



FFY 2025 Annual Evaluation

Idaho Office of Highway Safety



Idaho Transportation Department
Office of Highway Safety

January 2025

FFY 2025

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 to reduce and ultimately eliminate traffic fatalities and serious injuries on Idaho's roads.

Idaho is one of the fastest-growing states in the nation; our population continues to increase, and subsequently, fatalities also increased this year following a decrease the prior year. OHS continued to grow our public engagement and community outreach efforts in accordance with the new Bipartisan Infrastructure Law (BIL) rules for the FFYs 24-26 Triennial Highway Safety Plan. We used our Section 402 and 405 NHTSA funds, along with Federal Highway Safety Improvement Plan and State resources, to support activities to engage and educate the public and enforce Idaho's traffic laws. These efforts align with the objectives outlined 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 key highlights from this past year.

- Our Shift message and community partners who support our efforts continue to grow. We identified more than 600 traffic safety-related articles generated by either OHS or our partners.
- Youth outreach has been steadily increasing in recent years. In 2025, six new SADD chapters were established, and the Alliance for Highway Safety held 21 Choices Matter events at schools.
- Community outreach is steadily increasing. OHS attended twenty-six community events, and details of our law enforcement partners' outreach events are reported on pages 15 & 16.
- Idaho's Seat Belt Use Rate increased after a decrease in previous years, since an all-time high of 87.5% in 2021; the observed usage rate was 87% in 2025.
- Five Idaho counties had zero fatalities in 2025: Camas, Franklin, Gem, Lewis, and Teton
- Between 50-60 law enforcement agencies participated in seven statewide high visibility enforcement (HVE) mobilizations and twenty-seven year-long grants for sustained enforcement.
- The annual Highway Safety Summit theme was "One Team," emphasizing teamwork and highway safety partnerships. It was held in Coeur d'Alene, and 250 attendees heard nationally renowned keynote speakers who provided engaging presentations. Attendees used the opportunity to network with peers and attend traffic safety training workshops.
- OHS invited community partners to be recognized for their contribution to traffic safety or for having zero fatalities in 2024 at the Idaho Transportation Board district meetings.
- Our community partner outreach partnerships include 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, South Central District Health Women Infants and Children and many more.
- OHS started a monthly newsletter sent to subgrantees, traffic safety partners, and Idaho Transportation Department employees. The newsletter covers OHS program highlights, important grant updates, training schedules, and more. More than 1,000 people currently receive newsletters in their email inbox, with a 40% open rate.

Expanding partnerships and community engagement were key themes in FFY '25, with a shared goal of saving lives. Our Annual Report highlights the new and existing partnerships that were strengthened through these activities, along with our focus on engaging those who care enough to make a difference in their communities.

Thank you to everyone who participated in this vital effort to improve highway safety!

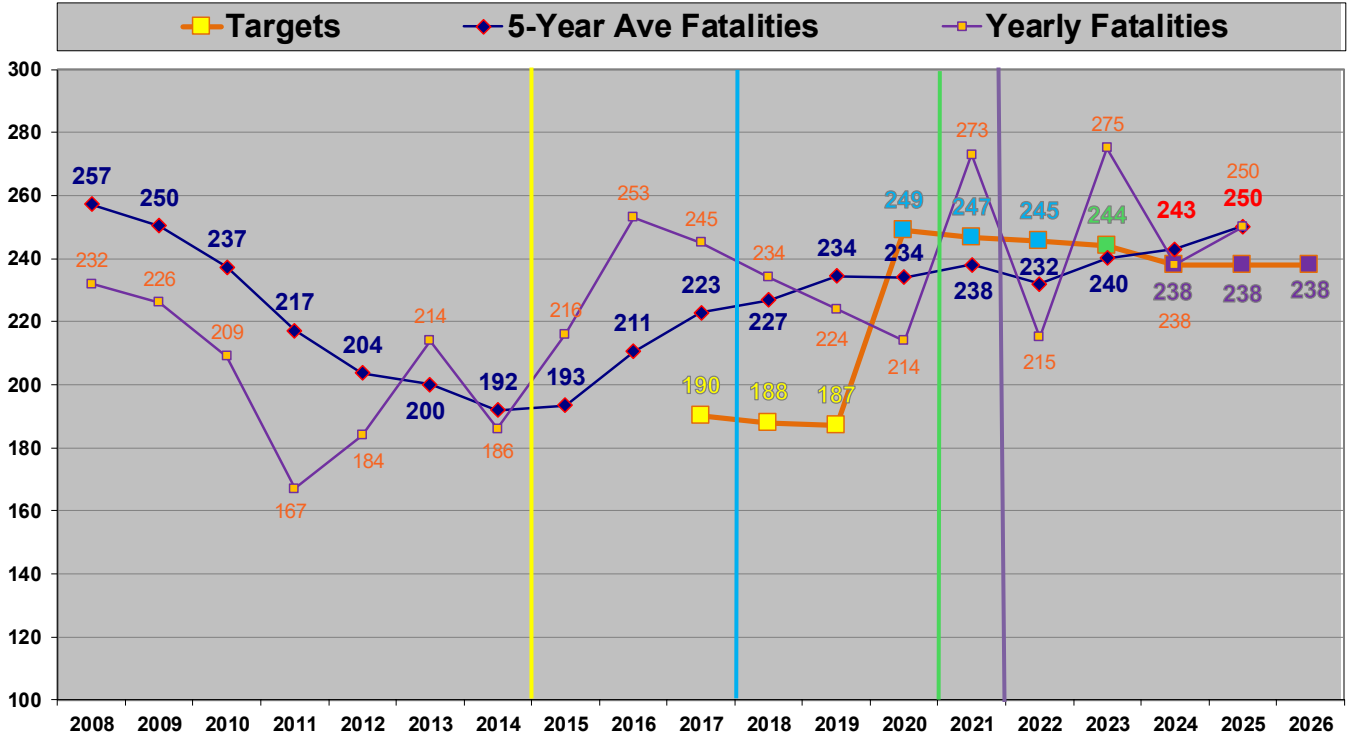


Idaho Highway Safety Manager

PERFORMANCE MEASURES AND TARGETS

The vertical-colored lines indicate the data that was available when the targets were set. When the purple targets were set for 2024-2026, 2021 was the most recent data available. The 2024 & 2025 values are estimates at this time.

Fatalities - Yearly & 5 Year Average with Targets



GHSA/NHTSA Recommended/Optional
CORE PERFORMANCE MEASURE TARGET CHART –
FY2025 Annual Report – Target Year(s) 2021-2025

Performance Measure:	Target Period	Target Value FY 25 HSP	Data Source/FY 25 Progress Results	On Track to Meet FY 25 Target: YES/NO/In Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 Year Ave	238	FARS 2023/240	NO
C-2) Serious Injuries in Traffic Crashes	5 Year Ave	1,224	STATE 2024 / 1,269	NO
C-3) Fatalities/VMT	5 year Rate	1.32	FARS 2024 / 1.28	YES

Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY 24 HSP.

Performance Measure:	Target Period	Target Value FY 25 HSP	Data Source/FY 25 Progress Results	On Track to Meet FY 25 Target: YES/NO/In Progress (Must be Accompanied by Narrative)
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year Ave	89	STATE 2024 / 87	YES
C-5) Alcohol-Impaired Driving Fatalities	5 Year Ave	37	STATE 2024 / 36	YES
C-6) Speeding-Related Fatalities	5 Year Ave	42	STATE 2024 / 46	NO
C-7) Motorcyclist Fatalities	5 Year Ave	30	STATE 2024 / 34	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 Year Ave	17	STATE 2024 / 15	YES
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year Ave	35	STATE 2024 / 33	NO
C-10) Pedestrian Fatalities	5 Year Ave	17	STATE 2024 / 19	NO
C-11) Bicyclist Fatalities	5 Year Ave	3	STATE 2024 / 4	NO
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	85.2%	NHTSA Certified State Survey 2025 / 87.0%	YES
(FHWA-1) Serious Injuries/VMT	5 Year Rate	6.82	STATE 2024 / 6.59	YES
(FHWA-2) Non-Motorist Fatalities & Serious Injuries	5 Year Ave	116	STATE 202 / 118	NO
(I-1) Distracted Driving Fatalities	5 Year Ave	35	STATE 2024 / 37	NO
(I-2) Drivers ≥ 65 in Fatal Crashes	5 Year Ave	53	STATE 2024 / 55	NO
(I-3) Commercial Motor Vehicle Fatalities	5 Year Ave	44	STATE 2024 / 46	NO
(I-4) Single Vehicle Run Off Road Fatalities	5 Year Ave	96	STATE 2024 / 90	YES
(I-5) Head-On/Side-swipe Opposite Fatalities	5 Year Ave	51	STATE 2024 / 56	NO
(I-5) Intersection Related Fatalities	5 Year Ave	48	STATE 2024 / 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 targets 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 rank Idaho as the number one State in the country in percentage change in population since 2020 at 8.1%, the 13th state in the country in population increase, and the 38th largest in the country. Of course, the fatality and serious injury numbers are going up, but the rates are remaining steady or slightly decreasing. This means the numbers are increasing in proportion to population growth, not because safety is deteriorating.

Speeding/Aggressive Driving Fatalities: Work with law enforcement agencies across Idaho to expand behavioral education about the dangers of speeding, using data and evidence-based information that support NHTSA’s speed countermeasure strategies. To adjust our strategy, we are evaluating the current model for law enforcement agency participation. OHS will also continue to require grantees to conduct outreach focused on traffic problems in their communities.

Youthful Driver Fatalities: 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 under our current 3HSP, which identified youth as the focus community based on data analysis, including a youth risk behavior survey.

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

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.

Distracted Driver Fatalities: Idaho has added an annual HVE mobilization during Distracted Driving Awareness Month, in addition to statewide paid media campaigns that address distracted driving crash trends and driving behaviors.

Mature Driver Fatalities: OHS does not currently have a program specifically for mature drivers. Community partners provide resources for mature drivers, including the Idaho Commission on Aging, AAA, and AARP. In June 2025, OHS participated in a telephone town hall with AARP Idaho. OHS discussed recent crash data,

common causes of traffic crashes in Idaho, current safety initiatives, and OHS resources available to the public. Close to 500 AARP members dialed in to listen and ask questions.

Commercial Motor Vehicle Fatalities (CMV): Idaho is 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, install turn lanes at intersections, and continue to improve skew angles of intersections.



SUMMARY OF FINDINGS

- The number of motor vehicle crashes increased by 1.7 percent, from 27, 679 in 2023 to 28,158 in 2024. The number of fatalities resulting from motor vehicle crashes decreased from 275 in 2023 to 238 in 2024, a 13 percent decrease. The number of fatal crashes decreased from 242 in 2023 to 219 in 2024. The number of suspected serious injuries increased from 1,228 in 2023 to 1,262 in 2024, a 3 % increase.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.19 in 2024, down from 1.40 in 2023.
- While 66 percent of all motor vehicle crashes occurred on urban roadways, 74 percent of the fatal motor vehicle crashes occurred on rural roadways in 2024.
- Fatalities resulting from impaired driving crashes decreased in 2024 by 18 percent and 36 percent of all fatalities resulted from impaired driving. Of the 86 people killed in impaired driving crashes, 80 (93 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt was 85.7 percent in 2024, down from 87.5% in 2023. Only 38 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 37 of the 74 unbelted motor vehicle occupants killed, may have been survived.
- Aggressive driving was a contributing factor in 49 percent of motor vehicle crashes and 75 people were killed in aggressive driving crashes in 2024, with failing to yield being the largest contributing circumstance to the aggressive fatal crashes.
- Distracted driving was a factor in 16 percent of the motor vehicle crashes in 2024 and 51 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2024, youthful drivers were 2.4 times as likely as all other drivers to be involved in a fatal or injury crash. There were 39 people killed in crashes involving youthful drivers in 2024.
- The number of motorcyclists killed in motor vehicle crashes increased to 47 in 2024. More than half (58 percent) of fatal motorcycle crashes in 2024 involved just the motorcycle and just over a third (35 percent) of fatal motorcycle crashes involved an impaired motorcycle driver.
- There were 14 pedestrians and 3 bicyclists killed in motor vehicle crashes in 2024, roughly a 50-60% decrease for both after an unusually large number for both in 2023.
- Fatal crashes involving commercial motor vehicles decreased from 46 in 2023 to 42 in 2024. The number of injury crashes involving commercial motor vehicles increased by 1 percent. There were 50 people killed and 994 people injured in commercial motor vehicle crashes in 2024.

MOBILIZATIONS AND EVIDENCE-BASED ENFORCEMENT

Grant Funded High Visibility Enforcement Arrests - Citation Summary

Agency	Seat Belt Citations	DUI Arrests	Speeding Citations
Bingham CSO	62	47	143
Blackfoot PD	160	9	91
Boise CSO	4	2	65
Boise PD	500	13	2,107
Bonneville CSO	4	27	10
Caribou CSO	0	0	48
Eagle PD	3	43	417
Elmore CSO	0	0	9
Emmett PD	3	0	27
Garden City PD	22	17	685
Gem County Reserves Inc.	3	4	20
Gem CSO	1	0	1
Idaho CSO	2	8	161
Idaho State Police	526	68	1,394
ISP DUI Task Force	32	235	17
Jerome CSO	8	3	71
Jerome PD	19	0	18
Kuna PD	1	18	364
Latah CSO	3	0	53
Lewiston PD	14	50	277
Moscow PD	2	24	11
Nampa PD	36	11	1,036
Nez Perce CSO	14	30	224
Rexburg PD	10	18	112
Sandpoint PD	48	5	195
Shelley PD	30	7	194
Shoshone CSO	0	27	196
Spirit Lake PD	28	15	13
Star PD	3	0	166
Twin Falls CSO	16	7	43
Twin Falls PD	8	2	36
HVE Mobilizations	1,139	246	3,965
Total Grant Funded Citations	2,671	936	12,169

High Visibility Enforcement Mobilizations

Description	Dates	# Agencies Participated
Seat Belt - Thanksgiving	November 22 - 30, 2024	41
Impaired Driving - Holidays	December 13, 2024 - January 2, 2025	51
Distracted Driving – Awareness	April 1 - 12, 2025	41
Seat Belt - National Click it or Ticket	May 18 - June 1, 2025	45
Impaired Driving - July 4th Holiday	July 1 - 13, 2025	43
Aggressive – 100 Deadliest Days	July 20 – 26, 2025	48
Impaired Driving - Labor Day	August 15 - September 2, 2025	46

Agencies that Participated in High Visibility Mobilizations FY24

Police Departments					
District 1	District 2	District 3	District 4	District 5	District 6
Bonnerr Ferry Coeur d’Alene Rathdrum Spirit Lake	Lewiston Moscow	Boise Caldwell Emmett Fruitland Homedale Idaho City McCall Middleton Nampa Parma Payette Weiser Wilder	Filer Kimberly Heyburn Rupert	American Falls Blackfoot Chubbuck Montpelier Pocatello Shelley Soda Springs	Rexburg Rigby St. Anthony
Sheriff’s Offices					
District 1	District 2	District 3	District 4	District 5	District 6
Benewah 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

Total Mobilization Performance

Mobilization FFY25	OT Hours	Total Contact s	DUI Arrest s	Seat Belt Citation s	Felony Arrest s	Fugitives Appre- hended	Suspende d Licenses	Uninsured Motorists	Speeding Citations	Reckless Driving	Textin g Drivin g	Other
Thanksgiving OP	2085.20	2927	18	445	6	6	50	162	811	4	82	324
Holiday Impaired	2557.50	2950	64	64	31	17	46	138	506	4	10	539
Distracted April	1867.20	2627	8	85	5	8	30	80	421	6	378	453
CIOT Seat Belts	2006.70	3878	20	424	11	12	42	121	559	6	63	392
July 4 Impaired	2272.90	2446	63	31	18	15	46	94	440	5	20	572
Aggressive	2084	3032	18	62	12	7	36	97	919	6	162	480
Labor Day Impaired	1858.10	1986	55	28	14	7	34	73	309	8	14	407
TOTALS	14731.6	19846	246	1139	97	72	284	765	3965	39	729	3167

PROGRAMS/PLANNED ACTIVITIES

Community Traffic Safety Program

Planned Activity Name	Community Traffic Program Area Management	
Unique Identifier	S0025CP	CP-2025-CP-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	CP-402 Community Traffic Safety Programs	
3HSP Countermeasure	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 Programs.	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage the community traffic projects.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the Community 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	Community Education and Training Event	
Unique Identifier	SCP2501	CP-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	CP-402 Community Traffic Safety Programs	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" communications Community education and outreach are listed in several areas of CTW 2020 (Ch. 2,3.1, Communications and Outreach) as proven, effective ways to increase awareness and change behaviors across all highway safety programs.	
3HSP Strategy	Community Traffic Safety Programs serve as the cornerstone for community interaction and education.	
Project Activity Description	Deliver the annual Highway Safety Summit in 2025. Provide traffic safety training and networking opportunities for local law enforcement officers, EMS providers, and community partners. OHS is strengthening the participation in traffic safety education and awareness across the state. Collaboration and partnerships that engage and involve community members, stakeholders, local organizations, and peer-to-peer school-based initiatives to actively participate in traffic safety initiatives help spread awareness about the traffic problems that affect their community. See 3HSP pg. 120 - 122	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	253 participants took part in the 2025 Idaho Highway Safety Summit. Attendees participated in workshops and general sessions focused on collaboration, impaired driving, youth outreach, communication, community engagement, and the safe system approach.	

Planned Activity Name	Law Enforcement Liaison Program	
Unique Identifier	SCP2502	CP-2025-02-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	CP-402 Community Traffic Safety Programs	
3HSP Countermeasure	Law Enforcement Liaison outreach is recommended by GHSA to encourage effective participation in the NHTSA high-visibility enforcement campaigns, participation in year-long grants, and to raise awareness of community traffic safety problems. Training for partners provides up-to-date information regarding highway safety research, best practices, and awareness. (GHSA/resources/law-enforcement)	
3HSP Strategy	Community Traffic Safety Programs serve as the cornerstone for community interaction and education.	
Project Activity Description	Support one Law Enforcement Liaison(LEL) for each of the six transportation districts in Idaho. LELs promote highway safety outreach, encourage law enforcement HVE participation, and offer assistance and expertise to communities. The make-up of the participants in the LEL program will be two city officers, two sheriff's deputies, and two state troopers. Contracts will be awarded to the following agencies for FY25: District 1 - Coeur d'Alene Police Department District 2 - Idaho State Police District 3 - Boise Police Department District 4 - Idaho State Police District 5 - Bingham County Sheriff's Office District 6 - Bonneville County Sheriff's Office For more information about the LEL program, see 3HSP pg. 31, 120 and 122.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
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. In FY25 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.	

Distracted Driving

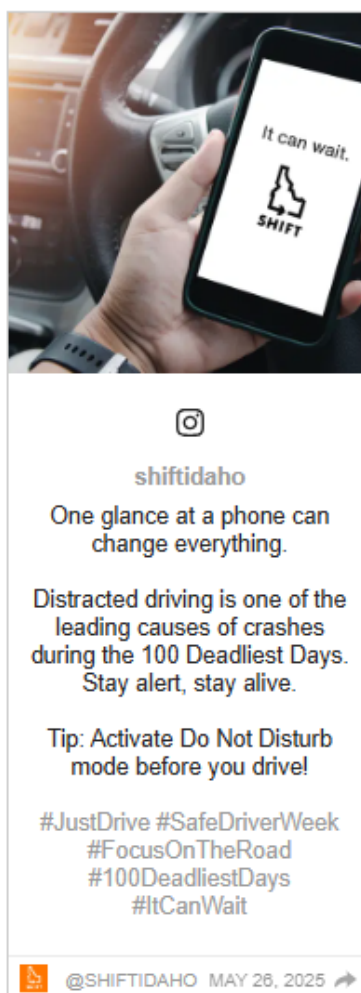
Planned Activity Name	Distracted Driving Program Area Management	
Unique Identifier	S0025DD	DD-2025-DD-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	DD-402 Distracted Driving	
3HSP Countermeasure	Program Area Management to establish procedures to ensure program activities are implemented as intended have been identified by NHTSA as necessary as per the Uniform Guidelines for State Highway Safety Programs.	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage the distracted driving projects.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the 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	
Unique Identifier	SDD2501	DD-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	DD-402 Distracted Driving	
3HSP Countermeasure	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 2023, Chapter 5, 5-19.	
3HSP Strategy	Communications and Outreach on Distracted Driving	
Project Activity Description	Funding will be used to provide support and resources for education and outreach that promote safe driving, free from distractions. Funding will be used statewide, with targeted approaches occurring in District 2, which had the highest rate of distracted driving fatalities for 2022, and to target young drivers, who were involved in 2.2 times as many fatal or injury crashes as expected. For more information on targeted locations, see pages 129 to 137 of the Triennial Highway Safety Plan.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No NHTSA funds were expended on this project. No mini-grant requests were submitted for education and outreach about distracted driving. Some State and HSIP funds were used to support DD education and outreach activities.	

Planned Activity Name	Distracted Driving HVE Mini-Grants	
Unique Identifier	SDD2502	DD-2025-02-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	DD-402 Distracted Driving	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices," high visibility cell phone and text messaging enforcement has proven effective in curbing use. CTW 2023, Chapter 5, 5-14****	
3HSP Strategy	High Visibility Cellphone/Text Messaging Enforcement	
Project Activity Description	Distracted driving high visibility enforcement emphasizing the primary hands-free law. In FY23, 51 agencies participated in the April distracted driving HVE mobilization. Efforts will be made to increase the number of participating agencies statewide with an emphasis on District 2, which had the highest rate of distracted driving fatalities for 2022, as well as encouraging agencies to take advantage of mini-grants to conduct HVE mobilizations outside of regularly-scheduled mobilizations. For more information on targeted locations, see pages 129 to 137 of the Triennial Highway Safety Plan.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No funds were expended on this project in FY25. Enforcement mini-grants were funded through SPT2501 and the statewide distracted driving HVE was funded through SED25EA. Distracted Driving enforcement was integrated into several STEP and year-long enforcement projects.	

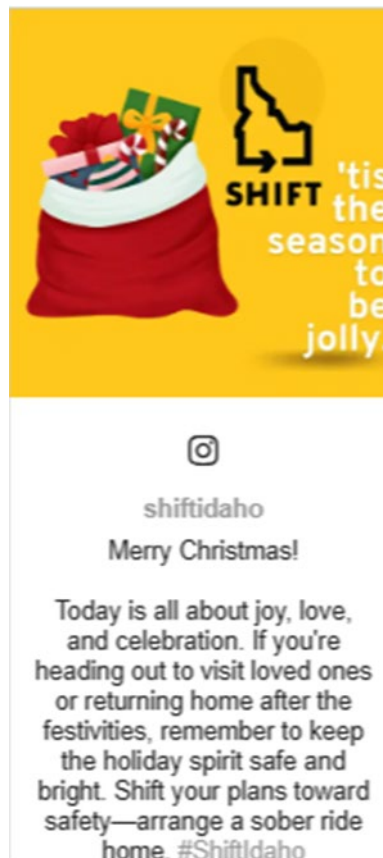
Planned Activity Name	Distracted Driving Outreach and Education	
Unique Identifier	SED2501	B8APE-2025-02-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	B8APE-405e Awareness, Public Education B8ATS-405e Awareness, Traffic Signs	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" there is strong public support for communications and outreach to reduce distracted driving, especially for teen drivers. CMTW, Chapter 5, 5-19*	
3HSP Strategy	Communication and Outreach: Supporting Enforcement	
Project Activity Description	Funding will be used to provide support and resources for education and outreach that promote safe driving, free from distractions. Funding will be used statewide, with targeted approaches in specific communities based on crash data and community needs - this may include partnership opportunities with Municipal Planning Organizations and other key stakeholder groups identified in the 3HSP. Outreach will also include traffic signs that notify drivers about the hands free distracted driving law of Idaho.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Developed media and ran campaign to support media campaigns during high visibility enforcement for Distracted Driving Awareness Month. See attached media report for campaign metrics.	

Planned Activity Name	HVE - Distracted Driving , National DD Awareness Month	
Unique Identifier	SED25EA	B8ADDLE-2025-EA-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	B8ADDLE-405e Awareness, Law Enforcement	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" high visibility cell phone and text messaging enforcement has proven effective in curbing use. CMTW 2023, Chapter 5, 5-14****	
3HSP Strategy	High Visibility Cellphone/Text Messaging Enforcement	
Project Activity Description	Statewide distracted driving high visibility enforcement mobilization to eliminate distracted driving related traffic fatalities, serious injuries and economic loss. In FY23, 51 agencies participated in the April distracted driving HVE mobilization. Efforts will be made to increase the number of agencies statewide with an emphasis on District 2, which had the highest rate of distracted driving fatalities for 2022. Enforcement will occur April 1 - 12, 2025. For more information on targeted locations, see pages 129 to 137 of the Triennial Highway Safety Plan.	
Primary Performance Measure (Target)	Maintain the 5-year average number of distracted driving fatalities at 35 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	43 Agencies participated in the National Distracted Driving Awareness Month HVE. During the HVE, there were 8 DUI arrests, 85 seat belt citations, 421 speeding citations and 378 texting citation. Media included 10 social media posts, 5 PRs in local newspapers, a text message, and a post on the city's website.	



Emergency Medical Services

Planned Activity Name	EMS/Post Crash Care	
Unique Identifier	SEM2501	EM-2025-01-00-00
Subrecipient(s)	Idaho EMS Bureau	
Eligible Use of Funds	EM-402 Emergency Medical Services	
3HSP Countermeasure	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.	
3HSP Strategy	Support emergency medical services statewide.	
Project Activity Description	Funding will provide Emergency Medical Service Post-Crash awareness through education, outreach, training and EMS equipment needs in rural communities statewide. In 2022 fatal and injury crashes with EMS response was 5981 (69.2%). Trapped and extricated: 504. 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 (182 transported by helpicopter in 2022). Partner: EMS Advisory Committee (EMSAC)	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	OHS did not receive any applications eligible for funding in FY25.	



Impaired Driving

Planned Activity Name	Impaired Driving Program Area Management (402)	
Unique Identifier	S0025AL	AL-2025-AL-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	AL-402 Impaired Driving	
3HSP Countermeasure	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 No. 8, I	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage impaired driving 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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the 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.	

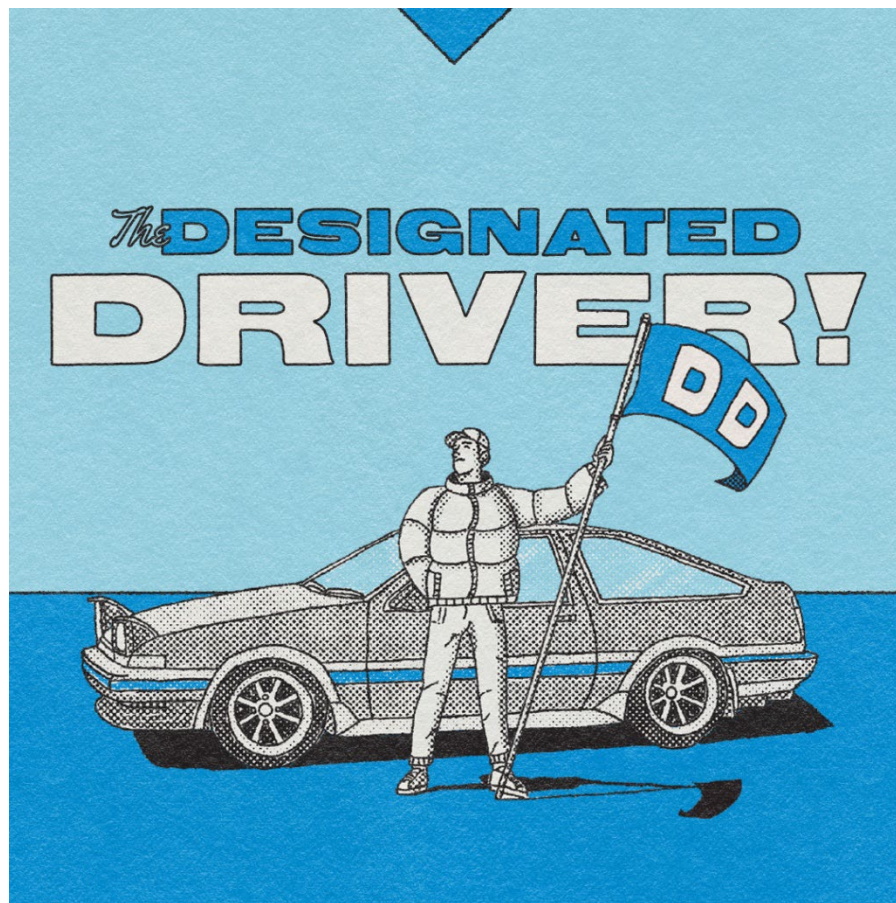
Planned Activity Name	Impaired Driving Engagement, Outreach, Training and Education	
Unique Identifier	SAL2501	AL-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	AL-402 Impaired Driving	
3HSP Countermeasure	Highway Safety Programs Uniform Guidelines No. 8, IV Communication Program: 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.	
3HSP Strategy	Prevention, education, and outreach for impaired driving	
Project 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. Courses may be taught through POST, National Judicial College, and conferences. Especially provide training opportunities for small and rural agencies which includes, Cassia, Lemhi, Jefferson, Boise and Idaho counties.	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Provided education and training to law enforcement. Boise PD sent three officers to the Northwest Alcohol Conference in Boise, ID. One of the three attending is a DRE and member of the Impaired Driving Task Force. Garden City PD sent two DRE officers to the Institute of Police Technology of Management at the University of North Florida for the Symposium on Traffic Safety. Courses during the IPTM were specifically related to Drug and Alcohol impairment.	

	SID2505 B5CS-2025-05-00-00
	Mothers Against Drunk Driving
	B5CS – 405d Mid Court Support
	Per the "Countermeasures that work...for State Highway Safety Offices" Alcohol-Impaired Driving, Other Strategies for Behavior Change, Court Monitoring CMTW 2023, Ch 1., 1-61**.
	Impaired driving enforcement, prosecution and adjudication
	Support a court monitor program for impaired driving cases in Ada and Canyon Counties. In Idaho 39% of all fatal crashes are impaired driver related but 40% of Ada County fatal crashes and 35% of Canyon County fatal crashes are impaired driver related.
	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.
	YES
	The project began using 402 funds, then after submitting an amendment, the program was approved to use 405d funds (SIDMAD.) 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 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. 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. Information provided for SAL2502 is the same as the information for SIDMAD.



Pla

Unique Identifier	SID2501	M5HVE-2025-01-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	M5HVE-405d Mid HVE	
3HSP Countermeasure	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket. High-Visibility Saturation Patrols CMTW 2023, Ch 1, 1-29****	
3HSP Strategy	Impaired driving enforcement, prosecution and adjudication	
Project Activity Description	Funding for impaired driving targeted enforcement mini-grants for special events and the tools to support the efforts. Each agency that applies for the mini-grant must provide the required data to support their efforts. Data includes demographic information as well as crash data. Awards are made based on proven need of the community. 3HSP pages 143 - 152.	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Impaired driving statewide services supported enforcement activity by providing 21 Easycal FC20's as well as DRE advanced training course for 2 officers, and additional overtime enforcement for spececial events such as the Riggins Rodeo, Raspberry Days, Eastern Idaho Fair and Memorial Day Idaho County Fair. During those impaired driving HVE events, there was a total of 304 contacts with 5 DUI arrests, 6 seat belt citations and 8 speeding citations.	



Planned Activity Name	Traffic Safety Resource Prosecutor (TSRP)	
Unique Identifier	SID2502	B5CS-2025-02-00-00
Subrecipient(s)	Idaho Prosecuting Attorneys Association	
Eligible Use of Funds	B5CS-405d Mid Court Support	
3HSP Countermeasure	The Traffic Safety Resource Prosecutor has been identified by NHTSA as an effective countermeasure under the Impaired Driving Program. NHTSA Traffic Safety Prosecutor Resource Manual 2016 (DOT HS 812 313)	
3HSP Strategy	Support impaired driving training and education for law enforcement.	
Project 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. Special attention is given to small rural cities and counties. See 3HPS pg. 143-152.	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Activities completed this year: Provided at least a 2 hour block of impaired driving instruction at the annual IPAA summer and winter conferences. There were 4 hours of dedicated impaired driving at both the 2025 Winter and 2025 Summer Conferences. These conferences included prosecutors participating from all 44 Idaho counties. Provided at least one NHTSA prosecutor program curriculum during the grant year – specifically two “Cops in Court” Trainings hosted by the Jerome Police Department in Jerome, Idaho. The planned joint prosecutor-officer “Prosecuting the Drugged Driver” course was cancelled due to the temporary freezing of federal and state funding at the end of January 2025. 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. Prepared and distributed a quarterly publication (compiled into a yearly publication) for prosecutors and law enforcement to include current case law and other issues associated with the prosecution of traffic safety violations. Continued to provide a variety of legal support with research, legal consultation, document preparation, and presentations. The Idaho TSRP responded to 866 technical assistance requests.	

Planned Activity Name	State Impaired Driving Coordinator (SIDC)	
Unique Identifier	SID2503	M5IDC-2025-03-00-00
Subrecipient(s)	Idaho State Police	
Eligible Use of Funds	M5IDC-405d Mid ID Coordinator M5PEM-405d Mid Media/ID Training/Enf Related exp.	
3HSP Countermeasure	Drug Recognition Expert (DRE) Training. *Uniform Guidelines No. 15, III 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.	
3HSP Strategy	Support impaired driving training and education for law enforcement.	
Project Activity Description	Provide training, disseminate information and resources, and manage the operation of the DRE, DEC, ARIDE, SFST, LEPP and Phlebotomy programs for Idaho. See 3HSP pg. 141.	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Classes and training provided and organized by the State Impaired Driving Coordinator include: SFST/DID - 10 classes, 225 students; SFST Refresher course - 5 classes, 69 students; ARIDE course - 7 classes, 104 students; Law Enforcement Phlebotomy course- 2 classes, 27 students; Law Enforcement Phlebotomy refresher course - 59 students; DRE School - 1 class, 12 students; SFST Instructor Training - 1 class, 18 students; Drug Impairment Training for Educational Professionals 3 classes, 53 students; Drug Impairment Recognition for Supervisors for the Dept of H&W - 5 classes, 106 students. Also presented the following seminars: Drug Influence Signs and Symptoms, Danger of Drugs and Drug Trends, and Drug Trends and Impairment.	



Planned Activity Name	Idaho State Police - DUI Task force	
Unique Identifier	SID2504	M5HVE-2025-04-00-00
Subrecipient(s)	Idaho State Police	
Eligible Use of Funds	M5HVE-405d Mid HVE	
3HSP Countermeasure	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket. High-Visibility Saturation Patrols CMTW 2023, Ch 1, 1-29****	
3HSP Strategy	Impaired driving enforcement, prosecution and adjudication	
Project Activity Description	Funding will support the Idaho State Police DUI Task Force in D1 (Kootenai and Bonner counties) and D3 (Ada and Canyon Counties) and D4 (Twin Falls, Jerome, Cassia, Blaine Minidoka, Gooding and Camas Counties) by providing sustained enforcement, public education and outreach. D3 includes DUI teams from Boise, Nampa, Meridian, Caldwell, Garden City and Ada County. D1 includes teams from Kootenai County, Coeur d'Alene, Spirit Lake and Post Falls. D4 includes DUI teams from Twin Falls, Jerome, Kimberly and Burley. The team also works closely with MADD.	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	The task force participated in 11 planned saturation patrols of which 7 were grant funded. The saturation patrols were performed in the District 1 counties of Kootenai, Bonner and Shoshone, in the District 2 county of Nez Perce and in the District 3 counties of Ada, Canyon, Gem and Valley. The Task Force issued 32 seat belt citations, 17 speeding citations and 235 DUI arrests. In addition to enforcement activity, the Task Force participated in several public outreach activities which included: a commercial in cooperation with the Idaho Beer and Wine Distributors Assn, Coeur d'Alene Christmas Lighting parade, interview with local news stations. The Task Force worked in conjunction with Idaho MADD provide support and donated coffee cards for the officer to hand out to those who were caught doing the right thing and getting sober rides.	

Planned Activity Name	HVE - Impaired Driving Dec/Jan Mobilization	
Unique Identifier	SID25EA	M5HVE-2025-EA-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	M5HVE-405d High Visibility Enforcement	
3HSP Countermeasure	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket. High-Visibility Saturation Patrols CMTW 2023, Ch 1, 1-29****	
3HSP Strategy	Impaired driving enforcement, prosecution and adjudication	
Project Activity Description	Conduct statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss. Enforcement will occur December 13, 2024 - January 2, 2025. See the 3HSP pages 138-1	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	57 agencies participated in the Holiday Impaired Driving High Visibility Enforcement mobilization. During the mobilization there were 64 DU arrests, 62 seat belt citations and 501 speeding citations. Media included 3 press releases, 31 social media posts (Facebook/Instagram), city website post, 1 media event, and a KMVT TV interview.	

Planned Activity Name	HVE - Impaired Driving 4th of July Mobilization	
Unique Identifier	SID25EB	M5HVE-2025-EB-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	M5HVE-405d Mid HVE	
3HSP Countermeasure	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket. High-Visibility Saturation Patrols CMTW 2023, Ch 1, 1-29****	
3HSP Strategy	Impaired driving enforcement, prosecution and adjudication	
Project Activity Description	Conduct statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss. Enforcement dates are July 2-13, 2025. See the 3HSP pages 138-153.	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	50 agencies participated in the July Fourth Impaired Driving High Visibility Enforcement mobilization. During the mobilization there were 47 DUI arrests, 31 seat belt citations and 321 speeding citations. Media included 19 social media posts (Facebook/Instagram), 5 press releases, 1 KMVT TV interview, and an agency participating in the July 4th parade.	

Planned Activity Name	HVE - Impaired Driving Labor Day Mobilization	
Unique Identifier	SID25EC	M5HVE-2025-EC-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	M5HVE-405d Mid HVE	
3HSP Countermeasure	High visibility enforcement is effective in curbing alcohol-impaired driving thus increasing the perceived risk of a ticket. High-Visibility Saturation Patrols CMTW 2023, Ch 1, 1-29****	
3HSP Strategy	Impaired driving enforcement, prosecution and adjudication	
Project Activity Description	Conduct statewide impaired driving high visibility enforcement mobilization to eliminate impaired driving related traffic fatalities, serious injuries and economic loss. Enforcement dates are August 15 - September 2, 2025. See the 3HSP pages 138-153.	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	48 agencies participated in the Labor Day Impaired Driving High Visibility Enforcement mobilization. During the mobilization there were 43 DUI arrests, 30 seat belt citations and 254 speeding citations. Media included 12 social media posts (Facebook/Instagram), 4 press releases, city website and presence with a booth at the Lewiston Hot August Nights.	

Planned Activity Name	Impaired Driving Paid Media	
Unique Identifier	SID25PM	B5PEM-2025-PM-00-00
Subrecipient(s)	Media Firm	
Eligible Use of Funds	B5PEM-405d Mid Media/ID Training/ENF Related exp.	
3HSP Countermeasure	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. ***	
3HSP Strategy	Prevention, education, and outreach for impaired driving	
Project Activity Description	Purchase paid media and develop a media plan to provide education, outreach, and support the high visibility impaired driving enforcement mobilization efforts. Mass media plans. While we provide outreach to those that are at risk for impaired driving statewide, our outreach targets ages 21-25, male and female. We concentrate on reaching them “close to the issue” with in-bar marketing in rural areas and late-night social media placements. Court monitoring produced a higher conviction rate and often stiffer sentences in Canyon County. Based on number of cases, the program will expand to Ada county. See 3HSP pg. 110 - 116	
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 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Developed media and ran campaigns to support media campaigns during high visibility enforcement efforts during the Holidays, Fourth of July, and Labor Day. See attached media report for campaign metrics.	

Motorcycle Safety

Planned Activity Name	Motorcycle Program Area Management	
Unique Identifier	S0025MC	MC-2025-MC-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	MC-402 Motorcycle Safety	
3HSP Countermeasure	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 No. 3, I	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage the motorcycle projects.	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing the 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 Safety Training and Education	
Unique Identifier	SMC2501	MC-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	MC-402 Motorcycle Safety	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices," Motorcycle Rider Training (CTW 2023 Ch. 6, 6-16 **) is widely used with ** effectiveness and may provide a reduction in crash severity. Also, per the Uniform Guidelines for State Highway Safety Programs No. 3, X states should enlist the support of a variety of media through a communication program to improve public awareness of motorcycle crash problems and programs directed at preventing them.	
3HSP Strategy	Support education and outreach efforts for motorcycle rider training.	
Project Activity Description	Provide training and educational outreach efforts with our motorcycle safety partners to increase rider training and awareness of motorcycle safety. See pages 154-156 of the 3HSP for more detail regarding affected communities.	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Funding was used to support the annual evaluation and deep dive into the motorcycle crash data in Idaho. General conclusions from this analysis: • We (riders) are at fault in fatal crashes at a far greater rate than we had ever assumed prior to this study ($\approx 75\%$ rider error). • 74% of victims are over 40 years old and 43% are between the ages of 40 and 59. • Crashes in corners are the biggest killers ($\approx 37\%$ run off corner). • 50% of involved Idaho resident riders did not have a motorcycle endorsement. • Illegal drug and alcohol use, although seemingly decreasing, contributed to many cases ($\approx 25\%$ illegal alcohol/drug involvement by riders). 30% of single vehicle crashes. • Drivers violating riders' right-of-way is also a contributing factor ($\approx 15\%$). • Only 10% of involved Idaho licensed riders had passed a rider training course. Over time, relating to fatal crashes, completion of rider training by the operator has decreased while incidents of rider error have increased	

Planned Activity Name	Motorcycle Awareness Paid Media	
Unique Identifier	SMA2501	M9MA-2025-01-00-00
Subrecipient(s)	Media Firm	
Eligible Use of Funds	M9MA-405f Motorcycle Awareness (lowest25%)	
3HSP Countermeasure	Motorcycle Rider Conspicuity and Motorist Awareness Programs. 405f limitation to the requirement that the funds can only be used to send a message to vehicle drivers and not the riders. *Uniform Guidelines No. 3, IX	
3HSP Strategy	Support motorcycle awareness efforts.	
Project Activity Description	Media campaign reminding motor vehicle drivers to be aware of motorcycle riders. The number of motorcycle crashes in Idaho increased in 2023 by 11% to 609, and the number of motorcycle fatalities increased 44% to 40. Of all motorcyclists involved in crashes in 2023, 86% received some degree of injury. More than half of all motorcycle crashes (55%) involved another vehicle. Of the motorcyclists killed in 2023, 82% were 30 years of age or older and 51% were over the age of 50. The motorcycle awareness outreach campaign focuses on increasing motorist awareness of motorcycles in counties with the highest number of motorcycle crashes involving another vehicle. Most crashes between vehicles and motorcycles involve turning left at an intersection. Please see the Triennial Highway Safety Plan pg. 110 – 118 for additional detail.	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Supported efforts to raise motorist awareness in partnership with the Idaho Coalition for Motorcycle Safety's Awareness Rally.	

Planned Activity Name	Motorcycle Safety Statewide Services	
Unique Identifier	SMA2502	M9MA-2025-02-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	M9MA-405f Motorcycle Awareness (lowest25%)	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs No. 3, IX, state motorcycle safety programs, communication campaigns, and state motor vehicle operator manuals should emphasize the issues of rider conspicuity and motorist awareness of motorcycles.	
3HSP Strategy	Support motorcycle awareness efforts.	
Project Activity Description	Work with motorcycle safety partners to provide education, outreach, and projects that support and promote motorcycle safety and awareness. Please see pages 154-156 of the 3HSP for more detail.	
Primary Performance Measure (Target)	Maintain the 5-year average number of motorcycle fatalities at 30 or fewer.	
FY 2025 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.	

Non-Motorized (Pedestrian and Bicycle)

Planned Activity Name	Pedestrian and Bicycle Safety Program Area Management	
Unique Identifier	S0025PS	PS-2025-PS-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	PS-402 Pedestrian/Bicycle Safety	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs, No. 14, I., Program Area Management is necessary for establishing procedures to ensure that program activities are implemented as intended.	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage the bicycle and pedestrian projects.	
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 2025 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	
Unique Identifier	SPS2501	PS-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	PS-402 Pedestrian/Bicycle Safety	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs No. 14, VI, each state should ensure that state and community pedestrian and bicycle programs contain a comprehensive communication component to support program efforts. The state should enlist the support of a variety of media to improve public awareness of pedestrian and bicyclist crash problems and programs directed at preventing them. According to the "Countermeasures that work...for State Highway Safety Offices," elementary-age child pedestrian training and Safe Routes to School both have *** for effectiveness (CTW Ch. 9, 9-23/27 ***). Projects will support these efforts in 2025.	
3HSP Strategy	Support bicycle and pedestrian safety education and outreach.	
Project Activity Description	Provide education and outreach that support and promote bicyclist and pedestrian safety through materials, resources and mini-grants. Refer to pages 161-166 of the 3HSP for more information on demographics and communities.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No NHTSA funds were expended on this project in FY25. Media and communication efforts for bicycle and pedestrian safety were funded by State and HSIP programs. These efforts included the development of a new media campaign and educational signage at Boise's first permanent traffic garden.	

Planned Activity Name	ACHD Let's Get There Safely	
Unique Identifier	SPS2502	PS-2025-02-00-00
Subrecipient(s)	Ada County Highway District (Local Agency)	
Eligible Use of Funds	PS-402 Pedestrian/Bicycle Safety	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs No. 14 VI, each state should ensure that state and community pedestrian and bicycle programs contain a comprehensive communication component to support program efforts. The state should enlist the support of a variety of media to improve public awareness of pedestrian and bicyclist crash problems and programs directed at preventing them. According to the "Countermeasures that work...for State Highway Safety Offices," elementary-age child pedestrian training has *** for effectiveness (CTW Ch. 9, 9-23 ***).	
3HSP Strategy	Support bicycle and pedestrian safety education and outreach.	
Project Activity Description	Funding will enhance the Ada County Highway District's Let's Get There Safely campaign that encourages safe pedestrian and bicyclist behavior. This project will include PSAs and outreach materials on youth pedestrian and bicyclist education relating to visibility at night. In 2021 there were 218 pedestrian involved crashes in Ada County with 22 fatalities, and 173 bicyclist crashes with three fatalities. Refer to pages 161-166 of the 3HSP for more information on targeted demographics and communities.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No NHTSA funds were expended on this project. Ada County Highway District made worked with local high school students to create a "Glow Up" campaign to educate young people about the importance of being visible at night time. This effort included creating video ads, a local media campaign, and community engagement events.	

Occupant Protection

Planned Activity Name	Occupant Protection Program Area management	
Unique Identifier	S0025OP	OP-2025-OP-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	OP-402 Occupant Protection	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs, No. 20, I., Program Area Management is necessary for establishing procedures to ensure that program activities are implemented as intended. Per the Uniform Guidelines for State Highway Safety Programs, No. 14, I., Program Area Management is necessary for establishing procedures to ensure that program activities are implemented as intended.	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage the occupant protection projects.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Personnel time is dedicated to managing the Occupant Protection program grants, as well as to education and outreach, which extend information to all highway safety partners and the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Child Passenger Safety Statewide Service	
Unique Identifier	SCR2501	CR-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	CR-402 Child Restraint	
3HSP Countermeasure	Per the "Countermeasures that Work...for State Highway Safety Offices," "Child Restraint Inspection Stations", with Highly trained and Certified Child Passenger Safety Technicians are required to inspect the seats at the stations where more likely to have children properly secured in car seats CMTW 2023, CH.3, 3-33.	
3HSP Strategy	Support education and outreach for child passenger safety.	
Project Activity Description	Funding for the purchase of child passenger safety seats on a needs basis especially for families of special needs children who cannot use a traditional seat. Also specialized training at conferences or a specific class for technicians who install the seats.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Specialized training at conferences or for specific classes for technicians who install child passenger seats (CPS). Three child passenger safety technicians attend the KIMZ (Kids in Motion) Conference where they received Continuing Education Units to maintain their instructor certification and learn about new seats and methods. Liaisons also visited northern tribal nations to assist with CPS check offs and a seat check event.	

Planned Activity Name	Child Passenger Safety Training, Outreach, Engagement, and Education	
Unique Identifier	SCR2502	CR-2025-02-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	CR-402 Child Restraint	
3HSP Countermeasure	1300.21 (6) (F) (vi) Purchase and distribute child restraints to low-income families. Child Restraint Inspection Stations *** Highly trained and Certified Child Passenger Safety Technicians are required to inspect the seats at the stations. CMTW2023 , Ch. 3, 3-31 **, 3-33 ***	
3HSP Strategy	Support education and outreach for child passenger safety.	
Project Activity Description	Funding for child passenger safety technician and instructor training, educational events, and engagement with the public. Idaho has 23 CPS Instructors, 305 CPS Technicians and 79 CPS permanent check sites. In addition to the smaller local events, one large CEU training event will be held in the Boise region, to ensure technicians in the area maintain their certifications.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	The child passenger safety annual CEU training event to be held in Boise was cancelled and will reconvene in May FFY 2026 due to lack of funding.	



Planned Activity Name	Child Passenger Safety Statewide Liaisons	
Unique Identifier	SCR2504	CR-2025-04-00-00
Subrecipient(s)	8 Liaisons (1 for each of the 7 Idaho Health Districts and one Tribal) CPSTI Independent Contractors – D1 Liz Montgomery, D2 Brian Rauscher, D3 Karen Bell, D4 Pam Orr, D5 Jen Westendorf, D6 Jon Everson, D7 Courtney Norman and Tribal Tammie Scott.	
Eligible Use of Funds	CR-402 Child Restraint	
3HSP Countermeasure	1300.21 (6) (F) (vi) 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. Child Restraint Inspection Stations ,CMTW2023 , Ch. 3, 3-31**,3-33***	
3HSP Strategy	Support education and outreach for child passenger safety.	
Project Activity Description	Support one Child Passenger Safety Liaison (CPSL) for each of the 7 Idaho Health Districts and Tribal. CPSL's provide outreach, education, and assistance to local communities with special emphasis on rural communities and organizations. They help social and economic disadvantaged families and children.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	The Idaho Transportation Department worked with the 8 Child Passenger Safety Liaisons to help provide classes, support CPS check events and coordinate and assist communities with special emphasis in rural communities. Liaisons specifically worked to serve small and rural communities including the tribal nations in Idaho. Six of the liaisons are Child Passenger Safety Technician Instructors and two are Proxys. Over the course of the year we had one Liaison move to a different state. Each of the liaisons helped coordinate and assist with a check site on Seat Check Saturday in their area of the state.	

Planned Activity Name	Child Passenger Safety Coordination Program	
Unique Identifier	SOP2501	B2CPS US-2025-01-00-00
Subrecipient(s)	Lemhi County Sheriff's Office	
Eligible Use of Funds	B2CPS US 405b Low Underserved CPS Programs	
3HSP Countermeasure	1300.21 (6) (F) (vi) 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. Child Passenger Safety Inspection Stations***, Uniform Guidelines No. 20, V Occupant Protection for Children Program	
3HSP Strategy	Support education and outreach for child passenger safety.	
Project Activity Description	Sustained coordination of a statewide child passenger safety program to recruit and traing nationally certified child passenger safety technicians serving, educate parents and caregivers and purchase and distribute child restraints in low-income and underserved populaitons. Track data of CPS locations, maintain network of inspection stations, and provide community awareness efforts. Will also provide proper materials required for CPS check stations.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	At the end of the grant Fy 26 fiscal year, the state had 210 child Passenger Seat Technicians (CPST), 20 child Passenger Seat Technician Instructors (CPSTI), 4 Technician Proxies and 74 car seat inspection sites. At the statewide seat check sites, 1,525 seats were checked, and 640 new seats were distributed. The statewide CPS coordinator initiated a new program controlled event seat check program this year in conjunction with the Women Infants and Children (WIC) in south central Idaho which is very rural and is largely agricultural. The seat check events were scheduled through WIC and held in areas that were underserved. 100% of those who scheduled for a seat check attended. Over 200 seats were distributed.	

Planned Activity Name	Occupant Protection Statewide Services (mini-grants)	
Unique Identifier	SSB2501	OP-2025-03-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	OP-402 Occupant Protection	
3HSP Countermeasure	Per the "Countermeasures that Work...for State Highway Safety Offices," the 5-star countermeasures of 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. CMTW2023 , Ch. 3, 3-15*****,3-22****	
3HSP Strategy	Communications and Outreach: Strategies for Low Belt Use Groups	
Project 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 drivers. Education and outreach will also occur in areas with the lowest use rates.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	This fiscal the funds expended were to mail seat belt safety palm cards (printed material) to Salmon PD to have available to the public, and display in their lobby. There were no application for seat belt mini-grants.	

Planned Activity Name	Occupant Protection Observational Survey (NOPUS)
Unique Identifier	SSB2502 OP-2025-04-00-00
Subrecipient(s)	Office of Highway Safety
Eligible Use of Funds	OP-402 Occupant Protection
3HSP Countermeasure	Per 23 USC 402, states must have a "comprehensive occupant protection program," including conducting an "annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative."
3HSP Strategy	Communications and Outreach: Strategies for Low Belt Use Groups
Project Activity Description	Funding will be used to conduct an annual occupant protection observational survey using the required guidelines of NHTSA. Sub-grantees include public health district employees and non-profit safety organizations.
Primary Performance Measure (Target)	Increase the 5-year average observed seat belt use rate to 85.9% by 2026.
FY 2025 target, on track to meet?	YES
Contribution(s) to meeting the state performance measure.	A total of 28,536 vehicle occupants were observed. The total occupants observed were comprised of 22,905 drivers and 5,631 outboard passengers. Sixty-nine percent (69%) of the vehicles were cars, vans, or Sport Utility Vehicles (SUVs) while 31% 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 result of this year's survey showed a 1.3% increase from 85.7% to 87%.



Planned Activity Name	HVE-Occupant Protection CIOT Mobilization	
Unique Identifier	SOP25EA	M2HVE-2025-EA-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	M2HVE-405b Low HVE	
3HSP Countermeasure	Per the "Countermeasures that Work...for State Highway Safety Offices," short-term, high visibility seat belt law enforcement has proven effective in increasing seat belt use and reducing non-use related fatalities and serious injuries.CMTW 2023, Ch 3. 3-15*****	
3HSP Strategy	Short-term, High Visibility Seat Belt Law Enforcement	
Project Activity Description	Statewide seat belt high visibility enforcement mobilizations reduce seat belt non-use related traffic fatalities, serious injuries and economic loss. Funding will be used with agencies statewide, with an emphasis on encouraging districts 4, 5, and 6 to participate, as those districts have the lowest seat belts use rates in the state. For more information on targeted locations and demographics, see pages 167 to 182 of the 3HSP. Enforcement dates are May 18 - June 1, 2025.	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	48 agencies participated in the Click it or Ticket Seat Belt High Visibility Enforcement mobilization. 23 agencies were funded with NHTSA funds and 25 agencies were funded with HSIP Flex funds. Total participation included 20 DUI arrests, 232 seat belt citations and 495 speeding citations. Media included 7 press releases, 8 social media posts (Facebook/Instagram), Youth Appreciation Day speech, TV interview , and city reader board notice.	



Planned Activity Name	Occupant Protection Paid Media	
Unique Identifier	SOP25PM	M2X-2025-PM-00-00 M2HVE-2025-PM-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	M2HVE-405b Low HVE	
3HSP Countermeasure	Per the "Countermeasures that work for State Highway Safety Offices" Communications and Outreach: Strategies for Low Belt Use Groups, CMTW 2023, CH 3 – 3-22 ****	
3HSP Strategy	Support education and outreach for occupant protection	
Project Activity Description	Purchase paid media to support the high visibility seat belt enforcement mobilization efforts. Occupant protection in a vehicle includes the proper use of seat belts, car seats, and airbags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries, and reducing injury severity. Idaho law requires every occupant to utilize the proper restraints and safety devices in all seating positions in the vehicle. However, Idaho consistently experiences a percentage higher than the national average (50 percent) of unrestrained passenger vehicle occupants seriously injured and fatally injured each year. See 3HSP pg. 110 - 116	
Primary Performance Measure (Target)	Reduce the 5-year average number of unrestrained Passenger Motor Vehicle (PMV) fatalities to 89 or fewer by 2026.	
FY 2025 target, on track to meet?	YES	
Contribution(s) to meeting the state performance measure.	Developed media campaign 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.	

Paid Advertising / Media

Planned Activity Name	Paid Advertising Program Area Management	
Unique Identifier	S0025PM	PM-2025-PM-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	PM-402 Paid Advertising	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs, Program Area Management is necessary for establishing procedures to ensure that program activities are implemented as intended.	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage the paid advertising projects.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time is dedicated to managing the Paid Media to conduct education and outreach, which extends information to the public, increasing safe driving behaviors to reduce traffic crashes.	

Planned Activity Name	Paid Media	
Unique Identifier	SPM2501	PM-2025-01-00-00
Subrecipient(s)	Media Firm	
Eligible Use of Funds	PM-402 Paid Advertising	
3HSP Countermeasure	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.org. In Countermeasures that Work, media campaigns have a wide variance of effectiveness ranging from a rating of ☆ to ☆☆☆☆☆ depending on the focus area, and the other countermeasure used in conjunction.	
3HSP Strategy	Support statewide education and outreach efforts.	
Project 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 aware	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	OHS supported multiple media and outreach activities. See attached media report for details.	

Planned Activity Name	Public Opinion Survey	
Unique Identifier	SPM2502	PM-2025-02-00-00
Subrecipient(s)	Media Firm	
Eligible Use of Funds	PM-402 Paid Advertising	
3HSP Countermeasure	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.	
3HSP Strategy	Support statewide education and outreach efforts.	
Project 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. See 3HSP 110 - 116	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No funds were expended on this project in FY25. This project was cancelled to conserve 402 funds.	



Planning and Administration

Planned Activity Name	Planning and Administration	
Unique Identifier	S0025PA	PA-2025-PA-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	PA-402 Planning and Administration	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs, Program Area Management is necessary for establishing procedures to ensure that program activities are implemented as intended.	
3HSP Strategy	Administer highway safety programming	
Project 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.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2025 target, on track to meet?	NO	
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	
Unique Identifier	SPA2501	PA-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	PA-402 Planning and Administration	
3HSP Countermeasure	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 Programs.	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Electronic Grant Management System, software and support to aid in the management and monitoring of highway safety grants.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
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.	

Planned Activity Name	Public Participation and Engagement	
Unique Identifier	SPA2502	PA-2025-02-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	PA-402 Planning and Administration	
3HSP Countermeasure	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.	
3HSP Strategy	Community Traffic Safety Programs serve as the cornerstone for community interaction and education.	
Project Activity Description	Funding will assist 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.	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No funds were expended on this project in FY25 because OHS programmed sufficient funds in other projects to support our engagement and outreach efforts, including the Alliance for Highway Safety and Students Against Destructive Decisions (SADD)	

Roadside Deaths

Planned Activity Name	Roadside Death Prevention Education	
Unique Identifier	SRD2501	M12BPE-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	M12BPE-405h Public Education M12BDAT-405h Digital Alert Technology	
3HSP Countermeasure	Preventing roadside deaths will include a three prong countermeasure approach: 1) Communication and Outreach, CMTW 2020 CH 3 - 4.1***, 2) Speed Management HVE, CMTW 2023 CH 4 - 4-31****, and 3) Law Enforcement, Uniform Guidelines No. 15 IV	
3HSP Strategy	Roadside death prevention.	
Project Activity Description	There is an average of 25 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 mpg. 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.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No funds were expended and no activity was done for this program in FY25. There was an equipment purchase request in this grant approved by NHTSA but ITD decided not to move forward with the project this fiscal year. .	

Speed Management

Planned Activity Name	HVE - Aggressive Driving Mobilization Spring	
Unique Identifier	SSC25EA	SC-2025-EA-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	SC-402 Speed Management	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	The HVE Aggressive Driving Mobilization during the spring 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 age 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. Enforcement period is March 14-30, 2025.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Due to lack of funding, this mobilization did not occur.	

Planned Activity Name	HVE - Aggressive Driving Mobilization Summer - 100 Deadliest Days	
Unique Identifier	SSC25EB	SC-2025-EB-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	SC-402 Speed Management	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity 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.	
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 2025 target, on track to meet?		
Contribution(s) to meeting the state performance measure.	Due to lack of funding, this mobilization did not use NHTSA funding. HSIP Funds were used for an aggressive driving mobilization.	

Teen Traffic Safety

Planned Activity Name	Teen Traffic Safety Program Area Management	
Unique Identifier	S0025TS	TSP-2025-TS-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	TSP-402 Teen Safety Program	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs, Program Area Management is necessary for establishing procedures to ensure that program activities are implemented as intended.	
3HSP Strategy	Highway Safety Office Program Management	
Project Activity Description	Funding will provide development and support to implement and manage the teen traffic safety program	
Primary Performance Measure (Target)	Maintain the 5-year average number of fatalities at 238 or fewer.	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Teen Traffic Safety 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	Teen Traffic Safety Statewide Services	
Unique Identifier	STS2501	TSP-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	TSP-402 Teen Safety Program	
3HSP Countermeasure	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.	
3HSP Strategy	Communications and Outreach - Peer-to-Peer Programs	
Project Activity Description	In 2022, more than one out of every five crashes involved a youthful driver. The 25 people killed in youthful driver crashes were of all ages, not just youthful drivers. Of the 25 killed in youthful driver crashes, 8 were the youthful drivers. Of the 7 youthful drivers of passenger motor vehicles, only 3 (43%) were wearing seat belts. Funding will be used to educate teen drivers on the importance of driving engaged, safe, sober, and buckled up. Funding will be targeted to areas of highest risk for young drivers, including the counties of Jerome, Bannock, and Minidoka.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No funds were allocated for this project in FY25. HSIP funds were used for the Idaho Drug Free Youth conference and funds for the School District 93 for outreach and education. State funding was used for 23 outreach days for a total of 143,000 students reached.	

Planned Activity Name	Students Against Destructive Decision (SADD)	
Unique Identifier	STS2502	TSP-2025-02-00-00
Subrecipient(s)	SADD - Students Against Destructive Decisions (National Non-Profit)	
Eligible Use of Funds	TSP-402 Teen Safety Program	
3HSP Countermeasure	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.	
3HSP Strategy	Communications and Outreach - Peer-to-Peer Programs	
Project Activity Description	Funding will be used for SADD chapter growth and sustainability, chapter support, chapter resources, and community engagement and partnerships. SADD will employ a Statewide Coordinator to meet these goals, to specifically target impairment prevention, reduce aggressive driving and speed, and increase safety restraint use among teen drivers. The Statewide Coordinator will facilitate, train on, and/or support peer-to-peer programming in at least 10 schools/chapters across Idaho by September 30, 2025.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Students Against Destructive Decisions (SADD) led peer-to-peer traffic safety programming at Eagle High School, Coeur d'Alene High School, Lake City High School, Kendrick High School, Horseshoe Bend School District, and Payette High School. SADD formed new partnerships with the Boys & Girls Clubs of Ada County: Kuna Campus, Business Professionals of America, Canyon County Drug Free Coalition, Idaho Department of Education - Driver's Ed, Idaho AAA, and Trevor Chadwick the Mayor of Star. The SADD Statewide Coordinator participated in local events including: the Juvenile Justice Conference in Moscow, Healthy in Horseshoe Bend, Idaho Potato Days, the Huckleberry Festival, Idaho Department of Education's Driver's Education conference, Southwest Idaho Business Alliance Summer Kick Off, and several others. SADD partnered with the Canyon County Drug Free Coalition to put on a community awareness event in Nampa focusing on impaired driving prevention. SADD also presented at the Idaho High School Activities Association Student Advisory Council Leadership Summits throughout the state.	

Planned Activity Name	Alliance Highway Safety	
Unique Identifier	STS2503	TSP-2025-03-00-00
Subrecipient(s)	Alliance Highway Safety, LLC	
Eligible Use of Funds	TSP-402 Teen Safety Program	
3HSP Countermeasure	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. CMTW, Chapter 5, 5-19.	
3HSP Strategy	Communications and Outreach on Distracted Driving	
Project Activity Description	Funding will be used for a highway safety presentation tour of twenty high schools in high-risk areas throughout Idaho, including production of presentation materials. The project goal is to decrease teen crashes and fatalities throughout the State of Idaho, with an emphasis on the highest rated counties for fatalities, such as Ada, Canyon, Kootenai, Bonneville, Bannock, Twin Falls, Elmore, Jerome, Bonner, Nez Perce, Bingham, Boise, Idaho, Cassia, Fremont, Blaine, Gooding, Minidoka, Gem, Payette, Valley, and Jefferson counties. All work on the project will be implemented by Alliance and its staff, including scheduling, communication with the schools, coordination with its speakers, implementation of each school visit, and reporting.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Alliance Highway Safety presented their Choices Matter presentations to the following schools in Idaho in FY25: Richard McKenna Charter School, Shoshone Middle-High School, Declo High School, Gooding High School, Castleford High School, Kamiah High School, Clearwater Valley Junior Senior High School, Deary Middle and High School, Firth High School, Potlatch Junior Senior High School, Genesee High School, Payette High School, Nampa Academy, Glenns Ferry High School, Garden Valley High School, Idaho City High School, Canyon Springs Alternative High School, Columbia High School, Wendell High School, Valley High School, and Buhl High School. More than 3,550 students across the state were in attendance at 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.	

Traffic Enforcement Services

Planned Activity Name	Traffic Enforcement Services Program Area Management	
Unique Identifier	S0025PT	PA-2025-PT-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	PT-402 Planning and Administration	
3HSP Countermeasure	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 No 15, I.	
3HSP Strategy	Administer highway safety programming	
Project Activity Description	Funding will provide development and support to implement and manage the police traffic services projects.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Personnel time dedicated to managing Traffic enforcement services 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.	



Garden City Police Department Traffic Officers are prepared to assist the Treasure Valley DUI Task Force in getting impaired drivers off of the roads.

Planned Activity Name	Traffic Enforcement Services Statewide Services - Mini Grants	
Unique Identifier	SPT2501	PT-2025-01-00-00
Subrecipient(s)	Law Enforcement Agencies	
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	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project 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.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Funding supported HVE (High Visibility Enforcement) campaigns during targeted community events based on need/data and the tools, equipment and training required to support enhanced HVE efforts. HVE target patrols conducted: Bannock County, Elmore County (county Fair), Boise County (aggressive driving), and the Caribou County (LOTOJA Bike Race Event). Equipment purchased to support HVE efforts: Boise County (6 Bee IIIs), Coeur d'alene Police (laser radars), Salmon PD (Bee III's, 2 Radars), Twin Falls County (6 ladar radars).	

Planned Activity Name	Star Police Department - STEP	
Unique Identifier	SPT2502	PT-2025-02-00-00
Subrecipient(s)	Star Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) – Integrated high visibility enforcement on a sustained basis in and around the city of Star. Star is currently the fastest growing city in Idaho. Many of those moving to Star fall into the 18-25 age group. Two major thoroughfares run through Star: SH44 & SH16. Both continue to expand to accommodate the growing population. Fatal and serious injury rate is .13, group is .27. Seat Belt rate is 77.8%. There were 4 fatalities between 2018 and 2022. 50% were impaired driver related. 40% of all serious injury crashes were aggressive driver involved.	
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 2025 target, on track to meet?	NO	
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. Crashes with injuries were down by 24% since 2024 despite a 9.1% population increase and major roadway construction during the year. Star PD's Problem Oriented Police (POP) team attended community events, hosted open houses of the Star police station, partnered with local businesses, and conducted educational visits to schools. Star PD is an active member of the Treasure Valley DUI Task Force and participates in the DUI Task Force's saturation patrols, joint enforcement operations, and DUI emphasis weekends.	

Planned Activity Name	Moscow Police Department -STEP	
Unique Identifier	SPT2503	PT-2025-03-00-00
Subrecipient(s)	Moscow Police Department-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project 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. Seat belt use is 89%.Outreach and education efforts will be focused on these specific areas.	
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 2025 target, on track to meet?		
Contribution(s) to meeting the state performance measure.	The Moscow Police Department used grant funds to conduct high visibility enforcement on a sustained basis in the City of Moscow, located in Latah County. Officers made more than 500 contacts including 24 DUI arrests, 11 speeding tickets, and two seat belt violations. Eight felony arrests resulted from traffic stops. Moscow PD also dedicated time to child passenger safety, hosting a technician class for volunteers in the surrounding area. During the Lee Newbill Safety Fair, more than 15 car seat safety checks were done with car seats provided to families in need. The event also included a bike rodeo for children and about 450 helmets were distributed.	

Planned Activity Name	Boise Police Department - Enforcement	
Unique Identifier	SPT2504	PT-2025-04-00-00
Subrecipient(s)	Boise Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project 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 injury crashes. Boise ranked #1 in their population group for bicycle and pedestrian serious injuries. Seat belt use is 74%. All social media platforms are utilized. Community involvement includes the Boise Hawks, 100 Deadliest Days displays, and the Alive @ 25 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 2025 target, on track to meet?	NO	
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 over 9,000 contacts, 1,000 hours of dedicated OT patrols, 500 seat belt citations, 2,107 speeding citations, and 395 texting citations. Boise PD partnered with the Prosecuting Attorney's Office to encourage young drivers to attend the Alive@25 program. Social media: 34 posts on safe driving (15,729 likes, 1,893 shares, and 2,409 comments). These efforts led to a reduction in the number of fatal and serious injury crashes for FY25. They formed partnerships with local organizations to share their safety messages with a bigger audience.	

Planned Activity Name	Nampa Police Department - Enforcement	
Unique Identifier	SPT2505	PT-2025-05-00-00
Subrecipient(s)	Nampa Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project 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 250k+ 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. NPD utilizes all social media platforms and participates in local public educational engagements. A commitment to continuing education for officers will support effective innovative enforcement measures.	
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 2025 target, on track to meet?	NO	
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. They 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: 8 BeeIII's. Nampa PD has a dedicated media person that is responsible for all social media posts and continuously posted throughout the year. They issued 1,036 speeding citations, 36 seatbelt citations, and 12 DUI arrests.	

Planned Activity Name	Eagle Police Department - STEP	
Unique Identifier	SPT2506	PT-2025-06-00-00
Subrecipient(s)	Eagle Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis. The City of Eagle resides within the jurisdiction of Ada County, located in the Boise foothills. State Street is considered the "gateway" through the town of 32,400. Eagle had 12 fatalities between 2018-2022. 67% of those were impaired driver involved. 56% of all suspected serious injuries are aggressive driver involved. Seat belt use rate is 83%. Community outreach and public education efforts will be provided via social media posts, group forum discussions and attendance at the ACTSAC meetings. Enforcement patrol officers will use each vehicle stop as an opportunity to educate drivers on unsafe driving behaviors.	
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 2025 target, on track to meet?	NO	
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 Eagle, located in Ada County. Special enforcement emphasis was made in/around construction zones on SH 44, 55, 16 and 20/26. Eagle PD utilized Facebook to educate the public on traffic safety on a monthly basis and did a PSA with KIVI featuring one of their STEP officers about Operation Safe Choice. They also attended quarterly ACTSAC meetings. Eagle PD motor officers participated at the North American Motor Officers Association event held in Garden City in April 2025. Eagle PD made 6,346 traffic stops, 43 DUI arrests, 417 speeding citations, and 3 seat belt citations. They continuously did traffic enforcement outreach throughout the year.	

Planned Activity Name	Shelley Police Department - STEP	
Unique Identifier	SPT2507	PT-2025-07-00-00
Subrecipient(s)	Shelley Police Department-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in and around the City of Shelley. I-15 and Hwy 91 are main corridors that run through Shelley. The area is considered rural, but experiences an influx of residents in summer months. Four out of six fatalities in the past five years were aggressive-related. 39% of all suspected serious injury crashes are aggressive related. Education and outreach will focus on reducing this trend.	
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 2025 target, on track to meet?	NO	
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 Shelley in Bingham County. The Shelley Police department used several outreach methods to communicate their efforts including social media and giving safety presentations to driver training classes. A total of 1,006 contacts were made during grant-funded activities. This resulted in 194 speed citations, 30 seat belt violations, 9 texting citations, and 7 DUI arrests.	

Planned Activity Name	Jerome Police Department	
Unique Identifier	SPT2508	PT-2025-08-00-00
Subrecipient(s)	Jerome City Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	High Visibility Enforcement	
Project Activity Description	Funding will provide high visibility enforcement during impaired, aggressive seat belt, and distracted driving statewide traffic enforcement mobilizations. Jerome City saw a total of 439 crashes for the year 2022, which was an increase of 18 crashes from 2021. The seat belt use rate in Jerome is low, with only about 65% of motorists using their seat belts.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Jerome PD had 155 contacts, 20 seat belt citations, 18 speeding citations and no DUI arrests. PD is a child passenger seat check location and conducted 24 child passenger safety checks and distributed 18 seats provided to caregivers in need occurred at the parent teacher conferences. Participated in the high school career fair and provided a demonstration and education about SFST's and the dangers of impaired driving. Approximately 1200 students in attendance.	

Planned Activity Name	Idaho State Police - Year-Long Enforcement	
Unique Identifier	SPT2509	PT-2025-09-00-00
Subrecipient(s)	Idaho State Police	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Support high visibility sustained enforcement	
Project Activity Description	Project funding to reduce the number of impaired driving and aggressive driving crashes, as well as fatalities on Idaho roadways by fairly and aggressively enforcing impaired driving, aggressive driving, seat belt, and distracted driving laws. This ties into ISP's current patrol strategic goal of protecting the lives, rights, and property of the people in Idaho by providing innovative and effective traffic enforcement strategies on interstate highways and state and federal highways, including identifying and updating high crash locations primarily outside city limits within each district to ensure effective resource allocation that results in a reduction of crashes and by collaborating and partnering with allied law enforcement agencies and other highway safety partners in high crash locations to help reduce overall crashes. This project will also provide equipment to support the enforcement activity.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	ISP worked 152 aggressive driving, 96 impaired driving, 69 seat belt, and 21 distracted driving emphasis patrols throughout the state for a total of 338 overtime shifts. The following statistics represent all six (6) districts and are from November 6, 2024 through February 15, 2025 and June 8, 2025 through September 30, 2025 (the timeframes OHS funds were active): Hours Worked – 3,173.2; Contacts – 5,189; Speed Citations – 1,394 (6.4% decrease); Aggressive Driving Citations – 217 (12.9% decrease); Seat Belt Citations – 518 (19.1% decrease); Child Restraint Citations – 8 (33.3% decrease); Texting While Driving Citations – 26 (36.6% decrease); Hands Free Citations – 48 (30.4% decrease); Inattentive Driving – 10 (44.4% decrease); Other Distracted Driving Citations – 12 (29.4% decrease); and DUI Arrests – 68 (10.5% decrease – 76 arrests in 2024), including nine (9) DUI Drug and three (3) Excessive DUI arrests. ISP issued 50 citations for possession of a controlled substance (marijuana – 45, no prescription, marijuana/schedule II without a prescription, marijuana/butane hash oil, mushrooms, 6 and THC), along with 53 possession of drug paraphernalia citations. The project was paid for with NHTSA 402 (SPT2509), FHWA HSIP (V259350), and 405e (SED2509) Flex funds.	

Planned Activity Name	Lewiston Police Department - STEP	
Unique Identifier	SPT2510	PT-2025-10-00-00
Subrecipient(s)	Lewiston Police Department-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project 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 Washington. The city ranked #1 in fatalities and injuries for their population group. Group rate: .27, Lewiston PD = .48. 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 FY25.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	The Lewiston Police Department conducted high visibility enforcement on a sustained basis in the City of Lewiston, located in Nez Perce County. Officers made 1,924 traffic stops with 48 DUI arrests, 37 felony arrests, and 440 other citations. School zone enforcement was a priority this grant year with speed, pedestrian safety, and aggressive driving all focus areas. Impaired driving was another concentration, with Idaho State Police enforcement partnership during Lewiston's Hot August Nights event. Lewiston PD frequently sent press releases to local media ahead of enforcement periods, used social media to communicate with the community, and shared traffic safety tips through a booth at the Nez Perce County Fair.	

Planned Activity Name	Bingham County Sheriff's Office - STEP	
Unique Identifier	SPT2511	PT-2025-11-00-00
Subrecipient(s)	Bingham County Sheriff's Office-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in and around Bingham County (cities include: Blackfoot, Shelley, Firth, Aberdeen, Atomic City, Basalt, Moreland, Groveland, Rockford and Riverside). Bingham County has 2,094 square miles with a population nearing 50K. 47 fatalities occurred between Jan 2018 and Dec 2022, with July being the highest rate of crashes, and drivers being mostly males under 20 years of age. 38% of all suspected serious injury crashes are aggressive-related and 34% of all fatal crashes are impaired-related. Educational outreach efforts will target young male drivers through various social media platforms.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program brought sustained enforcement to Bingham County. During grant-funded activities, the STEP team made a total of 472 traffic contacts. This included 86 speed citations, 60 seat belt citations, 43 DUI arrests, and 22 texting and driving citations.	

Planned Activity Name	Blackfoot Police Department - STEP	
Unique Identifier	SPT2512	PT-2025-12-00-00
Subrecipient(s)	Blackfoot Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in/around the city of Blackfoot. They ranked #1 for Distract-related Fatalities and Serious Injuries in the 5K - 14,999 population group. 39% of serious injuries are Aggressive related and 33% of fatalities were Impaired-related. Saturated enforcement will focus on school zone enforcement and teen driver safety. Blackfoot PD plans to collaborate with the community to increase awareness of local driving behaviors and how to reduce speed and distracted related fatalities.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	This year, Blackfoot Police Department's Strategic Traffic Enforcement Program (STEP) team focused on community engagement in additionm to enforcement. This year, the STEP team focused on changing driving behaviors among yound drivers, this included an innovative approach by putting school resource officers on patrol during school drop-off and pick-up times. BPD also worked with Alive at 25 instructors, driver education instructors, and other community members for outreach. In addition to the enhanced outreach, 1,764 contacts were made during traffic enforcement. This restuled in 160 seat bet citations, 91 speed citations, 19 reckless driving citations, 20 texting citations, and 9 DUI arrests.	

Planned Activity Name	Garden City Police Department - STEP	
Unique Identifier	SPT2513	PT-2025-13-00-00
Subrecipient(s)	Garden City Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement (STEP)-Integrated high visibility enforcement on a sustained basis in/around the city. Garden City is uniquely nestled in the City of Boise, which experiences mostly commuter traffic. 67% of the fatalities in the city were impaired driver involved. 40% of all serious injury crashes were aggressive driver involved. Garden City ranked number 1 for the highest fatalities and serious injuries in their population size and is committed to improving their ranking the areas of aggressive, impaired, distracted, motorcycle, pedestrians and bicyclists. Garden City is proactive with social media, outreach and educational activities.	
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 2025 target, on track to meet?	NO	
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: 1690. Miles Driven: 1887. DUI Citations: 17, speeding 685, Seat belts: 22. Garden City PD participated in all scheduled mobilizations and in the DUI saturation patrols. They provided extra patrols during the Boise Music Festival & Western Idaho Fair, which are large events in Garden City. They participated in other community events throughout the year. They also created a public awareness campaign focused on distracted and impaired driving and were active on all social media platforms. Taught 25 Alive @ 25 classes.	

Planned Activity Name	Jerome County Sheriff's Office - STEP	
Unique Identifier	SPT2514	PT-2025-14-00-00
Subrecipient(s)	Jerome County Sheriff's Office-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Sustained Enforcement	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis which includes education and outreach. The focus for JCSO will be to identify, correct and/or intervene with the dangers from aggressive, distracted, and impaired driving. The Jerome County Sheriff's Office will also participate in several public outreaches throughout the year. They will distribute materials related to safe driving habits and speak to the public related to safe driving habits.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	During dedicated enforcement hours the Jerome County Sheriff's office had 429 contacts, 2 DUI arrests, 12 seat belt citations, 71 speeding citations and 13 texting citations. There were also 5 arrests for possession of paraphernalia and 5 for marijuana. They had a booth at the Jerome County fair, participated in the high school safety days, and one of deputies is an Alive at 25 instructor.	

Planned Activity Name	Bonneville County Sheriff's Office-STEP	
Unique Identifier	SPT2515	PT-2025-15-00-00
Subrecipient(s)	Bonneville County Sheriff's Office	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Funding will provide integrated high visibility enforcement in Bonneville County on a sustained basis. Bonneville County has a population of 130,000 and is in southeast Idaho encompassing 8 cities. Bonneville County Sheriff's Office (BCSO) has responded to 63 fatality crashes since 2019. Thirty of these fatality crashes (nearly half) involved an impaired driver. BCSO has also responded to 237 suspected serious injury crashes during the same timeframe, 15% of which impaired driving was a suspected factor. Bonneville County's impaired driving fatal and serious injury crashes are trending in the wrong direction. BCSO's goal is to remove more impaired drivers from the roadways, thus reducing fatality and serious injury crashes related to impaired driving within the county.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Strategic Traffic Enforcement Program (STEP) Integrated high visibility enforcement on a sustained basis in Bonneville County. During FY25, Bonneville County focused on removing impaired drivers from the roadways to prevent serious injury and fatal crashes. They had over 535 total traffic contacts, which resulted in 27 DUI arrests and 13 uninsured motorist citations. They actively posted about their mobilization efforts on different social media platforms. Based on current preliminary data, the number of crashes has decreased from last year (ex. 18 fatalities in FY24 vs. 11 fatalities in FY25).	

Planned Activity Name	Kuna Police Department - STEP	
Unique Identifier	SPT2516	PT-2025-16-00-00
Subrecipient(s)	Kuna Police Department-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project 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 is a heavily traveled north-south thoroughfare, especially for motorcyclists. Kuna PD uses their motor units to patrol this stretch of highway. Group rate for FS&I is .27. Kuna is .23. 69% of all fatal crashes are impaired driver-related. Drivers 20 years old and younger are overrepresented in this area. Seat belt use rate is 85%. Much of the outreach and education is focused on targeting this group of drivers through popular social media platforms.	
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 2025 target, on track to meet?	NO	
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. During the federal fiscal pause, one deputy attend training in Utah to become a certified motors instructor. Officers conducted surveillance of the Hells Angels event on Oct. 4, 2025 with multiple traffic stops occurring during and after the event. They also hosted tours where deputies talked about their motorcycles and safety. There were no issues during the event. Traffic stops made: 7,478; DUI citations: 18; speeding citations: 364.	

Planned Activity Name	Sandpoint Police Department - STEP	
Unique Identifier	SPT2517	PT-2025-17-00-00
Subrecipient(s)	Sandpoint Police Department-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic 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 ranks #2 for total pedestrian and bicyclist fatalities and serious injuries in the 5K - 14,999 population group of cities in Idaho. There have been three fatalities each year for 2020, 2021, 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).	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	The Sandpoint Police Department conducted high visibility enforcement on a sustained basis in the City of Sandpoint, located in Bonner County. Officers made 911 traffic stops including five DUI arrests, 48 seat belt violations, and 195 speeding citations. Sandpoint PD participated in several community outreach activities that promoted traffic safety including 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 11 in FY24 to eight in FY25. There was no change in fatal crashes, as the number continues to remain at 0.	

Planned Activity Name	Spirit Lake Police Department - STEP	
Unique Identifier	SPT2518	PT-2025-18-00-00
Subrecipient(s)	Spirit Lake Police Department-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in and around the town of Spirit Lake. Spirit Lake is densely populated with 2,827 people in just 2.46 square miles. The population has seen a 30% increase since 2010. From 2018-2022, there were 220 crashes in Spirit Lake with two fatalities. Distracted driving and aggressive driving are both concerns for the police department, as well as pedestrian safety. Education and outreach efforts will focus on decreasing all traffic crashes by 10% in Spirit Lake.	
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 2025 target, on track to meet?	NO	
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 Spirit Lake located in Kootenai County. Saturation patrols were mainly on 5th Ave due to it being the main road through town and patrols were done on Main Street, which is the location of most of their bars and restaurants. Education and community outreach efforts included attending city hall meetings, farmers markets, and school functions where they informed the community of traffic related safety issues. Traffic stops made: 1080; DUI arrests: 15; speeding citations: 13. Spirit Lake PD only had two vehicle accidents.	

Planned Activity Name	Gem County Sheriff's Reserves, Inc.	
Unique Identifier	SPT2519	PT-2025-19-00-00
Subrecipient(s)	Gem County Sheriff's Office	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project 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. It ranked #1 in bicycle and pedestrian fatalities and serious injuries in the population category of 10k-19,999, which is considered 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. Seat belt use rate is 71%. Public outreach and education are core to combating these problem areas. Officers attend training and conferences to stay abreast of changes in the law enforcement industry.	
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 2025 target, on track to meet?	NO	
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: 455; DUIs: 2; speeding citations: 20. Education and outreach includes doing two media interviews highlighting their enforcement efforts and tips for safe driving around commercial vehicles. Gem County Reserves posts monthly safety messages on Facebook. They also conducted patrols to educate commercial vehicle drivers on safety issues such as unsecured loads. They utilized their radar trailer to determine the times where a high percentage of speed violations occurred.	

Planned Activity Name	Rexburg Police Department	
Unique Identifier	SPT2520	PT-2025-20-00-00
Subrecipient(s)	Rexburg Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Funding will provide high visibility enforcement focusing on impaired, distracted and aggressive Driving. Rexburg has a population of 40,000 and is the county seat of Madison County. From 2018-2022, Rexburg had eight fatalities. 50% of the fatal crashes were aggressive driver involved and 44% of all the suspected serious injury crashes were also aggressive driver involved. Rexburg plans on participating in all scheduled mobilizations. Each traffic stop is an opportunity to educate drivers and create awareness. Outreach and education efforts will utilize all social media platforms. Seat belt use rate is 77.3%.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement in the City of Rexburg. Rexburg Police Department participated in 7 mobilizations throughout the fiscal year – 2 seat belt, 3 impaired driving, 1 distracted driving, 1 aggressive driving. They also organized several traffic emphasis patrols which were for cross walk violations (for both vehicles and pedestirans), school bus arm violations, distracted driving (mainly for mobile phone violations), and speed violations. Mobilizations were conducted in the high-traffic and high-collision areas of N 2nd E, US Hwy 20, and around BYU-I campus. 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. Community members were much more interactive with their social media. Rexburg's school resources officers were involed with driver's education classes in local schools and taught students about dangerous driving habits. Preliminary data shows the City of Rexburg has reduced the number of crashes, including serious injury ones, significantly. However, fatalities went from 2 to 3 and minor injury crashes increased form 71 to 80.	

Planned Activity Name	Twin Falls Police Department	
Unique Identifier	SPT2521	PT-2025-21-00-00
Subrecipient(s)	Twin Falls Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	High Visibility Enforcement	
Project Activity Description	Funding will provide high visibility enforcement during impaired, aggressive, seat belt, and distracted driving statewide traffic enforcement mobilizations. The Twin Falls Police Department will encourage officers to work the grant in and around the holidays to focus on impaired or distracted drivers. Twin Falls PD will continue to push out social media notifications on all social media platforms. Twin Falls PD will have officers speak at Every 15 Minute programs put on at each of the Twin Falls High Schools and they will continue to participate in interviews with local reporters regarding traffic safety trends.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Twin Falls Police Department's annual performance is as follows for FFY 2025, 6 motorcycle endorsement citations, 8 uninsured motorists, 4 suspended licenses, 1 child safety seat citation, 8 seat belt citations, 5 aggressive driving, 5 distracted driving, 35 speeding citations, 2 DUI arrests and 208 total traffic contacts. This is above and beyond any mobilization participation. The enforcement/education worked to increase awareness, not only in these traffic stops but by the sure visual deterrence and the word of mouth sharing from motorist that were on the enforcement stops. There were a total of 9826 traffic stops made by TFPD over the grant period which was comparable to 9777 made during the grant period the year before. Crashes showed a slight increase from 1049 last year to 1126 this year. The number of fatality crashes for 2022/2023 and 2023/2024 was 1. 2024/2025 we had an extreme jump to 7. At least two of these were impaired drivers, one was an unlicensed driver, one was a motorcycle with speed as a factor, one was an e-bike impaired and on the wrong side of the road, and two were pedestrians in crosswalks.	

Planned Activity Name	Twin Falls County Sheriff's Office	
Unique Identifier	SPT2522	PT-2025-22-00-00
Subrecipient(s)	Twin Falls County Sheriff's Office	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	High Visibility Enforcement	
Project Activity Description	Funding will provide high visibility enforcement during impaired, aggressive seatbelt, and distracted driving statewide traffic enforcement mobilizations. Twin Falls County is largely rural with over 50% of the population living outside of the only urban town of Twin Falls. Twin Falls County continually ranks the highest for fatal, serious and injury crashes among counties of similar population. Twin Falls County Sheriff's Office will take a zero tolerance enforcement stance toward seat belt violations, using each stop as an opportunity to educate the public by addressing safety restraint and child restraint use and distribute educational materials at stops. TFCSO will also conduct seat belt surveys during December, March, June, and September.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	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 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 continue to be popular. The Twin Falls County Sheriff's Office is committed to a zero-tolerance policy for unrestrained vehicle occupants. During the 6 one-mnth grant funded overtime saturation patrols in FY2025, the Sheriff's Office issued 98 Seatbelt citations, (86 Seatbelt and 12 Child Safety Seat), 32 distracted driver citations, 37 DUI arrests, and 329 speeding citations.	

Planned Activity Name	Shoshone County Sheriff's Office - STEP	
Unique Identifier	SPT2523	PT-2025-23-00-00
Subrecipient(s)	Shoshone County Sheriff's Office	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic 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. Shoshone County ranks #3 for total aggressive driving related fatalities and serious injuries in the 10K - 19,999 population group of counties in Idaho. There were two fatalities in 2022 and 256 total crashes. Education and outreach efforts will focus on reducing that number and other driver-related issues prevalent in the area.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	The Shoshone County Sheriff's Office conducted high visibility enforcement on a sustained basis in Shoshone County. Deputies completed 1,745 hours of patrols, education, and outreach during FY25 with 1,658 contacts and 21 DUI arrests. The Shoshone County Sheriff's Office participated in multiple community outreach activities that promoted traffic safety including presentations to preschool age children, impaired driving prevention education at the Depot Days Car Show, and other community parades and events.	

Planned Activity Name	Elmore County Sheriff's Office	
Unique Identifier	SPT2524	PT-2025-24-00-00
Subrecipient(s)	Elmore County Sheriff's Office	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Integrated high visibility enforcement on a sustained basis in Elmore County (cities include: Mountain Home, Mountain Home Air Force Base, and Glenn's Ferry); population 30k. From Jan 2018 to Dec 2022, there were 45 fatalities. 36% of all fatal crashes are aggressive driver involved. Elmore County ranked #2 for Total F&SI for population group. FS&I group rate is .83. Elmore is 1.52. Seat belt use rate is 60%. Elmore County anticipates purchasing Lidar Readers this fiscal year. Outreach and education efforts include social media, news releases and presence at community events.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	The Elmore County Sheriff's Office was committed to building strong community relationships and promoting public safety through ongoing outreach and education efforts. These efforts include posting safety messages and traffic enforcement updates on social media. They also participated in multiple in-person events to provide education, answer questions, and foster positive interactions with the public. Elmore County didn't participate in any mobilizations due to most of their funds going towards the purchase of 10 LIDAR radars. These radars will be used in future traffic enforcement efforts and provide more measurable enforcement data. Part of the yearlong grant was focused on purchasing the radars and getting the officers trained on them.	

Planned Activity Name	Emmett Police Department	
Unique Identifier	SPT2525	PT-2025-25-00-00
Subrecipient(s)	Emmett Police Department	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Funding will provide integrated high visibility enforcement on a sustained basis in Emmett. Emmett is in Gem County and has a population of about 6,000 residents. This number increases substantially during their annual Cherry Festival that draws crowds from all over the Treasure Valley. Emmett prides themselves on being a walkable community. Deputies patrol school zones to ensure the safety of children who walk. 3% of all fatalities are pedestrian-related. Emmett has participated in mobilizations in previous years and plans to continue to utilize its resources to coincide with the FY25 mobilization schedule. Community outreach and education include using the city's website and Messenger Index.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement on a sustained basis in the City of Emmett, located in Gem County. Officers dedicated hours to traffic enforcement, including focusing on speed violations. They were able to address the biggest traffic complaints in their community which were drivers speeding around schools and public events. Emmett reported 94 traffic stops, 27 speeding, and 3 seatbelt citations.	

Planned Activity Name	Idaho County Sheriff's Office	
Unique Identifier	SPT2526	PT-2025-26-00-00
Subrecipient(s)	Idaho County Sheriff's Office	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Funding will provide integrated high visibility enforcement on a sustained basis in Idaho County. Idaho County is the largest county by area (8,503 sq mi) in the state. Grangeville is the county seat. Idaho County ranked #1 in impaired, distracted and motorcycle categories. It ranked #2 for total FS&I for population group. Group rate: .82, Idaho County: 1.41. Seat belt use rate is 60%. Idaho County had 33 fatalities between 2018-2022. 39% of all fatal crashes were impaired driver involved. 33% of all suspected serious injury crashes were distracted driver involved. Idaho County will participate in all mobilizations and will use social media to educate its citizens.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement on a sustained basis in Idaho County. Idaho County reported 725 traffic stops, 8 DUI arrests, 161 speeding, and 2 seatbelt citations. They prioritized participating in the high visibility traffic enforcements to reduce fatalities on the two major highways in their county (Highway 12 and 95).	

Planned Activity Name	Latah County Sheriff's Office	
Unique Identifier	SPT2527	PT-2025-27-00-00
Subrecipient(s)	Latah County Sheriff's Office	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Funding will provide integrated high visibility enforcement on a sustained basis in Latah County. Latah County is in the north central region of the state; the county seat is Moscow - home of the University of Idaho. Pedestrian FS&I ranked first in their population category, 20k-50k. 29% of all pedestrian involved crashes resulted in suspected serious injury. The under 20 year old drivers are overrepresented and pose a challenge in/around the university and schools. Latah County targets the middle and high school students through drivers education and outreach fairs. Officer training is encouraged.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Integrated high visibility enforcement on a sustained basis in Latah County. Officers dedicated hours to traffic enforcement, including focusing on speed violations. Latah County completed 260.75 hours of traffic enforcement. Latah County reported 280 traffic stops, 53 speeding, and 3 seatbelt citations. Educational outreach efforts include completing 6 traffic safety presentations at local high schools, attending public events, and making several social media posts about aggressive driving.	

Planned Activity Name	Nez Perce County Sheriff's Office - STEP	
Unique Identifier	SPT2528	PT-2025-28-00-00
Subrecipient(s)	Nez Perce County Sheriff's Office-STEP	
Eligible Use of Funds	PT-402 Traffic Enforcement Services	
3HSP Countermeasure	Per the "Countermeasures that work...for State Highway Safety Offices" (11th Edition) high-visibility enforcement campaigns for speeding and aggressive driving produce safety-related benefits. Effective countermeasures include: Outreach and Education, CH 4, 4-31****, Officer Training and Traffic Law Enforcement: Uniform Guidelines No. 15, III & IV.	
3HSP Strategy	Traffic Enforcement Services support High Visibility Enforcement.	
Project Activity Description	Strategic Traffic Enforcement Program (STEP) - Integrated high visibility enforcement on a sustained basis in Nez Perce County. The county seat is Lewiston. Deputies patrol more than 700 miles of roadway, which includes rural and urban communities. Hwys 95 & 12 run through the county. Group rate for FS&I is .83, Nez Perce is .88. Seat belt use rate is 46.1%. Nez Perce had 43 fatalities between 2018-2022. 44% of all fatal crashes were aggressive driver involved. 41% of all suspected serious injury crashes were aggressive driver involved. Aggressive driving will be a primary focus of Nez Perce County, and it plans to decrease this number with education and outreach opportunities through social media postings and attending local community events.	
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 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	The Nez Perce County Sheriff's Office conducted high visibility enforcement on a sustained basis in Nez Perce County. Nez Perce County created a community discussion surrounding traffic safety by using social media posts, local events, high school presentations, and news outlets to help broaden the reach of the messages. DUI enforcement and aggressive driving were focus areas during the local rodeo. 51 DUI arrests were made during FY25, a 21% increase from FY24. Seat belt buckle up stickers were given to young drivers and serve as a visible reminder on windshields.	

Traffic Records

Planned Activity Name	Traffic Records Program Area Management	
Unique Identifier	S0025TR	TR-2025-TR-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	TR-402 Traffic Records	
3HSP Countermeasure	Per the Uniform Guidelines for State Highway Safety Programs, Program Area Management is necessary for establishing procedures to ensure that program activities are implemented as intended.	
3HSP Strategy	Highway Safety Office Program Management	
Project Activity Description	Funding will provide development and support to implement and manage traffic records projects.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No funds were expended on this project in FY25. Any activity conducted was paid with state funds and used as state match.	

Planned Activity Name	Traffic Records Statewide Services	
Unique Identifier	STR2501	TR-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	TR-402 Traffic Records	
3HSP Countermeasure	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.	
3HSP Strategy	Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data to identify traffic safety priorities.	
Project Activity Description	Implement projects within the traffic records system to address deficiencies. Implement changes and show improvement to traffic safety data within the system. Projects can be submitted throughout the year and can include any of the six data systems. These are usually not location specific however, we plan efforts to increase our data collection in tribal areas. See the Triennial Highway Safety Plan pages 207 and 208. Statewide eTicketing Grants 2018-2023 - 70 agencies live including ISP (4 in 2024) - 1 agencies currently in testing - 4 agencies waiting training - 2 agencies on hold for various reasons - 2 waiting on equipment	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities to 238 or fewer	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	OHS identified other funds that could be used for this project to conserve the limited 402 funds available in FY25.	

Planned Activity Name	AASHTOWARE Safety Trend Analysis	
Unique Identifier	STR2502	TR-2025-02-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	TR-402 Traffic Records	
3HSP Countermeasure	Per Highway Safety Program Guideline No. 10, II, Traffic Records System Information Quality, traffic records information should be maintained in a form that is of high quality and readily accessible to users.	
3HSP Strategy	Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data to identify traffic safety priorities.	
Project Activity Description	Provide public facing dashboards with crash data to the public. The dashboards provided using this software target the focus areas as well as other areas of special interests. Currently that includes impaired driving, aggressive driving, motorcycles, bicycles, pedestrians, mature drivers, safe routes to school, child passenger safety, teen drivers, and wild animal crashes. This includes data throughout the state but can be filtered down to city, county, district or even local highway district. See Triennial Highway Safety Plan pages 207 and 208.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities to 238 or fewer	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	No funds 402 were used for this project in FY25, Funding used for this project were HSIP flex funds.	

Planned Activity Name	TRCC Data Improvement	
Unique Identifier	SKD2501	M3X-2025-01-00-00 M2DA-2025-01-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	M3DA-405c Data Program	
3HSP Countermeasure	Per Highway Safety Program Guideline No. 10, II, Traffic Records System Information Quality, NHTSA supports and recommends a traffic records system to support highway and traffic safety decision-making and long-range transportation planning.	
3HSP Strategy	Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data to identify traffic safety priorities.	
Project Activity Description	Funding to provide development and support to implement, manage, coordinate and improve one or more of the traffic safety records systems. This is performed throughout the whole state. We would like to increase our data collection with the tribal agencies. See the Triennial Highway Safety Plan pages 207 and 208 for more information.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	AASHTOWare Safety Trend Analysis software which improves the accessibility and timeliness of safety data to identify highway safety priorities. This is mainly used by law enforcement and the general public. Law Enforcement can use these dashboards to understand what issues are the most common contributing circumstances to crashes in their areas.	

Planned Activity Name	E-Citation (Statewide)	
Unique Identifier	SKD2502	B3T-2025-01-00-00
Subrecipient(s)	Law Enforcement Agencies	
Eligible Use of Funds	B3T-405c Technology	
3HSP Countermeasure	Per Highway Safety Program Guideline No. 10, I, Traffic Records System Information components, A. and E. NHTSA supports and recommends a traffic records system.	
3HSP Strategy	Develop and implement effective programs that improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of safety data to identify traffic safety priorities.	
Project 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. Location and affected communities will be dependent on those agencies who apply. See the Triennial Highway Safety Plan pages 207 and 208 for more information, as well as AGA Attachment 2 ITRSSP pages 14-16 for Crash Data System Performance Measures.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	
FY 2025 target, on track to meet?	NO	
Contribution(s) to meeting the state performance measure.	Gooding PD, Post Falls PD and Boise County Sheriff purchased a total of 49 Printers, 49 scanners, 58 printers and 1 server for electronic ticketing. Four agencies went live on SWET for a total of 78 agencies that are using the electronic ticketing program. Fifteen classes were held with 141 people attending for the eticking program.	

Unattended Passenger Safety

Planned Activity Name	Unattended Passenger Safety	
Unique Identifier	SUP2501	UNATTD-2025-03-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	UNATTD-402 Heatstroke/Unattended passenger education	
3HSP Countermeasure	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. 1300.13 (d) Special funding conditions for Section 402 Grants.	
3HSP Strategy	Support education and outreach for child passenger safety.	
Project Activity Description	Funding for information to the public regarding unattended passenger safety, especially child passengers.	
Primary Performance Measure (Target)	Maintain the 5-year average number of pediatric heatstroke deaths at 3 or fewer.	
FY 2025 target, on track to meet?	Yes	
Contribution(s) to meeting the state performance measure.	This program was SCR2503 but was cancelled and issued a new unique identifier SUP2501 was issued. Developed media campaign to raise awareness of unattended passenger safety under SUP2501. Campaign results are available in the attached media report.	

Match and Local Benefit

Planned Activity Name	402 match	
Unique Identifier	S0025MA	MATCH-2025-MA-00-00
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	MATCH - 402	
3HSP Countermeasure	Match is required for all 402 activities	
Project Activity Description	402 Match - this activity tracks all 402 match	
Contribution(s) to meeting the state performance measure.	402 Match - 25% match is required for most 402 grants.	

Planned Activity Name	Occupant Protection 405b Match	
Unique Identifier	SOP25MA	M2MATCH-2025-MA-00-00
Eligible Use of Funds	M2Match-405b Low Match	
3HSP Strategy	AMS only	
Project Activity Description	405b Match - this activity tracks all 405b match.	
Contribution(s) to meeting the state performance measure.	Program MATCH for the 405b Low Occupant Protection Program	

Planned Activity Name	405c Match	
Unique Identifier	SKD25MA	M3MATCH-2025-TR-00-00
Eligible Use of Funds	M3Match-405c Match	
3HSP Countermeasure	Match is required for all 405c activities.	
Project Activity Description	405c Match - this activity tracks all 405c match.	
Primary Performance Measure (Target)	Maintain the 5-year average number of traffic crash fatalities at 238 or fewer	

Planned Activity Name	Match 405d	
Unique Identifier	SID25MA	M5MATCH-2025-MA-00-00
Eligible Use of Funds	M5MATCH-405d Match	
Project Activity Description	405d Match - this activity tracks all 405d match. Match for 405d projects is 25 percent.	
Contribution(s) to meeting the state performance measure.	Program MATCH for the 405d low project	

Planned Activity Name	Match 405d Hearing Officers	
Unique Identifier	SID25CS	M5MATCH-2025-CS-00-00
Eligible Use of Funds	M5MATCH-405d Match	
Project Activity Description	405d Match - this activity tracks all 405d match for ITD hearing officers. Match for 405d projects is 25% percent.	

Contribution(s) to meeting the state performance measure.	Program MATCH match from the Administrative License Suspension program at ITD for 405d Low
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Planned Activity Name	405e Match	
Unique Identifier	SED25MA	SE-2025-MATCH-00-00
Eligible Use of Funds	B8AMATCH-405e DD Law MATCH	
Contribution(s) to meeting the state performance measure.	This program is to collect all of the 405 Distracted driving match.	

Planned Activity Name	405f Match	
Unique Identifier	SMA25MA	M9MATCH-2025-02-00-00
Eligible Use of Funds	M9MATCH--405f (lowest25%) Match	
3HSP Countermeasure	Match is required for all 405f activities.	
Project Activity Description	405f Match - this activity tracks all 405f match.	
Contribution(s) to meeting the state performance measure.	Program was designated to capture the 405f Match .	

Planned Activity Name	Roadside Death Prevention MATCH	
Unique Identifier	SRD25MA	M12MATCH-2025-MA-00-00
Eligible Use of Funds	M12MATCH-405h match	
Project Activity Description	405h Match	
Contribution(s) to meeting the state performance measure.	No funds were expended and no activity was done for this program in FY25. There was a request for an equipment purchase for this grant but that was not approved by NHTSA.	

Planned Activity Name	2025 Local benefit	
Unique Identifier	SLB4025	
Subrecipient(s)	Office of Highway Safety	
Eligible Use of Funds	LOCAL - 402 Local Benefit	
3HSP Countermeasure	Local Benefit is required for 402	
Project Activity Description	402 Local Benefit - This activity tracks all 402 local benefit	
Contribution(s) to meeting the state performance measure.	Local expenditures for 402 grants are tracked through this program.	

COMMUNICATION AND MEDIA SUMMARY

FY2025 Highway Safety Paid Media Summary

Executive Summary

In Federal Fiscal Year (FY) 2025, the Idaho Office of Highway Safety (IDOHS) implemented a comprehensive, data-driven highway safety communications program aligned with the NHTSA Communication Calendar as well as state initiatives. Campaigns were deployed in a chronological and seasonal sequence to support priority behavioral focus areas including teen driver safety, occupant protection, impaired driving, distracted driving, speed management, winter driving, child passenger safety, and child heatstroke prevention.

Performance data indicates the communications program achieved strong statewide reach and high levels of audience engagement across paid digital, social, mobile, connected TV (CTV), and contextual media environments. Engagement metrics—including click-through rate (CTR), video completion rate (VCR), and landing page engagement—frequently met or exceeded public-sector benchmarks, demonstrating effective message delivery and audience interaction. Metrics reflect communication performance and audience engagement only and are not intended to represent direct crashes, injury, or fatality outcomes.

Chronological Campaign KPI Summary

Teen Driver Safety (October 14–31, 2024)

Budget: \$50,000

Funding Source: HSIP

Engagement Highlights:

- Rich media CTR of 1.89%, exceeding benchmark expectations.
- Snapchat CTR of 1.30%.
- Meta CTR of 0.54%.

Summary: Youth-focused platforms generated strong engagement, supporting awareness objectives.

Winter Seat Belt Safety (November–December 2024)

Budget: \$65,000

Funding Source: SOP25PM (\$50,000). HSIP (\$15,000)

Engagement Highlights:

- Improved landing page engagement during winter travel months.
- Above-benchmark CTR across social and mobile placements.
- Strong video completion rates across digital and CTV.

Summary: Winter seatbelt messaging reinforced occupant protection during seasonal travel periods.

Winter Safety (November 15, 2024–January 17, 2025)

Budget: \$25,000

Funding Source: State Funded

Engagement Highlights:

- Landing page engagement rate of 23%.
- Meta CTR of 1.71%.
- Weather-triggered ads achieved a 1.37% CTR.

Summary: Contextual weather-based messaging drove strong engagement during high-risk conditions.

Impaired Driving – Winter Holiday (November–January)

Budget: \$187,000

Funding Source: SID25PM

Engagement Highlights:

- Strong CTR and VCR across holiday video placements.

- Streaming audio and OOH reinforced message frequency during peak travel periods.
Summary: Holiday impaired driving messaging achieved consistent engagement during enforcement-aligned windows.

Engaged Driving (April 11–30, 2025)

Budget: \$50,000

Funding Source: SED2501 (\$35,00), SPM2501 (\$15,000)

Engagement Highlights:

- Overall CTR of 1.26%.
- CTV VCR of 98.6%.

Summary: Contextual placements delivered high engagement despite a shorter campaign window.

Seat Belt Safety (May 12–June 1, 2025)

Budget: \$75,000

Funding Source: SOP25PM (\$60,000), State Funds (\$15,000)

Engagement Highlights:

- Meta CTR of 1.80%.
- Snapchat CTR of 1.49%.
- Cluep CTR of 1.03%.

Summary: Mobile-first and geo-targeted delivery supported occupant protection messaging.

Impaired Driving – 4th of July (July 1–15, 2025)

Budget: \$100,000

Funding Source: SID25PM (\$80,000), SPM2501 (\$20,000)

Engagement Highlights:

- Meta CTR of 2.70%.
- YouTube VCR of 95%.

Summary: Emotional video creative achieved high completion rates during a high-risk holiday period.

Speed / Aggressive Driving (July 15–August 31, 2025)

Budget: \$50,000

Funding Source: HSIP

Engagement Highlights:

- Overall CTR of 0.78%.
- Snapchat VCR of 41.8%.
- YouTube VCR of 96.2%.

Summary: Engagement remained stable despite reduced spend and overlapping campaigns.

Impaired Driving – Labor Day (August 11–September 1, 2025)

Budget: \$75,000

Funding Source: SID25PM

Engagement Highlights:

- Snapchat CTR of 2.26%.
- MobileFuse CTR of 3.61% and VCR of 98.95%.

Summary: Interactive and animated creative drove above-benchmark engagement.

Look Before You Lock (May 30–August 31, 2025)

Budget: \$10,000

Funding Source: SUP2501

Engagement Highlights:

- Overall CTR of 2.3%.
- Meta CTR of 6.9%.
- Landing page engagement of 13%.

Summary: Localized content drove strong engagement among parents and caregivers.

Child Passenger Safety (September 15–30, 2025)

Budget: \$23,899

Engagement Highlights:

- Meta CTR of 1.36%.
- Snapchat CTR of 1.31%.

Summary: Bilingual creative supported strong engagement during a national awareness period.

Conclusion

FY25 marked a year of growth, precision, and impact across Idaho's traffic safety initiatives. Strategic optimization of creative, targeting, and channel mix resulted in meaningful, behavior-shaping engagement statewide – setting a strong foundation for data-driven messaging in FY26.



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 2024 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 39 people killed in teen driver crashes, and those killed were of all ages, not just teen drivers. Of the 39 people killed, 21 were the teen drivers.

Educating teen drivers on traffic safety is a major priority for Idaho's Office of Highway Safety (OHS), and our Federal Fiscal Year 25 (FY25) 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. Previous PP&E activities conducted laid the groundwork for OHS PP&E based on the identified 3HSP strategies.

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

- a. In FY25, 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 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 to develop 10 video public service announcements that contribute to the safety and public health of Idaho teens. Two of the 10 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 engaged driving and the data that shows why teen drivers are a targeted audience. Those students then developed distracted driving awareness PSAs. The tagline at the end of the PSA is *Made for Idaho teens by Idaho teens*. The videos are currently being shared throughout the West Ada School District on display boards, school social media channels, etc.
- d. The engagement with the teens at Rocky Mountain High School directly informed 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 2023, OHS first partnered with the Department of Health and Welfare's Division of Public Health (DPH) to form the *Injury Prevention Collective* (IPC). After analyzing crash data, citation data, census/vital statistics data, EMS data, and the social vulnerability index, it was determined the IPC would focus on Idaho's Magic Valley (south-central Idaho) for our first pilot project together: a Transportation-Focused Injury Prevention Plan.
- b. Feedback gained in listening sessions with traffic safety stakeholders in the Magic Valley narrowed our project topics to youthful drivers, diseases of despair (including impaired driving), and training and education, and in FY25 three corresponding working groups were developed.

- c. During FY25 these working groups began building plans for traffic safety related projects to carry out in the Magic Valley. High school principals, health teachers, school resource officers, public health experts, and more community leaders made up our youthful driver's group which looked for ways to encourage safe driving habits and practices for young drivers.
- d. Through discussion and engagement, the youthful drivers working group planned to increase support for the Alive at 25 program and identify opportunities to engage with teen drivers for possible peer to peer projects, similar to the IY-LCA.
- e. While the IPC unfortunately dissolved in spring 2025 due to a change in DPH administration, OHS still plans future work with Magic Valley teens. 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
 - iii. Education and Outreach
- f. *Planning and Administration funds were used for staff time.*

3. ALLIANCE HIGHWAY SAFETY OUTREACH

- a. In partnership with Alliance Highway Safety, 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 FY25.
- 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 335 student surveys:
 - i. On a scale of 1 – 5, teens felt the following about how dangerous impaired driving is:
 - 1. Not at all dangerous – 2.99%
 - 2. Not very dangerous – 2.09%
 - 3. Somewhat dangerous – 13.13%
 - 4. Dangerous – 31.64%
 - 5. Extremely dangerous – 50.15%
 - ii. On a scale of 1 – 5, teens felt the following about how dangerous distracted driving is:
 - 1. Not at all dangerous – 2.09%
 - 2. Not very dangerous – 2.39%
 - 3. Somewhat dangerous – 11.04%
 - 4. Dangerous – 41.79%
 - 5. Extremely dangerous – 42.09%
 - iii. On a scale of 1 – 5, teens felt the following about how dangerous excessive speeding is:
 - 1. Not at all dangerous – 5.67%
 - 2. Not very dangerous – 5.67%
 - 3. Somewhat dangerous – 20.60%
 - 4. Dangerous – 34.93%
 - 5. Extremely dangerous – 33.13%
 - iv. 52.41% of the surveyed teens previously got 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 – 34.63%
 - 2. Felt uncomfortable saying anything to my parent – 17.07%
 - 3. Felt uncomfortable saying anything to my friend – 11.70%
 - 4. I was also impaired – 7.80%
 - 5. I didn't think it was a big deal/bad idea – 28.78%

- v. 95.17% of the students felt the *Choices Matter* 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 – 29.31%
 - 2. The realization it could happen to me – 12.75%
 - 3. The discussion of consequences and poor decisions on the road – 6.55%
 - 4. The speaker talking about the impact on his/her life – 35.55%
 - 5. The discussion about making smart choices in your life – 15.86%
- vi. The students believe the following factors contribute most to the impaired driving problem:
 - 1. Inexperience/overconfidence in ability to drive impaired – 18.27%
 - 2. Popularity of drinking/peer pressure – 25.17%
 - 3. Lack of education about impaired driving – 4.82%
 - 4. All the above – 51.72%
- vii. 290 responding teens gave the following potential consequences as deterrents from speeding and driving distracted or impaired:
 - 1. Going to prison – 12
 - 2. Getting a ticket – 28
 - 3. Injuring or killing someone – 41
 - 4. Losing your license – 14
 - 5. All the above – 179
 - 6. Other – 16
 - a. “Other” additions included “already lost a family member” and “cost of car repair”
- 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

Funds used on the project were 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 FY25, 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 crashes, including location 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 the 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 and throughout the fiscal year. More than 600 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 often followed up at the end of the mobilization with a social media post revealing the agency’s arrest and citation results. Social media allows the agencies to interact with their communities, commenting back and forth with friends and followers on traffic safety topics.

Law enforcement agencies also gave high school presentations, driver’s education lessons, and participated in community safety events in coordination with mobilization periods and throughout the fiscal year. Several highlights are included below:

- Gem County Sheriff’s Reserves used mini-grant funding to address the issue of unsecured loads on commercial vehicles. With an increase in commercial vehicle traffic on State Highway 16 through Gem County, reserve officers dedicated overtime to enforcement and compliance checks and conducted training on proper load securing practices. The sheriff’s reserves notified the public about these increased patrols and the safety risks of unsecured loads and received positive feedback from the community. One commercial driver was ticketed for driving 15,000 lbs. over the registered weight limit and did not have working trailer brakes.
- The Star Police Department held a bi-weekly “Traffic and Crime Open House.” With rapid growth in the city, residents were concerned with speed through residential areas, congestion on major roadways, and general traffic concerns. Star Police implemented the regular open house to field many of these concerns, establish common themes, and provide education and information to the solutions officers are using. Other safety resources were also provided as part of Star’s commitment to building an open, transparent, community approach to solving traffic concerns.
- The Moscow Police Department helped organize and participate in the Lee Newbill Safety Fair, an annual event for families with young children. Approximately 450 bicycle helmets were given to kids at this event. Moscow Police also assisted with child passenger safety car seat checks in coordination with technicians from Safe Start Northwest.
- The Boise Police Department continued to work with the Boise Fatal Crash Task Force which consists of city leadership, Boise Police representatives, Ada County Highway District staff, and community members at large to

reduce serious and fatal injury crashes on Boise roadways. The police department also held a special traffic safety lesson event known as “Let’s Talk Driving Safety,” with the Islamic Center of Boise. Non-English speakers had the opportunity to learn safe driving tips and pedestrian safety skills from officers and other traffic safety partners.

- The Eagle Police Department taught a winter driving class at Eagle City Library with approximately 30 attendees. The class focused on safe driving techniques, operator mindset, and preparedness for safe winter driving. The target audience was teen drivers and residents new to winter driving conditions. Eagle Police also participated in the new Treasure Valley DUI Task Force and helped with “Operation Safe Choice,” a PSA project with KIVI-TV. In this PSA, the officer emphasized the use of rideshares or designated drivers during the holiday season.
- The Twin Falls County Sheriff’s Office appears on a weekly talk radio show. At least once a month they discuss different traffic safety topics with listeners.
- The Latah County Sheriff’s Office created reflective lanyards that say, “Drive well, Latah County!” These lanyards were distributed at community events and at high school safety presentations.
- The Nez Perce County Sheriff’s Office has assigned its first high school resource officer. The SRO held a traffic safety lesson for students and hands out seat belt reminder stickers on traffic stops. The students place the sticker on their front windshield as a visual reminder to buckle up.

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 were enhanced year-round as agencies continued to communicate and collaborate with their communities.

OTHER COMMUNITY OUTREACH SUMMARY

Date	Name of Event	Location/Time	Partners
10/24/2025	Fit with Grit	Notus High School	
10/26/2024	Balloween	Hawks Stadium	
10/30/2024	IPC Youthful Drivers Working Group	Virtual	IDHW
11/6/2024	IPC Diseases of Despair Working Group	Virtual	IDHW
11/7/2024	IPC Training and Ed Working Group	Virtual	IDHW
11/22/2024	State Health Improvement Plan Presentation and Discussion	Boise State University	IDHW
11/29/2024	Boise State Football Tailgate	Boise State University	Learfield
12/11-12/12/2024	New Sheriffs School	Riverside Hotel	IAC, ISA
12/14/2024	Boise Bicycle Holiday Giveaway	Boise Bicycle Project	Boise Bicycle Project
12/17-19/2024	Lewiston Holiday Lights RSA	US 12-Lewiston	City of Lewiston
1/9/2025	IPC Training	Jerome	
2/22/2025	BSU Engineering and Science Festival	Boise State University	FHWA
March 26 - 30, 2025	Treefort	Boise	TV Safe Routes to School, Alliance Highway Safety, Treefort Music Fest, Valley Ride
April 14 - 25, 2025	IHSAA SAC Leadership Summits	Statewide (6 high schools)/9am to noon at each location	Idaho High School Activities Association, SADD
4/23/2025	Program Delivery Conference	Riverside Hotel, 3:00 p.m.	ITD Highways Division
5/3/2025	Motorcycle Safety Awareness Rally	Lucky Peak, 10am	Idaho Coalition of Motorcycle Safety
5/20-21/2021	Annual ID Conf on Alcohol & Drug Dependency	BSU 8-4 (5/20-5/21)	SADD, various Alcohol, Drug organizations
5/28/2025	City of Boise/Driver training for refugees	1 - 4:30 p.m.	Boise PDt, AAA, Treasure Valley DUI Task Force (GCPD)
5/29/2025	2025 Public Driver Education Conference	Riverside Hotel/8am - 5pm	State Department of Education - Driver Education Program
6/3-4/2025	Naples RSA	Naples, ID	D1, Boundary County
6/7/2025	NewBill Safety Awareness	Moscow	Latah County, ITD District 2, ITD Public Transit, Moscow PD, Idaho County, Lemhi County (Carma)
6/28/2025	Walk Like Madd	Anne Morison Park, Boise	MADD, SADD, ISP,
7/2/2025	Simplot's Annual Safety Day	Simplot	ISP

7/16 - 7/17/25	State Health Improvement Plan Presentation and Discussion	Riverside Hotel/8am - 5pm	School Resource Officers - Statewide
8/14/2025	Idaho Prosecuting Attorney's Assn. Conference	Riverside Hotel/7:30am- 5:00pm	IPAA, Prosecutors,
8/23/2025	BBP Traffic Garden First Laps	Ann Morrison Park - 10 am	Boise Bicycle Project, City of Boise
9/9/2025	Payette/Washington County Traffic Safety Group	Erika's Kitchen - Payette	Payette School District, Fruitland PD, ISP, ITD, Washington County, Payette County
9/20/2025	College of Idaho Homecoming	College of Idaho Football Field	D3 DUI Task Force (Brandon Rowley)
9/27/2025	Meridian Safety days	Meridian Training Center (near PD)	Meridian PD, .

FY25 AGA AMENDMENTS AND ADJUSTMENTS

Project Number: CP-2025-CP-00-00 Community Project Program Area Management

State Project: S0025CP (no change)

Sub-recipient: Office of Highway Safety

Amount of Federal Funds AGA: \$35,000 (increase 15%)

Amount of Federal Funds Obligated: \$40,250.00

Eligible Use of Funds: (no change)

P&A: No

Description: No change.

Problem Identification: No change

Countermeasure Strategy: No change

Project Number: DD-2025-DD-00-00 Distracted Driving Program Area Management

State Project: S0025DD (no change)

Sub-recipient: Office of Highway Safety

Amount of Federal Funds AGA: \$5,000 (increase 10%)

Amount of Federal Funds Obligated: \$5,500.00

Eligible Use of Funds: (no change)

P&A: No

Description: No change.

Problem Identification: No change

Countermeasure Strategy: No change

Project Number: MC-2025-MC-00-00 Motorcycle Program Area Management

State Project: S0025MC (no change)

Sub-recipient: Office of Highway Safety

Amount of Federal Funds AGA: \$15,000 (increase 25%)

Amount of Federal Funds Obligated: \$18,750.00

Eligible Use of Funds: (no change)

P&A: No

Description: No change.

Problem Identification: No change

Countermeasure Strategy: No change

Project Number: PS-2025-PS-00-00 Bicycle & Pedestrian Program Area Management

State Project: S0025PS (no change)

Sub-recipient: Office of Highway Safety

Amount of Federal Funds AGA: \$15,000 (increase 25%)

Amount of Federal Funds Obligated: \$18,750.00

Eligible Use of Funds: (no change)

P&A: No

Description: No change.

Problem Identification: No change

Countermeasure Strategy: No change

Project Number: AL-2025-02-00-00 Mothers Against Drunk Driving (change **B5CS-2025-05-00-0**)

State Project: SAL2502 (change SID2505)

Sub-recipient: Mothers Against Drunk Driving

Amount of Federal Funds AGA: \$90,000 (no change)

Amount of Federal Funds Obligated: \$90,000 (no change)

Eligible Use of Funds: (change) B5CS-405d Mid Court Support

P&A: No

Description: Change the funding source from BIL 402 for this project to BIL-405dB5CS-2025-05-00-00.

Problem Identification: No change

Countermeasure Strategy: No change

Amendment determination: **Approved**

Project Number: PT-2025-09-00-00 Idaho State Police (add) **B8*PT-2025-01-00-00**

State Project: SPT2509

Sub-recipient: Office of Highway Safety

Amount of Federal Funds AGA: \$300,000 (no change)

Amount of Federal Funds Obligated: \$300,000 (\$172,000-402+\$128,000-405e)

Eligible Use of Funds: PT-402 (change) M8*PT-405e-Traffic Enforcement Services

Funding Source: BIL-402 (add) BIL 405e Flex, BIL Supplemental 405e Flex \$128,000

P&A: No

Description: The Idaho OHS requests approval to flex 50% of the available BIL 405e Distracted Driving Awareness to the BIL 402 PD-2025-09-00-00 Idaho State Police traffic enforcement project.

Problem Identification: No change.

Countermeasure Strategy: No change.

Amendment determination: **Approved**

Project Number: M3DA-2025-01-00-00 TRCC Data Improvement

State Project: SKD2501 (no change)

Sub-recipient: Office of Highway Safety

Amount of Federal Funds AGA: \$150,000 (increase 15%)

Amount of Federal Funds Obligated: \$172,500

Funding Source: 405c (no change)

Eligible Use of Funds: (no change)

P&A: No

Description: Funding to provide development and support to implement, manage, coordinate and improve one or more of the traffic safety records systems. This is performed throughout the whole state. We would like to increase our data collection with the tribal agencies. The funding would support TRCC Data Improvement projects and AASHTOWARESafety Trend Analysis software procurement. See the Triennial Highway Safety Plan, pages 207 and 208, for more information.

Problem Identification: No change

Countermeasure Strategy: No change

Amendment Determination: **Approved**

Amendment #3: Change funding amount of 405c from \$300,000 to \$500,000. No other changes.

Project Number: B3T-2025-01-00-00 (SKD2502)
Project Name: E-Citation (statewide) TRCC Data Improvement
Sub-recipient: Office of Highway Safety
Funding Source: 405C
Amount of Federal Funds: AGA \$300,000, change amount to \$500,000
Expenditure Code: B3T-405c Technology
Eligible Use of Funds: No change
P&A: No
Counter Measure Strategy: No Change
Project Description: Implement the e-citation software platform for the statewide electronic citation system. Provide equipment and installation costs to implement the software platform for law enforcement, including scanners, computers, printers, software, and a server. Location and affected communities will be dependent on those agencies that apply. See 3HSP Page 207, 208. See AGA Attachment 2, ITRSSP Page 14-16 for Crash Data System Performance Measures.
Amendment Determination: Approved

Project Number: TR-2025-01-00-00 (B3T-2025-01-00-00)
State Project: STR2501 (SKD2502)
Sub-recipient: Gooding Police Department
Amount of Federal Funds AGA: \$16,950.00
Description: The Idaho OHS requests approval to purchase a server for Gooding Police Department's e-citation and crash data collection under the Traffic Records Statewide Services, STR2501.
Problem Identification: The City of Gooding is located in Gooding County, a rural part of the state with a population of 3,802 residents (2023 Census estimate). The city is adjacent to Interstate 84 and State Highway (SH) 26 and SH 46 both pass through this small rural city resulting in a high volume of through traffic. Gooding has a Fatal & Injury Crash Rate of 2.03 which is higher than the Group Rate of 1.56 for cities with populations 2K-4,999. According to the 2023 Crash Report, Gooding had a total of 30 crashes, and from 2019-2023, there were 12 injury crashes. To utilize the e-citation SWET software and the e-Impact software(crash), Gooding needs to update their server.
Amendment Determination: Approved Nov. 25, 2024
This was originally approved in the 402 program but was paid out of the 405C SKD2502 project.

Project Number: B5PEM-2025-PM-00-00 Impaired Driving Paid Media
State Project: SID25PM (no change)
Sub-recipient: Office of Highway Safety
Amount of Federal Funds AGA: \$300,000 (increase 25%)
Amount of Federal Funds Obligated: \$375,000
Funding Source: 405d (no change)
Eligible Use of Funds: (no change)
P&A: No
Description: No change.
Countermeasure Strategy: No change
Amendment Determination: Approved 8/12/2025

FFY 2025 Highway Safety Plan Cost Summary

Budget and Actuals

Federal Project No.	NHTSA Project No	2025 Total Budget	Expended	Paid Through GTS Supplemental
Community Traffic Safety Program				
CP-2025-CP-00-00	S0025CP	\$40,250	\$30,497.41	
CP-2025-01-00-00	SCP2501	\$150,000	\$13,046.80	\$13,046.80 Supplemental
CP-2025-02-00-00	SCP2502	\$65,000	\$36,799.79	
Distracted Driving				
DD-2025-DD-00-00	S0025DD	\$5,500	\$4,237.99	
DD-2025-01-00-00	SDD2501	\$5,000	\$0.00	
DD-2025-02-00-00	SDD2502	\$10,000	\$0.00	
B8ADDLE-2025-EA-00-00	SED2501	\$250,000	\$35,000	\$20,180.91 Supplemental
B8ADDLE-2025-EA-00-00	SED25EA	\$150,000	\$111,039.65	
B8A*PT-2025-01-00-00	SED2509	\$128,000	\$119,067.49	
Emergency Medical Services				
EM-2025-01-00-00	SEM2501	\$25,000	\$0.00	
Impaired Driving				
AL-2025-AL-00-00	S0025AL	\$35,000	\$30,497.41	
AL-2025-02-00-00	SAL2502	\$90,000	\$19,464.44	
AL-2025-01-00-00	SAL2501	\$20,000	\$7,078.78	
M5HVE-2025-01-00-00	SID2501	\$50,000	\$25,405.25	
M5BAC-2025-01-00-00	SID2501	See SID2501	\$16,835.94	
B5CS-2025-02-00-00	SID2502	\$350,000	\$303,429.34	
M5IDC-2025-03-00-00	SID2503	\$300,000	\$265,406.10	
M5HVE-2025-04-00-00	SID2504	\$48,000	\$47,424.21	
B5CS-2025-05-00-00	SID2505	See SAL2505	\$56,293.22	
M5HVE-2025-EA-00-00	SID25EA	\$150,000	\$150,000	\$64,742.85 Supplemental
M5HVE-2025-EB-00-00	SID25EB	\$150,000	\$130,067.05	
M5HVE-2025-EC-00-00	SID25EC	\$165,000	\$107,146.78	
M5PEM-2025-PM-00-00	SID25PM	\$375,000	\$372,710.78	\$38,125 Supplemental
Motorcycle Safety				
MC-2025-MC-00-00	S0025MC	\$18,750	\$18,005.73	
M11MA-2025-01-00-00	SMA2501	\$65,000	\$4,258.33	\$2,743.14 Supplemental
M11MP-2025-02-00-00	SMA2502	\$16,000	\$738.69	
MC-2025-01-00-00	SMC2501	\$2,000	\$580.00	
Non-Motorized (Pedestrian and Bicyclists)				
PS-2025-PS-00-00	S0025PS	\$18,750	\$8,801.34	
PS-2025-01-00-00	SPS2501	\$15,000	\$0.00	
PS-2025-02-00-00	SPS2502	\$15,000	\$0.00	

Occupant Protection				
OP-2025-OP-00-00	S0025OP	\$40,000	\$28,732.23	
UNATTD-2025-03-00-00	SUP2501	\$20,000	\$9,895.75	
CR-2025-01-00-00	SCR2501	\$25,000	\$7,761.81	
CR-2025-02-00-00	SCR2502	\$45,000	\$0.00	
CR-2025-04-00-00	SCR2504	\$40,000	\$1,826.47	
B2CPS_US-2025-01-00-00	SOP2501	\$250,000	\$207,214.05	
M2HVE-2025-EA-00-00	SOP25EA	\$127,000	\$51,434.34	
M2HVE-2025-PM-00-00	SOP25PM	\$150,000	\$50,000	
OP-2025-03-00-00	SSB2501	\$10,000	\$0.00	
OP-2025-04-00-00	SSB2502	\$30,000	\$20,442.81	
Paid Advertising				
PM-2025-PM-00-00	S0025PM	\$75,000	\$28,346.20	
PM-2025-01-00-00	SPM2501	\$714,000	\$125,059.02	
PM-2025-02-00-00	SPM2502	\$30,000	\$0.00	
Planning and Administration				
PA-2025-PA-00-00	S0025PA	\$250,000	\$109,602.77	
PA-2025-01-00-00	SPA2501	\$20,000	\$10,943.88	
PA-2025-02-00-00	SPA2502	\$25,000	\$0.00	
Roadside Death Prevention				
M12BPE-2025-01-00-00	SRD2501	\$65,000	\$0.00	
Teen Traffic Safety				
TSP-2025-TS-00-00	S0025TS	\$35,000	\$28,966.11	
TSP-2025-01-00-00	STS2501	\$35,000	\$0.00	
TSP-2025-02-00-00	STS2502	\$185,000	\$96,250	
TSP-2025-03-00-00	STS2503	\$100,000	\$0.00	
Traffic Enforcement Services				
PT-2025-PT-00-00	S0025PT	\$90,000	\$78,620.87	
PT-2025-01-00-00	SPT2501	\$100,000	\$45,521.42	
PT-2025-02-00-00	SPT2502	\$80,000	\$56,000	
PT-2025-03-00-00	SPT2503	\$56,000	\$24,215.53	
PT-2025-04-00-00	SPT2504	\$200,000	\$170,266.03	
PT-2025-05-00-00	SPT2505	\$86,000	\$53,975.31	
PT-2025-06-00-00	SPT2506	\$100,000	\$70,000	
PT-2025-07-00-00	SPT2507	\$85,000	\$28,474.23	
PT-2025-08-00-00	SPT2508	\$30,000	\$14,120.36	
PT-2025-09-00-00	SPT2509	\$300,000	\$30,637.28	
PT-2025-10-00-00	SPT2510	\$80,000	\$34,464.03	
PT-2025-11-00-00	SPT2511	\$73,000	\$48,052.10	
PT-2025-12-00-00	SPT2512	\$75,000	\$48,806.30	
PT-2025-13-00-00	SPT2513	\$78,000	\$54,416.70	

PT-2025-14-00-00	SPT2514	\$45,000	\$34,080	
PT-2025-15-00-00	SPT2515	\$40,000	\$23,325.09	
PT-2025-16-00-00	SPT2516	\$71,250	\$48,169.19	
PT-2025-17-00-00	SPT2517	\$52,000	\$26,418.62	
PT-2025-18-00-00	SPT2518	\$74,000	\$37,923.50	
PT-2025-19-00-00	SPT2519	\$50,000	\$37,500	
PT-2025-20-00-00	SPT2520	\$26,000	\$14,100.98	
PT-2025-21-00-00	SPT2521	\$26,000	\$9,152.28	
PT-2025-22-00-00	SPT2522	\$56,000	\$20,000	
PT-2025-23-00-00	SPT2523	\$75,000	\$51,298.66	
PT-2025-24-00-00	SPT2524	\$65,000	\$45,500	
PT-2025-25-00-00	SPT2525	\$30,000	\$5,472.21	
PT-2025-26-00-00	SPT2526	\$78,500	\$46,373.43	
PT-2025-27-00-00	SPT2527	\$24,000	\$16,553.08	
PT-2025-28-00-00	SPT2528	\$50,000	\$27,313.94	
SC-2025-EA-00-00	SSC25EA	\$125,000	\$0.00	
SC-2025-EB-00-00	SSC25EB	\$150,000	\$0.00	
Traffic Records				
TR-2025-TR-00-00	S0025TR	\$5,000	\$0.00	
M3DA-2025-01-00-00	SKD2501	\$150,000	\$100,000	
B3T-2025-01-00-00	SKD2502	\$500,000	\$281,330.83	
M3DA-2025-00-00-00	SKD2502			\$23,741.43 Supplemental
TR-2025-01-00-00	STR2501	\$200,000	\$0.00	
TR-2025-02-00-00	STR2502	\$100,000	\$0.00	
Totals		\$8,409,000	\$4,272,389.93	\$162,580.13

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