



Montana

Annual Report for Federal Fiscal Year 2025

Prepared by:

Montana Department of Transportation

Behavioral Safety Strategy & Coordination Section

PO Box 201001/2701 Prospect Avenue

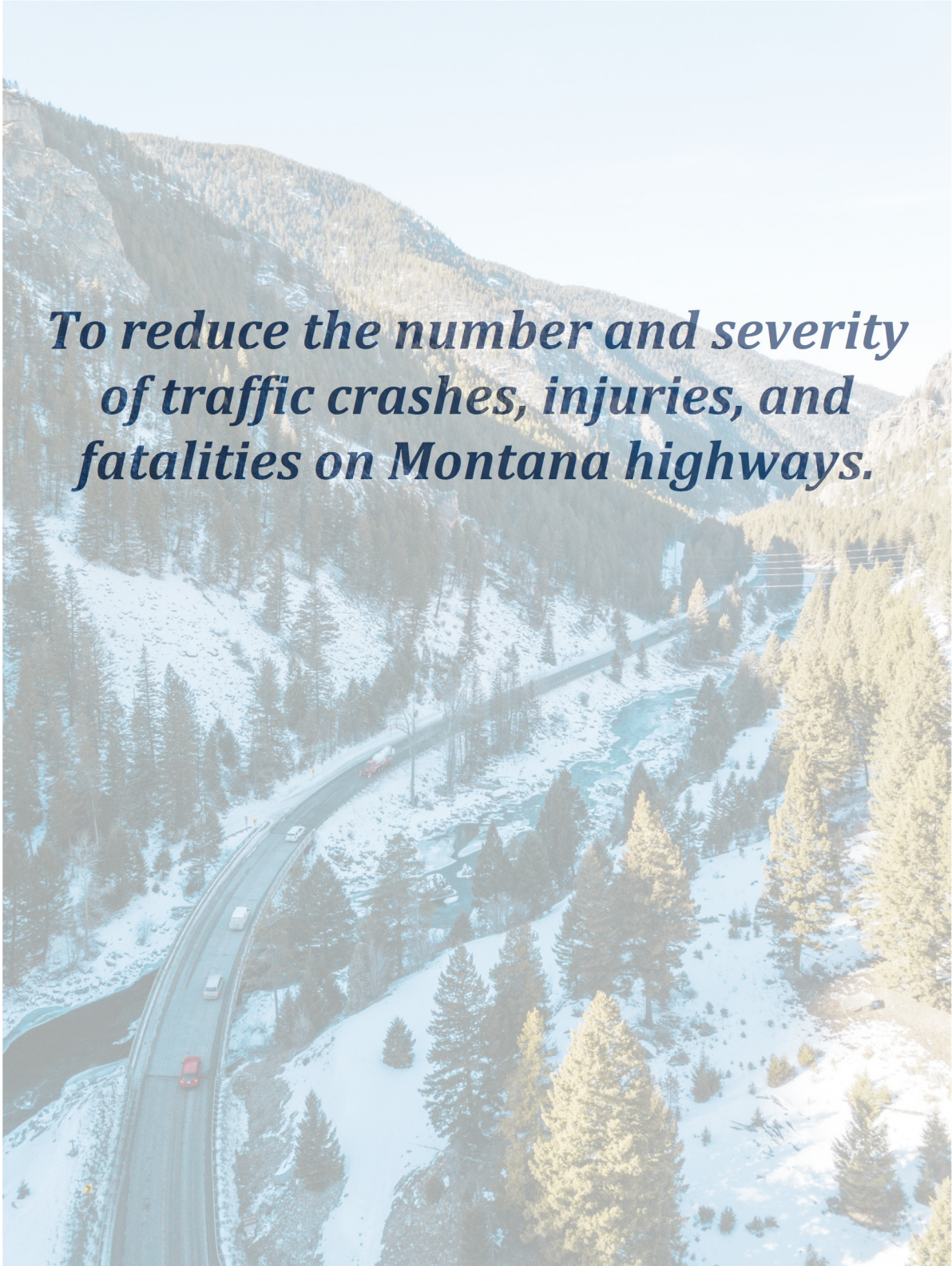
Helena, Montana 59620

<https://www.mdt.mt.gov/visionzero/plans/safetyprg.aspx>



Mission Statement

***To reduce the number and severity
of traffic crashes, injuries, and
fatalities on Montana highways.***



January 28, 2026

John Westerhold, Acting Regional Administrator – Region 10
National Highway Traffic Safety Association
915 Second Avenue Suite 3140
Seattle WA 98174-1079

Subject: Annual Report for the FFY2025 Highway Safety Plan/Annual Grant Activities

Dear Acting Administrator Westerhold,

We appreciate the opportunity to submit the Annual Report outlining Montana's performance and activity for FFY25.

Some highlights of the plan include:

- Supporting Law Enforcement efforts to educate the public and enforce Montana Traffic laws by addressing speed, impaired driving and occupant restraint use through the Strategic Traffic Enforcement Program (STEP), the Montana Highway Patrol Safety Enforcement Traffic Team (SETT) and the law enforcement mini-grant program.
- Supporting child passenger and occupant protection safety efforts through training and community education with the Child Passenger Safety (CPS) and Buckle Up Montana (BUMT) Programs, and through the tribal Safe On All Roads (SOAR) program.
- Collaborating with the Department of Justice to support the efforts of the Montana Highway Patrol Traffic Safety Resource Officer (TSRO) Law Enforcement training programs, and the Traffic Safety Resource Prosecutor (TSRP) training and support efforts.
- Collaborating with the Montana Future Career and Community Leaders Association (FCCLA) chapters in Montana to implement teen peer-to-peer traffic safety education.
- Enhancement of traffic records projects such as the hospital trauma registry through DPHHS, breath alcohol database through the Montana Department of Justice and MDT's Highway Performance Monitoring System (HPMS).
- There was no de-obligation of any NHTSA funding due to expired funds at the end of FFY25.

We appreciate your continued support of the program, and the technical assistance provided in helping us to reach our Vision Zero goal of zero fatalities and zero serious injuries on Montana roads.

Sincerely,



Christopher Dorrington
Director

Governor's Representative for Highway Traffic Safety

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Executive Summary

Disclaimer: This document contains **preliminary** data for 2024 and 2025 fatalities, serious injuries and VMT. All other data is taken from the Fatality Analysis Reporting System and uses certified NHTSA data through 2023. Other 2024 and 2025 data was not available at the time of this report.

During FFY 25, Montana Department of Transportation went through a reorganization. Because of this change, the State Highway Traffic Safety Office is now located in the Statewide Planning and Modal Operations Program Area under the section of the MDT Behavioral Safety Strategy & Coordination Section (BSSCS). Some changes that occurred include moving the Comprehensive Highway Safety Plan (CHSP) and staff into this section. This makes for a more coordinated effort between the CHSP and the Highway Safety Plan. It is MDT's expectation that the changes will assist in ensuring traffic safety is a priority for Montana.

In addition, in FFY25, MDT updated Montana's CHSP and continues promoting Vision Zero. Through this 2025 update, the CHSP provides strategic direction for state, city, county, tribal and other transportation safety plan and moved to the broader initiative that includes the 5Es of transportation safety, Engineering, Education, Enforcement, Emergency Medical Services, and Evaluation. This also updates the strategies for the Highway Safety Plan in coming years. The updated initiative is shown in the chart below.



In an effort to provide a more effective traffic safety program, the CHSP updates align with the Safe System Approach (SSA) adopted by USDOT in 2022 as shown below:



Further Highway Safety Plans and Annual Grant Applications for NHTSA will be developed to align with these changes and ensure priority recommendations for this initiative as described below.

Safe Roads

Design roadway environments to mitigate human mistakes and account for injury tolerances, to encourage safer behaviors, and to facilitate safe travel among all modes including non-motorist/vulnerable road users.

Safe Speeds

Promote safer speeds in all roadway environments through a combination of thoughtful, equitable, context-appropriate roadway design, appropriate speed-limit setting, focused education, outreach campaigns, and enforcement.

Safe Road Users

Encourage safe, responsible driving and personal behavior people who use our roads and create conditions that prioritize their ability to reach their destination unharmed.

Safe Vehicles

Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both vehicle occupants and vulnerable road users.

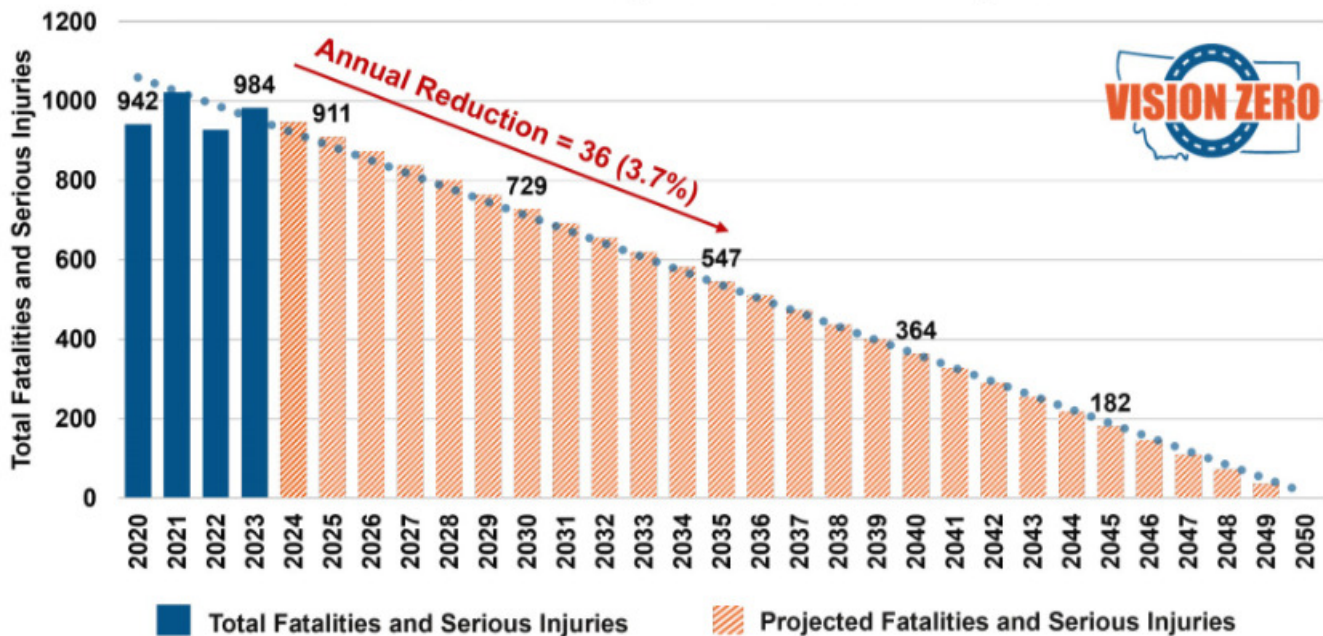
Post-Crash Care

Enhance the survivability of crashes through well-trained emergency medical and trauma care providers, expedient access to emergency medical care, while creating a safe working environment for vital emergency and medical first responders and preventing secondary crashes through robust emergency response and traffic incident management practices.

As stated, Montana's Comprehensive Highway Safety Plan (CHSP) was updated in 2025 and includes an overall safety goal for fatalities and serious injuries combined. The CHSP revised the interim goal of fatalities and serious injuries from 984 in 2023 to 0 in 2050. This goal reflects the commitment to achieving zero fatalities and zero serious injuries on Montana's roadways. The history of Montana's progress is below.

Fatalities and Serious Injuries: Zero by 2050 Reduction Targets

Reduce fatalities and serious injuries from 984 in 2023 to 0 by 2050.



Source: MDT 2014-2023 Crash Data, February 2025 Extract (Persons)

*Data current as of February 2025 and subject to change with subsequent updates.

While 2023 showed a slight increase in traffic safety issues, 2022 was one of the lower years and MDT expects that 2024 and 2025 will continue in a downward trend. This indicates that Montana is on track to meet the identified goals.

Performance measures for fatalities, VMT rate for fatalities, serious injuries, serious injury VMT rate and number of non-motorized fatalities and serious injuries are set through Montana's Comprehensive Highway Safety Program (CHSP) process. Other Core Performance measures as required by NHTSA are established by BSSCS staff, safety stakeholders and other partners. In accordance with federal requirements, Montana uses the five-year rolling average methodology and creates a projection of future data using a weighted average and trend analysis of the most current available NHTSA (FARS) published or preliminary data.

Comprehensive Highway Safety Plan

Montana's Comprehensive Highway Safety Plan (CHSP) fulfills the requirement of a strategic highway safety plan (SHSP) and includes coordination with the Highway Safety Plan (HSP), the Highway Safety Improvement Plan (HSIP) to identify data driven crash factors and identify strategies to reduce fatalities and serious injuries on all public roads. These plans contain the same traffic safety information, data, problem identification, and countermeasures that work.

Montana's 2020 CHSP was developed through a cooperative process involving local city, county, tribal, state, federal, and private sector safety stakeholders who made up the CHSP Advisory Committee (AC). This multi-disciplinary group involved subject matter experts representing education, enforcement, engineering, and emergency medical services from MDT and various federal, state, tribal and local safety stakeholders.

The 2020 CHSP update established the target setting methodology for the five federal performance measures for the five-year life of the plan (2021-2025). Determining the appropriate methodology for each measure took into consideration risk analysis, particularly due to COVID-19, as well as historical trends. The annual review of FARS ARF and preliminary state serious injury data allows MDT to set annual performance targets for the CHSP, HSIP, and the HSP.

The established 2020 CHSP target methodology considers the five-year average expressed as an annual number and includes an annual reduction.

Performance Measures	Annual Reduction Per Year
Fatalities	3
Fatality Rate*	0.041
Serious Injury	41
Serious Injury Rate*	0.114
Non-Motorized Fatalities & Serious Injuries	1

The established performance targets for 2025 are as follows:

Fatalities:*	213.4
Fatality Rate per VMT:*	1.546
Serious Injuries:*	737.4
Serious Injury Rate per VMT:	5.487
Nonmotorized Fatalities & Serious Injuries:	55.2

*100 Million Vehicle Miles Traveled(MVMT)

Because the CHSP targets were established after June 30, 2023, prior to submittal of Montana's FFY24 3HSP, they do not match targets used within this document. The targets used for analysis in this Annual Report are the targets that were established in Montana's FFY24 3HSP and the target amendments as approved by NHTSA.

Through the 2025 update process, the Emphasis Area identification process for Montana's 2025 CHSP represents a comprehensive, data-driven approach that analyzed a decade of crash data to systematically identify priority key focus areas for plan implementation. Crash factors contributing to the largest numbers of severe crashes and crash outcomes were carefully considered to identify Emphasis Areas. This process helped identify the critical crash factors or crash trends that may have the biggest influence on reducing crash frequency and/or severity. The four Emphasis Areas that were determined to be transportation safety priorities are as follows:

- Safe Roads
- Emergency Response – Post-Crash Care
- Safe Speeds and Safe Vehicles
- Safe Road Users

In addition, Montana has also identified three high priority strategic areas that require policy changes and strategy enhancements to help establish the following framework for effective implementation across all four EAs. These include Legislation/Policy/Funding, Data Coordination, and Impaired Driving. Several action items within the EAs focus specifically on policy development and legislative changes that must be achieved before enhanced safety measures can be fully implemented and sustained.

MDT has a three-tiered approach to implement safety strategies throughout the state outlined in the CHSP and used for development of the CHSP and the Highway Safety Plan (HSP). This three-tiered approach includes an Executive Leadership Team (ELT), who approves the Impaired Driving Strategic Plan; an Advisory Committee, who identify EAs and determines appropriate strategies based on proven countermeasures, and the Emphasis Area work groups, who lead the efforts to implement the strategies.

Figure 8 – CHSP Organizational Structure



The Executive Leadership Team (ELT) is the guiding authority on implementing highway safety strategies statewide to reduce fatalities and serious injury crashes. The purpose of the ELT is to provide implementation direction on CHSP strategies.

The role of the ELT members is as follows:

- Provide leadership and collaboration on statewide highway safety needs.
- Promote Vision Zero across agencies and organizations to normalize a safe traffic culture. Incorporate common CHSP safety strategies and initiatives into agency plans and policies.
- Identify issues and remove barriers within agencies that hamper progress of safety strategies.
- Commit resources such as staff, time, funding to implement statewide driver and roadway safety initiatives. Delegate appropriate staff to participate actively in the implementation of the CHSP.
- Serve as Montana’s Statewide Impaired Driving Task Force as required by 23 CFR 1200.23.
- Approve the Impaired Driving Strategic Plan/CHSP Impaired Driving EA Implementation Work Plan and support the implementation of strategies and safety efforts.
- Communicate changes in AC membership to ensure vacant positions from their organization are filled in a timely manner.
- Share safety strategy progress and accomplishments.

The ELT is chaired by the Director of the Montana Department of Transportation who serves as the Governor’s Representative for Highway Safety . Other ELT members include the Governor’s cabinet, and leaders of other state organizations include: Governor’s Office, Office of Indian Affairs, Attorney General, Montana Highway Patrol, 13th Judicial Court, Department of Corrections, Court Administrator’s Office, Office of the State Public Defender, Office of Public Instruction, Department of Revenue, Department of Public Health and Human Services, Montana Sheriff’s and Peace Officers Association, Montana Association of Chiefs of Police, Montana Board of Crime Control, Montana Association of Counties, Montana Leagues of Cities and Towns, Montana County Attorney Association, Montana Tavern Association, and Legislative representatives .

The ELT is the designated Impaired Driving Task force that has statewide authority outlined in the ELT Charter. This group meets yearly to review and approve the Impaired Driving Strategic Plan for the coming year. This was approved during their meeting on July 16, 2025.

The Statewide Planning & Modal Operations Manager and the State Highway Traffic Safety Supervisor serve on the Advisory Committee. The AC meets and focuses on developing strategies to implement during the year. Committee

members include many federal, state, local and tribal safety stakeholders including the state's Bicycle & Pedestrian Coordinator, and Metropolitan Planning Organizations.

Under the oversight of this multi-agency leadership committee, the development of the CHSP addressed the following objectives:

- Establish quantifiable safety-related goals, objectives, and performance measures relevant to travel on Montana's highways;
- Address issues at all levels of jurisdiction with specific attention to local and tribal entities;
- Establish a mechanism for interagency coordination and develop the necessary partnering processes;
- Identify candidate safety strategies and evaluate their potential benefits, costs, and ability to attain performance objectives;
- Establish a process for prioritizing identified strategies based on their likely benefits relative to the identified safety goals and objectives; and
- Develop a strategic implementation plan, including action items for deployment in MDT's plans and programs as well as by other partnering agencies with roles in highway safety. The implementation work plans are included in the CHSP.

The EA Teams are comprised of several multidisciplinary traffic stakeholders. Throughout the year these teams meet regularly to implement the strategies contained in the CHSP. During these meetings, the teams consider other information such as high-risk demographics groups, time periods when most severe crashes occur, high-crash locations, etc., to ensure efforts are targeted appropriately.

2025 Legislative Session

Montana had a legislative session January through April 2025. The following outlines new legislation passed during that session impacting Behavioral Safety Strategy & Coordination Section.

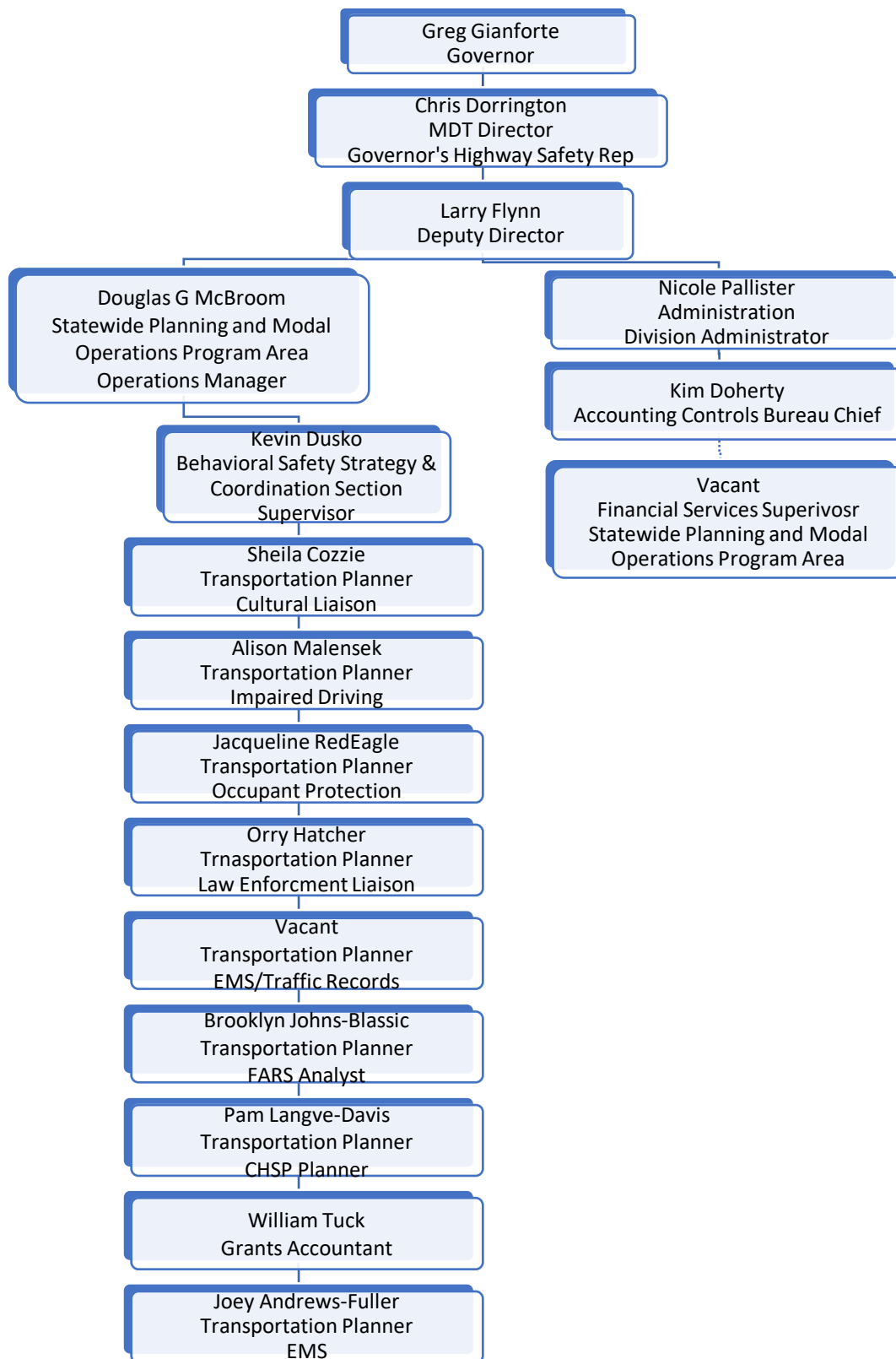
2025 Legislature Passed Laws	
Bill Number	Intent
HB 586	Revising child safety restraint systems laws. This laws now requires the following: *Child under two years of age be properly restrained in a rear-facing child safety restraint system; *Child between 2 years of age and 4 years of age be properly restrained in a rear-facing or forward-facing child safety restraint system with an internal harness; and *Child between 4 and 8 years of age be properly restrained in a forward-facing child safety restrained system with internal harness of a child booster seat secured with a vehicle lap-shoulder seat belt, whichever is applicable.
HB 849	Provide special motorcycle license plates for promoting motorcycle safety and awareness; Require proceeds be used for grants to nonprofit organizations by rules adopted by the Department of Transportation.
HB 626	Generally revised DUI laws to modify sentencing when a person has a pending or subsequent offense while awaiting sentencing on a present offense.
SB 508	Modifies law to provide that any level of active Tetrahydrocannabinol constitutes driving under the influence for drivers under 21 years of age.
HB 467	Allow for the use of oral fluid for DUI Testing.
HB 344	Revised criminal law to create per se limits for drugs.

Behavioral Safety Strategy & Coordination Section Program Overview

MDT administers the Highway Traffic Safety Program through the Montana Behavioral Safety Strategy & Coordination Section (BSSCS) which operates within the Statewide Planning and Modal Operations Program Area. The Director of MDT serves as the Governor's Representative for Highway Safety (GR). The overall structure of the Section has changed slightly through an MDT reorganization.

The BSSCS assists in the development and implementation of countermeasures for identified problem areas (known as emphasis areas) as outlined in the CHSP and discussed in the section above. The highway traffic safety projects that are funded support those countermeasures as well as NHTSA Countermeasures that Work.

Currently the Behavioral Safety Strategy & Coordination Section Supervisor is filled by Kevin Dusko, Supervisor. The remaining highway traffic safety section has one vacancy at the time of this annual report. See organization chart below.



Assessment of Montana Highway Traffic Safety Progress

Introduction

This report, required by the National Highway Traffic Safety Administration (NHTSA) pursuant to 23 CFR §1300.35, provides an update of highway traffic safety projects throughout the state of Montana for Federal Fiscal Year (FFY) 2025 as administered by the Montana Department of Transportation's Behavioral Safety Strategy and Coordination Section (BSSCS).

The projects and funding administered by BSSCS were approved by the Governor's Representative for Highway Safety and NHTSA Region 10 in the 2024 Triannual Highway Safety Plan (3HSP).

During 2025, BSSCS was required to submit a variety of amendments. These are outlined below:

Project	Reason for Amendment	Funding Amount	Funding Source
FCCLA Teen Peer-to-Peer Project			402
Project Code Amendment 1	MDT modified project agreement numbers for a variety of projects that were included in the AGA but needed agreement numbers that could be tracked through the GTS System. These projects were: CPS Training; Child Passenger Seat Purchase; Teen Peer-to-Peer Program; Montana Drive; and a variety of project codes for staff salaries and travel.	N/A	N/A
Project Code Amendment 2 - Financial Overview Update			N/A
Project Code Amendment 3	MDT modified the AGA to revise project agreement numbers for a variety of projects to include Northern Tribes DUI Task Force; Tribal Drivers' Education Instructor Certification; WebGrants Maintenance; and Print Services.	N/A	N/A
Yellowstone County DUI Task Force Alcohol and Drug Symposium	-		402
Yellowstone County Drug Treatment Court	Yellowstone County Drug Treatment Court requested a budget increase. This increase was because of higher costs incurred than originally estimated.	\$75,000	402
STEP Project Budget Increase			402 164

Project	Reason for Amendment	Funding Amount	Funding Source
STEP Project - Add Subrecipients	MDT requested that two additional entities be added to the regular STEP program. These included Garfield County and the City of Hardin.	\$13,626 \$22,788	402 164
STEP Mini-Grant - Add Subrecipients	MDT amended the AGA to add a number of participants to the STEP mini-grant program. These participants included: Custer County; City of Deer Lodge; City of Thompson Falls.	\$8,212 \$13,788	402 164
Teen Mini-Grant Project	MDT amended the narrative for the Teen Traffic Safety Mini-Grant Program. Specifically, the title changed from OP Mini-Grants to Teen Mini-Grants and the funding source changed from 405b to 402.	\$20,000 -	402 405b
Teen Mini-Grant Project	MDT amended to add Safe Kids Yellowstone County as a subrecipient for the Teen Mini-Grant Project. This project was for supplies related to the Impact Teens Driving project sponsored by Safe Kids Yellowstone County	\$5,000	402
Teen Mini-Grant Project	MDT amended to add St Peters Health Foundation as a participant for the Teen Traffic Safety Mini-Grant Program. This project was to assist with sponsoring Impact Teens Driving project in the Helena Community.	\$5,000	402
Projects Removed from FFY25 AGA	MDT submitted an amendment to remove several projects that were not implemented for a variety of reasons. These include OP Assessment (page 9 MT FFY25 AGA); Seat Belt Survey (page 10, MT FFY25 AGA); Community Events (page 10, MT FFY25 AGA); DUI Court Training (page 19, MT FFY25 AGA); DUI Task Force Training (Page 19, MT FFY25 AGA); Publications (page 35, MT FFY25 AGA) and Public Engagement (page 35, MT FFY25 AGA)	N/A	N/A

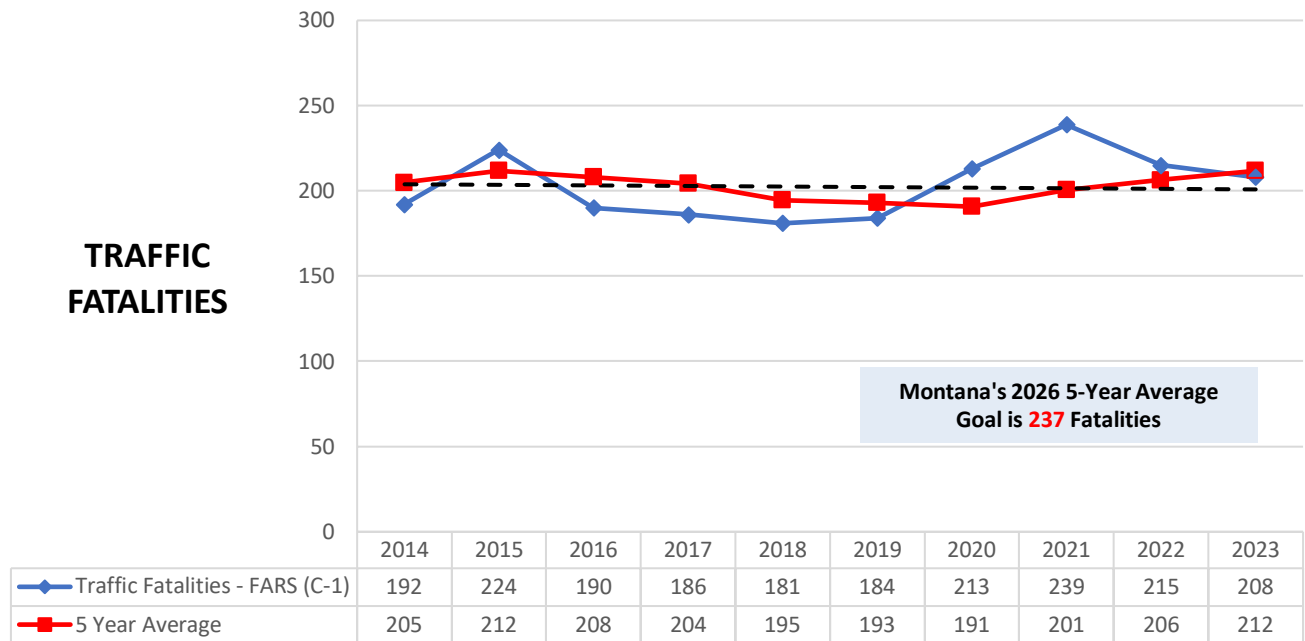
Statistical Analysis (FARS Certified Data)

Note: This section is using the most recent certified 2023 Fatality Analysis Reporting System data. Years 2024 and 2025 have not yet been finalized and/or certified.

Performance measures for fatalities, VMT rate for fatalities, serious injuries, serious injury VMT rate and number of non-motorized fatalities and serious injuries are set through Montana's Comprehensive Highway Safety Program (CHSP) process. Other Core Performance measures as required by NHTSA are established by BSSCS staff, safety stakeholders and other partners. In accordance with federal requirements, Montana uses the five-year rolling average methodology and creates a projection of future data using a weighted average and trend analysis of the most current available NHTSA (FARS) published or preliminary data.

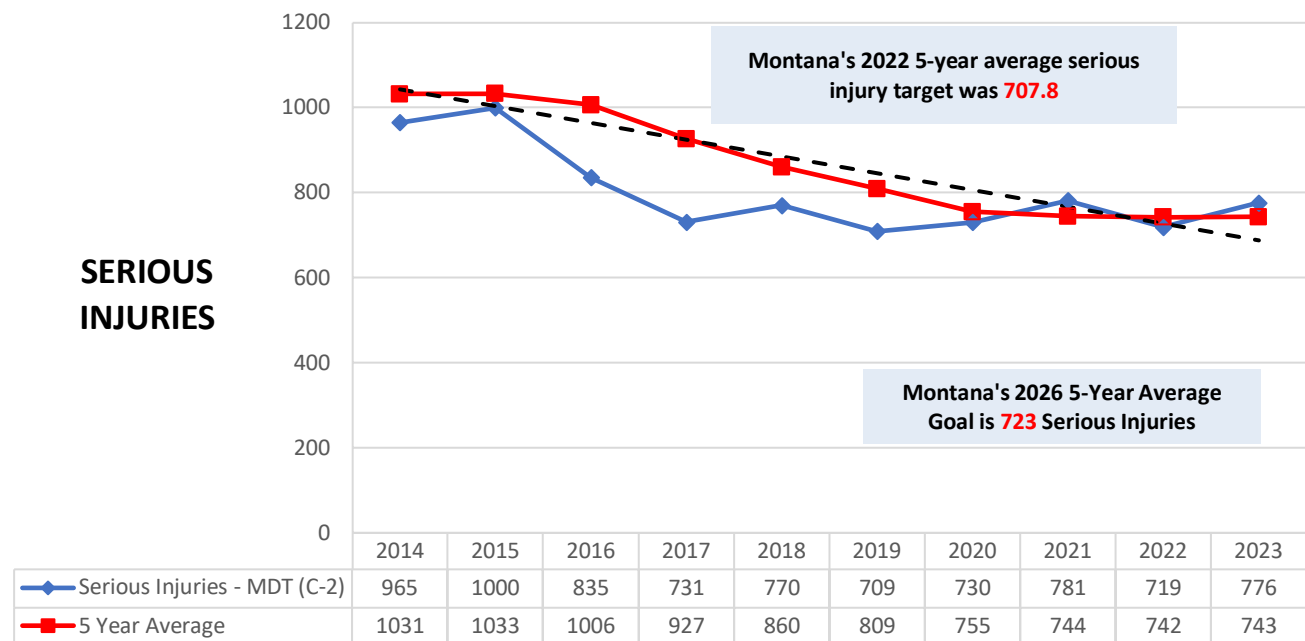
The charts below represent Montana's progress on meeting the established fatality and serious injury goals. The 2023 fatality goal of 223.2 (five-year average) is consistent with the goals outlined in the CHSP and Montana's Highway Safety Improvement Plan. At 223.2, this goal was established after 2020 and 2021 where there was a significant increase in traffic fatalities (likely tied to the COVID pandemic). However, this goal was met as shown below.

TRAFFIC FATALITIES



As shown above, during 2023 FARS data indicates there were 208 fatalities in Montana which was a decrease from 2022 of 7. This was a 3% decrease. While the decrease was slight, it was enough for MDT to reach the 2023 five-year average target. The five-year average trend line continues to reflect a decreasing slope which MDT believes will continue.

SERIOUS INJURIES



In 2023, State data for serious injuries increased significantly over 2022 and one of the highest years for serious injuries in the past seven years. With the 2023 five-year average goal established at 715.6, Montana failed to hit this target. It is unclear as to the cause of this dramatic increase; however, MDT will be monitoring this situation and make adjustments accordingly.

FFY25 Core Performance Measures Report								
Core Measure	Description	2021	2022	2023	2024 Estimates*	2025 Estimates*	2025 Target	2026 Target
C-1	Total Traffic Fatalities <i>5-Year Moving Average</i>	239 200.6	215 206.4	208 211.8	206 216.2	195 212.6	237	237
C-2	Total Serious Injuries <i>5-Year Moving Average</i>	781 744.2	719 741.8	776 743	787 758.6	805 773.6	723	723
C-3	Fatalities Per 100 Million VMT	1.77	1.59	1.52	1.53	1.56	1.693	1.693
C-4	Unrestrained Passenger Vehicle Occupant Fatalities <i>5-Year Moving Average</i>	109 88.0	82 87.2	84 87.0	81 89.8	86 88.4	96.7	96.7
C-5	Alcohol-Impaired Driving Fatalities (BAC=.08+) <i>5-Year Moving Average</i>	102 79.8	70 82.6	71 80.8	67 81.0	69 75.8	86.9	86.9
C-6	Speeding-Related Fatalities <i>5-Year Moving Average</i>	86 70.2	70 72.4	77 74.6	89 81.0	99 84.2	72.9	72.9
C-7	Motorcyclist Fatalities <i>5-Year Moving Average</i>	26 24.2	37 27.2	29 28.8	38 31.8	28 31.6	23	23
C-8	Unhelmeted Motorcyclist Fatalities <i>5-Year Moving Average</i>	19 15.0	28 18.0	10 17.8	18 18.6	21 19.2	15.4	15.4
C-9	Drivers, Aged Under 21, Involved in Fatal Crashes <i>5-Year Moving Average</i>	42 30.0	24 30.0	33 31.4	29 31.2	30 31.6	29.5	29.5
C-10	Pedestrian Fatalities <i>5-Year Moving Average</i>	18 16.0	18 16.8	20 17.8	10 16.6	14 16.0	15.9	15.9
C-11	Bicyclist & Other Cyclist Fatalities <i>5-Year Moving Average</i>	3 1.8	3 2.2	2 2.2	2 2.0	2 2.4	2.2	2.2
Other MDT Performance Measures								
O-1	American Indian Fatalities <i>5-Year Moving Average</i>	32 36.0	36 37.0	27 35.8	29 33.8	28 30.4	39.7	39.7
Core Behavior Measures								
B-1	Observed Seat Belt Use	92.2%	92.9%	81.1%	79.32%	81.37%	86.9%	86.9%

*These are estimated numbers for 2024 and 2025 as the FARS data for those years is not available for these performance measures.

Core Activity Measures		2021	2022	2023	2024	2025
A-1	Seat Belt Citations Issued During Grant-Funded Activities	1,303	1,794	1,793	1,588	934
A-2	Impaired-Driving Arrests Made During Grant-Funded Activities	497	400	386	414	365
A-3	Speeding Citations Issued Grant-Funded Activities	5,047	6,733	5,730	6,600	7,039

Standard Target Statements

The standardized target statements are as follows:

Performance Measure Identifier	Core Performance Measure and Goals
C-1) Traffic Fatalities (FARS)	This performance measure goal is established through the 3HSP and has been established to maintain the five-year average number of fatalities at 237 annually.
C-2) Serious Traffic Injuries (State Crash Data Files)	This performance measure goal is established through the 3HSP and has been established to maintain the five-year average number of serious injuries at 723 through FFY26.
C-3) Fatalities/VMT (FARS/FHWA)	This performance measure goal is established through the 3HSP and has been established to maintain the five-year VMT at 1.693 through the life of the 3HSP.
C-4) Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	To attain a five-year average rate of unrestrained passenger vehicle occupant fatalities in all seating positions of 96.7 by December 31, 2026.
C-5) Alcohol Impaired Driving Fatalities (FARS)	To attain a five-year average rate of impaired driving fatalities of 86.9 by December 31, 2026.
C-6) Speeding Related Fatalities (FARS)	To attain a five-year average rate of speeding related fatalities of 72.9 by December 31, 2026.
C-7) Motorcyclist Fatalities (FARS)	To attain a five-year average rate of motorcycle fatalities of 23.0 by December 31, 2026.
C-8) Unhelmeted Motorcyclist Fatalities (FARS)	To attain a five-year average rate of unhelmeted motorcycle fatalities of 15.4 by December 31, 2026.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	To attain a five-year average rate of younger driver involved fatality crashes of 29.5 by December 31, 2026.
C-10) Pedestrian Fatalities (FARS)	To attain a five-year average rate of pedestrian fatalities of 15.9 by December 31, 2026.
C-11) Bicyclist Fatalities (FARS)*	To attain a five-year average rate of bicyclist fatalities of 2.2 by December 31, 2026.

Performance Measure Identifier	Core Performance Measure and Goals
B-1) Seat Belt Use Rate (Observed Seat Belt Use Survey)	To ensure an observed seatbelt use rate of 86.9% by December 31, 2026.
O-1) Native American Fatalities	To attain a five-year average rate of Native American fatalities of 39.7 by December 31, 2026.

2023 Performance Report (Actual Numbers Provided by FARS – Most Current Data Available)

The following represent the progress made on the three shared targets for 2021 as established through the CHSP Process.

Core Measure	Description	2023 5 Year Average Goal	Status Met	Comments
C-1	Number of Fatalities*	223.2	Met: The five-year average for the period ending 2023 was 212.	The five-year average goal for 2023 was met. Fatalities decreased by 7 total, or 3%, over 2022. The ten-year trend line continues its decreasing slope, and MDT is hopeful that as the high number of fatalities that occurred in 2020 and 2021 were an anomaly. Estimates for these in 2024 and 2025 show decreasing numbers. The current and future efforts of all traffic stakeholders will assist MDT in pushing those numbers down.
C-2	Number of Serious Injuries*	715.6	Not Met: The five-year average for the period ending in 2023 was 743.	Montana had 776 serious injuries in 2023. This was a significant increase over 2022 where there were 719 serious injuries, representing almost an 8% increase. While the goal was not met, the trend line is decreasing and give 2024 and 2025 estimates, MDT is confident these will decrease in future years.
C-3	Fatalities/VMT*	1.693	Met: The VMT for 2023 was 1.56.	Montana had an actual VMT of 1.56 in 2023. This was up slightly over 2022, when VMT was 1.53, however, even with the small increase, Montana was able to reach the goal of 1.693.

The following represents the progress made on the remaining NHTSA performance measures. At the time of this application 2022 data was not available. (See 6.3 Preliminary Report For Performance Measures 2022 and 2023).

Core Measure	Description	2023 5 Year Average Target	Status Met	Comments
C-4	Unrestrained Passenger Vehicle Fatalities	91.3	Met: The actual five-year average for the period ending in 2023 was 87 .	Unfortunately, Montana has seen some dramatic increases in unrestrained fatalities over the last three years. However, These increase slightly during 2023. There were 84

Core Measure	Description	2023 5 Year Average Target	Status Met	Comments
				actual unrestrained fatalities in 2023 up from 82 in 2022. Impacting MDT's five-year average, unrestrained fatalities increased to 93 in 2020 and 109 in 2021, an increase of 63% over the three-year period. While there were some significant increases during 2020 and 2021, Montana was able to meet the five-year average goal for 2023. With participation from all of MDT's traffic safety stakeholders, this target will continue to be met in future years.
C-5	Alcohol Impaired Fatalities	75.8	Not Met: The actual five-year average for the period ending in 2023 was 81.	During 2023 Montana saw only 71 impaired driving fatalities. While the goal was not met, this only went up 1 from 2022 and significantly lower than impaired driving fatalities from 2020 and 2021 where Montana saw remarkable increases. While these increases were a few years ago, they continue to significantly impact the five-year average, making the targets out of reach. Based on estimates for 2024 and 2025, this lowering trend should continue into the future. With assistance from partnerships with the DUI Courts, STEP, SETT, TSRP and TSRP, MDT is confident these numbers will continue to decrease.
C-6	Speed-Related Fatalities	65.8	Not Met: The actual five-year average for the period ending in 2023 was 74.6.	In 2023, 77 fatalities related to speed. This was up for 2022 when there was 70. While speeding fatalities peaked in 2015 at 91, it was decreasing at a rapid rate until 2020 (COVID). At that time, speed fatalities increased significantly. While these numbers are now decreasing, they are not down to pre-COVID level. MDT's STEP partners have indicated that speeding offenses provide an opportunity to stop impaired drivers and cite those drivers seen not wearing a seat belt. Their continued diligence will be necessary to assist in meeting the targets in this area. With the addition of 5 new STEP partners, and further education, MDT is confident that these numbers can be decreased.

Core Measure	Description	2023 5 Year Average Target	Status Met	Comments
C-7	Motorcyclist Fatalities	21.8	Not Met: The actual five-year average for the period ending in 2023 was 29 .	Motorcycle fatalities decreased from 2022 to 2023, from 37 to 29, or 27%. However, these years, including 2020 and 2021, are some of the highest years in Montana for the last five years. Unfortunately, the trendline shows a slightly increasing slope. It is minor and because of the smaller number of these fatalities, small changes have significant impacts in meeting the five-year average target. MDT will continue to partner with Montana Motorcycle Riders Safety (MMRS) and seek out new partnerships in an effort to reduce these numbers.
C-8	Un-helmeted Motorcycle Fatalities	13.9	Not Met: The actual five-year average for the period ending in 2023 was 18 .	Unhelmeted motorcycle fatalities also decreased during 2023. There were only 10 unhelmeted fatalities in 2023, the single lowest number in the last ten years, representing a 64% decrease in unhelemeted fatalities. Montana does not have a helmet law for riders over 18 making this performance measure challenging, however, MDT continues to work with motorcycle rider groups, MMRS and other partners to educate on the importance of safety gear.
C-9	Fatalities Involving Drivers Age 20 or Less	25.9	Not Met: The actual five-year average for the period ending in 2023 was 31 .	Unfortunately, young driver fatalities increased dramatically during 2023, increasing from 24 in 2022 to 33 in 2023. The trend line for these fatalities is increasing, and MDT continues to add additional teen projects in an effort to reach more drivers in this demographic. In addition, MDT continues to partner with Montana Family, Career and Community Leaders of America (FCCLA) and local grass roots partners to promote teen traffic safety. FCCLA and other grass roots stakeholders continue to partner with MDT to reduce these fatalities.
C-10	Pedestrian Fatalities	14.9	Not Met: The actual five-year average for the period ending in 2023 was 17.8.	The number of pedestrian fatalities increased in 2023 to the highest level in the last ten years. These fatalities began to increase in 2020 and have gone up each year since that time, hindering Montana's ability to reach the goal. However, given the small representation of pedestrian fatalities as compared to all fatalities, small changes in the numbers impact the average significantly. MDT will continue to monitor these fatalities, identify trends and adjust accordingly if feasible.

Core Measure	Description	2023 5 Year Average Target	Status Met	Comments
C-11	Bicycle Fatalities	2.0	Not Met: The actual five-year average for the period ending in 2023 was 2.2.	Bicycle fatalities decreased during 2023 going from 3 in 2022 to 2 in 2023. Currently the five-year average is at 2.2. Again, it is difficult to adjust for these fatalities given the small numbers as compared to all fatalities.
B-1	Observed Seat Belt Use	86.9%	Not Met: The actual observed seat belt use rate for 2023 81.05%.	Montana’s observed seat belt usage rate has decreased dramatically over the last few years. This, in part, was because of some problems encountered with site selections, samples weight miscalculation, among other criteria. MDT is working to resolve these issues, will monitor closely, and make necessary adjustments.
Other Performance Targets Tracked				
O-1	American Indian Fatalities**	37.6	Met: The actual five-year average for the period ending in 2023 was 35.8.	Native American fatalities decreased dramatically during 2023, going from 36 in 2022 to 27 in 2023 or a 9% decreased. Because of this decrease, Montana was able to meet the goal five-year average goal of 37.6. However, Native American remain over-represented in traffic fatalities in Montana. MDT continues to work with this overrepresented demographic and will work with these communities diligently to reduce the numbers further and has added new projects, such as enhanced drivers’ education efforts, to reach these communities.

2024 and 2025 Estimated Performance Report (Estimated Numbers for both 2024 and 2025*)

<i>Montana Performance Measure Tracker</i>									
Performance Measure	FY 2025					FY 2024			
	Target Period	Target Year(s)	Target Value FFY25 HSP	Data Source/FFY25 Progress Results Estimated	On Track to Meet FFY25 Target	Target Year(s)	Target Value FFY24 HSP	Data Source/FFY24 Progress Results Estimated	On Track to Meet FFY2 Target
C-1) Traffic Fatalities	5 years	2021-2025	237.0	FARS – 212	Y	2020-2024	237.0	FARS – 216.2	Y
C-2) Serious Injuries	5 years	2021-2025	723.0	State – 773.6	N	2020-2024	723.0	State – 773.6	N
C-3) Fatalities per 100 Million Vehicle Miles Driven	5 years	2021-2025	1.693	FARS – 1.56	Y	2020-2024	1.693	FARS – 1.53	Y
C-4) Unrestrained Passenger Vehicle Fatalities (All Seat Positions)	5 years	2021-2025	96.7	FARS – 88.4	Y	2020-2024	96.7	FARS – 89.8	Y
C-5) Alcohol Impaired Driving Fatalities BAC=.08+	5 years	2021-2025	86.9	FARS – 75.8	Y	2020-2024	86.9	FARS – 81.0	Y
C-6) Speeding-Related Fatalities	5 years	2021-2025	72.9	FARS – 84.2	N	2020-2024	72.9	FARS – 81.0	N
C-7) Motorcyclist Fatalities	5 years	2021-2025	23	FARS – 31.4	N	2020-2024	23	FARS – 31.6	N
C-8) Unhelmeted Motorcyclist Fatalities	5 years	2021-2025	15.4	FARS – 19.2	N	2020-2024	15.4	FARS – 18.6	N
C-9) Drivers Aged Under 21 Involved in Fatal Crashes	5 years	2021-2025	29.5	FARS – 31.6	N	2020-2024	29.5	FARS – 31.2	N
C-10) Pedestrian Fatalities	5 years	2021-2025	15.9	FARS – 16	In Progress	2020-2024	15.9	FARS – 16.6	In Progress
C-11) Bicyclist and Other Cyclist Fatalities	5 years	2021-2025	2.2	FARS – 2.4	In Progress	2020-2024	2.2	FARS – 2.0	Y
B-1) Observed Seat Belt Use	Annual	2025	86.9%	Estimated Observed – 81.37%	N	2024	86.9%	Estimated Observed – 79.32%	N
O-1) Native American Fatalities	5 Years	2021-2025	39.7	FARS Estimated – 30.4	Y	2020-2024	39.7	FARS Estimated – 33.8	Y
*Please Note: At the time of reporting, actual 2024 and 2025 data were not available. The Annual Report is a public document that will be available online. For this reason, MDT does not provide preliminary data to ensure it is not quoted or used for another purpose before being finalized. For the most recent data, stakeholders should contact the BSSCS Office.									

Estimated 2025 Performance Measures That May Not Be Met

Serious Injuries – Goal 723

The estimated five-year average for 2025 is 773.6.

Montana is estimating there will be 802 actual serious injuries for 2025, bringing the five-year estimated average to 773.6. This estimate shows a slight increase over 2024, up from 787. In an effort to ensure success, BSSCS is recruiting additional law enforcement partners, specifically in areas with high numbers of serious injuries. During FFY26, BSSCS was able to increase law enforcement participations, increasing the number of entities receiving STEP grants from 19 in 2025 to 24 in 2026. In addition, BSSCS will continue to work with other counties in an effort to add to more partnerships. Partnering with more at-risk communities where fatalities and serious injuries are some of the highest in the state will increase Montana's ability to meet this goal in the future.

Speed – Goal 72.9

The estimated five-year average for 2025 is 84.2

Montana has seen a significant increase in speed related fatalities over the past few years. The most effective way to combat this issue is through law enforcement and education. As stated above, to ensure enforcement of the speed limits on Montana roadways BSSCS has been recruiting additional law enforcement partners. BSSCS will continue to work with other counties in an effort to add to more partnerships. Partnering with more at-risk communities where fatalities and serious injuries are some of the highest in the state will increase Montana's ability to meet this goal in the future. In addition, BSSCS will explore additional speed campaigns throughout the year. With the increase in law enforcement participation schedule for FFY26 and additional public education, BSSCS is optimistic these numbers can be reduced and will monitor as appropriate.

Motorcycle Fatalities – Goal 23

The estimated five-year average for 2025 is 31.6

The estimated number of motorcycle fatalities for 2025 is 28, which is a marked decrease over the estimated amount of 38 in 2024. However, during the last five-year period, Montana has seen these fatalities increase considerably since 2021. Unfortunately, Montana receives very little funding for motorcycle efforts, with the majority of the dollars going to May Motorcycle Awareness Month campaign, which Montana uses as a qualifying criterion. Given the relatively low fatality numbers for this measure, analysis for precise causes is difficult, but this will continue to be monitored for any changing trends. That being said, analysis of data related to riders age indicated that the majority of motorcycle fatalities are males over 45 years of age, with those riders representing 65% of all motorcycle fatalities over the last five years. Because of these findings, during 2023 MDT launched a campaign to target this group of riders on safety issues and will continue to target this demographic into the future. In addition, there is an opportunity for BSSCS to recruit additional motorcycle safety partners through the new legislation that provides funds for additional grant to non-profit entities. Through these grants, Montana non-profits can receive funds to promote motorcycle education and awareness. It is anticipated that including more communities in this effort, the fatalities can be reduced.

Unhelmeted Motorcycle Fatalities – Goal 15.4

The estimated five-year average for 2025 is 19.2

Estimated unhelmeted fatality numbers show an increase over 2024 with 18 estimated for 2024, compared to 21 estimated for 2025. The significant increase in unhelmeted fatalities during 2022 (28), the five-year average goal was out of reach. Montana does not have a universal helmet law, with only a law specific to riders under 18. Again, these numbers are relatively low compared to other behavioral performance issues. Without being able to impact legislation it is challenging to promote helmet use where there is no enforcement or consequence. However, Montana is working with the Montana Motorcycle Rider Safety Program (MMRS) to emphasize the safety aspects of helmet use for motorcycle riders in all motorcycle campaigns. There are a variety of educational brochures, flyers and PSAs developed by NHTSA that will be distributed via the training course to increase awareness of this issue. In addition, as stated above, there are now additional funding sources to assist MDT in promoting motorcycle safety in more communities.

Fatalities Involving Drivers under 21 – Goal 29.5

The estimated five-year average for 2025 is 31.4

Based on estimated numbers for FFY24 and FFY25 this goal was not met. Young Driver estimated fatalities will increase by one from 2024 to 2025, to 30 total. However, this is down significantly from 2021 (42), the highest number of young driver annual fatalities in the last ten years and has only been decreasing since that time. In response to this, BSSCS is implementing other projects targeted at Drivers' Education. These include sending teens to Montana Drive, a day-long driver training session for youth; recruiting Drivers' Education Instructors in rural areas and assisting these instructors in certification to teach drivers education; providing mini-grants to communities wanting to focus on teen risking driving behaviors impacting fatalities specific to their area. MDT will continue to monitor this situation and determine if adjustments need to be made once certified fatality numbers are available for FFY24 and FFY25.

Observed Seat Belt Use – Goal 86.9%

The estimated observed seat belt use rate for 2025 is 81.37% This rate dropped dramatically from previous years. The following outlines the issues with Montana's observed seat belt survey since 2018.

Prior to 2013, Montana's seat belt usage ranged consistently between 76% and 79%. During the first five-year period under the 2013 Framework which consisted of the years 2013 to 2017, the reported rates ranged from 74% to 78%, which were consistent with the rates prior to the new Framework being implemented. Then from 2018 to 2022, the rates made a significant increase jumping to 86.60% in 2018 with each year increasing until the end of the five-year period with 92.90% in 2022. In 2023, Montana was required to select new observational sites due to the five-year limit and based on the new site selections the seat belt use rate dropped to 81.05% which based on historical data was more aligned with the rates prior to the 2018 to 2022 period. While this shows a significant percentage drop its most likely that the state is not seeing a seat belt usage decrease and the 2018 to 2022 rates were artificially inflated due to the following factors:

- **Sample Weight Miscalculation:** During the 2018 to 2022 period, the sample weight which takes the observational sites sampled and projects them to the entire population was miscalculated. When reviewing the 2023 site selections NHTSA found an error and upon correction it was determined that that the 2018 to 2022 period's rates were overrepresented by around three percent due to this error in sample weight calculation.
- **Probability Miscalculation:** During the 2018 site re-selection, initially 158 sites were selected, and the probabilities were calculated for 158 sites. However, the actual survey was conducted at 106 sites. We should have recalculated the probabilities for 106 sites. Instead, we removed 42 sites from the sample (most of them were unnamed, private roads) and proceeded with the probabilities calculated for 158 original sites. As a result, the probabilities used did not accurately reflect the population that was actually surveyed.
- **Data Population Changes:** The data population had a significant increase in 2023 versus 2018 to 2022 due to a change in how the data population was determined. In 2023, the data population was based on all the roads in Montana including unnamed and private roads whereas in the prior five-year cycle sites were selected based on the road population having the unnamed, but the sample does not include those unnamed roads.
- **Inconsistencies in Documentation:** The number of counties for counties selection is inconsistently mentioned as 10,13,14 in different planning documents, without clear explanation for these discrepancies.
- **Transition in personnel:** The initial plan and site selections were developed by a different employee. Subsequent personnel changes might have led to misunderstandings and incorrect site selection.

These issues have been resolved for future observational seat belt surveys. MDT will monitor the surveys to ensure accurate and justifiable results.

Public Participation and Engagement Report

Montana's public participation and engagement efforts focus on the Tribal Traffic Safety Program and the Teen Peer-to-Peer Project. Outlined below is MDT's commitment to this section and activities to complete for FFY24-FFY26. To show progress, MDT has outlined the objective as proposed in the FFY24 3HSP and activities conducted to meet those objectives.

Native American Traffic Safety – Safe On All Roads

3.1.5 Ongoing Engagement Planning (over next three years)

3.1.5.a State's Goals for Public Engagement Efforts

The goal for this project is to have Native Americans leading the traffic safety efforts for Montana. This project should ultimately be driven by the Tribal Communities with technical assistance from the state. To achieve this long-range objective, Tribal participation and engagement is absolutely necessary. Therefore, MDT will continue to work toward this goal by continuing the public engagement efforts that are in place and further described below in 3.1.5.c. *Steps State will Take to Reach and Engage Those Communities (including accessibility measures).*

In addition, MDT Staff was selected to serve on the Tribal Advisory council to develop a How to Guide for *Increasing Seat Belt Use In Indian County*. This project is funded through NHTSA and Region 10 was fortunate enough to host a series of meeting discussions around key issues related to seat belts in Indian county. Through this process MDT was able to nominate several Montana Tribal partners to participate in these discussions and have input into the development of the guide. Many of the nominees will be participating during the coming months.

Actions and Activities: *The guide has been distributed nationwide for use in Tribal communities. Many Montana Tribal members participated in the development of this guide through 2025.*

Finally, for FFY23/24, MDT applied for and received a GHSA grant to help SOAR coordinators enhance education and outreach to school districts in local communities. This grant application was submitted with input and participation from the SOAR coordinators. This funding will supplement the current NHTSA funding and expand outreach and education opportunities for Tribal teens. This funding is being provided directly to the coordinators to implement an individualized project in their community as they deem appropriate. The activities for these funds will be reported on in December 2023.

Actions and Activities: *While the specific funds discussed above were reported on in the FFY24 Annual Report, MDT incorporated this project into the regular NHTSA grants application. This specific grant focuses on Tribal Teen Drivers Training and Tribal Drivers' Education. It has been included in the AGA for the last several years. During that time, SOAR coordinators have been recruiting teens and teachers to participate in this project. Through their efforts, 8 Tribal teachers have been certified as driver's education instructors and over 50 Tribal youth have been able to receive hands-on driver training at OPI's Montana Drive program. (See Tribal Drivers' Education Instructor Certification narrative, page 58 and Montana Drive, page 72.)*

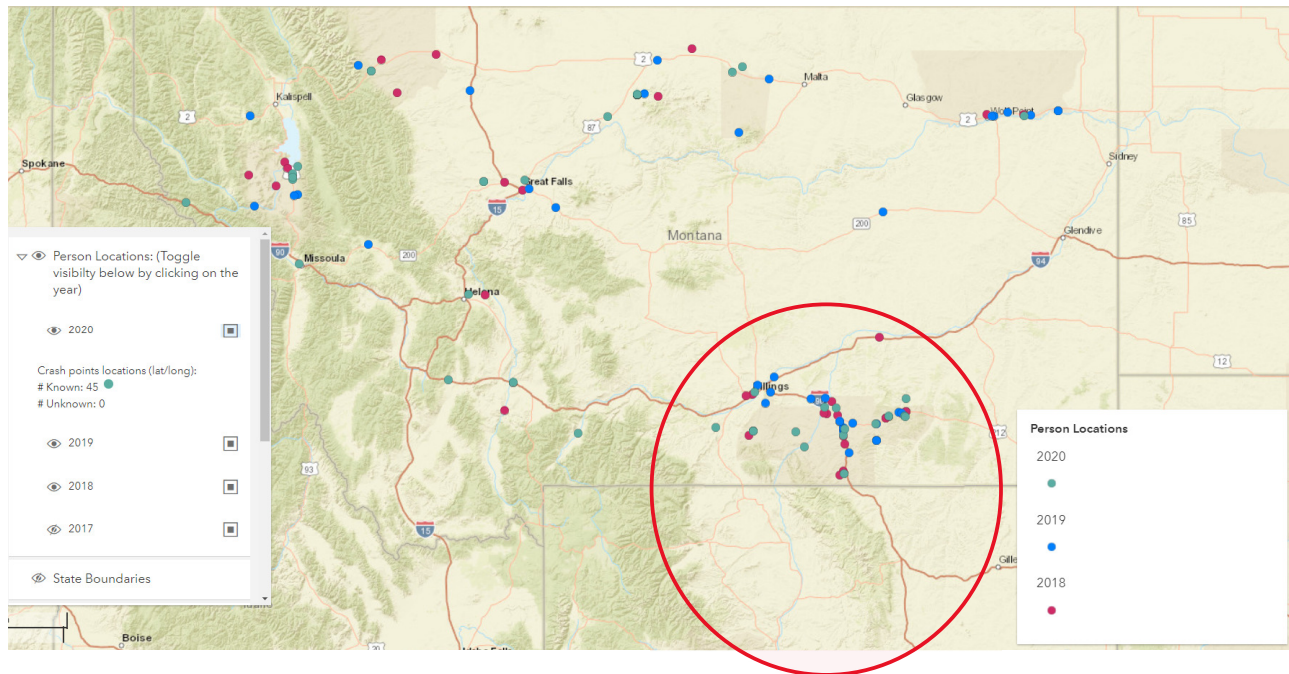
3.1.5.b Identification of Affected Communities

MDT will continue to monitor this demographic to determine if improvements in traffic safety have been made through these efforts. Data analysis will be done at least quarterly during public meetings with Tribal members to determine if adjustments should be made to reach goals.

Actions and Activities: MDT Staff met with Tribal members from throughout the state to review data and determine any adjustments that need to be made. These meetings were held in areas as determined by the group during December 2024, July, and September 2025.

Unfortunately, the Crow Reservation has not had a SOAR coordinator for a few years because of single audit issues. As shown in the Native American Fatality map below (FARS data), this area is an at-risk area. A good majority of Native American Fatalities are occurring in this area.

Actions and Activities: During FFY25, MDT staff worked diligently to incorporate other injury preventions activities and coordinators. Unfortunately, an agreement with the Crow tribe did not come to fruition, however, staff continues to work with the Tribe and have agreed to house the SOAR coordinator in the Tribal Health Department. At the time of this report, the final details of the agreement, budget, objectives, etc., are being drafted and the Safe On All Roads program should be implemented by mid-year FFY26.



During the next year, MDT staff will be working to identify other partners in the area that would potentially be able to incorporate the program into other injury prevention activities. This is a high priority given the statistics and there has been some groundwork laid to move the SOAR program from the Tribe to the Community College in the area. While MDT still provides educational material, billboards and radio for campaign periods, there is a significantly higher impact with a local coordinator leading the project.

Actions and Activities: MDT has invited, and individual Tribal members have joined the Tribal Traffic Safety Team. These include members from Indian Health Services, other Tribal Health Departments, Law enforcement, etc. MDT continues to provide educational material, billboard, radio and other campaign venues for messaging in local communities. Local SOAR coordinators and traffic stakeholders have been leading the development of all campaigns and using local spokespersons at their request.

3.1.5.c Steps State will Take to Reach and Engage Those Communities (including accessibility measures)

MDT will continue to provide coordination to this group for community meetings and statewide Tribal Traffic Safety meetings. Statewide meetings will be held approximately three times each year in central locations as determined by the Tribal traffic stakeholders.

All necessary accessibility measures will be taken to ensure the best possible participation rate. Any meeting spaces and lodging will be reviewed to ensure all Tribal attendees can participate in person if they can. MDT will continue to offer all meetings through TEAMS where individuals can attend virtually and would be able to participate with closed caption capabilities if necessary.

Actions and Activities: *As stated, MDT Staff coordinated three statewide meetings during FFY25. Again, locations are determined by the group to ensure the best possible participation at each meeting. One meeting was held virtually allowing for additional participation.*

3.1.5.d Incorporation of Comments

MDT will incorporate, as allowable, all comments and suggestions provided through the public engagement process. It is MDT's goal that this program be driven by the Tribal partners throughout the state. These are the best individuals to determine the type of campaigns, materials, ads, etc. that would be most effective in their communities.

Tribal stakeholders will continue to develop and participate in the development of all campaigns and any educational material they determine is needed. In addition, if support is needed for local events, MDT will provide additional media, material and/or radio for these as requested by the Tribal members.

Actions and Activities: *Tribal stakeholders play a significant role in the development of media campaigns. Campaign spokespersons are chosen at the local level and generally include members that are well known throughout the community that can influence driver behavior. During FFY25, because of Tribal staffing changes, we were unable to complete the PSA as planned. SOAR Coordinators, however, continue to exchange ideas and methods of completing this task. It is anticipated this can be completed during FFY26.*

Teen Traffic Safety

3.2.5 Ongoing Engagement Planning (Over next three years)

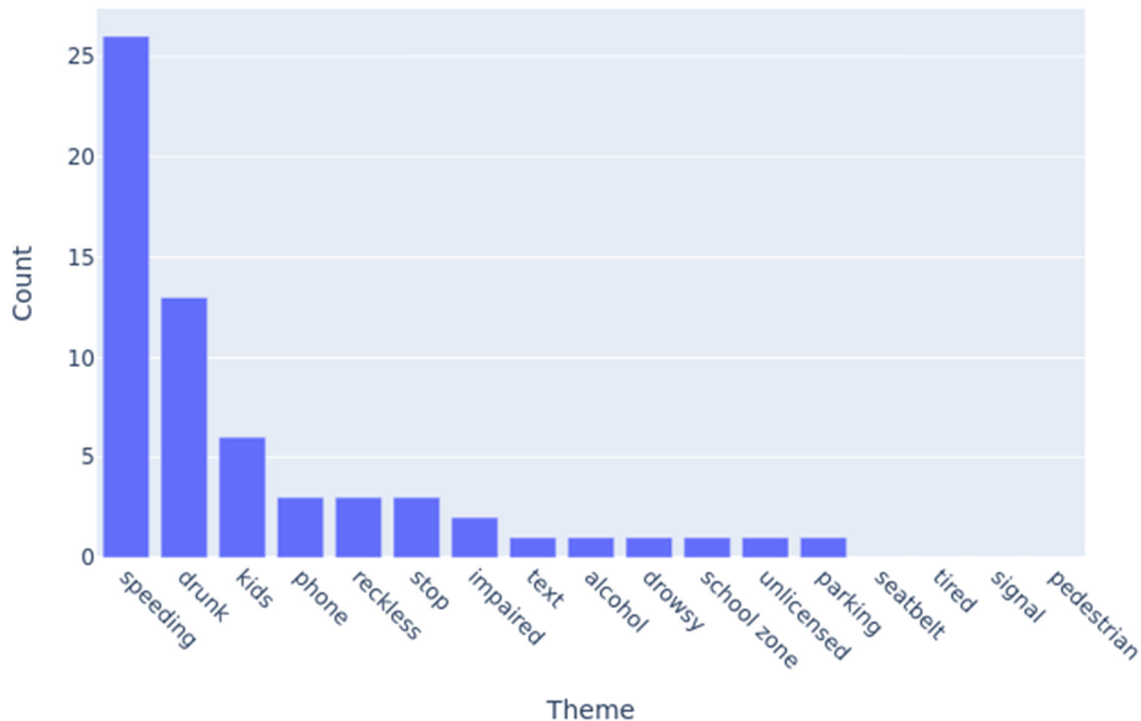
3.2.5.a State's Goals for Public Engagement Efforts

MDT will continue the partnership with Family, Community and Career Leaders of America (FCCLA) as these local projects implemented by FCCLA chapters are reaching the target audience of this at-risk group. Clearly, they are implementing projects that they are passionate about and address issues they have identified within their peer groups and community. During the coming three years, MDT will participate in the Leadership Conference to kick-off the peer-to-peer project. If funding allows, FCCLA chapters will plan and sponsor this conference. During this conference, MDT staff will discuss funding opportunities for the members to create their own community-based traffic safety public education and outreach programs. If this meeting is held in person, FCCLA advisors and MDT staff interact with the teens to provide technical assistance and discuss specific ideas they may have for implementing the project. MDT will continue to communicate with the FCCLA groups at their District meetings and present traffic safety information and engage in discussion with them to provide ideas for implementation with their projects. As long as the activities are allowable expenditures and meet the objectives of the teen peer-to-peer program, applications for funding will most likely be approved as funding allows.

Actions and Activities: *MDT staff attended the FCCLA Leadership conference to kick off the FFY25 peer-to-peer project. There were 250+ FCCLA students in attendance. MDT announced the call for applications for funding. Many traffic safety ideas were shared and technical assistance provided for those that wanted to apply for funds. In addition, MDT staff conducted a focus group for teens that wanted to attend. During that focus group, discussions were held with regard to how MDT could better assist teens and best venues to educate on teen driving issues. Those teens that attended received a \$30 gas card donated by Town Pump.*

During the focus group, MDT conducted a survey asking teens what they thought the biggest traffic safety issues were and what they needed from MDT to combat those. Below are the results of that survey.

Traffic Safety Issue Themes



As shown, these teens believe speeding is now the biggest traffic issue, replacing distracted driving as the number one issue in past years. This is consistent with the data, which shows an increase in speed related traffic fatalities in recent years. A summary of all results is below:

Metric	Value
Total Responses	71
Top Theme	Using phones/texting while driving
Do you feel safe riding with another Teen (1-5, 5 being the safest)	3
Interest in FCCLA Projects	Maybe, if we had support/funding
Top Unsafe Behavior	Speeding

MDT will evaluate these results to determine appropriate changes in teen campaigns and projects to reflect this input.

MDT received the largest number of applications from FCCLA students during FFY25, with eleven applications being submitted for projects (see Teen Peer-to-Peer Traffic Safety Project, page 69).

3.2.5.b Identification of Affected Communities

MDT will continue to monitor this demographic to determine if improvements in traffic safety have been made through these efforts. Data analysis will be done at least quarterly during district meetings with FCCLA Chapters and advisors to determine if adjustments should be made to reach goals.

While this project has reached a great deal of rural communities throughout the state, MDT will reach out to some of the urban areas to try and increase participation in the project. The urban communities have not always participated in the past but do have high numbers of teen fatalities. Adding two urban areas to this project will help to expand the teen traffic safety message in the state.

Also, the fatality map shows a great deal of teen fatalities in and around Tribal communities. MDT will increase the SOAR coordinators partnership with the FCCLA chapters that may be active in their area.

Actions and Activities: *In FFY25, most participants in the peer-to-peer project were from rural areas. While MDT was not able to attract any FCCLA chapters from urban settings, the rural communities are generally not targeted as well in statewide traffic safety campaigns, giving Montana much needed teen traffic safety public education and outreach. MDT will continue to reach out to urban FCCLA chapters to generate more participation in those areas.*

3.2.5.c Steps State will Take to Reach and Engage These Communities (Including Accessibility measures)

When appropriate, MDT staff will attend community events sponsored by the FCCLA groups, in addition to district and statewide meetings to assist with the project as necessary. However, it is MDT's intent that the members create and implement this project, and they determine what the traffic safety issues are for their community.

The FCCLA chapters will determine the location, dates and times of all meetings. This will ensure the most convenient time to meet. Generally, these meetings occur in public venues, i.e., schools, hotels, etc. which are easily accessible.

Actions and Activities: *MDT staff and other traffic safety stakeholders assisted with district and statewide meetings during FFY25. This was to provide any technical assistance as requested by the teen groups. As stated, above, these groups determine what teen topics are a priority for the community based on firsthand experience.*

During FFY25, staff or a representative attended only one district meetings held throughout the state. There were approximately 82 teens reached and provided input on teen traffic safety. Because of the high volume of participation in the Peer-to-Peer project, many districts did not have traffic safety as part of their annual meeting but instead completed the full project process.

3.2.5.d Incorporation of Comments

As stated, MDT envisions this project will be directed completely by the FCCLA statewide community. All comments will be considered and incorporated as allowed by regulations. Projects applied for will be funded as allowable per regulations and funding availability. MDT will be available for technical assistance and other public outreach opportunities, but that will be done at the request of the FCCLA Chapter.

MDT's role will be to monitor and evaluate the project to ensure that objectives are being met and regulations are being followed.

Actions and Activities: *As noted, this project is coordinated through the FCCLA chapters. All of their ideas, comments, material, etc., are generated by the teens and incorporated into their own project. MDT does provide technical assistance but will not interfere in the project unless it is ineligible under Federal regulation.*

More recently, MDT has begun focusing on statewide media effort targeting teens. The campaigns will be vetted through FCCLA chapters and Chapter advisors to get input and comments prior to launching.

Description and Analysis of Projects and Activities Funded

For clarification, throughout this section, MDT lists the current 2026 long-range goals for each performance measure. These were established through the FFY24 3HSP.

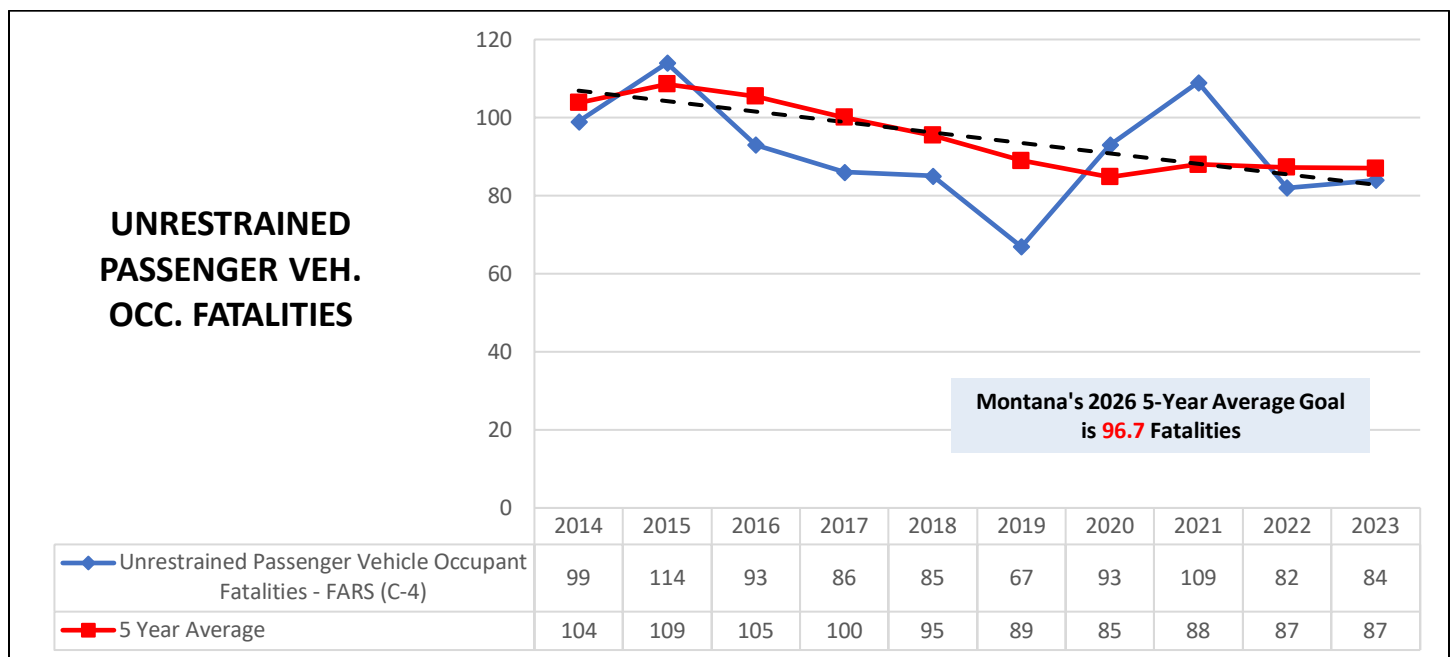
However, this annual report outlines the progress made on the 2023 goal and is reflected that way in each section. Therefore, while the new long-range five-year rolling average goal for 2026 is listed, the progress and analysis reporting are with regard to the 2023 goal. MDT uses FARS data for all reporting when allowed and that data was not available for 2024 and 2025 at the time of this report.

Occupant Protection Projects

Overview

Montana continues to struggle with unrestrained occupant fatalities and serious injuries in the absence of a primary seat belt law. Legislation to enact a primary law has been introduced over the last two decades but has not been successful.

This chart represents the progress Montana is making on reaching the goals from the previous long-range baseline that ended FFY24:

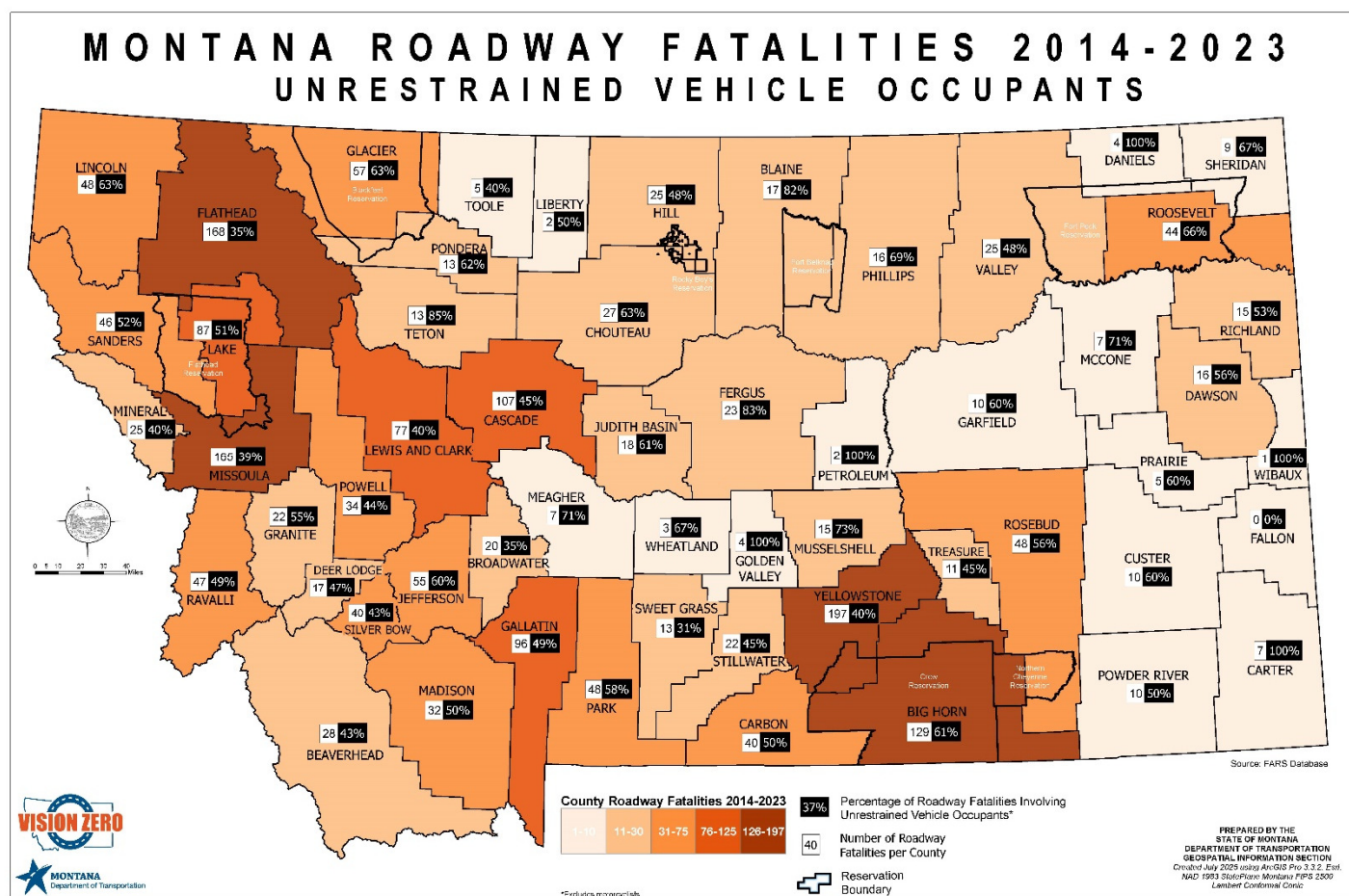


As shown, unrestrained fatalities increased slightly during FFY23, going from 82 in 2022 to 84 in 2023. While there was an increase, FFY23 saw one of the lowest annual numbers of unrestrained fatalities over the last ten years. Montana was able to meet the 2023 five-year average target of 91.3, with an actual five-year average of 87. With the trendline continuing to decrease, Montana is confident of meeting future targets in this performance area.

In addition, the percentage of unrestrained fatalities as compared to all fatalities has dropped to one of the lowest in the last five years.

Montana Department of Transportation NHTSA Core Outcome Measures						
Core Measure	Description	2019	2020	2021	2022	2023
C-1*	Number of Fatalities	184	213	239	213	208
	<i>5-Year Moving Average</i>	<i>193</i>	<i>191</i>	<i>201</i>	<i>206.4</i>	<i>212</i>
C-4	Unrestrained Passenger Vehicle Fatalities	67	93	109	82	81
	<i>5-Year Moving Average</i>	<i>89</i>	<i>85</i>	<i>88</i>	<i>87</i>	<i>84</i>
<i>Percent of Total Fatalities</i>		<i>36.41%</i>	<i>43.66%</i>	<i>45.61%</i>	<i>38.5%</i>	<i>38.9%</i>

During 2023 unrestrained fatalities were 38.9% of all fatalities. This was actually significantly lower than 2020 and 2021, and only slightly higher than 2022.



The map above shows locations of unrestrained fatalities over the last ten years. As shown, most of the fatalities are occurring in the most populated areas. There are some other areas of concern, specifically in the Southeast portion of the state as highlighted. However, this area is Tribal communities (Crow and Northern Cheyenne) and being addressed in other areas of this application.

Below is an outline of observed seat belt usage rates over the last 15 years. Montana has seen significant decrease in seat belt usage in recent years .

Seat Belt Usage Rates						
Year	Interstate	Primary	City	Other		All Roads
2008	92.10%	81.70%	66.60%	70.70%		79.30%
2009	82.90%	83.80%	64.90%	75.60%		79.20%
2010	87.00%	81.20%	64.70%	74.10%		78.90%
2011	84.40%	80.90%	67.70%	68.80%		76.90%
2012	82.80%	80.10%	65.70%	70.50%		76.30%
Year	Interstate	Primary	Secondary	Other	Urban	All Roads (NHTSA weighted)
2013	82.00%	67.80%	78.00%	61.30%	67.60%	74.00%
2014	84.00%	62.00%	71.00%	74.00%	68.00%	74.00%
2015	86.50%	65.90%	74.30%	71.10%	70.60%	76.80%
2016	80.00%	67.60%	72.00%	76.80%	82.40%	76.20%
2017	81.60%	73.60%	75.00%	78.90%	75.00%	78.20%
2018*	90.60%	84.90%	85.20%	89.80%	87.00%	86.60%
2019	92.20%	87.70%	87.20%	88.30%	91.20%	88.90%
2020	93.10%	87.50%	81.70%	91.50%	88.40%	89.90%
2021	94.40%	90.50%	91.50%	91.70%	92.70%	92.20%
2022	95.90%	90.70%	84.80%	94.20%	88.90%	92.90%
2023	94.67%	85.37%	69.35%	87.25%	72.62%	81.05%
2024	95.04%	84.47%	68.32%	70.02%	88.75%	79.32%
2025**	94.11%	85.79%	72.36%	75.97%	89.99%	81.37%
Chg 1 Yr	-0.93%	1.32%	4.04%	5.95%	1.24%	2.05%
Source: Montana Department of Transportation Observational Studies						
* First year of Montana's NHTSA mandated new seatbelt survey sites						
**2025 is an estimate.						

As shown, observed seat belt used increased slightly from 2024. While the 2025 numbers are not yet certified by NHTSA, MDT is confident of the accuracy of the number.

Daytime Front Seat (Outboard Only) Passenger Vehicle Occupant Aged 5+ Fatalities and Observed Seat Belt Rate – Montana, U.S. and Best State

Year		Fatalities - Restrained** Percent	Observed - Restrained*** Percent
2019	Montana	53	88.9
	US	62	90.7
	Best State*	80	97.1
2020	Montana	41	89.9
	US	57	90.3
	Best State*	72	95.7
2021	Montana	39	92.2
	US	58	90.4
	Best State*	80	97.2
2022	Montana	47	92.9
	US	58	91.6
	Best State*	77	96.5
2023	Montana	52	81.1
	US	59	91.9
	Best State*	100	98.4

By comparison, during 2023, according to NHTSA (most recent FAR data available), Montana seat belt usage rates are below the national average of 91.9 as shown above. See *Estimated 2025 Performance Measure that May Not be Met, page 20*, of this document for further explanation on Montana observational seat belt use rate.

Project Descriptions and Activities Funded

Buckle Up Montana (BUMT) Program

Amount Obligated:	\$245,650
Amount Expended:	\$191,295

Contract Number	Project Name
113300	Cascade County BUMT
113301	Flathead County BUMT
113303	Missoula County BUMT
113302	Tri-County BUMT

Contribution: Goals and objectives were met as outlined below.

MDT continued its partnership with the grassroots Buckle Up Montana (BUMT) coalitions, which regularly develop and deliver local public information and education programs promoting seat belt and car seat use. By focusing on at-risk populations, the coalitions work to increase proper occupant restraint use and support compliance with Montana’s seat belt and child passenger safety laws. They engage children, teens, adults, and employers, maintaining a strong presence in their communities. Coalition coordinators also contribute to Montana’s Comprehensive Highway Safety Plan through the Unrestrained Vehicle Occupant Emphasis Area. The long-term goal of the BUMT program is to increase occupant protection and reduce fatalities and serious injuries on Montana’s roads.

The four participating BUMT coalitions are:

- Cascade County
- Flathead County
- Missoula County
- Tri-County (Lewis and Clark, Broadwater, and Jefferson Counties)

These four coalitions provide outreach across six of Montana’s 56 counties, reaching more than 35% of the state’s population. An additional 26% of the population is served by Safe Kids Yellowstone County and the Greater Gallatin Safety Coalition, both of which focus exclusively on Child Passenger Safety.

Local seat belt surveys are tracked annually for use in their public education efforts. Below are the observed seat belt usage rates for FFY25. These statistics give coalitions an idea on where to focus future educational efforts.

- Cascade County: In November 2024, observation of seat belt usage was completed in Great Falls Montana at four locations. This resulted in an observational seat belt usage rate of 69.2%. Cascade County also completed observational seatbelt surveys at the high schools which resulted in the following belted rates: Great Falls High 83%, CMR 83%, Belt High 69%, Centerville High 80%, Cascade High 63%, and Simms High 68%.
- Flathead County: In October, a seat belt usage observational survey was conducted in Kalispell. Results showed that 86% of observed drivers and passengers were wearing their seat belts.

- Tri-County: Observational Surveys were conducted at four locations in Helena, MT, Lewis and Clark County which resulted in a 91% belted rate.

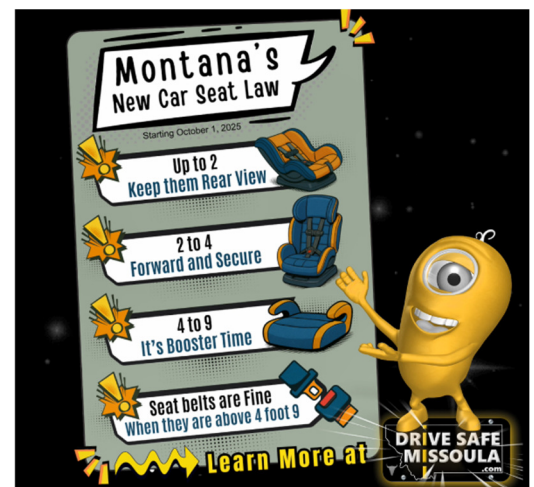
The BUMT coalitions promote occupant protection by using a range of coordinated outreach strategies designed to increase proper restraint use across their communities. Their efforts include direct engagement through local and social media, public information and education campaigns, and support for statewide messaging. They also develop innovative approaches to reach high-risk populations and work closely with law enforcement, businesses, medical providers, and schools to reinforce consistent safety practices. Through these combined efforts, the coalitions help strengthen awareness and encourage safer behaviors among all vehicle occupants.

During FFY25, the BUMT coalitions carried out a range of activities to educate the public on the importance of seat belt use and properly restraining children in car seats. They continued to apply creative approaches to ensure their programs could effectively meet grant requirements and reach communities with consistent occupant protection messaging.

Public Education & Information

During the 2025 Montana Legislature, the state passed House Bill 586 which provided significant updates to its Child Passenger Safety Law. The new Child Passenger Safety Law went into effect on October 1, 2025. The revised law clarifies the type of restraint required for children at each stage of development, aligning the state with the best national practice safety standards. Under the new requirements, children under age 2 must ride in a rear-facing car seat; children ages 2 to 4 must be secured in a rear or forward-facing harness seat; and children ages 4 to 8 must use a forward-facing harness seat or booster. These changes were designed to improve pre-crash positioning and reduce injury risk for Montana's youngest passenger.

As a result of the new law, BUMT coordinators dedicated significant time and resources to educating the public about the changes. Their outreach included direct in-person education, distributing informational flyers, updating local websites, and sharing consistent messaging through various media channels to ensure communities were well informed.



Partnerships with Law Enforcement

- Local BUMT coalitions provided support for law enforcement agencies participating in the Selective Traffic Enforcement Program (STEP) throughout the year, but specifically during the National Mobilizations. They provide law enforcement with PI&E materials and scripts for live radio talk shows.
- Across the reporting period, multiple Alive at 25 defensive driving courses were delivered to young drivers in the Flathead Valley. As a court-mandated class for youth who have received traffic citations, Alive at 25 served 204 participants across 10 sessions during the fiscal year. The program continues to be a key intervention for drivers under 25 who are high-risk or citation-involved, reinforcing responsible driving, situational awareness, risk reduction, and the long-term consequences of decisions made behind the wheel.
- The Tri-Co BUMT partnered with local law enforcement to provide an additional 8 in-person Alive at 25 classes, reaching 241 students and expanding access to this critical safety program.

Public Awareness in Schools

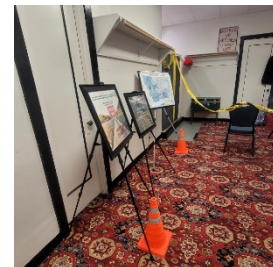
- Many of the coalitions also make presentations at high schools and Driver Education classes. These interactive sessions help increase teens' understanding of how seat belts manage violent crash forces, preventing serious injury or death. Child passenger safety is also introduced during these presentations.

- Flathead County BUMT coordinator worked with Bigfork High School held its first Mock Crash in more than a decade, giving students a realistic look at the consequences of unsafe driving. After weeks of preparation and awareness messaging, students gathered at the football field to witness a staged crash involving multiple “victims,” emergency response, vehicle extrication, and an airlift to the hospital. More than 300 students and staff observed the scenario, followed by a student-led discussion on impaired, distracted, and unbelted driving.



The school also implemented the “Once Every 15 Minutes” program, removing a student from class every 15 minutes to represent a life lost to impaired driving. These students returned silently, wearing white shirts and face paint to symbolize the absence created by such tragedies. Together, the two programs delivered a powerful reminder of the real-world consequences of dangerous driving behaviors.

- Tri-County participated in the All-Night Party held on graduation night for all Helena private and public high schools. The Tri-County coordinator worked with other local task forces to run an Escape Room that included seat belt-themed puzzles. The coordinator also attended a Superbowl event hosted by the DUI Task Force and gave a presentation in Townsend on the importance of seat belt use, attended by both high school and middle school students. In addition to these larger events, the coordinator also presents regularly in Driver Education classes.
- Missoula County continues to develop an online course called “Young Drivers in Control,” designed to help young drivers improve their skills and potentially avoid crashes that could result in serious injury or death. During the fiscal year, the Missoula County BUMT coordinator also presented seat belt education at a Missoula High School assembly.



Partnerships with Businesses



BUMT coalitions have been highly successful in forming partnerships with local businesses, which play a critical role in expanding the reach and visibility of occupant protection messaging. These businesses help promote seat belt use through reader board messages, bank drive-up displays, internal employee newsletters, and other communication channels that reach large segments of the community in their daily routines. By engaging organizations such as Chambers of Commerce, media outlets, hospitals, and car dealerships, the coalitions are able to reinforce safety messages in trusted, familiar environments. These partnerships are especially valuable because they extend the coalitions’ influence beyond traditional outreach efforts, normalize seat belt use within workplace cultures, and help ensure that occupant protection remains a consistent and recognizable priority across multiple sectors of the community.

Partnerships with Military and Medical Personnel

During the fiscal year the Cascade County BUMT coordinator consistently collaborated with Benefits Health’s Parenting classes in Great Falls to provide car seat and seat belt education to a variety of community groups. The coordinator also conducted outreach at Malmstrom Air Force Base, delivering safety education and performing car seat checks at their “Bundles for Babies” classes.

Child Passenger Safety (CPS) Awareness

All four BUMT coordinators were CPS Technicians, with two also serving as Certified Instructors. Throughout the year, they consistently and enthusiastically promoted CPS by hosting checkup events, staffing permanent inspection stations, providing CPS training, offering technician updates, and educating expectant parents. CPS educational materials were

distributed to organizations across the state, including health departments, law enforcement agencies, fire departments, hospital maternity wards, and pediatric offices. The team also continued the Monthly MT CPS Tech Webinar series in 2025 to keep technicians engaged. In addition, Montana became the first in the country to implement the new CPS curriculum, delivering it during the Kalispell certification class as part of the national curriculum update process.

Child Passenger Safety (CPS) – Car Seat Distribution Program

Amount Obligated:	\$90,000
Amount Expended:	\$84,532

Contract Number	Project Name
M2CSS (as amended)	Car Seat Distribution Program

Contribution: Car seats were purchased and distributed.

In FFY25, MDT purchased 864 convertible child safety seats and 575 high back booster child safety seats for distribution to low-income families who might not otherwise choose to purchase them and/or be able to afford them. Seats were shipped directly to Montana certified CPS technicians at local permanent CPS inspection stations and to CPS technicians in counties that don't have a registered inspection station. The allocation of seats was based on each county's need and demographic makeup. Continuing educational and distribution programs coupled with the enforcement of child passenger safety laws, increases the levels of child restraint use.



The availability of free child restraints at checkup events throughout the state for low-income parents/caregivers increases the chances that children will be properly restrained every trip, every time. Equally as important is the opportunity to educate caregivers about overall child passenger safety for all their children as well as the importance of every occupant in the vehicle being properly buckled up. For additional information on underserved community allocations for child passenger programs, please see page 59.

Child Passenger Safety (CPS) Program – Technician & Instructor Development

Amount Obligated:	\$60,000
Amount Expended:	\$41,626

Contract Number	Project Name
M2CPS (as amended)	Child Passenger Safety Training Program

Contribution: Montana's FY25 child passenger safety efforts included 4 CPST certification courses training 68 technicians, 3 renewal courses recertifying 5 technicians, 5 technician update events reaching 43 technicians, and 2 Special Needs Transportation courses training 19 technicians. Montana ended the fiscal year with a 57.30% recertification rate.

Montana's Child Passenger Safety (CPS) efforts in FFY25 demonstrated strong statewide engagement, expanded training capacity, and continued investment in technician development. Over the course of the year, the state delivered four CPST Certification Courses, preparing 68 new technicians through a combination of controlled and public courses.



These training courses included specialized sessions for local fire departments, as well as the pilot course in Kalispell and the first implementation of the new CPST curriculum in Billings.

To maintain certification and ensure ongoing competency, Montana also conducted three renewal courses, recertifying five technicians in Bozeman and Billings. These small-group sessions provided focused instruction and helped sustain the state's trained workforce.

Professional development remained a priority throughout the year, with five technician update events reaching 43 technicians statewide. The Helena statewide update served as the largest gathering, offering CEUs, hands-on seat checks, and a community event supported by national presenters and Montana instructors. Additional updates in Kalispell, Billings, and Troy ensured technicians across the state had access to current best practices and continuing education.

Montana also strengthened its capacity to support children with specialized transportation needs by offering two Safe Travel for All Children (Special Needs Transportation) courses, training 19 technicians in Missoula and Billings. The Billings course incorporated a hybrid format, increasing accessibility for participants and demonstrating flexibility in course delivery.

Collectively, these efforts reflect Montana's ongoing commitment to high-quality child passenger safety training, equitable access to services, and the professional growth of CPS technicians across the state.

Date(s)	Location	Course Type	Instructors / Support	Students / Technicians
Oct 1–4, 2024	Kalispell	CPST Certification – Pilot	5 Instructors, 2 Observers/Mentors, 1 TA	18 Students
Dec 3–6, 2024	Bozeman	CPST Certification	7 Instructors	26 Students
December 03, 2024	Bozeman	Renewal Course		1 Student
December 06, 2024	Bozeman	Renewal Course		3 Students
Apr 8–9, 2025	Missoula	Special Needs Transportation (STAC)	1 Out-of-State Instructor	8 Technicians
Apr 9–12, 2025	Billings	CPST Certification – New Curriculum	4 Instructors, 1 Instructor Candidate	10 Students
April 12, 2025	Billings	Renewal Course		1 Student
Apr 29–May 2, 2025	Bozeman	CPST Certification – Fire Department	4 Instructors	14 Students
June 25, 2025	Billings	Special Needs Transportation (STAC)	1 Out-of-State Instructor	11 Technicians

CPS inspection stations and checkup events are opportunities for parents and caregivers to receive one-on-one assistance from certified CPS Technicians ensuring all child restraints are installed properly and the children leave safer than when they arrived. At the end of FY2025, Montana has 33 stations registered with NHTSA. These stations cumulatively serve 23 of Montana's 56 counties.

FFY25 Permanent Inspection Stations on NHTSA's Website							
#	Location Name	Address	Phone	Contact	Availability	Counties Served	Rural/ At Risk/ Urban
1	American Medical Response	1701 Montana Ave, Billings, MT 59101	406-259-9601	Koren Bloom	Mon–Fri by appointment	Yellowstone	Urban
2	Blackfeet Community Hospital (IHS)	760 Hospital Circle, Browning, MT 59417	406-338-6168	Cheryl Gervais	9–4 daily	Glacier	At-Risk
3	Blackfeet Safe On All Roads	640 All Chiefs Rd, Browning, MT 59417	406-338-7521	Eileen Henderson	8–4:30	Glacier	At-Risk
4	Bozeman Fire Department	34 N Rouse Ave, Bozeman, MT 59715	406-582-2350	Scott Mueller	By appointment	Gallatin	Urban
5	Boys & Girls Club of the Hi-Line	500 1st Ave, Havre, MT 59501	406-265-6206	Mary Owens	Mon–Fri 9–2:30	Hill	At-Risk
6	Butte-Silver Bow Fire Department	120 S Idaho St, Butte, MT 59701	406-782-9509	Marc Lee	3rd Wed monthly 11–2; by appt	Silver Bow	Urban
7	Cascade City-County Health Department	115 4th St S, Great Falls, MT 59401	406-454-5072	Mary Kay Burns	Mon–Fri by appt; Spanish & special-needs certified	Cascade	Urban
8	Central Montana Head Start	25 Meadowlark Ln, Lewistown, MT 59457	406-535-7752	Jenny Chalmers	Mon–Fri 8–3 or by appt	Fergus, Petroleum, Judith Basin	Rural
9	Central Valley Fire Department	205 E Main St, Belgrade, MT 59714	406-388-4480	Jason Wheeler	By appointment	Gallatin	Rural
10	Clark Fork Valley Hospital	10 Kruger Rd, Plains, MT 59859	406-826-4842	Sara Nestor	9–5 by appointment	Sanders	Rural
11	Columbia Falls Fire Department	624 1st Ave W, Columbia Falls, MT 59912	406-892-3911	Larry Grogan	By appointment	Glacier	At-Risk
12	Columbus Fire Rescue	944 E Pike Ave, Columbus, MT 59019	406-780-0133	Travis Hansen	By appointment	Stillwater	Rural

FFY25 Permanent Inspection Stations on NHTSA's Website							
#	Location Name	Address	Phone	Contact	Availability	Counties Served	Rural/ At Risk/ Urban
13	Dawson County Health Department	207 W Bell St, Glendive, MT 59330	406-345-4120	Lindsay Sadorf	By appointment	Dawson	Rural
14	Fallon County Health Department	225 S 3rd St W, Baker, MT 59313	406-778-2824	Mindi Murnion	Mon–Thu; by appointment	Fallon	Rural
15	Families in Partnership, Inc.	83 Collins Ave, Libby, MT 59923	406-293-6242	Trina Covington	By appointment; Spanish & sign language available	Lincoln	Rural
16	Flathead City-County Health Department	1035 1st Ave W, Kalispell, MT 59901	406-751-8106	Wendy Olson-Hansen	By appointment	Flathead	Urban
17	Fort Belknap Tribal Health Department	669 Agency Main St, Harlem, MT 59526	406-353-3165	Stan Zander Jr.	By appointment	Blaine, Phillips	At-Risk
18	Fort Peck Tribal Health	107 H St E, Poplar, MT 59255	406-768-2203	Tom Escarcega	9–12	Roosevelt	At-Risk
19	Frenchtown Rural Fire District	16875 Marion St, Frenchtown, MT 59834	406-626-5791	Kellan Ward	Mon–Fri 8–5	Missoula	Rural
20	Front Street Learning Center	815 Front St, Helena, MT 59601	406-324-1072	Tracie Kiesel	By appointment	Lewis and Clark, Jefferson, and Broadwater	Urban
21	Great Falls Fire & Rescue	105 9th St S, Great Falls, MT 59401	406-791-8961	Maren Reilly	Available as needed	Cascade	Urban
22	Lake County Health Department	802 Main St, Polson, MT 59860	406-883-7288	Gwen Hadrits	Mon–Fri by appointment	Lake	At-Risk
23	Livingston Fire & Rescue	414 W Callender St, Livingston, MT 59047	406-222-2061	Darren Kelley	By appointment	Park	Rural

FFY25 Permanent Inspection Stations on NHTSA s Website							
#	Location Name	Address	Phone	Contact	Availability	Counties Served	Rural/ At Risk/ Urban
24	Mildenberger Motors	1717 N 1st St, Hamilton, MT 59840	406-830-8003	Charmell Owens	1st Saturday monthly 10–2	Ravalli and Missoula	Rural
25	Mineral County Health Department	1203 5th Ave E, Superior, MT 59872	406-822-3546	Janet Smith	8–4	Mineral	Rural
26	Missoula Emergency Services Inc.	2680 Palmer St, Missoula, MT 59808	406-549-2325	Kathy Andress	2nd Wed monthly & by appt	Missoula	Urban
27	Missoula Rural Fire District	2521 South Ave W, Missoula, MT 59804	406-549-6172	Jason Butler	9–4 by appointment	Missoula	Urban
28	Montana Highway Patrol (Helena)	2550 Prospect Ave, Helena, MT 59601	406-324-1072	Tracie Kiesel	By appointment, special-needs certified	Lewis and Clark	Urban
29	Montana Highway Patrol (Libby)	512 California, Libby, MT 59923	406-297-2121	Neil Duram	By appointment	Lincoln	Rural
30	Opportunities Inc. Head Start	202 5th Ave SW, Cut Bank, MT 59427	406-873-4109	Rachel Kipp	Mon–Fri 8–4	Glacier	At-Risk
31	Red Lodge Fire Rescue	801 N Broadway Ave, Red Lodge, MT 59068	406-446-2320 secondary 406-425-0069	Ruth Bilyeu	9–5;	Carbon	Rural
32	Roosevelt County Health Department	124 Custer St Suite A, Wolf Point, MT 59201	406-653-6223	Tarrah Poitra	Mon–Fri 8–12 & 1–5 by appt	Roosevelt	At-Risk
33	Toole County Health Department	402 1st St S, Shelby, MT 59474	406-424-5169	Angela Lamb	Mon–Fri	Toole	Rural

Montana continues to prioritize CPS training in tribal communities, recognizing their higher injury risk and the importance of locally trained technicians. Two tribal training courses were completed in FFY25 (see Safe On All Roads report, page 60), and all seven reservations now have certified CPS Technicians. Three reservations also operate NHTSA-registered inspection stations: Blackfeet, Fort Belknap, and Fort Peck.

To strengthen program engagement, the CPS Instructor group launched a monthly statewide CPS Technician Newsletter. It highlights upcoming courses and updates, webinars, conferences, recertification rates, recall notices, best-practice

guidance, and information on obtaining MDT educational materials. The Tri-County BUMT Coordinator edits the newsletter with rotating support from peer instructors, and it is distributed electronically to all Montana CPS Technicians and Instructors.

Child Passenger Safety (CPS) – Media Program (Included in the Media Statewide Campaign total budget)

Amount Expended:	\$48,654
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Contract Number	Project Name
DW 113324/25	CPS Media

BSSCS promotes CPS events throughout the year by providing media coverage regarding those events. A variety of media venues were used during FFY25 including social media and radio. During CPS week several Montana communities participated in CPS events. Media was provided in support of the events in Columbia Falls, Helena, Missoula and Great Falls.

Child Passenger Safety Week Events

Dates: September 28 – 26, 2025

Primary Audience: Parents and Guardians

Secondary Audience: Adults 20+

➤ Meta

Columbia Falls

118,499 Impressions

22,304 Reach

607 Clicks

85 Event Responses

Helena

120,589 Impressions

23,717 Reach

543 Clicks

93 Event Response

Great Falls

19,361 Reach

119,259 Impressions

528 Clicks

91 Event Responses

Missoula

118,196 Impressions

22,004 Reach

626 Clicks

129 Event Responses

➤ Broadcast Radio

Columbia Falls

2 Radio Stations

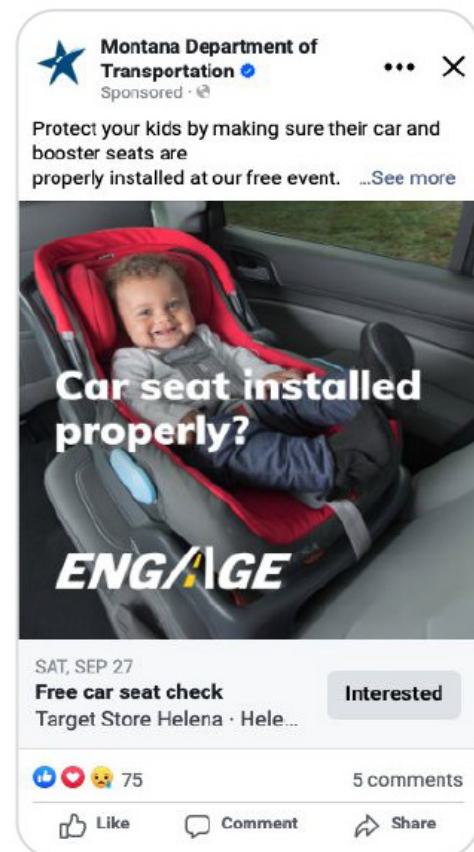
66 Spots

68 Added-Value Spots

Helena

2 Radio Stations

53 Spots



53 Added-Value Spots

Great Falls

Two Radio Stations

49 Spots

49 Added-Value Spots

Missoula

2 Radio Stations

51 Spots

51 Add-Value Spots

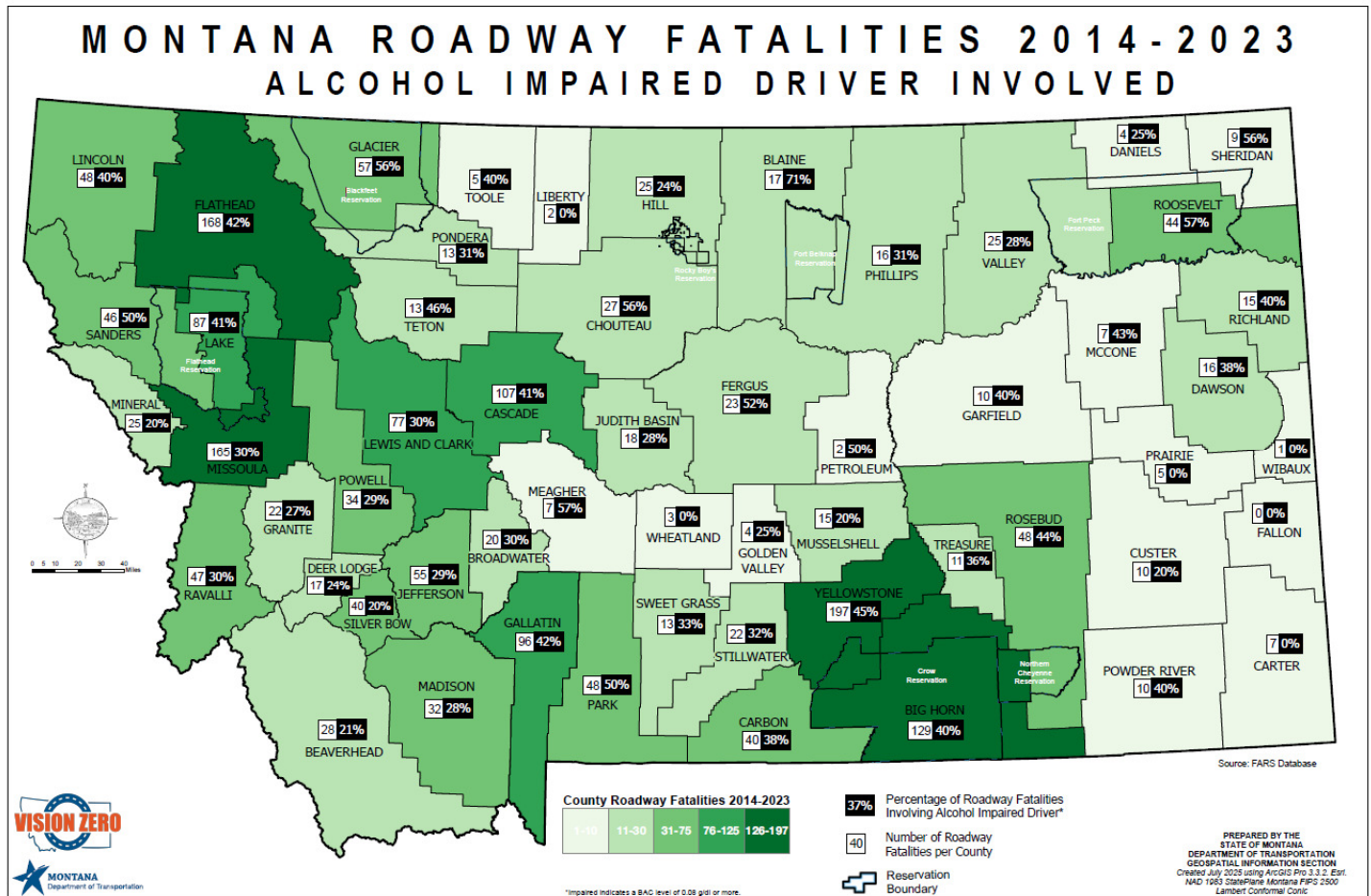
In addition to events specific to CPS week, MDT supported other individual events throughout the year. Any Child Passenger Safety Technician who is hosting an event can contact MDT for media support. Some of those that took advantage of the media support include Billings event on April 12; the Tribal CPS Training Certification Event in Havre on 4/29-5/1/2025; a Helena event on May 8, 2025, which was a CPS Certification Renewal Training; and a Billings Event on August 9, 2025.

Law Enforcement Programs

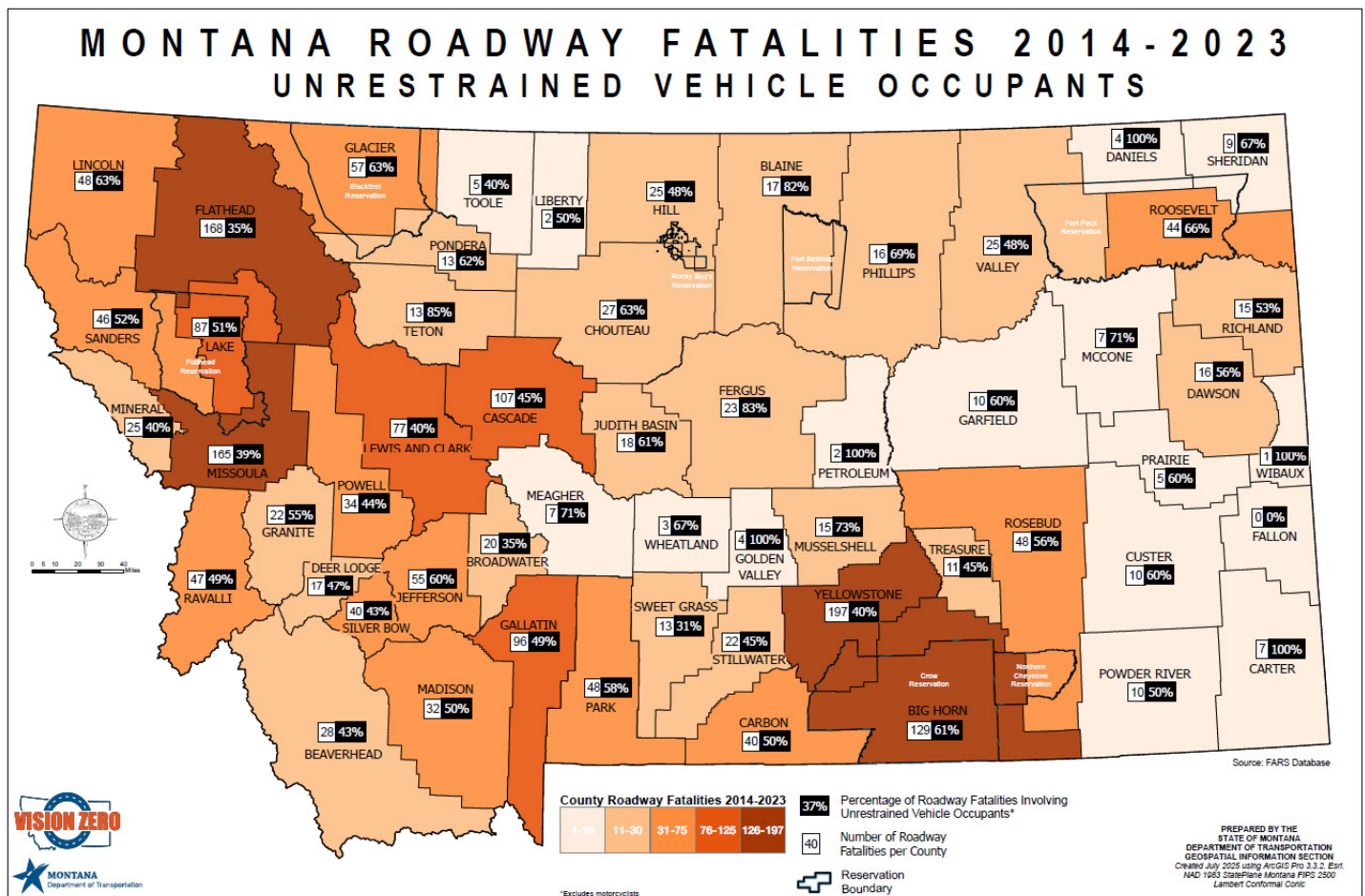
Evidence Based Traffic Safety Enforcement Program

When determining where to provide resources for high visibility enforcement, the first step is an analysis of the fatality and crash data to identify the problem. This data is reviewed to establish the at-risk dates, locations, events, and times. In addition, consideration is given to entities that have the capacity to provide extra enforcement.

As outlined in the following map, Montana has specific areas that account for most of the fatalities and serious injuries.



The map includes the total number of fatalities in each county (in white), the percentage of roadway fatalities with driver impairment. This map contains the same information but for unrestrained fatalities.

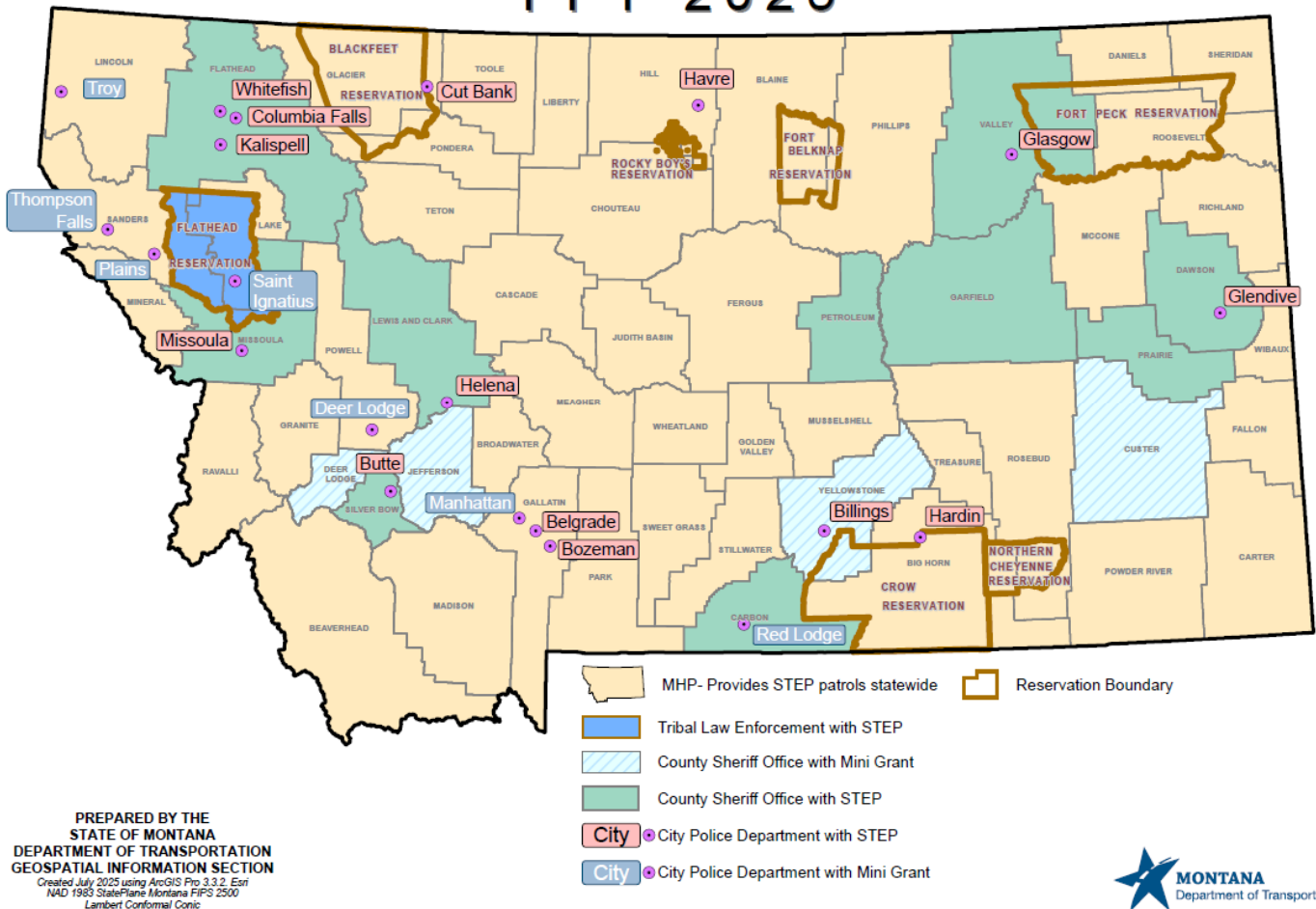


As shown, most fatalities and serious injuries are occurring in Montana’s most populous urban areas. Because of this, those areas are given priority when determining funding levels. These areas generally have more public events that are known to be alcohol-related and well attended.

Montana Highway Patrol is given priority consideration as this agency is able to provide coverage to the entire state, ensuring 100% HVE coverage for the state. The eight MHP Districts all participate in annual mobilizations through the STEP program. Through the Safety Enforcement Traffic Team (SETT), MHP compliments local law enforcement agencies with high visibility enforcement at large events that have proven to result in a higher level of impaired drivers, crashes, and fatalities, such as rodeos, fairs, and sporting events. In addition to the SETT team, each MHP district is provided STEP funding for enforcement activities in their communities, providing additional statewide enforcement.

Other considerations are given to areas determined to have higher instances of impaired driving as identified in the CHSP. These include Native American Reservations, where the fatality rate is disproportionately represented considering the population. Native American law enforcement agencies are strongly encouraged to participate in the high-visibility enforcement program. Below is a map indicating where the STEP participants were located for FFY25.

Law Enforcement Agencies with STEP FFY 2025



Project Descriptions and Activities Funded

The projects implemented in FFY25 are part of the strategies to reduce impaired driving, speeding and increase seatbelt and child restraint use. Through the combination of high visibility enforcement sustained patrols, the Traffic Safety Resource Officer and LEL Coordinators, the enforcement program has contributed to meeting the Montana Highway Safety Targets which are all trending down.

Law Enforcement Liaison Program

Amount Obligated:	\$21,500
Amount Expended:	\$21,202

Contract Number	Project Name
113258	Clark Consulting

Contribution: The Law Enforcement Liaison assisted rural Law Enforcement agencies in securing either regular STEP or STEP Mini-Grant agreements. In addition, the Liaison assisted these agencies in completing and submitting required documents through the WebGrants system.

MDT initiated the Law Enforcement Liaison (LEL) program in FFY22. The LEL program was implemented to recruit leaders in the law enforcement community to better organize agencies participating in STEP, and to recruit non-participating agencies for assistance during national mobilizations and other high-risk timeframes.

Currently, the primary responsibilities of Montana's LEL's have been to provide outreach and education for impaired driving enforcement, to recruit law enforcement agencies for mini-grant enforcement not currently participating in STEP (described in more detail below), and to better facilitate national mobilizations and other high visibility enforcement (HVE) events. MDT is still trying to expand this program to reach more law enforcement agencies in the state.

Montana Highway Patrol Safety Enforcement Traffic Team (SETT)

Amount Obligated:	\$932,841
Amount Expended:	\$784,933

Contract Number	Project Name
113260	MHP SETT

Contribution: The SETT team participated in all three national mobilizations. In addition, they completed eight deployments in support of HVE efforts across the state including the deployments at high-risk events as outlined below.

The Montana Highway Patrol (MHP) established the Safety Enforcement Traffic Team (SETT) in 2008. SETT consists of six highly motivated MHP Troopers and one Sergeant. Their presence effectively doubles law-enforcement visibility during HVE operations.

SETT worked closely with city police departments and county sheriff's offices to coordinate enforcement efforts and support community-driven safety initiatives. During the fiscal year, some of the partners included the City of Billings, Flathead County, Gallatin County, Missoula County, and Butte-Silver Bow. These collaborations help ensure that SETT deployments align with local needs, planned events, and emerging traffic-safety concerns.

The team's mission is to detect and deter impaired driving, speeding, and other traffic-safety violations. In addition to enforcement, SETT serves as an educational resource for the motoring public, promoting safer driving behaviors across Montana.

SETT worked 1,848 patrol hours during FFY25. Over the course of the fiscal year, the team completed 2,038 traffic stops, resulting in a combined total of 5,351 citations and warnings issued to motorists. This represents a significant increase compared to FFY24, which recorded 3,482 combined citations and warnings.

FFY25 Citations SETT							
DUI Alcohol	DUI Drugs	DUI Drugs and Alcohol	Seat Belt	Child Restraint	Reckless	Felony Arrest (non-DUI)	Stolen Vehicle
31	0	85	285	4	7	24	1
Suspended License	Uninsured Driver	Speeding	Fugitive	Other Arrests	DRE Eval	Other Citations	Warnings
86	158	321	73	23	6	372	3,875

The team completed eight special event deployments and provided sustained enforcement throughout the year, with a particular focus on Flathead County due to its high number of fatalities. These deployments included:

- Griz/Cat Football-Bozeman
- Winter Mobilization – Billings and Yellowstone County
- May Mobilization – Click It or Ticket – Kalispell and Flathead County
- Labor Day Mobilization – Drive Sober or Get Pulled Over – Flathead County
- St. Patrick’s Day - Butte
- Winterfest Carnival – Whitefish and Flathead County
- 4th of July – Kalispell and Flathead County
- State Fair - Great Falls and Cascade County

Selective Traffic Enforcement Program (STEP)

Amount Obligated:	<i>\$1,346,590 (as amended)</i>
Amount Expended:	<i>\$1,011,275</i>

Contract Number	Project Name	Contract Number	Project Name
113271	Belgrade STEP	113281	City of Glendive STEP
113272	Billings Police STEP	113710	City of Hardin STEP (as amended)
113273	Bozeman STEP	113282	City of Havre STEP
113274	Butte-Silver Bow STEP	113283	City of Helena STEP/Fulltime DUI
113275	Carbon County STEP	113284	City of Kalispell STEP
113276	City of Missoula STEP/Fulltime DUI	113285	Lewis and Clark County STEP
113277	Columbia Falls STEP	113286	Missoula County STEP
113688	City of Cut Bank STEP (as amended)	113695	Petroleum County STEP (as amended)
113278	Dawson County STEP	113689	Prairie County STEP (as amended)
113279	Flathead County STEP/Fulltime DUI	113287	Valley County STEP
113709	Garfield County STEP (as amended)	113288	Whitefish STEP
113280	Glasgow Police STEP	113311	DOJ-MT Highway Patrol STEP

Contribution: STEP participants conducted high-visibility enforcement during the Holiday and National Mobilizations. Agencies conducted at least 10 other HVE enforcement events, depending on event cancellations.

Law enforcement agencies conducted year-round sustained enforcement from October 1, 2024 to September 30, 2025 focusing on the three national mobilizations; Winter Holiday Season Drive Sober or Get Pulled Over, May Mobilization Click It or Ticket, and Labor Day Drive Sober or Get Pulled Over, as well as locally identified high risk timeframes such as the, 4th of July and St. Patrick’s Day. However, some agencies did not perform STEP related activities due to staffing issues.

STEP Contracts for FFY25 required participation in the standard three national mobilizations as per applications for funding. Statewide media was provided for the mobilizations and most agencies worked sustained enforcement during the event, only sixteen agencies separated out shift statistics.

Since Montana has a secondary seatbelt law, officers cannot pull a driver over solely because of observed seatbelt violations. Law enforcement uses all available traffic laws as a strategy to stop impaired drivers and cite those drivers observed not wearing their seat belts.

During FFY25, BSSCS contracted with twenty-four law enforcement agencies (excluding tribal STEP, see page 65). BSSCS increased participation by one additional STEP recipient compared to FY24. One hundred percent of the state's population received coverage by law enforcement due to the participation in STEP by police departments, sheriff's offices, tribal law enforcement and the Montana Highway Patrol.

A total of 1,266.22 hours were worked during the FFY24 Winter Mobilization by 13 participating Agencies. A total of 1,673 citations and warnings were issued during this mobilization.

FFY25 Citations Winter Mobilization							
DUI – Alcohol	DUI – Drugs	DUI – Drugs and Alcohol	Seat Belt	Child Restraints	Reckless	Felony-Arrest (non-DUI)	Stolen Vehicle
29	8	17	19	0	5	3	1
Suspended License	Uninsured Driver	Speeding	Fugitive	Other-Arrest	DRE Eval	Other Citations	Warnings
25	74	237	8	20	3	334	890

A total of 839.89 hours were worked during the FFY25 Memorial Day Mobilization by 13 participating agencies. A total of 1,087 citations and warnings were issued during this mobilization.

FFY25 Citations Memorial Day Mobilization							
DUI Alcohol	DUI Drugs	DUI Drugs and Alcohol	Seat Belt	Child Restraint	Reckless	Felony Arrest (non-DUI)	Stolen Vehicle
28	1	5	13	0	9	2	1
Suspended License	Uninsured Driver	Speeding	Fugitive	Other Arrests	DRE Eval	Other Citations	Warnings
20	50	128	5	6	0	137	682

A total of 890.58 hours were worked during the FFY25 Labor Day Mobilization by 12 participating Agencies. 1,314 citations and warnings were issued during this mobilization.

FFY25 Citations Labor Day Mobilization							
DUI Alcohol	DUI Drugs	DUI Drugs and Alcohol	Seat Belt	Child Restraint	Reckless	Felony Arrest (non-DUI)	Stolen Vehicle
54	5	3	40	2	6	4	0
Suspended License	Uninsured Driver	Speeding	Fugitive	Other Arrests	DRE Eval	Other Citations	Warnings
27	87	257	16	15	2	211	585

Law enforcement agencies participating in the STEP program provided 12,950.3 hours of patrols during FFY25 which was over 1.900 more hours than FFY24. There were a combined 19,511 citations and warnings given to motorists. The following matrix itemizes all citations given by all STEP participants.

FFY25 Citations STEP							
DUI Alcohol	DUI Drugs	DUI Drugs and Alcohol	Seat Belt	Child Restraint	Reckless	Felony Arrest (non-DUI)	Stolen Vehicle
327	57	55	559	27	66	93	10
Suspended License	Uninsured Driver	Speeding	Fugitive	Other Arrests	DRE Eval	Other Citations	Warnings
428	921	2,359	196	136	16	1,965	12,296

STEP Mini-Grant Program

Amount Obligated:	\$110,500
Amount Expended:	\$34,311

Contract Number	Project Name	Contract Number	Project Name
113263	City of Red Lodge	113267	Jefferson County
113262	City of Great Falls	113261	Sweetgrass County
113264	City of Glasgow	113266	Town of St. Ignatius
113270	City of Manhattan	113269	Town of Plains
113711	City of Deer Lodge (as amended)	113268	City of Troy
113631	Custer County (as amended)	113712	City of Thompson Falls (as amended)
113265	Meagher County	113330	Yellowstone County

Contribution: In FFY25, fourteen agencies were awarded grant funds to increase enforcement efforts and conduct single event, multi-jurisdictional high visibility enforcement operations. During the fiscal year, eight of the fourteen agencies completed a combined total of 634 enforcement hours and issued 685 citations and warnings. Due to staffing limitations, some agencies were unable to conduct additional patrols using the grant funding.

Previous efforts to contract with law enforcement agencies in remote or sparsely populated areas of Montana presented several challenges. These agencies often struggled to meet the requirements associated with STEP grant funds due to limited staffing, low traffic volumes, and misalignment between national mobilization periods and local activity levels particularly during holidays when many residents travel outside enforcement areas. Despite these challenges, feedback from smaller communities, supported by local data, indicated a continued need for supplemental funding during high-risk periods and community events.

Many regions of the state experience substantial seasonal and event-driven increases in traffic, which correlate with spikes in impaired driving and transportation related crashes and fatalities. To address these concerns, Montana BSSCS provides grant funding to assist small law enforcement agencies in responding to these fluctuations. The Mini Grant Program allows agencies to apply for overtime funding to support enforcement during the summer tourist season, as well as during local holidays and events such as powwows, concerts, county fairs, sporting events, and rodeos. The following list identifies the agencies participating in the Mini Grant Program throughout the year.

Entity	Event	Other Information
Deer Lodge Police Department	Memorial Day Mobilization	HVE enforcement for Impaired Driving and Seat Belts
Custer County Sherrif's Office	Fair and June-September Traffic Season	HVE and Sustained enforcement for Impaired Driving and Seat Belts
Plains Police Department	June-September Traffic Season	HVE and Sustained enforcement for Impaired Driving and Seat Belts
Red Lodge Police Department	Memorial Day Mobilization	HVE enforcement for Impaired Driving and Seat Belts
St. Ignatius Police Department	Memorial Day, 4th of July, Labor Day	HVE enforcement for Impaired Driving and Seat Belts
Thompson Falls Police Department	June-September Traffic Season	HVE and Sustained enforcement for Impaired Driving and Seat Belts
Troy Police Department	June-September Traffic Season Highway 2	HVE and Sustained enforcement for Impaired Driving and Seat Belts
Yellowstone County Sherrif's Office	Homesteader Days and 4th of July	HVE enforcement for Impaired Driving and Seat Belts

The chart below represents the citations issued during the STEP mini-grant events.

FFY25 Citations Mini Grants							
DUI Alcohol	DUI Drugs	DUI Drugs and Alcohol	Seat Belt	Child Restraint	Reckless	Felony Arrest (non-DUI)	Stolen Vehicle
7	2	1	7	2	2	4	1
Suspended License	Uninsured Driver	Speeding	Fugitive	Other Arrests	DRE Eval	Other Citations	Warnings
11	28	109	2	4	0	52	453

Community Engagement and Education Activities

During the reporting period, law enforcement agencies participating in the Selective Traffic Enforcement Program (STEP) reported dedicating approximately 75 hours to community engagement and education efforts. These activities were funded through STEP grant resources, underscoring the program's commitment to fostering safer communities and reducing traffic-related injuries and fatalities.

Key initiatives included:

- **Community Outreach Events:** Officers attended local events, schools, and community gatherings to provide traffic safety education, distribute materials, and discuss critical topics such as impaired driving, speeding, and seat belt use.
- **Educational Presentations:** Law enforcement personnel conducted tailored presentations for various audiences, including schools, civic organizations, and local businesses, focusing on traffic safety laws and best practices to promote safe driving behaviors.
- **Public Awareness Campaigns:** Officers collaborated with community stakeholders to amplify traffic safety messages through public service announcements, social media, and other outreach platforms.
- **Visibility and Engagement:** STEP-funded officers enhanced their presence in the community, building trust and encouraging open dialogue about traffic safety challenges and solutions.

The 75 hours of community engagement and education funded through the STEP grant reflect a commitment to proactive, prevention-focused initiatives. By leveraging the expertise and local knowledge of participating law enforcement agencies, these activities not only raised awareness but also reinforced positive traffic safety behaviors within the communities they serve.

An illustration of effort includes the Helena Police Department (HPD) demonstrated its commitment to community engagement and traffic safety by hosting monthly educational sessions for local students, focusing on critical traffic safety topics. Additionally, HPD actively participated in National Night Out, featuring its dedicated full-time DUI officer. This provided an opportunity to discuss traffic safety concerns directly with community members and address specific traffic-related issues impacting the area.

Data Collection and Analysis Efforts

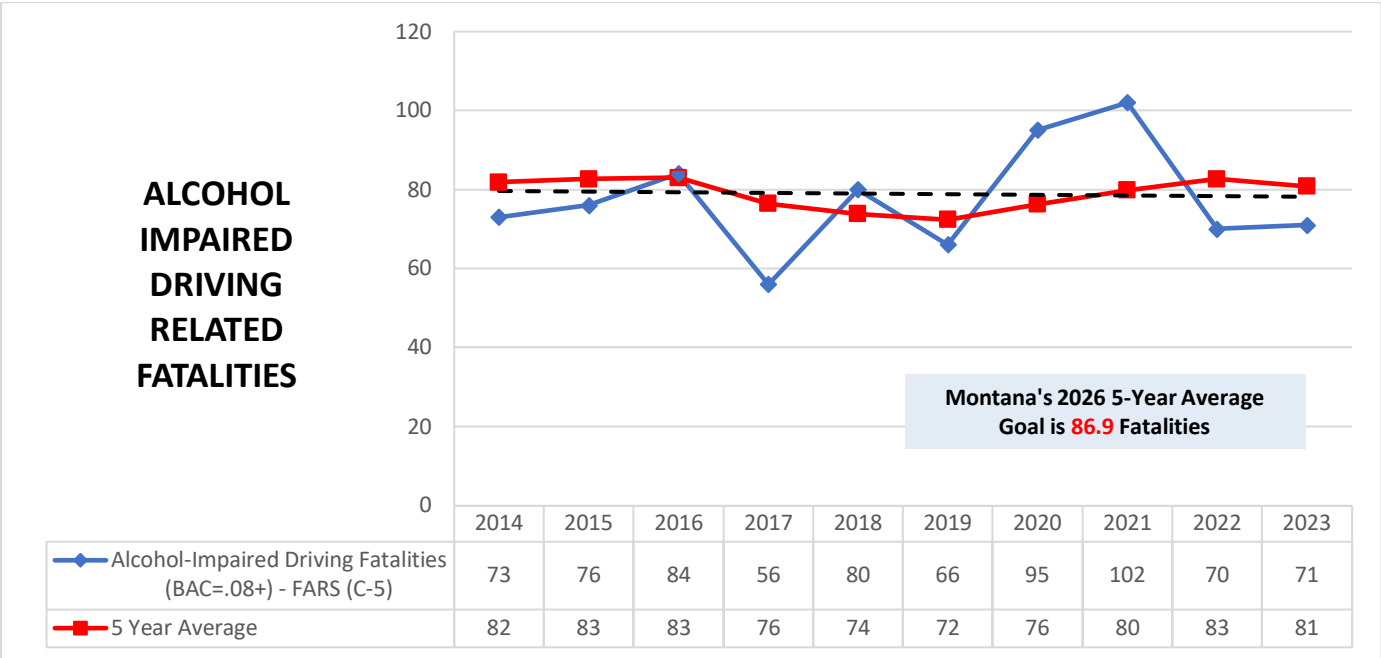
BSSCS offered instruction to 34 law enforcement agencies (LEAs) that receive its grants funds on the community collaboration. The training included data collection and sharing data on communities that have historically faced disadvantages and those disproportionately affected by traffic crashes, as well as examples of promising community collaboration techniques. A discussion session was created, and LEAs shared their challenges and solutions to engage with affected communities.

Impaired Driving Projects

Overview

For 2025, Montana was designated a high-range state for impaired driving with a rate of .68. This is the second highest in the Nation, behind South Carolina, which is at .70.

This chart represents the progress Montana is making on reaching the goals from the previous long-range baseline that ended FFY23 (most current FARS data available):



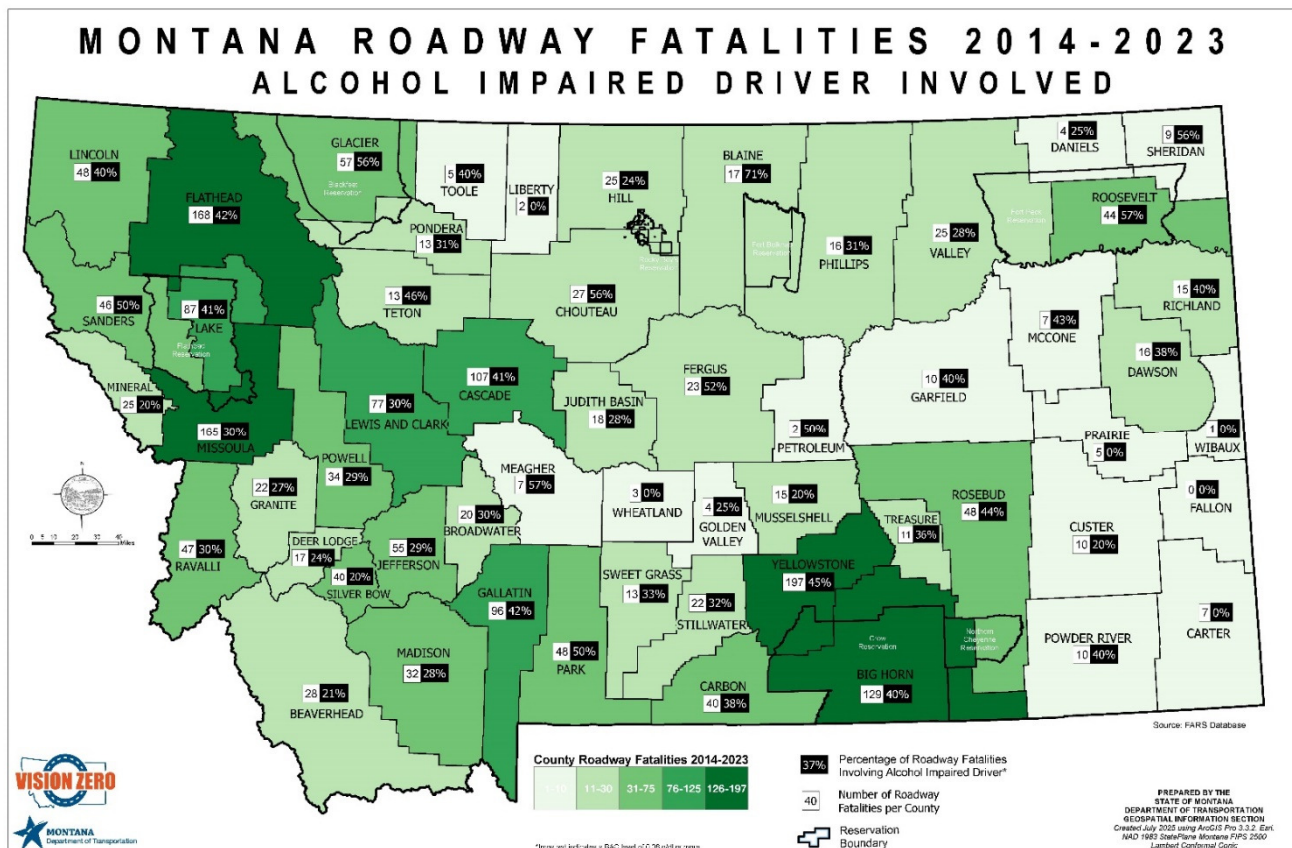
The actual impaired driving fatality target for FFY23 was 75.8. While Montana has experienced significant decreases in impaired driving fatalities for 2022 and 2023, it was not enough to ensure meeting the FFY23 target with the actual five-year average being 81. During FFY23, the total number of impaired driving fatalities was 71. Even though this was consistent with 2022 and significantly lower than 2020 and 2021, the target was not met, however, this year was the 4th lowest year for these fatalities over the past ten years

While the trend line is slightly downward sloping, the trend that Montana saw during the COVID era could adversely impact the ability to meet future five-year average goals and targets.

The percentage of impaired driving fatalities as compared to all fatalities remained fairly consistent over 2023, increasing by less than 1 percentage point as shown below.

Montana Department of Transportation NHTSA Core Outcome Measures						
Core Measure	Description	2019	2020	2021	2022	2023
C-1*	Number of Fatalities	184	213	239	213	208
	5-Year Moving Average	193	191	201	206	213
C-5	Alcohol-Related Fatalities	66	95	102	70	71
	5-Year Moving Average	72	76	80	83	81
	Percent of Total Fatalities	35.87%	44.60%	43.51%	33.33%	34.1%

Below is a map showing fatal crashes involving impaired drivers by county.



As this map shows, the largest number of impaired driving fatalities are occurring in more populated areas. While there are some other smaller clusters throughout the state the majority of these are in the larger urban areas.

Although impaired drivers exist across all age groups, the majority of all crashes are caused by individuals ages 21-54, representing approximately 40% of all impaired driving crashes, with the highest percentage of impaired driving fatalities occurring in the 25-54 age group.

Drivers Involved in Fatal Crashes - 2023						
Age Group	Male			Female		
	Total Drivers	Alc. Impaired (BAC +0.08) Drivers	% Alc. Impaired	Total Drivers	Alc. Impaired (BAC +0.08) Drivers	% Alc. Impaired
<16	2	0	0%	1	0	0%
16-20	16	5	31%	14	3	21%
21-24	20	8	40%	5	2	40%
25-34	37	10	27%	15	3	20%
35-44	34	9	26%	7	2	29%
45-54	27	10	37%	6	1	17%
55-64	34	8	24%	15	2	13%
65-74	17	3	18%	7	1	14%
75+	19	0	0%	3	0	0%

The chart below shows how Montana compares to the rest of the nation as of 2023 (most recent FARS data).

Alcohol-Impaired Driving Fatalities**: Montana, U.S. And Best State

Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC = .08+)		
			Number	Percent	Per 100 Million VMT
2019	Montana	184	66	36	0.51
	US	36,355	10,196	28	0.31
	Best State*			15	0.12
2020	Montana	213	95	45	0.78
	US	39,007	11,727	30	0.40
	Best State*			19	0.18
2021	Montana	239	102	43	0.76
	US	43,230	13,599	31	0.43
	Best State*			20	0.23
2022	Montana	215	70	33	0.52
	US	42,721	13,458	32	0.42
	Best State*			22	0.21
2023	Montana	208	71	34	0.52
	US	40,901	12,429	30	0.38
	Best State*			21	0.17

According to NHTSA data, during 2023 34% of all Montana fatalities were impaired. This compares to the National average of 30% and the best state which was 21%. Because of these issues, impaired driving continues to be a significant issue on Montana roadways.

Project Descriptions and Activities Funded

DUI Court Implementation

Amount Obligated:	\$629,442
Amount Expended:	\$627,040

Contract Number	Project Name
113304	12 th Judicial District Court
113305	7 th Judicial District Court
113306	Butte Silver Bow County
113307	Missoula County Justice Court
113308	Yellowstone County Drug Treatment Court

Contribution: DUI Courts served approximately 376 offenders and graduated 144 participants, reflecting an increase in both clients served and successful completions from FFY24 to FFY25. These treatment courts provide intensive monitoring and services for high-risk, high-need repeat DUI offenders, helping reduce impaired-driving recidivism. Their role remains critical, as alcohol-related crashes accounted for 34% of all roadway fatalities in Montana in 2023.

DUI Courts have expanded the use of teleservices to enhance access to treatment and supervision, particularly for participants in very rural areas of Montana with limited local resources. The Office of the Court Administrator has worked to integrate teleservices into courts statewide to better reach rural communities and identify regions where no DUI or drug court is currently available. At present, eleven courts have successfully implemented teleservice capabilities, including the 13th Judicial District Sobriety Treatment Education Excellence Rehabilitation (STEER) Court and the 7th Judicial District, which serves Richland, McCone, Prairie, Dawson, and Wibaux Counties.

The DUI Court program is designed to change the behavior of repeat impaired-driving offenders by providing intensive supervision and treatment for eligible high-risk, high-need participants. Individuals in the program must attend assigned treatment sessions, undergo frequent and random alcohol and drug testing using advanced monitoring technology, and appear regularly before the judge and DUI Court team. The courts also address related issues such as driver licensing, insurance compliance, victim notification, and restitution. Progression through the program requires participants to meet the requirements of each phase to graduate.

The program's goals include reducing recidivism, treating chemical dependency, holding offenders accountable, supporting restorative-justice practices, and connecting participants with community resources. Community involvement helps participants build skills essential for long-term sobriety. Positive behavior is reinforced through incentives, while continued substance use is addressed through a structured system of sanctions. With repeat DUI offenders as the primary focus, DUI Courts operate in alignment with the Ten Guiding Principles of DWI Courts established by the National Association of Drug Court Professionals and the National Drug Court Institute.



From November 1, 2020, through October 2024, Montana's adult drug courts achieved a graduation rate of 69.6%, significantly higher than the national average of 56.5%. During this period, the 13th Judicial District Court completed a program study showing that alcohol was the most frequently used substance, reported by 93% of participants. Additionally, 44% of participants reported polysubstance use, indicating they regularly used at least two substances. The

study found a DUI recidivism rate of just 4% within three years of program entry for all participants, and notably, graduates from the same period had zero DUI convictions.

DUI Court participation fluctuates throughout the year as clients enter the program based on referrals, eligibility, court capacity, and jurisdiction. In FFY25, MDT-funded courts increased the number of individuals served from 295 in FFY24 to 376, and graduations rose from 98 to 144. The benefits of DUI Courts extend beyond the participants themselves, positively impacting their families and the broader community.

DUI Court and Presiding Judges	Clients Served	FFY25 Grads	Amount Expended
1. 7 th Judicial District (Richland, McCone, Prairie, Dawson, and Wibaux Counties) <i>Judge Olivia Rieger</i>	84	22	\$29,513
2. 13 th Judicial District Sobriety Treatment Education Excellence Rehabilitation (STEER) Court <i>Judge Mary Jane Knisely</i>	166	81	\$302,737
3. Butte-Silver Bow County <i>Judge Jimm Kilmer</i>	58	16	\$118,120
4. 12 th Judicial District <i>Judge Kaydee Snipes Ruiz</i>	29	7	\$86,241
5. Missoula County <i>Judge Landee Holloway</i>	40	18	\$90,429

Traffic Safety Resource Prosecutor

Amount Obligated:	\$164,417
Amount Expended:	\$138,298

Contract Number	Project Name
113309	DOJ - TSRP

Contribution: MDT maintains an agreement with the Montana Department of Justice (MDOJ) to support a Traffic Safety Resource Prosecutor (TSRP). MDOJ assigns an Assistant Attorney General from the Prosecution Services Bureau to provide these services. Throughout the fiscal year, the TSRP delivered training in a variety of settings, and both training and technical assistance continued to expand in FFY25. The TSRP serves as an expert resource to promote consistent and effective enforcement, prosecution, and adjudication of impaired-driving offenses for state, county, municipal, and tribal law enforcement, prosecutors, and judge.

Throughout FFY25, the Traffic Safety Resource Prosecutor (TSRP) delivered 26 specialized training programs on a wide range of topics to law enforcement, prosecutors, and judicial partners across Montana. These sessions focused on enhancing investigative and prosecutorial techniques for impaired driving cases, improving courtroom testimony, and ensuring consistent application of DUI laws. The trainings were tailored to meet the needs of both new and experienced personnel and were offered in diverse formats which ranged from academy instruction to regional conferences which reinforced the state's commitment to reducing impaired driving through education and collaboration.

Key Program Highlights:

- Montana Prosecutor Bootcamp (2-day, technical focus): This intensive training provided prosecutors with advanced tools for handling complex DUI cases, including forensic evidence, crash reconstruction, and trial strategy.

- 3-Day Trial Testimony Training – MHP Advanced Academy: A comprehensive course designed to strengthen officers’ courtroom performance, focusing on credibility, articulation of evidence, and cross-examination preparation.
- DREs, Toxicology, and Prosecution Training – Billings DUI Conference: A multidisciplinary session that bridged law enforcement and legal perspectives on drug-impaired driving, toxicology interpretation, and case-building techniques.
- Montana Misdemeanor Issues – Montana League of Cities & Towns: This training addressed nuanced legal challenges such as mental disease/defect defenses, Brady/Giglio obligations, and jury trial rights in misdemeanor DUI cases.

Due to the Supreme Court Case *State v. Clinkenbeard* (2025 MT 54) reaffirmed law enforcement’s ability to obtain search warrants when a DUI suspect refuses chemical testing, strengthening the evidentiary foundation for impaired-driving prosecutions. Following the decision, the TSRP worked closely with law enforcement, prosecutors, and court partners to interpret the ruling, update training materials, and ensure the case’s guidance was applied consistently statewide. Through targeted trainings and technical assistance, the TSRP helped agencies integrate the *Clinkenbeard* decision into daily practice, improving the quality and uniformity of DUI enforcement and prosecution.

With the commencement of the most recent legislative session, during which numerous DUI-related bills were proposed, the TSRP also began updating training materials, guidance documents, and reference resources to reflect emerging statutory changes. This ongoing work ensures that law enforcement, prosecutors, and court partners have timely, accurate information as Montana’s impaired-driving laws continue to evolve.

Highlighted Technical Assistance Provided by the TSRP to local prosecutors on a constant basis. Some examples include:

- DRE & DUI Drugs Support for the National Traffic Educators Conference: Provided expert guidance on drug-impairment issues to strengthen national level curriculum and instructional consistency.
- MHP Brady and Discovery Technical Assistance: Assisted troopers in applying disclosure requirements correctly and maintaining defensible case files.
- Forensic Sciences Division Mock Trial Support: Helped officers and forensic staff refine courtroom testimony and improve the presentation of scientific evidence.
- 3-Day Trial Testimony Assistance: MHP Advanced Academy Delivered intensive coaching to enhance officer articulation, credibility, and preparedness for cross examination.
- Brady, Giglio & Discovery Guidance: MHP Academy Provided foundational legal instruction to new officers on constitutional and credibility-related obligations.
- Montana Misdemeanor Issues Assistance: Montana League of Cities & Municipalities Offered legal clarification on mental disease/defect defenses, jury-trial rights, and procedural challenges in misdemeanor DUI cases.
- Probation & Parole Academy Assistance: Provided guidance on supervising high risk impaired driving offenders and coordinating with courts.
- Case Law Update Assistance: Belgrade Patrol Agencies Ensured officers received timely updates on evolving legal standards affecting stops, searches, and evidence admissibility.
- Marijuana DUI Technical Assistance: West Yellowstone & FWP Delivered specialized support on cannabis impairment detection and enforcement challenges.
- DUI Refresher Assistance: Missoula Police Department provided multiple sessions reinforcing investigative fundamentals and updating officers on emerging trends.
- Northeastern Montana DUI Deep Dive: Glasgow offered region specific technical assistance tailored to rural enforcement needs.
- Crash Reconstruction Support for Prosecutors: Midwest Traffic Safety Conference helped prosecutors understand crash dynamics and effectively present technical evidence in court.

MHP Traffic Safety Resource Officer

Amount Obligated:	\$382,784
Amount Expended:	\$307,691

Contract Number	Project Name
113259	MHP - TSRO

Contribution: Since FFY09, MDT has contracted with the Montana Highway Patrol to provide Traffic Safety Resource Officer (TSRO) services. Due to increasing demand for law enforcement training, the program expanded in FFY23 to include both a sergeant and a trooper delivering statewide support. Beginning FFY25, the sergeant transitioned to another position within MHP, and the trooper maintained program operations until being selected to fill the sergeant vacancy. This promotion created a trooper vacancy, which MHP filled; however, the new trooper later returned to road duties due to the high training demands, resulting in a second vacancy during the fiscal year. MHP successfully filled the position again toward the end of the year. Although the program continued to operate effectively throughout these transitions, the vacancies resulted in lower expenditures than originally obligated.

In FFY25, the Montana TSRO program conducted training sessions across the state. TSRO Trainings included:

- SFST Certification – 5 courses, 270 participants
- SFST Refer Course – 4 courses based on requests
- DRE Recertification – 10 DRE's recertified
- ARIDE Certification – 10 courses, 96 participants
- Alcohol Workshops/Wetlabs – 11

In addition to the core TSRO training listed above, the TSROs assisted with several other impaired driving-related duties.

- Worked with outside agencies to develop best practices after the Montana Supreme Court ruling on first-offense DUI blood-draw warrants.
- Partnered with TSRP on multiple DUI trainings, including courtroom, testimony, and civil drug-impairment education.
- Delivered several multi-day DUI scenario trainings, including crash scenarios, wet labs, and traffic-stop exercises.
- Provided three additional days of DUI scenario training at MLEA (July 14–16, 2025).
- Assisted with DUI courtroom training and mock trials (Sept 3–5, 2025).
- Helped develop and distribute updated DUI administrative forms and began revising DUI refusal forms.
- Continuing education training opportunities for all current DREs.
- Supported the Nevada Southern Regional DRE/ARIDE coordinator by teaching in a DRE instructor development course.
- This year the TSRO also began working on and participating in a NHTSA cannabis impaired driving study.

The TSRO program supports several law-enforcement traffic safety initiatives identified in Montana's Comprehensive Highway Safety Plan. Its primary responsibilities include coordinating and delivering statewide Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) training. Brief descriptions of these core training courses are provided below.

Standardized Field Sobriety Testing (SFST)

The TSRO program delivers Standardized Field Sobriety Testing (SFST) training using the NHTSA approved curriculum. SFSTs form the foundation of impaired-driving investigations and are routinely used by officers statewide. This training ensures officers can administer the tests consistently and accurately, supporting effective case development and successful prosecution.

SFST Recertification / Refresher Training

Montana is one of the few states that offers certified SFST refresher training. This four-hour course provides officers with updates on current technologies and reinforces proper administration of SFST procedures. The curriculum—now used as a model by several other states—includes instruction on gaze nystagmus, drowsy and distracted driving, mental-health considerations, and drug-impaired driving.

Advanced Roadside Impaired Driving Enforcement (ARIDE)

The TSRO program introduced ARIDE training to Montana in FFY10. ARIDE bridges the gap between SFST and the Drug Recognition Expert (DRE) program by giving officers additional skills to identify impairment caused by substances other than alcohol. This 16-hour course strengthens officers' ability to detect, assess, and document drug-related impairment, improving the investigation and prosecution of impaired-driving cases.

Drug Recognition Expert (DRE) Training

A Drug Recognition Expert (DRE) is a specially trained officer who conducts standardized evaluations to determine whether a person is impaired and whether the impairment is due to drugs or a medical condition. DREs use a structured 12-step process and classify impairment based on seven drug categories defined by the Drug Evaluation and Classification Program. DREs support DUI enforcement as well as other drug-related investigations.

Non-Enforcement Impaired Driving Mini-Grants

<i>Amount Obligated:</i>	<i>\$20,000</i>
<i>Amount Expended:</i>	<i>\$5,000</i>

<i>Contract Number</i>	<i>Project Name</i>
<i>113701</i>	<i>Yellowstone County DUI Task Force</i>

Contribution: In FFY25, MDT awarded one non-enforcement impaired driving mini-grant to the Yellowstone County DUI Task Force to support the Biannual Big Sky Alcohol and Drug Symposium.

The Billings DUI Task Force continues to play a critical role in advancing impaired-driving prevention and enforcement efforts in Yellowstone County. Funding will support the Task Force's biannual symposium, which brings together law enforcement, prosecutors, treatment providers, public health professionals, and community partners for coordinated training and strategic planning. The symposium provides a platform for sharing emerging trends, reviewing data, and strengthening multidisciplinary responses to impaired driving. Continued support ensures that the Task Force can maintain this collaborative forum, enhance local capacity, and promote evidence-based strategies that reduce alcohol- and drug-impaired driving in the region.



24/7 Sobriety Program

Overview

Impaired driving remains one of the leading contributors to fatal and serious-injury crashes in Montana. The state is consistently ranked among the highest in the nation for DUI related traffic deaths. With the passage of the Montana 24/7 Sobriety Program Act in 2011, Montana has taken significant steps to reduce impaired driving rates and lower recidivism.

Today, the program includes 27 twice-daily testing sites and 5 SCRAM-only locations statewide. The results continue to be encouraging. As of November 20, 2025, more than 1,822,789 twice-daily tests have been administered, with a 99.76% success rate, reflecting strong compliance and positive program outcomes.

Project Description and Activities Funded

MHP 24/7 Project

Amount Obligated:	\$122,938
Amount Expended:	\$112,257

Contract Number	Project Name
113310	24/7 Coordinator - MHP

Contribution: In FFY25, MDT funded the activities of a full-time 24/7 Coordinator position within the Montana Highway Patrol. This role supports the development of county based 24/7 Sobriety Programs and provides technical expertise to counties with existing operations. The Coordinator regularly travels to local jurisdictions to meet with key partners essential to successful implementation. These partners may include the judiciary, prosecutors, law enforcement agencies, detention staff, SCRAM vendors, treatment providers, and probation personnel.

Additional information about the 24/7 Program is available on the program's website which can be found [Montana Department of Justice, 24-7 Sobriety Program.](#) Throughout the year, the Coordinator has remained actively engaged, offering technical assistance to counties implementing twice-daily testing and/or continuous alcohol monitoring

During FFY25, the 24/7 Sobriety Program expanded from 30 to 32 participating counties. A total of 460 twice-daily participants and 401 transdermal participants were enrolled during the fiscal year. Of the 56,988 breath tests administered, only 98 tests failed, a notable improvement from 168 failed tests in the previous fiscal year.

Below are some state-level statistics for FFY25:

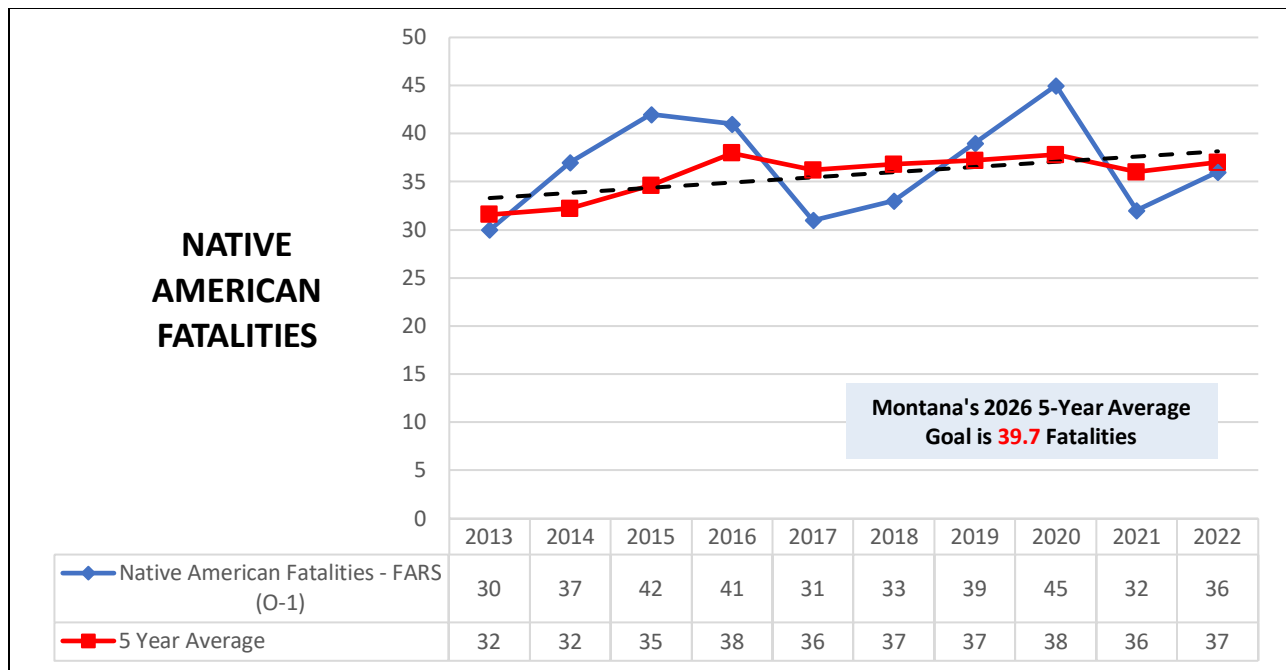
- Total breath tests administered: 56,988
- Clean breath tests: 56,890
- Failed breath tests: 98
- Program participants: 456 PBT and 401 transdermal
- Success rate: 99.82% for completed tests; 98.45% including no-shows

Native American Traffic Safety Program

Overview

Native American fatalities continue to be a challenge for Montana. Over the last ten years, these fatalities have represented almost 18% of all crash fatalities, while only comprising approximately 7% of Montana's population. MDT continues to support the tribal traffic safety programs in an effort to reduce these statistics.

Below is the chart indicating the progress that has been made in meeting the Native American fatality goals.



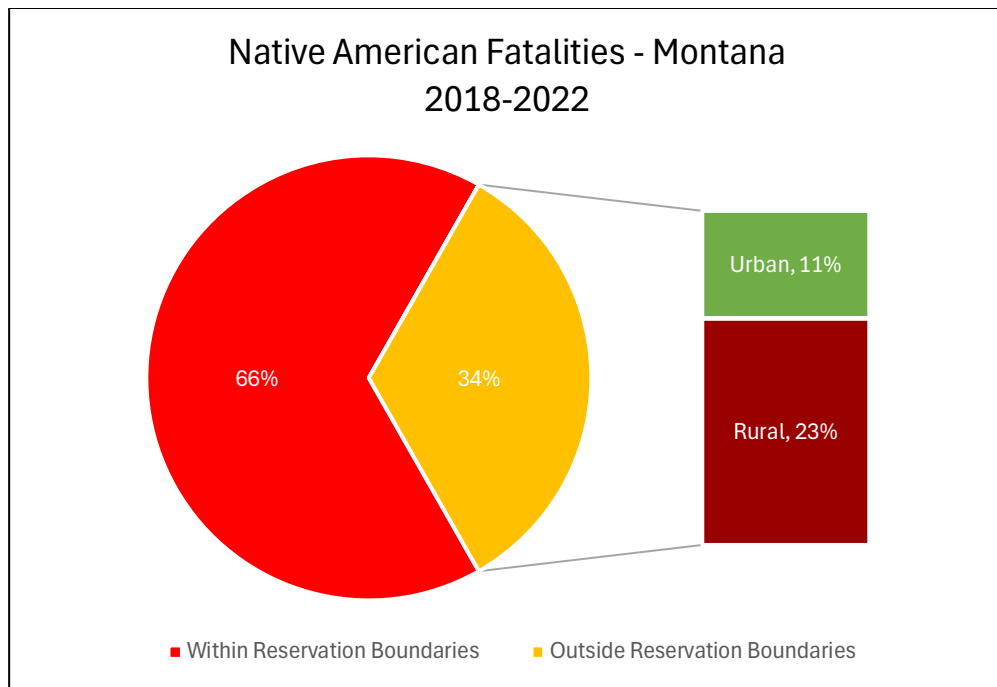
*Estimated numbers for 2022 as these are not currently available through FARS.

Native American fatalities increased slightly during 2022, going from 32 in 2021 to 36 in 2022. This was a 12% increase, however, a significant decrease from 2020 when there were 45 total Native American fatalities. While the 2022 target of 36.7 was not met, it was very close with the five-year actual being 37.0. Unfortunately, the five-year average is showing an increasing trend. MDT continues to work with this overrepresented demographic and will work with these communities diligently to reduce the numbers further.

The FFY22 number of fatalities for Native American represented only 14.23% of the total fatalities, which is far below the average which is close to 18% each year. In addition, it was the lowest ratio of Native American to total statewide fatalities in the last five years as shown:

NHTSA Core Outcome Measures						
Core Measure	Description	2018	2019	2020	2021	2022
C-1*	Number of Fatalities	181	184	213	239	215
	5-Year Moving Average	195	193	191	201	206
O-1	American Indian Fatalities	34	39	45	32	36
	5-Year Moving Average	37.4	37.8	38.2	36.8	37.2
	Percent of Total Fatalities	18.78%	21.20%	21.12%	14.23%	16.90%

While Native Americans live all across the state, the majority of this population lives within the rural areas of Montana. Most of the fatalities are also occurring in those areas. The chart below shows the number of fatalities in urban versus rural areas and the percentage that occurs within the reservation boundary. As shown, the majority of these are occurring in Tribal communities.



Native Americans have a greater percentage of impaired and unrestrained fatalities when compared to statewide as shown below.

Native American Fatalities Montana					
Year	Total	Alcohol Impaired Driving (BAC +0.08) Related Fatalities	Alc. Impaired % of Total	Unrestrained Passenger Vehicle Occupant Fatalities	Unrestrained
2018	33	20	60.61%	21	63.64%
2019	39	28	71.79%	29	74.36%
2020	45	27	60.00%	27	60.00%
2021	32	16	50.00%	19	59.38%
2022	36	13	36.11%	19	52.78%

*2022 is most recent FARS data available.

Montana Fatalities Statewide					
Year	Total	Alcohol Impaired Driving (BAC +0.08) Related Fatalities	Alc. Impaired % of Total	Unrestrained Passenger Vehicle Occupant Fatalities	Unrestrained
2018	181	80	44.20%	85	46.96%
2019	184	66	35.87%	67	36.41%
2020	213	95	44.60%	93	43.66%
2021	239	102	42.68%	109	45.61%
2022	215	70	32.56%	82	38.14%

For example, during 2022 there were 19 unrestrained Native American fatalities, while the rest of the population made up the other 82. Meaning Native Americans represented almost 23% of all unrestrained fatalities, while only accounting

for 7% of Montana’s population. Impaired driving shows a similar trend, with Native Americans representing 18% of all impaired driving fatalities in 2022.

For these reasons, the Tribal Traffic Safety Program remains a priority for Montana.

Project Descriptions and Activities Funded

Safe On All Roads (SOAR)

Amount Obligated:	\$404,092
Amount Expended:	\$253,790

Contract Number	Project Name
113295	Northern Cheyenne SOAR
113293	Fort Belknap SOAR
113289	Chippewa Cree/Rocky Boy SOAR
113292	Crow SOAR
113290	CS&K SOAR
113294	Fort Peck Community College SOAR

Contribution: SOAR coordinators attended over 32 tribal community events during FFY25. Six CPS check-up events were held in various communities with the distribution of approximately 193 child passenger safety seats. In addition, the program launched some outstanding cultural relevant media campaigns throughout the year to promote traffic safety issues including seat belt use, sober driving and child passenger safety. Native American Fatalities have shown decrease in recently years dropping from 78 in 2020, 32 in 2021 and 36 in 2022. This is a 20% reduction since 2020.

The SOAR program is a Native American traffic safety program that started in 2006 and has continued through FFY25. The program is specifically to provide messaging regarding traffic safety issues (impaired driving, occupant protection and child passenger safety seats) that is culturally relevant and that resonates with the target audience.

SOAR coordinators are members of their community and partner with many other programs including tribal law enforcement, tribal health, Indian Health Services, Tribal community colleges, high schools and elementary schools, head start and other traffic safety partners.

During 2025, SOAR Coordinators participated in many community events, however, there was turnover of coordinators this year resulting in less activity than normal.

- Trunk or Treat (Several Locations)
- Native American Days (CS&K)
- Kicking Horse Fest (CS&K)
- St. Ignatius Harvest Fest (CS&K)
- Early Childhood Parents Group Meetings (CS&K)
- Baby Fair (CS&K)
- Women’s Wellness Fair (CS&K)
- Native American Heritage Month (Fort Belknap)
- Veteran’s Pow Wow (Fort Belknap)
- Turkey Trot (Fort Belknap)
- Hay Pow Wow (Fort Belknap)
- Lodge Pole Pow Wow (Fort Belknap)
- Mid-Winter Fair (Fort Belknap)

- Wasay Wakpa Pow Wow (Fort Belknap)
- Milk River Indian Days Pow Wow (Fort Belknap)
- Fun Runs (Several Locations)
- Wild West Days – 1st Place for Float (Fort Peck)
- Red Ribbon Week (Fort Peck)
- Youth Risk Behavior Conference (Fort Peck)
- FPCC Fall Orientation (Fort Peck)
- Poplar Indian Days Pow Wow (Fort Peck)
- 4th of July Pow Wow (Northern Cheyenne)

These are just a few of the events coordinators took advantage of to educate on traffic issues affecting their community. Through these efforts, coordinators were able to educate hundreds of community members on traffic safety issues.

SOAR Coordinators were able to conduct observational seat belt surveys when possible. As a general rule, seat belt use in Tribal communities is significantly lower than in other parts of the state and can vary significantly depending on the time or year. For instance, during the 1st quarter, Fort Belknap conducted a survey with a 36% observational seat belt use rate, however, the next quarter the rate was observed at 49%. This is consistent for all Tribal communities.

Child passenger safety education is another important function performed by the SOAR Coordinators. All coordinators are encouraged to become certified child passenger safety technicians. Currently, five of the seven coordinators are certified. As stated, approximately 193 child passenger seats were distributed during FFY25. Events were held throughout the state.



During FFY25, two SOAR coordinators hosted Tribal Child Passenger Certification Training. From April 29, - May 1, 2025, the Fort Belknap Coordinator hosted a Tribal training. Through this training, 12 new certified car seat technicians were added to the community. Following that training, the Blackfeet SOAR Coordinator hosted another event from May 21-23, 2025. During this event 14 new certified technicians were added in this Tribal community. These additional techs will be a great asset to ensuring the safety of children for these underserved populations.

In addition to hosting events, SOAR coordinators have walk-in and appointments for child passenger safety throughout the year. Currently five of Montana's Tribal communities have a Permanent Inspection Station. These include Blackfeet Nation, Browning, MT; Fort Belknap Agency, Tribal Health Department, Harlem, MT; C&SK, Lake County Health Department, Polson, MT; Fort Peck Tribes, Poplar, MT; Fort Peck, Roosevelt County Health Department, Wolf Point, MT.



Some coordinators are actively seeking donations for the program from local vendors and other businesses in communities close to the Tribal community. Which is an outstanding opportunity to involve local are entities in traffic safety issues. In addition, some of the coordinators receive additional funding from their employing entity to purchase promotional items.

Native American Traffic Safety continues to be a significant issue for Montana. As in the rest of the state, this is a cultural issue that needs to be changed and will take some time to see the impact.

SOAR Underserved Communities

Amount Required to Expend:	\$38,447
Amount Expended:	\$41,402

In accordance with 1300.21 (g)(2), MDT meets the requirement to spend 10% of 405b funds in underserved communities through traffic safety efforts conducted in Montana’s Tribal Communities. Through FFY25 car seat distribution, MDT was able to send 279 convertible child safety seats and 185 high-back booster child safety seats directly to Tribal Communities. This results in \$26,933.67 or 32% of all seats provided to these communities for distribution. 20% of this cost was 405b funds, resulting in \$5,386 to Tribes proportionally. In addition, two Tribal CPS Training courses were offered, as discussed above, with a total cost of \$14,467.35. The total expended on the underserved communities for cars seats and CPS certification training for FFY25 was \$19,853.

The total amount of 405b expenditures, subject to this regulation, for in 2025 was \$18,182. This would require that \$1,818 be distributed to underserved communities. The proportional amount of the car seat purchase provided to Tribal communities amounted to \$5,386. This results in 32% of the qualifying CPS funds spent in FFY25 were distributed to Montana’s Tribes, well over the required 10%.

SOAR Media (Included in Media Statewide Media Campaigns total budget)

Amount Expended:	\$141,460
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Contract Number	Project Name
DW 113324/25	SOAR/Northern Tribes Media

Contribution: Completed cultural relevant media messaging with either impaired driving, occupant protection or CPS messages delivered throughout the year. See specific media messaging analysis below.

MDT developed several media campaigns to support the SOAR program. This year, in an effort to have a better impact the SOAR coordinators were used to recruit potential traffic safety partners, etc. to represent the project in the campaign. Local “celebrities” or well know community members were used to help with campaigns. This decision will provide a broader outreach and create other local traffic safety partnerships with prominent members of the community.

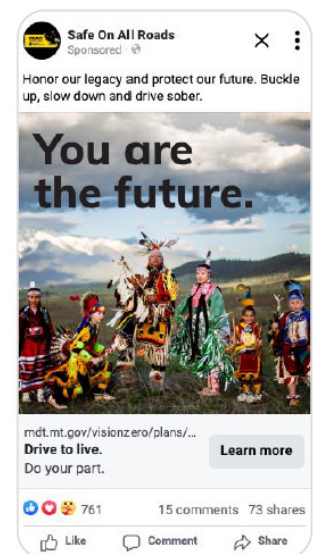
In November, SOAR launched a Native American Heritage Month campaign. The focus of this campaign was a generic “drive safe” campaign. Confederated Salish & Kootenai supplied the spokespersons for this campaign which was used statewide. This campaign specifically is consistent throughout the state for all Tribal Communities.

Native American Heritage Month

Dates: November 12 – December 22, 2024

Target Audience: Adults 18+

- Meta
 - 346,133 Reach
 - 860,949 Impressions
 - 2,056 Clicks
 - 13 Post Comments
 - 726 Post Reactions
 - 67 Post Shares



SOAR coordinators launched the Sports Campaign in February, recruiting local athletes to serve as spokespersons. Each Coordinator was given total control with creative options during this campaign and were able to pick any type of sporting event they chose to use throughout the messaging. The statewide theme was “Buckle up for your team”

This campaign utilized radio, billboards, posters, social media, and newspaper. In all there were a number of teens that participated from three Tribal communities. Some SOAR coordinators used full teams for the campaign and others used individual players.

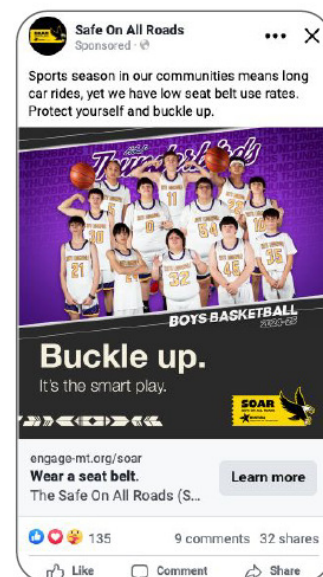
SOAR Sports Campaign

Dates: March 17 – April 22, 2025

Primary Audience: Teens 14-17

Secondary Audience: Adults 18+

- Facebook
 - 106,841 Reach
 - 279,886 Impressions
 - 651 Clicks
 - 10 Post Comments
 - 208 Post Reactions
 - 44 Post Shares
- Broadcast Radio
 - 9 stations
 - 715 spots
 - 275 Added Value Spots



This campaign utilized radio, billboards, posters, social media, and newspaper. In all there were a number of teens that participated from three Tribal communities. Some SOAR coordinators used full teams for the campaign and others used individual players.

Following that campaign was the SOAR Back-to-School campaign. This focus was on child passenger safety. Again, a SOAR coordinator recruited all of the child representatives (with permission from their guardians) to represent the program.

Typically, all campaigns use the same media venues to include radio, newspaper, billboards and posters. In the future MDT intends to put a larger focus on social media in an effort to reach the goals for this project. Developing culturally relevant campaign ideas required SOAR coordinator participation and preparing to launch campaigns is a challenging and time-consuming effort for all.

Northern Tribes DUI Task Force

Amount Obligated:	\$7,500
Amount Expended:	\$5,897

Contract Number	Project Name
10130-37 (as amended)	Northern Tribes DUI Task Force

Contribution: MDT assisted the task force with three in-person meetings, also allowing members to attend virtually.



Over the course of FFY25, the task force met three times. During these meetings the strategies contained in the strategic plan were discussed as well as any activity performed. Some of these include:

- Developing task force media campaigns
- Community fundraising
- Other grant opportunities
- Obtaining 501(c)(3) status

Unfortunately, during the upcoming 2025 legislative session, the task force was unable to get the bill introduced to be recognized as a statewide DUI task force. However, the Articles of Incorporation were filed with the State of Montana. The task force receipts an Employer Identification number and has applied for 501(c)(3) status, which is expected to be received in February. The task force believes recognition would provide credibility to the group and assist with other funding opportunities including seeking donations for task force activities.

Northern Tribes DUI Task Force Media (Budget Combined with SOAR Media)

Contribution: Impaired Driving Campaign completed.

The task force made the U-Use, U-Cruise, U-Lose campaign slogan for the group. Again, for this campaign, SOAR coordinators recruited Tribal members to represent each local community as feasible. If local members were not available, generic ads were run. Sample of the billboard is below.



Tribal STEP

Amount Obligated:	\$60,000
Amount Expended:	\$59,997

Contract Number	Project Name
113296	CS&K STEP

Contribution: Tribal Law Enforcement participated in the three mobilizations (Holiday, Memorial Day and Labor Day) and participated in other local high-risk events issuing citations.

During 2025, MDT contracted with one Tribal Law enforcement agency to provide STEP activities in their community. This was Confederated Salish and Kootenai (CS&K) tribe.

There was a total of STEP hours worked, with a total of 837 citations issued through the Tribal STEP program in 820 stops. Of those citations 36 were DUI’s. In addition, there were 347 speeding citations and warnings.

Tribal law enforcement continues to increase their presence in the communities. These efforts will boost the efforts of the SOAR and Northern Tribes DUI Task Force programs.

Community collaboration efforts: During 2025, the Captain collaborated with Montana Highway Patrol to educate the public on major events where there were going to be extra patrols. These events included Arlee and Elmo Pow-Wows, Pioneer Day-Ronan and Good Ole Days in St. Ignatius. The SOAR coordinator participated in the events by educating the public on safe driving practices and promoting the extra patrols in the community.

Tribal Drivers’ Education Instructor Certification

Amount Obligated:	\$25,000
Amount Expended:	\$10,924

Contract Number	Project Name
10144-40 (as amended)	Tribal Drivers’ Education Instructor Certification

This grant focused on long-term sustainability of a Tribal drivers’ education program. In an effort to ensure continued opportunities for Tribal youth to access drivers’ education, MDT provided five, \$5,000 scholarships to teachers in Native American Communities who wish to become driver education instructors. In accordance with Montana Code Annotated driver’s education instructor must be certified teachers. These scholarships paid for the tuition, books, and travel expenses for the five teachers to become certified driver instructors at a local accredited college.

Again, MDT, in partnership with the SOAR coordinators, first looked to communities that currently had no drivers’ education program to recruit these instructors. With the assistance of the SOAR coordinators recruitment efforts, MDT was able to certify three new driver’s education instructors in Tribal communities.

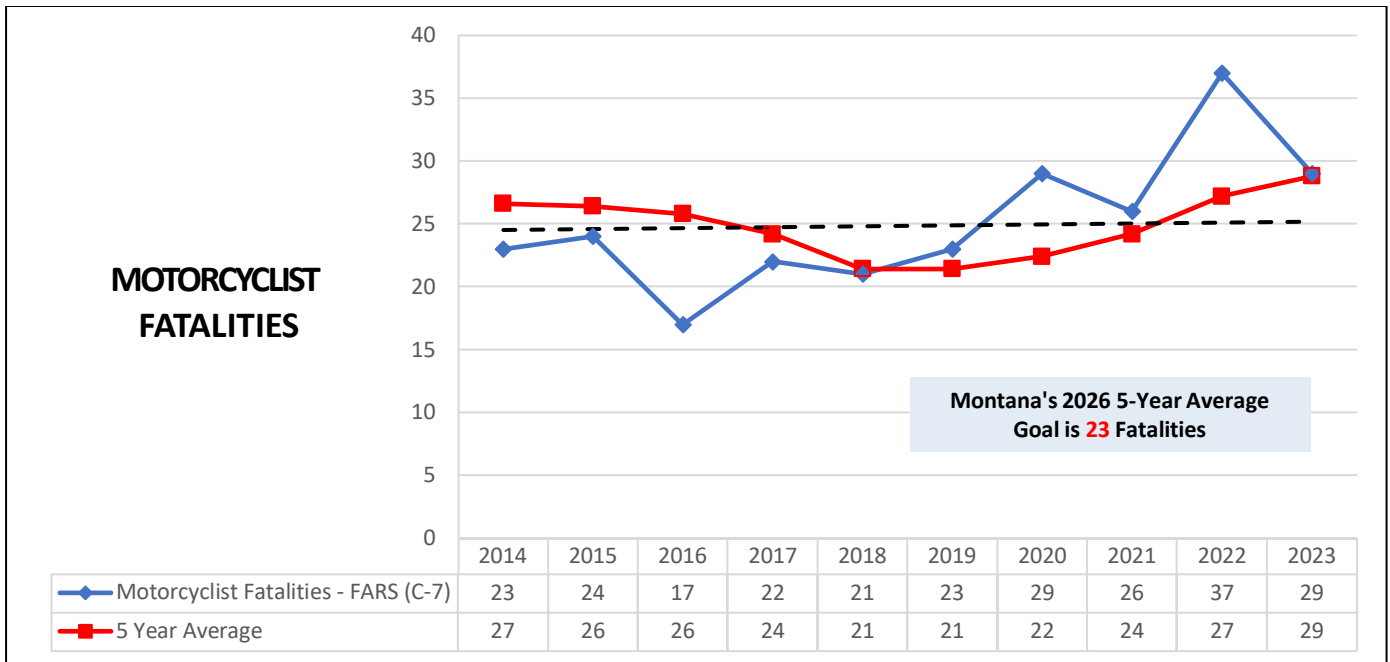
In addition, MDT worked with the Fort Belknap SOAR Coordinator in an effort to secure a vehicle for the newly certified instructor in that community. Fort Belknap SOAR Coordinator secured a vehicle from the Tribal School District and MDT was able to retrofit the vehicle with the appropriate safety requirements using left over funding from the original GHSA grant. MDT is working with SOAR coordinators to secure vehicles for new instructors that have been added because of this project.

Given of the success of this project, MDT has included this in the FFY26 AGA.

Motorcycle Riders Safety Training

Overview

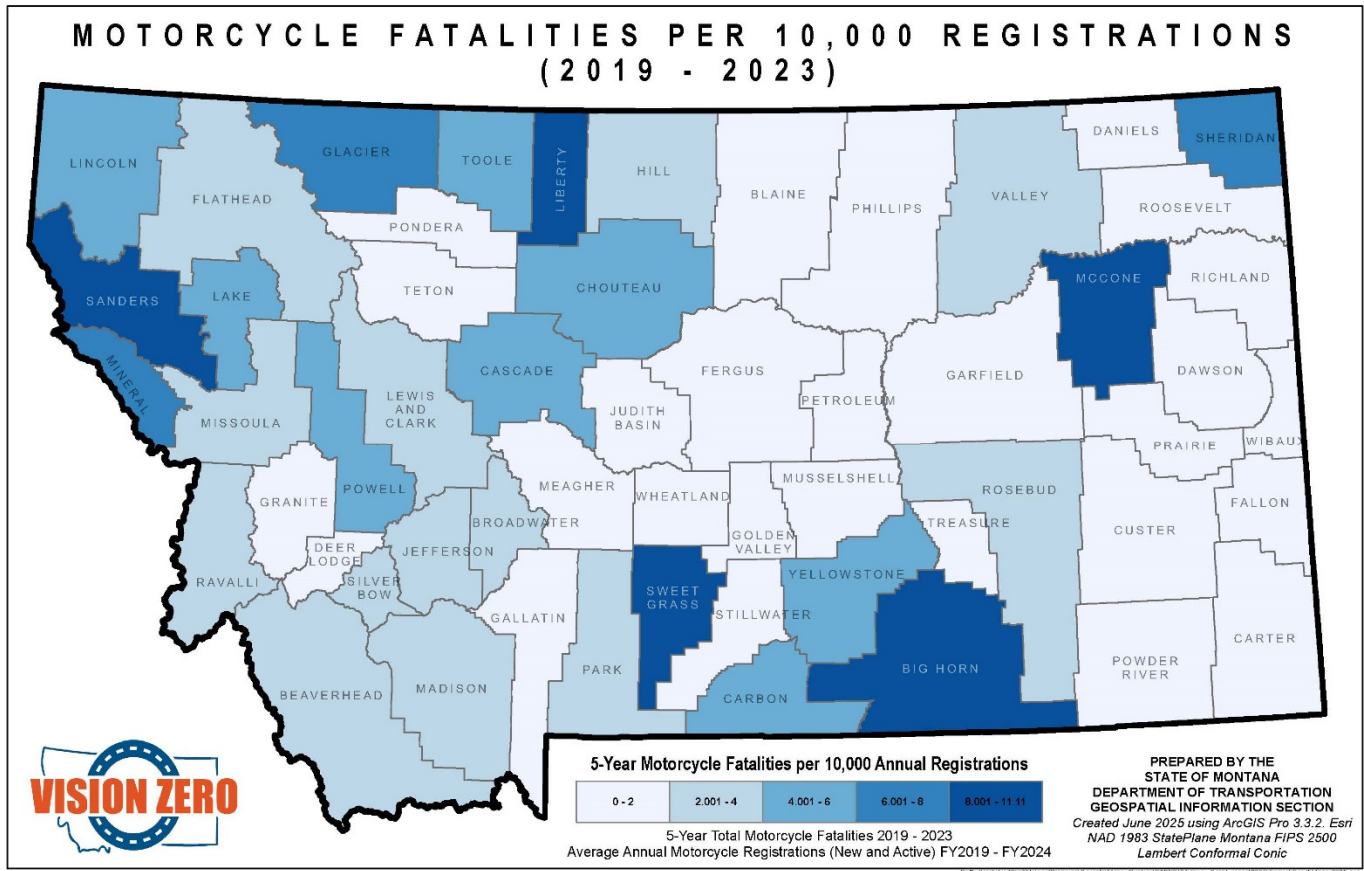
Motorcycle fatalities represented approximately 14% of all Montana fatalities during 2023. There were a total of 37 fatalities in 2023 as compared to 37 in 2022, representing a 21% decrease. This chart represents the progress Montana is making on reaching the goals:



The 2023 target for motorcycle fatalities was 21.5. As shown, Montana did not reach the target, with the five-year average ending 2023 being 29. The trendline for these fatalities is fairly flat, with 2022 and 2023 being some of the highest annual fatality numbers during the last ten years.

NHTSA Core Outcome Measures						
Core Measure	Description	2019	2020	2021	2022	2023
C-1*	Number of Fatalities	184	213	239	239	208
	5-Year Moving Average	193	191	201	201	212
C-7	Motorcyclist Fatalities	23	29	26	37	29
	5-Year Moving Average	21	22	24	27	29
Percent of Total Fatalities		12.50%	11.74%	10.88%	15.8 %	13.9%

In addition, as shown above, the “Percent of Total Fatalities” was the one of highest it has been in the previous five years, however is slightly lower than 2022.

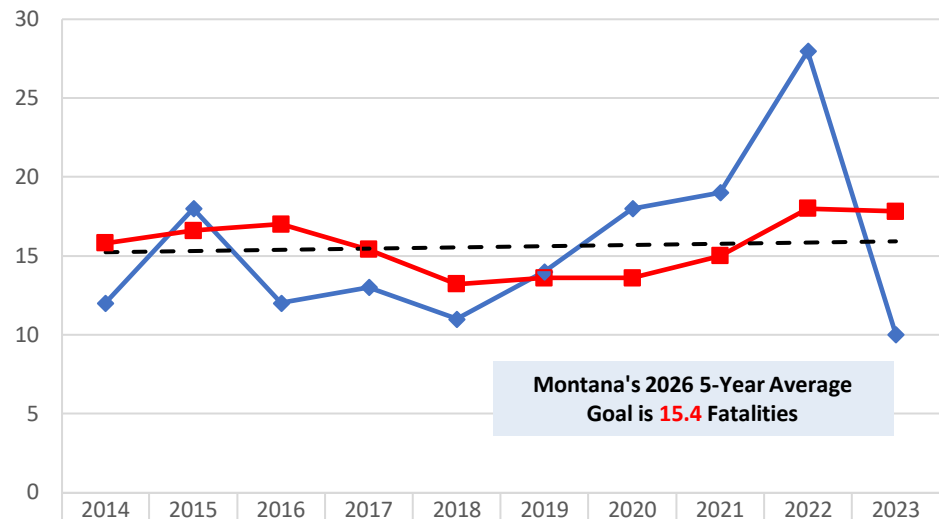


As shown on the map above, it appears there are a few areas of increased motorcycle fatalities. These are in and around some of the most populated areas in Montana including Yellowstone, Gallatin, Missoula and Flathead Counties. Motorcycle rider training is provided in these areas. Unfortunately, the training is generally sold out very early, i.e., the training for Summer 2025 was already sold out statewide in March 2025. This makes offering this to all riders wanting the training challenging.

Motorcyclist Fatalities							
Age	2019	2020	2021	2022	2023	5 Year Total	% of 5 Year Total
16-20	3	1	0	0	1	5	3%
21-24	0	1	1	1	4	7	5%
25-34	1	3	2	6	8	20	14%
35-44	3	4	6	7	4	24	17%
45-54	4	6	4	9	1	24	17%
55-64	4	7	6	7	10	34	24%
65-74	7	4	5	5	1	22	15%
75+	1	3	2	2	0	8	6%
Total	23	29	26	37	29	144	100%

During 2025 MDT again placed more emphasis on the older motorcycle rider. After a review of data (as shown above), riders 45+ represent over 61% of all fatalities. Because of this Montana launched a campaign during May Motorcycle awareness month to target this group of riders on safety issues. This was the third year for a targeted campaign by Montana and staff will continue to monitor this data to determine if this should continue into the future.

UNHELMETED MOTORCYCLIST FATALITIES



Montana's 2026 5-Year Average
Goal is **15.4** Fatalities

There were 10 unhelmeted motorcycle fatalities during 2023, representing 34% of all rider fatalities. This is significantly lower than 2022 and the lowest number of unhelmeted fatalities during the last ten years. Unfortunately, this dramatic drop did not allow Montana to meet the 2023 five-year average goal of 13.9. Currently, Montana does not have a universal helmet law. There are only requirements for riders under 18 years of age. Unfortunately, there has been no interest in pursuing a helmet law making this a challenging traffic safety issue, especially given that most fatalities occur where the rider is over 45.

Montana Department of Transportation						
NHTSA Core Outcome Measures						
Core Measure	Description	2019	2020	2021	2022	2023
C-1*	Number of Fatalities	184	213	239	213	208
	5-Year Moving Average	193	191	201	206.4	212
C-8	Un-helmeted MC Fatalities	14	18	19	28	10
	5-Year Moving Average	14	14	15	18	18
Percent of Total Fatalities		7.61%	6.57%	7.95%	13.79%	4.8%

In addition, as compared to all statewide fatalities, 2023 had the lowest ratio of these fatalities as compared to the previous five years.

Map of Wyoming showing the number of people per square kilometer by county. The map uses a color scale from light yellow (0) to dark brown (18). The highest population density is in the central-eastern part of the state, with a value of 18. Other counties with higher density include the northernmost and central regions, with values up to 11. Most counties in the western and southern parts of the state have a population density of 0 or 1.

Unhelmeted Motorcyclist Fatalities							
Age	2019	2020	2021	2022	2023	5 Year Total	% of 5 Year Total
16-20	2	1	0	0	0	3	3%
21-24	0	1	0	1	1	3	3%
25-34	1	2	1	5	1	10	11%
35-44	1	4	6	4	3	18	20%
45-54	4	5	3	7	0	19	21%
55-64	4	3	5	7	5	24	27%
65-74	2	0	3	4	0	9	10%
75+	0	2	1	0	0	3	3%
Total	14	18	19	28	10	89	100%

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Project Descriptions and Activities Funded

Montana Motorcycle Rider Safety Training

Amount Obligated:	\$50,000
Amount Expended:	\$42,648

Contract Number	Project Name
113009	Helena College

Contribution: Purchase eight new training motorcycles used for the Montana Motorcycle Rider Safety Training (MMRS).

The purchase of new training bikes was a great addition to the training program. During FFY25, MMRS provided training to more students than in previous year, increasing to 1,030. Unfortunately, many students are not able to attend because classes fill rapidly. The MMRS Director is working to recruit additional trainers and locations in an effort to reach more riders.

Student Status Comparative Analysis For : Group Statuses: PASSED , Years: 2021,2022,2023,2024,2025, Months: APR,MAY,JUN,JUL,AUG,SEP, Site:ALL, Course: ALL

Course*	Site	P 2021	P 2022	P 2023	P 2024	P 2025
ARC	HLN	7	32	19	20	31
ARC	MAFB2	21		10	15	
ARC	MAFB3					6
ARC	MSL	6				6
Total		34	32	29	35	43
BRC	BIL		112	158	143	189
BRC	BOZ	123	116	112	104	132
BRC	CLMBAFLS			83	136	118
BRC	GTF1	89	119	91	84	110
BRC	HAV	20	14	15		31
BRC	HLN	39	77	72	163	137
BRC	KAL	87	76			
BRC	MAFB1	47	28	41	45	47
BRC	MSL	209	196	103	174	192
BRC	SDY	29	29	19	28	15
Total		643	767	694	877	971
BRC2	MAFB2					8
BRC2	MAFB3	10				
BRC2	MSL	6	18		4	8
Total		16	18		4	16
Grand Total		693	817	723	916	1,030

*Course: Advanced Rider Course (ARC), Basic Rider Course (BRC), and Basic Rider Course 2 (BRC2)

Motorcycle Media (Included in the Media Statewide Campaign total budget)

Amount Obligated:	\$30,000
Amount Expended:	\$39,938

Contract Number	Project Name
DW 113324/25	MC Media

Contribution: MDT conducted a motorcycle campaign during 2025. It included meta, digital, billboards and Pump Toppers at gas stations. This campaign ran from April 29, 2025 through June 1, 2025. The focus of the campaign was on motorist awareness of motorcycles, but also included material focused on the rider. In addition, information regarding the recently enacted lane filtering law was provided.

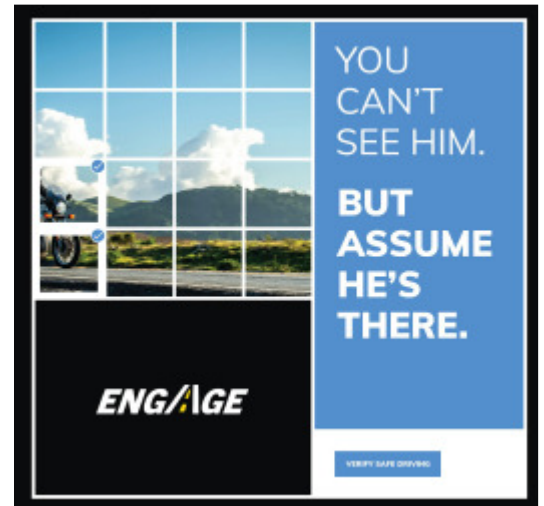
Campaign summary:

Dates: April 29, 2025 – June 1, 2025

Primary Audience: Drivers 18+; Motorcyclists

- Meta
 - 460,927 Reach
 - 1,356,078 Impressions
 - 169 Post Reactions
 - 16 Post Shares
 - 2 Post Comments
 - 1,898 Link Clicks
 - Optimized toward reaching the largest number of people rather than click
- Digital
 - 165,594 Reach
 - 607,661 Impressions
 - 812 Link Clicks
- Billboards
 - 5 Billboards
 - 1,089,584 Estimated Impressions
- Gas Station Pump Toppers
 - 24 Pump Toppers in 5 Different Counties
 - 2,451,600 Estimated Impressions

In addition to the motorcycle awareness campaign, MDT added an additional motorcycle campaign focusing on the older rider. Data analysis shows that riders over 45 are over-represented in this category and was the focus of the second campaign. This campaign included billboards and Facebook ads and was run concurrently with the awareness campaign.



Emergency Medical Services

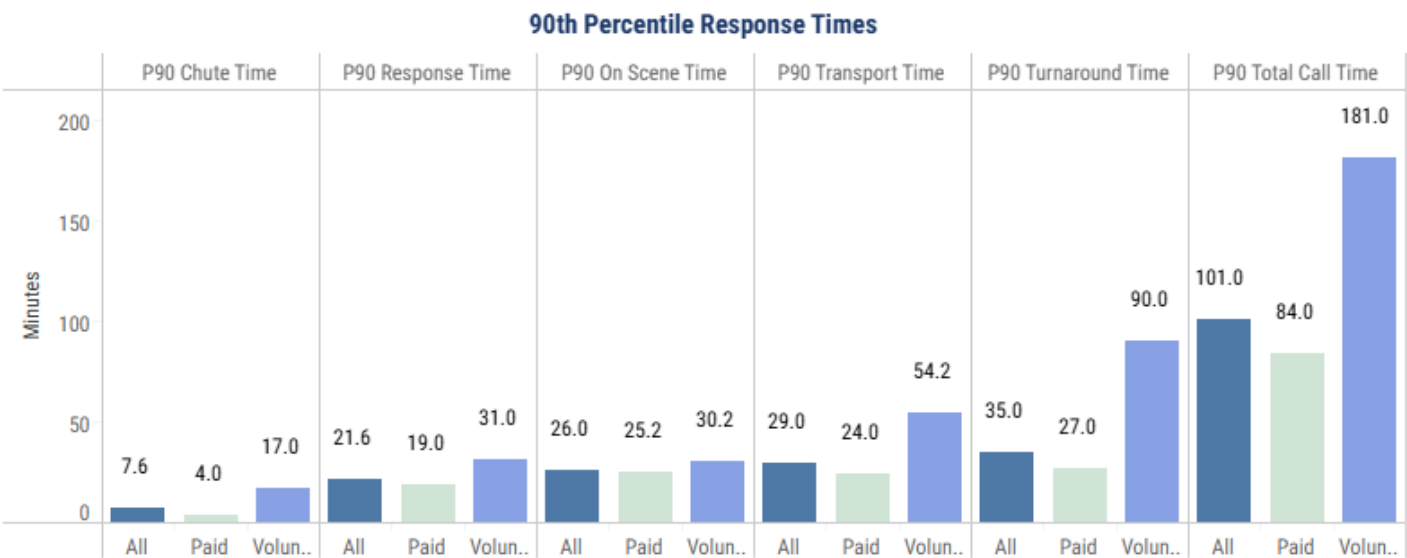
Overview

Montanans are dying from injury at a rate greater than any time since 1979 and 100,000 residents have less access to specialized care as trauma centers struggle to support the training, equipment, and staffing needed to care for severely injured patients. The EMS system is largely voluntary, and while providers respond to more than 400 calls each day, in many communities 911 ambulance requests and hospital-to-hospital ambulance transports calls go unanswered or have long delays due to provider shortages.

In 2024, there were 1,240 unique trauma cases involving a motor vehicle (MV) occupant unintentional injury, and an additional 414 transportation-related cases including 171 animal riders, 149 pedal cyclists, and 68 pedestrians

Education for prehospital providers is an ongoing challenge in Montana. The workforce is approximately 70% volunteer. The volunteers are on call 7 days a week, 365 days a year with little or no reimbursement for their time or personal expenses associated with volunteering. There are currently 154 licensed EMS transport agencies in the State of Montana.

The Emergency Medical Services in Montana: Crisis on the Horizon report published in January 2021 draws from data collected from a statewide written and face-to-face survey of EMS agency leaders. The report notes that 67% of those surveyed identified training as a barrier to recruitment of emergency care providers, second only to family commitments at 79%. The report also notes that “the cost of continuing education significantly impacts the EMT and the EMS agency. Volunteers who have full time jobs struggle to find the time to respond to calls, let alone travel out of town for training.”



This is information provided by Montana’s Department of Public Health and Human Services available on (DPHHS dashboard, 2025 data) shows the difference between paid EMS response time and volunteer EMS response time. As shown total call time for paid responders is 84.0 minutes, while total call time for volunteer responders is 181.0 minutes. Most of Montana’s rural areas use volunteer EMS services where miles to the nearest trauma care provider could be significant, making it challenging to improve patient outcomes in these communities.

Project Descriptions and Activities Funded

Trauma Education for Rural EMS Providers

Amount Obligated:	\$49,790
Amount Expended:	\$45,776

Contract Number	Project Name
113297	Trauma Education for Rural EMS Providers

Contribution: DPHHS provided five training courses, with 88 students representing 43 different EMS agencies completing the training. Three new PHTLS instructors were added.

Through a partnership with Montana Department of Health and Human Services (DPHHS), BSSCS has provided funding for additional training for rural EMS providers utilizing the Prehospital Trauma Life Support (PHTLS) course. This training also includes the utilization of the Montana Simulation in Motion, a mobile ambulance lab fitted with equipment to simulate different emergency situations. Hosting agencies are provided the choice of a two-day in-person course or a hybrid course that provides 8 hours of online content and 8 hours of in-person skills/scenario based education providing near realistic crash scenarios.

In addition to the training, this project provided training to recruit and develop new PHTLS instructors. The following outlines the accomplishments by quarter:

Quarter 1 – No courses were held during the first quarter. Weather in Montana is not conducive to conducting training through the winter months.

Quarter 2 – Two courses were held in the second quarter. One was in Deer Lodge (Powell County ERMS and the other was Absarokee. Seventeen students completed the course in Deer Lodge and 18 completed in Absarokee. In addition, one new instructor was trained.

Quarter 3 – Three courses was offered during the 3rd quarter. These were held in Superior, Montana City and Havre with a total of 52 students completing the course. Two new instructors were credentialed during this quarter.

Quarter 4 – No courses were offered during the 4th quarter.

In total, 2025 had 83 student participants and added three new instructors for the course. These courses are critical to ensure Montana has trained EMS staff in rural areas in an effort to reduce fatalities on Montana’s roadways through better trained trauma personnel. While the number of instructors added was not met as anticipated, there have been challenges recruiting instructors because of the decline in available EMS responders.

T.E.A.M. Course Funding for Regional Trauma Advisory Committees (TRAC)

<i>Amount Obligated:</i>	<i>\$43,992</i>
<i>Amount Expended:</i>	<i>\$41,097</i>

<i>Contract Number</i>	<i>Project Name</i>
<i>113298</i>	<i>Trauma T.E.A.M Course</i>

Contribution: DPHHS provided ten TEAM training courses. This number met the grant objectives with at least two training courses in each region (three regions) and others available as requested. In addition, 183 healthcare professionals, respiratory therapists, CNAs, lab and radiology personnel, and hospital leadership participated.

Again, through DPHHS funding was provided to offer Together Everyone Achieves More (T.E.A.M.) training. The Trauma T.E.A.M course is a 4-hour course which was originally developed in the late 1990's specifically for Montana rural communities. It continues to be offered through the three Regional Trauma Advisory Committees. The goal of the training is to improve the quality of care in the rural communities through an organized team-oriented approach to the management of trauma patients.

This project met its objectives even though no classes were offered in the first second quarter of FFY25 as this was when advertising for the courses was started. Activity for the rest other quarters is as follows:

Quarter 2 - For the 2nd quarter (January 1, 2025- March 31, 2025), 2 TEAM courses were held across the state as follows:

- Deer Lodge, MT – 9 attendees including Registered Nurses (RNs), Paramedics, AEMs, EMT student, Trauma Medical Director (Nurse Practitioner) and the EMS Director.
- Dillon, MT – 14 attendees including RNs, ER Tech, Respiratory Therapist, AEMT/Dispatcher and EMT Dispatcher.

Quarter 3 – During the third quarter (April 1, 2025 – June 30, 2025), one TEAM course was held.

- Butte, MT – 44 attendees including PA-Cs, MDs, Firefighters, and Paramedics.

Quarter 4 – From July 1 through September 30, 7 TEAM courses were held.

- Big Sandy, MT - 5 attendees including RN, PA-C, EMT, Director of Nursing, CNS and Ward Clerk.
- Harlowton, MT - 31 attendees including EMT, Lab Manager, Radiology Tech, MD, Disaster Planner, and RN.
- Glasgow, MT – 23 attendees including Surgical Tech, Lab Tech, OR Nurses, EMT, FNP< Respiratory Therapist, EMTs, and RNs.
- Sidney, MT – 26 attendees including Dispatcher, Paramedics, Respiratory Therapist, MD, CRNA, LPNs, EMTs, and PA.
- Big Timber, MT – 16 attendees including DO, RN, Director of Nursing, Paramedic, Quality Control and Critical Care Tech.
- Shelby, MT – 9 attendees including NP, RNs, and EMTs.
- White Sulphur Springs, MT – 6 attendees including MD, Respiratory Therapist, RNs, EMTs, and LPNs.

In total, 10 courses were held during FFY25 across the state. In addition, 183 rural trauma providers trained improving rapid response capability across ten Montana communities.

This training is an invaluable service for Montana given the rural nature of the state. The training provided to these rural communities is critical to the care of motor vehicle crash victims.

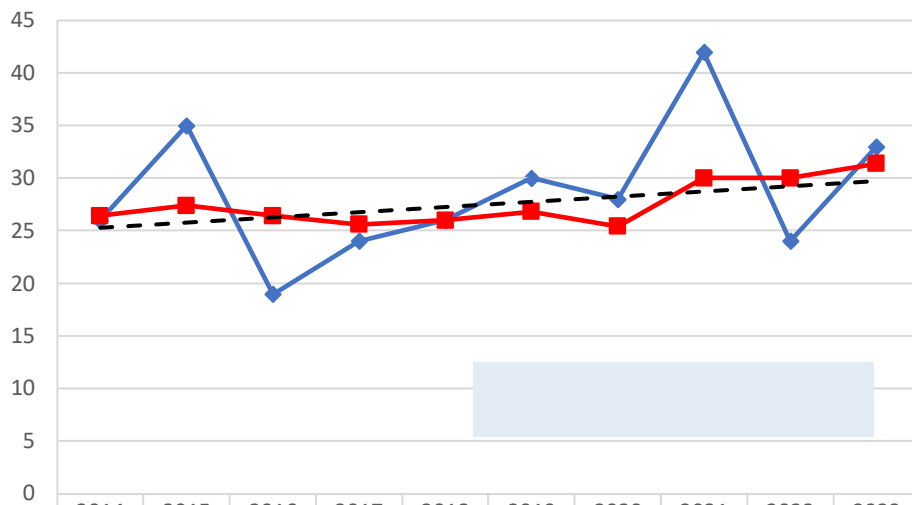
Teen Traffic Safety

Overview

According to the Centers for Disease Control, motor vehicle crashes are the leading cause of death for U.S. teens. About seven teens aged 13–19 die every day from motor vehicle crash injuries. Per mile driven, teen drivers aged 16–19 are nearly three times more likely as drivers aged 20 or older to be in a fatal crash.

The chart below shows the progress Montana is making toward the young driver fatality goals:

DRIVERS INVOLVED IN FATAL CRASHES - AGED UNDER 21

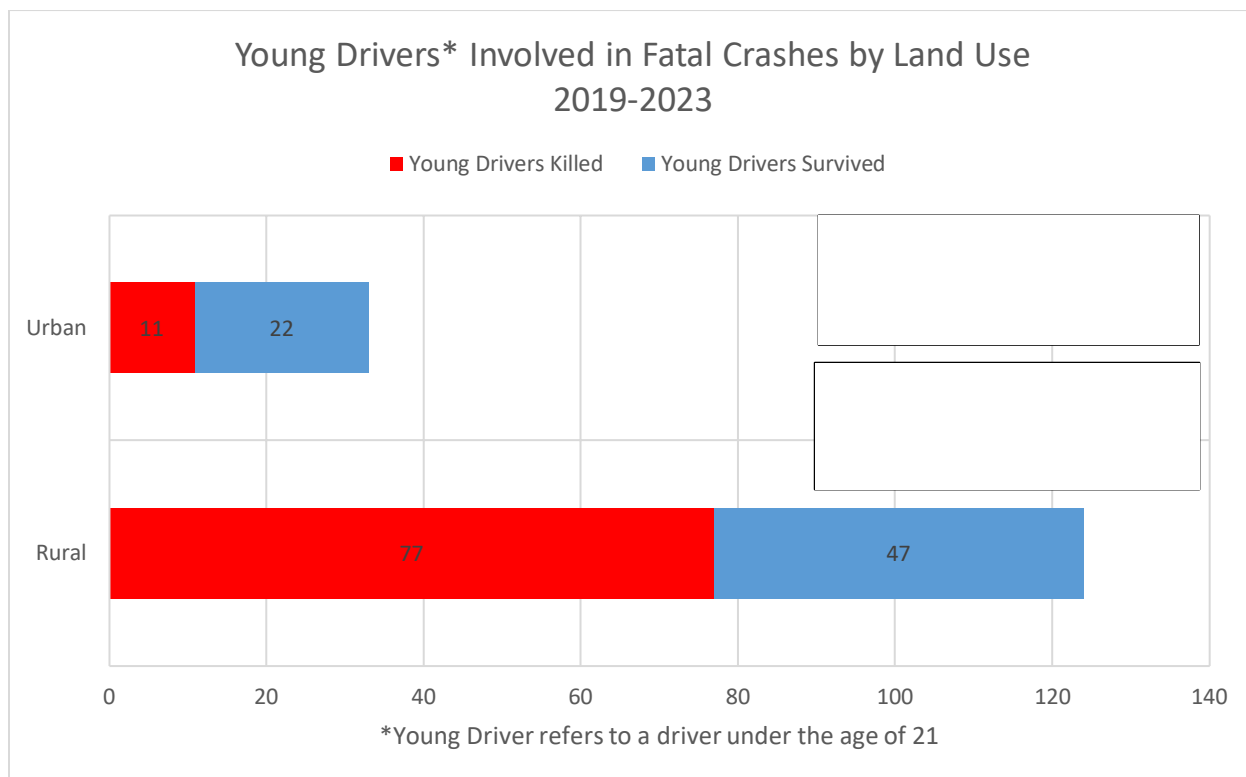


	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Drivers Involved in Fatal Crashes Aged Under 21 - FARS (C-9)	26	35	19	24	26	30	28	42	24	33
5 Year Average	26	27	26	26	26	27	25	30	30	31

After a dramatic decrease during 2022, young driver fatalities increased significantly during 2023, increasing from 24 in 2022 to 33 in 2023, or a 27% increase. While 2021 had the highest number of teen fatalities in the last ten years, 2023 was one of the top three. Unfortunately, the five-year average of 25.9 was not met.

MDT continues to partner with Montana Family, Career and Community Leaders of America (FCCLA) and local grass roots partners to promote teen traffic safety. In addition, during the last year, several new teen projects have been added in and effort to reduce these numbers.

As shown below, more teens are either involved in a fatal crash or killed in a crash in rural areas.



[illegible]

In Montana, almost four teens died every month in a car crash during 2021. Lack of driving experience impacts the safety statistics for young drivers, however, risky behavior while driving also plays a role. As shown below (Montana data).

Young Driver Fatalities												
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Total	% of Total
Speeding	9	15	11	12	5	7	13	23	4	11	110	39.0%
Unrestrained	19	26	14	18	16	13	18	28	12	16	180	63.8%
Impaired	5	7	7	5	6	6	9	14	7	10	76	27.0%
Total Fatalities	28	35	23	27	21	26	30	41	25	26	282	

This issue is a priority for Montana. BSSCS will continue to work with young drivers through a peer-to-peer traffic safety program to lower fatalities and serious injuries and possibly pursue other opportunities for outreach to this group.

Project Descriptions and Activities Funded

Teen Peer-to-Peer Highway Traffic Safety Project

Amount Obligated:	\$25,000
Amount Expended:	\$21,927

Contract Number	Project Name
113591	Huntley Project FCCLA
113592	Moore FCCLA
113593	Power FCCLA
113596	Three Forks FCCLA
113600	Fergus County FCCLA
113610	Harlowton FCCLA
113611	Jefferson County FCCLA
113620	Beaverhead County FCCLA
113621	Glacier High School FCCLA
113645	Malta High School FCCLA
113649	Medicine Lake FCCLA

Contribution: 11 chapters participated in the project and promoted a variety of safe driving practices. They educated grade schools, middle schools, high schools and their communities contributing to MDT's goal of educating teens on traffic safety issues.

For the seventh year in a row, MDT partnered with Family, Career and Community Leaders of American (FCCLA) to promote teen traffic safety. FCCLA is a student organization for young men and women in Family and Consumer Sciences education through grade 12. There are more than 1,095 FCCLA members and 63 Chapters across Montana.

It is important to note that most of these locations are in the smallest, most rural areas of Montana. These types of campaigns are critical in reaching a risky driving demographic that does not normally receive a significant amount of public education or outreach.

During FFY25, MDT has the highest level of participation compared to all previous year with 11 chapters applying for grants. Nine chapters were able to complete their projects on time and submit final reports. Below is an overview of those completed projects.

Beaverhead High School

Overview of project:

Beaverhead FCCLA created a week of interactive events to bring awareness to distracted driving, impaired driving, and seat belt use. The goal of the project was to educate all students at Beaverhead County High School on the dangers of unsafe driving. The FCCLA chapter hosted a weeklong agenda with different events and activities each day to promote safe driving. Students participated in hands-on learning activities, heard from speakers and leaders on the statistics regarding teen drivers. The following outlines the activities for the week.

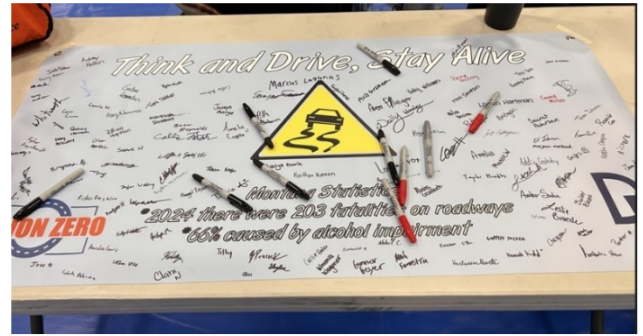
- Monday – To kick-off the week, the members conducted seat belt checks on all student drivers and passenger as the entered the school. The result was that 88% of the students were wearing seat belts, which is increase from 2024 when the seat belt check resulted in only 66% of the students wearing seat belts.

- Tuesday – On this day, FCCLA members hosted a gym day full of interactive activities including obstacle courses using impaired goggles, puzzles, and kahoot. FCCLA also partnered with the Dillon Police Department to show the dangers of texting and driving; Beaverhead County EMS to learn sidewalk CPS; and the405 Coalition to demonstrate driving reflexes and driving distractions. Every student at Beaverhead county High School attended the gym day.



- Wednesday - FCCLA members hosted a speaker, Natalie Marti. Ms. Marti told the story of her family being torn apart by a drunk driver and how she headed, forgave and overcame the destruction of one drunk driver.
- Thursday – FCCLA members passed out candy, tire gauges and lanyard representing the motor for the year, “Think and Drive, Stay Alive”.

- Friday (Stats Day) – Student body member read Montana driving statistics and names were drawn for safe driving prizes. Prizes included jumper cables, ice scrapers and car safety packs that were donated by the local Bank of Commerce.



Outreach efforts:

- 50 chapter members involved in project
- 400 people reached through the project
- 300 additional people reached through public relations efforts

Fergus Conty

Overview of Project:

The goal of Fergus County FCCLA was to educate students about the dangers of driving impaired and distracted in a fund and engaging way.

Fergus FCCLA hosted a traffic safety/Vizion Zero week at the high school. The week began with a survey being sent to all students containing traffic safety knowledge questions. Students were given one week to complete the survey

At the beginning of the week FCCLA members showed a video they created during the advisory period with contained interviews with community members; drivers’ education teacher/ Student Resource Officer and First Responders providing advice for teens on driving safely and the importance of drivers’ education. See [video](#) here.

Throughout the week, the FCCLA chapter members hosted activities in the lobby during lunch each day. The activities included the following:



- Monday – Activity where students approximated a safe distance between two cars with a tape measure and were rewarded with a piece of candy if they got it correct. The activity taught students the safe distance between two cars and rewarded the students that were correct.
- Tuesday - Cornhole with impaired goggles on. This activity demonstrated the level of sight one might have while impaired, and why that would be dangerous while driving.
- Wednesday - Fly swatter facts is an activity where two students were given a question, and they had to hit the correct answer on a wall with the fly swatter. The winner was rewarded with candy. This activity taught students important facts about driving safety and Vision Zero and rewarded the knowledgeable students.
- Thursday: Members created a scooter course where students must wear impaired goggles. This activity demonstrated driving with impaired vision, and taught students how dangerous it can be.
- Friday - Another scooter course was set up where students needed to stay on a track while eating and being distracted by other students. We had pizza from L-Town Pizza donated by The Central Montana Youth Challenge. This activity showed students how unsafe distracted driving can be.



For each activity a student completed, they earned a ticket for a prize drawing. Prizes included ten \$25 gift cards to Town and Country donated by The Central Montana Youth Challenge. Two winners each day were drawn and announced after lunch.

FCCLA Chapter members advertised the Vision Zero week on the FHS Instagram and Facebook pages, the Fergus FCCLA Instagram, on the activities sign outside the school, put up posters around the school, and the daily school announcements. In addition, they created a banner to advertise the week, and display at the school to promote safe driving after the week had concluded.

FCCLA partnership for this project included: FCCLA, MDT, Lewistown Police Department, Vision Zero, Impact Teen Drivers, Central Montana Youth Challenge, L-Town Pizza, Ballyhoo, and Lewistown Public Schools.

Outreach efforts:

- 29 chapter members involved in project
- 400 people reached through the project
- 2,000 people reached through public relations efforts

Outreach efforts:

- 13 chapter members involved in project
- 115 people reached through the project

Harlowton

Objective of Project:

To educate students on traffic safety, the Harlowton FCCLA invited Shae Bruursema, FCCLA State Officer Adviser and the MDT Student Advisor for the FCCLA project, to present a workshop on safe driving. Ms. Bruursema present the

workshop four times, reaching 92 FCCLA members and six advisers. The topics included being a safe driver, avoiding distractions, and how to be a good passenger. Information was provided using the FCCLA FACTS curriculum.

Outreach efforts:

- 19 chapter members involved in project
- 98 people reached through the project
- 500 additional people reached through public relations efforts

Jefferson County

Objective of Project:

Jefferson County FCCLA chose to do a campaign with regard to seat belt use. The first activity they conducted was a seat belt survey to assess students' seatbelt habits. As reported, the results were concerning. 33% of students admitted they do not always wear their seatbelts and only 63% routinely check that their passengers are buckled up before driving.

To maximize the impact of their project, they partnered with the Annual DUI Task Force, the Healthy Lifestyles Fair. FCCLA members hosted several interactive booths, including heart health awareness, resiliency building activities, cup stacking and an obstacle course with impaired goggles. In addition, they created their own seat belt booth. At the booth, students participated in an interactive game, listened to presentations, and signed seatbelt safety pledges.



In addition, to extend the message, a public service announcement was created and shared on social media and worked with a local photographer to film a seat safety skit featuring two fellow FCCLA members. See the skit [Don't Give up Until they Buckle Up.](#)

Finally, a parking lot sign was designed as a daily reminder for students and visitors to buckle up before driving.

Outreach efforts:

- 5 chapter members involved in project
- 375 people reached through the project
- 13,000 additional people reached through public relations efforts

Malta

Overview of Project:

This project involved multiple activities aimed at increasing seatbelt usage among teens and raising awareness about traffic safety in the community. Malta FCCLA engaged students, families, and the public through educational presentations, interactive activities, and media outreach to create lasting change.

The first major activity was distributing traffic safety-themed coloring books to elementary students on January 27th. Along with the books, chapter members spoke with students about the importance of seatbelt safety and encouraged them to discuss what they learned with their families. To promote participation, students were invited to bring their completed coloring books to the public presentation on January 29th for a chance to win a door prize. These prizes were donated by Dairy Queen, further incentivizing engagement and reinforcing our message about road safety.

On January 29th, Malt hosted a presentation featuring Pat Goldhahn, who spoke to 8th-12th graders about the tragic loss of his daughter, Lauryn, who was killed in a car accident because she wasn't wearing a seatbelt. His message tied into the #BuckleUpBlue4Lauryn campaign, emphasizing the life-saving importance of always buckling up. Before the

presentation, students were polled on their seatbelt usage, and only 37.11 % reported wearing their seatbelt to school that day. A follow-up poll the next day showed that 75% of students had worn their seatbelt, reflecting a 102% increase in seatbelt usage. Further polling in the following weeks showed that this behavior change remained steady, with 78%, 68%, and 72% of students continuing to wear their seat belts.

That evening, there was a public presentation for families and community members to attend Goldhahn's story and learn more about why seat belt usage is important. To encourage attendance, FCCLA and the Malta High School culinary class prepared and sponsored a free lasagna dinner for adults. Before the presentation, adults were also polled on their seatbelt usage, with 27 out of 35 attendees (77%) reporting they wore their seat belts to the event.

Following the presentation, FCCLA hosted Minute to Win It impairment games, where participants could experience the effects of impaired vision and delayed reaction times. These games included activities such as ping pong throws, walking a straight line, and building towers, all while wearing impairment goggles that simulated different levels of intoxication or sleep deprivation. This hands-on approach helped participants understand how impairment affects coordination and reaction time, reinforcing the dangers of driving under the influence. Door prizes for these games were generously donated by Family Matters, Joe's In and Out, and Hardware Hank.

Through these activities, chapter members worked to educate students and the community about critical traffic safety issues. By combining powerful storytelling, hands-on learning experiences, and data-driven approaches, a campaign was building creating a lasting impact, increasing seatbelt usage and reinforcing safe driving habits in Malta.

Outreach efforts:

- 8 chapter members involved in project
- 425 people reached through the project
- 15,000 additional people reached through public relations efforts

Medicine Lake

Overview of Project:

Medicine Lake FCCLA contacted Pat Goldhahn to come speak at the high school to present on the importance of wearing seatbelts at all times. Other surrounding schools were also invited including Culbertson, Grenora (North Dakota), Froid and Plentywood. Mr. Goldhahn was chosen because of his personal experience with a teen daughter who was killed in a car crash and did not have on a seat belt. Each attendee was provided with a blue ribbon to tie to their steering wheel to remind them to Buckle Up for Lauryn. Ribbons were passed out to each school and community member after the talk.



As students, community members, and faculty arrived at the presentation, they saw a car that had "crashed" in front of the school. For this visual the Chapter reached out a local wrecker service to bring a crashed car as an impact statement. The wrecker got creative and had it up against a tree. Many people mentioned the car and took pictures as they entered or exited.

Facebook and word of mouth were utilized to promote our speaker "Buckle Up for Lauryn". There were over three hundred attendees, which is a huge success for such a small school (as reported by chapter members).

Outreach efforts:

- 10 chapter members involved in project
- 350 people reached through the project
- 11,000 additional people reached through public relations efforts

Moore

Through interviews and observations Moore FCCLA determined speeds on the main road going through Moore was a concern. Chapter members wanted to help reduce speeds through Moore by installing a speed radar sign on the main road leading in and through town.

To begin the process, the Chapter met with Moore town council members, Fergus County road department, and Fergus County sheriff for ideas on how to correct the problem. While the population is only 206, there are many drivers and semi-trucks speeding through town making deliveries or hauling cows and hay. Also, the focus was on educating students about traffic safety through interactive games and lessons.

Next, members sent out questionnaires to Moore community members who live on Highland Ave and 100% of the responses indicated yes, there is an issue with speeds on Highland Ave.

Banners were created by the chapter with support of Ballyhoo Printing, these were placed in media posts, throughout the school and during the winter basketball seasons. As the weather improved, these banners were hung outside on the fence leading into the school parking lot. Ballyhoo also printed a metal sign that we will hang on the bottom of the speed radar pole with the FCCLA and other partners logos.

The speed radar sign was ordered with help from Nathan at RadarSign. The plan was approved by Fergus county commissioner, Fergus county road boss, Fergus county sheriff, and Moore town council. The solar powered speed radar sign is installed and has been working helping to reduce speed through the town.

**Outreach efforts:**

- 10 chapter members involved in project
- 500 people reached through the project
- 500 additional people reached through public relations efforts

Power**Overview of Project:**

Power FCCLA's project focused on making the roads in Power, MT, safer for students, residents, and visitors. Since the town has only a few main roads, it was important to have clear signs, smooth streets, and safe driving habits to help prevent accidents. The Chapter worked to fix road issues, improve signs, and educate the community about safe driving.

One major part of the project was working with the Teton County Road Department to fill potholes, making the roads smoother and safer. Also, five damaged or faded street signs were replaced so drivers could see them clearly. Curb stops were repaired, including handicap spaces.

To remind drivers to be careful, signs were installed around town, including a "Power Next 5 Exits" sign with the slogan "Slow Down and Enjoy the Ride." In addition, yard signs were placed that featured Power's beautiful landscape while encouraging safe driving.



The Chapter involved community members in the repair during a Power Dutton Brady Titans basketball game to spread awareness. Attendees had the chance to sign the new traffic sign before it was installed. A drunk goggle simulation challenge was set up to show the dangers of drunk driving, and for younger kids, traffic safety coloring books were provided to help them learn about road safety.

This project was made possible through partnerships with local organizations. By working with the Teton County Road Department, important road issues were able to be repaired. We also worked with Vision Zero, a group focused on reducing car crashes and making roads safer.

To complete this project, we used funding for signs, and educational materials. These resources helped us make a real difference in our town. In the end, the goal was simple: make Power a safer place for everyone. By improving the roads and reminding drivers to be careful, the community can prevent accidents, improve accessibility, and keep the town safe.

Outreach Efforts:

- 30 chapter members involved in project
- 500 people reached through the project
- 1,000 additional people reached through public relations efforts

Three Forks

Overview of Project:

The interstate near Three Forks has seen an increase in wrong-way drivers. Since August 2024, there have been nine reported wrong-way drivers and four fatalities within 20 miles of Three Forks Gallatin County Sheriff Dan Springer stated, "There was a 152% increase in wrong-way drivers in 2023 compared to the previous year." Because of these concerns, Three Forks FCCLA launched a "Drive the Right Way" project.

The goal of the Drive the Right Way project is to raise awareness about the dangers of reckless and impaired driving through engaging activities and impactful presentations during the week of January 27th.

Throughout Drive the Right Way Awareness Week, students participated in themed dress-up days, listened to daily safe driving announcements, and attended a high school assembly focused on reinforcing the importance of responsible driving habits.

Each day has a specific theme to highlight different aspects of safe driving:

Monday: Drowsy Driving Awareness - Students learned about the risks of driving while fatigued and how lack of sleep impairs reaction time.

Tuesday: Wear Pink to Honor Delaney Doherty. In memory of Delaney Doherty, who lost her life in a car crash in August 2023, students wore pink to show their support and honor her legacy

Wednesday: Don't Be a Hazard - Students dressed as traffic cones to highlight the importance of being visible and cautious on the road.

Thursday: Ghost Out

On Thursday, FCCLA organized a Ghost Out to symbolize the teens lost in traffic crashes each day. This powerful visual reminder should reinforce the urgency of making safe driving choices and help students recognize the real-life consequences of reckless and impaired driving.

Friday - High School Assembly and Guest Speakers

The highlight of the week was a high school assembly featuring guest speakers who shared their personal experiences to reinforce the importance of safe driving.

- School Resource Officer Dan Mayland provided information on Montana traffic laws, the legal consequences of reckless driving, and the importance of responsible decision-making before getting behind the wheel.
- Former Victim's Advocate April Waltee who discussed the lasting emotional and legal impacts of car crashes on victims and their families, emphasizing how one poor decision can change lives forever.
- Mark Doherty delivered the most powerful presentation, sharing the heartbreaking story of losing his daughter, Delaney, in a car crash in August 2023. His message was a stark reminder of the devastating reality of roadway fatalities and the importance of making safe choices.

The Drive the Right Way project successfully reached Three Forks High School students, particularly those of driving age, by combining education, emotional storytelling, and interactive activities. The week's events reinforced the importance of making responsible choices behind the wheel and helped students understand the real and often tragic consequences of unsafe driving. By engaging students in discussions, raising awareness, and providing expert insights, Three Forks FCCLA hopes to inspire long-term behavioral changes that will help prevent future tragedies on Montana roads.

Outreach Efforts:

- 12 chapter members involved in project
- 275 people reached through the project
- 1,500 additional people reached through public relations efforts

Montana Drive for Teens

Amount Obligated:	\$25,000
Amount Expended:	\$20,359

Contract Number	Project Name
1044-45 (as amended)	Montana Drive for Teens

MDT partnered with the Office of Public Instruction (OPI) and the [Office of Public Instruction Montana Drive Summer Workshops](#) program to provide three day-long driving training workshops for teens. While OPI already offers some workshops for teens, this program specifically targeted at-risk youth and assisted with expenses.

The training includes two hours of classroom instruction and six hours of behind-the-wheel maneuvers on a closed raceway track. Through this project MDT was able to send 22 underserved youth to the training who would not normally have access to this type of driver training. The driver benefits from individual attention



and has hours of hands-on practice behind the wheel of the skid car, school bus, pickup truck, or ambulance. Drivers learn to respond safely to typical driving risks, gaining confidence and skill.

Teen Mini-Grants

Amount Obligated:	\$25,000
Amount Expended:	\$9,986

Contract Number	Project Name
113683	St. Peter's Health Foundation
113464	Safe Kids Yellowstone County

Both of the Teen Mini-Grants awarded during FFY25, were to implement the Impact for Teens program in local communities that include Yellowstone and Lewis and Clark County. The funds were used to purchase supplies and other Impact for Teens material from the National program.

These projects promoted positive driving behaviors. These risky behaviors discussed include buckling seat belts, not being distracted when driving, speaking up if an occupant is not feeling safe while someone else is driving, and creating a positive driving behavior norm among teens and their peers.

Eighteen students were served in Yellowstone County, and 71 students were reached in the Lewis and Clark County community.

Traffic Records

Overview

The analysis of Montana crash and other data is the backbone of Montana's highway traffic safety program. The data collected from existing datasets and others updated and supported through the Traffic Records program determine the highway safety challenges in the state. Analysis of these datasets allows Montana to set performance measures; determine project activities and strategies; and target the audience with the riskiest driving behaviors.

Project Descriptions and Activities Funded

Department of Justice - MVD – Motor Vehicle Database Cleanup

Amount Obligated:	\$127,000
Amount Expended:	\$127,000

Contract Number	Project Name
113478	Motor Vehicle Database Cleanup

The Motor Vehicle Division's (MVD) Montana Enhanced Registration and Licensing Information Network (MERLIN) database had significant duplicate records which account for over 600,000 individual records driver and vehicle, which is more than 20 percent of individual customer records in the database. Nearly half (over 300,000) of all organization customer records were duplicated. Some records had up to twenty different iterations within the system. The duplicate records were often incomplete or have outdated information. MVD implemented a system corrections to stop new duplicate records from being generated, but the problem of existing duplicates required mitigation.

The issue is that when records were pulled from the system by emergency dispatchers, law enforcement and first responders, they were not able to discern the most current and complete record. That created a situation of inaccurate Montana records that are used for local and nationwide response.

To resolve this issue, MVD deployed multiple task approaches. Some of the data was too unique in its scenario that the data processors needed to identify and purge the duplicate records manually. From a database perspective some of the data issues were fixed via a query in which the database administrators would isolate the duplicate/bad data and execute a query to fix in bulk. Lastly, some of the duplication / bad data came from system specific workflows and processes in which more than a query is needed to truly fix the generation of duplicate/bad data. A Business Analyst identified and provided guidance to a developer to fix the specific system functionality in MERLIN. Data Processors and Data Administrator were used to correct these records.

FFY25 was the last year of the over two-year project. This was a significant lift for MVD that will have long-term statewide impacts. Due closed out at the end of March 2025 when the new The Credentialing and Registration System (CARS) went live.

Below are the final numbers for grant activity during FFY25.

- 5,590 FEINs corrected on Organizations
- 988 FEINs removed from individuals
- 26,618 Customer addresses updated
- 9,453 Vehicle exceptions corrected
- 23,038 Vehicle plate records corrected
- 720 Duplicate vehicles merged
- 38 Duplicate customers merged
- 14,237 Pending titles with missing information researched and issued
- 543 Registrations updated with missing plate information
- 906 Converted vehicle records verified
- 252 Converted customer records verified

The numbers don’t really tell the whole story. The grant funded employees cleaned up 4,237 pending titles, some going as far back as 2023. This was critical in ensuring that we were converting the correct owners for each vehicle. This was time intensive work that required research in the imaging system and writing letters to customers asking for missing or corrected documents. This work took up a great deal of time each week and it helped MVD have a successful go-live in MVD’s new system, CARS.

DPHHS Trauma Registry

<i>Amount Obligated:</i>	<i>\$59,781</i>
<i>Amount Expended:</i>	<i>\$44,963</i>

<i>Contract Number</i>	<i>Project Name</i>
<i>113477</i>	<i>DPHHS Trauma Registry</i>

FFY25 was year one of a four-year implementation project. The Montana Trauma Registry Upgrade project successfully transitioned 62 healthcare facilities from the legacy trauma software platform, Digital Innovations v5 (formerly owned by ESO), to the upgraded ESO Patient Registry SaaS system. This modernized platform supports consistent, user-friendly documentation of patient registry data and ensures seamless contribution to a centralized state trauma repository. ESO is responsible for system configuration, implementation, and standardized training to support adoption and effective use across all sites.

Participating Facilities

- 62 Total Facilities Implemented on ESO Patient Registry
 - 6 Basic Sites (Trauma Levels I, II, III)
 - 56 Access Sites (Trauma Levels IV & V)
- Additional Facilities Reporting via ImageTrend (3)
 - St. Vincent Healthcare
 - St. James
 - Holy Rosary

These three hospitals use a different vendor platform (ImageTrend). The project team is working closely with facility contacts and ImageTrend to ensure all required fields feed into the Montana Central Trauma Repository without data gaps or inconsistencies.

Key Milestones & Activities

- Weekly Project Meetings
Began July 10, 2025, and continue on an ongoing basis. These meetings support implementation tracking, site preparation, and troubleshooting.
- Statewide Training Program
Weekly Montana-specific virtual training occurs every Thursday at 12 p.m. for all registry users. In addition, users have access to ESO’s on-demand and live virtual product trainings.
- Kickoff with Facilities
Held July 24, 2025, introducing the project timeline, expectations, and roles.
- Onsite Training & Conference Engagement
ESO conducted onsite training during the Montana Trauma Systems Conference on September 10, 2025, with 106 participants in attendance.
- Go-Live Date
The upgraded ESO Trauma Registry system is scheduled to launch statewide on January 1, 2026.

Status & Outlook

The project remains on track, with implementation phases progressing as planned. Training participation has been high, and weekly sessions are strengthening user readiness ahead of the go-live date. Engagement with ImageTrend facilities is ongoing to secure continuity and completeness of statewide trauma data reporting. With continued TRCC support, the state is positioned to achieve a unified, modernized trauma registry that enhances data quality, system usability, and statewide reporting consistency.

HPMS & MIRE Process and Procedure Upgrade

Amount Obligated:	\$250,000
Amount Expended:	\$250,000

Contract Number	Project Name
113587	HPMS & MIRE Process Procedure Upgrade

FFY25 was year one of a two-year project. MDT HPMS Processes and Procedures project focused on discovery, process analysis, and development of automation tools. Key achievements include workflow redesign, Python-based tool development, and improved documentation. This report summarizes activities from October 2024 through September 2025, major milestones, challenges, and next steps.

MDT initiated this project to enhance the Highway Performance Monitoring System (HPMS) processes and procedures. The primary goal is to streamline data collection, improve workflow efficiency, and implement automation tools to

ensure accurate and timely HPMS submittals to the Federal Highway Administration (FHWA). Year one focused on discovery, process analysis, and the development of new tools and documentation.

The initial six months were dedicated to project planning and resource alignment. Key activities included establishing project governance, gathering existing HPMS documentation, conducting stakeholder meetings, and preparing technical environment access requests.

- April: Discovery meetings in Helena; review of documentation and SQL scripts; workflow diagramming initiated.
- May–June: Continued documentation review; workflow diagrams completed; weekly progress meetings established; technical access requested.
- July: Development of new Python script tools for HPMS processes (Roadlog, Bridge, ARNOLD routes, Summaries & Metadata); ongoing documentation.
- August: Completion of HPMS Summaries, Collections, and Estimates; initiation of traffic data process and sample identification; documentation updates.
- September: Completion of Sample Panel Validations, Traffic process, and Certified Mileage steps; work began on HPMS Data Items Staging tables and Pavement; continued documentation updates.

Major Achievements:

- Developed comprehensive workflow diagrams for HPMS processes.
- Implemented Python-based automation tools for critical HPMS steps.
- Established consistent communication and collaboration between MDT and technical teams.
- Created and updated process and user documentation to support future operations.

Year two will focus on completing pavement process development and integration, finalizing staging tables and data validation routines, conducting user training, and implementing full-scale HPMS process automation.

Laboratory Information Management System Upgrade

<i>Amount Obligated:</i>	<i>\$216,668</i>
<i>Amount Expended:</i>	<i>\$188,775</i>

<i>Contract Number</i>	<i>Project Name</i>
<i>113536</i>	<i>DOJ – Laboratory Information Management System Upgrade</i>

The Montana Forensic Science Division Breath Alcohol program is a nationally accredited calibration unit under ANSI National Accreditation Board, the same accrediting body for the entire Montana Laboratory system. Two scientists manage over 100 breath testing instruments (Intoxilyzer 9000 from CMI, Inc.) that are placed across the state of Montana.

The past database used for Breath Alcohol data and reporting is Microsoft Access. The DOJ IT division informed FSD that there are security concerns with this platform, and it was suggested that alternatives should be considered to manage Breath Alcohol data and the interface with the instruments. Access is not as widely supported as other database platforms such as SQL Server, MySQL or Oracle and the risk of corruption is greater as time goes on. Users consistently saw disruptions in the functionality using the Access database. A specific LIMS for Breath Alcohol allow FSD to be confident in the gathering and storage of historical data and continue to grow the Breath Alcohol program. The data includes, but is not limited to, certified users (officers in the field) of the breath alcohol instruments and annual calibration certification documentation for each validated breath instrument. A LIMS also interfaces with the breath instrument database program called COBRA.

FSD has been working with the vendor, Forensic Advantage, with the following items during FFY25:

- 1) Report creation and customization: The vendor committed to building 4 custom reports. We have tested them and all have been finalized.
- 2) Published Utility: The vendor and DOJ ITSD worked to troubleshoot why data (operators, subject test) from COBRA is not automatically syncing with the vendor program, BrAD.
- 3) Uploading new Montana Law Enforcement Academy (MLEA) class rosters/operators into BrAD:
- 4) All other aspects of the new workflow have been tested and are in production.
- 5) Entering calibration documentation in both the old system and new system (BrAD) to ensure a smooth transition and the integrity of the data.

FSD has signed off on the completion of this project with the vendor, and the project is fully implemented.

Non-Intrusive Continuous Counting Implementation

<i>Amount Obligated:</i>	<i>\$278,000</i>
<i>Amount Expended:</i>	<i>\$274,000</i>

<i>Contract Number</i>	<i>Project Name</i>
<i>113586</i>	<i>Non-Intrusive Continuous Counting Implementation</i>

The Traffic Data Collection and Analysis Section utilized funds to purchase [LeeTron Vision's](#) non-intrusive traffic collection equipment and supporting electronics. These units will be installed as continuous count stations (CCS) in urban areas where traditional in-road traffic equipment does not provide accurate traffic data and cannot be installed without establishing construction zones with lane closures. CCS equipment in urban areas will provide critical traffic data including seasonal and classification adjustment factors which increases the accuracy of traffic statistics provided on urban roadways. This information will be valuable not only to the MDT but also each Metropolitan Planning Organization and city planners in each urban area.

The Traffic Data Collection and Analysis section has installed traffic counters provided by the grant. These sites are located in Bozeman, Billings, and Helena. Power has been wired to sites in Missoula, and the counters should be installed when the weather allows, and TDCA is still working with Great Falls to find suitable locations. The traffic count data from this equipment will be populated in TDCA's online traffic count database and available to the public.

The data will be used to support the Highway Performance Monitoring System submittal required annually by the Federal Highway Administration. It will be used for reporting at the segment level, but more importantly, the annual data generated from these sites will be used in adjusting portable traffic counts in each region for seasonality and axle correction factors.

Media – Statewide Campaigns

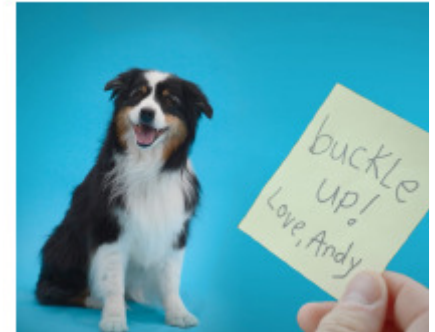
<i>Amount Obligated:</i>	<i>\$1,015,000</i>
<i>Amount Expended:</i>	<i>\$1,003,171</i>

<i>Contract Number</i>	<i>Project Name</i>
<i>113324/113325</i>	<i>Paid/Earned Media – Duft Waterson</i>

MDT launched a new campaign during FFY23 and adopted a mascot, “Andy”. The “Andy” mascot continued to be used through FFY25. Updates included expanded efforts to address impaired driving, seat belt and child safety restraints, and distracted and aggressive driving with teens and young adults, as well as with the general traveling public across Montana. While the campaign is new, the messages continue to build on past work to reach the overarching goal of Vision Zero – zero deaths and zero serious injuries on Montana roadways – by continuing to promote and educate system users on the importance of safe behaviors.

See commercials developed utilizing MDT’s mascot on the [MDT YouTube channel](#).

In addition, MDT utilizes Troy Anderson as a traffic safety spokesperson. Troy’s campaigns focused on impaired and aggressive driving during FFY25. These campaigns utilized PSAs and can also be viewed on the MDT YouTube Channel (link above).



MDT completed four statewide campaigns from October 2024 through September of 2025. These included a Holiday campaign for the holiday mobilization, May Click or Ticket mobilization, Motorcycle Awareness during May (See Motorcycle Rider Safety, page 72), Labor Day Mobilization in August/September.

In addition to those statewide media efforts, other localized campaigns were run to include:

- SETT/STEP – St. Patrick’s Day high visibility efforts
- 4th of July STEP/SETT mobilization high visibility efforts
- SOAR – Winter Campaign; Impaired Driving Summer Campaign and Back-To-School Buckle Up Campaign (See Tribal Traffic Safety, page 63)
- CPS – Media was provided for a variety of local events (See Occupant Protection, page 36)

The following is an aggregate of the results from the 2025 statewide campaigns:

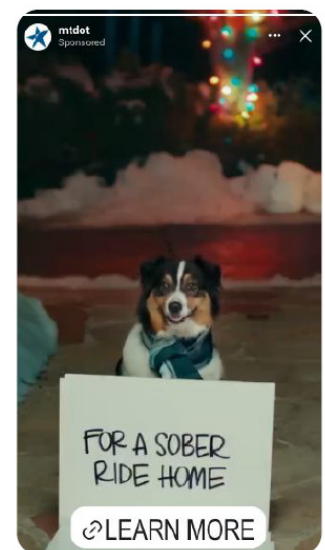
Holiday Mobilization

Dates: November 25, 2024 – January 5, 2025

Primary Audience: Men 21-34

Secondary Audience: Adults 21-54

- CTV/OTT
 - 463,722 Impressions
 - 453,215 Video Completions
 - 98,664 Reach
- Hulu
 - 276,314 Impressions
 - 273,480 Video Completions
 - 57,623 Reach
- Meta
 - 910,173 Impressions
 - 280,987 Reach
 - 283 Link Clicks
 - 11 Post Shares
 - 162 Post Reactions
- You Tube
 - 2,238,228 impressions
 - 533 Link Clicks
 - 559,040 Reach
- Pandora



396,541 Impressions

56,471 Reach

32 Link Clicks

➤ Spotify

172,739 Impressions

177 Clicks

45,877 Reach

➤ iHeart Radio

224,410 Impressions

3,311 Added-Value Spots

➤ Movie Theaters

13 Movie Theaters

103 Screens

522,263 Impressions

St. Patrick's Day Mobilization - SETT

Dates: February 10 – 4/6/2025

Primary Audience: Males 21-34

Secondary Audience: Adults 21-64

➤ Meta

502,438 Impressions

321,044 Reach

621 Clicks

5 post comments

66 Post Reactions

15 post Shares

621 Clicks

➤ Traditional - OOH

1 Locations

150,576 estimated Impressions

➤ Traditional – In-Bar

4 communities

1,459,120 estimated Impressions

810,002 Added-Value Impressions

90 Clicks

➤ Broadcast Radio

7 Stations

312 Spots

290 Added-Value Spots



May Mobilization

Dates: May 12 – June 01, 2025

Primary Audience: Males 18-34

Secondary Audience: Adults 18-54

➤ Spotify

102,747 Impressions

74 Clicks

6,981 Reach

➤ AudioGo

94,578 Reach



180,108 Impressions

95 Clicks

- Broadcast Radio
- 29 Stations
- 1,176 Spots

Summer Impaired Driving Campaign

Date: May 26 - August 31, 2025

Primary Audients: Males 18-34

Secondary Audience: Adults 15-54

- Meta
 - 5,253,582 Impressions
 - 693,832 Reach
 - 2,682 Clicks
 - 23 Post Comments
 - 690 Post Reactions
- 41 Post Shares
- Rodeos
 - 8 Total Rodeos Targeted (Red Lodge, Livingston, Big Sky, Helena, Missoula, Bozeman, Kalispell, Dillon)
 - 120,000 Reach
- Streaming Audio
 - 1,242,488 Impressions
 - 503 Clicks
 - 135,144 Reach
- YouTube
 - 5,340,985 Impressions
 - 3,858 Clicks



4th of July Campaign (Increased HVE Message)

Dates: June 23, - July 7, 2025

Primary Audience: Males 18-34

Secondar Audience: Adults 18-54

- Broadcast Radio
 - 26 radio Stations
 - 1,221 Spots
 - 1,177 Added Value Spots

Labor Day Mobilization

Dates: August 18 – September 2, 2025

Primary Audience: Men 21-34

Secondary Audience: Adults 18-54

- Meta
 - 553.104 Reach
 - 2,763,972 Impressions
 - 2,468 Clicks
 - 223 Reactions
 - 14 Shares
 - 5 Comments
- YouTube
 - 1,762,766 Impressions



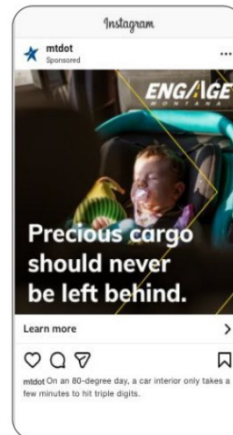
- 1,167 Clicks
- 403,3358 Reach
- Video Display
 - 305,061 Impressions
 - 217 Clicks
- iHeart
 - 361,545 Impressions
- Pandora
 - 717,580 Impressions
 - 70 clicks
- Spotify
 - 131,172 Impressions
 - 77 Clicks
- Broadcast Radio
 - 38 stations
 - 1,752 Spots
 - 1,752 Matched
- Gas Station Toppers
 - 86 Locations
 - 8,172,000 Impressions

Unattended Passenger

Dates: May 1 – September 2, 2025

Primary Audience: Parents and Caretakers

- Meta
 - 417,487 Reach
 - 3,548,163 Impressions
 - 3,103 Clicks
 - 1,022 Reactions
 - 196 Shares
 - 65 Comments
- Digital
 - 312,708 Reach
 - 955,982 Impressions
 - 547 Clicks



Projects Not Implemented

All FFY25 projects outlined in the FFY25 AGA were either implemented or amended out of the AGA for a variety of reasons. See the amendment listing on page 9 of this document.

Fiscal Overview of Obligations & Expenditures

During FFY2025, Montana successfully applied for and received funding from the National Highway Traffic Safety Administration. These grant monies included base level funding under Section 402 which was received following the submission of a Performance Plan in accordance with federal law. These grant monies also included Section 402, Section 405b (Occupant Protection), Section 405c (Traffic Records), Section 405d (Impaired Driving Prevention), and Section 405f

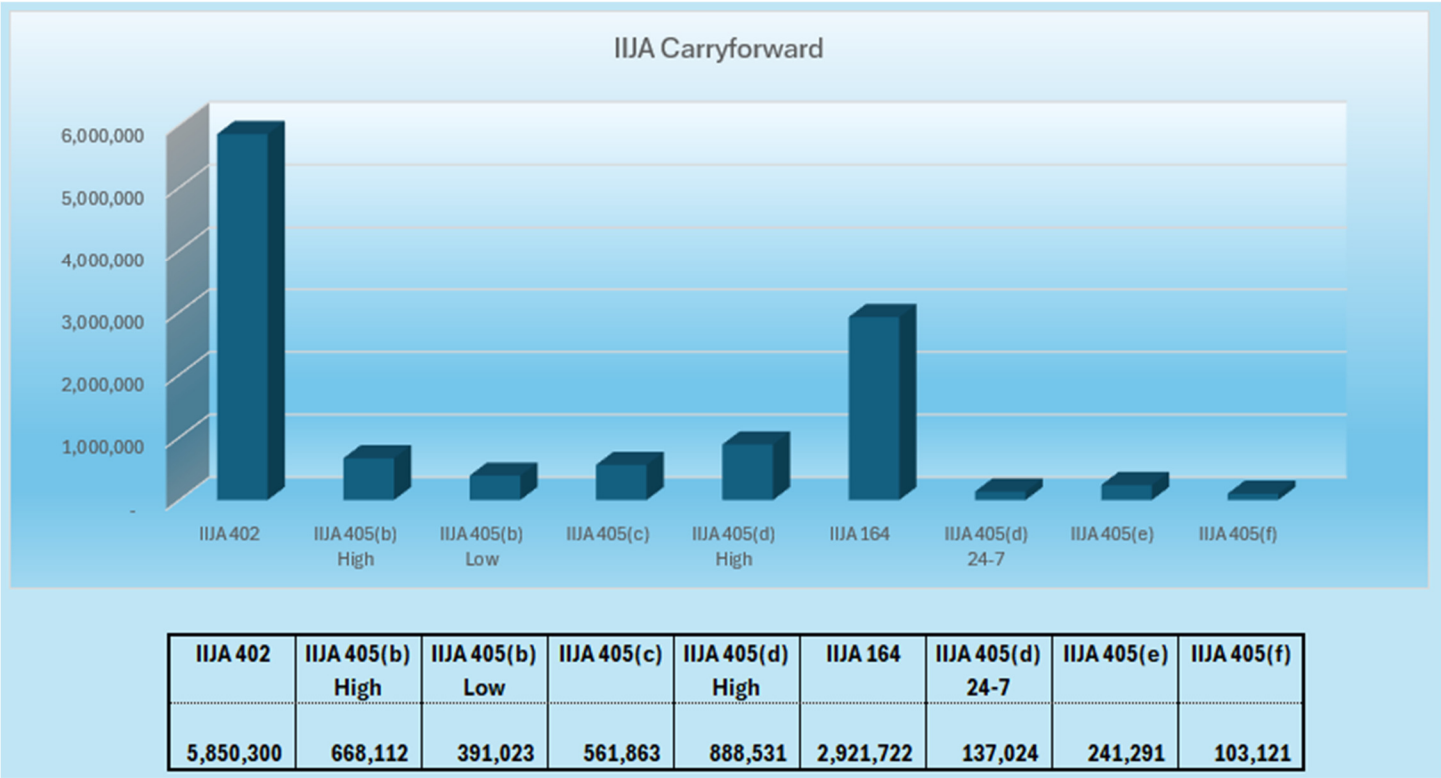
(Motorcycle Awareness). Montana has also received funding through HSIP 164 Penalty funding. As required by federal law, at least forty percent of Section 402 funds will be spent at the local level by city, county, and tribal governments.

Carry Forward Amounts

Montana carried forward \$12,192,228 from FFY2025 into FFY2026. This has been split into two graphs.

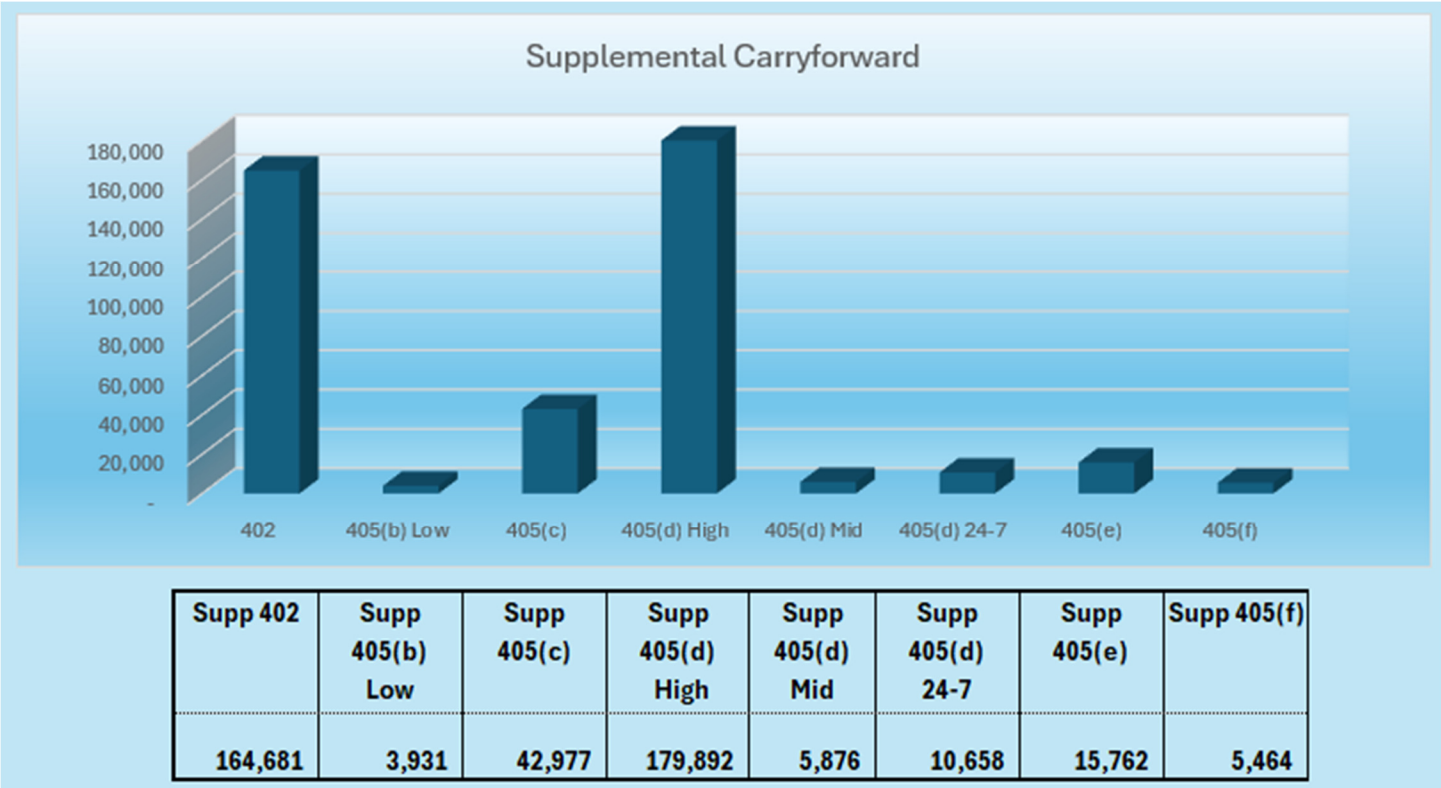
IIJA Carry Forward Amounts

IIJA carryforward was \$ 11,762,987. \$5,850,300 in IIJA 402 funding, \$668,112 in IIJA 405(b) High funding, \$391,023 in IIJA 405(b) Low funding, \$561,863 in IIJA 405(c) funding, \$888,531 in IIJA 405(d) High funding, \$2,921,722 in IIJA 164 Penalty funding, \$137,024 in IIJA 405(d)24-7 funding, \$241,291 in 405(e) funding, and \$103,121 in IIJA 405(f) funding.



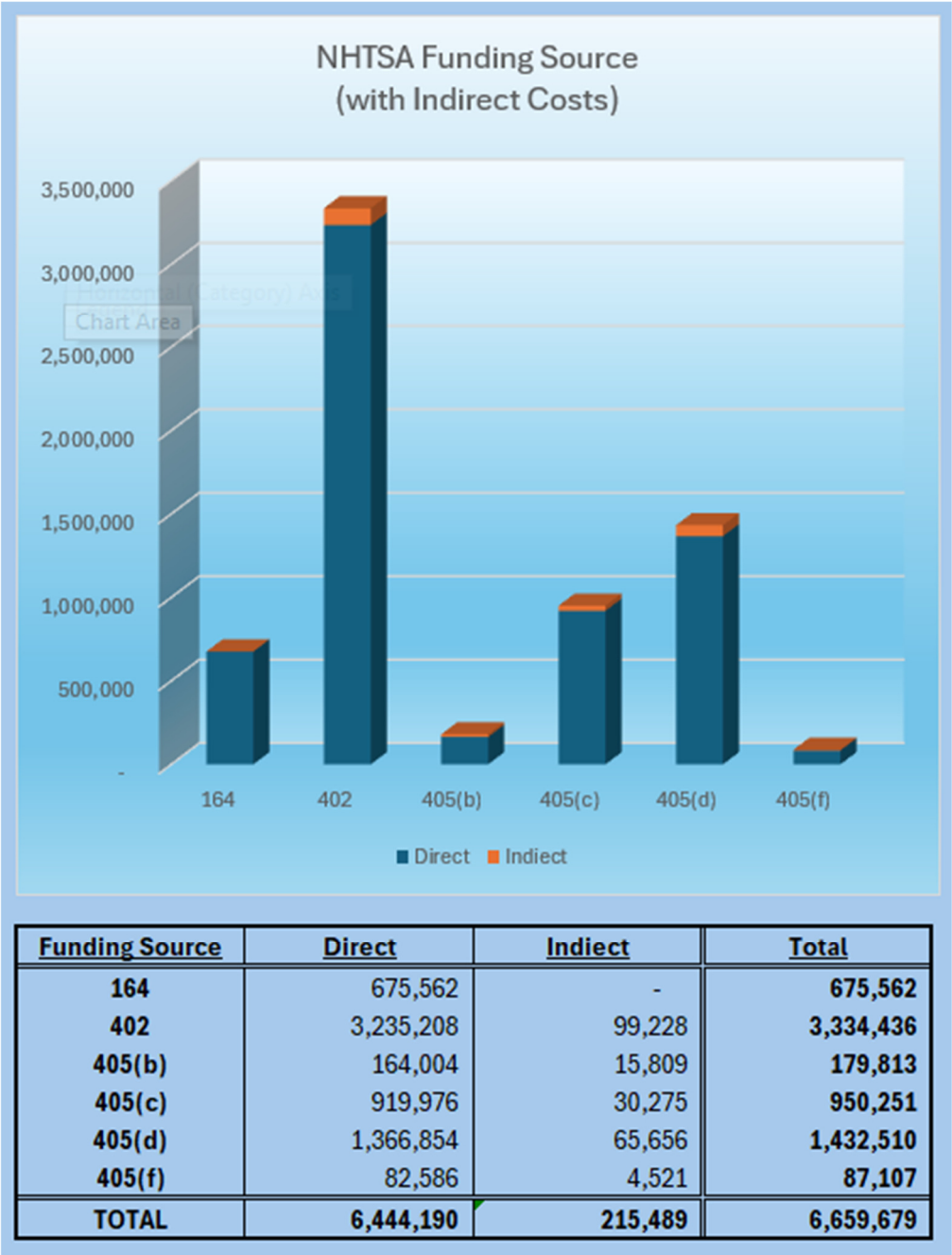
Supplemental Carry Forward Amounts

There was \$429,241 carryforward of Supplemental funding. \$164,681 in SUPP 402, \$3,931 in SUPP 405(b) Low, \$42,977 in SUPP 405(c), 179,892 in SUPP 405(d) High, \$5,876 in SUPP 405(d) Mid, \$10,658 in SUPP 405(d)24-7, \$15,762 in SUPP 405(e), and \$5,464 in SUPP 405(f).



NHTSA Program Funding

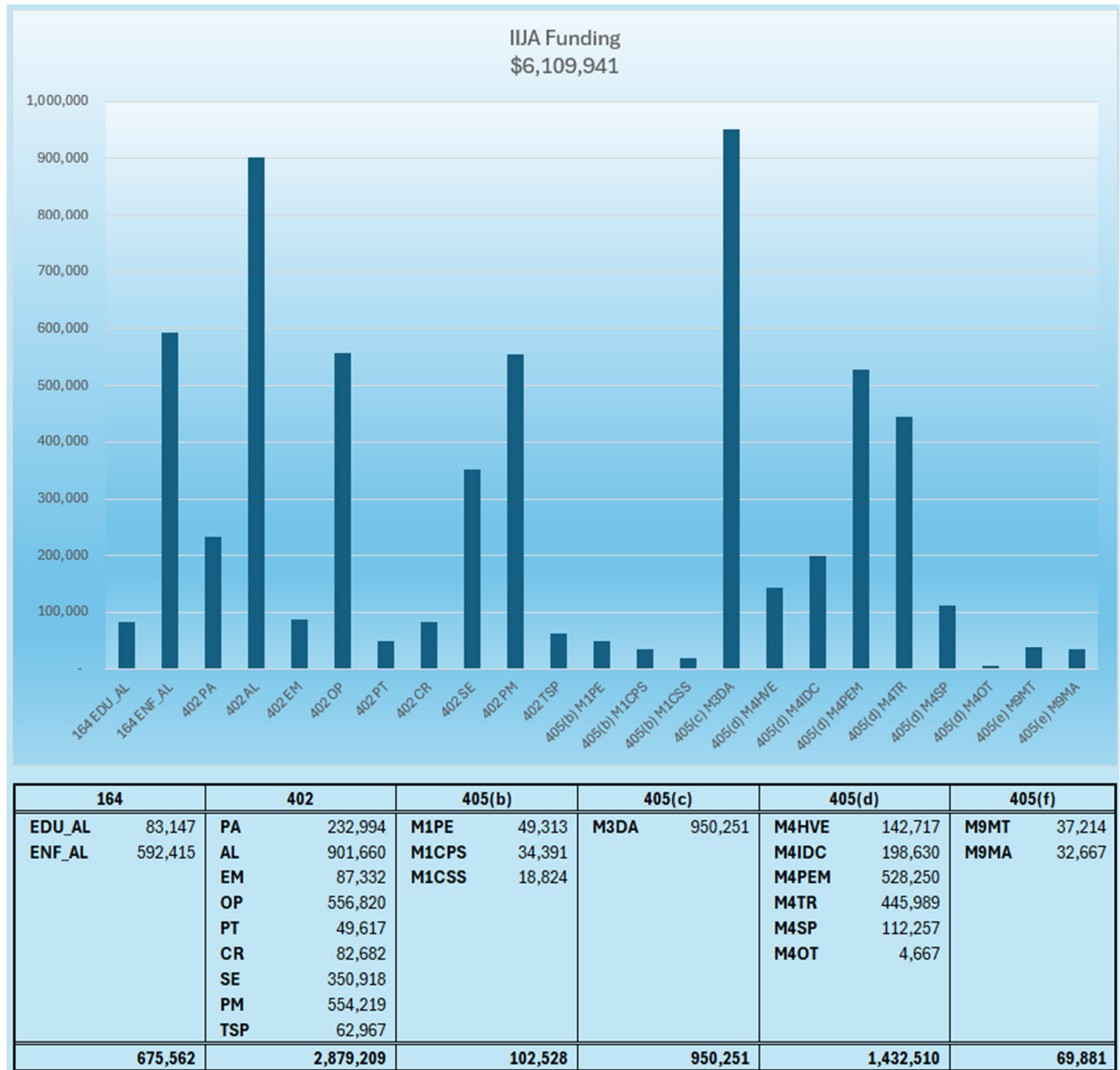
During federal fiscal year 2025, Montana expended \$ 6,659,679. This is illustrated in the following table:



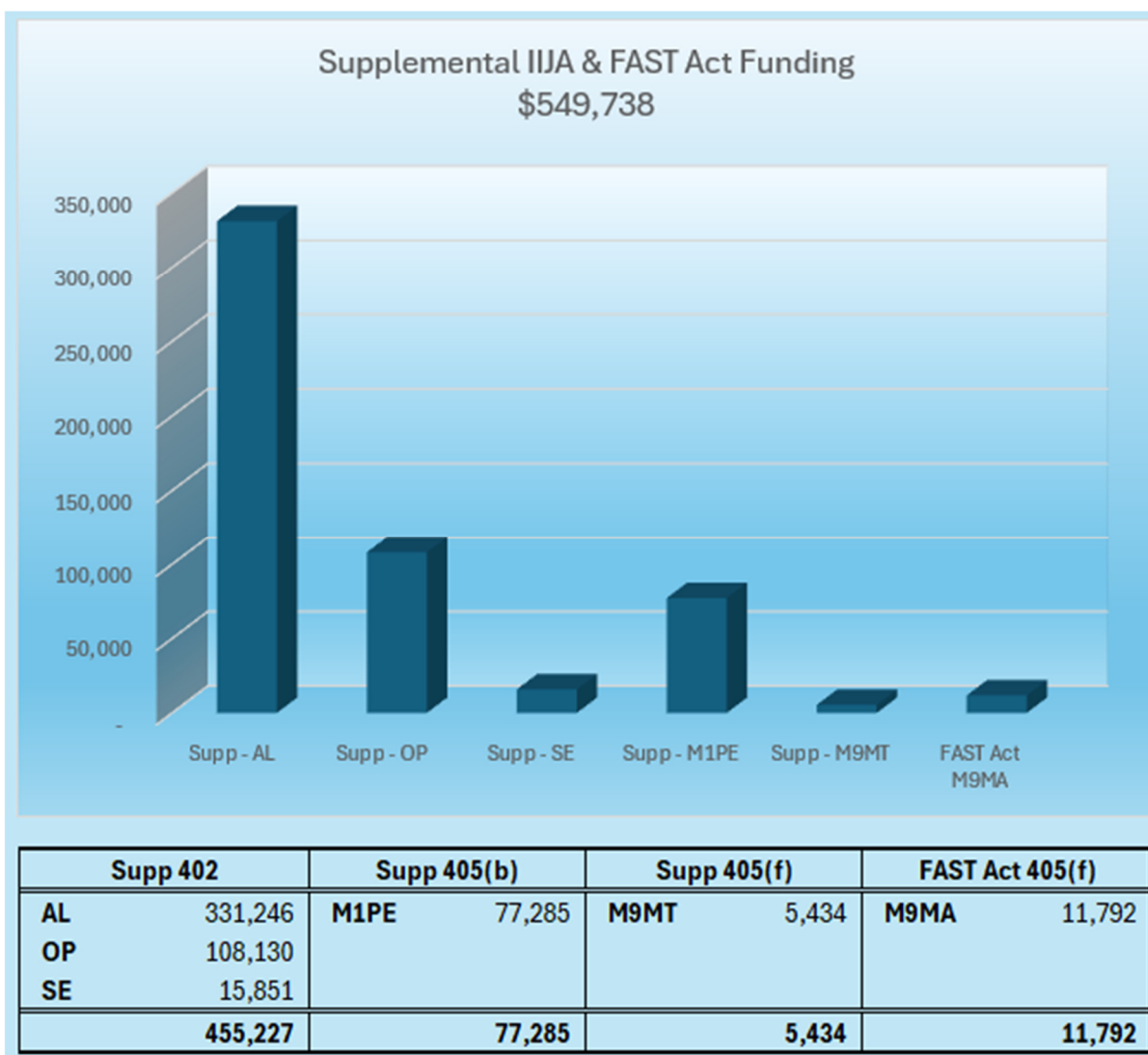
IIJA, Supplemental & FAST Act funding

The following tables break down expenditures by specific program area:

IIJA Funding:

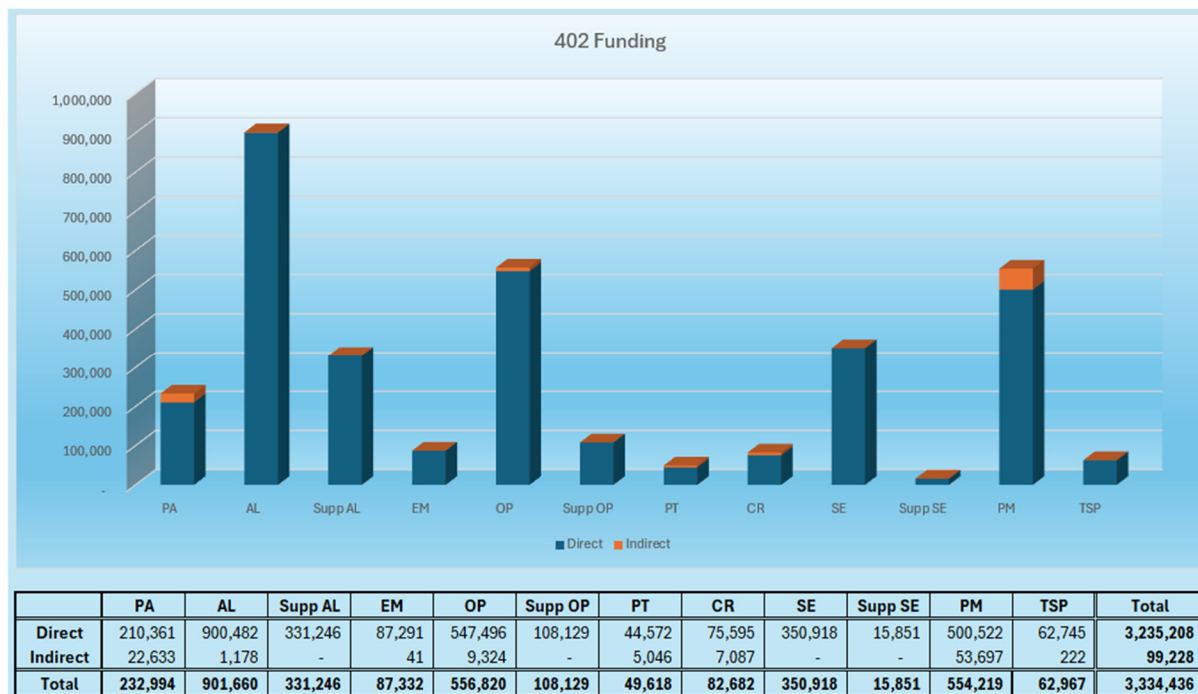


Supplemental & FAST Act funding:



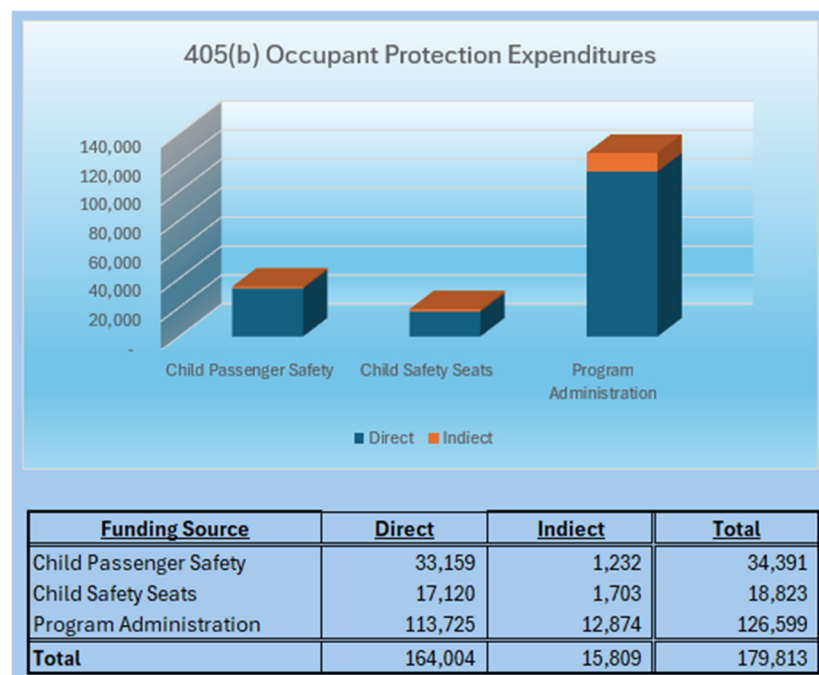
402 Program Funding

Montana expended \$3,334,436 in 402 funding consisting of both IIJA and Supplemental IIJA.



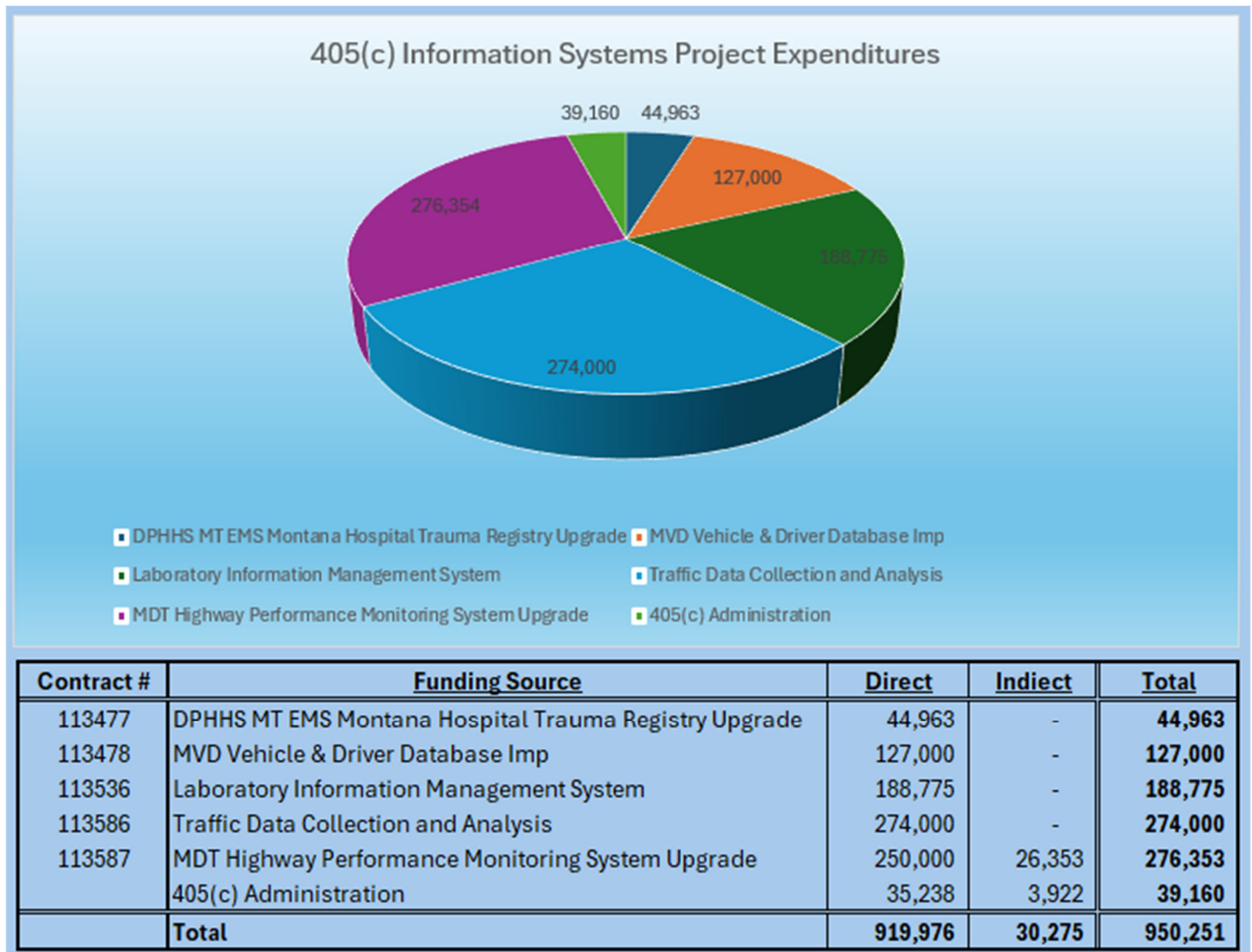
405(b) Program Funding

Montana expended \$179,913 in 405(b) Occupant Protection funding consisting of IIJA, and Supplemental funding.



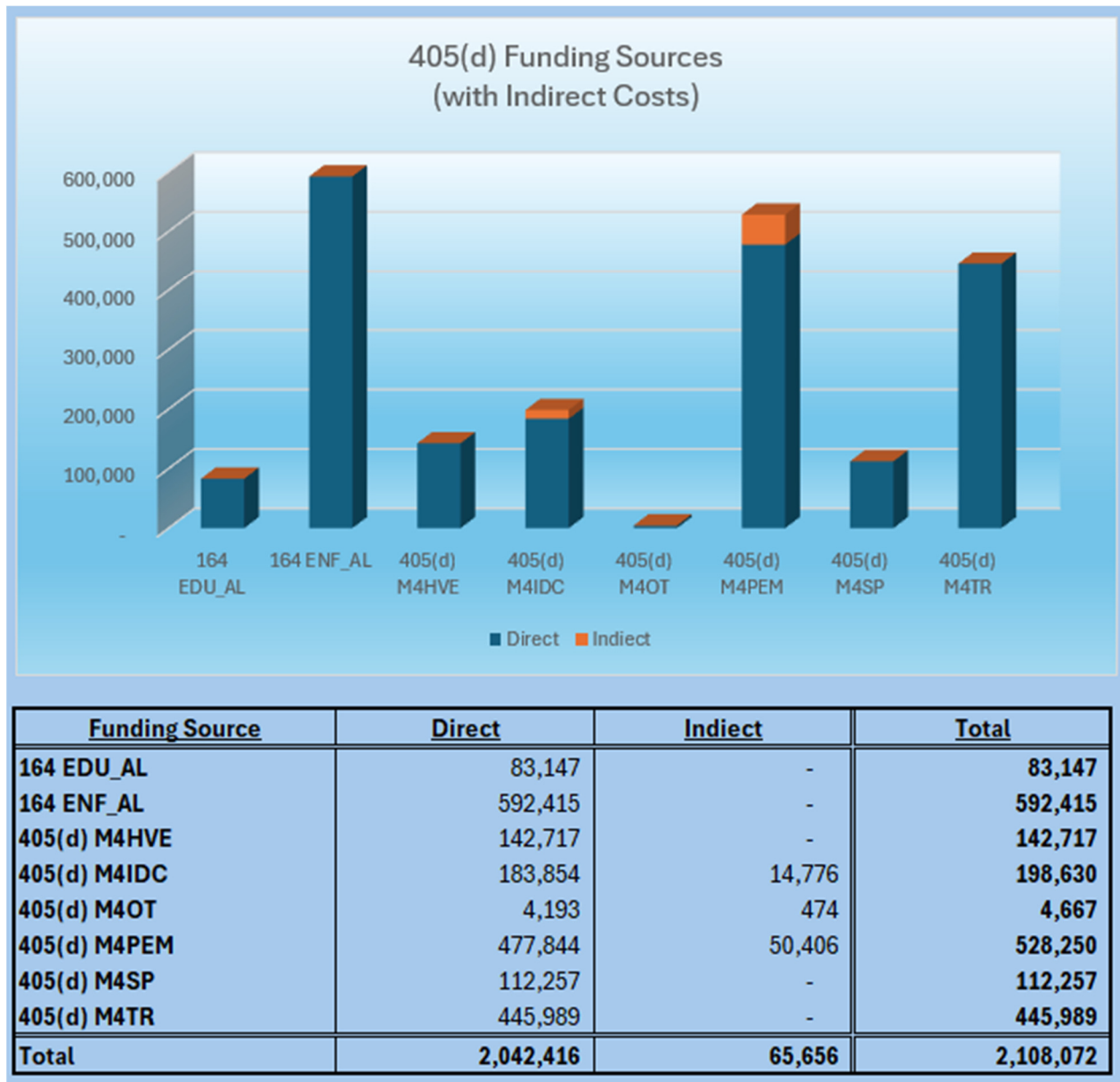
405(c) Program Funding

Montana expended \$950,251 in 405(c) funding:



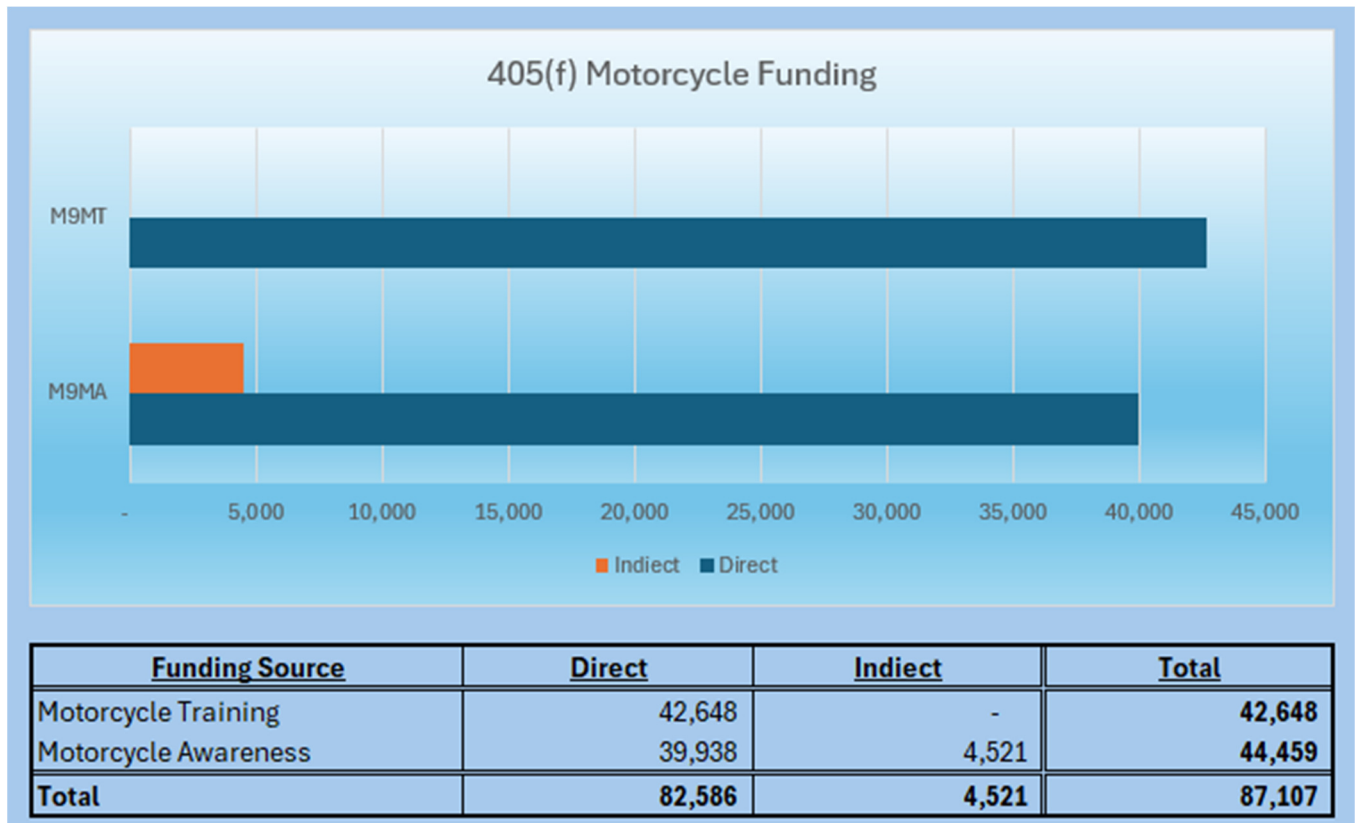
405(d) and 164 Transfer Program Funding

Montana expended \$2,108,072 in 405(d) and 164 Transfer funding:



405 (f) Motorcycle Safety

Montana expended \$87,107 in 405(f) funding consisting solely of FAST Act funding:



Direct vs. Indirect Expenditures

Direct expenditures were \$6,444,190 while Indirect expenditures were \$215,489:

