



FFY 2024 Annual Evaluation

Idaho Office of Highway Safety



FFY 2024

Annual Evaluation
of the
Idaho Highway Safety Program

Governor Brad Little

Director Scott Stokes
Governor's Highway Safety Representative



Your Safety • Your Mobility
Your Economic Opportunity

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EXECUTIVE SUMMARY

The Idaho Transportation Department's Office of Highway Safety (OHS) is proud to partner with the National Highway Traffic Safety Administration (NHTSA) as we work toward reducing and ultimately eliminating traffic fatalities and serious injuries on Idaho's roads.

Idaho fatalities decreased following a dramatic increase the previous year. In 2024, we continued to expand our public engagement and community outreach efforts following the new Bipartisan Infrastructure Law (BIL) rules for the FY24-26 Highway Safety Plan. We utilized our Section 402 and 405 NHTSA funds, in addition to Federal Highways and State funds, to support activities related to engaging and educating the public and enforcing Idaho's traffic laws. These activities align with what was established in the FFY's 24-26 Highway Safety Plan and the five-year Strategic Highway Safety Plan. Here is a look back at some of the highlights of this past year:

- Idaho's Seat Belt Use Rate decreased slightly after maintaining its increase in 2021; the observed usage rate was 85.7% in 2024.
- Four Idaho counties had zero fatalities in 2024: Butte, Camas, Caribou, and Jefferson Counties.
- We continued our partnership with the Idaho Department of Health and Welfare to work together as the Injury Prevention Collective to create an injury prevention plan focusing on transportation in Southcentral Idaho.
- We added a Post-Crash Care EMS program to our 2024-26 HSP and supported the Statewide EMS Reassessment in FY24.
- Between 50-60 law enforcement agencies participated in most of the ten statewide high visibility enforcement (HVE) mobilizations and 22-year-long grants for sustained enforcement.
- The annual Highway Safety Summit theme was "Focus On The Future," emphasizing youth. It was held in Boise, and approximately 270 attendees heard nationally renowned keynote speakers who provided engaging presentations. They also took this opportunity to network with their peers and attend various traffic safety-related training workshops.
- Our staff presented information about our STEM project partners, developed Algebra 1 lesson plans that utilize the AASHTOWare Safety crash dashboards, and launched them at the *Math & Science Teacher Conference* at Lifesavers Conferences.
- OHS attended the Idaho Transportation Board Workshops held in each transportation district to engage with the local stakeholders, resulting in several community outreach projects. We also held Open Houses in each district, inviting the community to participate and learn about traffic safety efforts.
- Our Shift message and community partners who support our efforts continue to grow. It includes Idaho Department of Health and Welfare, Southeast District Health, Idaho Walk Bike Alliance, Boise Bike Project, Learfield Sports, Boise Hawks, Idaho Falls Chukars, Grease Monkey, Idaho Power, Bonneville School D93, State Farm, Idahosports.com, AMI Entertainment, SOVRN, Riester, Office of Drug Policy, MADD, Alliance for Highway Safety, SADD, STEM, Department of Education, AAA, Valley Ride Transit, Greater Idaho Falls Transit, COMPASS and many more.

Expanding partnerships and engagement were important themes in FFY '24 with working together toward a common goal of saving lives. As you read this Annual Report, take note of the new and existing partnerships that were established and strengthened as these activities were carried out with a focus on the engagement of those who care enough to make a difference in their communities.

Thank you to everyone who took part in this important effort for highway safety!

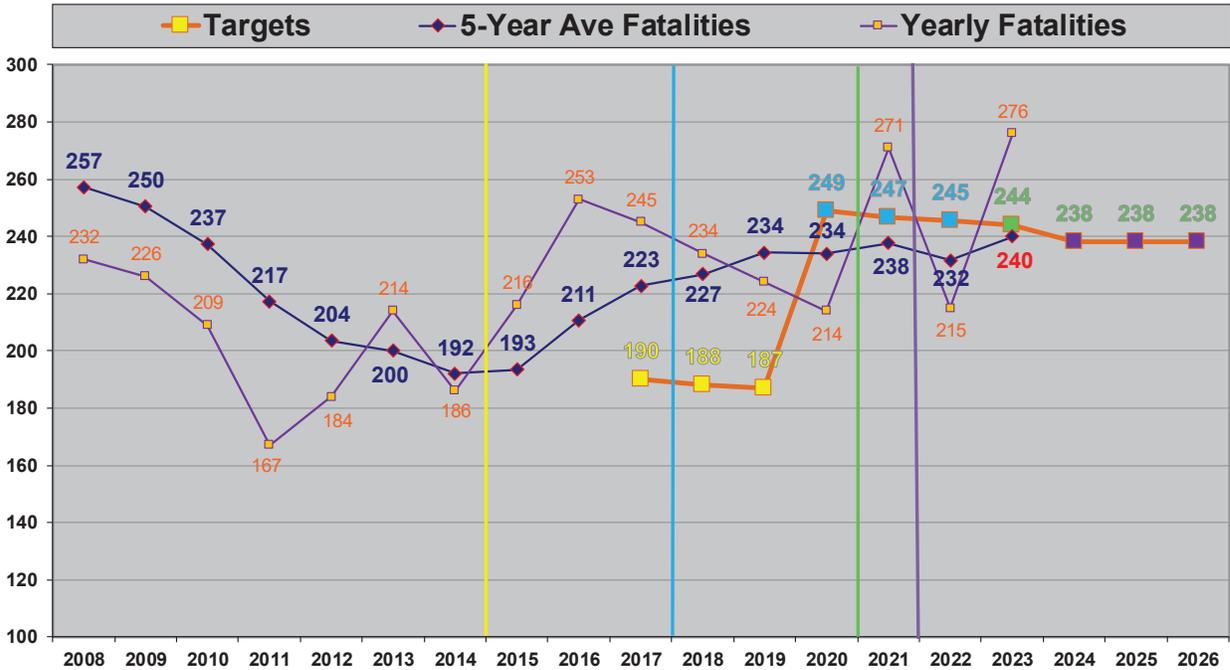
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Idaho Highway Safety Manager

PERFORMANCE MEASURES AND TARGETS

As evidenced in the graph below, the trend of the 5-year average fatalities from 2007 to 2014 was decreasing and the goals were set in accordance with that decreasing trend. In the time since the goals were set, fatalities have increased, resulting in the goals not being achieved. The vertical Yellow line denotes the data that was available when the yellow targets were set, the vertical blue line denotes the data that was available (up to 2017) when the blue targets (2020-2022) were set, the green line denotes the data that was available when the green targets (2023) were set, and the purple line denotes the data that was available when the purple targets (2024-2026) were set.

Fatalities - Yearly & 5 Year Average with Targets



**GHSA/NHTSA Recommended/Optional
CORE PERFORMANCE MEASURE TARGET CHART –
FY2024 Annual Report**

Performance Measure:	Target Period	Target Year(s)	Target Value FY 24 HSP	Data Source/FY 24 Progress Results	On Track to Meet FY 24 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 Year Ave	2020-2024	238	FARS 2023 / 240	NO
C-2) Serious Injuries in Traffic Crashes	5 Year Ave	2020-2024	1,224	STATE 2023 / 1,237	NO
C-3) Fatalities/VMT	5 year Rate	2020-2024	1.33	FARS 2023 / 1.28	YES

Performance Measure:	Target Period	Target Year(s)	Target Value FY 24 HSP	Data Source/FY 24 Progress Results	On Track to Meet FY 24 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year Ave	2020-2024	91	STATE 2023 / 88	YES
C-5) Alcohol-Impaired Driving Fatalities	5 Year Ave	2020-2024	37	STATE 2023 / 38	YES
C-6) Speeding-Related Fatalities	5 Year Ave	2020-2024	42	STATE 2023 / 46	NO
C-7) Motorcyclist Fatalities	5 Year Ave	2020-2024	30	STATE Preliminary 2024 / 34	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 Year Ave	2020-2024	17	STATE Preliminary 2024 / 15	YES
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year Ave	2020-2024	35	STATE 2023 / 33	In Progress
C-10) Pedestrian Fatalities	5 Year Ave	2020-2024	17	STATE Preliminary 2024 / 19	NO
C-11) Bicyclist Fatalities	5 Year Ave	2020-2024	3	STATE Preliminary 2024 / 4	NO
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	84.6%	NHTSA Certified State Survey 2024 / 85.7%	YES
(FHWA-1) Serious Injuries/VMT	5 Year Rate	2020-2024	6.82	STATE 2023 / 6.61	YES
(FHWA-2) Non-Motorist Fatalities & Serious Injuries	5 Year Ave	2020-2024	116	STATE Preliminary 2024 / 117	NO
(I-1) Distracted Driving Fatalities	5 Year Ave	2020-2024	35	STATE 2023 / 34	In Progress
(I-2) Drivers >= 65 in Fatal Crashes	5 Year Ave	2020-2024	53	STATE 2023 / 54	In Progress
(I-3) Commercial Motor Vehicle Fatalities	5 Year Ave	2020-2024	44	STATE 2023 / 44	NO
(I-4) Single Vehicle Run Off Road Fatalities	5 Year Ave	2020-2024	96	STATE 2023 / 89	YES
(I-5) Head-On/Side-swipe Opposite Fatalities	5 Year Ave	2020-2024	51	STATE 2023 / 56	NO
(I-5) Intersection Related Fatalities	5 Year Ave	2020-2024	48	STATE 2023 / 51	NO

PROGRAM AREA PERFORMANCE TARGET ADJUSTMENTS

Fatalities/Serious Injuries/Fatality Rate/Serious Injury Rate

While Idaho is not on pace to meet the Federal Fiscal Year (FFY) targets for 2024 for C-1) 5-year Average Fatalities and C-2) 5-year Average Serious Injuries, we will meet the FFY 2024 targets for C-3) 5-year Fatality Rate and FHWA-1) 5-year Serious Injury Rate. This is simply because the regulation in the Bipartisan Infrastructure Law (BIL) that limits setting target that are “constant or improved” is not letting Idaho account for the unprecedented growth that has occurred since 2020. The latest US Census Bureau state population estimates for 2024 have Idaho as the number one State in the country in percentage change in population since 2020 at 8.8%, the number 13 State in the country regarding the number of people increased and that is with having the 38th largest population in country. Of course, the fatality and serious injury numbers are going up, but the rates are remaining steady or slightly decreasing. This means that the numbers are increasing in correlation with the increase in population and not because safety is getting worse.

Speeding/Aggressive Driving Fatalities: Work with law enforcement agencies around the state of Idaho to increase behavioral education on the dangers of speeding utilizing data and evidence-based information that support NHTSA’s countermeasures for speed. Adjusting our strategy, we will require law enforcement agencies to do community outreach and report back on their efforts.

Motorcycle Fatalities: Look for agencies to partner with in addition to the Idaho STAR (Skills Training Advantage for Riders) to increase public education and awareness through training opportunities provided statewide.

Pedestrian Fatalities: Expand partnerships with active transportation advocacy groups, local government organizations, public health partners, and media partners to raise awareness and help teach best practices for pedestrian safety.

Bicycle Fatalities: Expand partnerships with active transportation advocacy groups, local government organizations, public health partners, and media partners to raise awareness and help teach best practices for bicycle safety.

Non-Motorist Fatalities & Serious Injuries: Expand partnerships with active transportation advocacy groups, local government organizations, public health partners, and media partners to raise awareness and help teach best practices for non-motorized safety.

Commercial Motor Vehicle Fatalities (CMV): Conducting a research project on the attributes of CMV crashes, including fatalities. Information from the project will be used to determine possible countermeasures for reducing CMV crashes, especially fatal and serious injury crashes.

Head-On/Side Swipe Opposite Fatalities: Increase centerline rumble strips in areas where there is a higher potential for vehicles to cross the center line. Increase passing lanes in areas where passing is more hazardous due to site restrictions.

Intersection Related Fatalities: Upgrade signals for adaptive control, and install turn lanes at intersections, and continue to improve skew angles of intersections.

SUMMARY OF FINDINGS FOR 2023

- The number of motor vehicle crashes increased by 0.1 percent, from 27,661 in 2022 to 27,679 in 2023. The number of fatalities resulting from motor vehicle crashes increased from 215 in 2022 to 275 in 2023, a 28 percent increase. The number of fatal crashes increased from 194 in 2022 to 242 in 2023. The number of suspected serious injuries decreased from 1,336 in 2022 to 1,228 in 2023, an 8 percent decrease.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.40 in 2023, up from 1.12 in 2022.
- While 66 percent of all motor vehicle crashes occurred on urban roadways, 69 percent of the fatal motor vehicle crashes occurred on rural roadways in 2023. Fatalities resulting from impaired driving crashes decreased in 2023 by 5 percent and 38 percent of all fatalities resulted from impaired driving. Of the 105 people killed in impaired driving crashes, 90 (86 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt rate was 87.5 percent in 2023, down just slightly from 87.6% in 2022. Only 42 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 43 of the unbelted motor vehicle occupants killed may have survived.
- Aggressive driving was a contributing factor in 50 percent of motor vehicle crashes and 103 people were killed in aggressive driving crashes in 2023.
- Distracted driving was a factor in 17 percent of the motor vehicle crashes in 2023 and 48 people were killed in distracted driving crashes, with failing to yield being the largest contributing circumstance to the aggressive fatal crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2023, youthful drivers were 2.4 times as likely as all other drivers to be involved in a fatal or injury crash. There were 40 people killed in crashes involving youthful drivers in 2022.
- The number of motorcyclists killed in motor vehicle crashes increased to 39 in 2023. Almost half (44 percent) of fatal motorcycle crashes in 2023 involved just the motorcycle and just over a fifth (21 percent) of fatal motorcycle crashes involved an impaired motorcycle rider.
- There were 31 pedestrians and 8 bicyclists killed in motor vehicle crashes in 2023, roughly a 100% increase for both.
- Fatal crashes involving commercial motor vehicles increased from 27 in 2022 to 46 in 2023. The number of injury crashes involving commercial motor vehicles decreased by 9 percent. There were 59 people killed and 1,066 people injured in commercial motor vehicle crashes in 2023.

MOBILIZATIONS AND EVIDENCE-BASED ENFORCEMENT

Grant Funded High Visibility Enforcement Arrests - Citation Summary

	Seat Belt Citations	DUI Arrests	Speeding Citations
Bingham County Sheriff's Office – STEP	138	46	431
Blackfoot Police Department – STEP	93	19	113
Boise Police Department	898	20	3,256
Bonneville County Sheriff's Office	2	35	3
Caribou County Sheriff's Office	7	4	62
Garden City Police Department – STEP	31	4	572
Gem County Reserves, Inc.	0	4	89
Idaho State Police	652	76	1,739
Jerome County Sheriff's Office	41	4	137
Jerome Police Department	48	1	30
Kuna Police Department	3	27	501
Lewiston Police Department	32	57	302
Meridian Police Department	12	8	373
Moscow Police Department	13	56	145
Nampa Police Department	116	15	1,287
Rexburg Police Department	7	16	89
Sandpoint Police Department	24	1	160
Shelley Police Department	145	10	432
Shoshone County Sheriff's Office	1	33	266
Star Police Department	0	15	175
Twin Falls County Sheriff's Office	34	7	209
Twin Falls Police Department	8	10	70
HVE Mobilizations	1,159	310	5,266
Total Grant Funded Citations	2,305	468	10,441

Description	Dates	# Agencies Participated
Seat Belt - Thanksgiving	November 17 - 30, 2023	41
Impaired Driving - Holidays	December 13, 2023 - January 1, 2024	49
Impaired Driving - St. Patrick's Day	March 14 - 18, 2024	43
Aggressive Driving - Spring	March 19 - 30, 2024	48
Distracted Driving – Awareness	April 3 - 10, 2024	45
Impaired Driving - Cinco de Mayo	May 4 - 6, 2024	37
Seat Belt - National Click it or Ticket	May 20 - June 2, 2024	44
Impaired Driving - July 4th Holiday	July 3 - 10, 2024	47
Aggressive Driving - Summer	July 19 - August 11, 2024	50
Impaired Driving - Labor Day	August 16 - September 2, 2024	45

Agencies that Participated in High Visibility Mobilizations FY24

Police Departments					
District 1	District 2	District 3	District 4	District 5	District 6
Bonnerr Ferry Rathdrum Spirit Lake	Lewiston Moscow	Caldwell Emmett Fruitland Homedale Idaho City McCall Middleton Parma Weiser Wilder	Filer Gooding Heyburn Rupert	American Falls Blackfoot Chubbuck Montpelier Pocatello Preston Shelley Soda Springs	Rexburg Rigby St. Anthony

Sheriff's Offices					
District 1	District 2	District 3	District 4	District 5	District 6
Kootenai Shoshone	Idaho Latah Nez Perce	Adams Boise Canyon Owyhee Valley Washington	Jerome Lincoln Twin Falls	Bannock Bear Lake Bingham Caribou Franklin Power	Bonneville Butte Clark Madison Teton

Mobilization FFY24	OT Hours	Total Contacts	DUI Arrests	Seat Belt Citations	Felony Arrests	Fugitives Appre- hended	Suspended Licenses	Uninsured Motorists	Speeding Citations	Reckless Driving	Distracted Driving	Other
Thanksgiving Seat Belts	2206.8	3206	14	394	10	21	34	135	596	2	78	614
Holiday Impaired	2794	3249	59	43	30	19	47	129	347	7	8	1224
St. Pats Impaired	1399.1	1687	26	25	8	16	20	77	170	5	10	362
Aggressive – Spring	2606.8	3402	21	141	15	15	48	161	991	7	74	688
Distracted April	1960.1	2325	10	72	6	11	60	131	486	2	297	492
Impaired Driving – Cinco de Mayo	776.7	790	18	12	11	7	12	35	98	2	10	196
CIOT Seat Belts	1585.4	2022	7	259	6	12	31	102	443	5	59	356
July 4 Impaired	2013.6	2508	38	51	18	24	49	94	486	6	29	355
Summer Speed/Aggressive	2975.6	4048	31	111	16	9	45	156	1249	9	50	646
Labor Day Impaired	2188.4	2332	43	53	24	14	37	92	400	5	23	515
TOTALS	19729.8	25569	267	1161	144	148	383	1112	5266	50	638	5448

PROGRAMS/PLANNED ACTIVITIES

Community Traffic Safety Program

Planned Activity Name	Community Traffic Program Area Management	
Project	S0024CP	CP-2024-CP-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage the community traffic projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Community Traffic program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Highway Safety Summit	
Project	SCP2401	CP-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Law Enforcement Training	
Planned Activity Description	Conduct the annual Highway Safety Summit in 2024. The Summit will include training, educational opportunities, outreach and communication for highway safety partners and stakeholders.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" communications and outreach are an essential part of successful enforcement. The Summit interfaces with all of our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	269 participants took part in the 2024 Idaho Highway Safety Summit. Attendees participated in workshops and general sessions focusing on youth engagement and outreach, impaired driving, safe system, and speeding.	

Planned Activity Name	Law Enforcement Liaison Program	
Project	SCP2402	CP-2024-02-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Law Enforcement Outreach Liaison	
Planned Activity Description	Support one Law Enforcement Liaison (LEL) for each of the 6 transportation districts in Idaho. LELs promote highway safety outreach, encourage law enforcement HVE participation, and offer assistance and expertise to communities.	
Rationale	Law Enforcement Outreach Liaison has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program. Our LEL program is influential and interfaces with all of our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Law Enforcement Liaisons are located across the state of Idaho in each of the Idaho Transportation Department's six districts. They helped plan and facilitate the Idaho Highway Safety Summit, a major traffic safety training event for law enforcement and highway safety partners. In addition, LELs visited law enforcement agencies in their districts to foster partnership with OHS, assisted with community outreach and public involvement activities, and worked with agencies to participate in HVEs and year-long grants.	

Planned Activity Name	Public Participation and Engagement	
Project	SCP2403	CP-2024-03-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Education and Outreach	
Planned Activity Description	Funding assisted in engaging communities across Idaho to collaboratively address traffic safety problems. Public Participation and Engagement activities include: attending community events, offering educational and partnership opportunities, creating advisory roles for program areas such as student liaisons, and seeking out leaders and organizations who can best represent the interests of groups and offer a pathway to connect with them. Please refer to pages 212-257 of the Triennial Highway Safety Plan for more detail.	
Rationale	According to Proactive Traffic Safety Initiatives, growing social capital and the resources developed through relationships can positively influence traffic safety. Public participation and engagement efforts will build connections and relationships within communities and therefore increase social capital.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Grant funds were used to send a sub-recipient from Elmore County to Lifesavers Conference in Denver for training and education.	

Paid Media

Planned Activity Name	Paid Media	
Project	SPM2401	PM-2024-01-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Mass Media Campaigns	
Planned Activity Description	Support education and outreach efforts which are a vital component of statewide traffic efforts. Efforts will target specific demographics based on the focus of the media. Efforts will include outreach to businesses, schools and the public to raise awareness of traffic safety laws, resources and training. Media campaigns will standardize messaging among safety partners and support high visibility enforcement efforts.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" communications and outreach are an essential part of successful traffic-enforcement activities. NHTSA supports the use of media and also provides resources through Trafficsafetymarketing.gov .	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	OHS supported multiple outreach and education efforts through paid media program. Please see media report for more details.	

Planned Activity Name	Public Opinion Survey	
Project	SPM2402	PM-2024-02-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Provide funding for a survey to evaluate the effectiveness of paid media communication tools, marketing strategies and data about preferences regarding legislation and regulations.	
Rationale	A survey will aid in the focused of behavioral programs. The survey address all of our behavioral safety program areas, which is why we have it under the umbrella of Community Traffic Safety.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	Project not funded by NHTSA.	

Distracted Driving

Planned Activity Name	Distracted Driving Program Area Management	
Project	S0024DD	DD-2024-DD-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage the distracted driving projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Distracted Driving program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Distracted Driving Statewide Services	
Project	SDD2401	DD-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Provide support and resources for education and outreach that promote safe driving, free from distractions.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Funding was used to print informational materials to educate young passengers on safe driving behaviors.	

Planned Activity Name	Distracted Driving HVE Mini-Grants	
Project	SDD2402	DD-2024-02-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Cellphone/Text Messaging Enforcement	
Planned Activity Description	Distracted driving high visibility enforcement emphasizing the primary hands-free law.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	High Visibility Enforcement Mini-Grant for Spirit Lake Police Department to conducted a distracted driving mobilization from 1/19/24 to 3/10/24. Spirit Lake PD made 36 contacts in 111.5 hours of overtime during this time period. Mobilization was announced in one Facebook post and one Instagram post.	

Planned Activity Name	HVE - Distracted Driving, National DD Awareness Month	
Project	SDD24EA	DD-2024-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Cellphone/Text Messaging Enforcement	
Planned Activity Description	Statewide distracted driving high visibility enforcement mobilization to eliminate distracted driving related traffic fatalities, serious injuries and economic loss.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use. Idaho has a hands free law which allows law enforcement to more effectively enforce the law.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	51 Agencies participated in the National Distracted Driving Awareness Month HVE. During the HVE, there were 9 DUI arrests, 73 seat belt citations and 457 speeding citations. Media included 4 social media posts, 5 press releases in local newspapers, a text message, a post on the city's website, and a television news spot.	

Planned Activity Name	Distracted Driving Outreach & Education	
Project	SED2401	M8PE-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Communications and Outreach on Distracted Driving	
Planned Activity Description	Funding will be used to provide support and resources for education and outreach that promote safe driving, free from distractions.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" there is strong public support for communications and outreach to reduce distracted driving, especially for teen drivers. CTW, Chapter 4, 2.1*	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	No funds were expended from this program to sub-grantees in FY24.	



EMS/Post Crash Care Program

Planned Activity Name	EMS/Post Crash Care	
Project	SEM2401	EM-2024-01-00-00
Intended Recipient	Idaho EMS Bureau	
Primary Countermeasure Strategy ID	Emergency Medical Services	
Planned Activity Description	Funding will provide Emergency medical Service Post-Crash awareness through education and outreach statewide. Idaho is considered a rural state. In 2021 EMS responded to 6,254 fatal and injury crashes. Many of these were in rural areas and remote locations where life flight helicopters were the only option to save a crash victim's life. Focus will be training rural EMS agencies in Butte County, Clearwater county, Boise County and Idaho County to begin.	
Rationale	Per the Uniform Guidelines No. 11, III, A. Ensure of sufficient availability of adequately trained EMS personnel. NHTSA established this new program area that is intended to save lives on Idaho roadways through public education. Uniform Guidelines No. 11, 111 A.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	There were no eligible projects received therefore there were no grant expenditures for this program.	

Impaired Driving

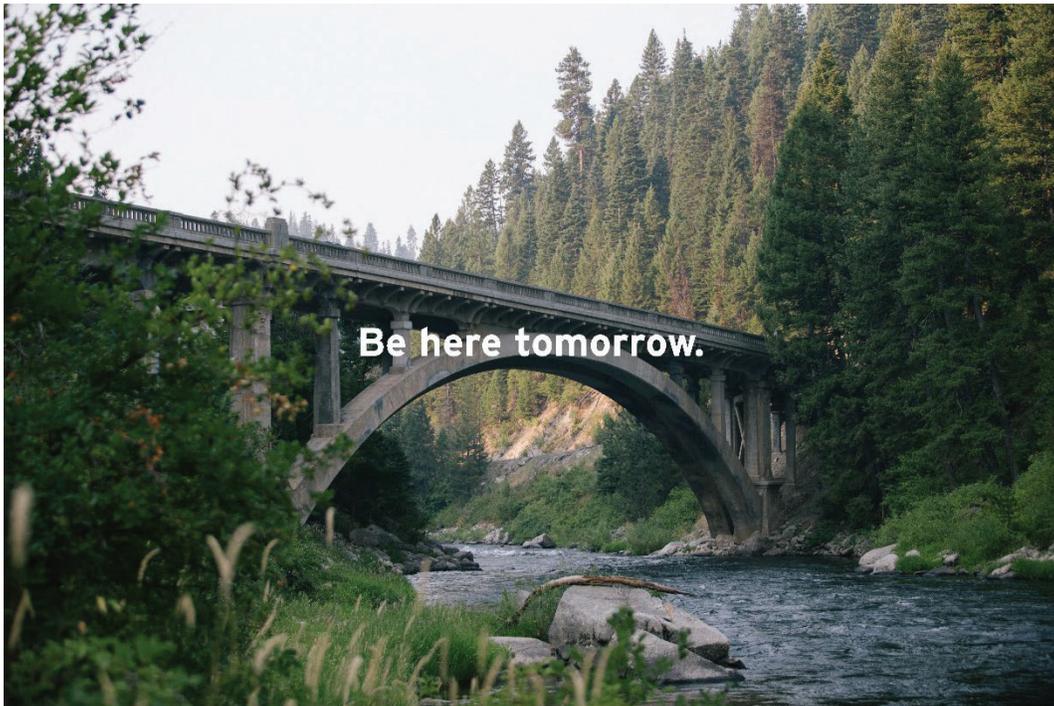
Planned Activity Name	Impaired Driving Program Area Management (402)	
Project	S0024AL	AL-2024-AL-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage impaired driving projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Impaired Driving program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	405(d) Impaired Driving Program Area Management	
Project	S2499ID	M5X-2024-ID-00-00
Intended Recipient	CANCELLED Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage impaired driving projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	Funding was not allowed to fund this program	

Planned Activity Name	Impaired Driving Statewide Services (402)	
Project	SAL2401	AL-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Communication & Outreach: Supporting Enforcement	
Planned Activity Description	Implement strategies to educate Idahoans on the dangers and effects of impaired driving. The funding will also be used to provide education and training to law enforcement, judicial, probation and prosecutorial professionals regarding the enforcement and adjudication of Idaho DUI laws.	
Rationale	Highway Safety Programs Guidelines No. 8 state that prosecution, adjudication, laws, enforcement and administrative sanctions and communications are required to achieve both specific and general deterrence to impaired driving. Providing education for the professional who provide those services is essential.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Training for an Idaho Transportation Department (ITD) Administrative License Suspension (ALS) Hearing Officer to attend training at the National Judicial College. Purchased and demonstrated impaired driving fatal vision goggles which were in conjunction with outreach and educational activities at the annual Idaho Prosecuting Attorneys' Association (IPAA) conference. There were 234 in attendance at the IPAA Conference. Set up information display at the annual Idaho Conference on Alcohol and Drug Dependency; 450 in attendance. Gave presentation at the Idaho Drug Free Youth Summit and provided services for students to attend the Summit.	

Planned Activity Name	Mothers Against Drunk Driving (MADD) Court Monitoring	
Project	SAL2402	AL-2024-02-00-00
Intended Recipient	Mothers Against Drunk Driving	
Primary Countermeasure Strategy ID	Alcohol Impairment: Detection, Enforcement and Sanctions	
Planned Activity Description	Support a court monitor program for impaired driving cases in Idaho.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" court monitoring programs produce higher conviction rates and stiffer sentences .	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	<p>MADD continues to have a court monitor in Canyon County and also added an additional monitor in Ada County. Trends in DUI cases; 80% of the cases monitored were males in early twenties to mid-thirties. MADD identified gaps in the prosecution and adjudication processes. Under current law, there are loopholes in the Ignition Interlock Device (IID) law; offenders can get out of IIDs on drug-related cases. On most cases Ada requires only 30 days rather than a full year of IID, which is different from the law.</p> <p>When unsupervised probation is ordered, there is no check-in or monitoring unless the offender offends again. All first offenders are put on unsupervised probation unless the DUI was excessive. More funds from the state need to be available for offenders who can't afford supervised probation- but need to be supervised to keep our roads safe.</p>	

Planned Activity Name	Impaired Driving Statewide Services - 405(d)	
Project	SID2401	M5X-2024-01-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Alcohol Impairment: Detection, Enforcement and Sanctions	
Planned Activity Description	Funding for impaired driving targeted enforcement mini-grants for special events and the tools to support the efforts.	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	No activity for this project. Included duplicate activities to SID2405. Project cancelled.	



Planned Activity Name	Traffic Safety Resource Prosecutor (TSRP)	
Project	SID2402	M5CS-2024-02-00-00
Intended Recipient	Idaho Prosecuting Attorneys Association	
Primary Countermeasure Strategy ID	Traffic Safety Resource Prosecutor	
Planned Activity Description	Fund a Traffic Safety Resource Prosecutor for Idaho to provide legal research, guidance, technical assistance and training as it relates to successful prosecution of traffic laws.	
Rationale	The Traffic Safety Resource Prosecutor has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	<p>Provided at least a 2 hour block of impaired driving instruction at the annual IPAA summer and winter conferences. In addition, a 2 hour block of impaired driving instruction was provided at the IPAA Prosecutor Office Professionals (POP) Conference. These conferences included prosecutors participating from 41 of the 44 Idaho counties. Provided at least one NHTSA prosecutor program curriculum during the grant year – specifically the IPAA Winter Conference, which included a track of instruction on DUI prosecutions and a sobriety testing demonstration (wet lab) was included. Due to a family medical issue, TSRP was unable to host a planned course in Idaho, but pivoted and with the help of Jen Knudsen, Colorado TSRP, was able to send Idaho Prosecutors to Colorado for a "Intoxicated Driving Crash Course," August 2024. Provided assistance in planning and requested instruction at the Idaho Highway Safety Summit. This included planning and speaking in breakout sessions and as the final keynote speaker for the summit. Provided state & local law enforcement agencies with traffic safety training, to include SFST, ARIDE, DRE and Law Enforcement Phlebotomy courses.</p>	

Planned Activity Name	State Impaired Driving Coordinator (SIDC)	
Project	SID2403	M5IDC-2024-03-00-00
Intended Recipient	Idaho State Police	
Primary Countermeasure Strategy ID	Drug Recognition Expert (DRE) Training	
Planned Activity Description	Provide training, disseminate information and resources, and manage the operation of the DRE, DEC, ARIDE, SFST, LEPP and Phlebotomy programs for Idaho.	
Rationale	A DEC program has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program. The State Impaired Driving Coordinator oversees this program.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Courses provided and taught: DRE school: 14 students; ARIDE training: 9 classes, for a total of 128 students including 2 prosecutors; SFST/DID training: 18 classes, 43 Wet labs with a total of 313 students; SFST Instructor training: 19 students; and DITEP (Drug Impairment Training for Educational Professionals): 6 classes with 137 students. Other classes and training include 3 Fentanyl Awareness classes with 75 students in each class, Fentanyl Mock Crash at Minico HS, and Alcohol Mock Crash in Coeur d'Alene.	

Planned Activity Name	Idaho State Police - DUI Task Force District	
Project	SID2404	M5X-2024-04-00-00
Intended Recipient	Idaho State Police	
Primary Countermeasure Strategy ID	Zero-Tolerance Law Enforcement	
Planned Activity Description	Funding will support the Idaho State Police DUI Task Force by providing sustained enforcement, public education and outreach.	
Rationale	High visibility saturation patrols are effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	The North Idaho DUI Task Force participated in the county fair with an informational booth. They had a float in the summer parade as well as visited two high school driver's education programs. Before each operation, a press release was issued to include area statistics and dates of the emphasis. Social media pages were updated before, during and after each operation. During DUI Task Force operations in Northern Idaho, the following performance was recorded: 2 reportable crashes, 499 traffic contacts, 27 DUI arrests, 4 underage alcohol citations, 6 seat belt citations, 5 felony arrests, 2 fugitives apprehended, 9 suspended licenses, 20 uninsured motorists, 17 speeding citations, 2 reckless driving citations and 11 other citations which included 4 open container, 2 marijuana and 1 drug paraphernalia citations.	

Planned Activity Name	HVE Mini-grants & Supporting Equipment	
Project	SID2405	M5HVE-2024-04-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement Patrols	
Planned Activity Description	Funding for impaired driving targeted enforcement mini-grants for special events and the tools to support the efforts.	
Rationale	High visibility saturation patrols are effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket. CH1-2-2****	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Mini-grants supported enforcement activity by providing 19 Easycal FC20 Lifeloc breathalyzers to 9 agencies who participated in the high visibility enforcement mobilizations. Agencies include Boise County, Benewah County, Jerome County, Fruitland PD, Salmon PD, Homedale PD and Spirit Lake PD. Teton County was provided funding for high visibility enforcement during July when there is a high volume of tourists who travel between Idaho and Wyoming to recreate.	

Planned Activity Name	HVE - Impaired Driving Dec/Jan Mobilization	
Project	SID24EA	M5HVE-2024-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	45 Agencies participated in the Holiday HVE. Activity included: 101 DUI arrests, 35 seat belt citations and 328 speeding citations. Media outreach included 36 social media posts, 6 press releases, 2 television spots, 1 media event, 2 reader board postings, and Spirit Lake PD hosted a community Christmas event. All officers were present and made contacts through the duration of the event, bringing awareness to the town.	

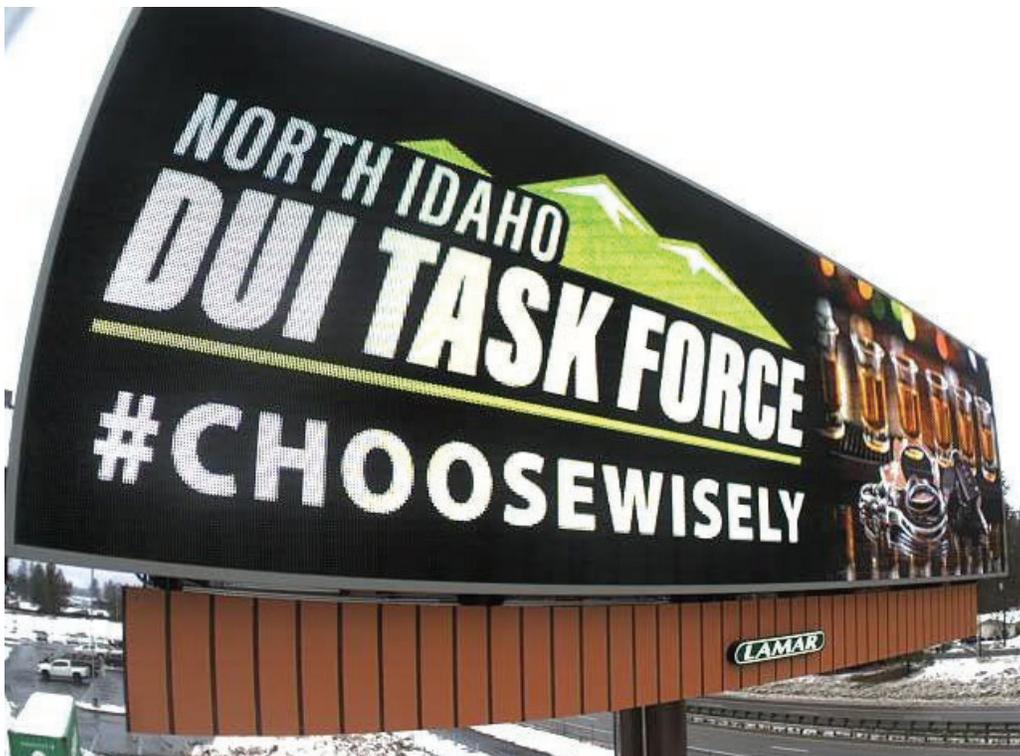
Planned Activity Name	HVE - Impaired Driving 4th of July Mobilization	
Project	SID24EB	M5HVE-2024-EB-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	46 Agencies participated in the July 4th holiday week HVE. During the HVE, there were 35 DUI arrests, 50 seat belt citations and 475 speeding citations. Media included 29 social media posts, 4 press releases in local newspapers, and a reader board post.	

Planned Activity Name	HVE - Impaired Driving Labor Day Mobilization	
Project	SID24EC	M5HVE-2024-EC-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	46 agencies participated in the Labor Day HVE mobilization. During the mobilization, there were 43 DUI arrests, 43 seat belt citations and 381 speeding citations. Media included 14 social media posts, 3 press releases, a reader board post and a newspaper article.	

Planned Activity Name	HVE - St. Patrick's Day and Cinco de Mayo Mobilizations	
Project	SID24ED	M5HVE-2024-ED-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	43 agencies participated in the Cinco de Mayo HVE and 45 agencies in the St. Patrick's Day HVE. During the St. Patrick's Day event, there were 46 DUI arrests, 16 seat belt citations and 164 speeding citations. Media included 38 social media posts, 3 press releases, 2 TV interviews, a hosted radio spot, and a blog story. The Cinco de Mayo HVE had 17 DUI arrests, 11 seat belt citations and 92 speeding citations. Media included 4 Facebook posts and three press releases.	

Planned Activity Name	Impaired Mobilization Cinco de Mayo	
Project	SID24EE	M5HVE-2024-ED-00-00
Intended Recipient	NA	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss.	
Rationale	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	This program was eliminated and combined into one larger enforcement effort for St. Patrick's Day and Cinco de Mayo.	

Planned Activity Name	Impaired Driving Paid Media	
Project	SID24PM	M5PEM-2024-PM-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Communications & Outreach: supporting enforcement	
Planned Activity Description	Purchase paid media and develop a media plan to provide education, outreach, and support the high visibility impaired driving enforcement mobilization efforts.	
Rationale	Enforcement when accompanied by publicity can be effective in reducing alcohol-related fatal crashes. Additionally using the researched Positive Community Framework model, messages are created to deter impaired driving. Education through various communications and outreach is especially important to youth under 21 years of age.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Funds supported two media campaigns for the Holiday Impaired Driving Mobilization and Fourth of July Impaired HVE. Campaigns used a combination of digital and out of home media platforms. See attached media reports.	



Motorcycle Safety Program

Planned Activity Name	Motorcycle Program Area Management	
Project	S0024MC	MC-2024-MC-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage the motorcycle projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2024 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Motorcycle Safety program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Motorcycle Awareness Paid Media	
Project	SMA2401	M9MA-2024-01-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Communication Campaign	
Planned Activity Description	Media campaign reminding motor vehicle drivers to be aware of motorcycle riders.	
Rationale	405(f) limitation to the requirement that the funds can only be used to send a message to vehicle drivers and not the riders.	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2024 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Motorcycle Awareness campaign ran in May. The campaign had a total of 7.4 million impressions, 20,200 clicks, and 15,074 landing page sessions.	

Planned Activity Name	Motorcycle Safety Statewide Services	
Project	SMA2402	M9MA-2024-02-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Motorcycle Rider Training	
Planned Activity Description	Working with motorcycle safety partners to provide education, outreach and projects that support and promote motorcycle safety and awareness.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" promote the use of protective clothing and measures that increase rider conspicuity to help with the visibility and safety of the riders. Almost half of all motorcycle crashes were single-vehicle crashes and 54% of fatal motorcycle crashes involved only a single motorcycle.	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2024 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	OHS provided grant support to the Idaho Coalition for Motorcycle Safety for a motorcycle awareness rally. The rally was held in Boise during May Motorcycle Safety Awareness Month and was attended by an estimated 100 people. An escorted group ride led motorcycle riders from Lucky Peak State Park to the Idaho State Capitol, a highly visible route. Speakers shared safety messages for riders and drivers and honored the lives of the dozens of riders killed in crashes in Idaho over the last year.	

Planned Activity Name	Motorcycle Safety Training and Education	
Project	SMC2401	MC-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Motorcycle Rider Training	
Planned Activity Description	Training and educational outreach efforts with our motorcycle safety partners to increase rider training and awareness of motorcycle safety.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" rider education and training courses is widely used and may provide a reduction in crash severity.	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2024 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	OHS provided grant funding to Lane Triplett of the Idaho Coalition for Motorcycle Safety for developing Idaho's annual motorcycle fatality summary. This report is used to inform and educate riders, trainers, drivers, and motorcycle safety advocates, as well as influence our communication campaigns with up-to-date data. OHS partners with Idaho STAR, the Idaho Coalition for Motorcycle Safety, ABATE of North Idaho, High Desert Harley-Davidson, Idaho State Police, and Idaho Transportation Department staff on the State Highway Safety Plan Motorcycle Task Force. This task force reviews the fatality summary closely and uses the information to guide our group projects. Members of the task force also help disseminate the report, presenting the data to their respective organizations and traffic safety contacts.	

Bicycle and Pedestrian Safety Program

Planned Activity Name	Bicycle and Pedestrian Safety Program Area Management	
Project	S0024PS	PS-2024-PS-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage the bicycle and pedestrian safety projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Bicycle and Pedestrian Safety program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Bicycle and Pedestrian Statewide Services	
Project	SPS2401	PS-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Behavioral Safety Education	
Planned Activity Description	Provide education and outreach that support and promote bicycle and pedestrian safety through the support of resources and mini-grants.	
Rationale	All but two of the 14 pedestrians killed were 25 years or older, therefore training will be geared toward adult pedestrians making better road crossing decisions.	
Primary Performance Measure (Target)	Maintain the 5-year average number of bicyclists fatalities at 3 or fewer and the pedestrian fatalities at 17 or fewer.	
FY 2024 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Funds were used to support a high visibility enforcement period for Spirit Lake Police Department. Performance included 60 total contacts, including 1 suspended license and 1 uninsured motorist. Spirit Lake PD had an officer-involved shooting during the HVE period, which led to the department being short-staffed and unable to conduct as many hours as originally planned.	

Occupant Protection Program

Planned Activity Name	Occupant Protection Program Area Management	
Project	S0024OP	OP-2024-OP-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage the occupant protection projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Occupant Protection program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	405(b) Occupant Protection Program Area Management	
Project	S2499OP	M2X-2024-OP-00-00
Intended Recipient	CANCELLED Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage the occupant protection projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	Funding was not allowed to fund this program	

Planned Activity Name	Child Passenger Safety Statewide Liasons	
Project	SCR2401	CR-2024-01-00-00
Intended Recipient	8 Liasons	
Primary Countermeasure Strategy ID	Child Passenger Safety Inspection Stations	
Planned Activity Description	Support one Child Passenger Safety Liaison (CPSL) for each of the 7 Idaho Health Districts and Tribal.	
Rationale	Purchase and distribute child restraints to low-income families. Using the CPS local liaisons, seats are distributed at inspection stations on a needs based system.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Contracted with 8 child passenger safety seat experts (CPS Liaisons) to provide classes, CEU's, and guidance for child passenger safety technicians in their respective districts to help perform seat safety checks and distribute seats as needed. Liaisons specifically worked to serve the small and rural underserved communities in Idaho which includes the 5 tribal nations. Liaisons provided 1 renewal class and 9 technician classes, training 79 new CPST's.	

Planned Activity Name	Child Passenger Safety Training & Education	
Project	SCR2402	CR-2024-02-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Child Passenger Safety Inspection Stations	
Planned Activity Description	Funding for child passenger safety technician and instructor training, educational events, and engagement with the public.	
Rationale	Per the Countermeasures that Work...for State Highway Safety Offices, "Countermeasures Targeting Children and Youth, Chapter 2, 6.1 & 6.2 **	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Funding provided a training event which allowed each Child Passenger Safety Technician to receive 6 Continuing Education Units and seat check sign-off. The event allowed for over 90 technicians to retain their certifications and to continue to offering child passenger safety checks at stations around the state. In 2024, preliminary data states there were no unbelted child passenger safety fatalities.	

Planned Activity Name	Unattended Passenger Safety	
Project	SCR2403	UNATTD-2024-03-00-00
Intended Recipient	Public	
Primary Countermeasure Strategy ID	Communications and Outreach:	
Planned Activity Description	Funding for information to the public regarding unattended passenger safety, especially child passengers.	
Rationale	There were 8 pediatric heatstroke deaths in Idaho from 1998 to 2022, thus requiring education and outreach to citizens about the dangers of leaving children in hot cars.	
Primary Performance Measure (Target)	Maintain the 5-year average number of pediatric heatstroke deaths at 3 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Worked with our media contractor to provide and distribute message regarding leaving vulnerable passengers in a vehicle when in hot weather. See attached media report for details.	

Planned Activity Name	Child Passenger Safety Coordination Program	
Project	SOP2401	M2X-2024-O1-00-00
Intended Recipient	Lemhi County Sheriff's Office	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Child Restraint Use	
Planned Activity Description	Sustained coordination of a statewide child passenger safety program to include CPS technician and instructor certifications training, data tracking of CPS locations, maintain network of inspection stations, and provide community awareness efforts. Will also provide proper materials required for CPS check stations.	
Rationale	The goal is to have at least one trained child passenger safety technician and CPS check site for each county in Idaho and to have at least a 50% retention of renewed CPS techs.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	The state currently has 293 Child Passenger Seat Technicians (CPST), 25 Child Passenger Seat Technician Instructors (CPSTI), 5 Technician Proxies and 78 inspection sites. At these statewide sites, 2,800 seats were checked, 1,001 seats were distributed, 725 WHALE (We Have a Little Emergency) kits and 664 CPS information cards were handed out. The coordinator dedicated 2,124.5 paid hours to the program and match 438 volunteer hours. Program coordinated the efforts for participation in the National CPS week and Seat Check Saturday where 24 events were held, 390 seats checked and 166 seats distributed.	

Planned Activity Name	Child Passenger Safety Statewide Services	
Project	SOP2402	M2X-2024-02-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Communication Campaign	
Planned Activity Description	Provide occupant protection educational and outreach materials regarding the importance of CPS as well as provide continued education and training to CPS Technicians.	
Rationale	Purchase and distribute child restraints to low-income families. Using the CPS local liaisons, seats are distributed at inspection stations on a needs based system.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Maintained a supply of child passenger safety informational cards and WHALE (We Have a Little Emergency) kits which are distributed to the public, groups, and doctors. Materials are also provided at seat check events, community fairs, county fairs, and child safety events. Through the course of the year, OHS has provided 2,500 Spanish language CPS safety cards, 4,000 English language safety cards, 235 Spanish language WHALE kits and 1,850 English language WHALE kits. Materials are provide at all seat check locations and are distributed with all seats. 7 locations, including Burley, Boise (x2), Twin Falls, Emmett, Hailey, and Nampa, have language interpreters on staff.	

Planned Activity Name	Child Passenger Safety Restraints	
Project	SOP2403	M2CSS-2024-03-00-00
Intended Recipient	Child Passenger Safety Technician Sites	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Child Restraint Use	
Planned Activity Description	Fund the distribution of child passenger seats at child passenger check locations, on a need basis for socially or economically disadvantages families.	
Rationale	1300.21 (6) (F) (vi) Purchase and distribute child restraints to low-income families. Using the CPS local liaisons, seats are distributed on a needs based system.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	3 subrecipients purchased and distributed child passenger seats to rural underserved populations and locations around the state. Locations included Grangeville, Lapwei, Orofino, Kamiah, Cottonwood, Clark Fork, Osborn and Post Falls. 450 seats were checked, 55 seats were provided and 40 seats were purchased.	

Planned Activity Name	HVE - Occupant Protection Nov. Thanksgiving 405(b)	
Project	SOP24EA	M2HVE-2024-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Short-term, High Visibility Seat Belt Law Enforcement	
Planned Activity Description	Statewide seat belt high visibility enforcement mobilization reduce seat belt non-use related traffic fatalities, serious injuries and economic loss.	
Rationale	NHTSA supports the annual Click it or Ticket High Visibility Enforcement seat belt campaign in late May each year.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	40 agencies participated in the November Thanksgiving Seat Belt High-Visibility Enforcement. 21 of those agencies reported outreach to their communities about the upcoming mobilization. In that HVE, a total of 13 DUI arrests were made, as well as 340 seat belt citations issued and 533 speeding citations issued.	

Planned Activity Name	HVE - Occupant Protection CIOT Mobilization 405(b)	
Project	SOP24EB	M2HVE-2024-EB-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Short-term, High Visibility Seat Belt Law Enforcement	
Planned Activity Description	Statewide seat belt high visibility enforcement mobilization reduce seat belt non-use related traffic fatalities, serious injuries and economic loss.	
Rationale	NHTSA supports the annual Click it or Ticket High Visibility Enforcement seat belt campaign in late May each year.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	43 agencies participated in the May Click It Don't Risk It Seat Belt High-Visibility Enforcement. 22 of those agencies reported outreach to their communities about the upcoming mobilization. In that HVE, a total of 7 DUI arrests were made, as well as 246 seat belt citations issued and 441 speeding citations issued.	

Planned Activity Name	Occupant Protection Paid Media	
Project	SOP24PM	M2X-2024-PM-00-00
Intended Recipient	Media Firm	
Primary Countermeasure Strategy ID	Communications and Outreach: Strategies for Low Belt Use Groups	
Planned Activity Description	Purchase paid media to support the high visibility seat belt enforcement mobilization efforts.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" seat belt use increased when states used paid advertising in their seat belt use campaigns.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Developed new media and ran campaigns to support Click it or Ticket HVE in May. Campaign ran on multiple platforms between May and June. See attached media reports for campaign details.	

Planned Activity Name	Occupant Protection Statewide Services	
Project	SSB2401	OP-2024-03-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Child Restraint Use	
Planned Activity Description	Funding for education and outreach to high-risk areas and demographics of low seat belt use rates, including pickup truck drivers, rural drivers, Native American drivers, and young males.	
Rationale	Communications and Outreach: Supporting Enforcement and Strategies for Low-Belt-Use groups have been proven effective when used in conjunction with enforcement efforts to reduce crashes with unrestrained drivers and passengers	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	No funds were expended from this program to sub-grantees. Sub-grantees this year were primarily youthful drivers and were funded from Teen Traffic Safety Statewide Services.	

Planned Activity Name	Occupant Protection Observational Survey (NOPUS)	
Project	SSB2402	OP-2024-02-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Comm & Outreach: Strategies for Low Belt Use Groups	
Planned Activity Description	Funding will be used to conduct an annual occupant protection observational survey using the required guidelines of NHTSA	
Rationale	states must have a "comprehensive occupant protection program," including conducting an "annual statewide safety belt use survey in accordance with criteria	
Primary Performance Measure (Target)	Increase the 5-year average observed seat belt use rate to 85.9% by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	A total of 28,079 vehicle occupants were observed. The total occupants observed were comprised of 22,584 drivers and 5,495 outboard passengers. Seventy percent (70%) of the vehicles were cars, vans, or Sport Utility Vehicles (SUVs) while 30% were pick-up trucks. Vans and SUVs used to be counted separately, but were combined with passenger cars for the 2013 survey because seat belt usage was virtually the same for both groups of vehicles in the past. The results of this year's survey showed a 1.8% decrease in the overall Seat Belt Use rate from 87.5% to 85.7%.	



Planning and Administration

Planned Activity Name	Planning and Administration	
Project	S0024PA	PA-2024-PA-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Support program management to implement and manage all highway safety programs as well as travel, training, planning, coordination, and tools to support program management	
Rationale	Program Management to establish procedures, conduct planning and ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Support program management to implement and manage all highway safety programs as well as for travel, training, planning, coordination and the tools to support program management activities.	

Planned Activity Name	Electronic Grant Management System	
Project	SPA2401	PA-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Electronic Grant Management System, software, and support to aid in the management and monitoring of highway safety grants.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Electronic Grant Management System, software, and support to aid in the management and monitoring of highway safety grants.	

Police Traffic Services Program

Planned Activity Name	Police Traffic Services Program Area Management	
Project	S0024PT	PA-2024-PT-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage the police traffic services projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Police Traffic Services program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Police Traffic Statewide Services - Mini Grants	
Project	SPT2401	PT-2024-01-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Traffic Enforcement Services support High Visibility Enforcement.	
Planned Activity Description	Funding will support high visibility enforcement during targeted community events based on need/data, tools, equipment, and training required to support and enhance HVE efforts statewide. There are over 110 law enforcement agencies in Idaho which require officers to continue to enhance their knowledge in order to mitigate fatalities and serious injuries on Idaho roads. In addition, having up-to-date equipment is another enforcement tool used to combat those lives lost to traffic crashes.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Funding supports high visibility enforcement campaigns during targeted community events based on need/data and tools, equipment, and training required to support and enhance HVE efforts. Equipment purchased: Speed Trailer (Bonneville County), 5 Lidars (Idaho County), 4 Lidars (Lehmi County), 4 BeeIIIs (Nez Perce County), Speed Trailer (Rigby PD), Speed Trailer (Soda Springs PD), 4 Radars (Twin Falls County). HVE Event Saturation Patrols: Bannock County (2), Bingham County (Raspberry Days), Training: Caribou County (LOTOJA).	

Planned Activity Name	Star PD STEP	
Project	SPT2402	PT-2024-23-00-00
Intended Recipient	Star Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Strategic Traffic enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis focused on SH44, SH20/26, SH16 where 50% of all fatal crashes are Impaired and 50% are Aggressive Driving. Also, 40% of all Suspected Serious Injury Crashes are Aggressive Driver Involved. These top problem areas will include a strong education and outreach component in and around the city of Star. Even though Star is still considered a rural community, they are under the jurisdiction of Ada County and annexation of that area is on the rise.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in the City of Star, located in Ada County. Heavily traveled corridors: SH44, SH20/26, SH16. Fifty percent of all fatal crashes are impaired driving related and 50% are aggressive driving related. Crashes were down by 9 since 2023. Star PD implemented a Problem Oriented Police (POP) team. The assigned officers attend HOA and Town Hall meetings and conduct safe driving training for residents. A previously purchased speed trailer is strategically placed based on public feedback. Star PD utilizes all social media platforms. 100% of grant funds were expended.	

Planned Activity Name	Moscow Police Department - Enforcement	
Project	SPT2403	PT-2024-03-00-00
Intended Recipient	Moscow Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in and around the city of Moscow. The region is heavily traveled as a thoroughfare to Washington and is home to the University of Idaho. 80% of all fatal crashes are alcohol impaired related and 43% of all suspected serious injury crashes are distracted driver related. Outreach and education efforts will be focused on these specific areas.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in the City of Moscow, located in Latah County. Moscow PD made 2,137 contacts, accounted for 1,590 regular and 60 overtime enforcement hours. Moscow PD wrote 60 DUI citations (24 less than 2023) and issued 130 speeding citations. They also hosted Child Passenger Safety Checks. Twelve new car seats were provided during the Newbill Kids Safety Fair and 60 new bike helmets were distributed during this event. Equipment purchased: 3 Lifelocs. Moscow PD's grant manager attended two grant trainings put on by OHS.	

Planned Activity Name	Boise Police Department - Enforcement	
Project	SPT2404	PT-2024-04-00-00
Intended Recipient	Boise Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Funding will provide Integrated high visibility enforcement on a sustained basis in and around the City of Boise, which is the largest city and capital of Idaho. Interstate 84 runs through Boise. There were 65 fatalities between Jan 2018 and Dec 2022. 31% of all fatal crashes were Aggressive Driver related as well as 48% of all Suspected Serious crashes. Education is conducted at each contact.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement on a sustained basis in the City of Boise, located in Ada County. Boise PD accounted for 2,471 contacts, 887 hours of dedicated OT patrols, 83 seat belt citations, 670 speeding citations, and 45 texting citations. There were 62 hours dedicated to motorcycle awareness and Boise PD motor officers attended the the Annual High Desert Harley Davidson Motorcycle Rally where 475 community members attended. Boise PD partnered with the Prosecuting Attorney's Office to encourage young drivers to attend the Alive@25 program. Social media: 70 posts on safe driving (10,000 views, 992 likes, 203 shares, 172 comments). The grant manager attended two of the grant training workshops offered: 10/25/23, 7/31/24.	

Planned Activity Name	Nampa Police Department - Enforcement	
Project	SPT2405	PT-2024-05-00-00
Intended Recipient	Nampa Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Funding will provide Integrated high visibility enforcement on a sustained basis in and around the city of Nampa. From Jan 2018 to Dec 2022 there were 48 fatalities. Nampa ranked #1 in Motorcycle Fatalities and Serious Injuries for the 240k+ population category of which 31% of all fatal crashes were Impaired driver-related and 21% alcohol-related. In addition, 55% of all Suspected Serious Injury Crashes were Aggressive related. Local public educational engagement events have proven successful. A commitment to continuing education for officers will support effective innovative enforcement efforts.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement on a sustained basis in the City of Nampa, located in Canyon County. Nampa PD reported 150 injuries and 3 fatal crashes. Assessed high crash locations and provided extra patrols during peak hours. Nampa PD sent several officers to the Impaired Driving and Traffic Safety Conference (IACP) in Washington DC. Equipment purchased: 3 BeeIIIs. Nampa PD has a dedicated media person that is responsible for all social media posts. The Grant Officer attended a grant training on 8/15/24. A site visit was made on 2/8/24 and the GCO visited their traffic control center.	

Planned Activity Name	Meridian Police Department - Enforcement	
Project	SPT2406	PT-2024-06-00-00
Intended Recipient	Meridian Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Funding will provide integrated high visibility enforcement on a sustained basis in and around the City of Meridian. The 2020 Census identified Meridian as the fastest growing population in the nation. In 2022, it ranked the #2 "Boomtown" in America and continues to grow in population. 52% of all their fatalities are impaired driver related and 51% of all suspected serious injury crashes are aggressive driver related. Officers conduct public outreach and education with every traffic stop. In addition, Officers are encouraged to attend training conferences to stay updated on the latest law enforcement best practices.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement on a sustained basis in the City of Meridian, located in Ada County. Traffic contacts made were 969, including 373 speeding citations and 12 seat belt citations. Meridian PD hosts the Public Safety Academy, and Motorcycle Safety Awareness Rally in addition to the "Chills and Thrills" motorcycle training program. Meridian PD actively participates in the National School Bus Safety Week partnering with local schools. They also provide a winter driving class. Child safety seat checks were conducted in partnership with the Meridian Fire Department. Meridian PD sent several officers to DRE training.	

Planned Activity Name	Shelley Police Department - Enforcement	
Project	SPT2407	PT-2024-07-00-00
Intended Recipient	Shelley Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. Twin Falls Co. has a seat belt use rate of only 77.8% and 61.6% of the fatal and injury crashes were a result of aggressive driving.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement in the City of Shelley. There were a total of 84 crashes in Shelley during the grant period, with three of those crashes resulting in injuries. There were zero fatality crashes during this period. This represents a 12 percent reduction in reportable crashes. Officers made a total of 1,650 contacts during grant-funded activities. This resulted in 432 speeding citations, 145 seat belt violations, and ten DUI arrests.	

Planned Activity Name	Jerome City Police Department - Enforcement	
Project	SPT2408	PT-2024-08-00-00
Intended Recipient	Jerome City Police Department	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. When compared to other counties of similar population, Jerome County ranks third in fatal and serious injury crashes as a results of aggressive driving.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>Integrated high visibility enforcement in the City of Jerome. For the duration of this grant, Jerome City Officers maintained a zero-tolerance enforcement stance toward seat belt violations for both occupant seat belt and child safety seat restraints. Seat belt citations were issued and additional education was provided regarding the importance and legality of occupant safety restraints. Jerome City PD regularly maintains a Facebook page. Throughout the year, posts were shared regarding Jerome PD's traffic mobilization, including joining efforts with other law enforcement agencies across the state to slow aggressive driving, with an emphasis during the "100 Deadliest Days of Summer." The importance of finding a sober driver and wearing safety restraints was also emphasized. Chief Rubink and Captain Clark attended the Idaho Highway Safety Summit during Quarter 3, where Jerome PD received an award for community outreach for their social media page, and Captain Clark spoke at one of the break out sessions on social media use. Additionally, Jerome PD officers assisted the Jerome High School seniors with the "Mock Crash" project. This program challenged teens to think about the outcomes of drinking and driving, and making mature and legal decisions behind the wheel. Short-staffing continues to be a hurdle for Idaho law enforcement and Jerome Police Department is no exception, thus limiting the ability for traffic overtime shifts. In spite of that, more regular-duty traffic stops were performed than the prior year, allowing for more contacts with the public. Annual performance during grant funded hours is as follows: 335 traffic contacts, 1 DUI arrest, 45 seat belt citations, 3 child passenger seat citations, 1 felony arrest, 1 fugitive apprehended, 1 suspended license, 30 uninsured motorists, 30 speeding citations, 27 other moving violations and other arrests for possession of paraphenalia and possession of controlled substance.</p>	

Planned Activity Name	Idaho State Police - Year-long - Enforcement	
Project	SPT2409	PT-2024-09-00-00
Intended Recipient	Idaho State Police	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Year-long sustained high visibility enforcement efforts in each of the 6 transportation district focusing on data driven areas of concern.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>The Impact Evaluation, which compares ISP specific WebCARS data from FFY23 and FFY24 (collected on 10/5/24), shows decreases in impaired driving crashes in three (3) districts and decreases or no change in aggressive driving crashes in five (5) districts. Impaired driving crashes increased in District 1 by 6% (81 in FFY23 to 86 in FFY24), District 5 by 44% (25 in FFY23 to 36 in FFY24), and District 6 by 35% (26 in FFY23 to 35 in FFY24). Aggressive driving crashes increased in District 3 by 7% (720 in FFY23 to 769 in FFY24). Both impaired and aggressive driving crashes decreased in Districts 2 and 4, as well as statewide (3% and 6% respectively). Hours Worked – 4,167.4; Contacts – 6,614; Speed Citations – 1,490 (26.8% increase); Aggressive Driving Citations – 249 (1.2% increase); Seat Belt Citations – 640 (8.8% decrease); Child Restraint Citations – 12 (36.8% decrease); Texting While Driving Citations – 41 (19.6% decrease); Hands Free Citations – 69 (42.5% decrease); Inattentive Driving – 18 (28.6% increase); Other Distracted Driving Citations – 17 (54.1% decrease); and DUI Arrests – 76 (2.6% decrease – 78 arrests in 2023), including eight (8) DUI Drug and eight (8) Excessive DUI arrests. ISP issued 71 citations for possession of a controlled substance (marijuana – 69, methamphetamine – 1, and THC Oil Vapes – 1), along with 87 possession of drug paraphernalia citations.</p>	

Planned Activity Name	Lewiston Police Department - STEP	
Project	SPT2410	PT-2024-10-00-00
Intended Recipient	Lewiston Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in and around the city of Lewiston. Lewiston has a large student population, is a recreational destination and borders Washginton. The city ranked #1 in fatalities and injuries for their population group. 61% of all fatal crashes are aggressive driver related and 45% of suspected serious injuries were also aggressive related. Lewiston PD will focus their outreach and education efforts toward aggressive driving in FY24.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) Integrated high visibility enforcement on a sustained basis in the City of Lewiston located in Nez Perce County. Contacts made: 2243, including 57 DUI citations, 32 seat belt citations, and 302 speeding citations. Lewiston ranked #1 in their population group for total F&SI with 2 fatal crashes. Focus areas include school zones and crosswalks. Lewiston PD participated in 9 of the 10 scheduled mobilizations. Community engagement included staffed booths at the Nez Perce County Fair and attending a local neighborhood's National Night Out. Partnered with ISP during the annual Hot August Nights event. Lewiston PD is active with social media. Their grant Manager attended a grant training class hosted by OHS 10/25/23. A site visit was conducted on 5/30/24.	

Planned Activity Name	Bingham County Sheriff's Office - STEP	
Project	SPT2411	PT-2024-11-00-00
Intended Recipient	Bingham County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For counties with a population between 20K-49,999K, Bingham has a fatal and injury rate of 3.8.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) Integrated high visibility enforcement on a sustained basis in Bingham County. The Bingham STEP team made a total of 1,636 contacts during the grant period, resulting in 431 speed violations, 138 seat belt citations, 120 texting and driving citations, 46 DUI arrests, and 16 child safety seat citations. The Bingham County STEP team also used Facebook to promote safer driving behaviors.	

Planned Activity Name	Blackfoot Police Department - STEP	
Project	SPT2412	PT-2024-12-00-00
Intended Recipient	Blackfoot Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected. For an Idaho city with a population between 5K-14,999K Blackfoot has the third highest fatal and serious injury crash rate of .47%	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) Integrated high visibility enforcement on a sustained basis in the City of Blackfoot, located in Bingham County. Blackfoot PD STEP team made 2,095 contacts during grant-funded activities. This includes 113 speeding citations, 93 seat belt citations, 19 texting and driving citations, and 19 DUI arrests. STEP officers participated in the City of Blackfoot's Transportation Board Meetings. Blackfoot PD made 41 posts to their social media channels to raise awareness of traffic safety focus areas. They also taught a minimum of one Alive at 25 class per month during this grant period.	

Planned Activity Name	Garden City Police Department - STEP	
Project	SPT2413	PT-2024-13-00-01
Intended Recipient	Garden City Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in Garden City. Garden City is nestled inside the city of Boise which experiences mostly commuter traffic. Events year round are held at Expo Idaho. 67% of all Fatal Crashes are Alcohol Impaired related. Bicycle Fatalities and Injuries ranked #1 in the population category 5k-14,999. Several different media campaigns and social media platforms help educate the driving public.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) Integrated high visibility enforcement on a sustained basis in Garden City, located in Ada County. Contacts: 1878. Miles Driven: 1887. DUI Citations: 4, speeding 572, Seat belts: 31. There was 1 motorcycle fatality. Participated in all scheduled mobilizations. Provided extra patrols during the Boise Music Festival and Western Idaho Fair. Purchased 2 Stalker radars and utilizes a previous purchased speed trailer in highly traveled corridors. Created a public awareness campaign focused on distracted and impaired driving. Active on all social media platforms. Sent 2 officers to the Traffic Safety Conference in Orlando, FL. Taught 25 Alive @ 25 classes. Garden City PD utilized 100% of their grant funds.	

Planned Activity Name	Jerome County Sheriff's Office - STEP	
Project	SPT2414	PT-2024-14-00-01
Intended Recipient	Jerome County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) Integrated high visibility enforcement on a sustained basis in Jerome County. The Jerome County Sheriff's Office (JCSO) attended Hazelton Days, a small-town event and distributed safety materials to the public. They also attended the Jerome County Fair and had a booth set up in one of the merchant buildings. They distributed safety materials and spoke to the public about safe driving practices. They had Fatal Vision Goggles for the public to use to feel the effects of driving under the influence. Focused traffic enforcement was conducted during peak traffic hours (morning and evening commute) and traffic stops were conducted when indicated. JCSO participated in all of the regularly scheduled HVE mobilizations outside of this grant. Performance is as follows for FFY2024: 54 Reportable Crashes, 788 Contacts, 3 DUI Arrests-Alcohol only, 1 Drug & Alcohol arrest, 32 seat belt citations, 9 child passenger safety citations, and 137 speeding citations.	

Planned Activity Name	Bonneville County Sheriff's Office	
Project	SPT2415	PT-2024-15-00-01
Intended Recipient	Bonneville County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement in Bonneville County. Bonneville County Sheriff's Office (BCSO) conducted additional impaired driving enforcement throughout FY24, beginning with the holiday season in 2023. Over the year, BCSO completed 66 additional shifts focused on impaired driving, resulting in 35 DUI arrests and 15 non-DUI arrests. BCSO made contact with 533 during these grant shifts, which were scheduled during the peak times of Friday and Saturday nights and early mornings. BCSO took a zero tolerance approach to seat belt use and issued citations for unrestrained drivers and passengers. BCSO used a variety of social media posts and videos posted to social media platforms, as well as flyers and visits to local establishments who volunteered to participate with getting out the message. Preliminary data shows an increase in fatal crashes, but a decrease in serious injury crashes.	

Planned Activity Name	Kuna Police Department - STEP	
Project	SPT2416	PT-2024-16-00-02
Intended Recipient	Kuna Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in and around the city of Kuna. State Highway 69 runs through Kuna and heavily traveled due to a steady increase in population. 69% of all Fatal Crashes are Impaired driver-related. Drivers 20 years old and younger are overrepresented in this area. Much of the outreach and education is focused on targeting this group of drivers, mostly through popular social media platforms.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in the City of Kuna located in Ada County. Extra patrols were conducted along the 8.5 mile north-south Idaho State Highway 69 that runs through the City of Kuna. Traffic stops made: 6792; DUI citations: 18; speeding citations: 105. Two motor officers attended the NOMOA conference. A site visit was made on 2/15/24 to meet with the new Grant Manager. Kuna PD expended 100% of their grant funds.	

Planned Activity Name	Sandpoint Police Department - STEP	
Project	SPT2417	PT-2024-17-00-02
Intended Recipient	Sandpoint Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Selective Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in and around the city of Sandpoint. There are two national scenic byways that increase the local population from 9,000 to 20,000 during the summer months. Sandpoint ranked #1 for pedestrian fatalities and serious injuries in the 5K - 14,999 population group. There have been three fatalities each year for 2020, 2021, and 2022. Education and outreach efforts will focus on reducing that number and other driver-related issues prevalent in the area (impaired driving and alcohol related crashes).	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in the City of Sandpoint located in Bonner County. Sandpoint Police Department conducted STEP patrols throughout the year, culminating in 2,863 traffic stops and 1,435 citations -- including 68 seat belt citations, 3 DUI arrests, and 301 speeding tickets. Community outreach activities that promoted traffic safety included Halloween Trunk or Treat events, local radio public service announcements during Christmas and New Year's, a Sandpoint High School presentation regarding seat belt use for National Seat Belt Day ahead of Thanksgiving, and participation in the annual Sandpoint High School mock DUI crash. Sandpoint reduced the number of injury crashes from 20 in 2023 to 11 in FY24. There was no change in fatal crashes, as the number continues to remain at 0.	

Planned Activity Name	Caribou County Sheriff's Office	
Project	SPT2418	PT-2024-18-00-02
Intended Recipient	Caribou County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact. DRE conference training to better enforce DUI enforcement.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Grant activities focused on back-roads near mining areas. A total of 256 contacts were made during grant activities. This resulted in 62 speed violations, 7 seat belt violations, 4 DUI arrests, and 3 reckless driving citations.	

Planned Activity Name	Gem County Sheriff's Reserves	
Project	SPT2419	PT-2024-19-00-03
Intended Recipient	Gem County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Funding will provide Integrated high visibility enforcement in and around Gem County (Emmett) on a sustained basis. Gem County is a recreational destination via Hwy 16 and Hwy 52. They ranked #1 in Bicycle and Pedestrian Fatalities and Serious Injuries in the population category of 10k - 19,999 - which is rural and underserved. There were 17 fatalities between Jan 2018 - Dec 2022. 39% of all Serious Injury Crashes are Aggressive and 35% of all Fatal Crashes are Impaired Driver related. Public outreach and education is core to combating these problem areas. Officers are encouraged to attend trainings and conference to stay abreast of changes in the law enforcement industry.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement on a sustained basis in Gem County. Emmett is the county seat and the only city within Gem County. Gem County Reserves, Inc. serve at the sole and absolute discretion of the Gem County Sheriff's office and oversees the reserve program. Contacts made: 562; DUIs: 5; speeding citations: 30. Education and outreach includes having lunch at local high schools with students and talking about the dangers of distracted driving and being unrestrained in vehicles. Gem County Reserves posts monthly safety messages on Facebook.	

Planned Activity Name	Rexburg Police Department	
Project	SPT2420	PT-2024-20-00-03
Intended Recipient	Rexburg Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact. DRE conference training to better enforce DUI enforcement.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement in the City of Rexburg. Rexburg Police Department (RPD) participated in 10 mobilizations throughout the fiscal year (2 seat belt, 5 impaired driving, 2 aggressive driving, and 1 distracted driving). Mobilizations were conducted in the high-traffic and high-collision areas of 2nd E, Main Street, and US Hwy 20. Rexburg PD took a zero tolerance policy for unrestrained vehicle occupants and issued seat belt citations for unrestrained drivers and passengers, especially unrestrained children. Rexburg PD has conducted education and awareness through social media, including posts about upcoming mobilizations and City of Rexburg crash statistics. Rexburg PD followed up those posts after mobilizations with "how we did" posts. Preliminary data shows the City of Rexburg has reduced the number of crashes and fatalities, but the serious injury crashes have increased slightly.	

Planned Activity Name	Twin Falls Police Department	
Project	SPT2421	PT-2024-21-00-03
Intended Recipient	Twin Falls Police Department	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact. DRE conference training to better enforce DUI enforcement.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement in the City of Twin Falls. Using Twin Falls PD data, there was a slight increase in injury crashes from 21 in the 2022/2023 year as compared to 24 in the 2023/2024 grant year. The number of fatal crashes has remained steady at 1 fatal. Annual performance is as follows for FFY2024: 2 reportable crashes, 507 traffic contacts, 7 DUI arrests, 7 seat belt citations, 1 child passenger seat citation, and 70 speeding citations.	

Planned Activity Name	Twin Falls County Sheriff's Office	
Project	SPT2422	PT-2024-22-00-03
Intended Recipient	Twin Falls County Sheriff's Office	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Integrated high visibility enforcement on a sustained basis also providing education at each contact. DRE conference training to better enforce DUI enforcement.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	<p>Integrated high visibility enforcement in Twin Falls County. Local traffic crash data and officer shift notes were reviewed and analyzed monthly by the Sheriff's Office to determine where the most crashes were occurring in the county. Crash data was then used in conjunction with historical records of large community events, concerts, holidays, etc. in determining areas where increased enforcement is likely needed to make the greatest difference and where grant-funded overtime saturation patrols would be the most effective to reduce impaired, aggressive, and distracted driving; along with ensuring proper seat belt restraint for children and an increase in the use of seat belts. These saturation initiatives were an ongoing process throughout the term of this grant. During FY2024 the Twin Falls County Sheriff's Office conducted public education and awareness activities. Promotional materials were provided at traffic stops and other public events. Media releases were provided to local outlets for promotion of traffic safety and appeared in print, on radio, and on television station KMVT channel 11. Sheriff's Office representatives were frequent guests of a morning radio talk program entitled "Top Story" on KLIX Radio 1310 AM. The radio shows provided a medium to disperse public information and promoted traffic safety by providing opportunities for community interaction and were believed to be beneficial in helping to create an improved general deterrence toward crash-causing behaviors. Press releases were sent out to the media outlets typically the Friday before the start of mobilizations and the radio talk shows were typically held the week before and the week of enforcement efforts. The Sheriff's Office website, Facebook and video blogs on traffic safety topics are continually updated to educate and inform the public.</p>	

Planned Activity Name	Shoshone County Sheriff's Office	
Project	SPT2423	PT-2024-23-00-03
Intended Recipient	Shoshone County Sheriff's Office - STEP	
Primary Countermeasure Strategy ID	Sustained Enforcement	
Planned Activity Description	Selective Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach. Shoshone County's population increased 6.8% with 2.6% of that total made up of racial and ethnic minorities.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce some safety-related benefits by convincing the public that speeding and aggressive driving actions are likely to be detected.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement in Shoshone County. The Shoshone County Sheriff's Office participated in 7 of OHS's mobilizations in addition to conducting STEP patrols throughout the year with at least 1,168 traffic stops. DUI was a major focus area with 23 arrests made outside of OHS impaired driving mobilization periods. Community outreach activities that promoted traffic safety included participation in the North Idaho DUI Task Force "Choose Wisely" campaign, distracted driving and DUI prevention education to students during the Silver Valley Job Fair, and DUI prevention during the Wallace Pub Crawl. Shoshone County reduced the number of injury crashes from 63 in FY23 to 52 in FY24, and fatalities from 3 in FY23 to 2 in FY24.	

Planned Activity Name	HVE - Aggressive Driving Mobilization Spring and Winter	
Project	SPT24EA	PT-2024-EA-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	The HVE Aggressive Driving Mobilization during the Spring funds Statewide Aggressive Driving High Visibility Enforcement is to reduce speed related fatalities, serious injuries and economic loss statewide. Aggressive driving is a factor in 49% of all crashes and 35% of all fatalities. Drivers 19 and younger were 4.2 times more likely to be involved in an aggressive driving collision. These types of crashes cost Idahoans nearly \$2.3B in 2021 and represents 42% of the total economic costs of crashes.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Spring Mobilization: Mar 19 - Mar 30, 2024. Participating Agencies: District 1: Bonner's Ferry Police Dept, Kootenai County, Rathdrum PD, Shoshone County, Spirit Lake. District 2: Idaho County, Latah County, Lewiston PD, Nez Perce County. District 3: Boise County, Caldwell PD, Emmett Pd, Fruitland PD, Homedale, Idaho City, McCall Pd, Middleton PD, Owyhee County, Parma PD, Valley County, Washington County, Weiser PD, Wilder PD. District 4: Filer PD, Heyburn PD, Jerome County, Lincoln County, Rupert PD, Twin Falls County. District 5: American Falls PD, Bannock County, Bear Lake County, Bingham County, Blackfoot PD, Caribou County, Chubbuck PD, Franklin County, Pocatello PD, Power County, Preston PD, Shelley PD, Soda Springs, PD. District 6: Bonneville County, Butte County, Clark County Sheriff, Madison County Sheriff, Rexburg PD, Rigby PD, St Anthony PD, Teton County. 2886 contacts made, 28,243 miles driven, 23 DUIs, 132 seatbelts and 998 Speed citations written. Various social media platforms were utilized for outreach and education. Summer Mobilization Jul 19 - Aug 11, 2024. Participating Agencies: District 1: Bonner's Ferry PD, Kootenai County, Rathdrum PD, Shoshone County, Spirit Lake. District 2: Idaho County, Latah County, Lewiston PD, Moscow PD, Nez Perce County. District 3: Adams County, Boise County, Caldwell PD, Canyon County, Fruitland Pd, Homedale PD, Idaho City Pd, Middleton PD, Owyhee County, Parma PD, Washington County, Weiser PD, Wilder PD. District 4: Filer PD, Heyburn PD, Jerome County, Lincoln County, Twin Falls County. District 5: American Falls PD, Bannock County, Bear Lake County, Bingham County, Blackfoot County, Caribou County, Chubbuck PD, Franklin County, Montpelier PD, Pocatello PD, Power County, Preston PD, Shelley PD, Soda Springs, PD. District 5: Bonneville County, Butte County, Clark County, Madison County, Rexburg PD, Rigby PD, St Anthony PD, Teton County. 554 Contacts made, 36,312 miles driven, 28 DUIs, 66 Seatbelts, 1093 speed citations written. Various social media platforms were utilized for outreach and education.	

Planned Activity Name	HVE - Aggressive Driving Mobilization Spring and Winter	
Project	SPT24EB	PT-2024-EB-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	High Visibility Enforcement	
Planned Activity Description	The HVE Aggressive Driving Mobilization during the Winter funds Statewide Aggressive Driving High Visibility Enforcement to reduce speed-related traffic fatalities, serious injuries and economic loss statewide. Aggressive driving is a factor in 49% of all crashes and 35% of all fatalities. Drivers 19 and younger are 4.2 times more likely to be involved in an aggressive driving collision. These types of crashes cost Idahoans nearly \$2.3B in 2021 and represents 42% of the total economic costs of crashes.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH3-4.1***, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	All expenditures for this mobilization (Mar 19 - Mar 30, 2024) were coded under SPT24EA.	



Roadside Death Prevention Program

Planned Activity Name	Roadside Death Prevention Education	
Project	SRD2401	M12BPE-2024-01-00-00 M128PE - 405h Public Education
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Roadside death prevention.	
Planned Activity Description	<p>There is an average of 24 emergency responders that are killed each year nationally and 300 people die annually when a pedestrian is leaving, walking or returning to a stopped vehicle; a 25% increase since 2014. In Idaho, 1% of all fatalities involve a vehicle hitting another vehicle on the side of the road. Funding will provide support and resources for education and outreach to promote safe driving and awareness of roadside hazards through the use of media, dynamic message boards and engagement activities. Special emphasis will occur on the interstate highway system which has a higher speed limit of 80 mph. OHS will also offer mini-grants to law enforcement and EMS agencies for digital alert systems to augment incident response and advance warning systems which will be used in high crash locations to make drivers aware of changing roadway conditions.</p>	
Rationale	Preventing roadside deaths will include a three prong countermeasure approach: 1) Communication and Outreach, CH 3 - 4.1***, 2) Speed Management, CH3-2.2**, and 3) Law Enforcement, Uniform Guidelines No. 15 IV	
Primary Performance Measure (Target)		
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	There were 3 grant applications received, however none were eligible for funding under this program, therefore there were no grant expenditures for FY24.	

Teen Traffic Safety Program

Planned Activity Name	Teen Traffic Safety Statewide Services	
Project	STS2401	TSP-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Communications and Outreach - Peer-to-Peer Programs	
Planned Activity Description	Funding will be used to educate teen drivers on the importance of driving engaged, safe, sober, and buckled up.	
Rationale	Per the "NHTSA Peer-to-Peer Teen Traffic Safety Program Guide," peer-to-peer programs have been shown to be more effective with teens than education and outreach alone.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving driver age 20 or younger at 35 or fewer by 2026.	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Funds were expended to two sub-grantees this fiscal year. One sub-grantee was the Idaho Association of School Resource Officers (IDASRO), a non-profit that educates and trains School Resource Officers in evidence-based and trauma-informed best practices. Funds were used to support the organization's annual conference. The annual conference had 142 attendees from across the state. OHS presented to the conference on teen traffic safety in Idaho. The other sub-grantee was Idaho Drug-Free Youth (IDFY), a non-profit focused on substance prevention for youth in Idaho. Funds were used to support the annual Idaho Youth Summit. The Idaho Youth Summit had over 40 students in attendance this year. OHS presented to the attendees on sober driving.	

Planned Activity Name	Students Against Destructive Decision (SADD)	
Project	STS2402	TSP-2024-02-00-00
Intended Recipient	SADD - Students Against Destructive Decisions	
Primary Countermeasure Strategy ID	Communications and Outreach - Peer-to-Peer Programs	
Planned Activity Description	Funding will be used for SADD chapter growth and sustainability, chapter support, chapter resources, and community engagement and partnerships.	
Rationale	Per the "NHTSA Peer-to-Peer Teen Traffic Safety Program Guide," peer-to-peer programs have been shown to be more effective with teens than education and outreach alone.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers age 20 or younger at 35 or fewer by 2026	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	SADD implemented four new chapters in Idaho in FY24 in the following locations: Donnelly, Council, Eagle, as well as the Idaho State virtual group. SADD presented to the following schools or events in FY24: Black Canyon Junior/Senior High School, Sage International School, Horseshoe Bend School, Idaho Drug-Free Youth (IDFY) at the Idaho Youth Summit, Community Youth in Action (CYA) in Idaho Falls, and the Boy Scouts of America in Idaho Falls. SADD also ran Spotify ads and the ads resulted in over 360,000 impressions. SADD formed new partnerships with Mothers Against Drunk Driving (MADD), IDFY, CYA, and the Idaho High School Activities Association (IHSAA) in FY24.	

Planned Activity Name	Alliance Highway Safety	
Project	STS2403	TSP-2024-03-00-00
Intended Recipient	Alliance Highway Safety	
Primary Countermeasure Strategy ID	Communications and Outreach on Distracted Driving	
Planned Activity Description	Funding will be used for a highway safety presentation tour of twenty high schools in highrisk areas throughout Idaho, including production of presentation materials.	
Rationale	Per the "Countermeasures that work...for State Highway Safety Offices" there is strong public support for communications and outreach to reduce distracted driving, especially for teen drivers.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving driver age 20 or younger at 35 or fewer by 2026	
FY 2024 target, on track to meet?	In Progress	
Contribution(s) to meeting the state performance measure.	Alliance Highway Safety presented their Choices Matter presentations to the following twenty (20) high schools in Idaho in FY24: Marsh Valley High School, Hagerman Jr./Sr. High School, Glens Ferry High School, Hansen Jr./Sr. High School, Buhl High School, Bliss Jr./Sr. High School, Richfield High School, Firth High School, Independence Alternative High School, Cassia High School, Canyon Ridge High School, Blackfoot High School, Oakley, Jr./Sr. High School, Raft River Jr./Sr. High School, Potlatch Jr./Sr. High School, Wallace Jr./Sr. High School, Sandpoint High School, Priest River Lamanna High School, Forrest M. Bird Charter School, and Coeur d'Alene High School. Alliance reached 5,596 students statewide with their presentations from speakers impacted by distracted and impaired driving choices. Alliance also set up booths at the schools to interact with students on a 1:1 basis, gathering feedback from students in the form of student surveys.	

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Traffic Records Program

Planned Activity Name	Traffic Records Program Area Management	
Project	S0024TR	TR-2024-TR-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Highway Safety Office Program Management	
Planned Activity Description	Funding will provide development and support to implement and manage traffic records projects.	
Rationale	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Program	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Traffic Records program grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Traffic Records Data Improvement	
Project	SKD2401	M3X-2024-01-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data to identify traffic safety priorities.	
Planned Activity Description	Funding to provide development and support to implement, manage, coordinate and improve the traffic records and roadway safety data projects in the traffic record systems.	
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.	There was no project done in this year.	

Planned Activity Name	E-Citation (statewide)	
Project	SKD2402	B3T-2024-01-00-00
Intended Recipient	Law Enforcement Agencies	
Primary Countermeasure Strategy ID	Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data to identify traffic safety priorities.	
Planned Activity Description	Implement the e-citation software platform for the statewide electronic citation system. Provide equipment and installations costs to implement the software platform for law enforcement including scanners, computers, printers, software and a server.	
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	61 printers, 91 scanners, and 79 computers were purchased for 61 agencies for electronic ticketing using the grant funding. 402 individuals trained on electronic ticketing software, and 5 agencies went live on the software (currently at 74 agencies live). Agencies that purchased equipment include: Bear Lake County Sheriff, Bonners Ferry PD, Camas County Sheriff, Chubbuck PD, Homedale PD, Idaho County Sheriff, Jerome PD, Latah County Sheriff, Lincoln County Sheriff, Moscow PD, Nez Perce County Sheriff, Owyhee County Sheriff, St Maries PD, and St. Anthony PD.	

Planned Activity Name	EMS Records Assessment	
Project	SKD2403	B3RSRCH-405c
Intended Recipient	CANCELLED Office of Highway Safety	
Primary Countermeasure Strategy ID	Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data to identify traffic safety priorities.	
Planned Activity Description	Funding to conduct an assessment of EMS data records. The assessment will provide recommendations on ways to improve the injury surveillance records. This is specific to the EMS Bureau and does not have specific location or affected community.	
Rationale	Per Highway Safety Program Guideline No. 10, I. F. Statewide Injury Surveillance System, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	See 402	

Planned Activity Name	EMS Records Assessment	
Project	STR2401	TR-2024-01-00-00
Intended Recipient	Idaho Department of Health & Welfare, EMS Bureau	
Primary Countermeasure Strategy ID	Improves one or more of the six attributes of a core highway safety database	
Planned Activity Description	Funding to conduct an assessment of EMS data records. The assessment will provide recommendations on ways to improve the injury surveillance records.	
Rationale	Per Highway Safety Program Guideline No. 10, I. F. Statewide Injury Surveillance System, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	The Bureau of EMS and Preparedness, a Bureau within the Idaho Department of Health and Welfare, requested a NHTSA State EMS assessment for the State of Idaho. This will help the EMS bureau find ways to enhance their data that can be used for analysis in highway safety. The recommendations keyed in on accuracy, completeness and timeliness.	

Planned Activity Name	AASHTOWARE Safety Trend Analysis	
Project	STR2402	TR-2024-02-00-00
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID	Improves one or more of the six attributes of a core highway safety database	
Planned Activity Description	Implement projects within the traffic records system to address deficiencies. Implement changes and show improvement to traffic safety data within the system.	
Rationale	Per Highway Safety Program Guideline No. 10, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities to 238 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	The AASHTOWare Safety tool allows the public access to Idaho's crash data. It also allows the State and local transportation departments access to analysis tools that help develop projects to improve safety in Idaho. This tool has improved the accessibility and timeliness of available data for safety analysis.	

Match

Planned Activity Name	402 match	
Project	S0024MA	
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID		
Planned Activity Description	402 Match - this activity tracks all 402 match	
Rationale	Match is required for all 402 activities	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	402 Match for all 402 projects	

Planned Activity Name	Occupant Protection 405(b) Match	
Project	SOP24MA	M2X-2024-MA-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	405(b) Match - this activity tracks all 405(b) match.	
Rationale	Match is required for all 405(b) activities.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	405(c) Match	
Project	SKD24MA	MEMATCH-2024-TR-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	405(c) Match - this activity tracks all 405(c) match.	
Rationale	Match is required for all 405(c) activities.	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	Match 405(d)	
Project	SID24MA	M5CS-2024-MA-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	405(d) Match - this activity tracks all 405(d) match. Match for 405(d) projects is 25 percent.	
Rationale	Match is required for all 405(d) projects	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	Match 405(d) Hearing Officers	
Project	SID24CS	M5CS-2024-CS-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	405(d) Match - this activity tracks all 405(d) match for ITD hearing officers. Match for 405(d) projects is 25% percent.	
Rationale	Match is required for all 405(d) projects	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	405(f) Match	
Project	SMA24MA	M9MA-2024-02-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description	405(f) Match - this activity tracks all 405(f) match.	
Rationale	Match is required for all 405(f) activities.	
Primary Performance Measure (Target)	Reduce the 5-year average number of motorcycle fatalities to 32 or fewer.	
FY 2024 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	Match 405(h) Roadside Death Prevention	
Project	SRD24MA	M12MATCH-2024-MA-00-00
Intended Recipient		
Primary Countermeasure Strategy ID		
Planned Activity Description		
Rationale		
Primary Performance Measure (Target)		
FY 2024 target, on track to meet?	N/A	
Contribution(s) to meeting the state performance measure.		

Planned Activity Name	2024 Local Benefit	
Project	SLB4024	
Intended Recipient	Office of Highway Safety	
Primary Countermeasure Strategy ID		
Planned Activity Description	402 Local Benefit - This activity tracks all 402 local benefit	
Rationale	Local Benefit is required for 402	
Primary Performance Measure (Target)	Reduce the 5-year average number of traffic crash fatalities to 244 or fewer	
FY 2024 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.		

COMMUNICATION AND MEDIA SUMMARY

Child Passenger Safety - YoY

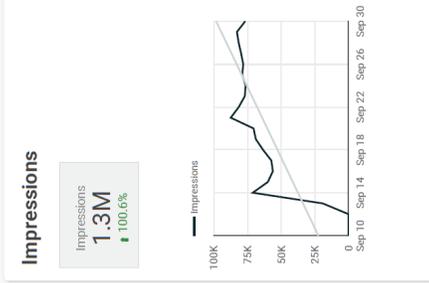
Sep 10, 2024 - Sep 30, 2024

2024 Run Dates: September 10 - September 30
 2023 Run Dates: September 19 - September 25

Goals: **SHIFT**

2024 Cost: \$100,000
 Added Value: \$8,500
 2023 Cost: \$103,653

Channels:
 Google Search
 Meta
 Pinterest
 Snapchat
 StackAdapt CTV



Landing Page Engagement

Sessions: 6,381 (+126.7%)
 Engaged sessions: 2K (+555.4%)
 Engagement rate: 20% (+142.2%)
 Newsletter Signups: 14 (+75.0%)
 Video Starts: 97 (+2,325.0%)
 Check/Session Clicks: 137 (No data)

Channel Performance

Paid Social

Traffic source	Impressions	Clicks	CTR	CPC
Snapchat	129,988	3,081	2.37%	\$1.1
Facebook	5,488	0	0%	0
Grand total	135,476	3,081	2.27%	\$1.12

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
ITD - Child Passenger Safety A...	434,293	40	0.01%
ITD - F724 Child Passenger Safety	425,141	48	0.01%
Grand total	859,434	88	0.01%

YouTube

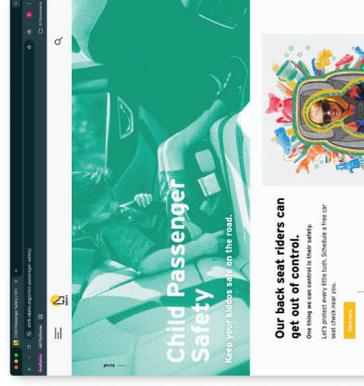
Campaign	Impressions	Clicks	CTR	CPC
YouTube - Child Passenger Safety- ENL...	259,792	434	0.17%	\$9.33
YouTube - Child Passenger Safety - SPA...	11,592	48	0.41%	\$4.13
Grand total	271,384	482	0.18%	\$8.81

Search

Campaign	Impressions	Clicks	CTR	CPC
Search - Child Passenger Safety	2,360	191	8.08%	\$4.97
Grand total	2,360	191	8.09%	\$4.97

Pinterest - UPDATE

Traffic source	Impressions	Clicks	CTR	CPC
Snapchat	129,988	3,081	2.37%	\$1.1
Facebook	5,488	0	0%	0
Grand total	135,476	3,081	2.27%	\$1.12





2024 Run Dates: August 12 - September 2
 2023 Run Dates: August 1 - September 4

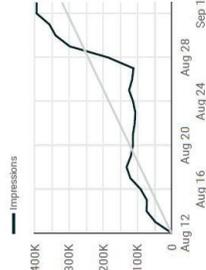
Goals:

2024 Cost: \$100,000
 Added Value: \$12,000
 2023 Cost: \$103,653

Channels:
 Meta

Impressions

Impressions
3.5M
 -36.0%

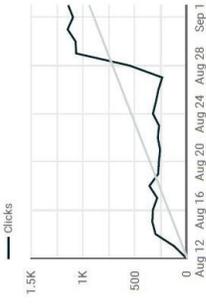


Clicks

Clicks
10.2K
 -38.0%

CTR
0.3%
 -3.0%

Cost
\$10.40K
 -48.0%



Landing Page Engagement

Sessions
225
 -97.9%

Engaged sessions
56
 -88.3%

Engagement rate
25%
 +442.7%

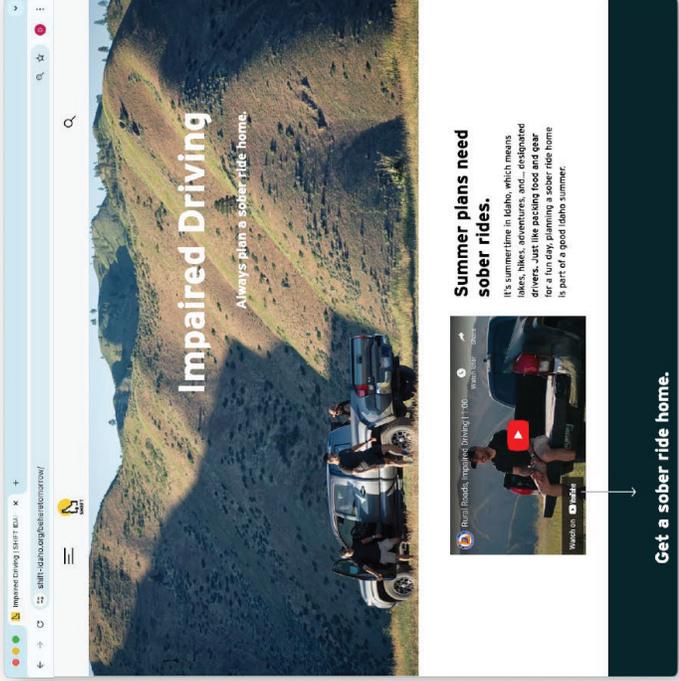
Video Starts
7
 No data

Newsletter Signups
4
 -97.4%

Channel Performance

Paid Social

Traffic source	Impressions	Clicks	CTR	CPC
Facebook	3,508,833	5,706	0.17%	\$1.11
Snapchat	207,938	3,755	1.81%	\$0.95
Grand total	3,529,149	10,225	0.29%	\$1.02



2024 Run Dates: July 8 - August 11
 2023 Run Dates: February 1 - February 28

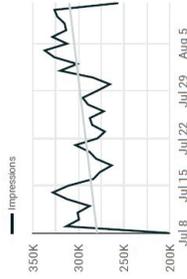
Goals:
 2024 Cost: \$100,000
 Added Value: \$10,000
 2023 Cost: \$103,653

Channels:
 StackAdapt
 YouTube
 Meta
 Snapchat



Impressions

Impressions
10.3M
 ↑ 591.4%

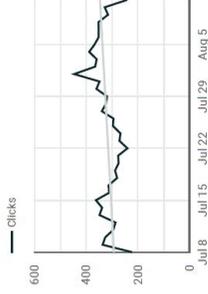


Clicks

Clicks
11.2K
 ↑ 74.9%

CTR
0.1%
 ↓ -74.7%

Cost
\$60.26K
 ↑ 651.4%



Landing Page Engagement

Sessions
7,267
 ↑ N/A

Engaged sessions
402
 ↑ N/A

Engagement rate
6%
 No data

Video Starts
32
 No data

Newsletter Signups
No data
 No data

Channel Performance

Paid Social

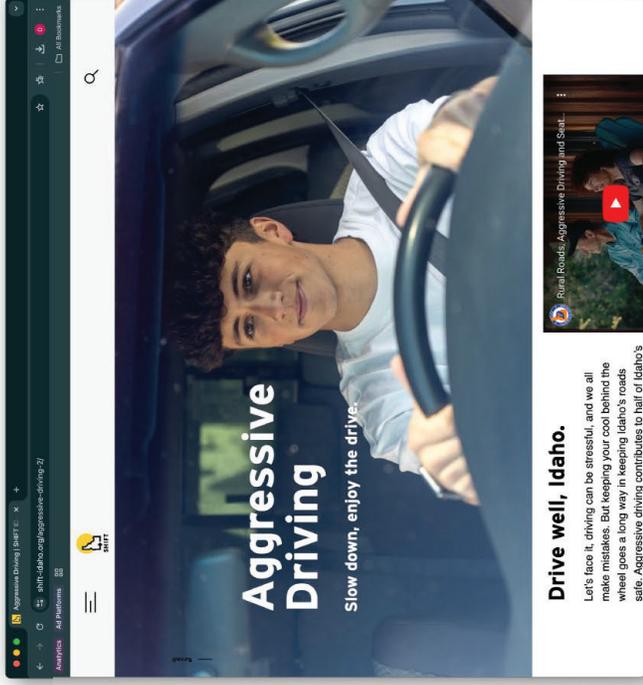
Traffic source	Impressions	Clicks	CTR
Facebook	4,257,209	4,747	0.11%
Snapchat	3,130,299	5,700	0.18%
Grand total	7,387,508	10,447	0.14%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
ITD FY24 - Aggressive Driving	930,745	170	0.02%
ITD Aggressive Driving Awareness Video 2024 IO #1	753,665	104	0.01%
ITD Aggressive Driving Awareness CTV (NBC) 2024 IO #1	183,905	16	0.01%
ITD Aggressive Driving Awareness Audio 2024 IO #1	142,785	1	+0%
Grand total	2,084,915	291	0.01%

YouTube

Campaign	Impressions	Clicks	CTR
YouTube - Aggressive Driving - 7-8-24 - 8-11-24	853,554	424	0.05%
Grand total	853,554	424	0.05%





2024 Run Dates: July 1 - July 31
 2023 Run Dates: June 30 - July 9

Goals:

2024 Cost: \$100,000
 Added Value: \$13,500
 2023 Cost: \$103,653

Channels:
 StackAdapt
 YouTube
 Meta
 Snapchat
 ClueP

Impressions

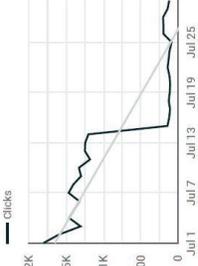
Impressions
3.1M
 -38.0%



Clicks

Clicks
21.4K
 -53.9%

CTR
0.7%
 -25.7%



Landing Page Engagement

Sessions
14,401
 -41.7%

Engaged sessions
1K
 +22.1%

Engagement rate
8%
 +109.7%

Video Starts
129
 No data

Newsletter Signups
12
 -92.5%

Channel Performance

Paid Social

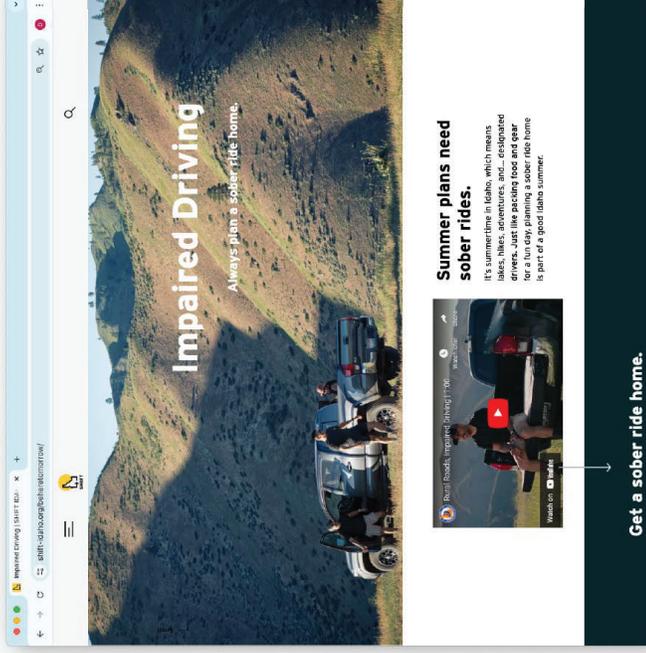
Traffic source	Impressions	Clicks	CTR
Snapchat	1,158,888	939	0.08%
Facebook	684,330	16,092	2.35%
Grand total	1,843,218	17,031	0.92%

Display

Site	Impressions	Clicks	CTR
StackAdapt	587,554	261	0.04%
cluep.com	361,286	3,966	1.1%
Grand total	948,840	4,227	0.45%

YouTube

Campaign	Impressions	Clicks	CTR
YouTube - 4th of J...	351,910	166	0.05%
Grand total	351,910	166	0.05%



Summer plans need sober rides.

It's summertime in Idaho, which means bikes, hikes, adventures, and... designated drivers. Just like packing food and gear for your trip, having a designated driver is part of a good Idaho summer.

Get a sober ride home.

2024 Run Dates: May 20 - June 2



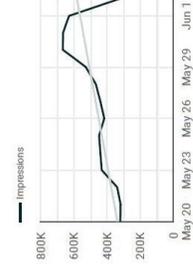
Goals:

2024 Cost: \$100,000
Added Value: \$9,500

Channels:
StackAdapt
YouTube
Meta
Snapchat

Impressions

Impressions
6.4M
N/A

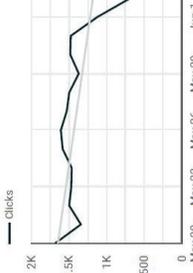


Clicks

Clicks
19.8K
N/A

CTR
0.3%
No data

Cost
\$36.64K
N/A



Landing Page Engagement

Sessions
14,842
N/A

Engaged sessions
1K
N/A

Engagement rate
7%
No data

Video Starts
17
No data

Newsletter Signups
6
-84.2%

Channel Performance

Paid Social

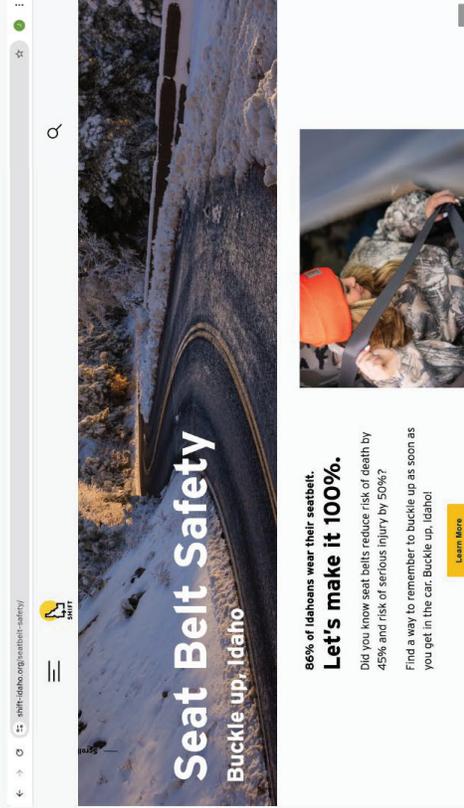
Traffic source	Impressions	Clicks	CTR
Facebook	339,331	7,205	2.12%
Snapchat	275,101	8,565	3.11%
Grand total	614,432	15,770	2.57%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
ITD Seatbelt Safety FY24	2,586,598	2,104	0.08%
ITD Seatbelt Safety / Awareness Display 2024 [ID #66707]	2,196,990	1,891	0.09%
ITD Seatbelt Safety / Awareness DODH 2024 [ID #66707]	496,130	0	0%
ITD Seatbelt Safety / Awareness Video 2024 [ID #66707]	301,406	30	0.01%
Grand total	5,818,378	4,025	0.07%

YouTube

Campaign	Impressions	Clicks	CTR
No data			





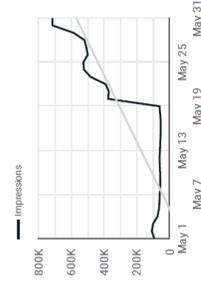
2024 Run Dates: May 1 - May 31
2023 Run Dates: NA

Goals:
2024 Cost: \$60,000
Added Value: \$5,000
2023 Cost: NA

Channels:
Meta
Traffic Sponsorships - Boise/Spokane
Gas Stations - Video
Posters/Mirror Clings

Impressions

Impressions
7.4M
↑ 53.4%

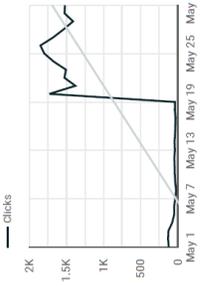


Clicks

Clicks
20.2K
↑ 86.7%

CTR
0.3%
↑ 21.7%

Cost
\$0.0
↓ -100.0%



Landing Page Engagement

Sessions
15,074
↑ N/A

Engaged sessions
1K
↑ N/A

Engagement rate
9%
No data

Video Starts
24
No data

Newletter Signups
10
↓ -73.7%

Channel Performance

Paid Social

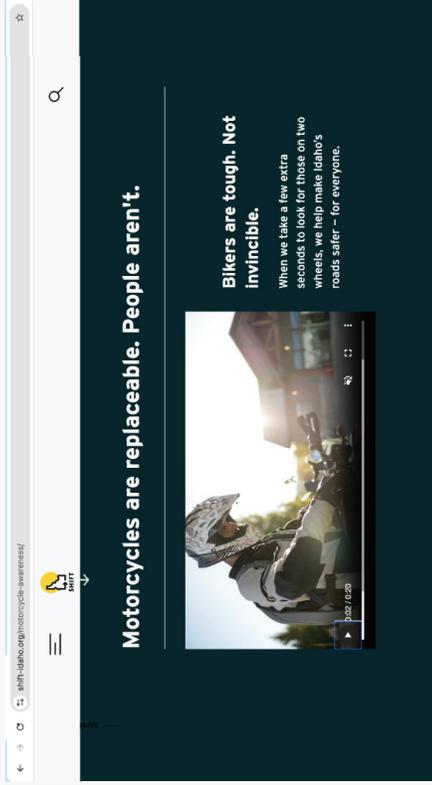
Traffic source	Impressions	Clicks	CTR
Facebook	1,160,220	1,486	0.13%
Snapchat	0	0	0
Grand total	1,160,220	1,486	0.13%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
No data	No data	No data	No data

YouTube

Campaign	Impressions	Clicks	CTR
No data	No data	No data	No data





2024 Run Dates: April 15 - May 20
2023 Run Dates: NA

Goals:

2024 Cost: \$20,000
Added Value: \$1,200
2023 Cost: \$ NA

Channels:

Traffic Sponsorships - TTWN
Broadcast Radio - English/Spanish
Streaming Audio/DOOH
AdServe

Impressions

Impressions
831.2K
No data

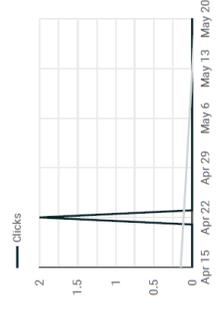


Clicks

Clicks
2.0
No data

CTR
+0.0%
No data

Cost
\$0.0
-100.0%



Landing Page Engagement

Sessions
19,095
N/A

Engaged sessions
2K
N/A

Engagement rate
9%
No data

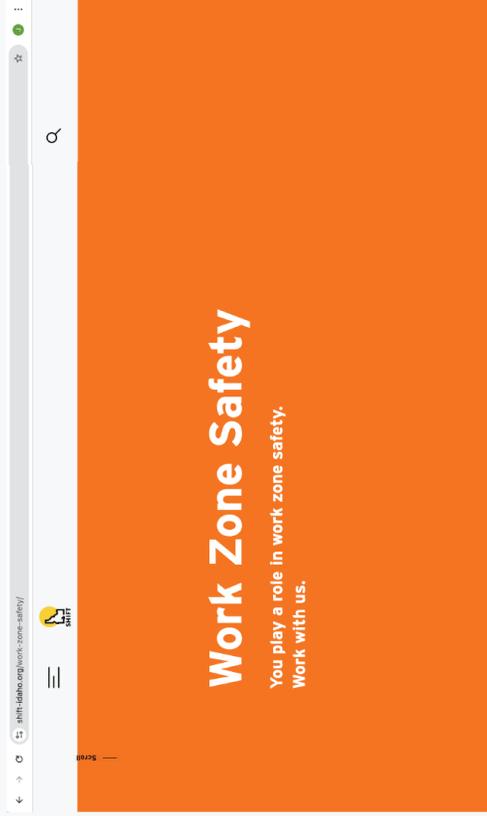
Video Starts
35
No data

Newsletter Signups
10
-73.7%

Channel Performance

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
ITD Work Zone Safety DOOH 2024 [ID #66616]	291,442	0	0%
ITD Work Zone Safety Audio 2024 [ID #66616]	270,946	1	+0%
ITD - Work Zone Safety FY24	268,831	1	+0%
Grand total	831,219	2	+0%





2024 Run Dates: April 1 - April 30
2023 Run Dates: April 1-30

Goals:

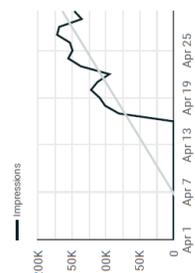
2024 Cost: \$42,000
Added Value: \$4,000
2023 Cost: \$35,000

Channels:

- Meta
- Traffic Sponsorships - Boise/Spokane
- Gas Stations - Video
- Posters/Mirror Clings

Impressions

Impressions: **1.8M** N/A

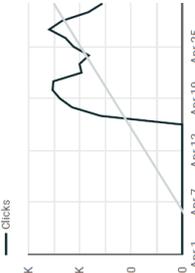


Clicks

Clicks: **14.8K** N/A

CTR: **0.8%** No data

Cost: **\$0.0** -100.0%



Landing Page Engagement

Sessions: **17,120** N/A

Engaged sessions: **1K** N/A

Engagement rate: **8%** No data

Video Starts: **34** No data

Newsletter Signups: **10** -73.7%

Channel Performance

Paid Social

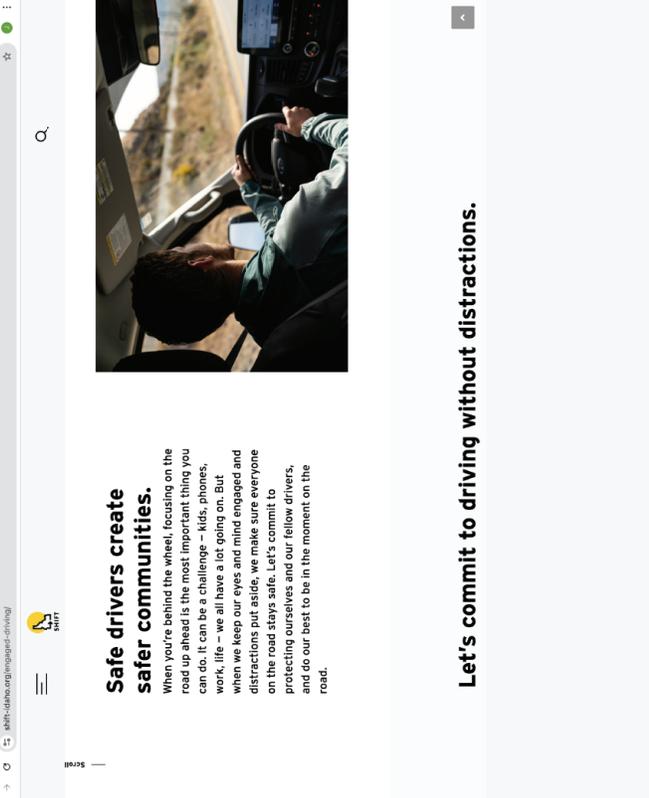
Traffic source	Impressions	Clicks	CTR
Facebook	1,662,075	2,847	0.17%
Snapchat	991,735	14,642	1.48%
Grand total	2,653,830	17,489	0.66%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
ITD Engaged Driving DOOH 2024 IO #66022	426,893	0	0%
Grand total	426,893	0	0%

YouTube

Campaign	Impressions	Clicks	CTR
YouTube - Engaged Driving - 4/17/24 - 4/30/24	417,248	183	0.04%
Grand total	417,248	183	0.04%



Safe drivers create safer communities.

When you're behind the wheel, focusing on the road up ahead is the most important thing you can do. It can be a challenge - kids, phones, work, life - we all have a lot going on. But when we keep our eyes and mind engaged and distractions put aside, we make sure everyone on the road stays safe. Let's commit to protecting ourselves and our fellow drivers, and do our best to be in the moment on the road.

Let's commit to driving without distractions.

SHIFT

2024 Run Dates: March 15 - March 31
 2023 Run Dates: February 1 - February 28

Goals:

2024 Cost: \$60,000
 Added Value: \$10,500
 2023 Cost:

Channels:

- KBO-TV - March Madness
- KBO-TV Sports OTT - March Madness
- Twitch
- Amazon Digital Display
- Meta
- Snapchat
- Adswerve

Impressions

Impressions
4.0M
 ↑ 170.6%

Clicks

Clicks
13.7K
 ↑ 115.1%

CTR
0.3%
 ↓ -20.5%

Cost
\$7.00K
 ↓ -12.7%

Landing Page Engagement

Sessions
4,668
 N/A

Engaged sessions
424
 N/A

Engagement rate
9%
 No data

Video Starts
No data
 No data

Newsletter Signups
No data
 No data

Channel Performance

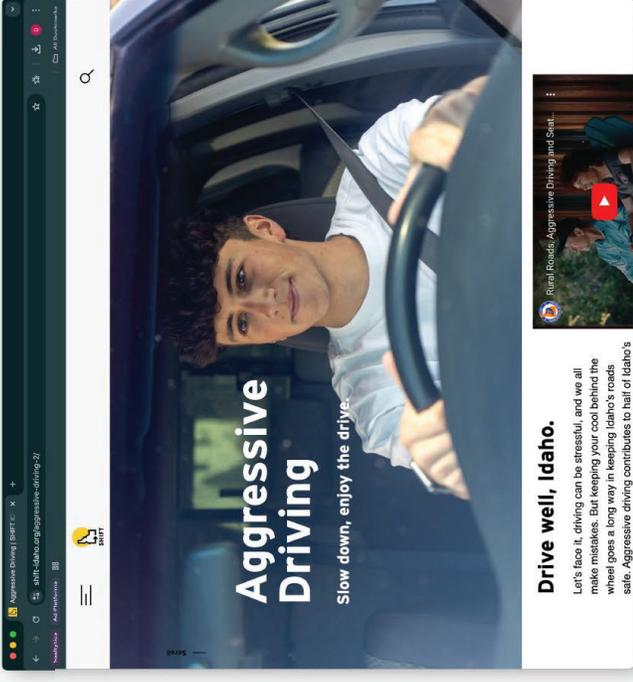
Paid Social	Impressions	Clicks	CTR
Facebook	1,473,051	1,562	0.11%
Snapchat	477,580	9,519	1.99%
Grand total	1,950,631	11,081	0.57%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
	No data		

YouTube

Campaign	Impressions	Clicks	CTR
	No data		





2024 Run Dates: January 22 - Feb 5 / April 15

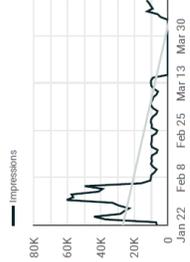
2024 Cost: \$17,648

Campaigns:

- IPC Survey
- Do the Math
- Engaged Driving
- Meta (Treefort Boosted Post)

Impressions

Impressions
952.3K
No data

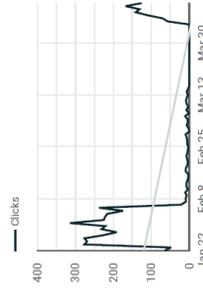


Clicks

Clicks
4.2K
No data

CTR
0.4%
No data

Cost
\$7.00K
-12.7%



Landing Page Engagement

Sessions
12.369
N/A

Engaged sessions
2K
N/A

Engagement rate
19%
No data

Video Starts
111
No data

Newsletter Signups
60
57.9%

Channel Performance

Paid Social

Traffic source	Impressions	Clicks	CTR
LinkedIn	952,328	4,245	0.45%
Grand total	952,328	4,245	0.45%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
	No data		

YouTube

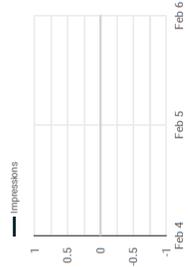
Campaign	Impressions	Clicks	CTR
	No data		

2024 Run Dates: February 5
 2023 Run Dates: NA
2024 Cost: \$32,577
2023 Cost:
 Channels:
 KBOI TV
 Meta (TeeFort Boosted Post)



Impressions

Impressions
No data
 No data



Clicks

Clicks
0.0
 No data

CTR
No data
 No data

Cost
\$0.0
 -100.0%



Landing Page Engagement

Sessions
282
 N/A

Engaged sessions
95
 N/A

Engagement rate
34%
 No data

Video Starts
7
 No data

Newsletter Signups
No data
 No data

Channel Performance

Paid Social

Traffic source	Impressions	Clicks	CTR
Facebook	0	0	0
Grand total	0	0	0

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
	No data		

YouTube

Campaign	Impressions	Clicks	CTR
	No data		

Holiday Impaired Driving

2024 Run Dates: December 11 - January 2



Goals:

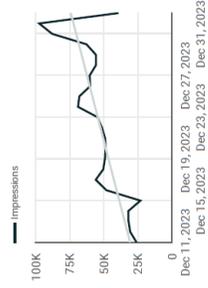
2024 Cost: \$100,000

Channels:

- Twitch/YouTube Gaming - Diligent
- CTV/OTT - Peacock/NBC Universal
- Bronco Sports Marketing partnership
- PSP Sports
- AMI - [Bar Media]
- OOH - OOH Squad
- Snapchat
- Meta
- Digital OOH - Diligent
- OOH - Spokane/ODA
- Adswerve

Impressions

Impressions
1.2M
N/A

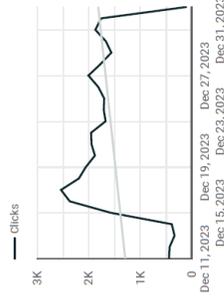


Clicks

Clicks
35.7K
N/A

CTR
3.0%
No data

Cost
\$6.47K
N/A



Landing Page Engagement

Sessions
22,925
N/A

Engaged sessions
3K
N/A

Engagement rate
11%
No data

Video Starts
405
No data

Newsletter Signups
131
244.7%

Channel Performance

Paid Social

Traffic source	Impressions	Clicks	CTR
Facebook	686,534	34,416	5.01%
Snapchat	521,548	1,273	0.24%
Grand total	1,208,082	35,689	2.95%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
No data			

YouTube

Campaign	Impressions	Clicks	CTR
No data			

Winter Seatbelt

Nov 18, 2023 - Nov 30, 2024

2024 Run Dates: November 18 - November 30



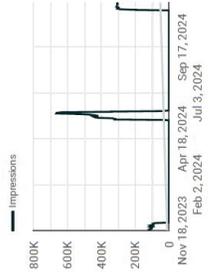
Goals:

2024 Cost: \$100,000

- Channels: StackAdapt, YouTube, Meta, Snapchat

Impressions

Impressions **11.7M** N/A

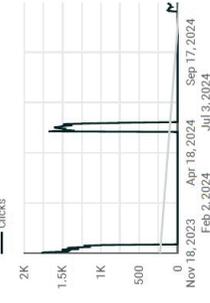


Clicks

Clicks **39.0K** N/A

CTR **0.3%** No data

Cost **\$69.17K** N/A



Landing Page Engagement

Sessions **159,137** N/A

Engaged sessions **20K** N/A

Engagement rate **13%** No data

Video Starts **2K** No data

Newsletter Signups **380** 900.0%

Channel Performance

Paid Social

Traffic source	Impressions	Clicks	CTR
Facebook	2,377,336	21,399	0.9%
Snapchat	1,041,487	23,389	2.26%
Grand total	3,418,823	44,988	1.32%

CTV/Online Video/Streaming Audio

Campaign	Impressions	Clicks	CTR
ITD Seatbelt Safety FY24	2,587,444	2,110	0.08%
ITD Seatbelt Safety / Awareness Display 2024 ID #66707	2,196,980	1,891	0.09%
ITD Winter Seatbelt Safety / Awareness Display 2024 ID #	1,195,456	512	0.04%
ITD Winter Seatbelt Safety / Awareness DOOH 2024 ID #	549,727	0	0%
Grand total	7,875,737	4,588	0.06%

YouTube

Campaign	Impressions	Clicks	CTR
YouTube - Aggressive Driving - 7-8-24 - 8-11-24	853,554	424	0.05%
Grand total	853,554	424	0.05%

Seat Belt Safety

Buckle up, Idaho

86% of Idahoans wear their seatbelt.
Let's make it 100%.
 Did you know seat belts reduce risk of death by 45% and risk of serious injury by 50%?
 Find a way to remember to buckle up as soon as you get in the car. Buckle up, Idaho!

[Learn More](#)

PUBLIC PARTICIPATION AND ENGAGEMENT SUMMARY

Teen Traffic Safety

In Idaho, our stewardship of Idaho roadways includes engaging statewide communities. Through that engagement, we can understand and collaboratively address safety problems. Together with our partners and community champions, we implement data-driven interventions for positive, sustained behavior change.

In reviewing Idaho's crash data, the statistics for 2023 showed that teen drivers (ages 15 to 19) were involved in 2.4 times as many crashes as you would expect them to be and were 2.6 times as likely as all other drivers to be involved in a crash. More than one out of every five crashes involved a youthful driver.

Additionally, there were 40 people killed in teen driver crashes, and those killed were not just the teen drivers. In fact, of the 40 people killed, only 12 were the teen drivers.

Educating teen drivers on traffic safety is a major priority for Idaho's Office of Highway Safety, and our Public Participation and Engagement (PP&E) efforts align with our Triennial Highway Safety Plan that identified youth as the focus community based on data analysis, including a youth risk behavior survey. PP&E activities conducted in FY23 laid the groundwork for OHS PP&E based on the identified 3HSP strategies.

With each project, we took ADA accessibility measures into consideration, opting for virtual meetings in cases where attendees were physically unable to attend. We learned from our virtual meetings on the Magic Valley project that in-person meetings may be more beneficial for our partners, thus we have begun planning for in-person collaborations in FY25.

1. IDAHO YOUTH-LED CAMPAIGN ALLIANCE (IY-LCA)

- a. In June 2024, Idaho OHS partnered with *Project Filter*, a program within the Idaho Department of Health and Welfare's Division of Public Health, to develop the Idaho Youth-Led Campaign Alliance (IY-LCA). The vision of the IY-LCA is: *We envision a comprehensive, youth-led campaign that reaches populations throughout the state of Idaho and improves the health, safety, and quality of life for youth in schools and communities. Through service-learning experiences and project-based approaches we will support students in developing relevant health and safety messages for their peers and empower youth with applicable knowledge and experiences to positively influence social norms and to lead to healthier behaviors in their future.*
- b. The IY-LCA has coordinated with the West Ada School District team to develop 16 video ads that contribute to the safety and public health of Idaho teens. Two of the 16 videos are highway-safety focused.
- c. At the beginning of the 24-25 school year, OHS presented to students in media classes at Rocky Mountain High School on the importance of driving engaged and the data that shows why teen drivers were a targeted audience. Those students began development of distracted driving awareness PSAs. The tagline at the end of the PSA is *Made by Idaho teens for Idaho teens.*
- d. The engagement with the teens at Rocky Mountain High School will directly inform our media projects to implement the following countermeasure strategies as identified in our Triennial Highway Safety Plan:
 - i. Behavioral Safety Education
 - ii. Education and Outreach

- e. *Funding for this project was provided by Project Filter through the Idaho Millennium Fund. Planning and Administration funds were used for staff time.*

2. INJURY PREVENTION COLLECTIVE (IPC) – MAGIC VALLEY

- a. In July of 2023, Idaho OHS partnered with the Department of Health and Welfare’s Division of Public Health (DPH) to form the *Injury Prevention Collective*. The two organizations noticed that there was a great deal of overlap in both organizational goals and found that working together had the potential to be very impactful.
- b. When OHS and DPH first met, they presented data to the collective, including crash data, citation data, vital statistics data, EMS data, refugee data, and more. The collective developed a charter. There was also a discussion of pilot projects, including:
 - i. Diseases of Despair
 - ii. Refugee Population
 - iii. Corridor/Area Focus
- c. In August 2023, after group analysis of the data, it was determined that a corridor/area focus based on risk, crash history, and Social Vulnerability was the best course of action. After reviewing several locations across the State of Idaho, the group selected the Magic Valley (south-central Idaho) for the first project based on collective data in October 2023. Benefits to selecting the Magic Valley included existing partnerships in the area, as well as an opportunity for integration with the refugee and New American communities in the area.
- d. In November 2023, the group jointly led by an OHS lead and a DPH lead compiled a list of partners and began plans for listening sessions with the partners we had in the area. Our first listening session with partners occurred in January 2024. Partners were invited to contribute to development of a Transportation-Focused Injury Prevention Plan with the following possible topics:
 - i. Safe driving habits and practices for young drivers
 - ii. Behavioral health needs within the community to reduce impaired and distracted driving
 - iii. Recommendations for roadway improvements in key locations to enhance safety for all roadway users (drivers, pedestrians, bicyclists, and people with disabilities)
 - iv. Public transit/micro-transit/shuttle services to connect community members to health promoting services
 - v. Safe access to services, education, employment, and amenities regardless of age or ability to drive
 - vi. Education and training for new community members to safely drive, bike, walk or use public transit
- e. After the first listening session, the topics that were addressed were gathered and organized into focus area. The IPC narrowed down the topics to the three most sought-after areas:
 - i. Youth
 - ii. Bike, Pedestrian, ADA
 - iii. High Injury Locations
 - iv. Public Transit, Micro-Transit, Ride Share
 - v. Impaired Driving
 - vi. Training & Education
 - vii. Deaths of Despair (Suicidality, Substance Use Disorders & Alcohol Dependency)
- f. In April 2024, the IPC took these topics back to the Magic Valley partners and narrowed the list down further to the following three working groups:

- i. Youth
 - ii. Diseases of Despair (to include impaired driving)
 - iii. Training and Education
- g. To date, the IPC has three active working groups that are individually developing plans for projects in the Magic Valley area. The Youth Working Group is actively engaging high school principals, health teachers, School Resource Officers, and others to look for opportunities to engage with teen drivers for possible P2P projects, similar to the IY-LCA.
- h. The engagement with the teens will inform our media projects, including which media platforms we use, how teens preferred to receive the messages, and what messaging should be used, to directly contribute to the following countermeasures as identified in our Triennial Highway Safety Plan:
 - i. Communications and Outreach: Strategies for Low Belt Use Groups
 - ii. Behavioral Safety Education
- i. Education and Outreach
- j. *Planning and Administration funds were used for staff time.*

3. FOCUS GROUPS

a. Aggressive Driving:

- i. For our first focus group in December 2023, we interviewed eight students between the ages of 15 and 18. We first interviewed them about the media platforms they use on a daily basis, how much time they spend on social media, the kinds of content they like to see, and to what kinds of messaging they find most engaging. In this group, we learned that all eight teens prefer positive messaging over fear tactics or being told what to do. We also heard from the teens that they know they're more reckless drivers than others, they don't like being told that teens are bad drivers, and that their attention spans depend on the content.
- ii. We asked the teens about the aggressive driving behaviors they find themselves doing, as well as the behaviors of their peers and what they observe their parents doing. The eight teens were very comfortable in sharing that they often roll through stop signs, drive too fast for conditions, and weave in traffic. We also heard comments about disliking tailgating and passing on the shoulder. Half of the teens admitted to knowing someone who's driven up to 100 mph, and they stated it was to show off, even though they know it's dangerous and also because YOLO (you only live once!). All eight said they'd observed their parents driving over the speed limit, so they felt comfortable doing it, too. A few said they've also observed their parents rolling through stop signs and not using turn signals, especially on the highway. Some said they justified speeding because they're impatient, it's fun, or they see others around them doing it. Others said they don't always realize when they are speeding.
- iii. For the third part of the focus group, we tested three marketing concepts on the teens and gained their feedback as to what they felt they would be the most responsive and if they had any recommendations for improvements to the concepts. While one concept clearly stood out from the rest based on the teens' feedback, we have not yet moved forward on development of the PSA due to a change in our media partner. We have the concept on file for possible future development.

b. Aggressive and Distracted Driving, and Seat Belts:

- i. The topics of our second focus group in January 2024 were aggressive and distracted driving and seat belts. We interviewed (virtually, via Zoom) 13 high school students from across the State of Idaho, ages 15 to 18 about their preferred social media platforms, as well as their preferred music platforms. We learned they spend 2-5 hours on social media daily, more on the weekends, and that the content they prefer on social media is funny, sports, what their friends are up to, and memes.
 - ii. We learned that the students, even in rural areas, really only use Snapchat to communicate with their friends and watch stories, and that no one watches the “Explore” page, and if they see an ad, they immediately swipe out of it. They do watch videos of people driving poorly online (who they say do it for the “likes”), but they don’t think those videos impact their driving as much as the cool videos of people drifting their cars, which they do think is fun.
 - iii. When asked about aggressive driving, most of them thought Road Rage specifically was “aggressive driving.” A couple made comments about speeding, tailgating, not yielding right of way, or rolling stop signs. They all agreed that rolling stop signs was probably their most common aggressive driving behavior. When asked about speeding, there were several responses: “Everyone else does,” “I’m late,” and “I don’t notice when I speed.” One answer that stood out was, “I’m impatient because that’s the way we grew up with social media.”
 - iv. The students were then asked about seat belts and if they thought their peers regularly wore seat belts. Most did not think their peers wore seat belts, citing things like, “they think it’s uncomfortable” and “they don’t think anything is going to happen to them in small towns on short drives.” They also said they had friends who didn’t wear seat belts because their parents didn’t wear seat belts. Most of the students said they wore seat belts, but that they also appreciate the car chimes reminding them to put on their seat belts, as well as friends and PSAs.
 - v. Finally, the students were interviewed about distracted driving. They first gave us a list of distractions when they’re driving, and then they were asked about phone use while driving. Most of them use their phone while driving to change music. A couple of them will respond to texts, especially if the texts are from parents. One sets up FaceTime on her dash behind the wheel. They use their phones while driving because they think it’s fast, easy, everyone is doing it, they won’t get caught, and it’s a part of everyday life.
 - vi. Following their discussion of using their phones while driving, they then shared stories of crashes they had been in because they were driving distracted. A couple of them stated they no longer drive distracted since getting in crashes.
 - vii. For the final part of the focus group, we tested three marketing concepts each for distracted driving and seat belts on the teens and gained their feedback as to what they felt they would be the most responsive and if they had any recommendations for improvements to the concepts. While one concept clearly stood out from the rest based on the teens’ feedback for each of the driving behaviors, we have not yet moved forward on development of PSAs due to a change in our media partner. We have the concepts on file for possible future development.
- c. The engagement with the teens in both focus groups informed our media projects, including which media platforms we used, how teens preferred to receive the messages, and what

messaging should be used, to directly contribute to the following countermeasures as identified in our Triennial Highway Safety Plan:

- i. Communications and Outreach: Strategies for Low Belt Use Groups
 - ii. Behavioral Safety Education
 - iii. Education and Outreach
- d. *Funds used on the project were from 402 Paid Media. This is a project implemented as an outcome of the initial PP&E efforts done in development of the 3HSP and continues to inform and help focus our teen traffic safety efforts.*

4. ALLIANCE HIGHWAY SAFETY OUTREACH

- a. In partnership with Alliance Highway Safety, Idaho OHS had a presence at multiple high school sporting events across the state. Alliance Highway Safety also provided *Choices Matter* presentations at 20 high schools in Idaho in FY24.
- b. Schools were selected based on teen crash data, risk, and social vulnerability.
- c. In addition to educating students at these events, Alliance Highway Safety also conducts surveys to obtain information from students.
- d. The following information was obtained from these student surveys:
 - i. On a scale of 1 – 5, teens felt the following about how dangerous impaired driving is:
 1. Not at all dangerous – 4.37%
 2. Not very dangerous – 1.01%
 3. Somewhat dangerous – 7.07%
 4. Dangerous – 21.88%
 5. Extremely dangerous – 65.65%
 - ii. On a scale of 1 – 5, teens felt the following about how dangerous distracted driving is:
 1. Not at all dangerous – 3.03%
 2. Not very dangerous – 4.37%
 3. Somewhat dangerous – 12.45%
 4. Dangerous – 30.30%
 5. Extremely dangerous – 49.83%
 - iii. On a scale of 1 – 5, teens felt the following about how dangerous excessive speeding is:
 1. Not at all dangerous – 4.72%
 2. Not very dangerous – 3.71%
 3. Somewhat dangerous – 14.18%
 4. Dangerous – 29.72%
 5. Extremely dangerous – 47.63%
 - iv. 56.56% of the teens had gotten into a car with an impaired or distracted driver. The following reasons were given for agreeing to ride with them:
 1. I didn't have any other transportation – 32.88%
 2. Felt uncomfortable saying anything to my parent – 18.91%
 3. Felt uncomfortable saying anything to my friend – 10.81%
 4. I was also impaired – 6.3%
 5. I didn't think it was a big deal/bad idea – 31.08%
 - v. For the *Choices Matter* presentations, 89% of the students felt the presentation was valuable and they will discuss their experience with family and friends. The following parts of the presentation were listed as being the most impactful:
 1. The scenes from or depiction of the crash – 32.88%

2. The realization it could happen to me – 12.2%
 3. The discussion of consequences and poor decisions on the road – 8.81%
 4. The speaker talking about the impact on his/her life – 37.28%
 5. The discussion about making smart choices in your life – 8.81%
- vi. The students believe the following factors contribute most to the impaired driving problem:
1. Inexperience/overconfidence in ability to drive impaired – 20.67%
 2. Popularity of drinking/peer pressure – 18.98%
 3. Lack of education about impaired driving – 4.74%
 4. All of the above – 55.93%
- vii. Teens gave the following potential consequences as deterrents from speeding, driving distracted or impaired:
1. Going to prison – 10
 2. Getting a ticket – 36
 3. Injuring or killing someone – 58
 4. Losing your license – 17
 5. All of the above – 154
 6. Other – 22
 - a. “Other” additions included “Losing baseball roster spot” and “losing money”
- e. The engagement with the teens informs our media projects, including which media platforms we use, how teens preferred to receive the messages, and what messaging should be used, to directly contribute to the following countermeasures as identified in our Triennial Highway Safety Plan:
- i. Communications and Outreach: Strategies for Low Belt Use Groups
 - ii. Behavioral Safety Education
 - iii. Education and Outreach
- f. *Funds used on the project were from 402 Paid Media and 402 Teen Traffic Safety (Alliance Highway Safety grant). This is a project implemented as an outcome of the initial PP&E efforts done in development of the 3HSP and continues to inform and help focus our teen traffic safety efforts.*

LAW ENFORCEMENT COMMUNITY COLLABORATION SUMMARY

Over FY24, law enforcement agencies across Idaho excelled in community outreach. OHS has provided the agencies with the AASHTOWare Safety online Crash Data Dashboards, a tool that allows the agencies access to real-time data on their crashes, including the locations and contributing factors, to better target their outreach. In addition, the AASHTOWare Safety network screening tool allows agencies to select a behavioral countermeasure, such as “Impaired Driving HVE” to determine areas where patrols will benefit the most. When agencies arm themselves with this data, they can use their resources more efficiently.

Agencies primarily used educational opportunities during traffic stops, social media engagement, and earned media with local news outlets to increase their traffic safety outreach during HVE mobilizations. More than 380 news reports, social media posts, and community events were tracked during the year.

Social media has become a simple and effective tool to spread the word of mobilization efforts and amplify safety messages related to each mobilization focus area. OHS shared template news releases with graphics and videos to participating law enforcement agencies before each mobilization. These were then utilized by the agencies online and with their local media partners throughout the course of the mobilization period. Agencies like the Rexburg Police Department also followed up at the end of the mobilization with a social media post revealing the agency’s arrest and citation results, (ex: [\(20+\) From March 14-18 the Rexburg Police... - Rexburg Police Department | Facebook](#)). Social media allows the agencies to interact with their communities, commenting back and forth with friends and followers on traffic safety topics. Many take a lighthearted approach with their posts too -- Nampa Police and Idaho Falls Police both used an “Elf on the Shelf” to help convey safe driving behaviors during the holiday impaired driving enforcement period.

Law enforcement agencies also gave high school presentations, driver’s education lessons, and participated in community safety events in coordination with mobilization periods. One highlight includes the Boise Police Department’s special traffic safety lesson event for non-English speakers in July during the 100 Deadliest Days, (ex: [Let's Talk Driving Safety | City of Boise](#)).

Law enforcement’s consistent visibility on social media, at local festivals and events, and on the road through enforcement can make a big difference in community involvement and engagement. The campaign messages shared through HVE mobilizations are enhanced year-round when agencies continue to communicate and collaborate with their communities.

FY24 AGA AMENDMENTS AND ADJUSTMENTS

FFY24 AMENDMENTS

- Project Number:** PT-2401-01-00-00
Sub-recipient: Bonneville County Sheriff
Amount of Federal Funds: \$15,158
Funding Sources: BIL NHTSA 402
Description: The Idaho Office of Highway Safety requests approval to purchase a speed monitoring trailer to support the Bonneville County Sheriff's Office in Idaho City, Idaho under the Traffic Enforcement Statewide Services, SPT2401.
Problem Identification: Bonneville County covers 1900 square miles and is located in eastern Idaho with a population of approximately 130,000 residents. In 2022 we had 10 fatalities and 382 serious injuries with a Fatality & Injury Crash Rate per 1,000 population of 3.0. Interstate 15 traverses north and south through the county and State Highway 43 is heavily traveled. In 2022 the average daily traffic rate was over 13,000 vehicles.
Over the past 3 years, Speed and Aggressive driving crashes have been increasing: 2020: 23, 2021: 35, 2022: 98. Even though the public is vocal in identifying problem areas in the community, a speed trailer will provide the hard data to target and prioritize those specific areas assisting in law enforcement efforts, thus reducing the number of fatalities and serious injuries.
Countermeasure
Per the "Countermeasures that work...for State Highway Safety Offices" high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 3-4.1***, Officer Training and Traffic Law Enforcement: Uniform guidelines No. 15, III. Strategy - Traffic Enforcement Services Support High Visibility Enforcement
Amendment Determination: Approved
- Project Number:** TR-2401-01-00-00
Sub-recipient: Office of Highway Safety
Amount of Federal Funds: \$50,000
Funding Sources: BIL NHTSA 402
Description: The amendment changes the funding source from 405c to 402 funds and updates the project number and expenditure code to align with the eligible use guide. There are no other changes.
Project Number: TR-2024-01-00-00 STR2401 (previously SKD2403) (updated project number)
Project Name: EMS Records Assessment (Traffic Records Statewide Services)
Amendment Determination: Approved
- Project Number:** B3RSRCH-2024-01-00-00 (SKD2403)
Sub-recipient: Office of Highway Safety
Amount of Federal Funds: \$50,000
Amendment #46 is removing this project from the 405c program to be funded with 402 funds instead.
Project Name: EMS Records Assessment
Funding Source: 405c
Amount of Federal Funds: AGA \$50,000 (Remove) New Total: \$0
Amendment Determination: Approved

4. **Project Number:** AL-2024-01-00-00 SAL2401
Project Name: Impaired Driving Education and Outreach
Funding Source: 402
Amount of Federal Funds: AGA \$25,000 (Do not Remove) New Total \$25,000
Description: Was removed in error.
Amendment Determination: Approved

5. **Project Number:** M5x-2024-01-00-00 SID2401
Project Name: Impaired Driving Statewide Services (405d)
Funding source: 405d
Amount of Federal Funds: AGA \$100,000 (Remove) New Total \$0
Description: This is a duplicate project to SID2405 and SID2401 is not require.
Amendment Determination: Approved

6. **Project Number:** M5X-2024-01-00-00 SID2401
Project Name: Impaired Driving Statewide Services (405d)
Funding source: 405d
Amount of Federal Funds: AGA \$100,000 (Remove) New Total \$0
Description: This is a duplicate project to SID2405 and SID2401 is not require.
Amendment Determination: Approved
And we have retracted the amendment that removed the project below in error. This project remains a part of your AGA.

7. **Project Number:** AL-2024-01-00-00 SAL2401
Project Name: Impaired Driving Education and Outreach
Funding Source: 402
Amount of Federal Funds: AGA \$25,000 (Do not Remove) New Total \$25,000

8. **Project Number:** M9MATCH-2024-02-00-00 SMA24MA
Project Name: Motorcycle Match
Eligible Use of Funds: M9MATCH-405f (lowest25%) Match
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)

9. **Project Number:** PT-2401-01-00-00
Sub-recipient: Soda Springs Police Department
Amount of Federal Funds AGA: \$8,283.00
Description: The Idaho OHS requests approval to purchase a speed monitoring trailer to support the Soda Springs Police Department under the Traffic Enforcement Statewide Services SPT2401.
Problem Identification: Soda Springs is located in Caribou County in a rural southeastern part of the state with a population of 3,133 residents (2020 Census). According to the 2022 Crash Report, Soda Springs had a total of 12 fatal and serious injury crashes. Fifty percent was aggressive driving related. US 30 and State Highway 34 run north/south, east/west, respectively. US 30 had an average daily traffic count of 3,978, and State Highway 34 had an average daily traffic count of 1,223. These roads support migrant workers traveling to a nearby mineral mine.
In 2023 there were 2,070 traffic stops that resulted in 338 citations being issued. The Chief of Police and the local middle school wrote letters of support for the speed trailer. With this purchase it will provide the hard data to target and prioritize those specific areas through law enforcement efforts, thus reducing the number of fatalities and serious injuries in Soda Springs.
Amendment Determination: Approved

10. **Project Number:** CP-2401-01-00-00 Community Education and Outreach
Sub-recipient: Office of Highway Safety
Amount of Federal Funds AGA: \$150,000.00 (Increase \$50,000) Total \$200,000
Funding Source: 402
Description: ITD is requesting to increase Community Education and Outreach SCP2401, which supports the Annual Highway Safety Summit. The Summit is the only traffic safety conference for Idaho law enforcement and highway safety partners. The Summit will include traffic safety-related training and educational and engagement opportunities for approximately 250 highway safety partners and stakeholders. Attendees will be trained on DUI enforcement, community engagement, safe system approach, and traffic safety issues for young drivers. OHS is requesting an increase to the budget because costs for training facilities and accommodation have escalated in recent years, especially in the greater Boise metro area, where there are limited facilities available.
Problem Identification: In 2022, the number of motor vehicle crashes in Idaho increased by 0.4 percent, from 27,547 in 2021 to 27,661 in 2022. The number of fatalities resulting from motor vehicle crashes decreased from 273 in 2021 to 215 in 2022, a 21 percent decrease. The number of fatal crashes decreased from 246 in 2021 to 194 in 2022. The number of suspected serious injuries decreased from 1,367 in 2021 to 1,336 in 2022, a 3 percent decrease
Amendment Determination: Approved

FFY24 ADJUSTMENTS

1. **Changing Project Number to M5HVE-2024-ED-00-00 and SID24ED**
Project Name: HVE – Cinco De Mayo
Funding Source: BIL 405d Impaired Driving
Amount of Federal Funds: AGA \$60,000 no change
Description: Conduct statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving-related traffic fatalities, serious injuries, and economic loss. See the 3HSP pages 138-153.
Primary Performance Measure: Maintain the 5-year average number of fatalities involving drivers with a known Blood Alcohol Content (BAC) of 0.08 or greater at 37 or fewer.

2. **Changing Project Number to PT-2024-EA-00-00 and SPT24EA**
Project Name: HVE – Summer Aggressive Driving
Funding Source: BIL 402 Police Traffic Services
Amount of Federal Funds: AGA \$150,000 no change
Description: The HVE Aggressive Driving Mobilization during the summer funds Statewide Aggressive Driving High Visibility Enforcement to reduce speed-related traffic fatalities, serious injuries, and economic loss statewide. Aggressive driving is a factor in 49% of all crashes and 35% of all fatalities. Drivers 19 and younger are 4.2 times more likely to be involved in an aggressive driving collision. These types of crashes cost Idahoans nearly \$2.3B in 2021 and represent 42% of the total economic costs of crashes.
Primary Performance Measure: Maintain the 5-year average number of traffic crash fatalities at 238 or fewer and the number of speed fatalities to 42 or fewer.

3. **Project Name:** Planning and Administration
Sub-recipient: Office of Highway Safety
Amount of Federal Funds: AGA \$200,000.00 (\$150,000.00 Increase) New Total \$350,000
Funding Source: 402
Description: ITD is requesting increased funding to provide program management to implement and manage all highway safety programs, including travel, training, planning, coordination, and tools to support program management.
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.
Amendment Determination:

4. **Project Number:** B8APE-2024-02-00-00 SED2401
Project Name: Distracted Driving
Eligible Use: B8APE-405e Public Education, B8ATS-405e Awareness Traffic Signs
Funding Source: 405e
Amount of Federal Funds: AGA \$100,000 (Increase \$147,978) New Total \$247,978
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.

5. **Project Number:** RM128PE-2024-01-00-00 SRD2401
Project Name: Preventing Roadside Deaths
Funding Source: 405h
Amount of Federal Funds: AGA \$25,000 (Increase \$40,65) New Total \$65,654
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.

6. **Project Number:** M2X-2024-OP-00-00 S2499OP
Project Name: Occupant Protection Program Area Management
Funding Source: 405b
Amount of Federal Funds: AGA \$50,000 (Remove) New Total \$0

7. **Project Number:** M5X-2024-ID-00-00 S2499ID
Project Name: Impaired Driving Program Area Management
Funding Source: 405d
Amount of Federal Funds: AGA \$50,000 (Remove) New Total \$0

8. **Project Number:** AL-2024-AL-00-00 S0024AL
Project Name: Impaired Driving Program Area Management
Funding Source: 402
Amount of Federal Funds: AGA \$30,000 (Increase \$25,000) New Total \$55,000
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.

9. **Project Number:** AL-2024-01-00-00 SAL2401
Project Name: Impaired Driving Education and Outreach
Funding Source: 402
Amount of Federal Funds: AGA \$25,000 (Remove) New Total \$0

10. **Project Number:** PT--2024-01-00-00 SPT2401
Project Name: Traffic Enforcement Statewide Services & Mini Grants
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.

11. **Project Number:** PT--2024-02-00-00 SPT2402
Project Name: Star Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.

12. **Project Number:** PT--2024-03-00-00 SPT2403
Project Name: Moscow Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.

13. **Project Number:** PT--2024-04-00-00 SPT2404
Project Name: Boise Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.
14. **Project Number:** PT--2024-05-00-00 SPT2405
Project Name: Nampa Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.
15. **Project Number:** PT--2024-06-00-00 SPT2406
Project Name: Meridian Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)
Problem Identification: Reduce the 5-year average number of fatalities to 238 or fewer.
16. **Project Number:** PT--2024-07-00-00 SPT2407
Project Name: Shelly Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)

17. **Project Number:** PT--2024-08-00-00 SPT2408
Project Name: Jerome Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)
18. **Project Number:** PT--2024-09-00-00 SPT2409
Project Name: Idaho State Police
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)
19. **Project Number:** PT--2024-10-00-00 SPT2410
Project Number: PT--2024-11-00-00 SPT2411
Project Name: Bingham County Sheriff
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
20. **Project Number:** PT--2024-12-00-00 SPT2412
Project Name: Blackfoot Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)

21. **Project Number:** PT--2024-13-00-00 SPT2413
Project Name: Garden City Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)

22. **Project Number:** PT--2024-14-00-00 SPT2414
Project Name: Jerome County Sheriff
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)

23. **Project Number:** PT--2024-15-00-00 SPT2415
Project Name: Bonneville County Sheriff
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)

24. **Project Number:** PT--2024-16-00-00 SPT2416
Project Name: Kuna Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)

25. **Project Number:** PT--2024-17-00-00 SPT2417
Project Name: Sandpoint Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management; DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)

26. **Project Number:** PT--2024-18-00-00 SPT2418
Project Name: Caribou County Sheriff
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
27. **Project Number:** PT--2024-19-00-00 SPT2419
Project Name: Gem County Sheriff Reserves
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)
28. **Project Number:** PT--2024-20-00-00 SPT2420
Project Name: Rexburg Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
29. **Project Number:** PT--2024-21-00-00 SPT2421
Project Name: Twin Falls Police Department
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
30. **Project Number:** PT--2024-22-00-00 SPT2422
Project Name: Twin Falls County Sheriff
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management; DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)

31. **Project Number:** PT--2024-23-00-00 SPT2423
Project Name: Shoshone County Sheriff
Eligible Use of Funds:
PT-402 Traffic Enforcement Services; AL-402 Impaired Driving
OP-402 -Safety Belts; SC-402 Speed Management
DD-402 Distracted Driving
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
32. **Project Number:** B2CPS_US-2024-01-00-00 SOP2401
Project Name: Child Passenger Safety Coordination Program
Eligible Use of Funds:
B2CPS_US 405b Low Underserved CPS Programs
M2CPS-405b Low Community CPS Services
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
33. **Project Number:** M2CSS-2024-02-00-00 SOP2402
Project Name: Child Passenger Safety Training & Coordination
Eligible Use of Funds:
B2CPS_US 405b Low Underserved CPS Programs
M2CPS-405b Low Community CPS Services
M2CSS-405b Low CSS Purchase/Distribution
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
34. **Project Number:** B2CPS_US-2024-03-00-00 SOP2403
Project Name: Child Passenger Safety Restraints
Eligible Use of Funds: M2CSS-405b Low CSS Purchase/Distribution
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
35. **Project Number:** M2HVE-2024-PM-00-00 SOP24PM
Project Name: Occupant Protection Paid Media
Eligible Use of Funds: M2HVE-405b Low HVE
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
36. **Project Number:** M2DA-2024-01-00-00 SKD2401
Project Name: Traffic Records Data Improvement
Eligible Use of Funds: M3DA-405c Data Program
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)

37. **Project Number:** B5CS-2024-02-00-00 SID2402
Project Name: Traffic Safety Resource Prosecutor
Eligible Use of Funds:
B5CS-405d Mid Court Support
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
38. **Project Number:** M5HVE-2024-05-00-00 SID2405
Project Name: HVE DUI Mini Grants
Eligible Use of Funds:
M5HVE-405d High Visibility Enforcement
M5BAC-405d Mid BAC Testing/Reporting
Funding Source: 402
Amount of Federal Funds: AGA \$(No change)
39. **Project Number:** B5PEM-2024-PM-00-00 SID24PM
Project Name: Impaired Paid Media
Eligible Use of Funds:
B5PEM-405d Mid Media/ID Training/ENF Related exp.
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)
40. **Project Number:** M9MA-2024-02-00-00 SMA2402
Project Name: Motorcycle Statewide Services
Eligible Use of Funds:
M9MA-405f Motorcycle Awareness (lowest25%) Related exp.
Funding Source: 402
Amount of Federal Funds: AGA \$ (No change)

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