



Montana

Section 402

Triennial Highway Safety Plan Federal Fiscal Years 2024-2026

Prepared by:

Montana Department of Transportation

State Highway Traffic Safety Section

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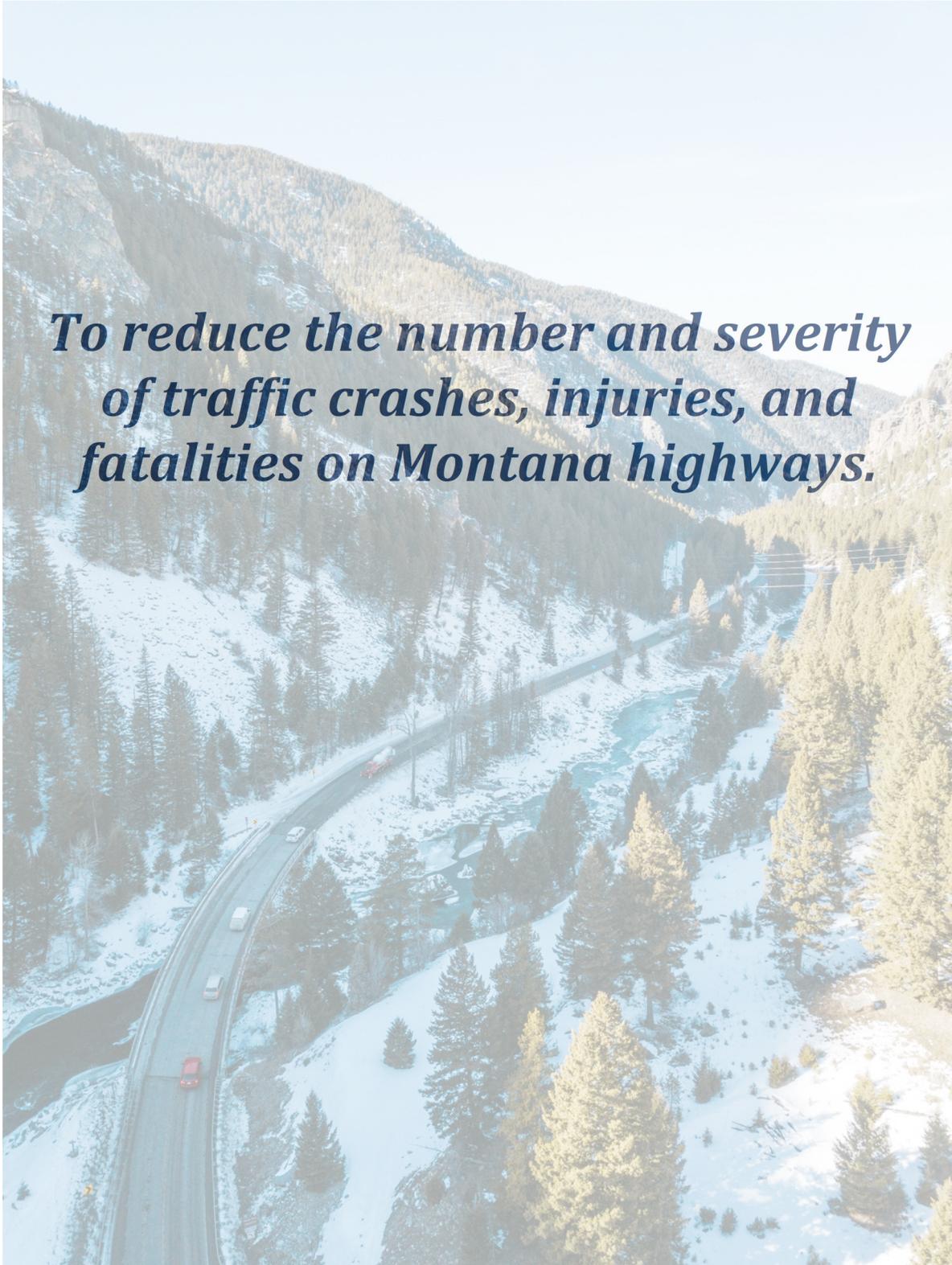
Helena, Montana 59620

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



Mission Statement

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



June 30, 2023

Greg Fredericksen, Regional Administrator – Region 10
National Highway Traffic Safety Association
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Seattle WA 98174-1079

Subject: FFY2024 Triennial Highway Safety Plan

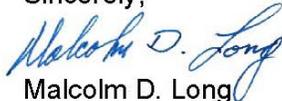
We appreciate the opportunity to submit the Montana Federal Fiscal Year (FFY) 2024 Triennial Highway Safety Plan (3HSP), in accordance with the requirements of 23 CFR Part 1300.10.

This 3HSP reflects the 2021 FARS data for analysis, showing a downward trend for the ten-year period in vehicle crash fatalities and serious injuries. Some of the highlights of the plan include:

- Increasing public participation and engagement in the 3HSP process.
- 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 Department of Justice efforts of the MHP Traffic Safety Resource Officer Law Enforcement training programs, and the Traffic Safety Resource Prosecutor efforts.
- Collaborating with the Montana Future Career and Community Leaders Association chapters in Montana to implement teen peer-to-peer traffic safety education.

The strategies and countermeasures in the FFY2024 3HSP will help us reach our objective to achieve lasting change that will result in reaching Vision Zero – zero deaths and zero serious injuries on Montana roadways.

Sincerely,



Malcolm D. Long
Director

copies: Rob Stapley, Rail, Transit and Planning Division Administrator
Tammy Ross, Transit, Safety and Planning Bureau Chief
Janet Kenny, State Highway Traffic Safety Section, Supervisor

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1. Introduction

1.1 Overview

Disclaimer: This document contains **preliminary** data for 2022 and 2023 traffic safety statistics. All other data is taken from the Fatality Analysis Reporting System and uses certified NHTSA data through 2021. Other 2022 and 2023 data was not available at the time of this application.

The Montana Department of Transportation (MDT) continues the Vision Zero initiative focusing on the four focus areas that are critical moving toward zero deaths and zero injuries on Montana roads:

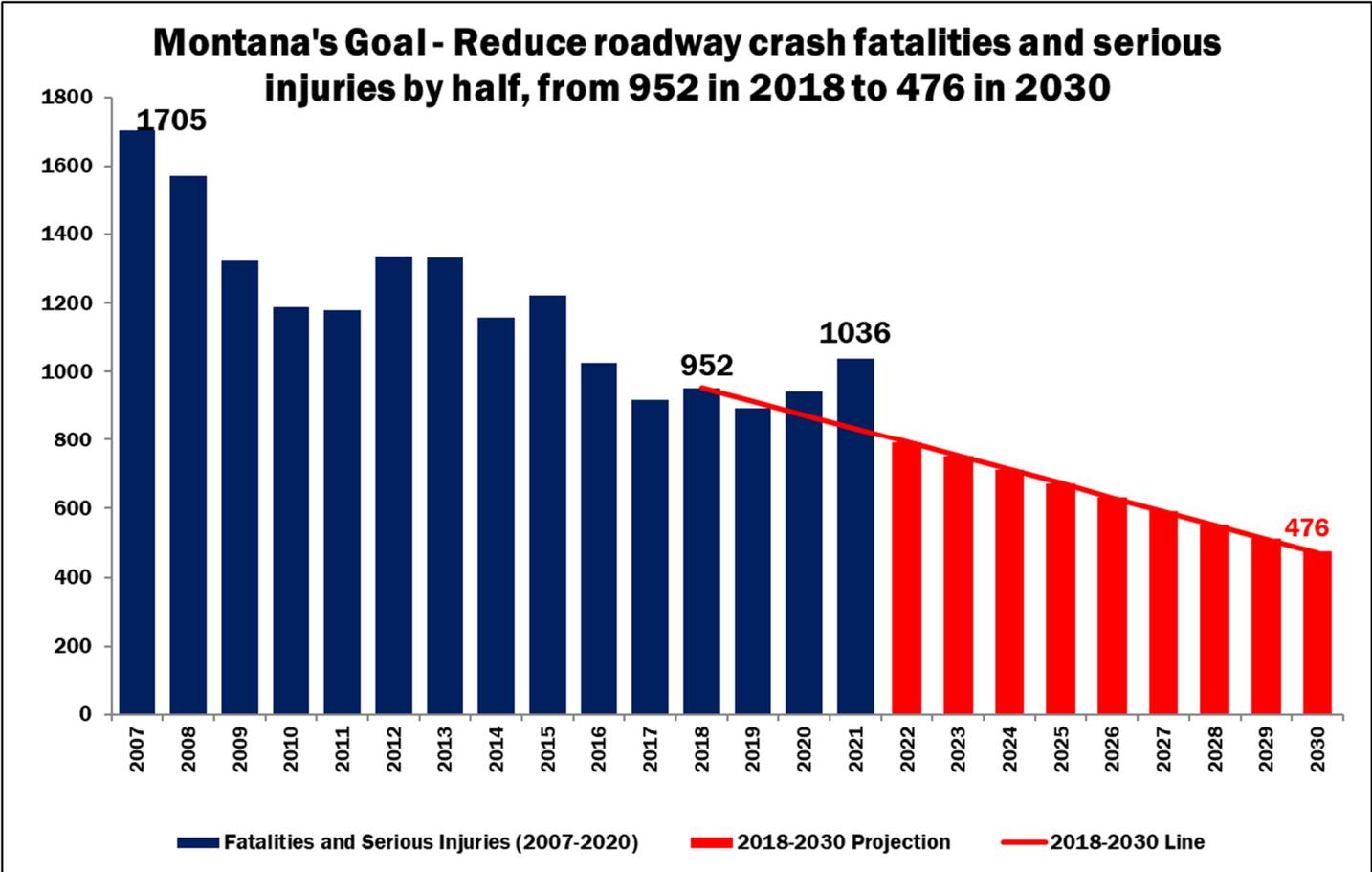
Education through public information campaigns and local outreach through Buckle Up Montana, DUI Task Forces, Safe On All Roads (SOAR), and Teen Peer-to-Peer programs.

Enforcement of Montana seat belt and impaired driving laws by law enforcement agencies whose presence reminds drivers and occupants to obey traffic laws. Traffic enforcement is increased around the busiest travel times of the year and around high-risk events.

Engineering of Montana roadways to ensure that Montana's thousands of miles of state roads and highways are built and maintained with safety as the first concern.

Emergency medical response adequately funded, trained and equipped to respond to vehicle crashes through MDT's Emergency Medical Services Grant Program.

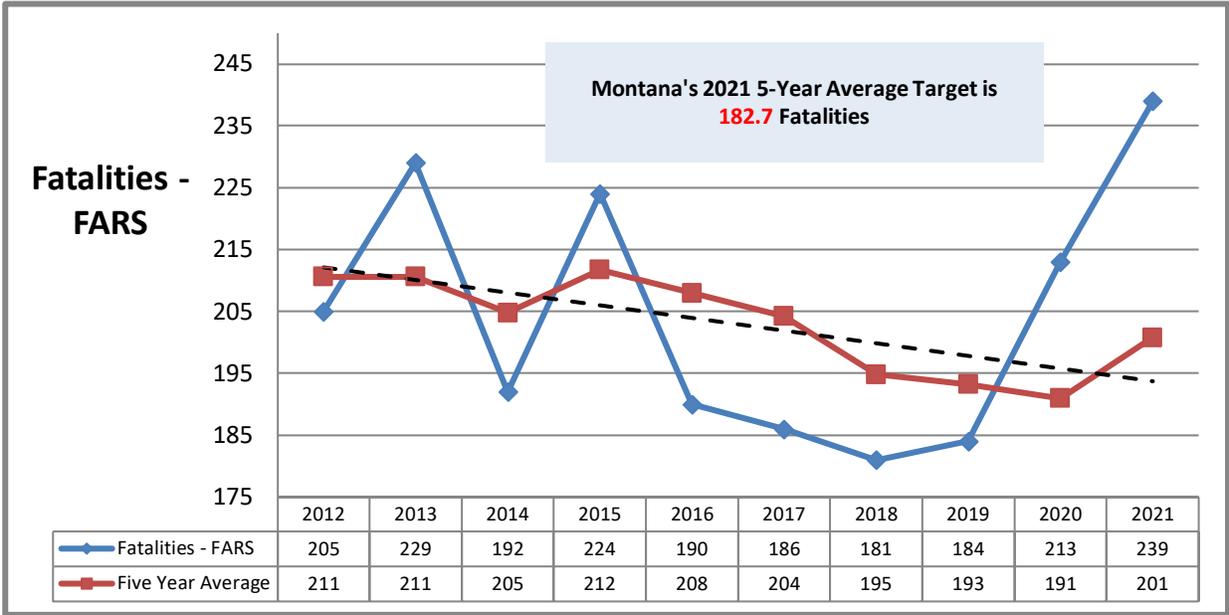
Montana's Comprehensive Highway Safety Plan (CHSP) was updated in 2020 and includes an overall safety goal for fatalities and serious injuries combined. The CHSP revised the interim goal of fatalities and serious injuries from 952 in 2018 to 476 in 2030, reducing these by 50%. This goal was revised to reflect the commitment to achieving zero fatalities and zero serious injuries on Montana's roadways. The history of Montana's progress is below.



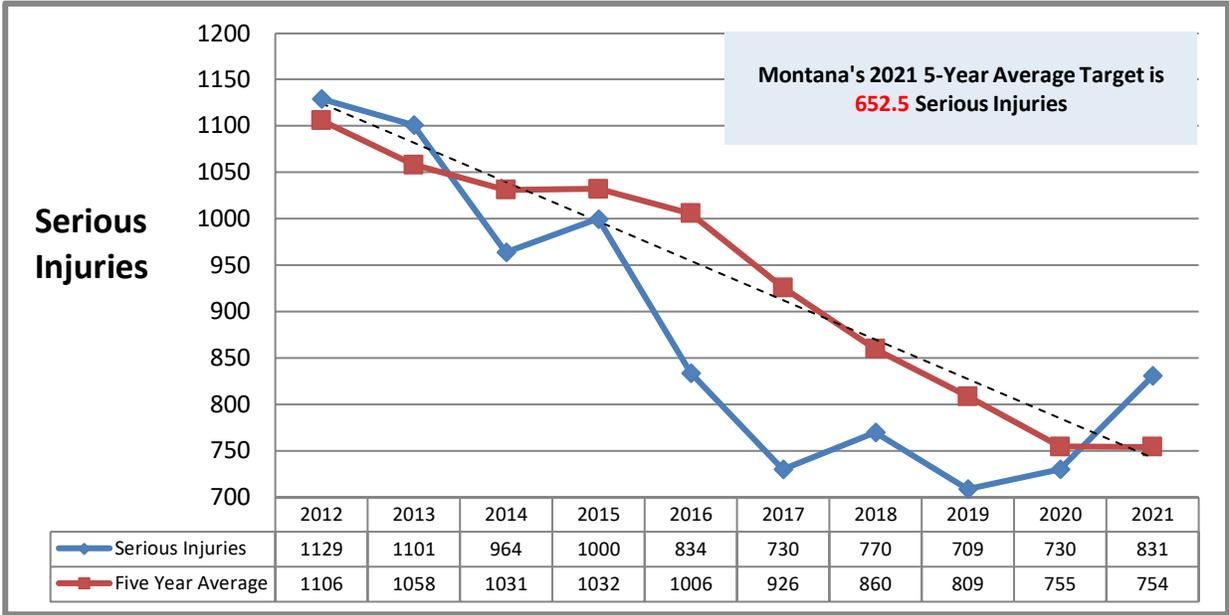
While 2021 showed a significant increase in these traffic safety issues, Montana is confident this anomaly will correct itself in the coming years providing an opportunity to reach the 2030 goal.

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 SHTSS 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 targets. The 2021 fatality goal of 182.7 is consistent with the targets outlined in the CHSP and Montana’s Highway Safety Improvement Plan. At 182.7, this goal was a very aggressive goal based on the fatality history and was established by statewide traffic stakeholders at the annual safety meeting. Unfortunately, the goal was not met as shown below.



As shown above, during 2021 data indicates there were 239 fatalities in Montana which was an increase from 2020 of 26. This increase in fatalities was 12%, making it impossible to meet the established goal. However, the five-year average trend line reflects a slightly decreasing slope even with this increase, making MDT believe the decreasing slope will continue regardless of the increase in 2021.



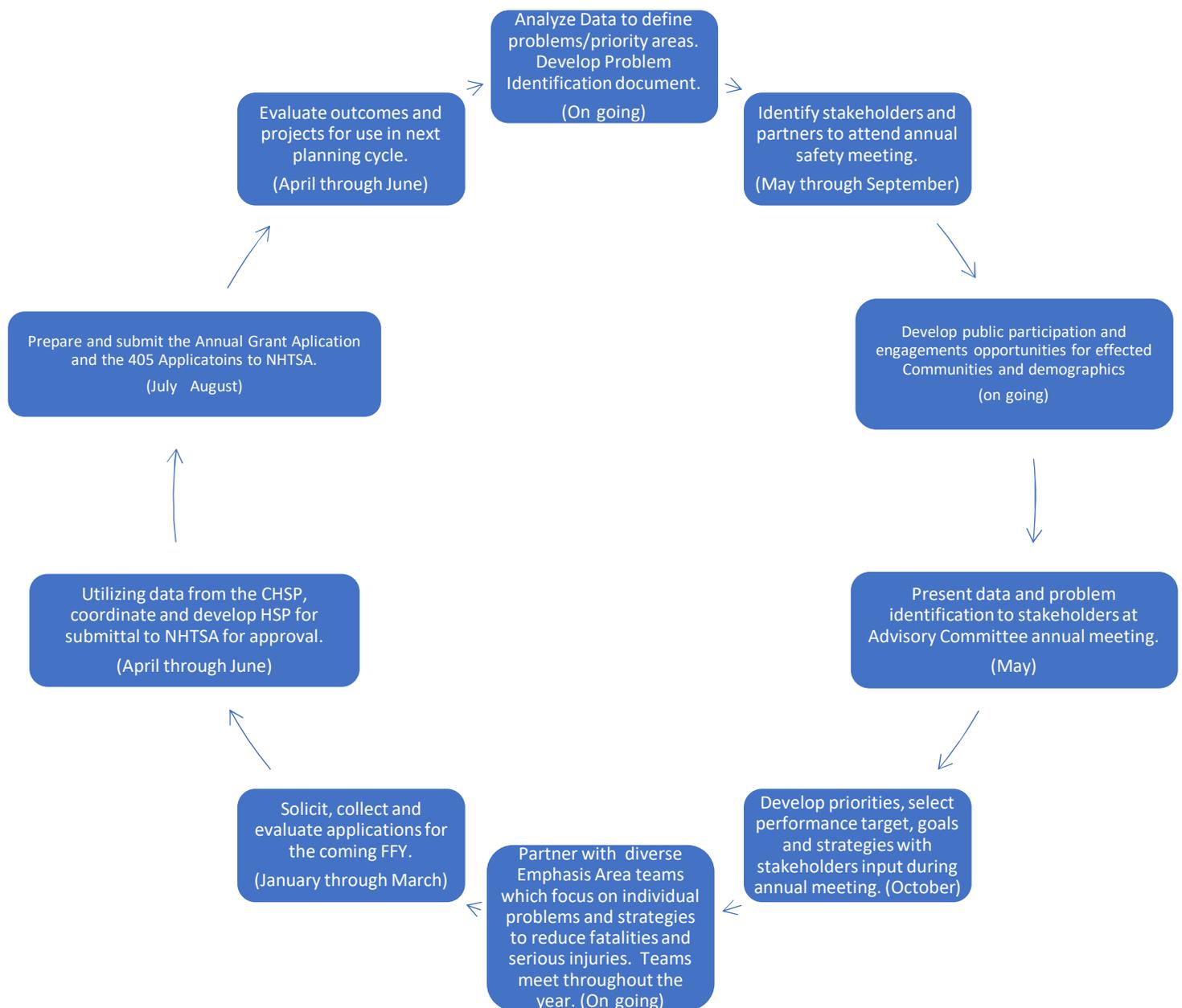
In 2021, data for serious injuries like fatalities, also increased over 2020 by 101. While that is a significant increase, the five-year average actually decreased by 1, as previous years with much higher serious injuries dropped off the five-year lookback period. The serious injury five-year average target for 2021 was 652.5 while the actual was 754, however, the five-year average trend line continues to show significant decreases.

2. Highway Safety Planning Process and Problem Identification

As outlined in Subpart B: 1300.11 Triennial Highway Safety Plan and Annual Grant Application plan content, this document will describe the processes, data sources and information used by the State for highway safety planning. This will include problem identification, public participation and engagement, performance measures, and countermeasures strategies.

2.1 Montana's Highway Safety Planning Process

Montana's planning process is outlined in the graphic below.



In addition to the process above, SHTSS provides a grant timeline through personal email and on-line for stakeholders to understand the process and the due dates of each step.

Milestone	Timeline
Application submission deadline for FFY 2024 funding.	March 1, 2023
Application review and assessment. Funding and project recommendations made to the Governor’s Representative (GR) for Highway Traffic Safety.	March 1 – April 30, 2023
Preliminary contract negotiations.	April 30 - May 29, 2023
Draft Triennial Highway Safety Plan (HSP) prepared by MDT staff and submitted to the GR for approval.	May 1 – June 30, 2023
Deadline for Triennial Highway Safety Plan submission to NHTSA.	July 1, 2023
Deadline for NHTSA to notify state whether or not FFY24 Triennial Highway Safety Plan is approved.	60 Days to Review and Approve or Disapprove
Deadline for Annual Grant Application (Project level information) and 405 Applications	August 1, 2023
Notification to applicants regarding funding approval or denial.	August 2023
All contracts must be executed between Grantees and MDT	October 1, 2023
<i>Start of Federal Fiscal Year 2024</i> Contracts are finalized and routed for signatures. Effective date of contract varies; please check with your assigned program manager for details.	October 1, 2023 – September 30, 2024
Annual Highway Safety Planning Meeting.	October 4-5, 2023

2.2 Data Sources

Montana partners with many entities to ensure a wide variety of traffic safety data is available to establish traffic safety problems, goals, activities, etc. Some of these include:

- Fatality Analysis Reporting System (FARS – Federal Government)
- Census Data (Montana Department of Commerce and National Data)
- Citation and Conviction Data (Montana Supreme Court)
- Department of Public Health and Human Services Data - EMS
- Seatbelt and Other Observational and Self-Reporting Studies and Evaluations (Various entities)
- NHTSA Data
- Office of Public Instruction Youth Data
- Board of Crime Control Data (Department of Justice)
- Motor Vehicle Information/Drivers’ Records (Department of Justice)
- Other information and data from governmental and private sector safety organizations

All these data sets are integrated, when appropriate, to determine if there are patterns or trends that indicate traffic safety issues. These are then identified in Montana’s Problem Identification as described in Section 2.3 below.

2.3 Problem Identification

Montana uses a data-driven approach to identify traffic safety problems by analyzing crash data. The Montana Highway Patrol (MHP) manages the state-wide database which includes MHP and local law enforcement crash data. This database is shared electronically with MDT. MDT then uses AASHTOWare Safety for traffic safety analysis purposes.

SHTSS's Data Research Analyst is an end-user of the system with full access to the crash data. The analyst reviews fatality and serious injury trends for each NHTSA core performance measure to determine where resources should be focused.

Most of Montana's data is from reportable crashes submitted by law enforcement officers. Some minor crashes such as non-life-threatening run off the road crashes and crashes with animals are not always reported.

Although MDT SHTSS relies heavily on the crash data through MHP, there have been significant strides to expand the data collection. During 2017-2020, MDT has been collaborating with the Department of Public Health and Human Services (DPHHS) and DOJ Judicial services. DPHHS is working to gather EMS data from rural area EMS responders with regard to crash outcomes. In addition, Judicial Services has been compiling information on DUI citations and outcomes to better understand the impaired driving problem in Montana. This information is compiled using Montana Highway Patrol and the Board of Crime Control numbers. The data is provided on-line from MHP and provided directly in hard copy from the Board of Crime Control and has been provided to SHTSS staff for analysis. There is some data received from NHTSA funded DUI Courts that is provided; however, it does not provide a broad understanding of the statewide issue. As the availability for this data improves, MDT will provide a deeper analysis.

Analysis of the data for each NHTSA performance measure helps show the traffic safety issues challenging Montana. The chart below provides what percent each performance measure represents as compared to Montana's total fatalities and serious injuries.

Crash Description	Fatalities		Serious Injuries		Fatalities and Serious Injuries	
	2017-2021 Average	% of Total	2017-2021 Average	% of Total	2017-2021 Average	% of Total
Statewide Total	200.6	100%	808	100%	1008.6	100%
Impaired Driver Involved	80.5	40%	274.6	37%	400.6	40%
Unrestrained Vehicle Occupant	88	44%	242.4	33%	341	34%
Speed as a Factor	70	35%	150.6	20%	208	21%
Drivers 65 and Older Involved	39.6	20%	134.4	18%	174	17%
Drivers Age 14-20 Involved	29.8	15%	105	14%	131.2	13%
Motorcyclists	23.4	12%	99.2	13%	123.4	12%
Pedestrians	16	8%	31.6	4%	48.8	5%
Bicyclists	1.8	1%	13.8	2%	15.4	2%
Native Americans*	36.8	18%	61	8%	97	10%

* Fatalities from FARS. Serious Injuries from Montana Crash Data

*Native American fatalities is a performance measure tracked by MDT. They represent an overrepresented population and are a traffic safety priority. Serious injury data is incomplete and not reported for this group.

As shown, impaired driving (at 40%) and unrestrained occupant (at 34%) fatalities and serious injuries are significant traffic safety issues in Montana. Not far behind includes speeding at 21% of all fatal and serious injuries. Montana strives to fund projects to address these concerns and has strong impaired driving and occupant protection programs.

Law enforcement has been using speed as a way of arresting impaired drivers. It has not necessarily been a focus for enforcement; however, speeding citations represent the highest number of all citations issued by STEP participants and the SETT patrol. During 2022 speeding citations represented almost 25% of all citations. While many citations are written, speeding remains a critical issue for the state.

Below represents the age and gender of the passengers involved in fatal crashes over the last ten years.

Fatalities by Age 2012-2021												
Age	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10 yr Total	% of 10 yr Total
0-15	11	6	9	8	9	11	9	8	11	8	90	4%
16-20	20	21	22	28	15	18	18	24	21	34	221	11%
21-24	22	30	21	22	18	14	19	14	16	14	190	9%
25-34	42	38	36	44	34	44	35	25	40	45	383	19%
35-44	28	29	26	29	28	29	24	26	32	40	291	14%
45-54	30	35	29	31	22	17	25	20	34	28	271	13%
55-64	30	28	20	22	36	27	22	18	26	30	259	13%
65-74	16	21	15	27	18	15	13	26	18	26	195	10%
75+	6	21	14	13	10	11	16	23	15	14	143	7%
Total	205	229	192	224	190	186	181	184	213	239	2043	100%

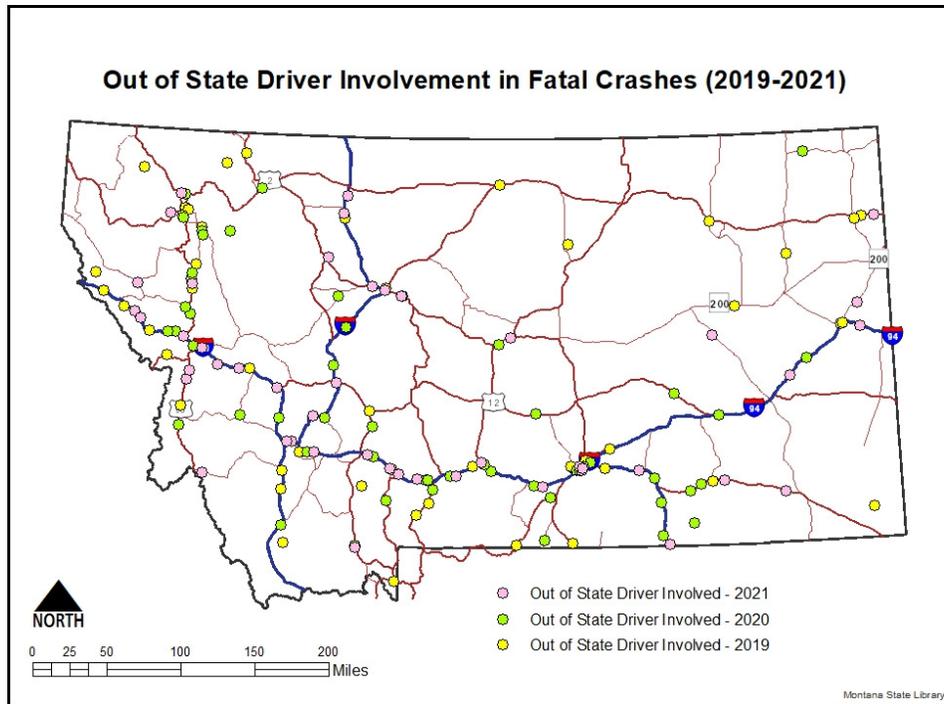
Fatalities by Gender 2012-2021											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10 Year Total
Female	59	73	61	76	56	72	64	58	67	66	652
Male	146	156	131	148	134	114	117	126	146	173	1391
Total	205	229	192	224	190	186	181	184	213	239	2043

As shown, during the last ten years, drivers aged 25-64 represent 59% of all fatalities. In addition, drivers over 65 represent almost 17% of all fatalities. Males constitute 68% of all fatalities. MDT’s target audience for most outreach is males aged 18 – 34. This group made up almost 33% of all fatalities over the last ten years as shown below.

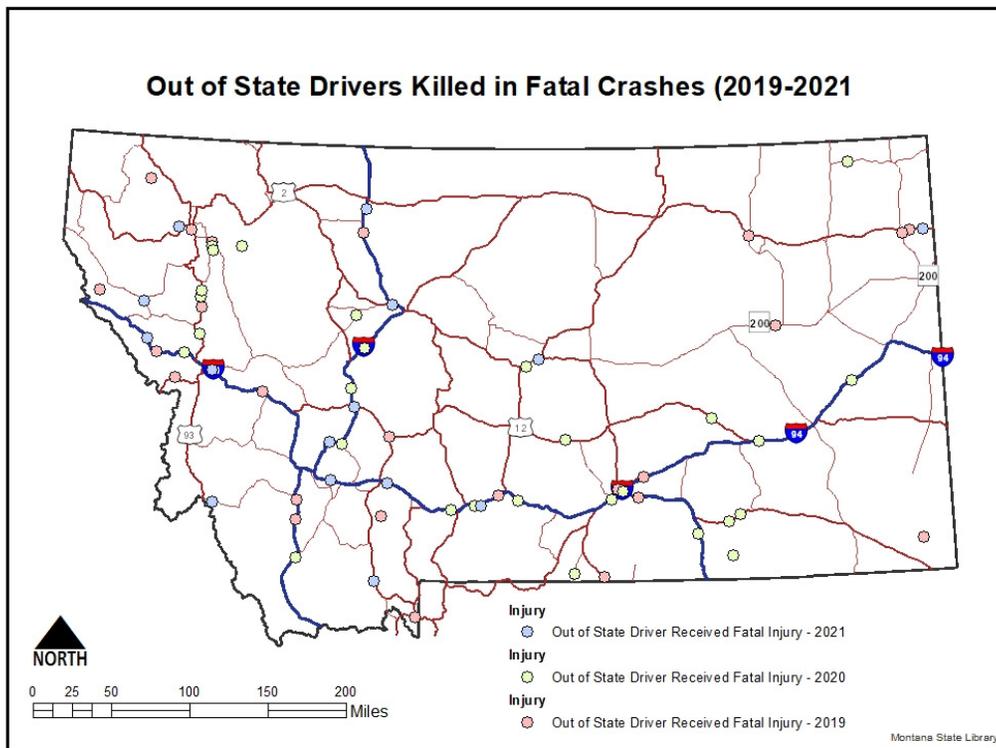
Description	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10 years
Fatalities - All	205	229	192	224	190	186	181	184	213	239	2043
Fatalities - Age 18-34	81	83	70	84	60	71	67	58	69	79	689

MDT believes that tourism has an impact on the traffic safety issues in the state. During the three years period of 2019-2021, there were an average of almost 47 out of state drivers involved in fatal crashes in Montana. There were 48 in 2019, 45, in 2020 and 47 in 2021. During 2021 Montana had 12.9 million out-of-state visitors throughout the year.

While, according to the map below, there appears to be some clusters, most of these are occurring on the main highways.



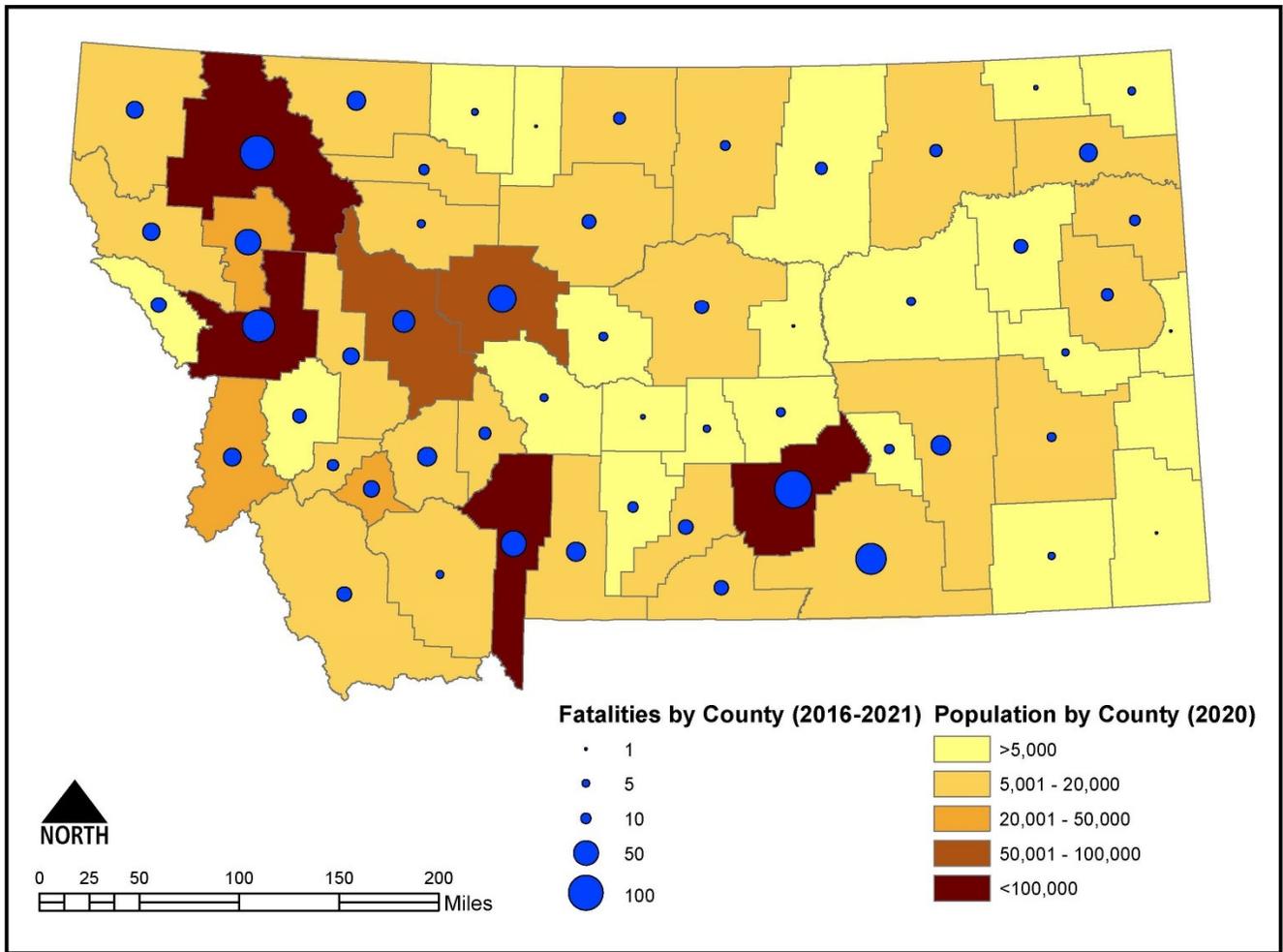
In addition, during that same three-year period there were 68 out-of-state drivers actually killed in the state, or approximately 23 per year. Again, as shown below, these are mostly occurring on the highway.



While MDT understands it is difficult to reach this group of travelers, they did represent almost 11% of the total fatalities during the three-year period ending 2021, which significantly impacts the statistics. MDT does currently provide information to the Tourism Department to include in traveler packets and traffic safety tips on the Montana State Highway Safety Map (see [Montana State Highway Map 2021](#)). This may be an avenue to provide more education and information.

A review of the data also indicates that most crash fatalities are occurring in Montana’s most populated areas. There are a few other areas that are high risk, but most of those areas are Tribal Communities which are an overrepresented demographic that is addressed in other areas of this application.

Below is a map showing the number of fatalities per county as compared to the county’s population.

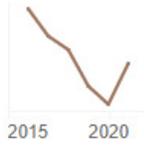


Because of this review, many of MDT’s countermeasures strategies and projects focus on issues in these higher populated areas. However, there is also a focus on other communities that show a higher-than-average fatality rate.

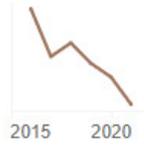
Currently there are 60,922 (5%) people in Montana estimated to live below 50% of the poverty threshold. 256,040 (almost 23%) people in Montana are estimated to live below 150% of the poverty threshold. 365,682 (33%) people in Montana are estimated to live below 200% of the poverty threshold. While there are some significant pockets of poverty in Montana, the average rate was 12.0% for 2021 as compared to 12.8% for the nation.

People in Poverty

United States
12.8%
 ▼ -1.2% (-2,875,820)
 Change from 2016 to 2021



Montana
12.0%
 ▼ -1.4% (-6,529)
 Change from 2016 to 2021



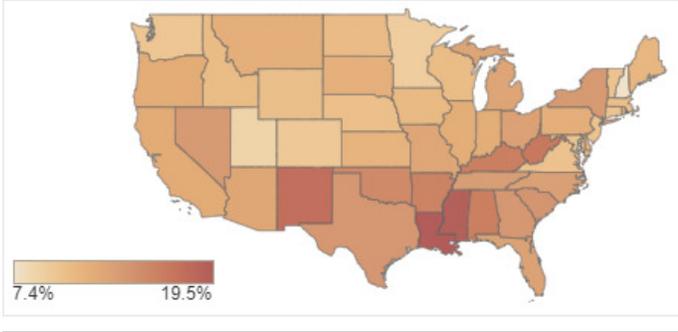
Select a County

Beaverhead

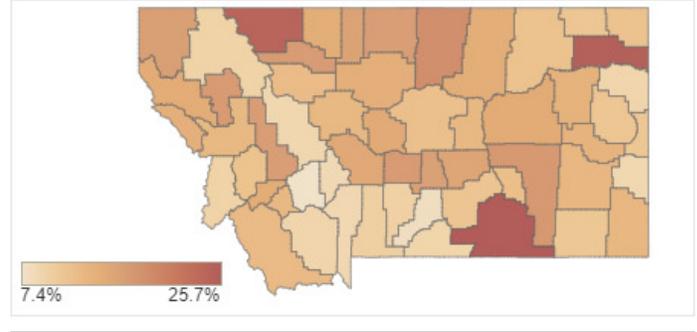
12.7%
 ▼ -1.7% (-133)
 Change from 2016 to 2021



People in Poverty by **State**



People in Poverty by **County**



2.3.1 Montana Demographics

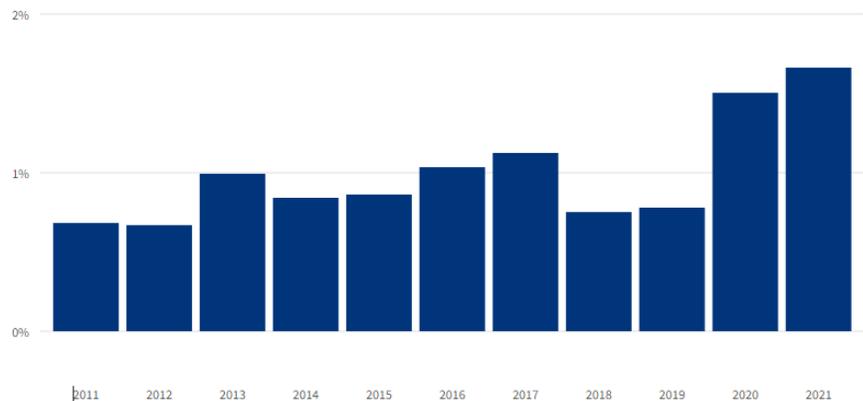
Montana is in the northwest corner of the Nation, sharing borders with Canada. The estimated 2022 census put Montana’s population at 1,122,867, with American Indians representing 6.6%, Hispanic or Latino representing 4.3%, and 3.0% representing Two or More Races. Montana has a total area of 145,508 square miles making it the 4th largest state by area. There are 73,648 miles of public roads with 12,923 on the state highway system; 12,923 or approximately 17% maintained by MDT. The rest are maintained by local municipalities, Tribal governments, and other entities.

It is important to note that over the last ten years, and more rapidly in recent years, Montana’s population has grown significantly. According to the US Census Bureau, Montana was ranked as the 3rd highest percent growth rate in the nation for 2021. These growth changes have an impact on traffic safety programs and have a direct tie to increases in the number of fatalities, serious injuries, and vehicle miles traveled on Montana’s roads as these have increased over the past years.

How has Montana's population changed over the years?

Montana's population increased **11** out of the **11** years between year **2010** and year **2021**. Its largest annual population increase was **1.7%** between **2020** and **2021**. Between **2010** and **2021**, the state grew by an average of **1%** per year.

Annual population change in Montana

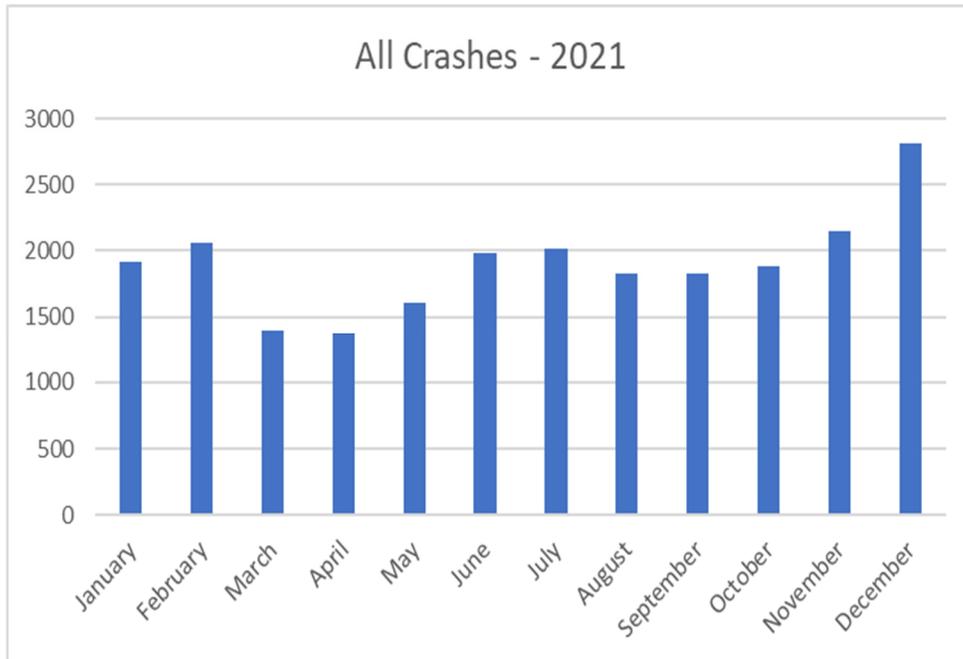


Source: [Census Bureau](#)

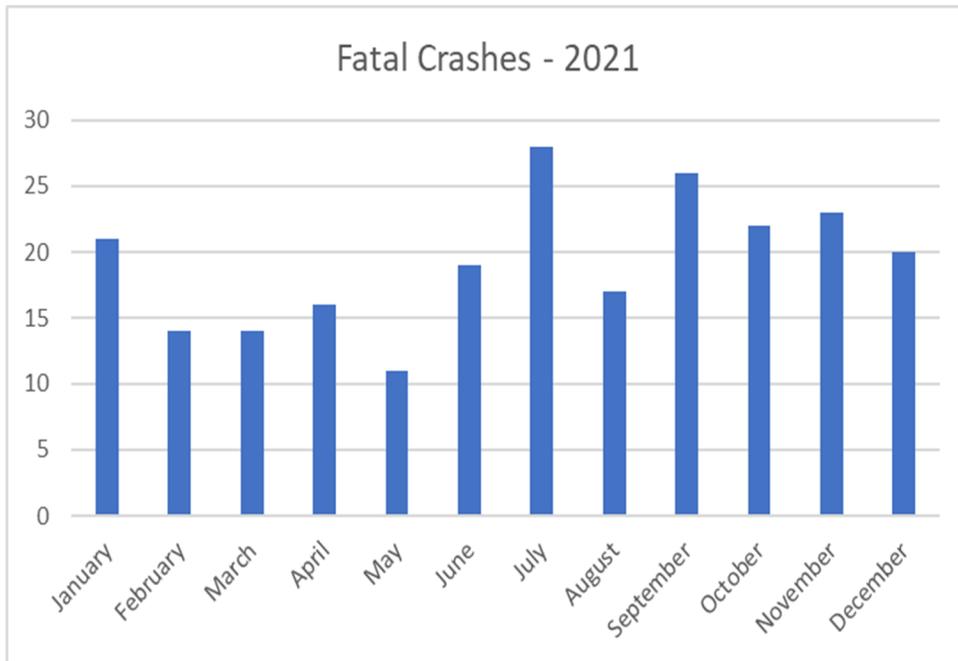
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During 2021 there were 814,355 licensed drivers, down from 816,854 during 2020. Also, there were 3,494,397 registered vehicles, increasing from 3,117,253 in 2021. Drivers over aged 40 make up 60% of all drivers, under age 25 represent 11.15%, while the five-year age group with the highest number of licensed drivers is 60-64 at 9.4% of all Montana drivers.

Because of winter weather challenges, there is generally an increase in crashes during these months. However, during 2021, the summer months of June and July had close to the same number of crashes, if not more, as some of the winter months. However, November and December remain the months with the highest number of crashes.



While winter months generally have the most crashes, summer months represent the most fatalities. During 2021, the months of July, August, and September appear to be the “100 Deadliest Days”, with almost 30% of all fatalities occurring during those three months. In addition, during 2021, October and November also had a high number of fatalities because of lighter winter weather that year. As weather improves, more drivers are on Montana roadways, with the influx of tourists, adding to the number of vehicles traveling on Montana roads. As stated, during 2021 Montana had 12.9 million out-of-state- visitors throughout the year.



The charts below show the numbers by month (highest to lowest) for both fatalities and crashes.

Sorted by Month for all Crashes		
Month	All Crashes	Fatal Crashes
December	2,814	20
November	2,147	23
February	2,062	14
July	2,012	28
June	1,983	19
January	1,914	21
October	1,888	22
August	1,830	17
September	1,829	26
May	1,602	11
March	1,400	14
April	1,372	16

Sorted by Month for Fatalities		
Month	All Crashes	Fatal Crashes
July	2,012	28
September	1,829	26
November	2,147	23
October	1,888	22
January	1,914	21
December	2,814	20
June	1,983	19
August	1,830	17
April	1,372	16
February	2,062	14
March	1,400	14
May	1,602	11

The chart below shows crashes and injuries by county. These are ranked by total injuries (fatal plus injury) in each county per 100K population. For example, if Madison County had 100,000 citizens, at the current injury rate, there would be 2,471 total injuries in that community. The chart below shows that the top ten riskiest communities for traffic injury rates in Montana have a population of less than 11,000. While this is significant for Montana’s rural areas, the urban communities continue to have the most crashes, fatalities, and serious injuries.

<i>Total Crashes by County 2021</i>							
<i>County</i>	<i>Population</i>	<i>All Crashes</i>	<i>Fatal Crashes</i>	<i>Injury Crashes</i>	<i>All Crashes per 100K Population</i>	<i>Fatal Crashes per 100K Population</i>	<i>Injury Crashes per 100K Population</i>
Madison	1700	213	1	42	12529	59	2471
Mineral	4184	420	4	81	10038	96	1936
Treasure	692	40	1	8	5780	145	1156
Granite	3368	173	3	44	5137	89	1306
Judith Basin	1940	98	2	11	5052	103	567
Sweet Grass	3623	160	2	29	4416	55	800
Golden Valley	831	35	2	4	4212	241	481
Powell	6858	267	4	58	3893	58	846
Jefferson	11853	422	10	75	3560	84	633
Stillwater	9406	290	1	62	3083	11	659
Prairie	1182	34	0	4	2876	0	338
Sanders	11534	330	6	77	2861	52	668
Broadwater	5747	161	0	24	2801	0	418
Park	16114	423	5	85	2625	31	527
Cascade	81755	2119	11	414	2592	13	506
Flathead	98082	2510	19	536	2559	19	546
Lake	29758	751	12	157	2524	40	528
Yellowstone	158439	3897	30	1030	2460	19	650
Powder River	1746	40	1	9	2291	57	515
Wibaux	1093	25	0	5	2287	0	457
Missoula	116130	2593	17	545	2233	15	469
Petroleum	789	17	0	6	2155	0	760
Wheatland	2117	45	2	9	2126	94	425
Carbon	10460	207	2	46	1979	19	440
Richland	11482	226	0	38	1968	0	331
Silver Bow	34553	680	5	115	1968	14	333
Phillips	4133	81	4	18	1960	97	436
Beaverhead	9401	183	2	50	1947	21	532
Ravalli	42088	809	8	168	1922	19	399
Sheridan	3648	69	1	12	1891	27	329
Dawson	9327	176	3	37	1887	32	397
Rosebud	9287	169	3	44	1820	32	474
Meagher	1827	33	2	17	1806	109	930
Valley	7539	135	3	25	1791	40	332
Gallatin	104502	1840	11	403	1761	11	386
Hill	16542	288	1	50	1741	6	302

<i>Total Crashes by County 2021</i>							
<i>County</i>	<i>Population</i>	<i>All Crashes</i>	<i>Fatal Crashes</i>	<i>Injury Crashes</i>	<i>All Crashes per 100K Population</i>	<i>Fatal Crashes per 100K Population</i>	<i>Injury Crashes per 100K Population</i>
Chouteau	5759	100	4	24	1736	69	417
Lewis And Clark	67282	1132	10	286	1682	15	425
Custer	11924	200	2	39	1677	17	327
Pondera	6084	100	3	28	1644	49	460
Teton	6056	97	1	22	1602	17	363
Fergus	11413	182	3	60	1595	26	526
Lincoln	19259	277	6	69	1438	31	358
Deer Lodge	9085	130	0	36	1431	0	396
Musselshell	4589	62	1	16	1351	22	349
Toole	4977	58	1	15	1165	20	301
Blaine	6601	75	0	17	1136	0	258
Glacier	13694	154	7	44	1125	51	321
Big Horn	13343	105	8	35	787	60	262
Carter	1203	9	0	4	748	0	333
Daniels	1755	13	1	2	741	57	114
Roosevelt	11305	79	4	33	699	35	292
Liberty	2409	14	0	3	581	0	125
Garfield	1310	5	1	1	382	76	76
Fallon	3120	8	1	1	256	32	32
McCone	7924	16	0	7	202	0	88

While rates are interesting to look at and may provide a more accurate reflection of risk in the rural area, because populations are so low in some of these areas, one fatality can significantly skew the analysis. That is why Montana will also look at location with highest number of fatalities, other risk factors, populations levels, etc., to make final determination when funding specific projects.

For more information on specific overrepresented, underserved problem identification, see 3. Public Participation and Engagement and Section 5. Countermeasures for Programming Funds. These sections provide specific information on traffic safety issues based on demographics and other behavioral issues, i.e., unrestrained, impaired driving, etc. In addition to see further problem identification information by countermeasures see 5. Countermeasure Strategies for Programming Funds.

2.4 Public Participation and Engagement in Planning Process

2.4.1 Coordination with the Comprehensive Highway Safety Plan (CHSP) and the Highway Safety Improvement Plan (HSIP)

Montana ensures that there is coordination with the Highway Safety Plan (HSP), the Comprehensive Highway Safety Plan (CHSP) and the Highway Safety Improvement Plan (HSIP) to set specific goals for certain traffic safety issues. These plans

contain the same traffic safety information, data, problem identification, etc. During the CHSP annual meeting, all participants establish the highway safety problems, review the performance targets, develop and select evidence-based countermeasure strategies and activities through the analysis of various data sources used in the development for all three plans. The SHTSS data Research Analyst compiles the data for review and analysis.

Montana’s CHSP was updated in 2020. MDT’s advisory committee of technical experts directed the plan updated. This multi-disciplinary committee is comprised of representatives of education, enforcement, engineering, and emergency medical services from MDT and various federal, state, tribal and local safety stakeholders.

Through the 2020 CHSP update, MDT has established the target setting methodology for the five national performance measures called for in the FAST Act. The annual review of the data allows MDT to set performance targets for the CHSP, HSP and the HSIP. The established performance targets for FFY23 are as follows (five-year rolling averages) (FFY24 CHSP targets had not been set at the time of this application):

Number of Fatalities:*	223.2
Fatalities per VMT:*	1.693
Number of Serious Injuries:*	715.6
Serious Injury Rate per VMT:	5.593
Nonmotorized Fatalities and Serious Injuries:	61.88

*These targets are also used throughout the HSP as the targets for 2024. *See 4.1 NHTSA Core Performance Measures*

Note: NHTSA has changed this requirement for FFY24 and SHTSS has established these goals independent of the CHSP and the HSIP.

Disclaimer: This document contains **preliminary** data for 2022 and 2023 fatalities, serious injuries and VMT. All other data is taken from the Fatality Analysis Reporting System and uses certified NHTSA data through 2021. Other 2022 and 2023 data was not available at the time of this application.

Through the 2020 update process, Montana determined that there were two key elements integrated in all safety emphasis areas:

- Improve the accuracy, completeness, integration, timeliness, uniformity, collection, and accessibility of data used in traffic safety analysis; and
- Collaborate across agencies, organizations and with the public to improve traffic safety, driver behavior and promote Vision Zero.

Crash factors contributing to the largest numbers of severe crashes and crash outcomes were carefully considered to identify Emphasis Areas. This process helps 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 traffic safety priorities are as follows:

- Roadway Departure and Intersection-related Crashes;
- Impaired Driving;
- Unrestrained Vehicle Occupant; and
- Emergency Response – After-Crash Care.

MDT has a three-tiered approach to implement safety strategies throughout the state outlined in the CHSP and used for development of the Highway Safety Plan. This three-tiered approach includes an Executive Leadership Team (ELT), who sets policy; a Technical Advisory Committee, who establishes strategies based on that policy, and the Emphasis Area Work groups, who lead the grassroots efforts to implement the strategies.



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 Executive Leadership Team is to provide direction on the implementation of the CHSP.

The role of the Executive Leadership Team members is as follows:

- Provide leadership and collaboration addressing statewide highway safety needs.
- Prioritize and institutionalize Vision Zero across agencies.
- Commit resources to implement statewide highway safety initiatives.
- Identify and remove barriers within and between agencies to achieve Vision Zero.
- Incorporate common CHSP safety strategies and initiatives into agency plans and policies.
- Delegate appropriate staff to participate actively in the implementation of strategies and safety efforts.
- Serve as Montana’s Statewide Impaired Driving Task Force as required by 23 CFR 1300.23

Members of the executive leadership team include the Governor’s Representative for Highway Safety as well as leaders for other state agencies to include: Governor’s Office, Office of Indian Affairs, Legislative representatives, Montana Department of Transportation, 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 Counties, Montana Leagues of Cities and Towns and the Federal Highway Administration. The full membership list is contained in the [Executive Leadership Team Charter](#) which can be viewed on-line.

The Executive Leadership Team (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 CHSP, Impaired Driving Assessment and the work plan for the coming year. This was approved during their meeting on June 27, 2023.

The Transit, Safety and Planning Bureau Chief and the Highway Traffic Safety Supervisor serve on the Technical Advisory Committee. The Advisory Committee also meets and focuses on developing strategies to implement during the year. Committee members include many federal, state, local and tribal safety stakeholders. Also included are other private stakeholders to include Bike Walk Montana, and members from the Metropolitan Planning Offices. To review the 2022 minutes, see [Advisory Committee Meeting Materials | Montana Department of Transportation \(MDT\) \(Mt.gov\)](#).

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. This implementation plan is defined in the Annual Element of the CHSP.

The Emphasis Area Teams are comprised of a number of multidisciplinary traffic stakeholders. Throughout the year these teams (Impaired Driving, Occupant Protection, Roadway Departure and Intersection Crashes Teams, and Emergency Response – After Crash Care) 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. [Click here](#) for more information on the emphasis area activities.

2.4.2 Highway Safety Planning Process – Public Participation and Engagement

MDT's publication participation and engagement for the Highway Safety Planning Process begins with the annual Statewide Transportation Meeting as discussed above. This meeting is generally held in October of each year. Because the Highway Safety Plan must align with the Comprehensive Highway Safety Plan (CHSP) and the Highway Safety Improvement Plan (HSIP), all three plans are represented at this meeting.

This meeting includes a variety of stakeholders interested in traffic safety from throughout the state. Participation includes members of the Emphasis Area Teams focusing on Unrestrained Vehicle Occupants, Impaired Driving, EMS-Response – After-Crash Care, and Roadway Departure and Intersection Crashes. Participants include Native Americans and teens and the programs that work with them, for example, SOAR Coordinators, Tribal Law Enforcement, Tribal Injury Prevention, and the state FCCLA leadership. These are representatives of the overrepresented/underserved populations that the MT data analysis identifies. Also attending are Federal Partners, State agencies, Local law enforcement agencies, Tribal entities, and many other traffic safety partners (see 2.4.4 Strategic Partners and Participants).

The discussions at the Annual CHSP meeting are used to support the subsequent submission of Montana's *Highway Safety Plan* to the National Highway Traffic Safety Administration. Traffic safety stakeholders and partners assessed Montana's progress toward meeting the targets and long-range goals. Meeting activities included:

- Data review of each emphasis area to assess the impacts of stakeholder's cumulative efforts
- Discussion and development of strategies and activities for each emphasis area
- Discussion of data trends
- Review of performance measures and recommended changes in targets
- Feedback from participants on the above topics, and new ideas for implementation of traffic safety measures

In addition, SHTSS discusses the upcoming solicitation for applications for funding (open January 1 each year). Types of funding available for specific activities are also presented and discussed with the group and questions from potential subrecipients are addressed.

SHTSS staff play an important role in the emphasis area teams meetings held throughout the year. As discussed in 2.4.1, these emphasis areas include roadway departure, impaired driving, unrestrained occupant, and post-crash care. These meetings are held quarterly to discuss traffic safety issues, activities of partners to assist in reaching performance measures, changes in strategy or new strategies if any, etc. These team meetings include a variety of stakeholders and partners, with numbers ranging from 20 to almost 50 stakeholders on a team. These stakeholders have a wide variety of backgrounds to include injury prevention, EMS, law enforcement, judges, community coalitions, other health professionals, to highlight a few.

2.4.3 Project Selection Process

MDT's State Highway Traffic Safety Section has been using the Montana Grants and Loan System (Webgrants), an electronic grants system, since FFY17. Through Webgrants, sub-recipients can apply for grants, monitor grants, submit claims, review their budget and a number of other activities to oversee their traffic safety grant. SHTSS can review applications, determine the eligibility through a scoring metric, award grants and monitor the grant from inception to close out.

To notify potential applicants of the funding opportunity, SHTSS launches the next cycle of funding during the Annual Safety meeting. This meeting is held in October and provides five months' notice of the upcoming funding opportunity. Applications are due on March 1 each year.

In addition to that kick-off, SHTSS staff provide application information to known stakeholders through email, presentations at traffic safety meetings and outreach to other traffic safety professionals who have similar goals and strategies. Information is provided through other MDT outreach efforts including the quarterly *Newsline* publication delivered to all known transportation stakeholders, and through social media sites.

After the March 1 submittal deadline, SHTSS will begin the review process. Each application is first analyzed to determine if the project is eligible for NHTSA funding based on the objectives, activities and budget. In addition, all applications must support the CHSP strategies developed by MDT's strategic partners and be based on countermeasures that work. If an application is not eligible, a written notification will be sent providing an explanation of the disqualification.

Once the application is found eligible, a team of reviewers will score the applications. This team will meet several times to discuss the proposal and how it will assist Montana in reaching the traffic safety goals as established. Projects are evaluated and scored based on the following criteria:

- How they align with the strategies in the CHSP. All grant applications must support the strategies contained in the CHSP. (5 points);
- Identification of the problem based on the applicant's review of the data. Applicants are required to provide data that identifies the problem in their community. This should include local, state and national traffic safety data that support the need for the project and align with Montana's Problem Identification. (20 points);
- What is the long-range goal and how it can further the goals of the CHSP and HSP? Outcomes of each project should contribute to Montana's success in reaching the long-range goals and identified in the CHSP and the HSP. (5 points);
- What are the objectives and are they appropriate for meeting the goal of the project? Are the objectives and associated activities in line with achieving project success? (30 points);
- Is there a clear method for evaluating the impact of the project? Application must provide a description of how they will determine if their project has met the intended outcome. (20 points);
- Does the applicant have a plan to sustain the project into the future? MDT encourages, where feasible, projects that will be able to be sustained into the future without further funding from the program. (10 points);
- The detail provided in the budget. Budget must be for eligible costs only. (10 points); and
- Past performance. If applicant has had previous grants, assigned planner determines how was their performance? Did they spend the funding? Were all required status reports, claims, etc., submitted timely? (15 points).

It is important to note, under federal guidelines, in order to qualify for NHTSA funding, Montana must provide certain traffic safety programs. The current programs that Montana is using include the Click it or Ticket National Mobilization, the Labor Day Crackdown, CPS Inspection Stations, CPS Training, Sustained Enforcement, and focusing efforts on at-risk populations. Because these programs ensure Montana is eligible for 402 and 405 funding these projects are given a

priority when making funding decisions. If there is funding remaining, MDT will review other applications that align with the data collected and presented in the problem identification and strategies contained in the CHSP.

Projects must also be evidence-based. Montana relies on *NHTSA's 2020 Countermeasures that Work* and *NCHRP 500: Guidance for Implementation of the AASHTO Strategic Highway Safety Plan* to ensure all activities funded are proven to be effective. Each activity funded under this HSP is tied to at least one countermeasure which is identified in the Planned Activities section of each program area (i.e., Section 5.5 Occupant Protection Planned Activities).

During this triennial period, MDT plans to broaden the outreach for these projects. The goal is to recruit more traffic safety partnerships to include non-profit organizations. Specifically identified in FFY23 is outreach to Yellowstone County Sheriff and Cascade County Sheriff to discuss re-engagement in the law enforcement programs available. In addition, addressing areas that are underserved in corridors that data show is high in traffic fatalities and serious injuries.

All projects are funded with the belief that their activities will help MDT in reaching all the goals established for NHTSA's Core Performance Measures as well as making Montana's roadways safer.

Unsuccessful applicants will be notified in writing outlining the reason(s) for the denial. SHTSS will meet with the applicant and provide additional assistance and guidance if requested.

2.4.4 Strategic Partners and Participants

In addition to the participants of those Emphasis Area Teams, SHTSS has many partners that serve to implement specific HSP strategies. These include:

Federal Partners

- Federal Highway Administration
- National Highway Traffic Safety Administration
- Bureau of Indian Affairs
- Indian Health Services

MT Dept of Public Health and Human Services

- Chronic Disease & Health Promotion Office
- Emergency Medical Services and Trauma Systems
- Addictive & Mental Disorders Division
- Chemical Dependency Bureau
- Injury Prevention Program

MT Department of Justice

- Montana Highway Patrol
- Attorney General Representative
- Montana Board of Crime Control
- Motor Vehicle
- Records and Driver Control
- Crime Lab

MT Office of Court Administrator (DUI Courts)

- State Drug Court Coordinator

MT Office of Public Instruction

- Driver Education
- Family, Career and Community Leaders of America

MT Department of Corrections

MT Department of Revenue

- Liquor Control and Education

Tribal Governments

- Tribal Leaders
- Tribal Transportation Planners
- Safe On All Roads Coordinators
- Tribal Law Enforcement
- Tribal Health Departments
- Rocky Mountain Tribal Leaders Council

Other Traffic Safety Advocates

- Child Passenger Safety Techs/Instructors
- Governor's Office of Indian Affairs
- Insurance Agencies
- Local DUI Task Forces
- Media Contractors/Outlets
- Montana Association of Counties
- MT Sheriffs and Peace Officers Association
- Mothers Against Drunk Driving
- Motorcycle Riders Safety Representatives
- NHTSA Region 10 Office
- WorkSafeMT
- Universities and Colleges

MT Department of Transportation

- Governor's Rep for Highway Safety/Director's Office
- Motor Carrier Services
- Engineering
- Planning
- Information Services
- State Highway Traffic Safety Section

Highlights of those partners that are critical in developing and implementing MDT's traffic safety strategies are below. Also please see section 3. Public Participation and Engagement.

2.4.4.a Montana Highway Patrol

Montana Highway Patrol continues to be one of MDT's strongest traffic safety partners. They cover 150,446 square miles of Montana roadways and employ approximately 246 officers. They have jurisdiction in all political subdivisions of the state. SHTSS provides funding for a variety of law enforcement activities that are proven effective countermeasures. These include:

- Safety Enforcement Traffic Team (SETT) – This team consists of six troopers dedicated to traffic safety. Their priority is to assist local law enforcement agencies with traffic safety issues during local high-risk events. They provide full statewide law enforcement coverage.
- Selective Traffic Enforcement Program (STEP) – Provides funding for traffic safety enforcement activities for each MHP district to enforce traffic safety. Again, this provides Montana with statewide coverage.
- Traffic Safety Resource Officer (TSRO) – Provides a variety of training to law enforcement officers to include SFST, ARIDE and DRE programs as well as coordinating the Mobile Impaired Driving Assessment Center.
- 24/7 Program – Recruits new counties to participate in the 24/7 program. Also provides technical assistance to counties that are currently participating in the program.

All of these planned activities impact 100% of Montana residents.

2.4.4.b State and Local DUI Courts

Reducing recidivism is a priority of Montana. To assist in reaching that goal, MDT supports three District DUI Courts (7th, 12th and 13th Judicial) and two local courts (Butte-Silver Bow and Missoula County). In addition, funding is provided for DUI court training at the request of the specific DUI Court. These courts have had very successful programs in past years and will continue their services into the 3 HSP cycle.

2.4.4.c Local Law Enforcement

Local law enforcement support Montana's HSP by conducting traffic safety enforcement activities in the community. These agencies are integral in improving traffic safety at a local level in a manner consistent with the culture of the community. Additionally, mini-grants are provided to local law enforcement agencies for high visibility events and sustained efforts during the year that will increase coverage throughout the state. During 2024 Montana plans to fund 23 local agencies and one Tribal agency, adding four agencies since 2023. Between these agencies 52% of Montana's local and rural populations will be impacted by this project. SHTSS works with the majority of these agencies on an annual contractual basis and plans to continue the effort to expand the program in areas that are underserved. For example, a FFY23 mini grant was executed in June 2023 with the City of Great Falls, located in the central part of the state, that has lacked program coverage. The effort to attract law enforcement participation in identified areas in the state will continue throughout the life of the 3HSP cycle.

2.4.4.d Family, Career and Community Leaders of America (FCCLA)

MDT has been implementing a teen peer-to-peer program for the last seven years. MDT has partnered with Family, Career and Community Leaders of America (FCCLA). Through that partnership the Families Acting for Community Traffic Safety (FACTS) curriculum is being promoted.

This project has been very successful. With this partnership, MDT has been able to reach rural area teen drivers in a manner that has not been possible in the past. These teens are creating real behavior changes in their peers and community members. MDT will continue this activity through the Fall 2023-Spring 2024 school year, and will plan on continuing in FFY25 and FFY26.

2.4.4.e Tribal Governments

MDT will continue to support Tribal communities with their traffic safety efforts. This demographic has been designated as an at-risk group in the state of Montana. The Safe On All Roads (SOAR) Program and the Northern Tribes DUI Task Force play a strong role in improving traffic safety in Native American populations. In recent years, these Tribal members and volunteers have made a push to include more local members in promoting traffic safety and serving as representatives in community campaign efforts.

2.4.5 Other Public Participation Opportunities in Planning Process

During FFY23, MDT participated in Public Health and Transportation Safety Forums that were sponsored by DPHSS. The purpose of these forums was to provide resources, gather feedback on how state agencies can support the work being done at the local level and provide time for community planning and brainstorming.

These forums were held in various locations throughout the state as determined by DPHHS. Two of the locations were in urban, more populated areas (Billings and Missoula) where there are a significant number of motor vehicle crashes with fatalities and serious injuries involved. These areas have been previously identified by MDT as high-crash corridors and these sessions allowed the public to discuss these issues with MDT.

Dillon, Montana was chosen as a location of concern by DPHHS. This is a more rural location in Montana not necessarily targeted by MDT as a high-crash area, however, are traffic safety partners. This city/county area participates in the STEP program and the Teen programs annually.

Finally, the fourth meeting was held in Poplar, Montana. This is located on the Fort Peck Indian Reservation and has previously been identified by MDT as an over-represented population (see 3.1 Native American Communities, and 5.6 Strategy 6 – Native American Traffic Safety).

Through these forums, MDT was able to hear concerns of the community, talk about resources available through the Highway Traffic Safety Program and any other support MDT is able to provide. This input has a significant role in planning the FFY24 3HSP. Any suggestions, comments and concerns arising from these forums will be considered and addressed in this document. MDT believes this was a great venue, especially to start discussions and get feedback for current projects in these areas.

3. Public Participation and Engagement

3.1 Native American Traffic Safety – Safe On All Roads (SOAR)

3.1.1 Starting Goals

MDT's goal for Native Americans for FFY23 was to reduce traffic fatalities to a five-year average of 36.7. To achieve that goal, the decision was made to increase public participation and engagement by including more local community members to promote traffic safety. Safe On All Roads coordinators were tasked with recruiting additional partners and other local talent to help with campaigns and support traffic safety efforts in the community.

In an effort to involve these community members as requested by the Tribes, MDT had to review the media plan for the SOAR and Northern Tribes DUI Task Force Programs to ensure funding availability. Because each community would now have their own traffic safety representative for each campaign, the cost would increase. In addition, a review of each Tribe agreement budget was necessary to ensure resources were available. This process required that the media countermeasure strategy be enhanced in the 3HSP, with an increased budget to ensure appropriate community participation promoting traffic safety during media events. Increased media coverage and community participation will assist in implementing all the countermeasure strategies for the Native American Traffic Safety Project and specifically Chapter 1 – 5-5.2 Mass Media Campaigns and Chapter 2 – 3 – 3.2 Strategies for Low-Belt Use Groups.

The countermeasures strategies utilized to meeting to implement this project include:

Chapter 1 – Alcohol- and Drug- Impaired Driving

- 2. Deterrence: Enforcement
 - 2.1 Publicized Sobriety Checkpoints
 - 2.2 High Visibility Saturation Patrols
- 5. Prevention, Intervention, Communications and Outreach
 - 5.2 Mass Media Campaigns
- 7. Drug-Impaired Driving
 - 7.1 Enforcement of Drug-Impaired Driving

Chapter 2 – Seat Belts and Child Restraints

Countermeasures Targeting Adults

- 1. Seat Belt Use Laws
 - 1.2 Local Primary Enforcement of Seat Belt Use
- 2. Seat Belt Use Law Enforcement
 - 2.1 Short Term, High-Visibility Seat Belt Law Enforcement
 - 2.3 Sustained Enforcement
- 3. Communications and Outreach
 - 3.1 Supporting Enforcement
 - 3.2 Strategies for Low-Belt-Use Groups

Countermeasures Targeting Children and Youth

- 6. Communications and Outreach
 - 6.2 Strategies for Child Restraints and Booster Seat Use
- 7. Other Strategies
 - 7.2 Inspection Stations

Chapter 3: Speeding and Speed Management

- 2. Enforcement
 - 2.2 High-Visibility Enforcement

All of these strategies have a 3-star (***) rating or higher as outlined in NHTSA’s Countermeasures that Work, excluding speed enforcement. While NHTSA only rates speed enforcement countermeasures at a 2 star, it enhances the high visibility enforcement as a tool to combat impaired and unrestrained drivers. In addition, NHTSA Highway Safety Program Guideline No. 19 Speed Management, V. Enforcement Countermeasures includes the following recommendation for states:

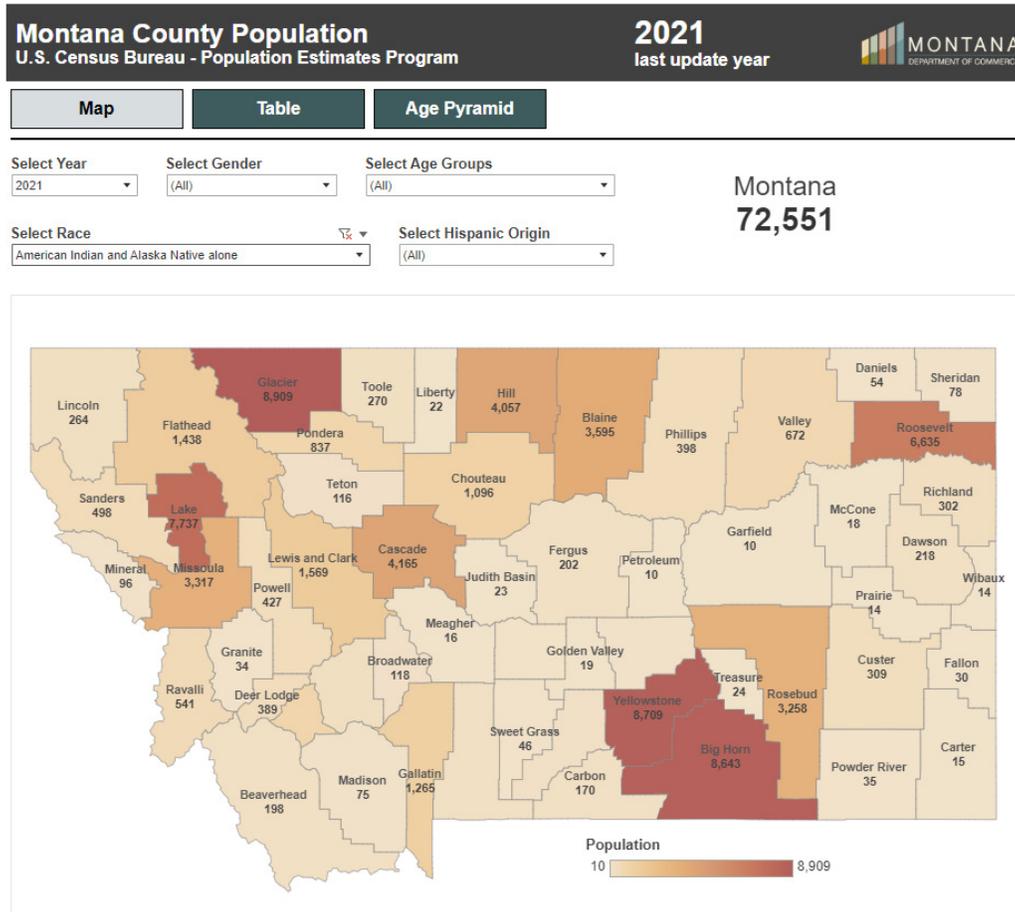
- Integrate speed enforcement into related highway safety and priority enforcement activities such as impaired driving prevention, safety belt use, motorcycle rider training, and other injury control activities.

This is what MDT is focusing on with this countermeasure as recommended in the Uniform Guideline.

3.1.2 Affected Communities (Including Underserved/Overrepresented Communities)

SHTSS has identified the Native American population as underserved and overrepresented in traffic safety issues. Because of this, MDT has implemented a Native American Traffic Safety Program. This demographic was identified following an analysis of current traffic safety data.

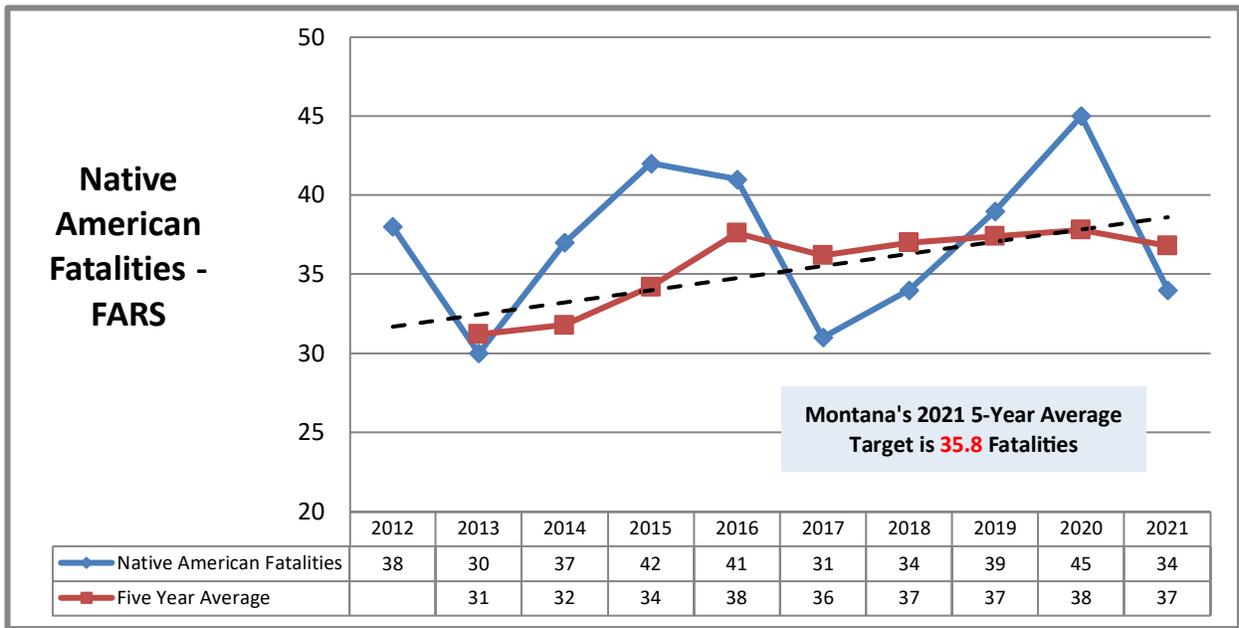
The chart below shows the population levels of Native American in each county. As shown (US Census data), there are Native Americans spread throughout the state, however, the majority of this demographic lives within the boundaries of the seven land-based Reservations.



The population as shown for Native Americans in Montana is 72,551, however, the number of residents that claim “two or more” races, increases that to 105,212. Because of this MDT believes the actual number is potentially somewhere between those two.

That being said, conservatively Native Americans only comprise 6.3% of Montana’s population, yet accounted for 184 of the 1,014 fatalities in Montana over the last five years, or approximately 18%.

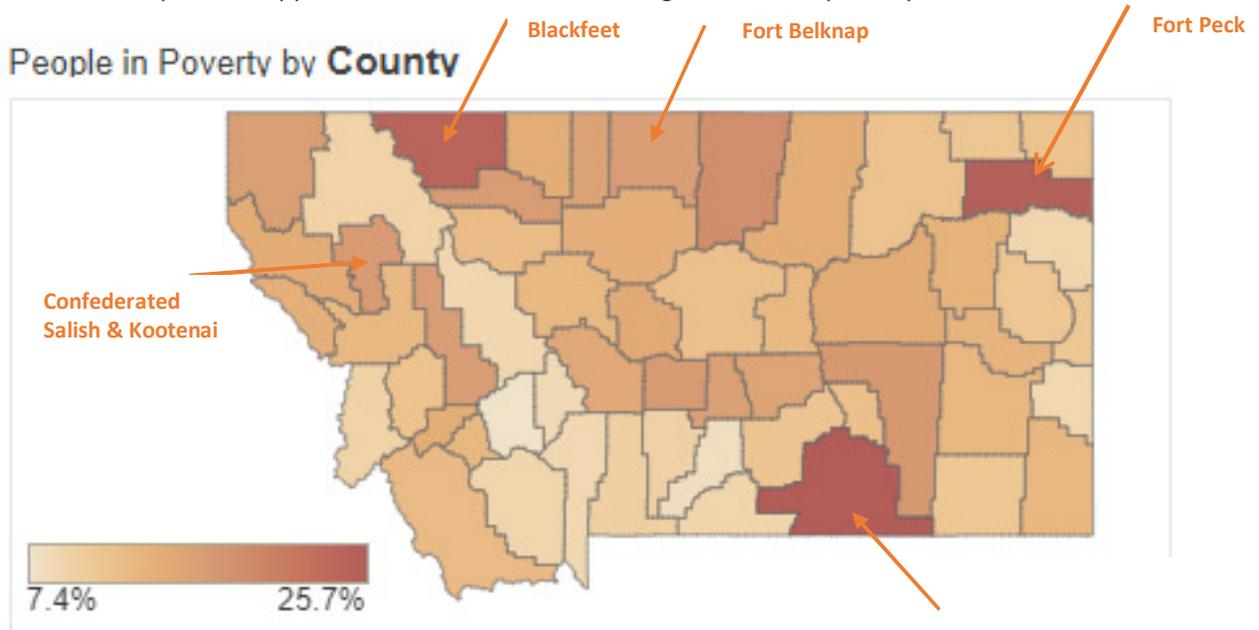
This chart represents the progress Montana is making on reaching the goals from the previous long-range baseline that ended FFY21:



*2021 is preliminary MDT data.

While Native American fatalities decreased dramatically during 2021, it was not enough to meet the goal of 35.8. These fatalities dropped from 45 in 2020 to 34 in 2021, an impressive 24% given all of the other increases. While the goal was not met, it was close being only slightly more than 1 fatality away. Unfortunately, the five-year average is showing an increasing trend line. MDT continues to work with this overrepresented demographic and will work with these communities diligently to reduce the numbers further.

In addition, to overrepresentation in traffic fatalities, most Tribal communities have very high poverty levels. Four of the seven communities are as high as 25.7% poverty (US Census Data). As shown below, Blackfeet, Fort Peck, Northern Cheyenne and Crow reservations are at the highest level of poverty for the state. The other three, Confederated Salish & Kootenai, Fort Belknap, and Chippewa Cree are at the second highest level of poverty.



For these reasons, MDT has made Tribal Traffic Safety a priority issue.

3.1.3 Steps Taken to Produce Meaningful Engagement

3.1.3.a Engagement Opportunities

Over the course of FFY23, MDT met with Tribal community members several times throughout the year. During these community meetings, the group discussed traffic safety issues within their community. In addition, input was provided with regard to types of campaigns, public outreach and other efforts participants determined would improve traffic safety for these communities. All attendees were members of the identified overrepresented communities from across the state.

These meetings were designed by the participants. Agendas were developed based on participant feedback. In addition, the Tribal members selected the dates and locations for meetings to be held. MDT's ongoing relationship with this demographic has allowed staff to ensure appropriate input for conducting these meetings in a manner that met the needs of the community members.

3.1.3.b Accessibility Measures Implemented

All meetings were held in accessible, meaning easy to use, locations for persons with disabilities as determined by Tribal participants in their community locations. For example, in Havre, the meetings are held at the Great Northern Hotel in the main floor conference room with teleconference connection. Notices were provided on how to receive information in other formats if necessary. Meetings were also accessible through TEAMS which included a closed-captioned option for those attending remotely.

3.1.4 Results of Engagement Opportunities

3.1.4.a Description of Attendees and Participants

Attendees included a broad variety of tribal members, including Tribal Council, Tribal Law Enforcement, Tribal Judicial System Staff, Tribal Transportation, Tribal Health, Tribal Community Colleges, high school students and teachers. Some meetings were held jointly with all Tribal communities attending in a central Montana location and others were held locally in the specific Tribal Community. 100% of the attendees were members of the affected group, excluding MDT staff who was there to coordinate only.

All meeting locations are determined by the Tribal members. Notices are sent out allowing input on when and where the meetings will be held to accommodate all schedules as allowable. Meetings are held in Tribal communities at locations determined by that specific community. Statewide meetings are scheduled in locations after consultation with all members to determine the most appropriate and accessible.

3.1.4.b Summary of Issues Covered

During the meetings participants shared traffic safety issues relevant to each Tribal community. Discussion was held with regard to media campaign topics, a Safe On All Roads logo refresh, educational material development and other items deemed important by attendees.

In addition, all meetings included a review of the latest traffic safety data available. Because Tribal data is challenging, National, State and local crash data was reviewed as available.

From the comments received, MDT assisted in developing educational campaigns addressing seat belt use, sober driving and child passenger safety driven by the local communities. The SOAR coordinators recruited students, tribal members, and other influential community members to serve as representatives for all campaigns that were developed. There were three different campaigns launched throughout the year including a Back-to-School Child Passenger Safety campaign, a Buckle-Up campaign during the sporting season (February-March) and a summer Impaired Driving campaign. While the statewide message was the same, each Tribal community had a local member serve as the campaign representative. This provided more culturally relevant campaign materials for the local community.



In addition to the three annual campaigns, during FFY23, MDT assisted in participating in the National Native American Heritage Month campaign. This campaign focused on safe driving practices in general. The representative was from Fort Peck Tribes, with all other Tribal communities agreeing to use this representative in a statewide campaign.

Finally, a new SOAR logo was adopted by the group.

All of the decisions regarding the campaign development and the SOAR logo were made during the statewide joint Tribal community meetings, in which all seven Tribal communities were represented.

These campaigns and activities are driven by the community and this type of engagement and public participation resonates with this demographic. Therefore, based on this feedback, these concepts and campaigns have been incorporated into the 3HSP.

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)*.

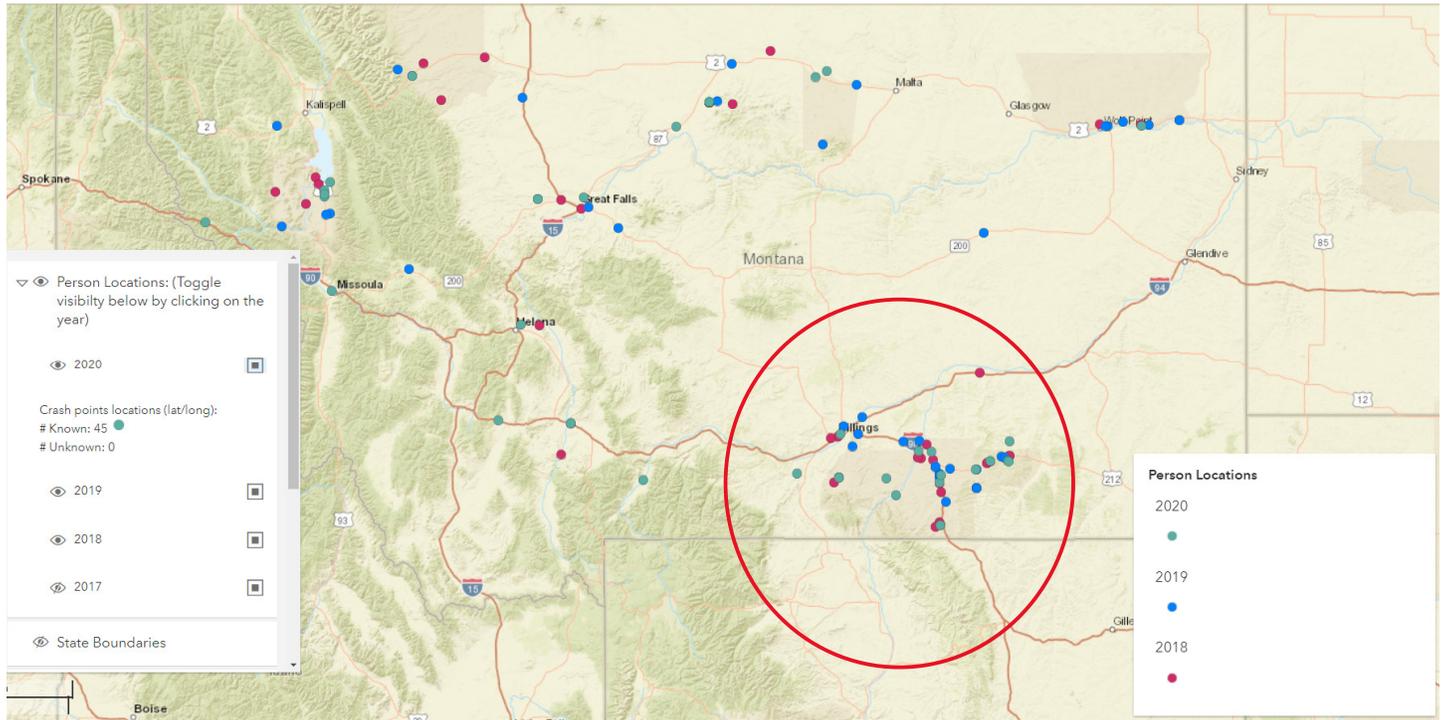
In addition, MDT Staff was selected to serve on the Tribal Advisory council to develop a How to Guide for *Increasing Seat Belt Use In Indian County*. This project is funded through NHTSA and Region 10 was fortunate enough to host a series of meeting discussions around key issues related to seat belts 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. The final draft of the guide will be out July 2024.

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.

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.

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.



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.

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.

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.

3.2 Teen Traffic Safety

3.2.1 Starting Goals

MDT's goal for Teen Traffic Safety during FFY 23 was to expand on the partnership with Family, Career and Community Leaders of America (FCCLA). This partnership has been in place for approximately seven years. Through this project FCCLA chapters throughout the state receive funding to develop and implement a peer-to-peer traffic safety program in their community. Based on feedback from this demographic, MDT will continue to fund these projects and look for other funding opportunities to supplement the efforts. These community projects will assist Montana in meeting the annual goal as established in this 3HSP, which is a five-year average 29.5 for the duration of this plan.

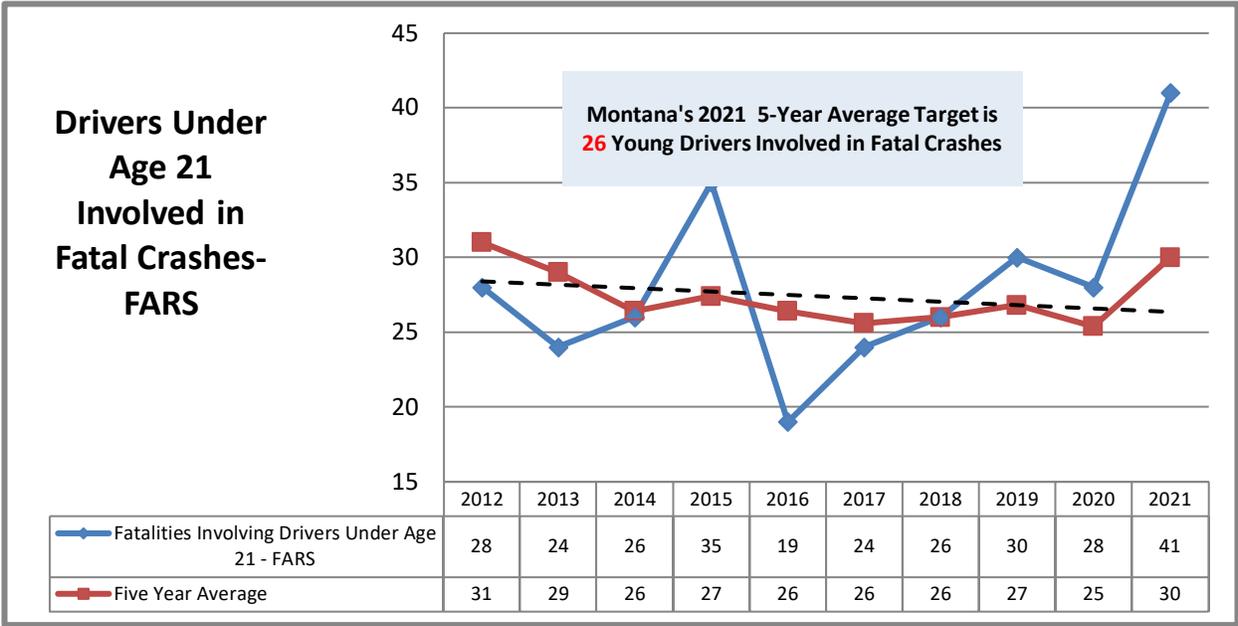
The countermeasures strategies utilized to meeting to implement this project include:

- Chapter 2. Seat Belts and Child Restraints**
- Countermeasures Targeting Children and Youth**
 - 6. Communications and Outreach
 - 6.1 Strategies for Older Children
 - 7. Other Strategies
 - 7.1 School-Based Programs

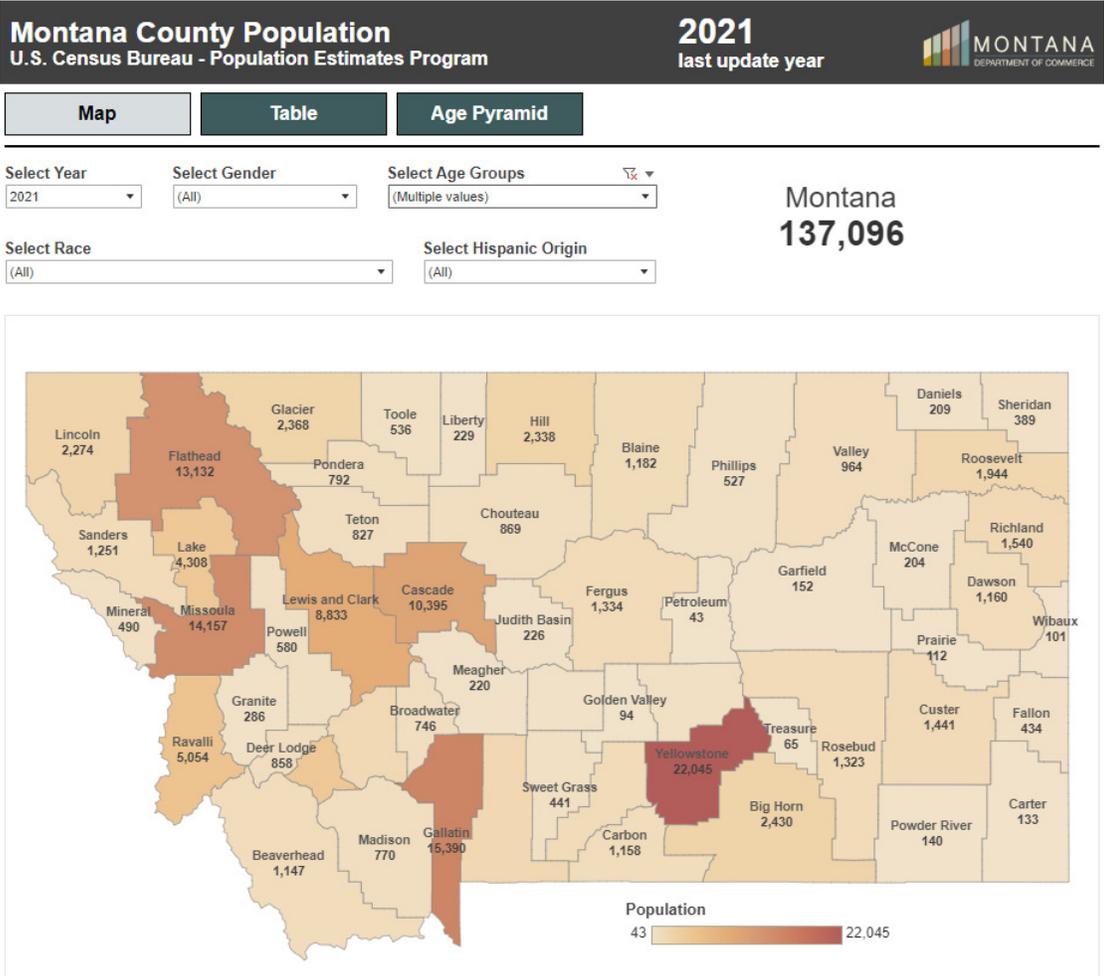
In addition, for the 2022/2023 school year, Montana received a General Motors Grant in partnership with the Governor's Highway Safety Association. This grant was to be specifically used to address distracted driving issues for teens. It was a \$30,000 grant that was distributed to various FCCLA chapters throughout the state.

3.2.2 Affected Communities (Including Underserved/Overrepresented Communities)

Teen fatalities have always been a traffic safety priority for Montana. Unfortunately, there was a dramatic increase in teen fatalities during 2021, increasing from 28 in 2020 to 45 during 2021. This is approximately a 46% increase and the largest number of fatalities for this group in one year over the last ten years. While the trendline is decreasing, it is very slight and a concern for MDT.



Based on more current census data, there are approximately 137,969 residents under the age of 20 in Montana. As shown is the map below, most of these young individuals are living in more populated areas. However, there is a fairly broad spread throughout the state.



At 137,096 this group represents 12% of Montana’s population. Unfortunately, according to most recent data, they have made up between 13-17% of all fatalities during the last five years.

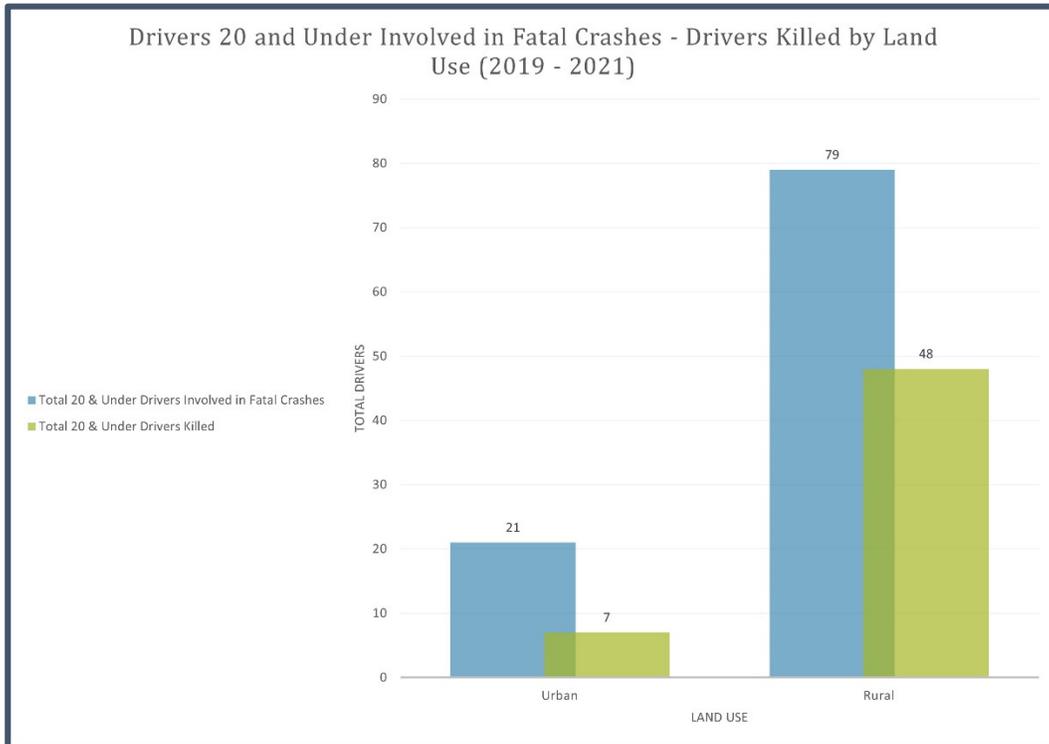
To further analyze, the total number of licensed drivers 20 and under in Montana is 40,242 as shown below. They represent approximately only 5% of all Montana licensed drivers, but again have been overrepresented in traffic fatalities.

This public report burden for this information collection is estimated to average 14.5 hours		Form Approved: OMB No. 2125-0032	
		STATE	
STATE DRIVER LICENSES AND FEES		MONTANA	
		YEAR ENDING (mm/yy)	
		Jun-19	
DO NOT INCLUDE LEARNER PERMITS OR MOTORCYCLE ONLY LICENSES UNDER SECTION I.			
SECTION I – NUMBER OF LICENSED DRIVERS			
AGE GROUPS	MALE	FEMALE	TOTAL
1 . Under 16	1,211	1,293	2,504
2 . 16 Years	3,424	3,379	6,803
3 . 17 Years	4,256	4,223	8,479
4 . 18 Years	4,966	4,809	9,775
5 . 19 Years	5,447	5,089	10,536
6 . 20 Years	5,766	5,379	11,145
7 . 21 Years	5,266	4,992	10,258
8 . 22 Years	5,752	5,492	11,244
9 . 23 Years	6,049	5,622	11,671
10 . 24 Years	6,098	5,855	11,953
11 . 25-29 Years	34,664	32,671	67,335
12 . 30-34 Years	34,484	32,838	67,322
13 . 35-39 Years	34,310	32,463	66,773
14 . 40-44 Years	31,188	29,177	60,365
15 . 45-49 Years	29,634	27,904	57,538
16 . 50-54 Years	29,502	28,924	58,426
17 . 55-59 Years	35,702	36,403	72,105
18 . 60-64 Years	37,658	38,911	76,569
19 . 65-69 Years	35,626	35,316	70,942
20 . 70-74 Years	28,217	26,634	54,851
21 . 75-79 Years	17,285	16,656	33,941
22 . 80-84 Years	9886	10046	19,932
23 . 85 and Over	6760	7128	13,888
24 . TOTAL (1-23)	413,151	401,204	814,355
NOTES AND COMMENTS			
SOURCE	COLLECTING AGENCY OR AGENCIES		
	Montana Department of Justice, Motor Vehicle Division, Field Operations Bureau		
	THIS INFORMATION FROM THE RECORDS OF		
	Montana Department of Justice, Motor Vehicle Division, Title & Registration Bureau		
SOURCE	COMPILED UNDER DIRECTION OF		
	Montana Department of Transportation, Administration Division, Fiscal Operations Bureau		

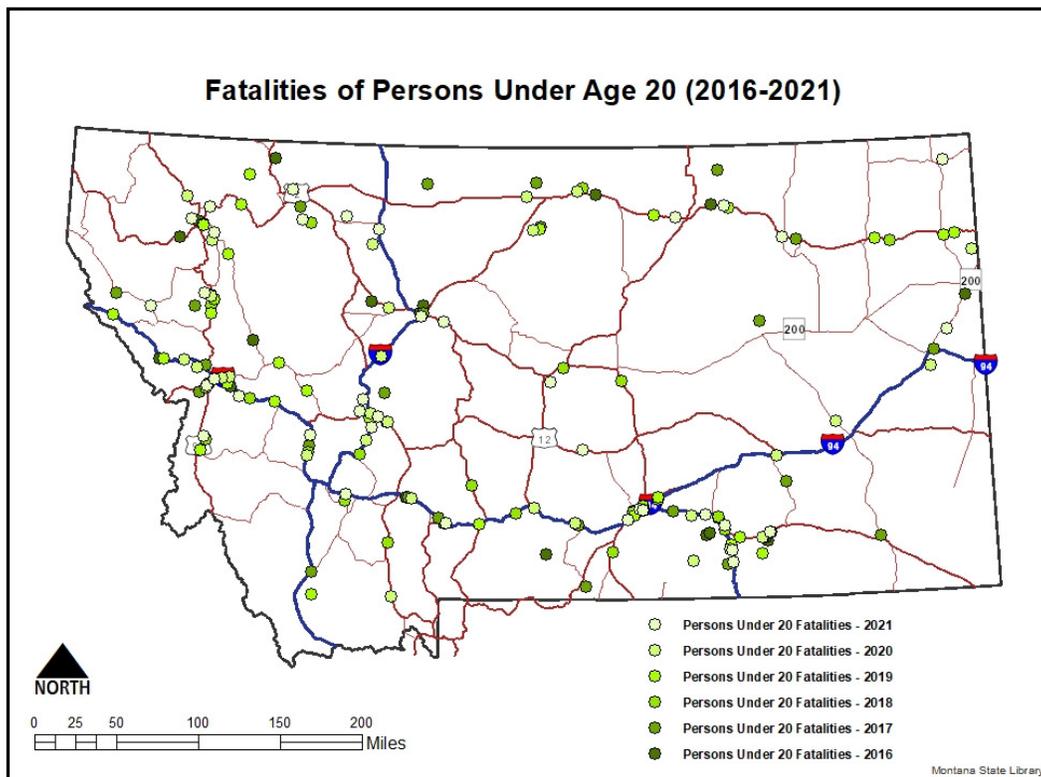
Form FHWA-562 (Rev. 12-2007) I

PREVIOUS EDITIONS OBSOLETE

As shown below, there is a significantly higher incidence of fatal crashes and fatalities in rural areas than there are in urban areas. This is unlike the statewide issues, where more traffic issues are seen in the urban areas.



Because FCCLA chapters throughout Montana and specifically in more rural areas participate in the program, MDT is able to reach young driver populations not normally reached through statewide campaign efforts. It is an excellent fit to hit the riskiest of these drivers. See map below of young driver fatalities.



3.2.3 Steps Taken to Produce Meaningful Engagement

3.2.3.a Engagement Opportunities

MDT has had a long-term relationship with the MT FCCLA organization and affords the program an opportunity to reach many students in rural communities that MDT wouldn't typically have access to. The FCCLA organization in partnership with GHSA and Ford Driving Skills for Life developed the Families Acting for Community Traffic Safety (FACTS) curriculum, which MDT has provided to a majority of the active FCCLA chapters across the state. MDT determined that FCCLA was the best partner for implementing peer-to-peer traffic safety curriculums for teens due to the fact they had developed the FACTS curriculum and had a process in place to deliver it to rural communities across the state.

This collaboration has grown over time and has continued to build with engagement from each group of students. This annual effort focuses on the traffic safety issues that are impacting Montana's youth. The projects they implement in their communities reflect the issues they feel are relevant to educating their peers and families on traffic safety. The application process for grant funds requires the FCCLA group to develop a problem identification regarding their chosen issue, and present objectives and activities they intend to engage in to address the issue.

MDT takes advantage in collaborating with the FCCLA organization by attending their FCCLA leadership rally in the Fall (generally October). During this rally MDT announces the opportunity for these chapters to participate in the peer-to-peer program. Immediately following the MDT presentation on grant funding, the individual FCCLA districts break into round table groups to discuss traffic safety campaign ideas that are pertinent to their community and provide feedback to MDT staff with regard to the project, potential challenges, and opportunities. MDT Staff participates in these breakout sessions to ensure teen ideas are incorporated into the peer-to-peer program. Furthermore, the feedback informs the individual project activities implemented at the local level and influences the grant applications for funding.

Unfortunately, due to rising travel costs, the chapters were unable to afford the cost of hotels, food, gas and other transportation expenditures they would incur to have this meeting in person during 2022. Because of this, The Montana FCCLA Director produced a recorded webinar with MDT staff where the opportunity for NHTSA funds and the GHSA/General Motors grant were described and discussed. This was distributed to all FCCLA Chapter Advisors to share with their group.

As stated, MDT staff was unable to attend the kick-off in person in 2022. Because of this, staff attended the fall local district meetings to further engage with the chapters who were applying for grant funding. FCCLA chapters then began developing their community projects and submitting their applications for funding approval. MDT and FCCLA leadership reviewed and scored all of the applications and awarded funding. Fortunately, there was ample funding for all submitted applications.

Once FCCLA members began their projects, they used a number of media venues to get the community involved. This included distributing flyers, utilizing social media, newspaper ads, etc. to promote their campaign. Many of the groups elected to partner with Arrive Alive and added other community events in support of their traffic safety efforts.

MDT Staff were able to attend some of the Arrive Alive events and assist with public outreach efforts. In addition, MDT provided technical assistance at District Meetings and discussed teen data and the projects the specific group was working on.

This project is 100% driven by the FCCLA chapters and members. They develop their project, apply for funds, and promote the campaign throughout the community. MDT staff are available for technical assistance, to monitor progress and evaluate the project outcomes.

3.2.3.b Accessibility Measures Implemented

The kick-off rally is planned and sponsored by the FCCLA chapters. These are generally held at locations as determined by the group; however, Montana state University Campus has been used for past meetings. Other activities were outdoors or in large shops located at schools for the Arrive Alive tour. Also, school rallies, safety days, etc., were all on school premises.

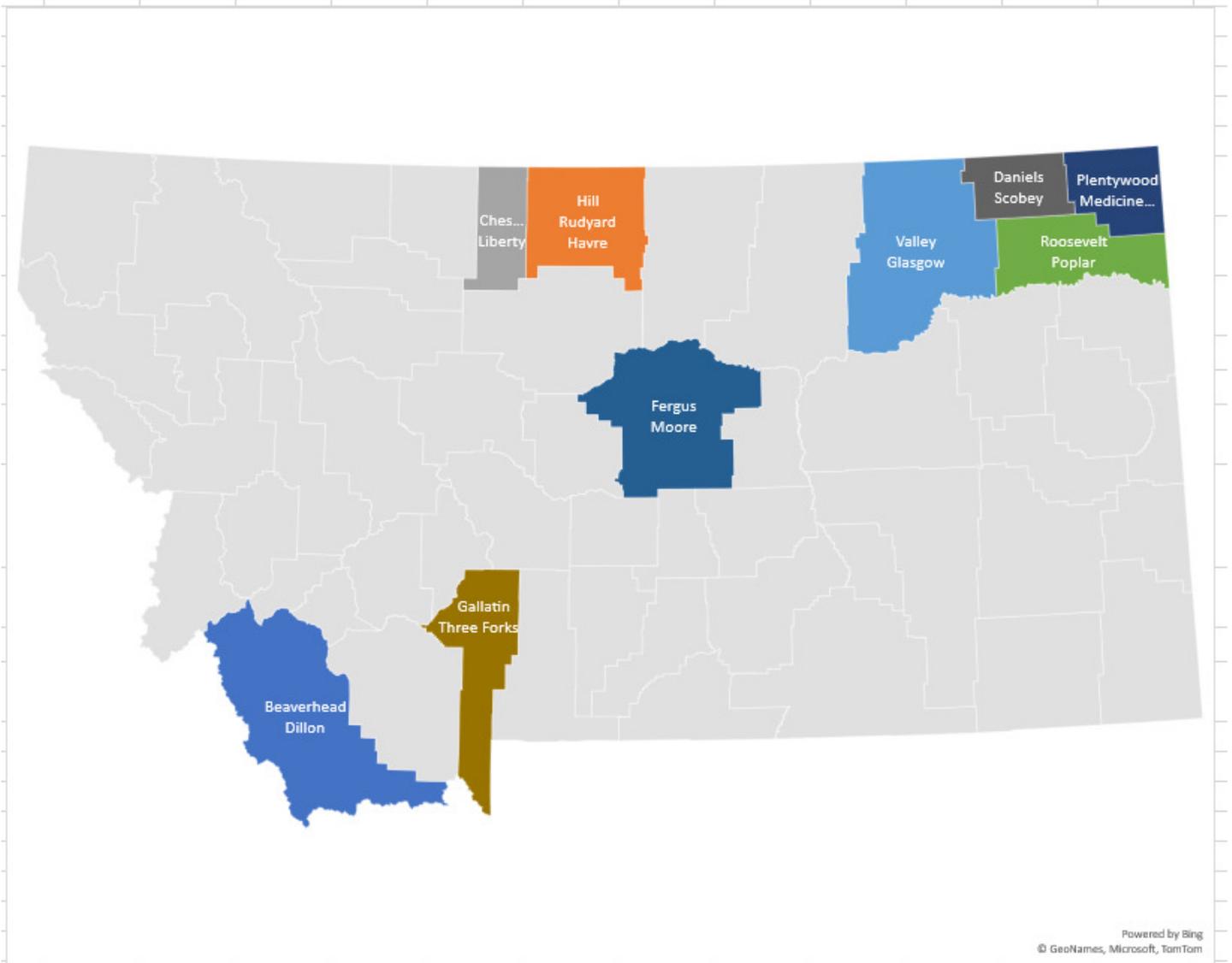
3.2.4 Results of Engagement Opportunities

3.2.4.a Description of Attendees and Participants

As a result of the efforts MDT made with the FCCLA Leadership Rally and the subsequent assistance provided at District meetings, and feedback on the applications received for funding, there were nine FCCLA chapters statewide that participated in this project. There was a total of 273 FCCLA chapter members participating. Through their efforts there was an additional 22,288 reached either directly through the project or other public relations efforts in their communities. The main focus of this project is peer-to-peer education, therefore, most of the participants are the school administration, teachers, and the students themselves. However, some of the community engagements opportunities that the youth coordinated during their project included:

- Partnering with radio stations to create PSA's
- Soliciting local businesses to contribute funds, materials, advertising space to spread the traffic safety message
- Inviting community members to speak at assemblies, including law enforcement and EMS providers

Below is a map of the chapters that participated in the project. As you can see, there was great participation from the northeast corner of Montana. This location surrounds the Fort Peck Reservation (Poplar) and has an overrepresented demographic in every age group.



3.2.4.b Summary of Issues Covered

The theme for this grant opportunity through GHSA was distracted driving. However, MDT also provides additional NHTSA funds for these projects. Since NHTSA funds can be used for any appropriate traffic safety issue, the issues covered were distracted driving in accordance with the GHSA grant, but other traffic safety issues were also discussed. Because these two funding sources allowed for a variety of allowable expenditures, the teens were asked during the kick off meetings and the district meetings to determine what they believed their own traffic safety issues were in their community. MDT staff held discussions during these meetings about the member’s specific concerns and provided specific traffic safety methods, such as [Montana’s Teens in the Driver’s Seat](#) publication that provides guidance to teens on implementing a traffic safety peer-to-peer education program. Many of the chapters did include distracted driving, but also identified that seat belt use and speeding were issues in their area. Because of that they included those issues in their project also.

Media options for implementing were also discussed with the group. Teens have a better understanding of the venues that would be reach this demographic so are allowed wide latitude in determining how to utilize social media, newspaper, video, radio, etc. for the best results.

Throughout the project, MDT monitored and evaluated the grants to ensure objectives were being met.

In addition, because of FCCLA's outstanding work, many of these chapters won state recognition and were able to present their traffic safety campaigns/promotions at the national level. In addition, the Three Forks FCCLA Chapter, that won the Montana competition, was presented with the National FCCLA award for outstanding performance.

These campaigns and activities are driven by teen participants for their communities and this peer-to-peer type of engagement and public participation resonates with this demographic. Therefore, based on this feedback, these concepts and projects have been incorporated into the 3HSP.

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 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.

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.

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.

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.

3.3 Other Public Participation and Engagement Activities

3.3.1 GHSA – Consulting Services Initiative

During FFY24-26, MDT is preparing to request the Governors Highway Safety Association – Consulting Services Initiative to assist with an analysis of public engagement and participation efforts specific to Montana. Through this resource, MDT will receive guidance on how to effectively approach these activities in coming years and broaden public participation.

4. Performance Plan

4.1 NHTSA Core Performance Targets

Below are the targets for this Triennial Plan. The targets for FFY22 and FFY23 are as submitted and approved in the appropriate HSP. The other targets were set as outlined below, 4.2 Justification for Each Performance Target.

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-1	Number of Fatalities <i>5-Year Moving Average</i>	201	199.2	223.2	237.00	*	*
C-2	Number of Serious Injuries <i>5-Year Moving Average</i>	808	707.8	715.6	723.00	*	*
C-3	Fatalities/VMT	1.77	1.604	1.693	1.693	*	*
C-4	Unrestrained Passenger Vehicle Fatalities <i>5-Year Moving Average</i>	88	87.5	91.3	96.7	96.7	96.7
C-5	Alcohol-Related Fatalities <i>5-Year Moving Average</i>	80	71.1	75.8	86.9	86.9	86.9
C-6	Speed-Related Fatalities <i>5-Year Moving Average</i>	70	66.0	65.8	72.9	72.9	72.9
C-7	Motorcyclist Fatalities <i>5-Year Moving Average</i>	23	21.2	21.8	23.0	23.0	23.0
C-8	Un-helmeted MC Fatalities <i>5-Year Moving Average</i>	14	13.6	13.9	15.4	15.4	15.4
C-9	Fatalities Involving Drivers Age 20 or Less <i>5-Year Moving Average</i>	30	26.7	25.9	29.5	29.5	29.5
C-10	Pedestrian Fatalities <i>5-Year Moving Average</i>	16	14.0	14.9	15.9	15.9	15.9
C-11	Bicycle Fatalities <i>5-Year Moving Average</i>	1.8	2.0	2.0	2.2	2.2	2.2
Other MDT Performance Measure							
O-1	American Indian Fatalities <i>5-Year Moving Average</i>	36.8	36.7	37.6	39.7	39.7	39.7
B-1	Observed Seat Belt Use		78%	86.9%	86.9%	86.9%	86.9%

*MDT will wait on NHTSA direction prior to setting FFY25 and FFY26 for these performance measures.

Year 2021 shows the actual current five-year average as determined through FARS data, excluding Serious Injuries which are determined through state data. The following years are the targets MDT has established for the five-year average each year through the Triennial HSP. Native American fatalities for 2021 are preliminary as determined by state data and have not yet been release through FARS.

C-1, C-2 and C-3 performance measure goals are determined through the CHSP process. These goals must be identical to the HSP and HSIP goals. Through this process goals are set on an annual basis and are not projected into the future years. Because of this, goals are not included in this document for 2025 and 2026 for the three shared goals.

4.2 Justification for Each Performance Target

MDT sets targets based on data-driven historical trends. For the FFY24 3HSP, Montana selected to use an average of the most recent five-years of available data (2017-2021). A trendline was established based on this data and the slope of this trendline was used to forecast future years as best as possible. Along with the rest of the Nation, Montana experienced a significant increase in traffic incidents the last few years, during and post-the COVID pandemic. Unfortunately, this significantly impacted the five-year trend with all core performance measures showing an increasing trend line. Generally, MDT has started with the FFY23 target and maintained/increased/reduced the 3HSP targets according to the trendline slope. See below for an explanation of each of the targets established based on the data analysis. *Note: NHTSA has changed this requirement for FFY24 and SHTSS has established these goals independent of the CHSP and the HSIP.*

Total Fatalities: According to the five-year trendline, the slope indicates Montana fatalities will be increasing at a rate of fatalities 13.8 per year. During 2021, Montana fatalities increased approximately 12%, from 213 in 2020 to 239 during 2021 after increasing 15% from 2019 to 2020. Because of this, the target established will be set to for FFY24 at 237.0 and hope to maintain those levels for the duration of this Triennial HSP. *Note: These will match the FFY25 and FFY26 CHSP goals as directed by NHTSA.*

Number of Serious Injuries: The five-year trendline for serious injuries shows that, at the current trend, serious injuries will increase by 7.4 actual serious injuries annually. Based on this information, MDT has set the target at the current target for FFY23 of 715.6. While the increase in serious injuries did not rise as significantly as fatalities from 2020 to 2021, they did increase by 2%, following a 5% increase from 2019 to 2020. Based on this information MDT established the FFY 24 goal at 723.00 and hope to maintain that level through FFY26. *Note: These will match the FFY25 and FFY26 CHSP goals as directed by NHTSA.*

Vehicle Miles Traveled: This performance measure is based on actual numbers versus five-year averages. However, over the last five years, vehicle miles traveled has increased from 1.47 to 1.77, or 20%, with 2021 being the highest year in this five-year timeline. This number has been steadily increasing since 2017 (1.47) every year. For these reasons MDT is setting the goal at 1.693 per year (maintain current target) for this HSP time period. *Note: These will match the FFY25 and FFY26 CHSP goals as directed by NHTSA.*

Unrestrained Passenger Vehicle Fatalities: The five-year trendline for unrestrained passenger fatalities shows an increasing slope of 5.4 unrestrained fatalities annually. After declining to 67 in 2019, these fatalities jumped significantly in 2020 to 93 or an increase of 38%. From 2020 to 2021, these increase again by 17%. This has greatly impacted the five-year average and the trajectory of this issue. Based on this information, MDT is setting the target for FFY24 at 96.7 and hopes to maintain that throughout the 3HSP.

Alcohol-Related Fatalities: According to the five-year trendline, the increasing slope at a rate of 11.1 actual impaired driving fatalities annually, indicating a concerning trend. Alcohol-related fatalities actually decreased to an all-time low for Montana during 2019 when there were 67 fatalities and moved Montana to a mid-range state. Unfortunately, that designation was short-lived followed by a significant increase of 43%, from 67 that year to 93 in 2020. Then during 2021, Montana was struck with a 17% increase over 2020. Based on the review of the data, Montana is setting the performance target for FFY24 to 86.9 and hopes to maintain that during the 3HSP.

Speed-Related Fatalities: The five-year trendline for this performance measure indicates that these fatalities will be increasing by 7.1 speeding fatalities per year. Again, recent years have shown significant increases in speeding fatalities. After a low of 57 in 2019, Montana experienced a significant increase of 45% in 2020 increasing to 83. While there was

only a slight increase in 2021 to 86, it did not have a significant impact on the five-year trend. Based on this data, Montana is establishing the performance measure for this 3HPS at 72.9 and hopes to maintain that five-year average during this 3HSP.

Motorcyclist Fatalities: Again, the five-year trendline indicates an increasing slope for motorcycle fatalities at a rate of 1.2 actual fatalities per year. While this increase is not as significant as other performance areas, these numbers tend to be lower and small changes can substantially change the trends. FFY2021 has the highest number of fatalities over the last five years at 26. While the increase during this five-year period was only four (22 in 2017 to 26 in 2021), because of the small number, that increase represented a notable 18%. Because of these trends, Montana is setting the performance target for motorcycle fatalities for FFY24 at 23 and hopes to maintain that level during the 3HSP.

Unhelmeted Fatalities: Unhelmeted five-year fatality data indicates an increasing slope for these fatalities at 1.5 unhelmeted fatalities per year. Again, these numbers are fairly small, meaning that minor changes make a sizeable difference in trends. Unfortunately, 2021 has the highest number of fatalities over the last five-year at 19, or 73% of all motorcycle fatalities. This also was a five-year increase from 2017 to 2021 of 69%, up from 13 in 2017 and 59% of all motorcycle fatalities during that year. Because of these trends, MDT established this performance measure for FFY24 at 15.4 and hopes to maintain that target for the duration of this 3HSP.

Fatalities Involving Drivers Age 20 or Less: Montana took a huge hit in this area during 2021 increasing from 28 in 2020 to 41 in 2021 or 46%, significantly impacting the trendline for this group. The five-year moving average increased from 25 to 30 during this one year. 2021 was also the highest year for this performance measure during the last five-years, causing the five-year trendline for young drivers to have a slope increasing at a rate of 3.6 actual fatalities per year. In addition, 2021 was 80% higher than 2017 when this demographic had 24 fatalities. Based on this data, MDT is establishing this performance measure for FFY24 at 29.5 and hopes to maintain this level through the 3HSP.

Pedestrian Fatalities: While pedestrian fatalities only increase by one in 2021 to 18 versus 17 in 2020, it was the highest number in the last five years. These fatalities have steadily increased over the last five years, by 1 each year starting at 14 in 2017. This is a performance measure that also has small numbers, but sizeable changes in trends with small changes. The slope for the five-year trendline for this area shows an increasing rate of 1.0 pedestrian fatality per year, consistent with the five-year history. Based on these trends, Montana is establishing the target for the performance measure for FFY24 at 15.9 and hopes to maintain this level during the 3HSP.

Bicycle Fatalities: While these numbers are very small for Montana, bicycle fatalities increased from 0 in 2020 to 3 in 2021, making 2021 one of the highest fatality years during the last five years. Only 2019 experienced 3 fatalities, while 2017, 2018 and 2020 were all less than three. The 2021 numbers impacted the five-year trendline for this performance measure making the slope increase at a rate of .2 fatalities per year annually. While that is not a significant number, given the small number in this area, minor changes have a larger impact. MDT established this performance measure for FFY24 at 2.2 and hopes to maintain that level during the 3HSP.

Observed Seat Belt Use: During 2021 and 2022 Montana's observed seat belt use rate finally reach the high-use rate level. The observed rate in 2022 was 92.9%. While this is an important achievement for the state, Montana is still below many states in the nation for seat belt use rate. NHTSA approval of the new survey site selection for 2023-2027 is pending as of the time of this application. Until the count is completed at the new sites in Montana, MDT established this performance measure to maintain the FFY23 target of 86.9% during the 3HSP.

4.3 HSP Identical to CHSP

SHTSS ensures that the HSP performance measures C1, C2 and C3 are identical to those contained in the CHSP and HSIP. All groups work together to ensure consistency between the documents. *Note: NHTSA has changed this requirement for FFY24 and SHTSS has established these goals independent of the CHSP and the HSIP. MDT will wait for further instruction to set the FFY25 and FFY26 targets in these areas.*

4.4 Additional Targets

After a review of the data, MDT determined that Native Americans are an overrepresented, underserved demographic in Montana. Because of this, a performance measure for this demographic has been added to monitor progress made in improving traffic safety issues in these communities. For more on the Native American program, please see Section 3. Public Participation and Engagement, 3.1 Native American Communities and 5.6 Strategy 6 – Native American Traffic Safety. See justification for this performance measure below.

Native American Fatalities: While Native American fatalities saw a significant decrease during 2021 this group remains an over-represented demographic for Montana. There were 34 Native American fatalities in 2021 down from 45 in 2020, or a decrease of 24%. However, the trendline indicates an increasing slope of 2.1 fatalities annually. In addition, the five-year average goal set for 2021 at 36.8 was not met even with the significant decline. MDT established this performance measure for FFY24 at 39.7 based on the current slope and hopes to maintain this during the 3HSP.

5. Countermeasure Strategies for Programming Funds

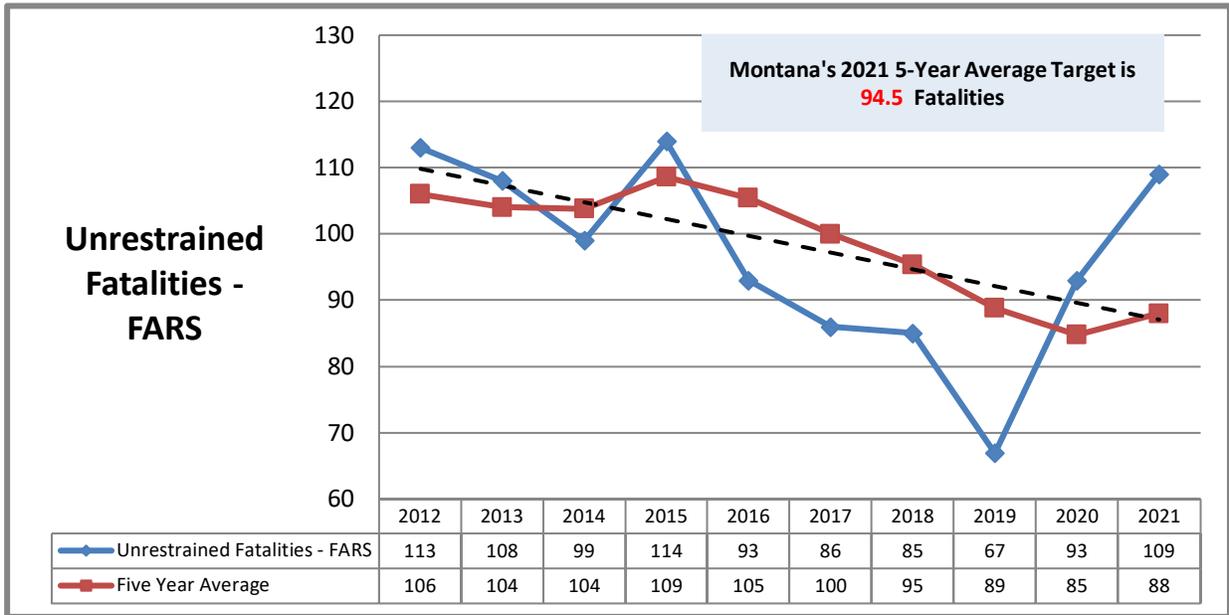
All fatalities data is shown through FFY21. This is the most recent FARS data for this application. For FFY22 and FFY23 preliminary, please see Section 4. Performance Plan and Section 6. Performance Report.

5.1 Strategy 1 - Occupant Protection

5.1.1 Problem Identification

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. While a primary law has never passed, vehicle occupant safety education and enforcement of the secondary seat belt law have supported the observed seat belt use rate increasing to 92.2% during 2021, moving Montana to a high-use rate state.

This chart represents the progress Montana is making on reaching the goals from the previous long-range baseline that ended FFY21:



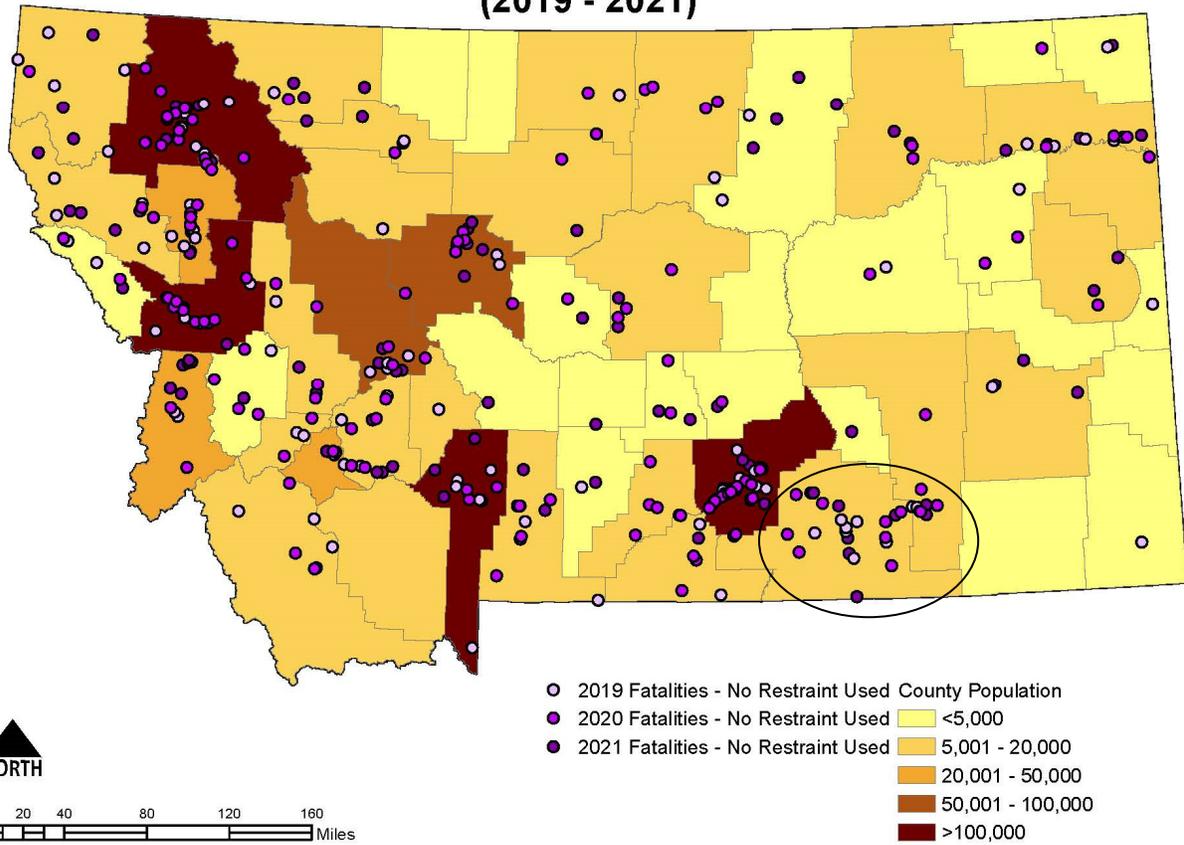
As shown, unrestrained fatalities went up significantly during FFY21 increasing by 17%, after increasing over 40% during 2020. FFY21 saw one of the highest annual numbers of unrestrained fatalities over the last ten years. However, even with these significant increases in the last few years, Montana was able to meet the 2021 five-year average target of 94.5, with an actual five-year average of 88.

In addition, because 2021 was a challenging year for traffic safety in all performance measures for Montana, the percentage of unrestrained fatalities as compared to all fatalities is around the same range as it has been in the past five years as shown below.

Montana Department of Transportation NHTSA Core Outcome Measures						
Core Measure	Description	2017	2018	2019	2020	2021
C-1*	Number of Fatalities	186	181	184	213	239
	5-Year Moving Average	204	195	193	191	201
C-4	Unrestrained Passenger Vehicle Fatalities	86	85	67	93	109
	5-Year Moving Average	100	95	89	85	88
	Percent of Total Fatalities	46.24%	46.96%	36.41%	43.66%	45.61%

During 2021 unrestrained fatalities were 45.61% of all fatalities. This was actually the third lowest in the last five years.

Fatalities, Lack of Seatbelt Use and Population by County (2019 - 2021)



The map above shows locations of unrestrained fatalities over the last three 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 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 increases in seat belt usage in recent years, moving from a low-range state to a high-range state.

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	82.0%	67.8%	78.0%	61.3%	67.6%	74.0%
2014	84.0%	62.0%	71.0%	74.0%	68.0%	74.0%
2015	86.5%	65.9%	74.3%	71.1%	70.6%	76.8%
2016	80.0%	67.6%	72.0%	76.8%	82.4%	76.2%
2017	81.6%	73.6%	75.0%	78.9%	75.0%	78.2%
2018*	90.6%	84.9%	85.2%	89.8%	87.0%	86.6%
2019	92.2%	87.7%	87.2%	88.3%	91.2%	88.9%
2020	93.1%	87.5%	81.7%	91.5%	88.4%	89.9%
2021	94.4%	90.5%	91.5%	91.7%	92.7%	92.2%
2022	95.9%	90.7%	84.8%	94.2%	88.9%	92.9%
Chg 1 Yr	1.5%	0.2%	-6.7%	2.5%	-3.8%	0.7%
Source: Montana Department of Transportation Observational Studies						
* First year of Montana's NHTSA mandated new seatbelt survey sites						

By comparison, Montana seat belt usage rates are above the national average of 90.4, but well below the best state which is 97.2.

Daytime Front Seat (Outboard Only) Passenger Vehicle Occupants, Aged 5 and Over, by Restraint Use:
Fatalities and Observed
Montana , U.S. and Best State

Year		Fatalities - Restrained**	Observed - Restrained***
		Percent	Percent
2017	Montana	46	78.0
	US	61	89.7
	Best State*	100	97.1
2018	Montana	46	86.6
	US	62	89.6
	Best State*	100	97.8
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

*State With Highest Percent. Fatal Crash and Observed Percents Can Be Different States

**Percent Based Only Where Restraint Use Was Known

***USA Data: National Occupant Protection Use Survey. Montana Data: State Survey

Note: The Purpose of this Table is to Compare (as closely as possible) the Use of Restraint Systems by Fatally Injured Occupants with Occupants in all Driving Situations

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5.1.2 Countermeasures Strategies to be Implemented

The countermeasures strategies to be implemented for this traffic safety issue are as follows, all which are rated at three stars or higher in NHTSA's Countermeasures That Work:

Chapter 2. Seat Belts and Child Restraints

Countermeasures Targeting Adults

2. Seat Belt Law Enforcement
 - 2.1 Short Term, High-Visibility Seat Belt Law Enforcement
 - 2.3 Sustained Enforcement
3. Communications and Outreach
 - 3.1 Supporting Enforcement
 - 3.2 Strategies for Low-Belt-Use Groups

Countermeasures Targeting Children and Youth

5. Child Restraint/Booster Seat Law Enforcement
 - 5.1 Short High-Visibility CR Law Enforcement
6. Communications and Outreach

- 6.1 Strategies for Older Children
- 6.2 Strategies for Child Restraints and Booster Seat Use
- 7. Other Strategies
 - 7.1 School-Based Programs
 - 7.2 Inspections Stations

All of these countermeasures are rated 3 stars or above and support the issues as defined in the problem identification above, Section 5.1.2.

5.1.3 Identification of the Performance Targets the Countermeasure Strategy will Address

As required each strategy must be linked with a state specific performance target(s). This program area and the planned activities will assist Montana in meeting the following performance target(s).

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-4	Unrestrained Passenger Vehicle Fatalities <i>5-Year Moving Average</i>	88	87.5	91.3	96.7	96.7	96.7
O-1	American Indian Fatalities <i>5-Year Moving Average</i>	36.8	36.7	37.6	39.7	39.7	39.7
B-1	Observed Seat Belt Use		78%	86.9%	86.6%	86.9%	86.9%

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Unrestrained Vehicle Occupant

Strategy #1 – Laws and Enforcement

Implementation Steps:

- Support efforts from safety partners and stakeholders to implement a primary seatbelt law
- Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) and SETT efforts at the state and local level focusing on unrestrained vehicle occupants among other risky driving behaviors.
- Support Tribal law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts focusing on unrestrained vehicle occupants among other risky driving behaviors.

Strategy #2 – Communication, Education, and Injury prevention

Implementation Steps

- Sustain and grow the community-based Buckle Up Montana program, Safe On All Roads (SOAR) Tribal community program focusing on seat belt and child passenger seat use, and Teen Traffic Safety Program.
- Sustain and grow the Child Passenger Safety Certification Training Program and inspections stations in Montana with increased focus on high-risk populations.
- Develop child passenger safety educational materials with updated and coordinated messaging and a distribution plan.
- Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use.

- Encourage state agencies and other safety partners to distribute coordinated and consistent educational safety campaigns and messaging to increase seat belt and child passenger safety awareness and use.
- Encourage state, county, tribal and city agencies, and private employers to coordinate and implement workplace traffic safety policies to include seat belt use and other traffic safety measures.
- Support occupant protection mini-grant funding of community education and outreach.

5.1.4 Federal Funds to be Used (minimum or fundings sources and an estimated allocation of funds)

To fund the strategies for the Occupant Protection program, MDT will utilize a combination of 402, 405b, 405d and 164 funds as available. The estimated amount of this allocation will be approximately \$836,707.24 405b funds specifically. However, will be supplemented with additional funding provided to other project that support the occupant protection program, including HVE, media, etc. See below for preliminary funding for occupant protection projects.

Occupant Protection			
	Funding Source		
Activity	402	405b	Total
Community Coalitions		\$614,828.24	\$614,828.24
CPS Events/Training/Car Seats	\$53,553.94	\$221,879.00	\$275,432.94
Paid Media	See 5.5 Strategy 10 - Media For Funding Breakdown		
Publications	See 5.5 Strategy 10 - Media For Funding Breakdown		
HVE	See 5.5 Strategy 5 - Law Enforcement For Funding Breakdown		

5.1.5 Considerations to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Occupant Protection Strategy.

Community Coalitions – When making funding decisions for community coalitions, priority for funding is to communities that have an active CPS program and certified CPS instructors in the community to ensure a well-rounded occupant protection program. Currently, there are four coalitions covering Cascade, Flathead, Lewis and Clark, Jefferson, Broadwater and Missoula Counties. MDT staff is also soliciting other urban areas to participate in this project. Those areas include Billings/Yellowstone County, where are significant number of unrestrained traffic fatalities and serious injuries occur.

CPS Events/Training/Car Seats – CPS training locations and funding is determined by MDT each year depending on funding availability and locations that will ensure the continuity of the number of child passenger safety technicians statewide. MDT’s goal is to have a technician in every county and decisions are made to reach that. For car seat distribution, MDT has established a formula to determine where the seat will be sent. This includes an evaluation of fatality and serious injury data, poverty levels, overrepresented populations, 15–19-year-old pregnancy rates, etc. Once an analysis of this information is conducted, MDT determines appropriate distribution.

High Visibility Enforcement – When funding Selective Traffic Enforcement Projects, traffic safety data is reviewed, and high crash corridors identified. Priority is given to those projects that will be implemented in these areas. For new applicants the capacity of the law enforcement agency is considered to ensure that objectives are able to be met. In addition, returning STEP participants are evaluated and selected based on certain performance criteria. This includes a review of the stops per hour, participation in mobilizations, appropriate use of budget, ratio of impaired driving and

unrestrained driver/rider citations and completion of reporting requirements as outlined in the agreement. Currently MDT is soliciting new participants, including the Great Falls/Cascade County area and the Yellowstone County area. These are two larger urban areas in Montana that have a significant number of fatalities and serious injuries. During 2021, these two counties made up 15% of all fatalities, 12% of all serious injuries, at 25% of all crashes (MDT data). Participation in these areas is important to reach those high-crash areas and reduce fatalities and serious injuries.

Law Enforcement Liaison (LEL) – Currently MDT has only one LEL working with Eastern Montana. While it has been a successful project recruiting other STEP participants and providing technical assistance, efforts to recruit other liaisons have so far been unsuccessful. MDT staff will continue to work to solicit additional LEL’s for the coming years.

Safety Enforcement Traffic Team (SETT) – This law enforcement group is funded to help provide additional HVE throughout the state. This team partners with local law enforcement agencies during high-risk events in their communities. These events are determined, and the team is requested by local law enforcement agencies in need of additional enforcement during certain times of the year. This is funded through Montana Highway Patrol who is able to provide statewide coverage. As this agency is the only agency able to provide additional statewide coverage and assistance, it is considered an integral part of Montana’s highway safety program. This project has been instrumental in being pro-active at reducing fatalities during high-risk events.

Paid Media – The award of the media project is completed through MDT’s procurement process. This requires SHTSS to utilize the Request for Proposal Process as outlined in MDT policy. To review the complete process, refer to [The Request for Proposal Process](#). For more information on occupant protection media, refer to 5.10 Strategy 10 – Media.

Publications – Decisions with regard to updating publications vary. Events that trigger an update include changes in laws, data, contact information, etc. These are made on an annual basis depending on those factors.

5.1.6 Description Countermeasure Strategy Was Informed by the Uniform Guidelines or NHTSA Facilitated Assessment

As Montana is a high-rate seat belt use state, a NHTSA Facilitated Assessment is not required, however, this countermeasure strategy was informed by the Uniform Guidelines No. 20 Occupant Protection. In accordance with that guide, there are several components that MDT will be using in combination to ensure a well-rounded occupant protection program. These components include:

- III. Enforcement Program – HVE throughout the year
- IV. Communication Program – variety of media to educate the public on seat belt use
- V. Occupant Protection for Children – a broad CPS program that includes offering certification and recertification training throughout the year
- VI. Outreach Program - through community coalitions
 - A. Diverse Populations – The Native American Traffic Safety Program
 - B. Schools – Outreach through the Teen peer to peer program

Through these efforts and partnerships, MDT’s Occupant Protection program will be robust and assist in meeting performance targets.

5.2 Strategy 2 – Traffic Records

5.2.1 Problem Identification - 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.

5.2.2 Countermeasures Strategies to be Implemented

MDT utilizes NHCPR 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 22: Safety Data and Analysis in Developing Emphasis Area Plans. This analysis assists in determining the CHSP emphasis areas and selection of projects that will target Montana’s traffic safety issues.

While Traffic Records is not specifically addressed in NHTSA’s Countermeasures that Work, it is addressed in with Uniform Guidelines, Highway Safety Program Guideline No. 10 - Traffic Records. See 5.2.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NHTSA Facilitated Assessment.

5.2.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required, each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance targets:

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-1	Number of Fatalities <i>5-Year Moving Average</i>	201	199.2	223.2	237.0	*	*
C-2	Number of Serious Injuries <i>5-Year Moving Average</i>	808	707.8	715.6	723.0	*	*
C-3	Fatalities/VMT	1.77	1.604	1.693	1.693	*	*
C-4	Unrestrained Passenger Vehicle Fatalities <i>5-Year Moving Average</i>	88	87.5	91.3	96.7	96.7	96.7
C-5	Alcohol-Related Fatalities <i>5-Year Moving Average</i>	80	71.1	75.8	86.9	86.9	86.9
C-6	Speed-Related Fatalities <i>5-Year Moving Average</i>	70	66.0	65.8	72.9	72.9	72.9
C-7	Motorcyclist Fatalities <i>5-Year Moving Average</i>	23	21.2	21.8	23.0	23.0	23.0
C-8	Un-helmeted MC Fatalities <i>5-Year Moving Average</i>	14	13.6	13.9	15.40	15.40	15.40
C-9	Fatalities Involving Drivers Age 20 or Less <i>5-Year Moving Average</i>	30	26.7	25.9	29.5	29.5	29.5
C-10	Pedestrian Fatalities <i>5-Year Moving Average</i>	16	14.0	14.9	15.9	15.9	15.9
C-11	Bicycle Fatalities <i>5-Year Moving Average</i>	1.8	2.0	2.0	2.2	2.2	2.2

Other MDT Performance Measure							
O-1	American Indian Fatalities <i>5-Year Moving Average</i>	36.8	36.7	37.6	39.7	39.7	39.7
B-1	Observed Seat Belt Use		78%	86.9%	86.9%	86.9%	86.9%

*MDT will wait on NHTSA direction prior to setting FFY25 and FFY26 for these performance measures.

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

- Improve the accuracy, completeness, integration, timeliness, uniformity, collection, and accessibility of data used in traffic safety analysis; and
- Collaborate across agencies, organization, and with the public to improve traffic safety, driver behavior, and promote the Vision Zero

5.2.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the State Traffic Safety Information System Improvements Grants program, MDT will utilize 405c funds as available. The estimated amount of this allocation will be approximately \$1,193,556 in 405c funds. See below a preliminary outline:

Traffic Records Coordinating Committee	
Project	405c
Traffic Records Projects - Determined through TRCC	\$1,193,556.00

5.2.5 Consideration to Determine Project Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, these applications are reviewed and approved by the Traffic Records Coordinating Committee.

Traffic Records funding is for projects that specifically aim to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State traffic safety data. Applications are accepted throughout the year by the Traffic Records Coordinating Committee (TRCC). Potential projects are first vetted through the TRCC and voted on for funding. The HSP is amended to include TRCC projects that are not already identified. Beyond that process, the following considerations were given to each project funded for the Traffic Records Strategy.

In accordance with the TRCC strategic plan, duties of the committee include the following:

1. Provide an open forum for the exchange of information on traffic safety related topics. The exchange of information will:
 - leverage funding opportunities
 - assist agency’s enterprise-level planning and coordinated implementation of similar or related IT projects and technology
 - take advantage of economies of scale due to coordination of information
 - facilitate cooperation in developing partnered solutions for mutual traffic safety data issues.
2. Evaluate, assess, coordinate, and adjust the strategic and tactical safety plans as necessary.

3. Develop recommendations and/or funding proposals to assist local, county, and state agencies that are users and/or providers of traffic records system data.
4. Provide data that can be used to identify gaps in the law and to inform policymakers.
5. Provide data to support traffic safety initiatives.
6. The TRCC steering committee will provide recommendations for activity funding and cooperative actions on new and enhanced traffic safety IT systems.
7. Strategies will be subject to appropriations, policies, and regulations guiding the participating agencies and entities.
8. Will be mindful of and ensure compliance with Federal and State laws, policies, and procedures affecting IT system development.
9. Consult with various disciplines to bring additional expertise as required.

The applications are accepted throughout the year and new strategies are identified to improve traffic data collection.

5.2.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NTHSA Facilitated Assessment

In accordance with Uniform Guidelines, Highway Safety Program Guideline No. 10 - Traffic Records, MDT has identified several components that will be addressed in the coming years. The Traffic Records projects will ensure that appropriate data is being collected through the I.A. Crash Data Component. The Roadway Data Component is maintained by MDT's Highway Safety Engineering Division and can be integrated into the Crash Data Component.

MDT partners with the Motor Vehicles Division to share data and also provides projects to assist MVD in updating the data for better analysis. MDT has also been working with the Court System to allow access to Citation/Adjudication Data that will help identify other traffic safety issues. [The Department of Health – EMS Training Systems has partnered with MDT on several data projects to improve data collection. These include:](#)

- Improving EMS data collection and submittals to the statewide EMS database
- Improving EMS users' access to EMS and Trauma data
- Developed new online resources for the collectors and users of EMS and Trauma data
- Provided training to EMS/Trauma collectors and user on the new online resources
- Resource acquisition and system wide training for the updating Montana NEMSIS reporting

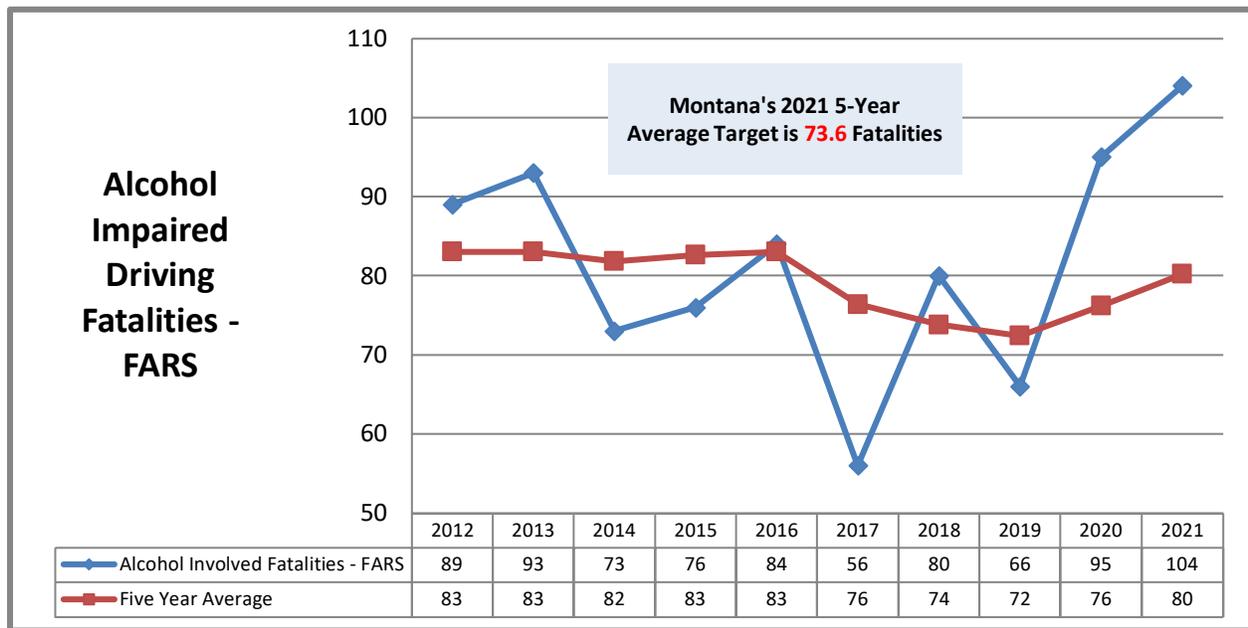
Component IV. Traffic Records System Management is in place at MDT. There is a Traffic Records Coordinating Committee that meets quarterly. This committee reviews and approves applications for funding that will improve data collection in Montana. In addition, there is a Strategic Plan in place to identify strengths and weaknesses in the current data available, allowing MDT to focus on those weaknesses and recruit partners who may be able to assist in filling the gaps.

5.3 Strategy 3 – Impaired Driving

5.3.1 Problem Identification

Montana was designated a high-range state for impaired driving with a rate of .64. This is the highest in the Nation, excluding Puerto Rico, which is at .65.

This chart represents the progress Montana is making on reaching the goals from the previous long-range baseline that ended FFY21:



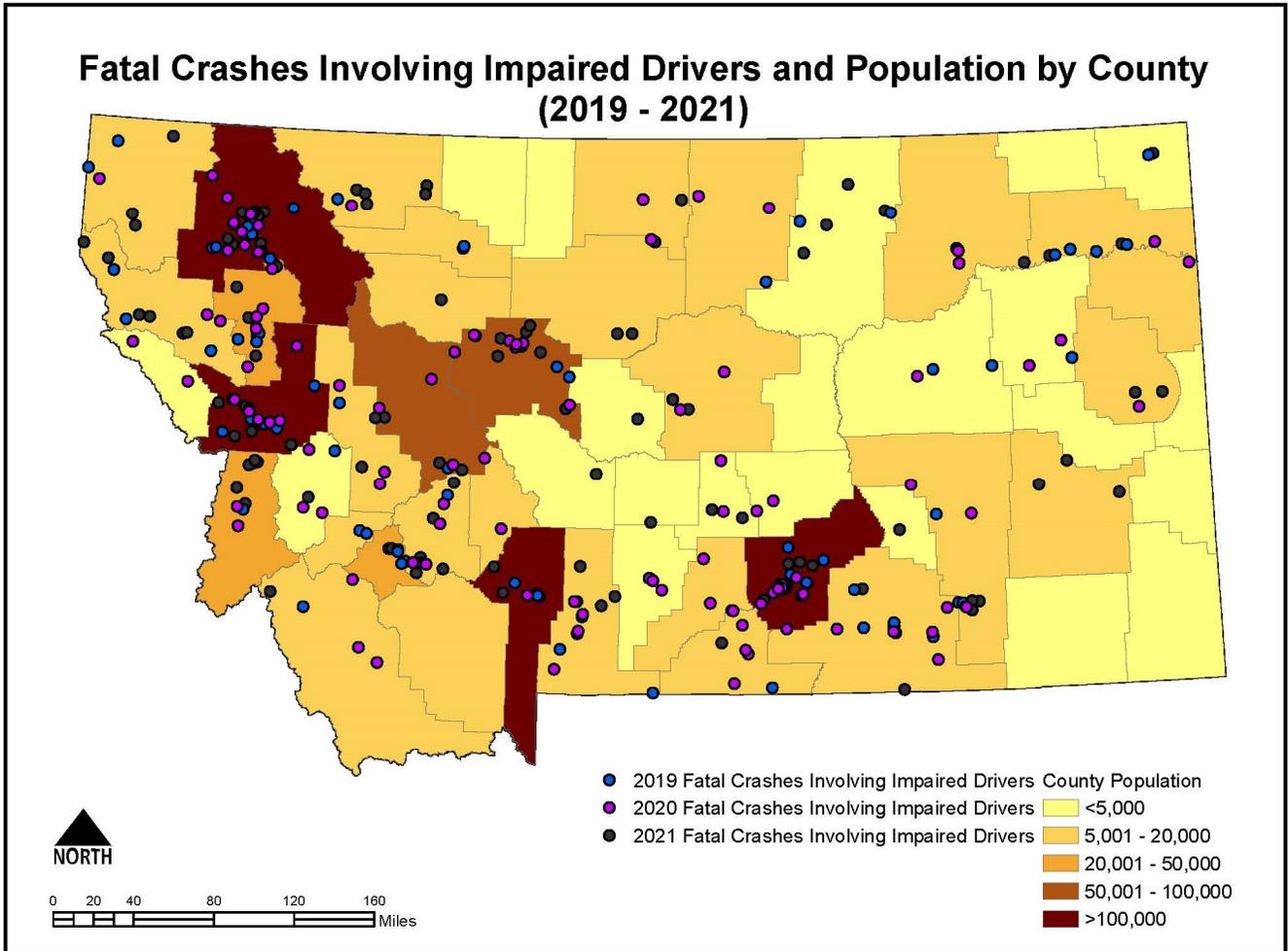
As with unrestrained fatalities, 2021 impaired driving fatalities had the highest number of fatalities over the last five years. These increased from 95 in 2020 to 104 in 2021, which were both significantly up from the 2019 number of 66. Again, these numbers are dramatically altering Montana’s decreasing trend in this area. The trend that Montana has seen since the COVID era could adversely impact the ability to meet FFY21 goals and potentially future goals.

However, again, because 2021 was a challenging year for traffic safety in all performance measures for Montana, the percent of impaired driving fatalities as compared to all fatalities is around the same range as it has been in the past five years as shown below. In some cases, the ratio was actually higher than in 2021.

Montana Department of Transportation NHTSA Core Outcome Measures						
Core Measure	Description	2017	2018	2019	2020	2021
C-1*	Number of Fatalities	186	181	184	213	239
	5-Year Moving Average	204	195	193	191	201
C-5	Alcohol-Related Fatalities	56	80	66	95	104
	5-Year Moving Average	76	74	72	76	80
	Percent of Total Fatalities	30.11%	44.20%	35.87%	44.60%	43.51%

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

Fatal Crashes Involving Impaired Drivers and Population by County (2019 - 2021)



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.

As shown below, males are more likely to be involved in impaired driving crashes, fatality crashes and serious injury crashes.

Impaired Drivers Involved in Crashes 2021			
Driver Gender	All Crashes	Fatal Crashes	Serious Injury Crashes
Female	654	34	59
Male	1,587	112	162

Male drivers accounted for almost two-thirds of all the impaired driving related fatalities during 2021, representing almost 73% of these.

Although impaired drivers exist across all age groups, the majority of all crashes are caused by individuals ages 14-40, representing approximately 63% of all impaired driving crashes.

Impaired Driving Crashes all Drivers 2021									
Driver Age Range	All Crashes			Fatal Crashes			Serious Injury Crashes		
	Drivers	Drivers ID'ed Impaired	Drivers BAC 0.080+	Drivers	Drivers ID'ed Impaired	Drivers BAC 0.080+	Drivers	Drivers ID'ed Impaired	Drivers BAC 0.080+
14-20	327	251	70	24	21	8	36	30	10
21-25	417	350	116	23	21	13	36	29	13
26-30	360	308	102	21	19	6	36	30	13
31-35	391	325	98	18	17	9	38	32	14
36-40	303	240	81	17	14	6	28	21	11
41-45	253	201	56	14	13	8	22	19	7
46-50	209	167	61	9	7	3	20	14	3
51-55	141	119	56	10	9	5	15	13	7
56-60	149	115	48	13	11	6	18	15	7
61-65	130	100	43	10	7	4	18	15	6
66-70	72	46	18	8	8	4	11	5	3
71+	79	41	13	5	3	1	9	2	0

This age group is also the largest group of drivers involved in impaired driving fatal and serious injury crashes.

As stated, Montana is a high range state at .64. The chart below shows how Montana compares to the rest of the nation.

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
2017	Montana	186	56	30	0.45
	US	37,473	10,880	29	0.34
	Best State*			19	0.14
2018	Montana	181	80	44	0.63
	US	36,835	10,710	29	0.33
	Best State*			19	0.16
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	0.79
	US	39,007	11,718	30	0.40
	Best State*			20	0.18
2021	Montana	239	104	44	0.77
	US	42,939	13,384	31	0.43
	Best State*			20	0.23

*State (or States) With Lowest Percents: Lowest Percents Could Be in Different States
 **Based on the BAC of All Involved Drivers and Motorcycle Riders (Operators) Only
 **Percentages are computed based on unrounded estimates

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According to NHTSA data, during 2021 44% of all Montana fatalities were impaired. This compares to the National average of 31% and the best state which was 20%. Because of these issues, impaired driving continues to be a significant issue on Montana roadways.

5.3.2 Countermeasures Strategies to be Implemented

MDT relies on *NHTSA’s 2020 Countermeasures that Work*, Chapter 1 Alcohol and Drugged Driving to ensure projects funded are proven to be effective. The countermeasures utilized in the Impaired Driving Program include:

Chapter 1: Alcohol- and Drug- Impaired Driving

1. Deterrence: Laws

- 1.1 Administrative License Revocation or Suspension (ALR/ALS)
- 1.2 Open Container
- 1.3 High-BAC Sanctions
- 1.4 BAC Test Refusal Penalties

2. Deterrence: Enforcement

- 2.1 High-Visibility Saturation Patrols
- 2.5 Integrated Enforcement

3. Deterrence: Prosecution and Adjudication

- 3.1 DWI Courts

4. Deterrence: DWI Offender, Treatment, Monitoring, and Control

- 4.4 DWI Offender Monitoring
- 5. Prevention, Intervention, Communications and Outreach**
 - 5.1 Alcohol Screening and Brief Interventions
 - 5.2 Mass-Media Campaigns
- 7. Drug-Impaired Driving**
 - 7.1 Enforcement of Drug-Impaired Driving

All counter measures strategies are rated at 3 stars or above.

In addition to NHTSA’s 2020 Countermeasures that Work, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 16: A Guide for Reducing Alcohol-Related Collisions.

5.3.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required, each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-5	Alcohol-Related Fatalities <i>5-Year Moving Average</i>	80	71.1	75.8	86.9	86.9	86.9
O-1	American Indian Fatalities <i>5-Year Moving Average</i>	36.8	36.7	37.6	39.7	39.7	39.7

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Impaired Driving Fatalities and Serious Injuries

Strategy #2 – Prevention and Education

Implementation Steps:

- *Sustain and expand local DUI Task Forces*
- *Sustain and support Northern Tribes DUI Task Force*
- *Grow the Safe On All Roads (SOAR) Tribal community safety program.*

Strategy #3 – Criminal Justice System

Implementation Steps:

- *Sustain the Traffic Safety Resource Prosecutor (TSRP)*
- *Sustain the Judicial Outreach Liaison*
- *Expand DUI Courts and Treatment Court Training for DUI Offenders*
- *Expand Tribal DUI Courts*
- *Support Administrative License sanctions for DUI Offenders following 61-05-205, MCA and 61-5-208, MCA.*

Strategy #4 – Communication Program

Implementation Steps:

- *Participate and support National Mobilization Media Campaigns aimed at preventing impaired driving.*
- *Monitor the impact of marijuana legalization on roadway crashes and countermeasures in Montana and peer states.*

5.3.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the Impaired Driving program, MDT will utilize a combination of 402, 405b, 405d and 164 funds as available. This includes split funding for high visibility enforcement, underserved/overrepresented communities, community coalitions, and media. See below a preliminary outline:

Impaired Driving						
Project	402	405b	405d	405f	164	Total
DUI Courts	\$277,131.46		\$184,753.29		\$1,385,651.19	\$1,847,535.94
Community Coalitions			\$60,000.00			\$60,000.00
TSRO			\$1,197,816.08			\$1,197,816.08
SETT Team (HVE)	\$681,303.19				\$2,043,912.62	\$2,725,215.81
TSRP	\$121,595.81				\$364,784.38	\$486,380.19
HVE	See 5.5 Strategy 5 - Law Enforcement For Funding Breakdown					
Paid Media	See 5.5 Strategy 10 - Media For Funding Breakdown					
Publications	See 5.5 Strategy 10 - Media For Funding Breakdown					

5.3.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Impaired Driving Strategy.

DUI Courts - DUI Courts are funded to provide monitoring and services to high risk/high need repeat DUI Offenders. The DUI Courts that are funded are determined by whether the jurisdiction has the training and readiness to implement a DUI Court with the 10 Guiding Principles of a DWI Courts. Courts that are being funded either cover a high population area of Montana or are in an area of Montana where is a substantial need and lack of resources for high risk/high needs repeat DUI Offenders.

Traffic Safety Resource Prosecutor: The TSRP is funded to provide statewide criminal justice training and technical assistance to a variety of criminal justice professionals. The TSRP is a resident expert in prosecution of impaired driving cases and other traffic offenses. The TSRP project funded is determined by whether the experience level in prosecuting DUI's and ability to provide valuable training to a variety of criminal justice audiences. The TSRP that is being funded to provide these services has the expertise and experience this activity requires.

Traffic Safety Resource Officer: The TSRO is funded to provide statewide criminal justice training and technical assistance to a variety of criminal justice professionals. Specifically in the areas of Standardized Field Sobriety Training (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) Training. The TSRO is the statewide impaired driving training point of contact for state, county, tribal and local law enforcement agencies. The TSRO project funded is determined by the experience level in investigating impaired driving incidents and ability to reach a variety of law enforcement agencies statewide for training The TSRO that is being funded to provide these services has the expertise and experience in providing training.

Community Coalitions: Montana will fund up to \$5,000 (per grant) to communities to implement programs aimed at educating on the dangers of impaired driving. These mini-grants are intended for projects with limited time frame, demonstrate collaboration and are tied to community events that are at-risk for increased alcohol use. Applications will

be taken and awarded throughout the year. Consideration will be given to at-risk communities/events, allowable use of funds and other applications determined to be effective in reducing impaired driving.

High Visibility Enforcement – When funding Selective Traffic Enforcement Projects, traffic safety data is reviewed, and high crash corridors identified. Priority is given to those projects that will be implemented in these areas. For new applicants the capacity of the law enforcement agency is considered to ensure that objectives are able to be met. In addition, returning STEP participants are evaluated and selected based on certain performance criteria. This includes a review of the stops per hour, participation in mobilizations, appropriate use of budget, ratio of impaired driving and unrestrained driver/rider citations and completion of reporting requirements as outlined in the agreement. Currently MDT is soliciting new participants, including the Great Falls/Cascade County area and the Yellowstone County area. These are two larger urban areas in Montana that have a significant number of fatalities and serious injuries. During 2021, these two counties made up 15% of all fatalities, 12% of all serious injuries, at 25% of all crashes (MDT data). Participation in these areas is important to reach those high-crash areas and reduce fatalities and serious injuries.

Safety Enforcement Traffic Team (SETT) – This law enforcement group is funded to help provide additional HVE throughout the state. This team partners with local law enforcement agencies during high-risk events in their communities. These events are determined, and the team is requested by local law enforcement agencies in need of additional enforcement during certain times of the year. This is funded through Montana Highway Patrol who is able to provide statewide coverage. As this agency is the only agency able to provide additional statewide coverage and assistance, it is considered an integral part of Montana’s highway safety program. This project has been instrumental in being pro-active at reducing fatalities during high-risk events.

Paid Media – The award of the media project is completed through MDT’s procurement process. This requires SHTSS to utilize the Request for Proposal Process as outlined in MDT policy. To review the complete process, refer to [The Request for Proposal Process](#). For more information on impaired driving media, refer to 5.10 Strategy 10 – Media.

Publications – Decisions with regard to updating publications vary. Events that trigger an update include changes in laws, data, contact information, etc. These are made on an annual basis depending on those factors.

5.3.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NTHSA Facilitated Assessment

MDT recently had an Impaired Driving Assessment, which has been used to assist in selecting countermeasures strategies. Some of these recommendations include:

- Expand the 24/7 Sobriety Program and evaluate additional monitoring methodologies
- Increase the number or retention of Drug Recognition experts
- Sustain funding and support for the Traffic Safety Resources Prosecutor position
- Expand DUI Courts in Montana

These recommendations are being implemented. The 24/7 program is currently funded through MDT and during 2019, the legislature passed a law that expands the ability for the Department to evaluate and approve additional monitoring methodologies, which is currently being reviewed. During FFY24 MDT will be seeking to fund two full time Traffic Safety Recourse Officers who train for DRE certification and recertification. The TSRP program will continue as well as the DUI Court program.

In addition, other projects allocated Impaired Driving funding are driven by the Uniform Guidelines. Specifically, these include:

II. Prevention:

- Community-Based Programs – Schools – through the Teen Peer-to-Peer Projects
- Community Coalitions and Traffic Safety Programs – through the Native American Projects

- III. Criminal Justice System is also guiding countermeasure strategies through:
 - B. Enforcement
 - C. Publicizing High Visibility Enforcement – through media campaign development

All of these partnerships will assist in meeting the impaired driving performance targets for the coming years.

5.4 Strategy 4 – 24/7

5.4.1 Problem Identification

See 5.3 Strategy 3 – Impaired Driving, 5.3.1. Problem Identification for this information.

5.4.2 Countermeasures Strategies to be Implemented

To implement the 24-7, MDT relies on *NHTSA’s 2020 Countermeasures that Work*, Chapter 1 Alcohol- and Drug-Impaired Driving, 4.4 DWI Offender Monitoring to ensure projects funded are proven to be effective. This countermeasure strategy is rated at 4 stars.

5.4.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-5	Alcohol-Related Fatalities <i>5-Year Moving Average</i>	80	71.1	75.8	86.9	86.9	86.9

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

- Continue to support implementation and expansion of the Statewide 24/7 Sobriety and Drug Monitoring Program and other DUI Offender monitoring programs.

5.4.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the 24/7 program, MDT will utilize a combination of 402, and 405d funds as available. See below a preliminary outline:

Impaired Driving			
Funding Source			
Activity	402	405d	Total
24/7 Program	\$187,765.00	\$187,765.00	\$375,530.00

5.4.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the 24/7 Strategy.

24/7 Program – Montana Statute created the 24/7 program in 2011. This statute specifically provides the Department of Justice (DOJ) to implement a 24/7 program. SHTSS assists DOJ with funding for this program. Since this program is statutorily driven and must be coordinated through DOJ, other subrecipients cannot be considered.

5.4.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NHTSA Facilitated Assessment

MDT recently had an Impaired Driving Assessment, which has been used to assist in selecting countermeasures strategies. Recommendations include:

- Expand the 24/7 Sobriety Program and evaluate additional monitoring methodologies.

This recommendation is being implemented. The 24/7 program is currently funded through MDT for one Traffic Safety Resources officer. In addition, during 2019, the legislature passed a law that expands the ability for the Department to evaluate and approve additional monitoring methodologies, which is currently being reviewed.

All of these partnerships will assist in meeting the impaired driving performance targets for the coming years.

5.5 Strategy 5 – Law Enforcement

5.5.1 Problem Identification

Montana has one of the highest percent of rural vehicle miles travelled per 100K population in the nation. NHTSA has recognized that the combination of rural roads and speeding increases the likelihood of a fatal crash, which explains, in part, why Montana has one of the highest fatality rates. The chart below shows crashes and injuries by county. These are ranked by total injuries (fatal plus injury) in each county per 100K population. For example, if Madison County had 100,000 citizens, at the current injury rate, there would be 2,471 total injuries in that community.

<i>Total Crashes by County 2021</i>							
<i>County</i>	<i>Population</i>	<i>All Crashes</i>	<i>Fatal Crashes</i>	<i>Injury Crashes</i>	<i>All Crashes per 100K Population</i>	<i>Fatal Crashes per 100K Population</i>	<i>Injury Crashes per 100K Population</i>
Madison	1700	213	1	42	12529	59	2471
Mineral	4184	420	4	81	10038	96	1936
Treasure	692	40	1	8	5780	145	1156
Granite	3368	173	3	44	5137	89	1306
Judith Basin	1940	98	2	11	5052	103	567
Sweet Grass	3623	160	2	29	4416	55	800
Golden Valley	831	35	2	4	4212	241	481
Powell	6858	267	4	58	3893	58	846
Jefferson	11853	422	10	75	3560	84	633

<i>Total Crashes by County 2021</i>							
<i>County</i>	<i>Population</i>	<i>All Crashes</i>	<i>Fatal Crashes</i>	<i>Injury Crashes</i>	<i>All Crashes per 100K Population</i>	<i>Fatal Crashes per 100K Population</i>	<i>Injury Crashes per 100K Population</i>
Stillwater	9406	290	1	62	3083	11	659
Prairie	1182	34	0	4	2876	0	338
Sanders	11534	330	6	77	2861	52	668
Broadwater	5747	161	0	24	2801	0	418
Park	16114	423	5	85	2625	31	527
Cascade	81755	2119	11	414	2592	13	506
Flathead	98082	2510	19	536	2559	19	546
Lake	29758	751	12	157	2524	40	528
Yellowstone	158439	3897	30	1030	2460	19	650
Powder River	1746	40	1	9	2291	57	515
Wibaux	1093	25	0	5	2287	0	457
Missoula	116130	2593	17	545	2233	15	469
Petroleum	789	17	0	6	2155	0	760
Wheatland	2117	45	2	9	2126	94	425
Carbon	10460	207	2	46	1979	19	440
Richland	11482	226	0	38	1968	0	331
Silver Bow	34553	680	5	115	1968	14	333
Phillips	4133	81	4	18	1960	97	436
Beaverhead	9401	183	2	50	1947	21	532
Ravalli	42088	809	8	168	1922	19	399
Sheridan	3648	69	1	12	1891	27	329
Dawson	9327	176	3	37	1887	32	397
Rosebud	9287	169	3	44	1820	32	474
Meagher	1827	33	2	17	1806	109	930
Valley	7539	135	3	25	1791	40	332
Gallatin	104502	1840	11	403	1761	11	386
Hill	16542	288	1	50	1741	6	302
Chouteau	5759	100	4	24	1736	69	417
Lewis And Clark	67282	1132	10	286	1682	15	425
Custer	11924	200	2	39	1677	17	327
Pondera	6084	100	3	28	1644	49	460
Teton	6056	97	1	22	1602	17	363
Fergus	11413	182	3	60	1595	26	526
Lincoln	19259	277	6	69	1438	31	358
Deer Lodge	9085	130	0	36	1431	0	396
Musselshell	4589	62	1	16	1351	22	349

Total Crashes by County 2021							
County	Population	All Crashes	Fatal Crashes	Injury Crashes	All Crashes per 100K Population	Fatal Crashes per 100K Population	Injury Crashes per 100K Population
Toole	4977	58	1	15	1165	20	301
Blaine	6601	75	0	17	1136	0	258
Glacier	13694	154	7	44	1125	51	321
Big Horn	13343	105	8	35	787	60	262
Carter	1203	9	0	4	748	0	333
Daniels	1755	13	1	2	741	57	114
Roosevelt	11305	79	4	33	699	35	292
Liberty	2409	14	0	3	581	0	125
Garfield	1310	5	1	1	382	76	76
Fallon	3120	8	1	1	256	32	32
McCone	7924	16	0	7	202	0	88

5.5.2 Countermeasures Strategies to be Implemented

MDT relies on *NHTSA's 2020 Countermeasures that Work*, Chapter 1 Alcohol and Drugged Driving, Chapter 2 Seat Belts and Child Restraints and Chapter 3 Speeding and Speed Management to ensure projects funded are proven to be effective. The countermeasures utilized in the Law Enforcement Traffic Services Program include:

Chapter 1: Alcohol- and Drug- Impaired Driving

1. Deterrence: Laws

- 1.1 Administrative License Revocation or Suspension (ALR/ALS)
 - 1.2 Open Container
 - 1.3 High-BAC Sanctions
 - 1.4 BAC Test Refusal Penalties

2. Deterrence: Enforcement

- 2.1 High-Visibility Saturation Patrols
- 2.5 Integrated Enforcement

4. Deterrence: DWI Offender, Treatment, Monitoring, and Control

- 4.4 DWI Offender Monitoring

5. Prevention, Intervention, Communications and Outreach

- 5.1 Alcohol Screening and Brief Interventions
- 5.2 Mass-Media Campaigns

7. Drug-Impaired Driving

- 7.1 Enforcement of Drug-Impaired Driving

Chapter 2: Seat Belts and Child Restraints

2. Seat Belt Law Enforcement

- 2.1 Short Term, High-Visibility Seat Belt Law Enforcement
- 2.3 Sustained Enforcement

Chapter 3: Speeding and Speed Management

2. Enforcement

- 2.2 High-Visibility Enforcement

All of these strategies have a 3-star rating or higher as outlined in NHTSA’s Countermeasures that Work, excluding speed enforcement. While NHTSA only rates speed enforcement countermeasures at a 2 star, it enhances the high visibility enforcement as a tool to combat impaired and unrestrained drivers. In addition, NHTSA Highway Safety Program Guideline No. 19 Speed Management, V. Enforcement Countermeasures includes the following recommendation for states:

- Integrate speed enforcement into related highway safety and priority enforcement activities such as impaired driving prevention, safety belt use, motorcycle rider training, and other injury control activities.

This is what MDT is focusing on with this countermeasure as recommended in the Uniform Guideline.

In addition to NHTSA’s 2020 Countermeasures that Work, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 11: A Guide for Increasing Seatbelt Use, and Volume 16: A Guide for Reducing Alcohol-Related Collisions.

5.5.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-4	Unrestrained Passenger Vehicle Fatalities <i>5-Year Moving Average</i>	88	87.5	91.3	96.7	96.7	96.7
C-5	Alcohol-Related Fatalities <i>5-Year Moving Average</i>	80	71.1	75.8	86.9	86.9	86.9
C-6	Speed-Related Fatalities <i>5-Year Moving Average</i>	70	66.0	65.8	72.9	72.9	72.9

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Roadway Departure and Intersection-Related Crashes

Strategy #2 – Reduce and Mitigate Speed-Related Roadway Departure/Intersection Crashes

Implementation Steps:

- *Implement Speed Enforcement Campaigns*

CHSP Emphasis Area: Impaired Driving Fatalities and Serious Injuries

Strategy #2 – Reduce and Mitigate Speed-Related Roadway Departure/Intersection Crashes

Implementation Steps:

- *Support Selective Traffic Safety Enforcement Program (STEP) and Safety Enforcement Traffic Team (SETT) Highway Visibility (HVE) efforts.*
- *Support Trial law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts.*
- *Support the Law Enforcement Liaison Program*
- *Support and maintain the Traffic Safety Resource Officer (TSRO)*
- *Sustain DUI Police Traffic Safety Pilot Program*

Strategy #3 – Criminal Justice System

Implementation Steps:

- *Implementation and Expansion of the Statewide 24/7 Monitoring Program and other DUI Offender Monitoring programs.*

Strategy #4 – Communication Program

Implementation Steps:

- Participate and support National Mobilization Media Campaigns aimed at preventing impaired driving.

Strategy #6 – Program Evaluation and Data

Implementation Steps

- Continue to improve the accuracy, completeness, integration, timeliness, uniformity, collection, and accessibility of data used in traffic safety analysis, which may include, but is not limited to: Crash, Citation, Toxicology, Conviction, Motor Vehicle and DUI Offender monitoring data.

CHSP Emphasis Area: Unrestrained Vehicle Occupant

Strategy #1 – Laws and Enforcement

Implementation Steps:

- Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts at the state and local level focusing primarily on impaired driving and secondary on unrestrained vehicle occupants and other risky driving behaviors.
- Support Tribal law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts focusing on unrestrained vehicle occupants among other risky driving behaviors.

Strategy #3 – Improve Unrestrained Vehicle Occupant Data

Implementation Steps:

- Evaluate existing crash data to determine occupant restrained use, injury and fatality rate to measure progress.
- Evaluate contacts made by law enforcement, including warnings and citations for non-seat belt use, including high visibility enforcement (HVE) conducted through STEP campaigns.

5.5.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the High Visibility program, MDT will utilize a combination of 402, 405b, 405d and 164 funds as available. This includes split funding for high visibility enforcement, underserved/overrepresented communities, community coalitions, and media. See below a preliminary outline:

Law Enforcement					
Funding Source					
Activity	402	402b	405d	164	Total
HVE	\$1,185,354.13	\$151,563.25	\$1,538,747.70	\$458,294.90	\$3,333,959.97
SETT Team (HVE)	\$681,303.19			\$2,043,912.62	\$2,725,215.81
Law Enforcement Liaison	\$22,503.12	\$3,883.65	\$39,414.89		\$65,801.66
Paid Media	See 5.5 Strategy 10 - Media For Funding Breakdown				

5.5.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Law Enforcement Strategy.

High Visibility Enforcement – When funding Selective Traffic Enforcement Projects, traffic safety data is reviewed, and high crash corridors identified. Priority is given to those projects that will be implemented in these areas. For new applicants the capacity of the law enforcement agency is considered to ensure that objectives are able to be met. In addition, returning STEP participants are evaluated and selected based on certain performance criteria. This includes a

review of the stops per hour, participation in mobilizations, appropriate use of budget, ratio of impaired driving and unrestrained driver/rider citations and completion of reporting requirements as outlined in the agreement. Currently MDT is soliciting new participants, including the Great Falls/Cascade County area and the Yellowstone County area. These are two larger urban areas in Montana that have a significant number of fatalities and serious injuries. During 2021, these two counties made up 15% of all fatalities, 12% of all serious injuries, at 25% of all crashes (MDT data). Participation in these areas is important to reach those high-crash areas and reduce fatalities and serious injuries.

Safety Enforcement Traffic Team (SETT) – This law enforcement group is funded to help provide additional HVE throughout the state. This team partners with local law enforcement agencies during high-risk events in their communities. These events are determined, and the team is requested by local law enforcement agencies in need of additional enforcement during certain times of the year. This is funded through Montana Highway Patrol who is able to provide statewide coverage. As this agency is the only agency able to provide additional statewide coverage and assistance, it is considered an integral part of Montana’s highway safety program. This project has been instrumental in being pro-active at reducing fatalities during high-risk events.

Law Enforcement Liaison – MDT is working to expand this program, getting LEL’s in other districts of the state. SHTSS staff is currently recruiting for this project in order to provide statewide coverage. LEL’s recruit rural law enforcement agencies to participate in the STEP program. During the solicitation process MDT is targeting high-risk areas of the state in an effort to increase STEP participation.

Paid Media – The award of the media project is completed through MDT’s procurement process. This requires SHTSS to utilize the Request for Proposal Process as outlined in MDT policy. To review the complete process, refer to [The Request for Proposal Process](#). For more information on media provided for law enforcement, refer to 5.10 Strategy 10 – Media.

5.5.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NTHSA Facilitated Assessment

MDT relies on the Uniform Guideline, No. 15 Traffic Enforcement Services to assist in determining countermeasure strategies. Some of the component’s MDT relied on to establish enforcement projects include:

- IV. Traffic Law Enforcement
- V. Communication Program
- VI. Data and Evaluation

Local HVE projects will be funded. In addition, partnering with Montana Highway Patrol and local law enforcement agencies, the Selective Enforcement Traffic Team will be deployed throughout the state during each year. This team will add extra officers and local law enforcement at events determined to be high-risk based on problem identification.

MDT employs many of the communication components outlined in the guideline. Some of the highlights of those employed include but are not limited to:

- Identifies and addresses specific audiences at particular risk; (see 5.6 Strategy 6 – Native American Traffic Safety)
- Addresses enforcement of seat belt use, child passenger safety, impaired driving, speed and other serious traffic laws;
- Capitalizes on special events and awareness campaigns;
- Provides safety education and community services

Duft Watterson is the media contractor for the program. With their expertise, MDT will launch well-organized, effectively managed social marketing campaigns for the state. This will include specific high-risk populations.

SHTSS developed and utilizes a specific methodology for data evaluation. Through this process MDT will analysis activity of law enforcement agencies to determine success and future funding decisions. This evaluation uses many data points

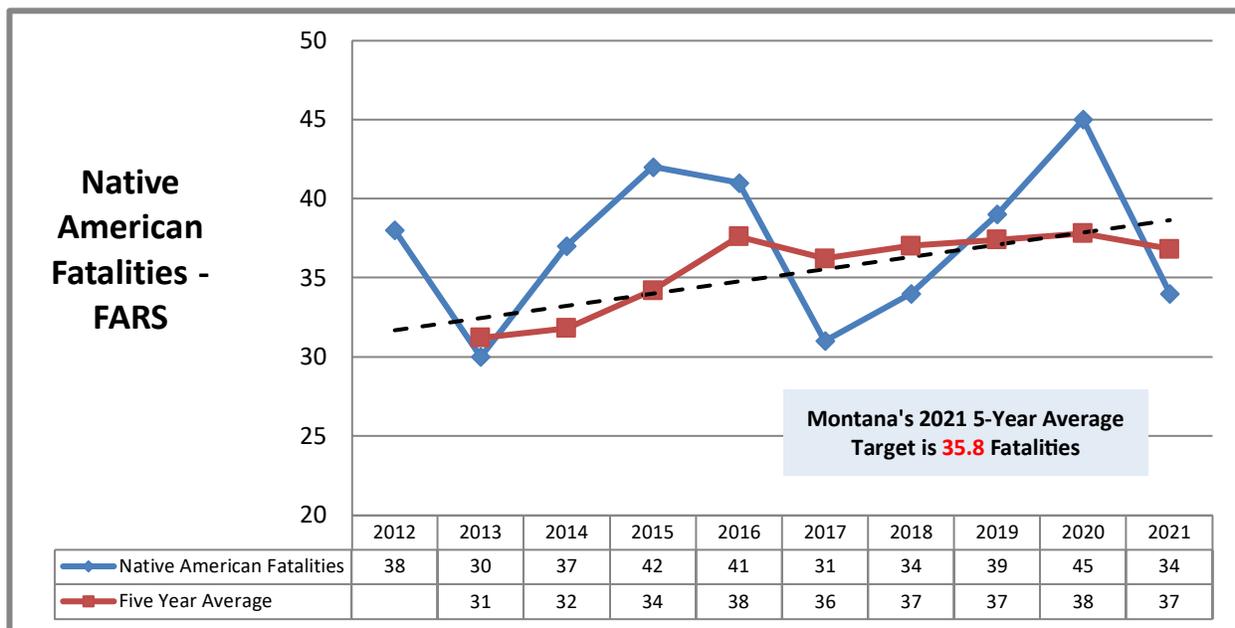
to include stops per hour, ratio of impaired driving/seat belt citations to total citations, participation in required mobilizations, effective use of previous funds and others. Through this process, SHTSS can monitor and evaluate the on-going success of the project and success of individual law enforcement agencies.

5.6 Strategy 6 – Native American Traffic Safety

5.6.1 Problem Identification

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.



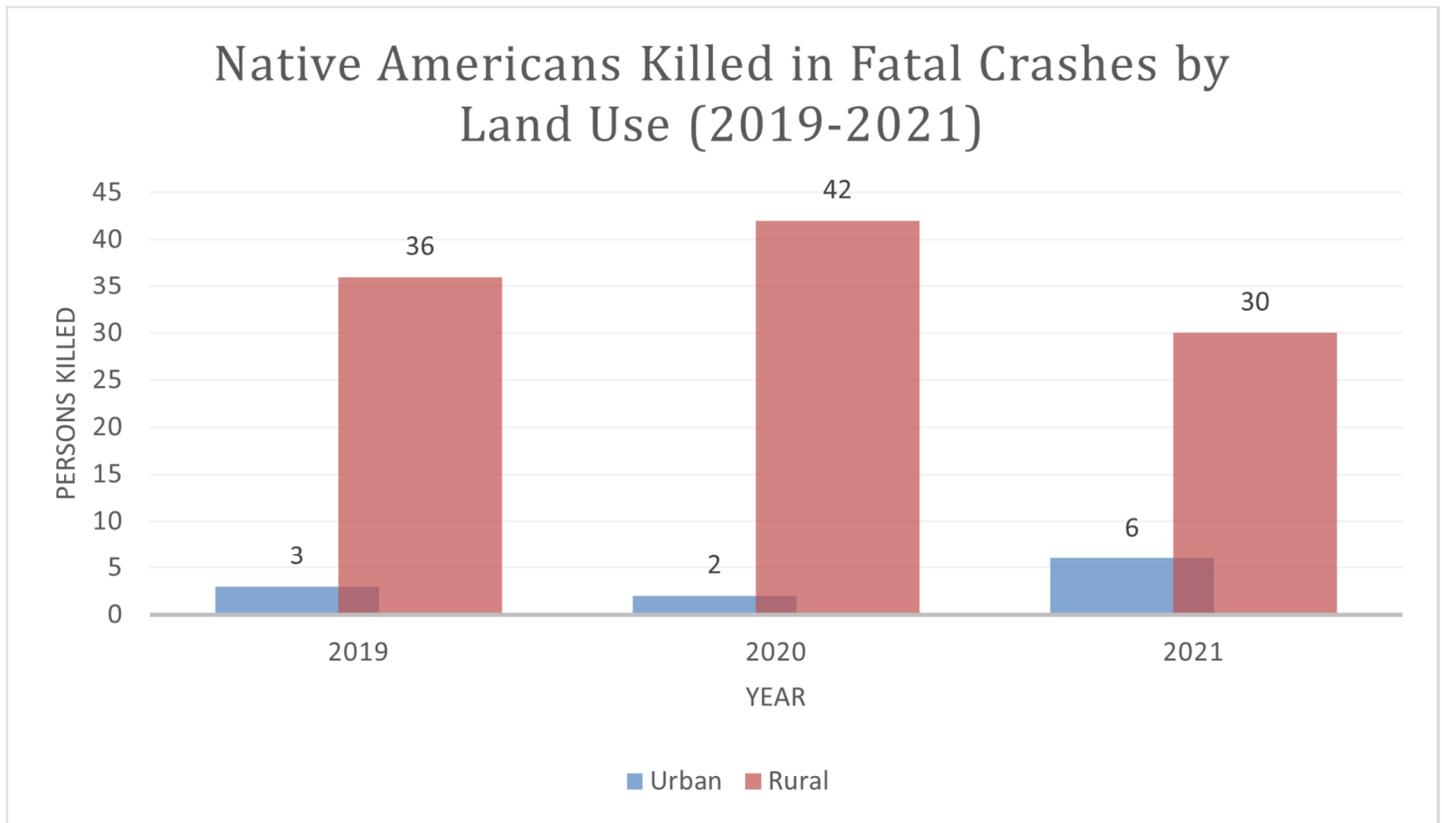
*2021 is preliminary MDT data.

While Native American fatalities decreased dramatically during 2021, it was not enough to meet the goal of 35.8. These fatalities dropped from 45 in 2020 to 34 in 2021, an impressive 24% given all of the other increases. While the goal was not met, it was close being only slightly more than 1 fatality away. Unfortunately, the five-year average is showing an increasing trend line. MDT continues to work with this overrepresented demographic and will work with these communities diligently to reduce the numbers further.

The FFY21 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	2017	2018	2019	2020	2021
C-1*	Number of Fatalities	186	181	184	213	239
	5-Year Moving Average	204	195	193	191	201
O-1	American Indian Fatalities	31	34	39	45	34
	5-Year Moving Average	36.6	37.4	37.8	38.2	36.8
	Percent of Total Fatalities	16.67%	18.78%	21.20%	21.12%	14.23%

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 rural areas, with 108 fatalities in rural areas compared to 11 in urban areas.



Native Americans have a greater percentage of impaired and unrestrained fatalities when compared to statewide, in some cases double the instances.

Native American Fatalities					
Year	Total	Impaired	Unrestrained	% Impaired	% Unrestrained
2016	41	27	24	66%	59%
2017	31	16	20	52%	65%
2018	33	20	23	61%	70%
2019	39	28	29	72%	74%
2020*	45	27	30	60%	67%

*2020 most recent FARS data available.

Montana Fatalities Statewide					
Year	Total	Impaired	Unrestrained	% Impaired	% Unrestrained
2016	190	84	93	44%	49%
2017	186	56	86	30%	46%
2018	181	80	85	44%	47%
2019	184	66	67	36%	36%
2020	213	95	93	45%	44%

For example, during 2020 there were 30 unrestrained Native American fatalities, while the rest of the population made up the other 63. Meaning Native Americans represented almost 32% of all unrestrained fatalities, while only accounting for 6.3% of Montana’s population. Impaired driving shows a similar trend, with Native Americans representing 28% of impaired driving fatalities in 2020.

For these reasons, the Tribal Traffic Safety Program remains a priority for Montana. For more information on the Tribal Traffic Safety Program activities, see section 3. Public Participation and Engagement, 3.1 Native American Communities.

5.6.2 Countermeasures Strategies to be Implemented

MDT relies on *NHTSA’s 2020 Countermeasures that Work* to ensure projects funded are proven to be effective. The countermeasures utilized in the Native American Program include:

Chapter 1 – Alcohol- and Drug- Impaired Driving

- 2. Deterrence: Enforcement
 - 2.1 Publicized Sobriety Checkpoints
 - 2.2 High Visibility Saturation Patrols
- 5. Prevention, Intervention, Communications and Outreach
 - 5.2 Mass Media Campaigns
- 7. Drug-Impaired Driving
 - 7.1 Enforcement of Drug-Impaired Driving

Chapter 2 – Seat Belts and Child Restraints

Countermeasures Targeting Adults

- 1. Seat Belt Use Laws
 - 1.2 Local Primary Enforcement of Seat Belt Use
- 2. Seat Belt Use Law Enforcement
 - 2.1 Short Term, High-Visibility Seat Belt Law Enforcement
 - 2.3 Sustained Enforcement
- 3. Communications and Outreach
 - 3.1 Supporting Enforcement
 - 3.2 Strategies for Low-Belt-Use Groups

Countermeasures Targeting Children and Youth

- 6. Communications and Outreach
 - 6.2 Strategies for Child Restraints and Booster Seat Use
- 7. Other Strategies
 - 7.2 Inspection Stations

Chapter 3: Speeding and Speed Management

- 2. Enforcement
 - 2.2 High-Visibility Enforcement

All of these strategies have a 3-star rating or higher as outlined in NHTSA’s Countermeasures that Work, excluding speed enforcement. While NHTSA only rates speed enforcement countermeasures at a 2 star, it enhances the high visibility enforcement as a tool to combat impaired and unrestrained drivers. In addition, NHTSA Highway Safety Program Guideline No. 19 Speed Management, V. Enforcement Countermeasures includes the following recommendation for states:

- Integrate speed enforcement into related highway safety and priority enforcement activities such as impaired driving prevention, safety belt use, motorcycle rider training, and other injury control activities.

This is what MDT is focusing on with this countermeasure as recommended in the Uniform Guideline.

Although Montana does not have a statewide primary seat belt law, three of the seven reservations do have primary laws. They include Fort Peck, Blackfeet, and Northern Cheyenne communities. In addition, although the State does not allow sobriety checkpoints, six of the seven reservations in Montana allow their use. The Confederated Salish and Kootenai Tribe has adopted Montana traffic code, which does not allow checkpoints. Tribal law enforcement provides checkpoints at a variety of times and during high-risk events in their communities.

SOAR coordinators partner with law enforcement during high-visibility enforcement activities, providing education and outreach, and other support to community members.

In addition to NHTSA’s 2020 Countermeasures that Work, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 11: A Guide for Increasing Seatbelt Use, and Volume 16: A Guide for Reducing Alcohol-Related Collisions.

5.6.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
O-1	American Indian Fatalities 5-Year Moving Average	36.8	36.7	37.6	39.7	39.7	39.7

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Impaired Driving Fatalities and Serious Injuries

Strategy #1 – Deterrence and Enforcement

Implementation Steps:

- Support Tribal law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE)

Strategy #2 – Prevention and Education

Implementation Steps:

- Sustain and Support Northern Tribe DUI Task Force
- Grow the Safe On All Roads (SOAR) Tribal Community traffic safety program

Strategy #3 – Criminal Justice System

Implementation Steps:

- Expand Tribal DUI Courts

Strategy #4 – Communication Program

Implementation Steps:

- *Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors regarding impaired driving.*

CHSP Emphasis Area: Unrestrained Vehicle Occupants Fatalities and Serious Injuries

Strategy #1 – Laws and Enforcement

Implementation Steps:

- *Promote local jurisdictional adoption of seat belt ordinance if appropriate*
- *Support Tribal law enforcement Selective Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts focusing on unrestrained vehicle occupants among other risky driving behaviors*

Strategy #2 – Communication, Education, and Injury Prevention

Implementation Steps:

- *Sustain and grow the community-based Buckle Up Montana program, Safe On All Roads (SOAR) Tribal community program focusing on seat belt and child passenger seat use and Teen Traffic Safety Program*
- *Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use*

Strategy #3 – Improve Unrestrained Vehicle Occupant Data

Implementation Steps:

- *Conduct observational seat belt surveys, local and statewide*
- *Child Passenger Safety Seat data collection on use and misuse of child safety restraints*
- *Evaluate existing crash data to determine occupant restraint use, injury, and fatality rate to measure progress*
- *Evaluate contacts made by law enforcement, including warnings and citations for non-seat belt use, including high visibility enforcement (HVE) conducted through STEP campaigns*

5.6.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the Native American Traffic Safety program, MDT will utilize a combination of 402, 405b, 405d and 164 funds as available. This includes split funding for high visibility enforcement, underserved/overrepresented communities, community coalitions, and media. See below a preliminary outline:

Native American Projects SOAR					
Funding Source					
Activity	402	402b	405d	164	Total
Tribal STEP	\$41,866.27	\$7,222.54	\$73,327.18		\$122,416.00
Community Coalitions		\$512,078.37		\$512,078.37	\$1,024,156.74
Tribal DUI Task Force			\$15,000.00		\$15,000.00
Paid Media	See 5.5 Strategy 10 - Media For Funding Breakdown				
Publications	See 5.5 Strategy 10 - Media For Funding Breakdown				

5.6.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Native American Strategy.

Community Coalitions – MDT’s goal is to have all Tribal communities participating in this project. Because this is an overrepresented demographic, priority is given to this program. As funding allows, SHTSS will approve all appropriate

applications associated with Tribal Community Coalitions to broaden the outreach in these areas and ensure community engagement in resolving traffic safety issues.

Tribal STEP – Tribal STEP contracts are awarded based on the same criteria and the overall STEP program. This includes a review of the stops per hour, participation in mobilizations, appropriate use of budget, ratio of impaired driving and unrestrained driver/rider citations and completion of reporting requirements as outlined in the agreement.

Tribal DUI Task Force – SHTSS manages this funding to assist with travel expenses associated with coordinating the meetings of this task force throughout the year. Again, because Tribal members are overrepresented in impaired driving fatalities, this is a venue for Tribal governments to work together to develop strategies and activities to reduce these numbers.

Paid Media – The award of the media project is completed through MDT’s procurement process. This requires SHTSS to utilize the Request for Proposal Process as outlined in MDT policy. To review the complete process, refer to [The Request for Proposal Process](#). While MDT contracts with a consultant, Tribal communities play a significant role in assisting with the development of any media for these projects. For more information on Native American media, refer to 5.10 Strategy 10 – Media.

5.6.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NTHSA Facilitated Assessment

Although there are no specific Uniform Guidelines for this demographic, there are many references to over-represented and under-served communities, which is the reason Montana has selected Tribal Traffic Safety as a countermeasure.

Highway Safety Program Guideline No. 20 references low-belt use, high-risk motorists throughout the documents. Some of the components Montana has implemented into the Tribal Traffic Safety program include:

IV. Communication Program

- Identify specific audiences (e.g., low-belt-use, high-risk motorists) and developed messages appropriate for those audiences (as done in this program)
- Utilize paid media as appropriate

V. Occupant Protection for Children Program

- Enlist the support of media to increase public awareness about child occupant protection laws and use of child restraints. Strong efforts should be made to reach underserved populations.

VI. Outreach Program

A. Diverse Populations

- Ensure representation of diverse groups on state occupant protection coalitions and other work groups;
- Provide guidance to grantees on conducting outreach in diverse communities

These guidelines assist MDT in implementing the Occupant Protection and the Child Passenger piece of the Tribal Traffic Safety Program.

Other components of this program include Impaired Driving and Law Enforcement. Under Highway Safety Program Guideline No. 8 Impaired Driving, this program utilizes the Community Coalition and Traffic Safety Programs component, addressed under II. Prevention. Through the SOAR program, coordinators are able to participate in local events partnering with other stakeholders in their communities.

In addition, the Law Enforcement piece of this program is driven by several of the Uniform Guidelines including Highway Safety Program Guideline No. 8 Impaired Driving III. Criminal Justice System, B. Enforcement; Guideline No. 15 Traffic Enforcement Services; Guideline No. 19 Speed Management; and Guideline No. 20 Occupant Protection.

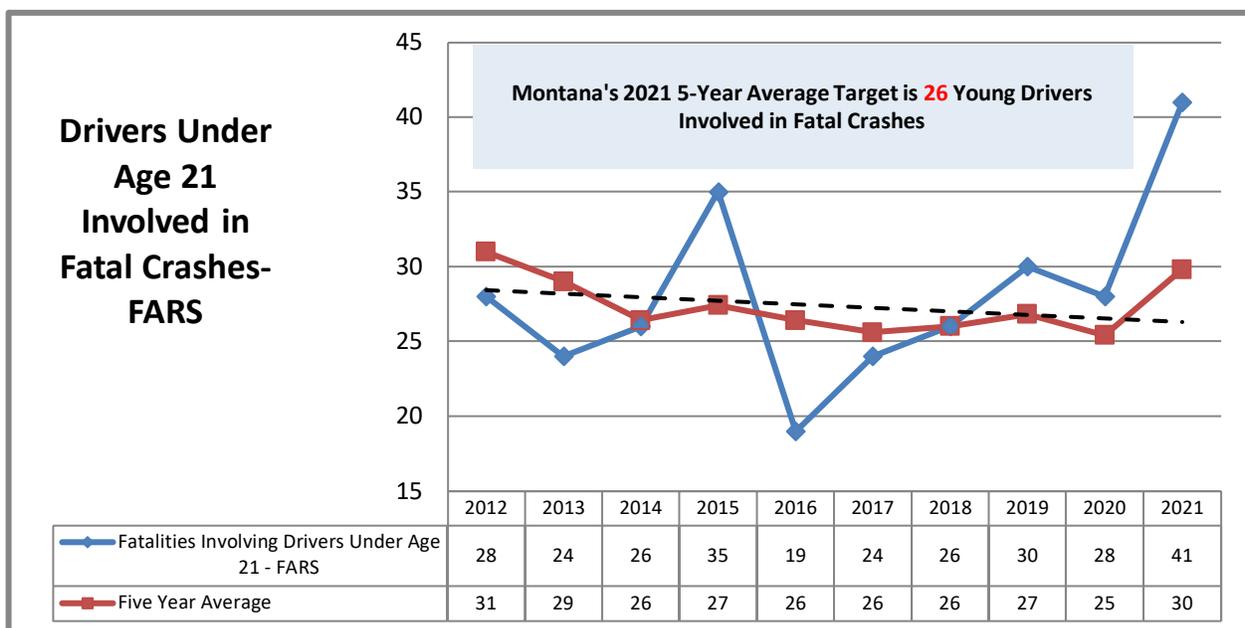
As shown, the Native American Traffic Safety Program implements many different components from different guidelines to ensure robust program in these communities that are overrepresented in traffic safety crashes and fatalities.

5.7 Strategy 7 – Teen Traffic Safety

5.7.1 Problem Identification

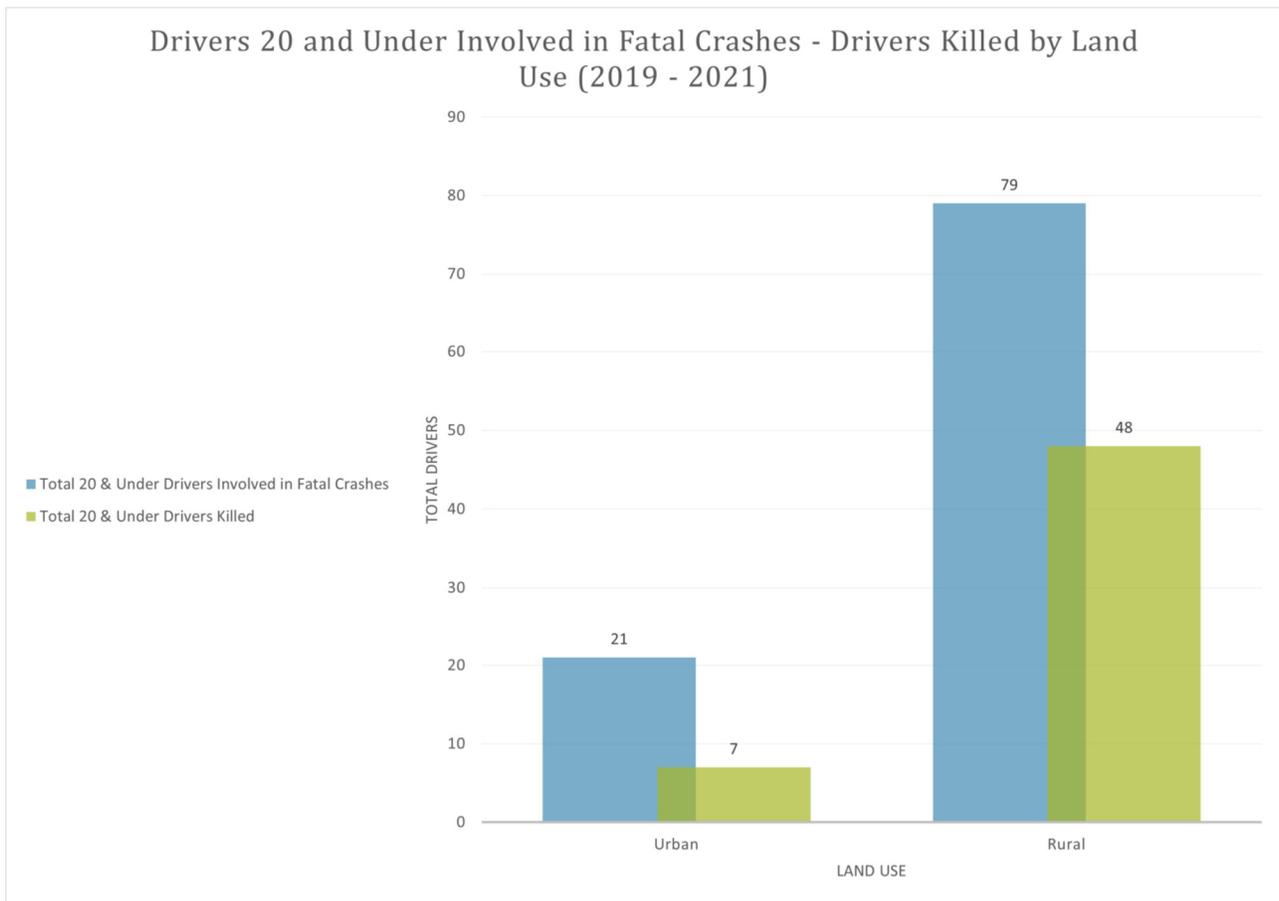
According to the CDC, motor vehicle crashes are the second leading cause of death for U.S. teens. About seven teens aged 13–19 die every day from motor vehicle crash injuries. Per mile driven, teen drivers aged 16–19 are nearly three times as likely as drivers aged 20 or older to be in a fatal crash.

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



Young driver fatalities increased dramatically during 2021, increasing from 28 in 2020 to 41 in 2021. 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, MDT received a grant from Ford Driving Skills for Life for the 21/22 school year that increased education and outreach to this group.

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



These numbers support the partnership with FCCLA where most participating chapters are living in more rural areas of the state.

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 Under Age 21 (14 20)										
Unrestrained										
Injury Severity	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Fatality	12	6	10	12	4	9	8	4	12	18
Serious Injury	34	29	19	39	32	19	19	17	26	44
Other Injury	138	105	102	94	111	89	87	73	93	93
No Injury	131	114	109	107	102	105	86	74	89	262
Unknown/Other	8	6	5	8	9	4	3	3	5	14
Total	323	260	245	260	258	226	203	171	225	431

Young Driver Under Age 21 (14 20)										
Speed Involved										
Injury Severity	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Fatality	6	2	5	8	4	9	2	4	5	12
Serious Injury	22	14	17	18	12	14	11	17	13	16
Other Injury	139	133	148	140	122	159	147	145	135	134
No Injury	576	646	715	607	600	736	711	684	561	590
Unknown/Other	24	18	17	22	13	19	13	13	12	16
Total	767	813	902	795	751	937	884	863	726	768

Young Driver Under Age 21 (14 20)										
Identified as an Impaired Driver										
	2012	2012	2013	2014	2015	2016	2017	2018	2019	2021
Fatality	13	3	5	9	6	8	7	6	10	12
Serious Injury	25	22	11	26	18	14	11	18	16	27
Other Injury	94	72	68	59	66	59	62	70	84	80
No Injury	119	129	113	117	98	98	104	91	118	121
Unknown/Other	17	5	8	7	9	9	4	5	13	10
Total	268	231	205	218	197	188	188	190	241	250

Of the 41 teen fatalities in Montana during 2021, 18 or 44% were unrestrained, 12 or 29% involved speeding, and 12 or 29% were impaired. This compares to statewide statistics where 45% of all fatalities were unrestrained, 36% were speed related, and 43% were impaired. While the 2021 statistics for teens are slightly lower than statewide comparisons, they number remain fairly consistent across age groups excluding impaired driving. This was a significant decrease in ratio from 2020, where 45% of all teen fatalities were impaired.

This issue is a priority for Montana. SHTSS 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. For more information see 3.2 Teen Traffic Safety.

5.7.2 Countermeasures Strategies to be Implemented

Montana relies on *NHTSA's 2020 Countermeasures that Work*, Chapter 2 Seat Belts and Child Restraints to ensure projects funded are proven to be effective. The countermeasures utilized in the Teen Traffic Safety Program from Chapter 2 include:

- Chapter 2. Seat Belts and Child Restraints**
- Countermeasures Targeting Children and Youth**
 - 6. Communications and Outreach
 - 6.1 Strategies for Older Children
 - 7. Other Strategies
 - 7.1 School-Based Programs

The countermeasure strategies listed are rated at least 3 stars in NHTSA’s Countermeasures that Work.

In addition to *NHTSA’s 2020 Countermeasures that Work*, MDT utilizes NHCRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 22: A Guide for Addressing Collisions Young Drivers.

5.7.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-9	Fatalities Involving Drivers Age 20 or Less <i>5-Year Moving Average</i>	30	26.7	25.9	29.5	29.5	29.5

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Impaired Driving

Strategy #2 – Prevention and Education

Implementation Steps:

- *Grow the Teen Traffic Safety Program focusing on impaired driving.*

Strategy #4 – Communication Program

Implementation Steps:

- *Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors regarding impaired driving*

CHSP Emphasis Area: Unrestrained Vehicle Occupant

Strategy #2 – Communication, Education, and Injury Prevention

Implementation Steps:

- *Sustain and grow the community-based Buckle Up Montana program, Safe On All Roads (SOAR) Tribal community program focusing on seat belt and child passenger seat use, and Teen Traffic Safety Program.*

Strategy #3 –Improve Unrestrained Vehicle Occupant Data

Implementation Steps:

- *Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors*
- *Evaluate behavioral surveys on occupant restrained use to include teen and adult behavior (i.e., Youth Risk Behavior Survey (YRBS) and Montana Needs Assessment)*

5.7.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the Teen Traffic Safety program, MDT will utilize 402 funds as available. These funds will be made available to Family, Career and Community Leaders of America (FCCLA) chapters throughout the state to implement a local traffic safety project. See below a preliminary outline:

Teen Traffic Safety Project	
Project	402
FCCLA Chapters	\$60,000.00

5.7.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Teen Traffic Safety Strategy.

Teen Traffic Safety – Since 2016, MDT has partnered with Family, Career and Community Leaders of America (FCCLA) to promote teen traffic safety. There are more than 1,095 FCCLA members in 67 chapters throughout the state. FCCLA chapters are able to apply for NHTSA funding through the application process developed specifically for this project. When determining what chapters for fund, SHTSS considers data, location, effectiveness of the project, eligible use of funds and past performance. In past years, this project has reached rural areas which are not often specific targets of other traffic safety messaging, providing a broader outreach area. This demographic is also an overrepresented demographic and priority is given to any application received for this project.

5.7.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NTHSA Facilitated Assessment

Young driver traffic safety is addressed separately in a specific guideline. However, there is reference to young driver programs throughout several of the Uniform Guidelines. MDT’s Teen program is a peer-to-peer program based out of schools throughout the state in partnership with the Family, Community and Career Leaders of America (FCCLA). Because of this, implementation of this program is driven by a variety of uniform guidelines. Specifically, they include:

Highway Safety Program Guideline No. 20 Occupant Protection

VI. Outreach Program

C. Schools

- Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics

Highway Safety Program Guideline No. 8 Impaired Driving

II. Prevention

Conduct Community-Based Programs

- Schools: School based prevention programs

By utilizing all available guideline material association with young driver program MDT is able to implement a broad teen partnership that educates of several traffic issues impacting this high-risk group.

5.8 Strategy 8 – Emergency Medical Services

5.8.1 Problem Identification

Montana has one of the highest trauma death rates in the nation. Motor vehicle crashes (MVCs) are one of the most common causes of both fatal and non-fatal injuries in Montana. MVCs result in huge medical and work loss costs, especially since younger people are disproportionately affected. High-risk driving behaviors such as not using a seatbelt consistently, speeding, impaired driving, and distracted driving are highly prevalent in Montana.

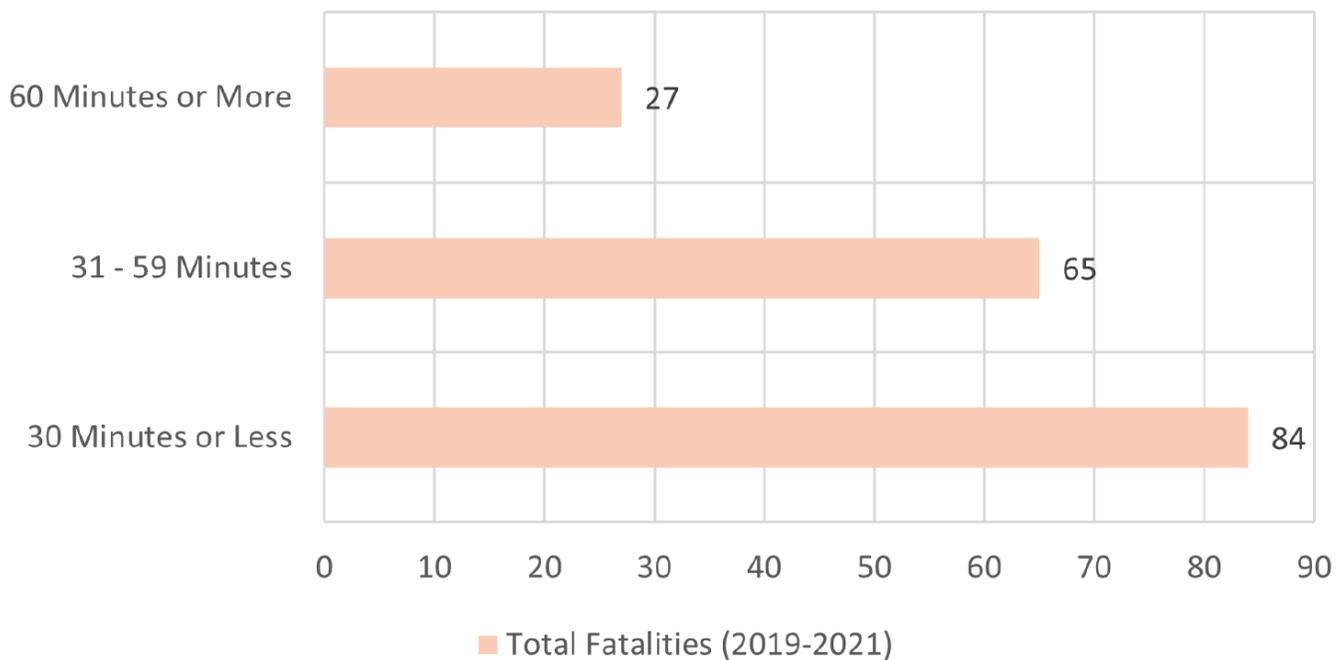
According to the 2022 Montana EMS Annual Report, using 2021 data, transportation injuries account for 27% of injuries in the trauma registry among all ages. For patients aged 0-17, unintentional transportation was the leading injury cause at 39%.

In 2021, there were 1,215 unique trauma cases involving a motor vehicle (MV) occupant unintentional injury, and an additional 389 transportation-related cases including animal riders (N=172), pedal cyclists (N=107), and 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.”

EMS Travel Time and Fatalities (2019-2021)



The chart above shows the actual response and transport time of those individuals that were not declared dead at the scene. As shown 52% of these crashes have a travel time of 31 minutes or higher 15% were over one hour response time.

5.8.2 Countermeasures Strategies to be Implemented

EMS strategies are not included in *NHTSA's Countermeasures that Work*; however, MDT utilizes the TRB's NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 15: A Guide for Enhancing Rural Emergency Medical Services, Objective 20.1, Provide Better Education opportunities for Rural EMS.

In addition, NHTSA’s Highway Safety program Guideline No. 11, Emergency Medical Services indicates that an EMS program should include specific components. Some of those components relate to the EMS Strategy (training specifically) which include:

- Ensure sufficient availability of adequately trained EMS personnel;
- Use standardized curricula throughout the State;
- Ensure availability of continuing education programs

While NHTSA hasn’t released any recent publications regarding EMS, the USDOT has included EMS in the Safe System Approach for roadway safety. Post Crash Care is a component of this approach and emphasizes the need for training EMS personnel to improve survivability of a crash. As this strategy is included in the Safe System Approach, MDT believes it is an effective countermeasure strategy to include in the HSP.

5.8.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-1	Number of Fatalities <i>5-Year Moving Average</i>	201	199.2	223.2	237.0	*	*
C-2	Number of Serious Injuries <i>5-Year Moving Average</i>	808	707.8	715.6	723.0	*	*

*MDT will wait on NHTSA direction prior to setting FFY25 and FFY26 for these performance measures.

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Emergency Response – After Crash Care

Strategy #2 – Safe & Rapid Transport of Crash Victims and Training of Emergency Responders.

Implementation Steps:

- *Education and training of emergency care responders*

Strategy #3 – Hospital-Based Trauma Care

Implementation Steps:

- *Support ongoing education and training of the trauma team.*

5.8.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the Emergency Medical Services project, MDT will utilize 402 funds as available. These funds will be made available for first responder training. See below a preliminary outline:

EMS Countermeasures	
Project	402
Rural EMS Training	\$151,276.00
TEAM Training	\$106,410.00

5.8.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Emergency Medical Services Strategy.

Rural EMS Training - 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. This has been identified as a traffic safety issue in Montana. The program has enabled EMS & TS to provide trauma education to 57 locations throughout the State of Montana over the past 8 years. Courses are generally 12-24 students per course. The requests for trauma education continue to be greater than the availability. This training assists in improving crash outcomes for the state. Given that this is an identified traffic safety issue for Montana, these projects are given priority.

TEAM Training – Again, the emergency response system has been identified as an issue for Montana. It has been identified as an Emphasis Area in the State’s CHSP and a priority for traffic safety. This project provides training to first responder teams and again assists in improving crash outcomes for the state.

5.8.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NHTSA Facilitated Assessment

NHTSA’s Highway Safety program Guideline No. 11, Emergency Medical Services indicates that an EMS program should include specific components. Some of those components relate to Montana’s EMS Strategy (training specifically) which include:

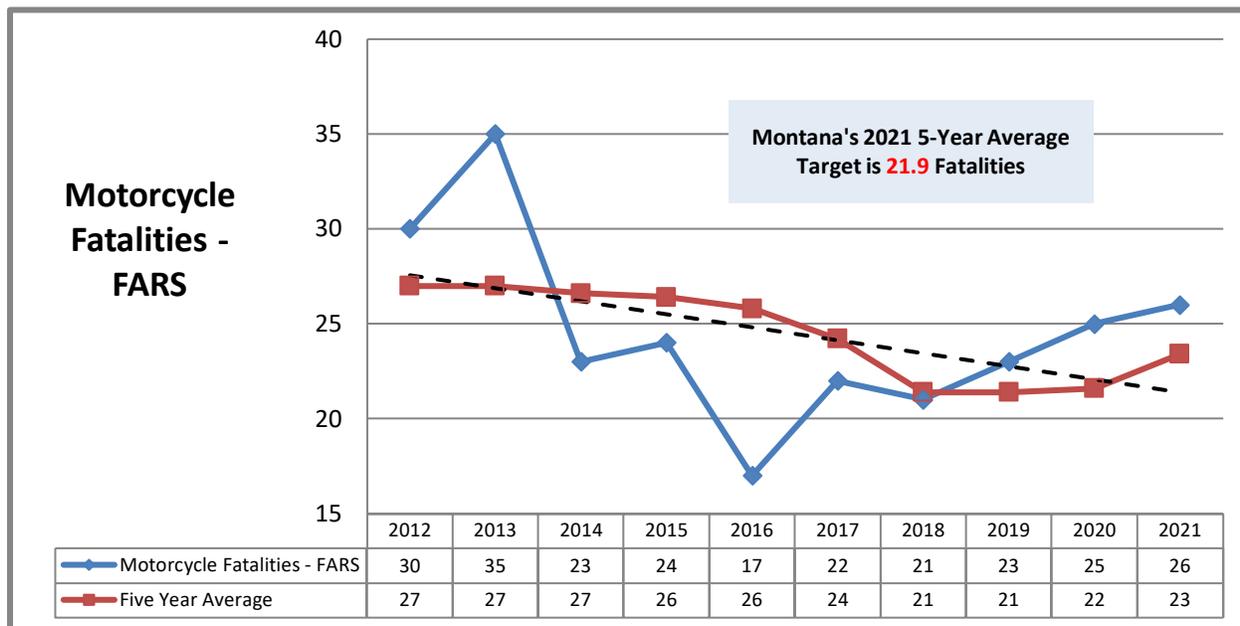
- Ensure sufficient availability of adequately trained EMS personnel;
- Use standardized curricula throughout the State;
- Ensure availability of continuing education programs

MDT projects being implemented include training for Rural EMS providers and all first responders. This will assist in after crash care in an effort to reduce fatalities and serious injuries.

5.9 Strategy 9 – Motorcycle Safety

5.9.1 Problem Identification

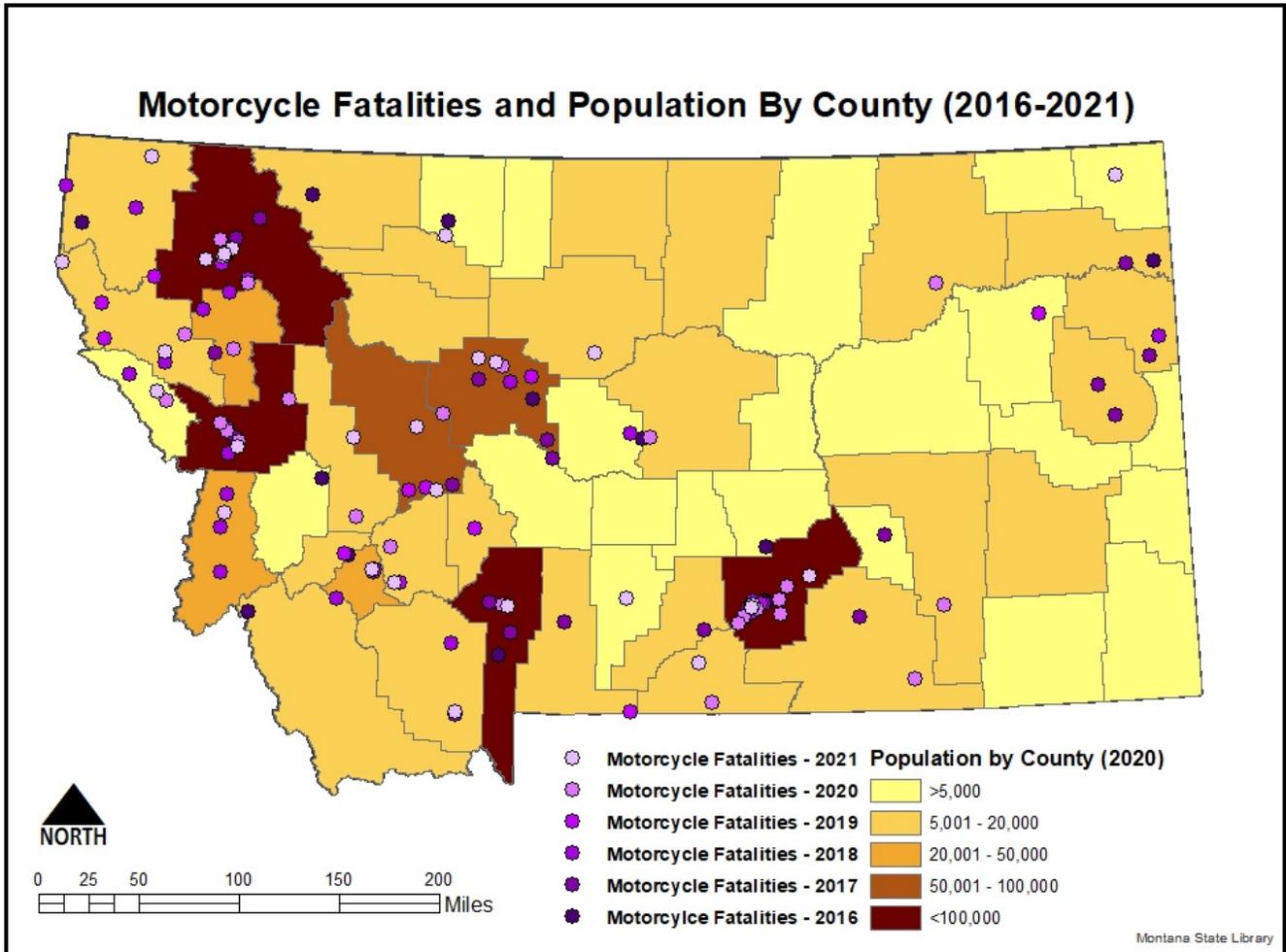
Motorcycle fatalities represented approximately 11% of all Montana fatalities during 2021. There was a total of 26 fatalities in 2021 compared to 25 during 2020. This chart represents the progress Montana is making on reaching the goals:



As shown, Montana did not reach the 2021 goal of 21.9, however, the difference was small. The trendline for these fatalities continues on a downward slope, however, 2021 saw a high number of fatalities, being the 3rd highest year in the last ten years.

NHTSA Core Outcome Measures						
Core Measure	Description	2017	2018	2019	2020	2021
C-1*	Number of Fatalities	186	181	184	213	239
	5-Year Moving Average	204	195	193	191	201
C-7	Motorcyclist Fatalities	22	21	23	25	26
	5-Year Moving Average	24	21	21	22	23
Percent of Total Fatalities		11.83%	11.60%	12.50%	11.74%	10.88%

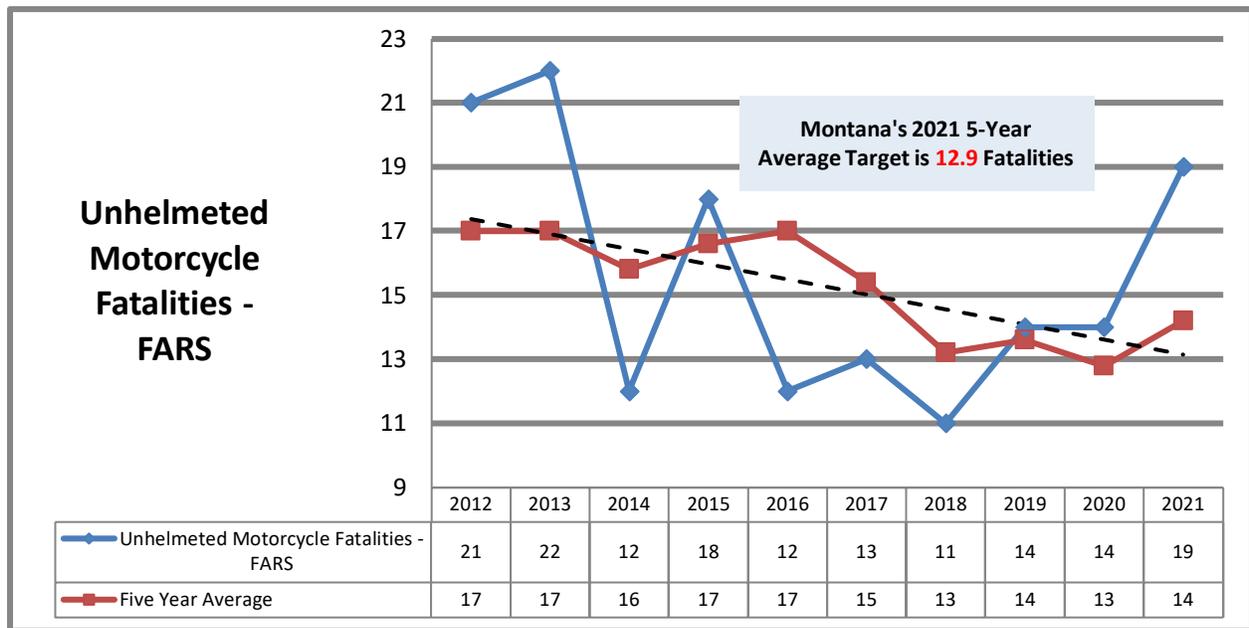
While the motorcycle goal was not met, as shown above, the “Percent of Total Fatalities” was the lowest it has been in the previous five years. This shows a fairly consistent ratio of motorcycle fatalities as compared to all fatalities statewide.



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 2023 is already sold out statewide in May 2023. This makes offering this to all riders wanting the training challenging.

Motorcycle Fatalities by Age Group 2017-2021							
Age	2017	2018	2019	2020	2021	10 yr Total	% of 10 yr Total
16-20	1	1	3	1	0	6	5%
21-24	0	0	0	0	1	1	1%
25-34	5	4	1	3	2	15	13%
35-44	5	2	3	2	6	18	16%
45-54	0	5	4	5	4	18	16%
55-64	6	5	4	7	5	27	23%
65-74	5	2	7	4	5	23	20%
75+	0	2	1	3	2	8	7%
Total	22	21	23	25	26	116	100%

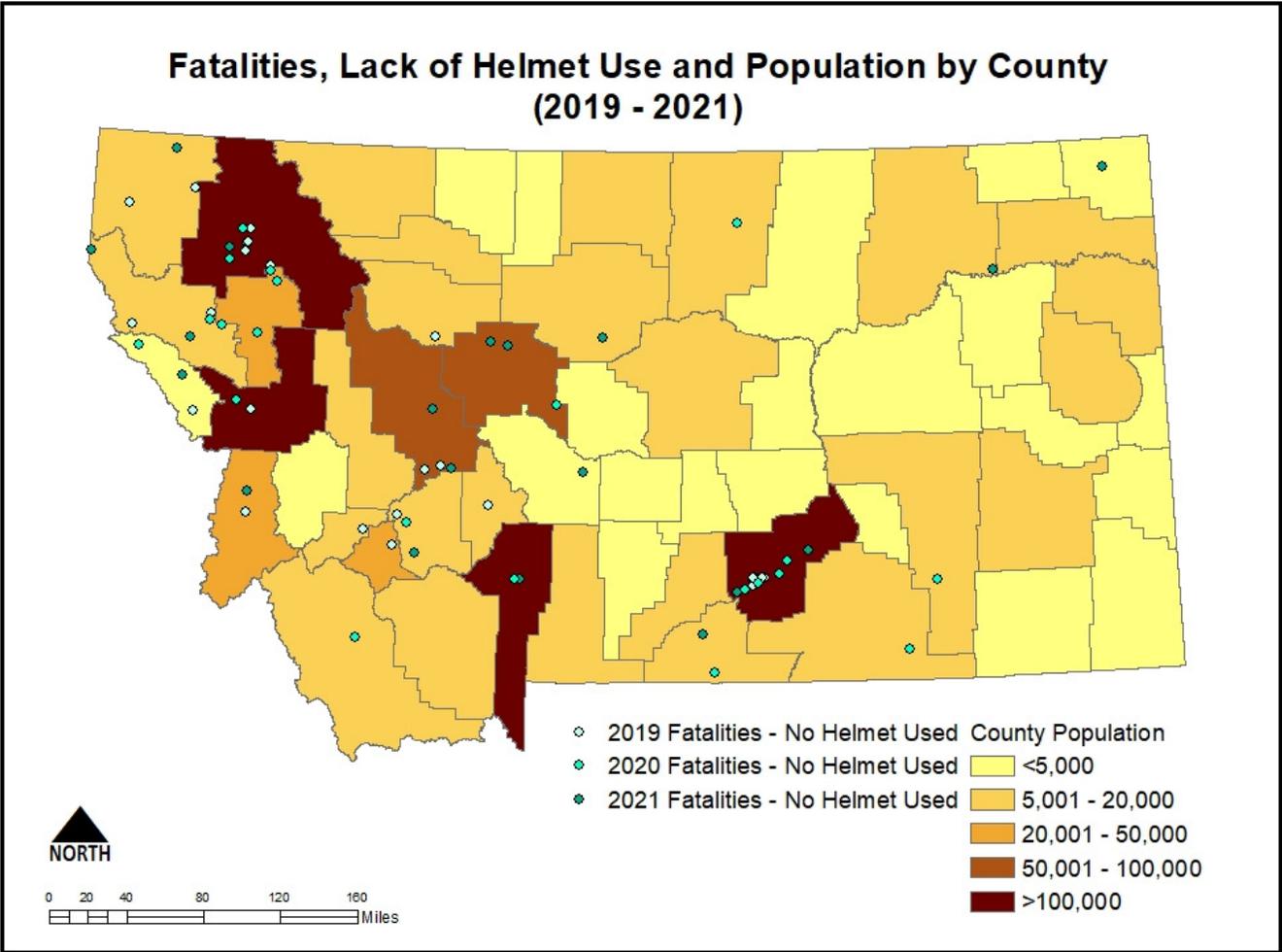
During 2023 MDT placed more emphasis on the older motorcycle rider. After a review of data (as shown above), riders 45+ represent over 65% of all fatalities. Because of this Montana launched a campaign during May Motorcycle awareness month to target this group of riders on safety issues. This was the first year for a targeted campaign by Montana and staff will continue to monitor this data to determine if this should continue into the future.



There were 19 unhelmeted motorcycle fatalities during 2021. Unfortunately, this is the 3rd highest number of these fatalities over the last ten years. MDT did not reach the five-year average goal for 2021 of 12.9 as the five-year average ended at 14. 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	2017	2018	2019	2020	2021
C-1*	Number of Fatalities	186	181	184	213	239
	5-Year Moving Average	204	195	193	191	201
C-8	Un-helmeted MC Fatalities	13	11	14	14	19
	5-Year Moving Average	15	13	14	13	14
Percent of Total Fatalities		6.99%	6.08%	7.61%	6.57%	7.95%

While Montana did not reach the 2021 goal for unhelmeted riders, the ratio of these fatalities as compared to all highway fatalities was somewhat higher, it has been consistent over the last five years.



Again, the communities with the highest populations are where most of the unhelmeted fatalities are occurring. There are a few in some of the rural areas but the vast majority are in the urban settings.

Unhelmeted Fatalities by Age 2017 through 2021							
Age	2017	2018	2019	2020	2021	10 yr Total	% of 10 yr Total
16-20	1	0	2	1	0	4	6%
21-24	0	0	0	0	0	0	0%
25-34	2	2	1	2	1	8	11%
35-44	3	2	1	2	6	14	20%
45-54	0	2	4	4	3	13	19%
55-64	4	2	4	3	5	18	26%
65-74	3	0	2	0	3	8	11%
75+	0	2	0	2	1	5	7%
Total	13	10	14	14	19	70	100%

Again riders 45 and over account for the majority of unhelmeted fatalities. This age group represented almost 63% of all riders. As stated, MDT is currently working to target these older riders in an effort to reduce these numbers.

5.9.2 Countermeasures Strategies to be Implemented

MDT relies on *NHTSA’s 2020 Countermeasures that Work* to ensure projects funded are proven to be effective. The countermeasures utilized in the Motorcycle Program from Chapter 5 include:

Chapter 5 Motorcycle Safety

- 3. Motorcycle Rider Licensing and Training
 - 3.2 Motorcycle Rider Training
- 4. Communications and Outreach
 - 4.2 Motorist Awareness of Motorcyclists

The countermeasures listed above are not 3-star rated in NHTSA’s Countermeasures that work. However, these are motorcycle strategies specifically allowable under the 405f funding. In addition, Uniform Guidelines, Highway Safety Program Guideline No. 3 Motorcycle Safety lists as two of the possible components for motorcycle programs:

- IV. Motorcycle Rider Education and Training; and
- IX. Motorcycle Rider Conspicuity and Motorist Awareness Programs

These components will be used in Montana’s motorcycle program as discussed in the guideline.

In addition to *NHTSA’s 2020 Countermeasures that Work*, MDT utilizes NHCRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 22: A Guide for Addressing Collisions Involving Motorcycles.

5.9.3 Identification of the Performance Target the Countermeasure Strategies will Address

As required each program area must be linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-7	Motorcyclist Fatalities <i>5-Year Moving Average</i>	23	21.22	21.8	23.0	23.0	23.0
C-8	Un-helmeted MC Fatalities <i>5-Year Moving Average</i>	14	13.6	13.9	15.4	15.4	15.4

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Roadway Departure and Intersection Crashes

Strategy #3 – Reduce roadway departure and intersection crashes through traffic safety education.

Implementation Steps:

- *Promote Montana Motorcycle Rider Safety (MMRS) Training*

Strategy #7 – Explore and implement best practices for reducing roadway departure, including distracted and fatigued driving, in addition to other behavioral factors.

Implementation Steps:

- *Implement findings of New/Novel Signs Study to Support Infrastructure base Motorcycle Crash Countermeasures Project channels*

CHSP Emphasis Area: Impaired Driving Crashes

Strategy #4 – Communication Program

Implementation Steps:

- *Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors*

5.9.4 Federal Funds to be Used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the strategies for the Motorcycle Traffic Safety program, MDT will utilize 405f funds as available. These funds will be made available to Montana Motorcycle Rider Training program that provides training throughout the state. See below a preliminary outline:

Motorcycle Traffic Safety Program	
Project	405f
Motorcycle Rider Training	\$53,557.00
Media	See 5.5 Strategy 10 - Media For Funding Breakdown

5.9.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Motorcycle Strategy.

Motorcycle Rider Training – When determining projects to fund for the Motorcycle program, SHTSS refers to the regulations and the Eligible Use of Funds for this area. Montana qualifies for this funding by supporting the motorcycle rider safety program. Because this is a qualifying criterion, priority is given to applications that improve the training provided. However, there is only one entity that provides the curricula outlined in the regulation, therefore, MDT is limited in its selection of subrecipients.

Paid Media – The award of the media project is completed through MDT’s procurement process. This requires SHTSS to utilize the Request for Proposal Process as outlined in MDT policy. To review the complete process, refer to [The Request for Proposal Process](#). For more information on motorcycle media, refer to 5.10 Strategy 10 – Media.

5.9.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines or NHTSA Facilitated Assessment

Uniform Guidelines, Highway Safety Program Guideline No. 3 Motorcycle Safety lists as two of the possible components for motorcycle programs:

- IV. Motorcycle Rider Education and Training; and
- IX. Motorcycle Rider Conspicuity and Motorist Awareness Programs

These components will be used in Montana’s motorcycle program as discussed in the guideline.

5.10 Strategy 10 – Media

5.10.1 Overview

This project will support all of the efforts as identified in the problem identification. It includes development and distribution of public information and education materials on seatbelt usage, child safety seats, impaired driving prevention, motorcycle safety, distracted driving, unattended passengers, and other traffic safety related information. High visibility enforcement campaigns are publicized through both earned and paid media using radio and television and other types of media to highlight enforcement activities. Certain campaigns will coincide with Click it or Ticket and Labor Day National Mobilizations.



MDT has focused on the media campaign entitled “Vision Zero-zero deaths, zero serious injuries”. This is a multipronged initiative with the ultimate goal of eliminating deaths and injuries on Montana Highways. MDT will update this campaign and continue to use it for FFY24-FFY26.

MDT will continue to provide media during the national mobilizations in support of law enforcement. These campaigns included a variety of media efforts to include TV, radio, social media, and press releases. MDT will recruit a law enforcement officer to record the statewide radio messaging and local STEP law enforcement messages are recorded for mobilizations for a local voice.

In addition, MDT plans to provide year-long impaired driving and occupant protection messages. This will provide a larger focus on these issues as some of most challenging traffic safety issues for Montana to make strides to lower these fatalities.

Media will be provided to support CPS clinics and events throughout the year and during Child Passenger Safety Week. These events will be advertised and promoted to ensure success.

Media will be provided for the Native American Traffic Safety programs. These campaigns will focus on all traffic safety issues to include impaired driving, unrestrained occupants and child passenger safety. The annual campaigns include a basketball season buckle up campaign, a summer impaired driving campaign and a back-to-school child passenger safety campaign.

Additionally, MDT supports motorcycle awareness in the month of May with a campaign consisting of outdoor placement and press releases. MDT launched a campaign targeted at motorcycle riders in FFY23 and plans to continue to develop this for May in the 3HSP. See 5.10 Strategy 10 – Media.

Unattended Passenger Program - In accordance with 1300.13(d) Use of grant funds for unattended passenger programs MDT will work with the media vendor to develop messaging around this topic to run each summer during the at-risk times.

5.10.2 Countermeasure Strategies to be Implemented

Montana relies on NHTSA’s 2020 *Countermeasures that Work* to determine the best campaign strategies for the program. The countermeasures utilized when for these projects include:

Chapter 1. Alcohol- and Drug-Impaired Driving

5. Prevention, Intervention, Communications and Outreach

5.2 Mass Media Campaigns

Chapter 2. Seat Belts and Child Restraints

Countermeasures Targeting Adults

- 3. Communications and Outreach
 - 3.1 Supporting Enforcement
 - 3.2 Strategies for Low-Belt-Use Groups

Chapter 3. Speeding and Speed Management

- 4. Communications and Outreach
 - 4.1 Communications and Outreach Supporting Enforcement

Chapter 5. Motorcycle Safety

- 4. Communications and Outreach
 - 4.2 Motorist Awareness of Motorcyclists

All countermeasure strategies listed are rated at 3 stars or higher, excluding Chapter 5. Motorcycle Safety. This strategy is justified further in 5.9 Strategy 9 – Motorcycle Safety.

In addition to *NHTSA’s 2020 Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 11: A Guide for Increasing Seatbelt Use, and Volume 16: A Guide for Reducing Alcohol-Related Collisions.

5.10.3 Identification of the Performance Target(s) the Countermeasure Strategy will Address

As required each program area must to linked with a state specific performance measure(s). This program area and the planned activities will assist Montana in meeting the following performance target(s):

Montana Department of Transportation							
Core Measure	Description	NHTSA Core Performance Measures Target for Triennial HSP					
		2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-1	Number of Fatalities <i>5-Year Moving Average</i>	201	199.2	223.2	237.0	*	*
C-2	Number of Serious Injuries <i>5-Year Moving Average</i>	808	707.8	715.6	723.0	*	*
C-3	Fatalities/VMT	1.77	1.604	1.693	1.693	*	*
C-4	Unrestrained Passenger Vehicle Fatalities <i>5-Year Moving Average</i>	88	87.5	91.3	96.7	96.7	96.7
C-5	Alcohol-Related Fatalities <i>5-Year Moving Average</i>	80	71.1	75.8	86.9	86.9	86.9
C-6	Speed-Related Fatalities <i>5-Year Moving Average</i>	70	66.0	65.8	72.9	72.9	72.9
C-7	Motorcyclist Fatalities <i>5-Year Moving Average</i>	23	21.2	21.8	23.0	23.0	23.0
C-8	Un-helmeted MC Fatalities <i>5-Year Moving Average</i>	14	13.6	13.9	15.4	15.4	15.4
C-9	Fatalities Involving Drivers Age 20 or Less <i>5-Year Moving Average</i>	30	26.7	25.9	29.5	29.5	29.5

Montana Department of Transportation							
NHTSA Core Performance Measures Target for Triennial HSP							
Core Measure	Description	2021 Actual	2022 Target	2023 Target	2024 Target	2025 Target	2026 Target
C-10	Pedestrian Fatalities <i>5-Year Moving Average</i>	16	14.0	14.9	15.9	15.9	15.9
C-11	Bicycle Fatalities <i>5-Year Moving Average</i>	1.8	2.0	2.0	2.2	2.2	2.2
Other MDT Performance Measure							
O-1	American Indian Fatalities <i>5-Year Moving Average</i>	36.8	36.7	37.6	39.7	39.7	39.7
B-1	Observed Seat Belt Use		78%	86.9%	86.9%	86.9%	86.9%

*MDT will wait on NHTSA direction prior to setting FFY25 and FFY26 for these performance measures.

In addition, this links to the strategies of the State Comprehensive Highway Safety Plan in the following manner:

CHSP Emphasis Area: Impaired Driving Strategy #2 – Prevention and Education

Implementation Steps:

- Sustain and Support Northern Tribes DUI Task Force
- Grow the Safe On All Roads (SOAR) Tribal Community traffic safety program

Strategy #4 – Communication Program

Implementation Steps:

- Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors regarding impaired driving.
- Participate and support National Mobilization Media Campaigns aimed at preventing impaired driving.
- Monitor the impact of marijuana legalization on roadway crashes and countermeasures in Montana and peer states

CHSP Emphasis Area: Unrestrained Vehicle Occupants

Strategy #2 – Communication, Education, and Injury Prevention

Implementation Steps:

- Sustain and grow the community-based Buckle Up Montana program, Safe On All Roads (SOAR) Tribal community program focusing on seat belt and child passenger seat use, and Teen Traffic Safety Program
- Develop child passenger safety educational materials with updated and coordinated messaging and a distribution plan
- Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use.

5.10.4 Federal Funds to be used (Minimum of Funding Sources and an Estimated Allocation of Funds)

To fund the media for all strategies, (Occupant Protection, Impaired Driving, Teen Traffic Safety, SOAR) MDT will utilize a variety of funding sources as available. See below a preliminary outline:

Media					
	Funding Source				
Activity	402	402b	405d	405f	Total
OP/Teen/SOAR/ID	\$1,377,180.00				\$1,377,180.00
Unattended Passenger Campaign	\$91,812.00				\$91,812.00
Occupant Protection		\$382,550.00			\$382,550.00
Impaired Driving			\$1,178,254.00		\$1,178,254.00
Motorcycle				\$70,000.00	\$70,000.00
Publications ID/OP/SOAR	\$91,812.00	\$30,604.00			\$122,416.00

5.10.5 Consideration to Determine Projects Funded

For additional information on how projects are selected, refer to 2.4.3 Project Selection Process. Beyond that process, the following considerations were given to each project funded for the Media Strategy.

The award of the media project is completed through MDT’s procurement process. This requires SHTSS to utilize the Request for Proposal Process as outlined in MDT policy. To review the complete process, refer to [The Request for Proposal Process](#). Montana of the decisions with regard to the type of media to provide are driven by Federal Regulation requirements. That being said, below is a description of MDT’s media campaigns.

Occupant Protection – To qualify for funding under this section, Montana must participate in the *Click-it-or-Ticket National Mobilization* and provide a Child Passenger Safety program. Because of these requirements, MDT provides media support for both of these efforts. The mobilization media focuses on seat belt use during the mobilization time period. Media is also provided to support the CPS program, promoting checkup events, technician certification and recertification. Other campaigns may also be launched throughout the year. The priority for other campaigns would be to target the “Deadliest Days of Summer”, as data has shown increased crashes and fatalities during this time.

Impaired Driving – As part of the requirement to participate in campaign organized by NHTSA, Montana participates in the *Drive Sober or get Pulled Over* national mobilization. As outlined in the regulation, Montana provides support of this event with publicity, both paid and earned. Other campaigns may also be launched throughout the year. The priority for other campaigns would be to target the “Deadliest Days of Summer”, as data has shown increased crashes and fatalities during this time.

Motorcycle – MDT provides media for motorcycle awareness in accordance with Federal Regulation. During May Motorcycle Awareness Month, the “Share-the-Road” campaign is launched to enhance driver awareness of motorcyclists. During FFY23, SHTSS also launched a targeted campaign at riders over 45+. After a review of the data, it was determined to target this audience with a “speeding” message in an effort to lower these fatalities.

Teen Traffic Safety – Although not required by regulation, MDT launches a Teen Traffic Safety Campaign during National Teen Driver Safety Week. This was added to SHTSS’s annual campaign based on the fact that this is an overrepresented, at-risk demographic that is a priority in Montana. Marketing material was created by MDT’s media contractor with a distracted driving theme during FFY23. However, it is SHTSS’s goal to have teens throughout Montana develop the appropriate campaigns in the future.

Tribal Traffic Safety – MDT provides media support throughout the year for Tribal traffic safety programs. This is an overrepresented, underserved population in Montana and is a traffic safety priority. Generally, three annual campaigns are executed which include an occupant protection campaign during basketball season; an impaired driving message during the summer months; and a child passenger safety campaign for back-to-school. Tribal traffic stakeholders play a

significant role in developing these campaigns throughout the year, recruiting local representatives for each campaign. In addition, other media support will be provided to these communities for local events as requested.

Publications – Decisions with regard to updating publications vary. Events that trigger an update include changes in laws, data, contact information, etc. These are made on an annual basis depending on those factors.

5.10.6 Description Countermeasure Strategy was Informed by the Uniform Guidelines of NHTSA Facilitated Assessment

While not a guideline itself, media and communications programs are addressed in the majority of the other Uniform Guides developed by NHTSA. These include Motorcycle Safety; Impaired Driving; Traffic Enforcement; Speed Management; and Occupant Protection.

Under these guidelines, MDT will implement numerous local and statewide media and communication efforts for all traffic safety issues identified through the problems identification. This will include:

- Campaigns for all mobilizations
- Occupant Protection Campaigns
- Impaired Driving Campaigns
- Enforcement Campaigns
- Teen Traffic Safety Campaigns
- Native American Traffic Safety Campaigns
- Motorcycle Campaigns

Through these endeavors, the majority of Montana’s driving public will be targeted for messages related to traffic safety.

6. Planning and Administration

The following represents funding MDT will use for Planning and Administration. IDC is calculated on only travel, some media, and salary. The consultant for Public Participation and Engagements is to be coded to P&A per NHTSA direction.

Planning and Administration				
	Funding Source			
Activity	402	405c	405d	405f
Consultant for Public Participation and Engagement	\$28,000.00			
Travel	\$229,530.00			
Indirect Cost	\$373,491.22	\$51,873.78	\$62,248.54	\$8,299.80
Staff Wages & Benefits	\$2,524,830.00	\$382,550.00	\$459,060.00	\$61,208.00

Current IDC rate for FFY24 is 13.56%.

7. Performance Report

7.1 Progress on Performance Measure through 2021 (Most Recent FARS Data Available)

The chart below illustrates Montana's actual five-year average ending 2021 as compared to the 2021 target as established in the FFY21 HSP.

Montana Department of Transportation NHTSA Core Outcome Measures							
Core Measure	Description	2017	2018	2019	2020	2021	2021 Target
C-1*	Number of Fatalities	186	181	184	213	239	
	5-Year Moving Average	204	195	193	191	201	182.7
C-2*	Number of Serious Injuries	1000	834	729	769	787	
	5-Year Moving Average	1,032	1,006	926	859	808	652.5
C-3*	Fatalities/VMT	1.47	1.43	1.43	1.76	1.77	1.367
C-4	Unrestrained Passenger Vehicle Fatalities	86	85	67	93	109	
	5-Year Moving Average	100	95	89	85	88	94.5
C-5	Alcohol-Related Fatalities	56	80	66	95	104	
	5-Year Moving Average	76	74	72	76	80	73.6
C-6	Speed-Related Fatalities	59	66	57	83	86	
	5-Year Moving Average	68	66	67	65	70	65.7
C-7	Motorcyclist Fatalities	22	21	23	25	26	
	5-Year Moving Average	24	21	21	22	23	21.9
C-8	Un-helmeted MC Fatalities	13	11	14	14	19	
	5-Year Moving Average	15	13	14	13	14	12.9
C-9	Fatalities Involving Drivers Age 20 or Less	24	26	30	28	41	
	5-Year Moving Average	26	26	27	25	30	26
C-10	Pedestrian Fatalities	14	15	16	17	18	
	5-Year Moving Average	15	13	14	15	16	12.7
C-11	Bicycle Fatalities	1	2	3	0	3	
	5-Year Moving Average	1.6	1.8	2	1.8	1.8	1.7
Other MDT Performance Measure							
O-1	American Indian Fatalities	31	34	39	45	34	
	5-Year Moving Average	36.6	37.4	37.8	38.2	36.8	35.8
Core Behavior Measure							
		2017	2018	2019	2020	2021	2021
B-1	Observed Seat Belt Use	78%	87%	89%	90%	92%	88.90%

		Core Activity Measures					
		2018	2019	2020	2021	2022	Target
A-1	Seat Belt Citations Issued During Grant-Funded Activities	2,994	2,176	1,691	1,284	1,791	N/A
A-2	Impaired-Driving Arrests Made During Grant-Funded Activities	375	411	306	425	377	N/A
A-3	Speeding Citations Issued Grant-Funded Activities	7,223	7,426	5,571	5,273	6,642	N/A

7.2 Explanation of Progress in Achieving Targets

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

Core Measure	Description	2021 5 Year Average Goal	Status Met	Comments
C-1	Number of Fatalities*	182.7	Not Met: The five-year average for the period ending 2021 was 201.	The five-year average goal for 2021 was not met, with fatalities trending upward. The COVID pandemic also seemed to impact Montana travelers this year. However, the ten-year trend line is decreasing, and MDT is hopeful that as the COVID pandemic lifts, the current and future efforts of all traffic stakeholders will push those numbers down again.
C-2	Number of Serious Injuries*	652.5	Not Met: The five-year average for the period ending in 2021 was 808 .	Montana had 787 serious injuries in 2021. While this was an increase over 2020, it was still the third lowest number during the last ten years. In addition, serious injuries have reduced by almost 24% since 2015, when they peaked at 1,000. Given these dramatic drops and the decreasing trend line, MDT is confident the decreases will continue as COVID issues resolve.
C-3	Fatalities/VMT*	1.367	Not Met: The VMT for 2021 was 1.77.	Montana had an actual VMT of 1.7 in 2021, and an actual five-year average of 1.52. While the 2021 target was not met, fatalities per VMT had been steadily decreasing over the last several years, going from 1.76 in 2015 to 1.43 for 2019. However, this jumped significantly in 2021, like many other states, MT experienced changes in driver behavior during the COVID pandemic. MDT is confident the downward trend will return as the Nation moves out of the pandemic.

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	2021 5 Year Average Target	Status Met	Comments
C-4	Unrestrained Passenger Vehicle Fatalities	94.5	Met: The actual five-year average for the period ending in 2021 was 88 .	Unfortunately, Montana has seen some dramatic increases in unrestrained fatalities over the last three years. While being at its lowest in 2019 with 67 fatalities, this increased to 93 in 2020 and 109 in 2021, an increase of 63% over the three-year period. This caused a significant shift in the five-year average. However, even with these increases, Montana met the unrestrained goal for FFY21. 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	73.6	Not Met: The actual five-year average for the period ending in 2021 was 80 .	As with unrestrained fatalities, 2021 impaired driving fatalities had the highest number of fatalities over the last five years. These increased from 95 in 2020 to 104 in 2021, which were both significantly up from the 2019 number of 66. Again, these numbers are dramatically altering Montana's decreasing trend in this area. The trend that Montana has seen since the COVID era could adversely impact the ability to meet future targets.
C-6	Speed-Related Fatalities	65.7	Not Met: The actual five-year average for the period ending in 2021 was 70 .	In 2021, Montana saw the highest number of speeding fatalities of any year during the last ten years. There were 86 in 2021 as compared to 83 in 2010. While that is not a significant increase, this trend shows an increase of over 57% since 2019 when the speed-related fatalities were at 57, almost a 46% increase. 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 reverse the trends in this area.
C-7	Motorcyclist Fatalities	21.9	Not Met: The actual five-year average for the period ending in 2021 was 23 .	Motorcycle fatalities increase slightly from 2020 to 2021, from 25 to 26. However, these are the two highest years in Montana for the last five years. Prior to this, these fatalities had been decreasing during the last ten years after reaching a high of 35 in 2013. MDT will continue to partner with Montana Motorcycle Riders Safety (MMRS) and seek

Core Measure	Description	2021 5 Year Average Target	Status Met	Comments
				out new partnerships in an effort to reduce these numbers.
C-8	Unhelmeted MC Fatalities	12.9	Not Met: The actual five-year average for the period ending in 2021 was 14 .	Unhelmeted motorcycle fatalities also increased during 2021. There were 19 unhelmeted fatalities in 2021, the single largest annual increase in the last five years, with five more than 2020. 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	26	Not Met: The actual five-year average for the period ending in 2021 was 30 .	Young driver fatalities increased dramatically during 2021, increasing from 28 in 2020 to 41 in 2021. 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, MDT received a grant from Ford Driving Skills for Life for the 21/22 school year that increased education and outreach to this group. FCCLA and other grass roots stakeholders continue to partner with MDT to reduce these fatalities.
C-10	Pedestrian Fatalities	12.7	Not Met: The actual five-year average for the period ending in 2021 was 16 .	Pedestrian fatalities increased during 2021 to 18, up from 17 during 2010. Unfortunately, this was the highest number of fatalities during the last five years. 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 to see if there is a trend and adjust accordingly if necessary.
C-11	Bicycle Fatalities	1.7	Not Met: The actual five-year average for the period ending in 2021 was 1.8 .	Bicycle fatalities also increase during 2021 going from 0 in 2020 to 3 in 2021. Currently the five-year average is at 1.8. Again, it is difficult to adjust for these fatalities given the small numbers as compared to all fatalities.
B-1	Observed Seat Belt Use	88.9%	Met: The actual observed seat belt use rate for 2021 92.2%.	Montana's observed seat belt usage rate increased slight between 2020 and 2021, with 2021 being 92.2%. This compares to 89.9% during 2020 and brings Montana out of the "low-use rate" state status. The 2021 goal of 88.9% has been attained and

Core Measure	Description	2021 5 Year Average Target	Status Met	Comments
				Montana has moved to a high-range state for seat belt use.
Other Performance Targets Tracked				
O-1	American Indian Fatalities**	35.8	Not Met: The actual five-year average for the period ending in 2021 was 36.8 .	While Native American fatalities decreased dramatically during 2021, it was not enough to meet the goal. These fatalities dropped from 46 in 2020 to 34 in 2021, an impressive 26% given all of the other increases. While the goal was not met, it was close only being 1 fatality away. MDT continues to work with this overrepresented demographic and will work with these communities diligently to reduce the numbers further.

7.3 Preliminary Report on Performance Measures for FF22 and FFY23

7.3.1 FFY22 Preliminary Report for Progress on Targets – FFY22

Performance Measure:	2024 HSP Estimates for Meeting FFY22 Targets			Data Source/ FY22 Progress Results	On Track to Meet FY22 Target YES/NO/In Progress
	Target Period	Target Year(s)	Target Value FY22 HSP		
C-1) Total Traffic Fatalities	5 year	2018-2022	199.2	2016-2020 FARS 202.8*	In Progress, estimated 5- year average is very close to the FY22 target.
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	707.8	2016 – 2020 State 787.9*	No, estimated 5-year average is above the FFY22 target.
C-3) Fatalities/VMT	5 year	2018-2022	1.604	2016-2020 FARS 1.604*	In Progress, Data is not available to calculate at this point.
Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY22 HSP.					
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	87.5	2016 - 2020 FARS 88*	Yes, estimated 5- year average is very close to the FY22 target.
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	71.1	2016 - 2020 FARS 83*	No, it appears that MT may not meet the FY22 target, based on available info at time of this estimate.
C-6) Speeding-Related Fatalities	5 year	2018-2022	66	2016 - 2020 FARS 70.9*	In progress, estimated 5- year average is very close to the FY22 target.
C-7) Motorcyclist Fatalities	5 year	2018-2022	21.2	2016 - 2020 FARS 24.8*	No, with this # so small annually, MT may not meet the FY22 target, based on available info at time of this estimate.
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	13.6	2016 - 2020 FARS 14.8*	In progress, with this number so small, the estimated 5- year average is very close to the FY22 target.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	26.7	2016-2020 FARS 28.4*	In progress, with this number so small, the estimated 5- year average is very close to the FY22 target.
C-10) Pedestrian Fatalities	5 year	2018-2022	14	2016-2020 FARS 16.3*	In progress, with this number so small, the estimated 5- year average is very close to the FY22 target.
C-11) Bicyclist Fatalities	5 year	2018-2022	2	2016-2020 FARS 1.8*	Yes, estimated 5- year average is very close to the FY22 target.

2024 HSP Estimates for Meeting FFY22 Targets					
Performance Measure:	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source/ FY22 Progress Results	On Track to Meet FY22 Target YES/NO/In Progress
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	90%	State Survey Annual 90%	Yes, the observed seat belt use rate for 2021 was 92.2%. MDT anticipates that this trend will continue.
(O-1) Native American Fatalities	5 year	2018-2022	36.7	2016-2020 FARS 40.3*	No, MT may not meet the FY22 target, based on available info at time of this estimate.

*Methodology of estimated crash data is based on FARS data for 2016 through 2020, by calculating a ratio of FARS data available through 2020. The ratio was an average over the five-year period of the percent of fatalities in each category each year. These ratios were averaged to estimate the FFY22 outcome. This calculation methodology was used for all performance measures, with the exception of the Observed Seat Belt Count.

6.3.2 FFY23 Preliminary Report for Progress on Performance Measures – FFY23

2024 HSP Estimates for Meeting FFY23 Targets					
Performance Measure:	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source/ FY23 Progress Results	On Track to Meet FY23 Target YES/NO/In Progress
C-1) Total Traffic Fatalities	5 year	2019-2023	223.2	2017-2021 FARS 201*	Yes, estimated 5- year average is 202 with a FY23 target or 223.2.
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	715.6	2017 – 2021 State 808	No, estimated 5-year average is above the FFY23 target of 715.6 and does not appear attainable.
C-3) Fatalities/VMT	5 year	2019-2023	1.693	2017-2021 FARS 1.77*	In Progress, Data is not available to calculate at this point.
Note: For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY23 HSP.					
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019-2023	91.3	2017 - 2021 FARS 88*	Yes, estimated 5- year average is very close to the FY23 target.
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	75.8	2017 - 2021 FARS 80*	No, it appears that MT may not meet the FY23 target, based on available info at time of this estimate.
C-6) Speeding-Related Fatalities	5 year	2019-2023	65.8	2017 - 2021 FARS 70*	No, the estimated 5- year average target of 65.8 would be challenging consider the current five-year average at 70.
C-7) Motorcyclist Fatalities	5 year	2019-2023	21.8	2017 - 2021 FARS 23*	No, with this # so small annually, MT may not meet the FY23 target, based on

2024 HSP Estimates for Meeting FFY23 Targets

Performance Measure:	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source/ FY23 Progress Results	On Track to Meet FY23 Target YES/NO/In Progress
					available info at time of this estimate.
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	13.9	2017 - 2021 FARS 14*	Yes, with this number so small, the estimated 5- year average is very close to the FY23 target and is attainable.
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019-2023	25.9	2017-2021 FARS 30*	In progress, with this number so small, meeting the estimated 5-year average target for FY23 of 25.9 will be challenging.
C-10) Pedestrian Fatalities	5 year	2019-2023	14.9	2017-2021 FARS 16*	In progress, with this number so small, the estimated 5- year average is very close to the FY23 target.
C-11) Bicyclist Fatalities	5 year	2019-2023	2.0	2017-2021 FARS 1.8*	Yes, estimated 5- year average is very close to the FY23 target.
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2022	86.9%	State Survey Annual 90%	Yes, the observed seat belt use rate for 2022 was 92.9%. MDT anticipates that this trend will continue.
(O-1) Native American Fatalities	5 year	2018-2022	37.6	2017-2021 FARS 36.8*	Yes, MT may meet the FY23 target, based on available info at time of this estimate.

*Methodology of estimated crash data is based on FARS data for 2017 through 2021, by calculating a ratio of FARS data available through 2021. The ratio was an average over the five-year period of the percent of fatalities in each category each year. These ratios were averaged to estimate the FFY23 outcome. This calculation methodology was used for all performance measures, with the exception of the Observed Seat Belt Count.

Please Note: At the time of this estimation, actual 2022 and 2023 data was not available. The FFY2024 Highway Safety Plan 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 SHTSS Office.