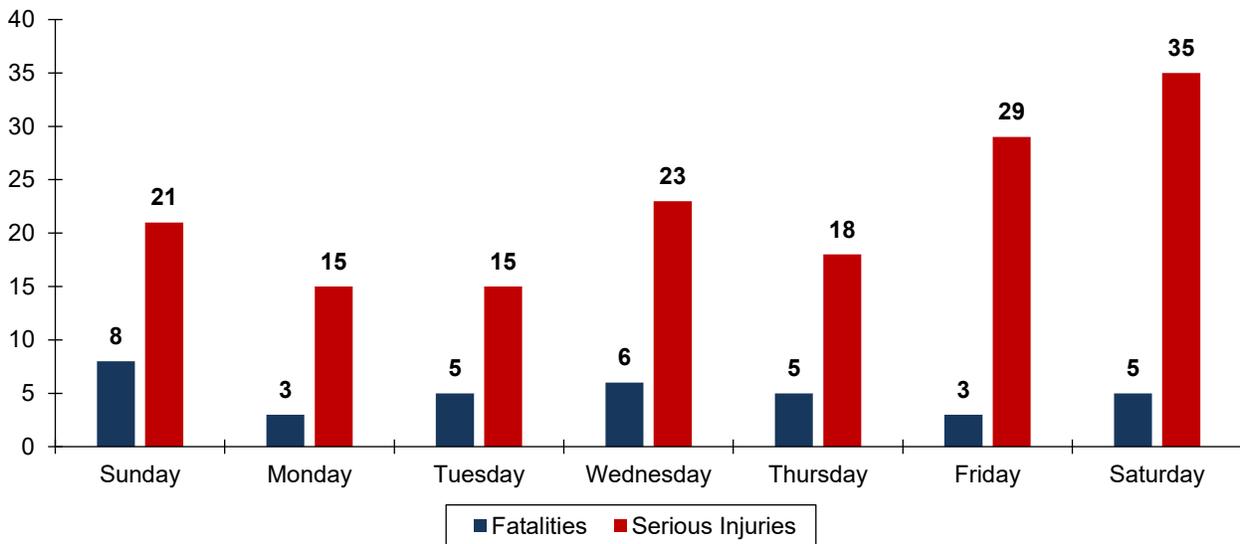
**Figure 5.17 Motorcyclist Fatalities by Gender and Age**



Source/Date Accessed: Alaska CARE, May 2023.

Figure 5.18 shows motorcyclist fatalities and serious injuries by day of week between 2017 and 2021. Motorcyclist fatalities were most prevalent on Sunday (8) and Wednesday (6). In contrast, motorcyclist serious injuries are most prevalent on Saturday (35), Friday (29), and Wednesday (23).

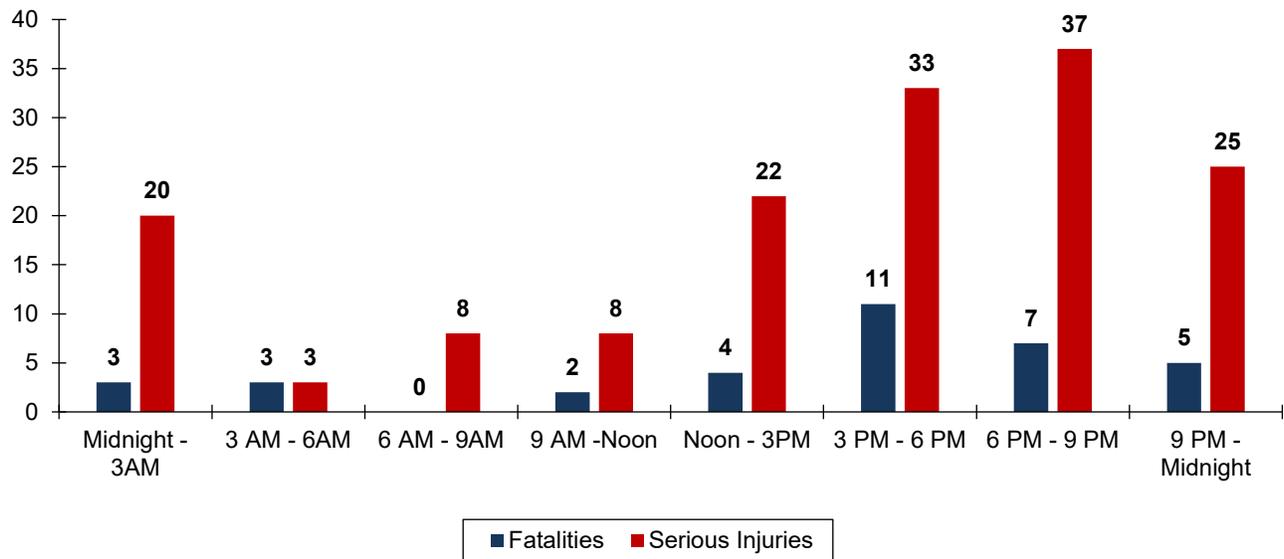
**Figure 5.18 Motorcyclist Fatalities and Serious Injuries by Day of Week**



Source/Date Accessed: Alaska CARE, May 2023.

Figure 5.19 shows motorcyclist fatalities and serious injuries by time of day between 2017 and 2021. Between 3:00 p.m. and midnight experiences the highest occurrence of fatal and serious injury crashes for motorcyclists. The time windows are 3:00 p.m. to 6:00 p.m. (11 fatalities and 33 serious injuries), 6:00 p.m. to 9:00 p.m. (7 fatalities and 37 serious injuries), and 9:00 p.m. to midnight (5 fatalities and 25 serious injuries). Outreach promoting motorcyclist visibility and motorists sharing the road, as well as the dangers of riding impaired are important for addressing crashes during these times.

**Figure 5.19 Motorcyclist Fatalities and Serious Injuries by Time of Day**



Source/Date Accessed: Alaska CARE, May 2023.

### Countermeasure Strategy

Alaska’s SHSP includes a Safe Road Users Emphasis Area which includes a Focus Area which addresses motorcycles, all-purpose vehicles and snowmachines. The AHSO is a member of the Focus Area team and will consider funding various strategies and action steps in the Focus Area’s action plan.

### Communication Campaign

The AHSO will also utilize the expertise of our media contractor to develop targeted messaging focusing on motorist awareness messages during Motorcyclist Awareness Month in May through paid radio messaging which is a proven countermeasure. The goal of this campaign is to make drivers aware of the presence of motorcyclists on the roadways during the summer months. The message will be aired frequently in May to reach the audience during Motorcycle Awareness Month. May is also the month where motorcyclists tend to start riding in Alaska as the winter snow and ice start to disappear. Demographics of drivers and motorcyclists involved in crashes are reviewed to determine the top stations in each market listened to by the key demographic audience(s) to air this message. The goal is for the target audience to hear the message 12 times on average throughout the campaign which will air through July 31<sup>st</sup>. To change a behavior, a message should be heard at least six times.

Motorcyclists are identified as a secondary target audience for the paid media buys that will support the high-visibility enforcement associated with the Drive Sober or Get Pulled Over mobilization. AHSO will incorporate

the Ride Sober message into the impaired driving campaigns and target media outlets popular with motorcyclists to deliver the message. Furthermore, as mentioned in the impaired driving program area section, the impaired driving countermeasures planned for FFY2024–2026 will also prove beneficial in addressing impaired motorcyclists. Similarly, programs to address speeding may have a correlation to affecting motorcycle fatalities, including the enforcement efforts on Alaska’s four designated Safety Corridors.

Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. This approach is especially true for the geographic and demographic placement of our paid media campaigns to maximize their impact and reach the right audience(s). The descriptions and analysis of Alaska’s traffic safety problems are detailed in each program area section of this Plan. Informed by the analysis, AHSO’s FFY2024–2026 communications plan will consist of paid media focused heavily on impaired driving, speeding, occupant protection, with some motorcycle safety as well as distracted driving messaging which can also benefit motorcyclists. The media messaging will be accompanied by AHSO, subgrantee and partner earned media to help maximize impact of the messaging, support enforcement activities, and inform the public about Alaska’s laws.

In multi-vehicle motorcycle crashes, the other vehicle driver is frequently cited for having violated the motorcyclist’s right-of-way (Clarke et al., 2007; Elliott et al., 2007; Raborn et al., 2008, Strategy F3; NHTSA, 2000). Motorcycles and motorcyclists are smaller visual targets than cars or trucks, resulting in low conspicuity (see Chapter 5, Section 4.1). Also, drivers may not expect to see motorcycles on the road (Raborn et al., 2008, Strategy F3; NHTSA, 2000). Clarke et al. (2007) reported that even when motorcyclists were using headlights and high-conspicuity clothing drivers sometimes failed to notice them.

Several States have conducted communications and outreach campaigns to increase motorists’ awareness of motorcyclists. Typical themes are “Share the Road” or “Watch for Motorcyclists.” Some States build campaigns around “Motorcycle Awareness Month,” often in May, early in the summer riding season. Many motorcyclist organizations, including the Motorcycle Safety Foundation (MSF), State Motorcycle Safety Association (SMSA), the Gold Wing Road Riders Association (GWRRA), and State and local rider groups, have driver awareness material available.

**Evidence of Effectiveness:** CTW, Chapter 5: Section 4.2

### *Performance Targets the Strategy Addresses*

1. Reduce motorcyclist fatalities by 14 percent from 7 (2017–2021 rolling average) to 6 (2020–2024 rolling average) by 2024.
2. Reduce unhelmeted, motorcyclist fatalities 33 percent from 3 (2017–2021 rolling average) to 2 (2020–2024 rolling average) by 2024.

### *Federal Funds the State Plans to Use*

**Estimated Allocation of Funds: \$57,000**

**Funding Source(s): 402**

### *Considerations Used to Determine What Projects to Fund for the Strategy*

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

## *How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines*

The activities described in the Motorcycle Safety countermeasure strategy align with the Communications Program, and Program Evaluation and Data elements in NHTSA’s Highway Safety Program Guideline No. 3—Motorcycle Safety.

## 5.5 Traffic Safety Information System Improvements

### *Problem ID the Strategy Addresses*

Traffic records are a key component in the effort to improve safety on the State’s transportation system by allowing for the analysis of crash data to aid in the deployment and evaluation of traffic safety countermeasures to move Alaska Toward Zero Deaths (TZD) on our roadways. The traffic records systems underpin the overall effort to make the maximum use of resources to improve safety.

The last assessment of Alaska’s traffic records system was recently completed on April 8, 2022. A new five-year (2022 to 2026) Traffic Records Strategic Plan was adopted at the May 17, 2022 ATRCC meeting. The plan is based on the findings and recommendations documented in the 2022 traffic records assessment and the information provided by the State to the project team. The plan provides a comprehensive data-driven approach to traffic records.

The purpose of the strategic plan is to provide the ATRCC, DOT&PF, AHSO, and other traffic safety stakeholders a blueprint to improve their traffic records systems and increase the quality of the data for decision-makers and researchers who rely on traffic records data. The plan is directed primarily at actions the ATRCC can help accomplish through its member agencies while pursuing the goal of improving traffic records. As such, it touches on the activities of all stakeholder agencies within the State. The Strategic Plan also helps the ATRCC fulfill the broad role of communication, coordination, and assistance among collectors, managers, and users of the various data systems in Alaska.

Members of the ATRCC organized and completed a thorough review of the 2022 Traffic Records Assessment report at their May 17, 2022 meeting. Focus was dedicated to a review of the priority recommendations and which recommendations the ATRCC felt were a priority and could be realistically achieved. In the coming years, further review of the report will be conducted of the considerations detailed in the report and the ATRCC Strategic Plan will be revised as determined necessary. Further information about the full 2022 Assessment report can be found at: <https://dot.alaska.gov/stwdplng/hwysafety/trafficrecords.shtml>.

### *Countermeasure Strategy*

The Traffic Records Strategic Plan is the guiding document for the ATRCC, a body composed of members from the different data owners, and stakeholders involved in collecting and using data related to highway safety. Section 405c funds provide guidance for traffic records projects planned, implemented, and managed by the ATRCC. The Strategic Plan is based on expert recommendations from the 2022 Traffic Records Assessment. By following the assessment recommendations many of the planned strategies will help achieve our goals. The plan is the committee’s charter and provides guidance and helps monitor progress.

As mentioned previously, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. The AHSO will continue to partner with the ATRCC to address areas like timeliness, accuracy, completeness, and accessibility because

traffic records impact all areas of safety programming. The performance targets and performance measures noted below support the State's Section 405c grant application. The projects identified for FFY2024–2026 will be chosen to support the Traffic Records Strategic Plan strategies, strengthen Alaska's traffic records information systems, and improve the quality of data used by partners and stakeholders to make safety investment decisions and safety improvements. In turn, these strategies and projects will combine to improve the quality, accessibility, and timeliness of traffic records throughout the State. All proposed strategies will aid in the identification of traffic safety problem areas in the State and help in the development of countermeasures to address them.

The Traffic Records Assessment priority recommendations to be addressed may include projects that:

1. Improve the Interfaces of Injury and Crash Data.
2. Improve the Interfaces with the Crash Data System.
3. Improve the Data Quality Control Program for the Crash Data System.
4. Improve the interfaces with the Citation and Adjudication Systems.
5. Improve the data quality control program for the Citation and Adjudication Systems.
6. Improve the interfaces with the Crash Data System.
7. Improve the data quality control program for the Crash Data System.

The AHSO has previously funded the development of TraCS software which includes the uniform citation form, DUI citation form, DUIPak, long and short form crash reports, and the update/continuation form. This software is available at no charge to all Alaska law enforcement agencies. As a result, the AHSO does not provide funding support for proprietary crash and citation software. The AHSO will continue to support the maintenance and upgrade of TraCS software and training activities for agencies that implement TraCS. Items eligible for funding under a TraCS project may include computer software (other than citation and crash form software) and hardware needed to implement TraCS or traffic records management systems. The AHSO will continue to support the TraCS through payment of the license fee that enables State and local law enforcement to submit crash reports and citations electronically through the TraCS program. Anticipated improvements will be improved interfaces, data quality, and timeliness with the citation and adjudication and crash data systems.

The AHSO provides support to the TRCC in implementation of the FFY2024 Traffic Records Strategic Plan. The Traffic Records Coordinator serves as the champion for safety data initiatives and markets the traffic records ideal throughout the State and administers the daily business of the committee. All aspects of the Strategic Plan are maintained and managed by the Coordinator, as well as providing regular progress reports to Federal sponsors about its implementation.

The NHTSA Traffic Records Program Assessment Advisory, which has been the framework for the conduct of Traffic Records Assessments, states that the TRCC coordinator is designated by the committee to aid the technical TRCC chair, the executive TRCC, and technical TRCC. The coordinator may be an employee of a key custodial agency or a contractor. In Alaska, the TRCC Coordinator is housed in the AHSO. Specific duties include coordination of the technical TRCC at the direction of the chair; coordination of the development, implementation, and maintenance of the TRCC strategic plan; and providing secretariat support for the executive TRCC.

The AHSO fully supports the evidence of the effectiveness of having a Traffic Records Coordinator. The Traffic Records Coordinator in conjunction with the ATRCC will work to continue to improve the accessibility, timeliness, uniformity, and accuracy of traffic records in the State. Grant awards will be based on the outcomes of the ATRCC’s proposal review, the availability of 405c funding, and each project’s ability to improve traffic records in the State.

### *Performance Targets the Strategy Addresses*

Table 5.1 summarizes the priority recommendations from the assessment and the ATRCCs plans for implementing them or outlining recommendations they do not plan to address in the following FFY. All improvements made are expected to reflect the best practices identified in the Traffic Records Program Assessment Advisory. Following the assessment report out, the ATRCC reviewed the recommendations, identified the recommendations the State intends to address in FFY2024–2026, and developed the anticipated performance measures they plan to utilize. The ATRCC then approved their incorporation into the revised ATRCC Strategic Plan.

**Table 5.1 Traffic Records Assessment Priority Recommendations**

<b>Data System</b>	<b>2022 Assessment Recommendations<sup>1</sup></b>	<b>Responses to Assessment Recommendations for FY2024</b>
Crash	Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<ul style="list-style-type: none"> <li>• Now that the backlog is nearly completed the ATRCC plans to work with the AKDOT in FFY2024 to assist in the development of a dashboard that will improve the accessibility of crash data to locals.</li> <li>• There is no priority to improve MMUCC compliance in FFY2024, however, the ATRCC will consider coming up with a plan for when and how the State will work to update the crash reporting form again.</li> </ul>
Crash	Improve the data dictionary for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This will not be a priority of FFY2024 as the priority is to get the crash data entry up to date.
Crash	Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>For FFY2024–2026, the ATRCC will work to develop a comprehensive quality control and assurance program to include performance measures that provide actionable information and a process for error correction. The ATRCC will look to determine if any of the following performance measures can be reported on and set a baseline and target:</p> <ul style="list-style-type: none"> <li>• C-A-1: The percentage of crash records with no errors in critical data elements.</li> <li>• C-A-2: The percentage of in-State registered vehicles on the State crash file with Vehicle Identification Number (VIN) matched to the State vehicle registration file.</li> <li>• C-C-2: The percentage of crash records with no missing data elements.</li> <li>• C-C-3: The percentage of unknowns or blanks in critical data elements for which unknown is not an acceptable value.</li> </ul>
Crash	Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This will not be a priority of FFY2024, will consider in future FFY2025–2026 once the crash backlog is taken care of.

Data System	2022 Assessment Recommendations <sup>1</sup>	Responses to Assessment Recommendations for FY2024
Vehicle	Improve the data dictionary for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority at this time for the ATRCC. May consider in future FFY when systems are being updated or replaced.
Vehicle	Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>For FFY2024–2026, the ATRCC will continue to work with the DMV to develop a comprehensive quality control and assurance program to include performance measures that provide actionable information and a process for error correction. The DMV will look to determine if any of the following performance measures can be reported on and set a baseline and target:</p> <ul style="list-style-type: none"> <li>• V-A-1: The percentage of vehicle records with no errors in critical data elements.</li> <li>• V-C-2: The percentage of vehicle records with no missing data elements.</li> <li>• V-C-3: The percentage of unknowns or blanks in critical data elements for which unknown is not an acceptable value.</li> <li>• V-C-4: The percentage of vehicle records from large trucks and buses that have all of the following data elements: Motor Carrier ID, Gross Vehicle Weight Rating/ Gross Combination Weight Rating, Vehicle Configuration, Cargo Body Type, and Hazardous Materials (Cargo Only).</li> </ul>
Driver	Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>For FFY2024–2026 the ATRCC will continue work with the DMV to develop a comprehensive quality control and assurance program to include performance measures that provide actionable information and a process for error correction. The DMV will look to determine if any of the following performance measures can be reported on and set a baseline and target:</p> <ul style="list-style-type: none"> <li>• D-A-1: The percentage of driver records that have no errors in critical data elements.</li> <li>• D-A-2: The percentage of records on the State driver file with Social Security Numbers (SSN) successfully verified using Social Security Online Verification (SSOLV) or other means.</li> <li>• D-C-2: The percentage of driver records with no missing data elements.</li> <li>• D-C-3: The percentage of unknowns or blanks in critical data elements for which unknown is not an acceptable value.</li> </ul>
Roadway	Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority at this time for the ATRCC. May consider in future FFY when systems are being updated or replaced.
Roadway	Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>This is not a priority at this time. The ATRCC will seek additional input from David Oliver to determine if there are opportunities to address:</p> <ul style="list-style-type: none"> <li>• R-U-1: The number of Model Inventory Roadway Elements (MIRE) compliant data elements entered into a database or obtained via linkage to other databases.</li> </ul>

Data System	2022 Assessment Recommendations <sup>1</sup>	Responses to Assessment Recommendations for FY2024
Roadway	Improve the procedures/ process flows for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>This is not a priority at this time. The ATRCC will seek additional input from David Oliver to determine if there are opportunities to address:</p> <ul style="list-style-type: none"> <li>• R-X-1: To measure accessibility of a specific file in the roadway database: <ul style="list-style-type: none"> <li>– Identify the principal users of the file</li> <li>– Query the principal users to assess (a) their ability to obtain the data or other services requested and (b) their satisfaction with the timeliness of the response to their request</li> <li>– Document the method of data collection and the principal users' responses</li> </ul> </li> </ul>
Citation & Adjudication	Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>Alaska has citation QA/QC issues due to 12 Payee cities, like APD, so a lot of citations are missing. The issue the ATRCC will try to address in FFY2024–2026 is there a way to get the Payee city data? Rick Roberts and the LEL brought on by AHSO will get together to speak with APD and other Payee cities about how to get their citation data. The current data can be queried but it will not be complete due to the Payee cities so the ATRCC will look into potentially improving Completeness as a metric/target for getting cities to provide citation data. Furthermore, the ATRCC will look at opportunities to address this in FY2024 and ATRCC could fund Payee cities to get their citation data.</p> <ul style="list-style-type: none"> <li>• C/A-U-2: The percentage of citation records entered into the database with common uniform statewide violation codes.</li> </ul>
Citation & Adjudication	Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	<p>The Center for Safe Alaskans is exploring if/how to link citation thru APD with crash and injury data in FY2024–2026 for future potential evaluation on the following performance measure:</p> <ul style="list-style-type: none"> <li>• C-I-1: The percentage of appropriate records in the citation file that are linked to another system or file. Examples: DWI citations linked to adjudication file.</li> </ul>
Injury Surveillance	Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority of the ATRCC in FFY2024–2026.
Injury Surveillance	Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	This is not a priority of the ATRCC in FFY2024–2026.

<sup>1</sup> To reflect best practices identified in the Traffic Records Program Assessment Advisory

*Federal Funds the State Plans to Use*

**Estimated Allocation of Funds: \$700,000**

**Funding Source(s): 405c**

## *Considerations Used to Determine What Projects to Fund for the Strategy*

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

## *How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines*

The traffic records countermeasure strategies planned for 2024–2026 align with the State’s Traffic Records Strategic Plan and the elements in NHTSA’s Highway Safety Program Guideline No. 10—Traffic Records.

## 5.6 Distracted Driving

### *Problem ID the Strategy Addresses*

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 which do not involve physical injury or death to another person results in a citation punishable by a \$500 fine, with no threat of jail time. In cases where 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 due to texting while driving 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 statewide attitudinal telephone survey regarding perceptions of driving safety. A component of the survey asks citizens for 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. The methodology and results of the most recent survey can be found in the following sections.

### *Attitudinal Survey Methodology*

The Center for Safe Alaskans (CSA) in conjunction with Hays Research Group LLC (HRG) designed and implemented the 2022 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 distracted driving.

The interviews conducted averaged 12 minutes in length. The random sample of 389 (n = 389) 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 2022 survey methodology had a quota of at least 60 percent of completed interviews with respondents on cell phones. An over-sample of Anchorage residents was done to gather enough responses to break down data for Anchorage only, however the overall data was weighted to reflect the actual population breakdown of the entire State of Alaska. The survey included both multiple choice and open-ended questions.

The probability is 19 out of 20, for the overall sample size, that if researchers had sought to interview every household from the sample frame above by using the same questionnaire, the findings would differ from these

overall survey results by no more than 5 percentage points in either direction. Thus, the margin of error is +/- 5.0 percent for the overall sample. For the remaining subgroups, the sampling error may be larger.

The sampling error is not the only way in which survey findings may vary from the findings that would result from talking to every resident in the population studied. Survey research is susceptible to human and mechanical errors such as interviewer recording and data handling errors. However, the standardized procedures used by HRG including the use of Computer Assisted Telephone Interview software (CATI) eliminate such errors associated with paper and pencil methods thus keeping the human error potential to a minimum.

Interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process. Members of the HRG team, employing SPSS software, analyzed the data. The primary procedures reported are frequencies and cross tabulations.

### **2022 Survey Demographics:**

- 47 percent of respondents were females and 53 percent were males.
- 47 percent of the sample were college graduates.
- 79 percent were Caucasian and 21 percent were non-Caucasian.

### **Distracted Driving Related Survey Highlights:**

- Over half (54 percent) of Alaskan drivers report they have read, seen, or heard about distracted driving in Alaska this summer.
- Of those respondents, a majority (64 percent) recalled seeing distracted driving ads on television.
- Twenty percent of Alaskan drivers' report talking on their cell phone while driving always or often, comparable to 2020 (15 percent).
- The number of respondents who say they never read or text while driving fell slightly from 71 percent in 2021 to 64 percent. Similar to previous years, only two percent of drivers report often reading or sending text messages compared to five percent in 2020.
- Hands-free cell phone usage increased dramatically from 38 percent in 2020 to 57 percent.
- Sixty nine percent of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (64 percent).
- Alaska residents' attitudes about texting while driving remained the same, with a consistently strong, 87 percent, belief that it is very dangerous to text while driving.
- Thirty percent of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 73 percent believe it is likely or very likely that you will get in a collision.

## Countermeasure Strategy

As described in other program areas, the AHSO plans to continue our partnership with the media contractor to develop more robust messaging for the driving public about the dangers of distracted driving. NHTSA indicates that public information and education programs should be comprehensive, seasonally focused, and sustained.

### Communication Campaign

The AHSO will utilize the expertise of our media contractor each year to develop targeted messaging focusing on distracted driving messages. The goal of this campaign is to make drivers aware of the dangers of distracted driving which, in turn, will reduce their use of cell phone devices while driving.

For the distracted driving campaign, the media contractor will try to reach 16–54-year olds, with a focus on 16–35-year old's. Since this is a growing issue, the aim is to provide education, prevention, and enforcement messaging. This will be done by reaching the major urban areas in the State, and scheduling the airing of messaging during high-volume traffic periods, such as the commute hours and summertime when Alaska has more tourists and travelers on the roads. The Alaska distracted driving paid media will also work to enhance any national media campaigns that NHTSA may promote about the dangers of distracted driving.

**Evidence of Effectiveness:** CTW, Appendix 4: Section 2.2

### Performance Targets the Strategy Addresses

Distracted driving is a difficult program area to address because distracted driving citations and crash data in Alaska is largely unavailable or unreliable. For example, the Alaska CARE system indicated seven fatalities occurred due to distracted driving from 2015–2020, with no fatalities due to distracted driving in 2015, 2016, 2017, or 2019. Similarly, NHTSA FARS FIRST database reports an average of less than four fatal crashes per year involving a distracted driver between 2016 and 2020. In many cases, it may be challenging for on-scene law enforcement to determine whether distracted driving contributed to a crash, and therefore it is likely distracted driving is underreported. Furthermore, the AHSO was able to obtain little distracted driving citation data for analysis, none of which was statewide. What was obtained indicated writing citations for distracted driving is difficult due to the low numbers available for analysis. Additionally, the AHSO believes using citation data to develop targets creates a quota system for performance measures that is unethical.

Since more traditional forms of data for traffic safety are unclear on how prevalent distracted driving is in Alaska it becomes difficult to craft enforcement programs and countermeasures as found in other program areas of this HSP. However, like much of the Nation, the AHSO knows distracted driving crashes, specifically with the use of mobile electronic devices, are under-reported and distracted driving is a problem. Until more crash data becomes available, our countermeasures are limited to educating the public about the dangers of distracted driving which is something the AHSO can track from the data in the statewide attitudinal awareness surveys.

The most recent attitudinal awareness survey in 2022 indicated 20 percent of Alaskan drivers report talking on their cell phone while driving always or often, compared to 15 percent in 2020. The number of respondents who said they never read or text while driving dipped slightly to 64 percent. Only two percent of drivers indicated they often read or send text messages down from five percent in 2020. Hands-free cell phone usage increased to 57 percent from 38 percent in 2020. Also, 69 percent of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving. Alaska residents' attitudes about texting while driving remained

essentially the same, with a consistently strong (87 percent) belief that it is very dangerous to text while driving. Thirty percent of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 73 percent believe it is likely or very likely that you will get in a collision.

The AHSO chooses to be proactive and address distracted driving at some level, rather than ignore it, to reduce the level of injuries related to distracted driving even though they may not be reflected in the crash or citation data. From the attitudinal survey data available the AHSO strongly believes that increasing the awareness of being involved in a crash due to distracted driving is something which can be reliably tracked and addressed through a comprehensive educational and awareness program. The following is Alaska’s selected quantitative target for this non-Core Measure performance area:

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.

### *Federal Funds the State Plans to Use*

**Estimated Allocation of Funds: \$910,500**

**Funding Source(s): 402**

### *Considerations Used to Determine What Projects to Fund for the Strategy*

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

### *How the Countermeasure Strategy was Informed by NHTSA’s Uniform Guidelines*

In the absence of a specific Highway Safety Program Guideline for Distracted Driving, the countermeasure strategies were informed by the most recent edition of Countermeasures That Work. Specifically, the Communications and Outreach on Distracted Driving countermeasures.

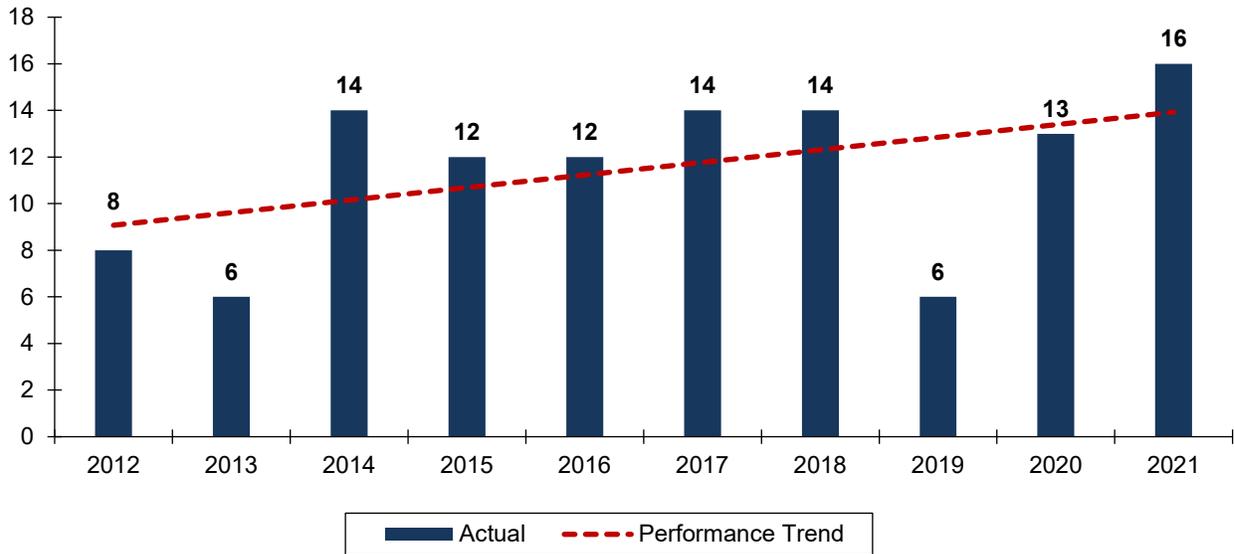
## 5.7 Pedestrian and Bicyclist Safety

### *Problem ID the Strategy Addresses*

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. Pedestrians and bicyclists do not have protective cages, and therefore have a more limited ability to handle physical impact forces from crashes.

There has been a concerning upward trend in pedestrian fatalities over the last ten years, as shown in Figure 5.20. Between 2017 and 2021, pedestrian deaths accounted for 18 percent of all traffic fatalities in Alaska. In 2021, the number of pedestrian fatalities reached a new high of 16 fatalities, affirming the need for continued vigilance in addressing pedestrian safety through engineering, education, enforcement, and emergency medical services countermeasures.

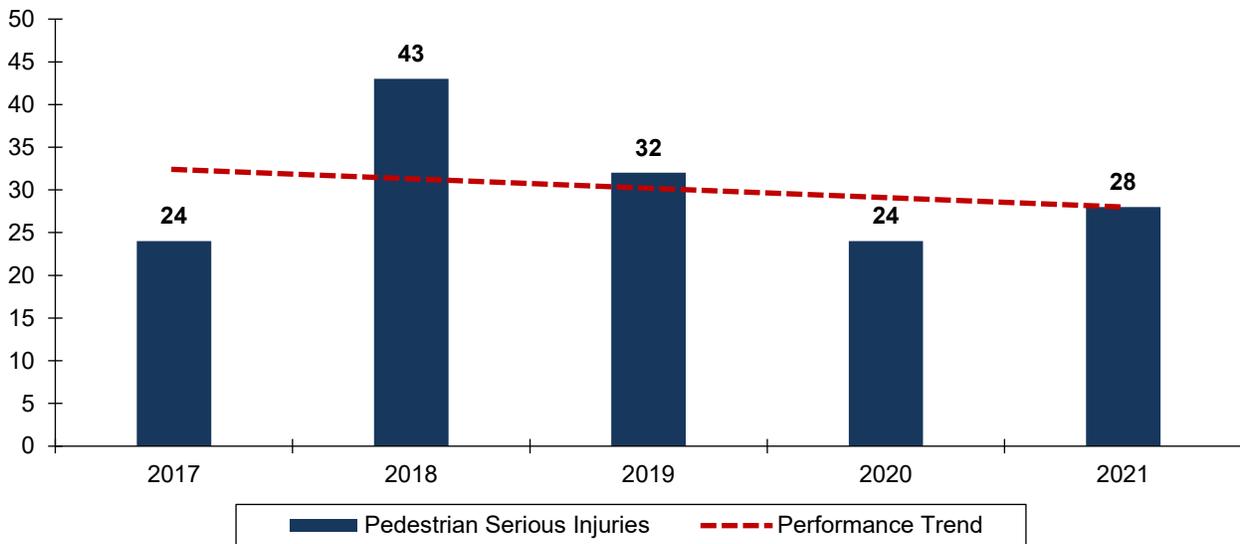
**Figure 5.20 Pedestrian Fatalities by Year**



Source/Date Accessed: FARS, May 2023.

Serious injuries involving pedestrians has been inconsistent in recent years with a peak of 43 in 2018 and a low of 24 in 2017 and 2020, as shown in Figure 5.21.

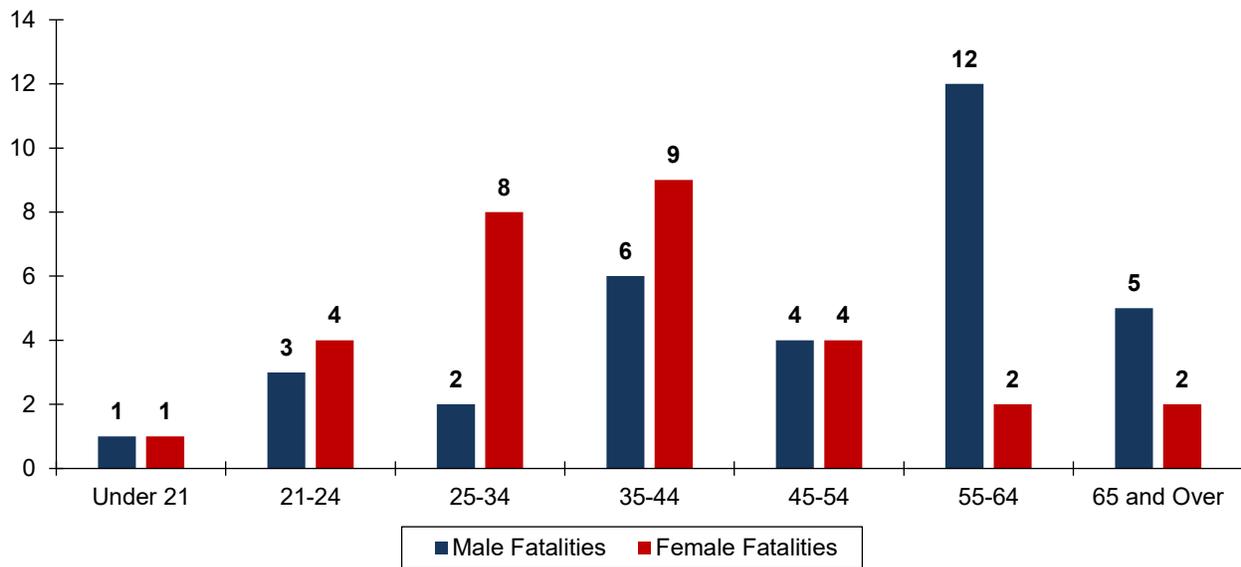
**Figure 5.21 Pedestrian Serious Injuries by Year**



Source/Date Accessed: Alaska CARE, May 2023.

The age distribution for pedestrian fatalities was different between male and female pedestrians between 2017 and 2021, as illustrated in Figure 5.22. Male pedestrians age 55 to 64 years had the highest number of fatalities, accounting for 19 percent of all pedestrian fatalities. Males ages 35 to 44 years were the next highest for male pedestrians, with six fatalities. In comparison, female pedestrians ages 35 to 44 years had nine fatalities, followed closely by 8 female pedestrian fatalities age 25 to 34 years old.

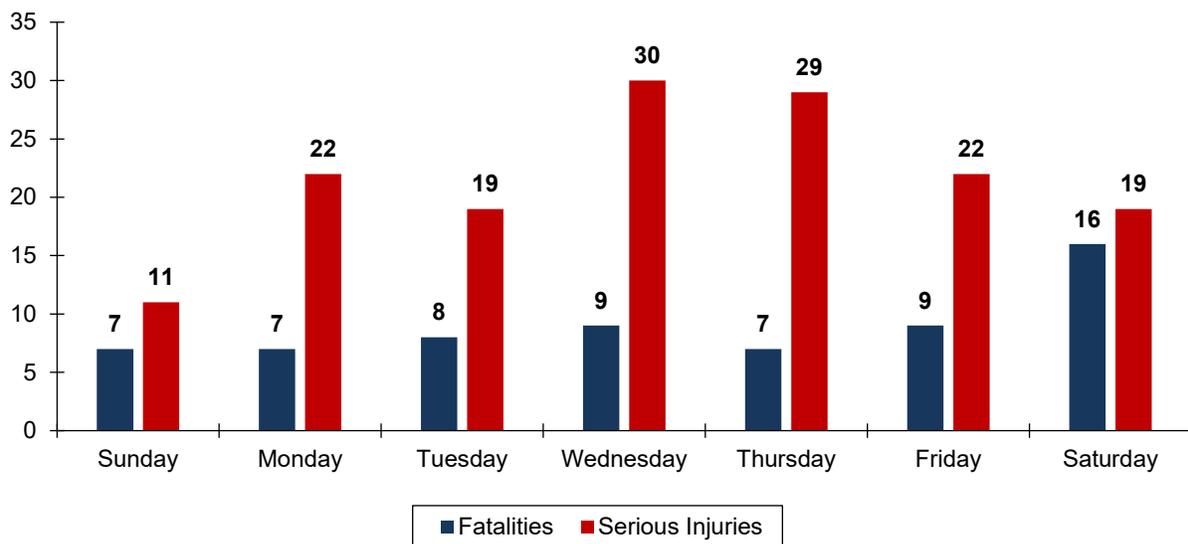
**Figure 5.22 Pedestrian Fatalities by Age and Gender**



Source/Date Accessed: FARS FIRST, May 2023.

Figure 5.23 shows that from 2017 to 2021, pedestrian fatalities peaked on Saturday (16 fatalities), followed by Wednesday and Friday (9 fatalities each). By contrast, pedestrian serious injuries were most common on the weekdays of Wednesday (30 serious injuries) and Thursday (29 serious injuries).

**Figure 5.23 Pedestrian Fatalities and Serious Injuries by Day of Week**

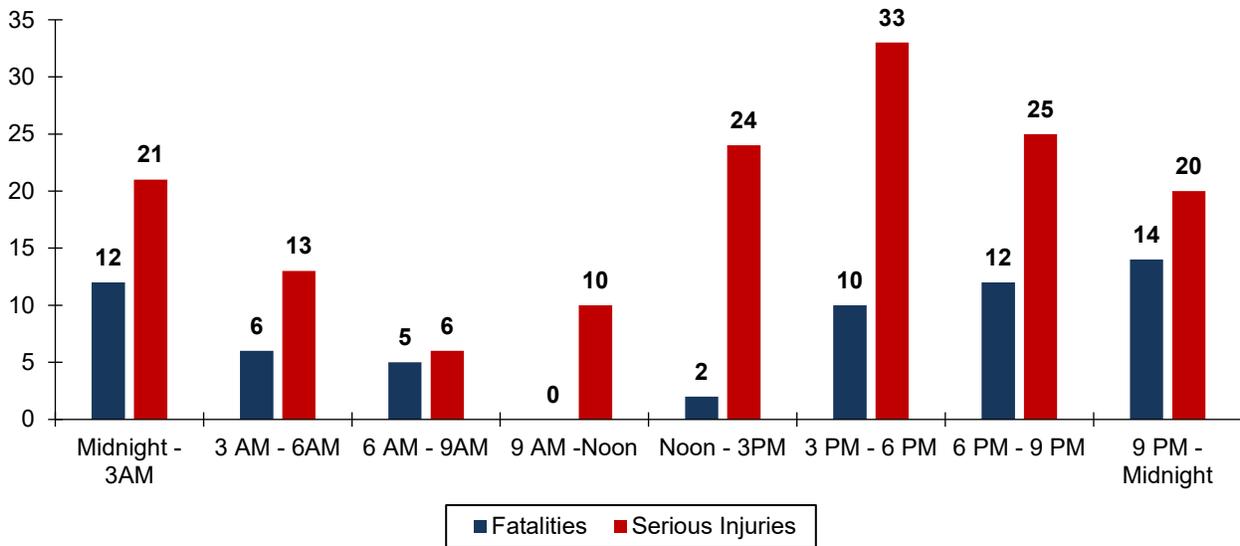


Source/Date Accessed: Alaska CARE and FARS FIRST, May 2023.

Figure 5.24 highlights that between 2017 and 2021, both pedestrian fatalities and serious injuries were much more likely in afternoon, evening, and nighttime hours. For pedestrian fatalities, there were 14 fatalities between 9:00 p.m. and midnight, followed by 12 fatalities each during 6:00 p.m. to 9:00 p.m. and midnight to

3:00 a.m. Pedestrian serious injuries were most common from 3:00 p.m. to 6:00 p.m. with 33 serious injuries, followed by 6:00 p.m. to 9:00 p.m. with 25 serious injuries, and noon to 3:00 p.m. with 24 serious injuries.

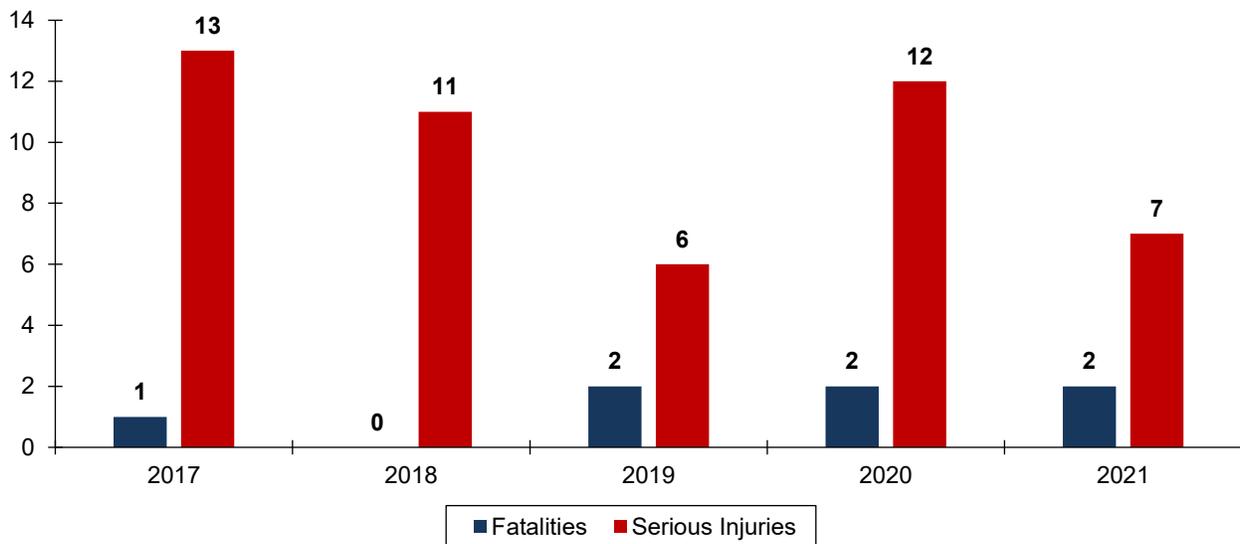
**Figure 5.24 Pedestrian Fatalities and Serious Injuries by Time of Day**



Source/Date Accessed: Alaska CARE and FARS FIRST, May 2023.

Figure 5.25 shows how many bicyclists were killed or seriously injured between 2017 and 2021. In Alaska, there are few bicyclist fatalities annually. However, in 2019, 2020, and 2021, two cyclists were killed annually on Alaska’s roads. The number of cyclists seriously injured varies between 6 and 13 serious injuries annually in recent years.

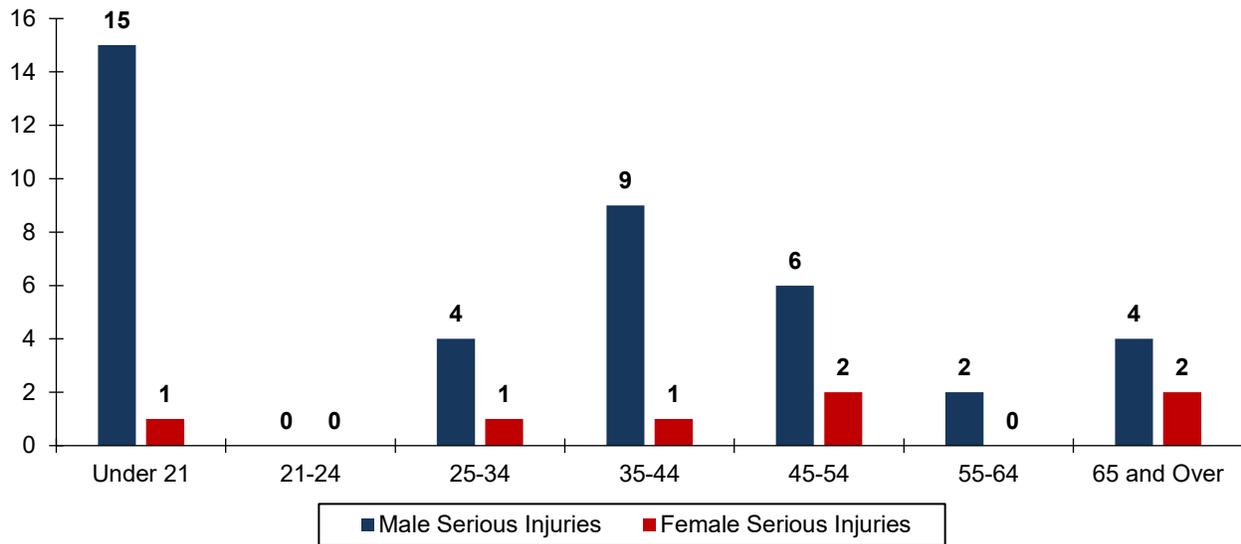
**Figure 5.25 Bicyclist Fatalities and Serious Injuries by Year**



Source/Date Accessed: Alaska CARE and NHTSA STSI, May 2023.

Figure 5.26 breaks down bicycle serious injuries by age group and gender between 2017 and 2021. Bicyclists under age 21 had the highest risk for serious injury, with 16 total serious injuries, 15 of which were male. The age group with the next highest number of serious injuries were 35- to 44-year-olds with 10 serious injuries, 9 of which were male. In general, male bicyclists were over four times more likely to be involved in more injury crashes than female bicyclists during this period.

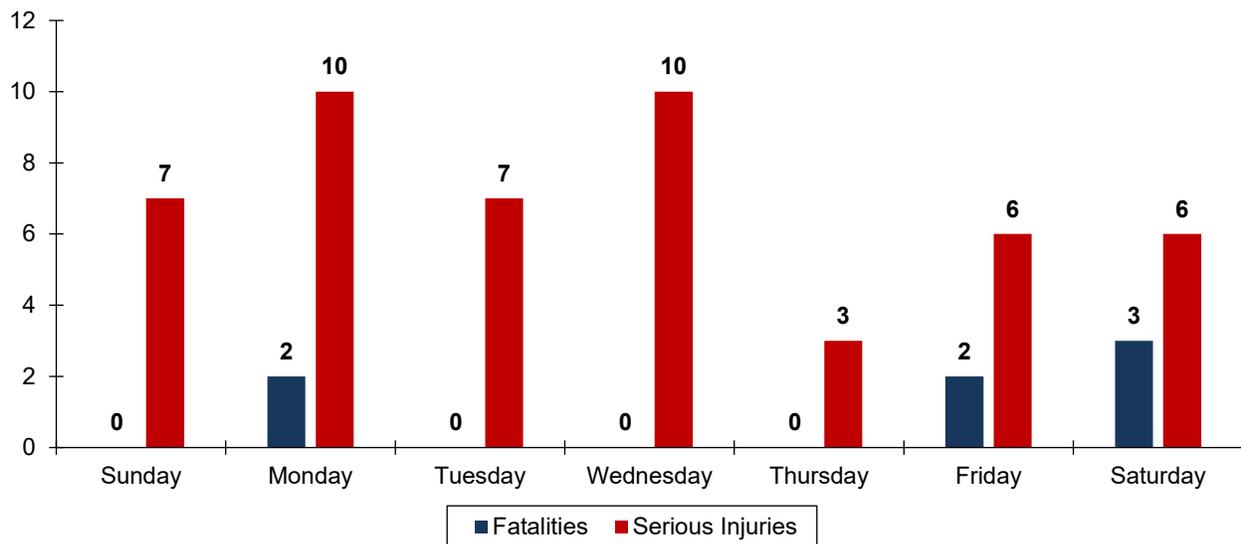
**Figure 5.26 Bicycle Serious Injuries by Age Group and Gender**



Source/Date Accessed: Alaska CARE, May 2023.

When bicyclists ride also influences crash risk. Between 2017 and 2021, bicyclists were more frequently killed on Monday, Friday, and Saturday, with serious injuries more likely on Sunday, Monday, and Wednesday, as seen in Figure 5.27.

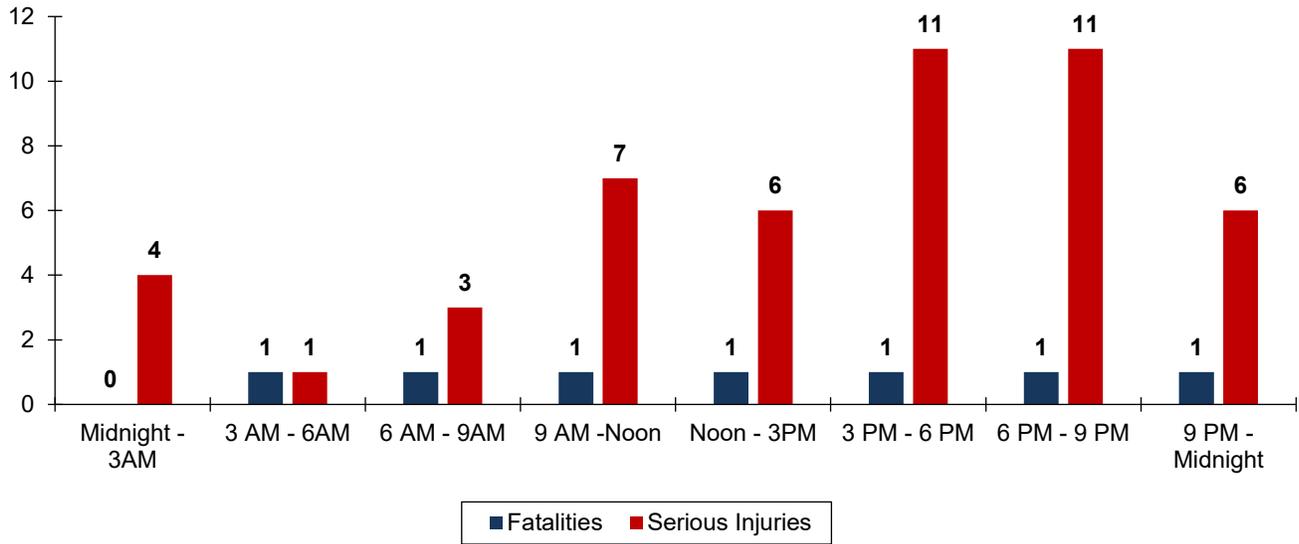
**Figure 5.27 Bicycle Fatalities and Serious Injuries by Day of Week**



Source/Date Accessed: Alaska CARE and FARS FIRST, May 2023.

Figure 5.28 shows the number of bicycle fatalities and serious injuries by time of day between 2017 and 2021. Bicyclist fatalities were evenly distributed throughout the day, with one fatality in each time period except for midnight to 3:00 a.m. About 45 percent of all bicycle serious injuries occurred between 3:00 p.m. and 9:00 p.m., suggesting that serious injuries may be occurring when bicyclists are traveling to/from work, school, or errands. Ensuring bicyclists can see and be seen is essential to their safety.

**Figure 5.28 Bicycle Fatalities and Serious Injuries by Time of Day**



Source/Date Accessed: Alaska CARE and FARS FIRST, May 2023.

### Countermeasure Strategy

Sources include: CTW 3 stars or above, assessment recommendation(s), Uniform Guidelines for Highway Safety Program. “For all other countermeasures, provide justification supporting the countermeasure, including available data, data analysis, research, evaluation and/or substantive anecdotal evidence, that supports the effectiveness of the proposed countermeasure strategy.”

Roadway design that accommodates pedestrians and bicyclists is essential for accessibility and safety. Alaska is committed to maintaining an infrastructure that encourages all modes of travel. At the same time, the AHSO recognizes the critical role education and enforcement play in protecting these most vulnerable roadway users. Similar to the motorcycle program area, bicycle and pedestrian safety strategies are addressed in the SHSP Special Users Emphasis Area action plan. The AHSO is an active member of the Emphasis Area’s Bicycle/Pedestrian Subcommittee.

In addition to paid media outreach, the AHSO plans to fund projects to address pedestrian and bicycle crashes. While outreach and education efforts for pedestrians typically target children and seniors, who historically are overrepresented in pedestrian crashes, it is important to note all age groups are at risk.

### Conspicuity Enhancement

The Center for Safe Alaskans will work with partners in Anchorage each year to engage community stakeholders specifically to educate bicyclists and pedestrians on the use of high visibility gear. This project is intended to reach 5,000 pedestrians and cyclists annually on becoming more visible. In addition, educational

focus groups with high school youth will be conducted to gain qualitative data regarding bicycle helmet use. Project solutions will be coordinated with DOT engineers, AHSO staff, and the media contractor to help address pedestrian bicycle safety.

As mentioned in Section 1.0 Highway Safety Planning Process, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. To provide the maximum impact and likelihood for increasing pedestrian and bicyclist safety, the AHSO provides leadership, data, and technical assistance to other State agencies, law enforcement agencies and to local pedestrian and bicyclist safety projects. The AHSO conducts problem identification to identify the areas and populations that have the highest rate of pedestrian and bicyclist crashes. Alaska's pedestrian and bicyclist safety includes engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures to reach high-risk populations. The AHSO uses input collected throughout the year from planning partners identified in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY2024–2025 pedestrian and bicyclist program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based selection strategies for pedestrian and bicyclist safety countermeasures, the likelihood of our strategies reaching Alaska's performance targets increases in reducing pedestrian and bicyclist fatalities and serious injuries.

The project will help address Alaska's pedestrian and bicycle fatality performance targets C-10 and C-11.

A body of research in the past several decades has established numerous factors associated with pedestrian crashes. Pedestrian and driver pre-crash actions and behaviors (such as distraction, driver speed and alcohol use), vehicle type and design, pedestrian and vehicle volumes/exposure, and elements of the built environment (including roadway design, presence of pedestrian facilities, and street-crossing facilities) all contribute to pedestrian crashes. Several studies have provided evidence of the role of the transportation environment in pedestrian safety and summarized best practices in engineering and design for pedestrian safety (FHWA, 2011; Redmon, 2011; Retting, Ferguson & McCart, 2003). Enacting and implementing Complete Streets policies has been identified as one of the more low-cost and impactful countermeasures, as evidenced by numerous cities and States across the United States.

In the Hunter et al. (1996) study, bicyclist factors contributing to crashes, especially at intersections or other junctions, included bicyclists riding the wrong way. Thirty-two percent of all bicyclists in the study were riding against traffic; for intersection collisions, the proportion was 42 percent. In 15 percent of crashes, bicyclist riding wrong way was coded as a contributing factor to the crash (Hunter et al., 1996). A bicyclist's failure to yield was coded in 21 percent of the study crashes and stop sign violations were coded in eight percent of the crashes. Children riding a bicycle were overrepresented in stop sign and yield violations and crashes on local and two-lane streets, whereas adult bicyclists were more likely to contribute to their crashes through alcohol or drug use and lane position and lane change errors. The most common driver contributing factor was yield violation at either an intersection or midblock locations; however, as mentioned the bicyclist riding the wrong way may have been a contributing factor in such crashes.

Widespread use of retroreflective materials would increase the ability of drivers to detect pedestrians at night in time to avoid crashes. Pedestrians wearing good retroreflective materials, particularly materials that highlight a person's shape and moving extremities (i.e., wrists and ankles), or widespread use of active (flashing) lights can be detected hundreds of feet farther than can pedestrians in normal clothing, even with low-beam

illumination (Koo & Huang, 2015; Karsh, Hedlund, Tyson & Leaf, 2012; Zegeer et al., 2004, Strategy B5). A study in a controlled (closed road) environment also validated that pedestrians are detected more readily when they wear reflective elements on their moving body parts rather than attached to the torso (Tyrrell et al., 2009).

A Cochrane review of studies of pedestrian and bicycle conspicuity aids concluded that “fluorescent materials in yellow, red, and orange improved driver detection during the day...” (Kwan & Mapstone, 2004). Even low beam headlights can illuminate figures wearing fluorescent materials hundreds of feet away, much farther than figures wearing normal clothing (Zegeer et al., 2004, Strategy B5; Raborn et al., 2008, Strategy F2). One study among a cohort of riders who had participated in a large mass bicycle event found results suggesting that consistent use of fluorescent colors provides a protective effect against crashes and injuries (Thornley, Woodward, Langley, Ameratunga, & Rodgers, 2008). Another Cochrane systematic review and meta-analysis of twenty-two studies evaluating non-legislative helmet promotion programs aimed at children under 18 found the odds of observed helmet wearing were significantly greater among those receiving the interventions (Owen, Kendrick, Mulvaney, Coleman, & Royal, 2011).

Bicyclists represent all ages with many levels of knowledge, skill, perception, and judgment. Thus, educational and enforcement programs must take these factors into account and be designed to target age-specific concerns and the knowledge, skills, and behavioral attributes of these different groups of riders. Several studies have also identified demographic differences in injury risk, amounts of bicycled riding, and helmet use. Davison et al. (2013) found being male and a recent immigrant were both associated with increased bicycling injury risk among Canadian youth. Lower socioeconomic class was associated with lower helmet use. Richard, Thélot, and Beck (2013) found helmet use to be lower among females, younger and older ages, lower income persons, and urban dwellers than among rural and suburban residents.

Both short lecture-based programs and more extensive programs with on-bicycle training can increase children’s knowledge of laws and safe behaviors (Ellis, 2014; Hooshmand, Hotz, Neilson, & Chandler, 2014; Lachapelle, Noland, & Von Hagen, 2013; Thomas et al., 2005) or observed behaviors in an educational context (Ducheyne et al., 2013, 2014), but whether these translate into adoption of the safe behaviors is less certain. A 2005 study for NHTSA described four school-based, on-bicycle training programs that each achieved sustained knowledge gains, and higher average knowledge compared to students who had never had a training course (Thomas et al., 2005). Self-reports from students and parents also suggested that safe riding behaviors and enjoyment of riding improved, more so in the courses taught on road than those taught in a closed course (on the school grounds).

The programs are proven countermeasure that the AHSO believes will help to impact the pedestrian and bicyclist performance targets (C-10 and C-11).

**Evidence of Effectiveness:** CTW, Chapter 8: Section 4.3; and Chapter 9: Sections 1.3, 2.2, 3.1, and 3.2

## Communication Campaign

Projects will fund an evidence-based media campaign which will allocate substantially more resources than in years past to help address the upward fatality trend and educate the pedestrian public. Different messaging will be utilized via radio, digital, and social media to educate school age children on safe pedestrian concepts and behaviors around schools; and older pedestrians on the dangers of impairment and walking as evidence has shown a number of impaired pedestrians killed while crossing the street at non-intersections. The Anchorage area which has seen the majority of the fatal pedestrian crashes will be a focus of the campaign. The current plan includes the top eight media stations in Anchorage and top four in Kenai, Juneau, and Fairbanks for our demographic to run intermittently throughout the summer. In August and September when

children will be returning to school, the messaging for that demographic will commence. The goal is to have the message heard at least six times per listener throughout the entire campaign to modify the behavior of the target audiences and ultimately to keep Alaska’s pedestrians safer.

A mass media campaign consists of intensive communication and outreach activities regarding bicyclist and pedestrian safety measures and promotes specific behaviors such as making sure these roadway users are visible to other motorists and using intersections and crosswalks. Campaigns vary in size, duration, funding, and many other ways. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to—and effective for—the audience and goal.

As mentioned previously, Alaska utilizes data driven decision-making to select, assess, and monitor projects that in combination with the totality of our safety planning will lead to safer roadways. To provide the maximum impact and likelihood for increasing pedestrian safety, the AHSO provides leadership, data, and technical assistance to other State agencies, law enforcement agencies and to local pedestrian safety projects. The AHSO conducts problem identification to identify the areas and populations that have the highest rate of pedestrian crashes. Alaska’s pedestrian safety program includes engagement with a strong network of safety partners and advocates who implement evidence-based countermeasures to reach high-risk populations across Alaska. These efforts will help address Alaska’s pedestrian fatality performance targets C-10.

NHTSA successfully implemented one zone-based program in Baltimore, Maryland that included public service announcements, posters, flyers, and interventions aimed at alcohol-impaired pedestrians, but the program is not currently active. Using 5.5 years of before data and two years of after data, Blomberg and Cleven (2000) found a 22 percent decrease in crashes among males 30 to 59 in the targeted zones where the intervention took place. Although encouraging, there have been no demonstrations of crash or injury reductions unless the communications and outreach is part of a comprehensive program that includes engineering measures and some form of law enforcement involvement, as in the case of Blomberg and Cleven.

**Evidence of Effectiveness:** CTW, Chapter 8: Section 4.3; and Chapter 9: Sections 1.3, 2.2, 3.1, and 3.2

### *Performance Targets the Strategy Addresses*

*(describe the link between the countermeasure strategy and the target)*

1. Reduce pedestrian fatalities by 8 percent from 13 (2017–2021 rolling average) to 12 (2020–2024 rolling average) by 2024.
2. Reduce bicyclist fatalities 100 percent from 1 (2017–2021 rolling average) to 0 (2020–2024 rolling average) by 2024.

### *Federal Funds the State Plans to Use*

**Estimated Allocation of Funds: \$1,060,143**

**Funding Source(s): 402, 405h**

### *Considerations Used to Determine What Projects to Fund for the Strategy*

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, input received from our public engagement efforts, and solicitation of proposals.

## *How the Countermeasure Strategy was informed by NHTSA’s Uniform Guidelines*

The pedestrian and bicycle countermeasure strategies align with the Communication Program and Outreach Program elements of Highway Safety Program Guideline No. 14—Pedestrian and Bicycle Safety.

The AHSO uses input collected throughout the year from planning partners identified in in the Highway Safety Planning Process section and the *Countermeasures That Work (CTW): A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Tenth Edition, 2020 in the selection of effective, evidence-based countermeasure strategies for the FFY2024–2025 pedestrian program area. Whenever possible the most effective proven strategies, such as those with two stars or greater, are selected and implemented. By using these evidence-based strategies for pedestrian safety countermeasures, the likelihood of the strategies reaching Alaska’s performance targets increases.

## 5.8 Roadside Safety

### *Problem ID the Strategy Addresses*

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.

### *Countermeasure Strategy*

The AHSO will apply for Preventing Roadside Deaths (405h) grant funding starting in FFY2024. The AHSO will build our plan to focus on better and more accurate data collection, public education, and enforcement of Alaska’s Move Over law.

In FFY2024, we plan to use the 405h funds for a public information campaign aimed at preventing roadside deaths. Funding will be used for the production of public information assets as well as statewide paid media campaigns to take place annually. Assets will include, but are not limited to television spots, video (for use on social media and other channels), still photography, motion graphics, static graphics, and radio spots. The media buy will include, but is not limited to, broadcast and/or cable television, terrestrial radio, streaming radio, YouTube, and social media platforms.

The campaign will encompass education about Alaska’s Move Over law and keeping first responders including law enforcement officers, firefighters, EMS, and other crash responders such as tow truck operators, as safe as possible. The campaign will be measured by public input provided on a Driver Attitudes and Awareness Survey. Roadside deaths of first responders will be monitored annually using crash data to determine the annual number of fatalities among first responders.

The AHSO will also work closely with the Traffic Records Coordinating Committee to identify the data related to roadside worker crashes (work zone, first responders, tow truck operators, etc.) and near-miss incidents, or how to capture this data if it is not presently available. In addition, we will work to expand our public education efforts, and enforcement of Alaska’s Move Over law in FFY2024–2026.

**Citation:** CTW, Chapter: 8 Section 3 and 4

### *Performance Targets the Strategy Addresses*

1. Increase knowledge of Alaska’s Mover Over law at least 5 percent annually based on the results of the initial 2023 attitudinal survey (baseline) by 2026.

Note: A performance target and the accompanying rationale to decrease roadside first responded related fatalities will be established for 2025 and 2026 after the AHSO and their partners identify and collect the required data in 2023.

### *Federal Funds the State Plans to Use*

**Estimated Allocation: \$696,000**

**Funding Source: 405h**

### *Considerations Used to Determine What Projects to Fund for the Strategy*

When determining what projects will be funded each year to implement this countermeasure strategy, the AHSO will consider analysis of Alaska’s traffic safety data, affected communities and impacted locations, and input received from our public engagement efforts.

### *How the Countermeasure Strategy was informed by NHTSA’s Uniform Guidelines*

The AHSO reviewed Highway Safety Program Guideline No. 21—Roadway Safety to identify countermeasure strategies that could be addressed over the three years of this plan and selected strategies to begin work in this area that were attainable to accomplish.



## 6.0 Performance Report

Alaska’s progress in meeting the State’s core performance targets identified in the FFY2023 HSP is shown in Table 6.1. For measures C-1 and C-3 through C11, the data source is 2021 FARS Annual; for C-2 the data source is 2022 State Annual, and for B-1 the source is the 2022 NHTSA Certified State Seat Belt Observational Survey. Based on the targets and the available data it does not appear that Alaska is on track to meet the FY 2023 target of zero bicyclist fatalities for the 2019-2023 target years due to Alaska having already two bicyclist fatalities every year from 2019-2021. However, the AHSO believes it is on track to meet the FY 2023 targets in at least four performance measure areas; serious injuries, unrestrained fatalities, younger drivers, and observed seat belt use. From the data available, serious injuries have been trending down the last several years and AHSO believes that there are no serious increases expected in the remaining years of data for the targeted 2019-2023 years so this target appears likely to be met. The AHSO has preliminary data for the observed 2023 seat belt usage rate of nearly 95 percent. This information, coupled with recent declines in unrestrained fatalities, provides the basis for believing these two targets are set to be met for FY 2023. Lastly, young driver fatalities were averaging ten or more for several five-year periods but dropped to eight for the most recent five year period available for the years 2017-2021. The AHSO is confident that it is on track to meet the FY 2023 target of nine or fewer young driver fatalities. As for the other performance target areas that data is not available or too close to the target to clearly assume if the targets will be met or not.

**Table 6.1 Progress on FFY2023 Performance Targets**

Performance Measure	Target Period	Target Years	Target Value FY23 HSP	FY23 Results	On Track to Meet FY23 Target
C-1) Total Traffic Fatalities	5 year	2019–2023	70	2017–2021 FARS 71	In-Progress
C-2) Serious Injuries in Traffic Crashes	5 year	2019–2023	325	2017–2021 State Database 312	Yes
C-3) Fatalities/VMT	5 year	2019–2023	1.300	2017–2021 FARS 1.28	In-Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019–2023	21	2017–2021 FARS 17	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019–2023	21	2017–2021 FARS 21.6	In-Progress
C-6) Speeding-Related Fatalities	5 year	2019–2023	29	2017–2021 FARS 29	In-Progress
C-7) Motorcyclist Fatalities	5 year	2019–2023	6	2017–2021 FARS 7	In-Progress
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019–2023	2	2017–2021	In-Progress

Performance Measure	Target Period	Target Years	Target Value FY23 HSP	FY23 Results	On Track to Meet FY23 Target
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019–2023	9	FARS 2017–2021 FARS 8	Yes
C-10) Pedestrian Fatalities	5 year	2019–2023	11	FARS 2017–2021 FARS 13	In-Progress
C-11) Bicyclist Fatalities	5 year	2019–2023	0	FARS 2017–2021 FARS 1	No
B-1) Observed Seat Belt Use	Annual	2023	93 Percent	NHTSA Certified State Survey 2022 91.5%	Yes
Distracted Driving—Increase perceived risk of being involved in a collision if texting while driving (attitudinal survey result for those who responded “likely” or “very likely”)	Annual	2023	77 Percent	State Telephone Survey 2022 73%	In-Progress