



Montana Department of
REVENUE



Success through partnerships

MONTANA

SECTION 402

Traffic Highway Safety Plan
for
Federal Fiscal Year 2015

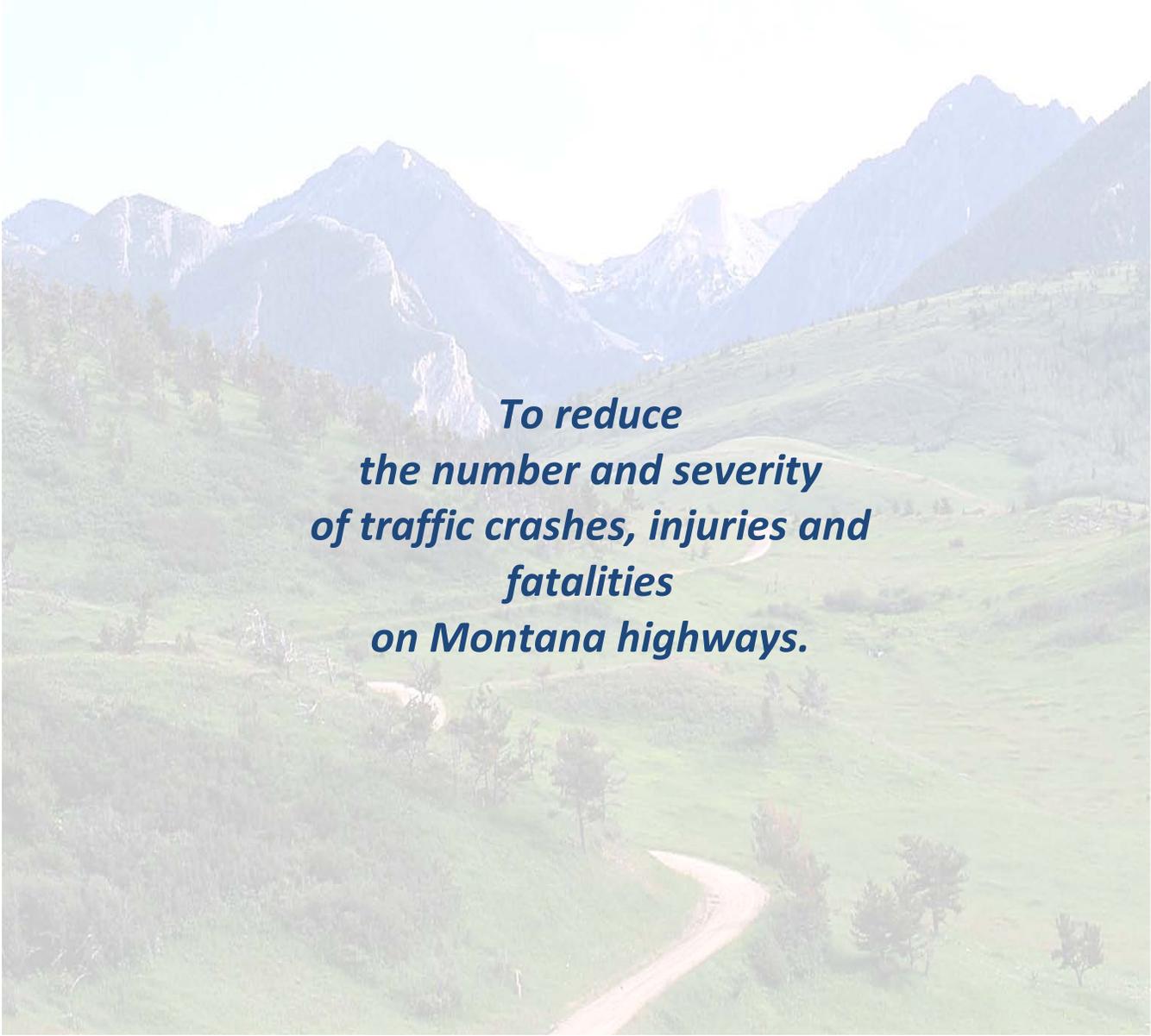
Prepared by

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State Highway Traffic Safety Section
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Mission Statement



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



June 27, 2014

John M. Moffat, Region 10 Administrator
National Highway Traffic Safety Administration
915 Second Avenue, Suite 3140
Seattle, WA 98174-1079

Subject: FFY 2015 Section 402 Governor's Highway Safety Plan and Performance Plan

Dear Mr. Moffat:

We appreciate the opportunity to submit the FFY 2015 Governor's Highway Traffic Safety Plan (HSP) and FFY 2015 Performance Plan for your review, in accordance with the requirements of 23 CFR Part 1200.10.

The strategies and countermeasures within the HSP continue focusing on behavioral related programs that reduce the personal, social, and economic costs resulting from injuries and fatalities in motor vehicle crashes. Some of the highlights of the plan, if approved, allow us to fund:

- The Selective Traffic Enforcement Program (STEP) that involves MDT contracting with local and state law enforcement agencies to enforce Montana's impaired driving and safety belt laws during overtime patrols, both in support of national mobilizations and at other high-risk times.
- Development of a Law Enforcement Liaison (LEL) Program to recruit leaders in the law enforcement community to better organize agencies participating in STEP. Using the 8 existing Montana Highway Patrol (MHP) districts, MDT will divide Montana's city, county, tribal and state law enforcement agencies into 8 regions, each with their own LEL.
- Paid and earned media that coincides with high-risk time periods and national mobilizations.
- Continue the Safe On All Roads Program to help reduce the motor vehicle fatality rate among Montana's Native American Population.
- Development of a peer-to-peer teen traffic safety education program to help reduce motor vehicle fatalities and incapacitating injuries among teen drivers.
- Continue DUI courts to help continue their accountability/rehabilitation program for repeat DUI offenders and those who have driven with high blood alcohol concentrations.
- 24/7 Sobriety Program Coordinator to act as a resource and assist current and new participating agencies implement the program.

- Support the new media Campaign Vision Zero - a multi-pronged initiative with the ultimate goal of eliminating death and injuries on Montana highways. Vision Zero focuses on four emphasis areas: education, enforcement, engineering and emergency medical response.

We will continue to seek out new countermeasures by working with our traffic safety advocates in support of the emphasis areas listed in the Comprehensive Highway Safety Plan. Our objective is to achieve lasting change that will result in safety Montana roads.

I look forward to continuing our partnership to save lives by implementing traffic safety programs in 2015 and beyond.

Sincerely,



Mike Tooley
Governor's Representative for Highway Safety

copies: Lynn Zanto, Administrator, Planning, Rail and Transit Division
Audrey Allums, Grant Bureau Chief
Janet Kenny, State Highway Traffic Safety Section Supervisor

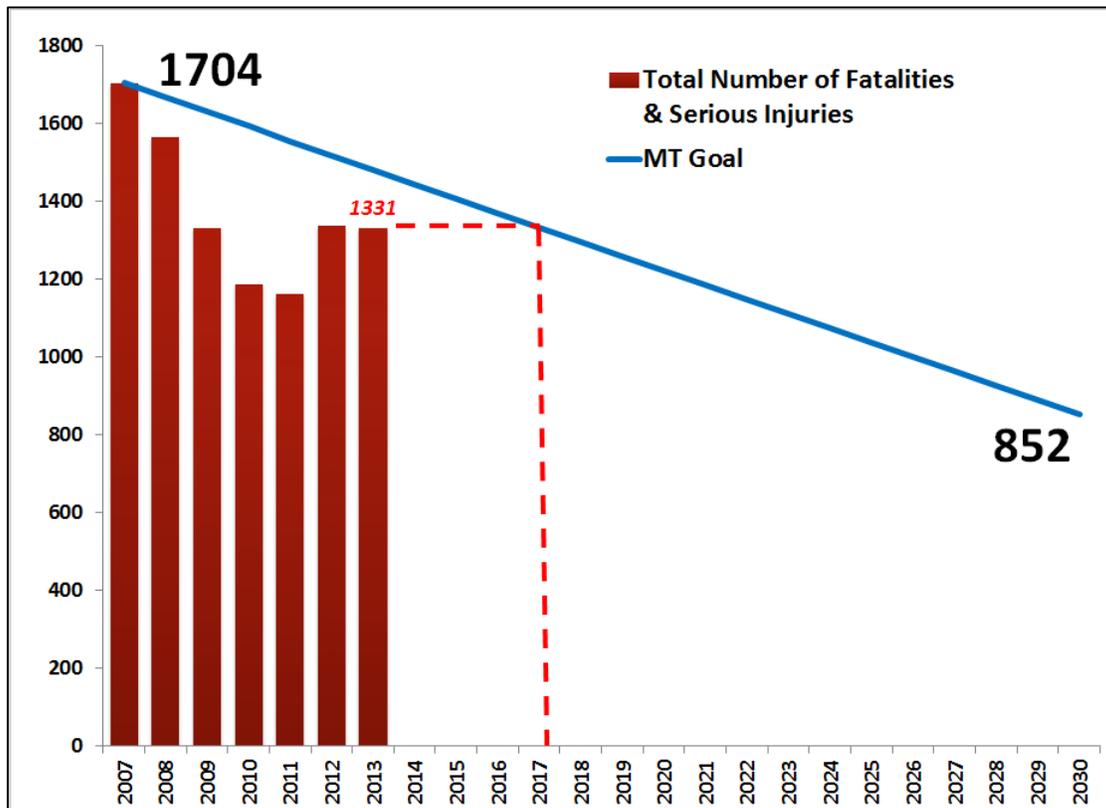
Table of Contents

Mission Statement	2
Table of Contents	5
Executive Summary	7
Highway Safety Planning Process.....	10
Process for Data Analysis, Problem Identification.....	11
State Demographic Analysis.....	12
Partners in the Planning Process	15
Process for Setting Performance Goals	17
Process for Project Selection and Development	17
Performance Measures	18
NHTSA Core Performance Measures	18
Youth Risk Behavior Survey.....	19
Highway Safety Strategies and Projects	23
Overview	23
Occupant Protection Program Area	24
Overview	24
Occupant Protection Projects and Strategies	27
Project Title: Buckle Up Montana (BUMT)	27
Project Title: Child Car Seats.....	28
Project Title: CPS Technician & Instructor Development.....	28
Project Title: Carroll College Buckle Up Campaign	28
Project Title: Occupant Protection Assessment	28
Funding Summary for Occupant Protection Projects	29
Law Enforcement Traffic Services	30
Overview	30
Deployment of Resources Based on Analysis.....	30
Enforcement Plan	30
High Visibility Enforcement Strategies to Support National Mobilizations	32
Law Enforcement Traffic Services Projects and Strategies	32
Project Title: Law Enforcement Liaison Program.....	32
Project Title: Selective Traffic Enforcement Program (STEP)	33
Project Title: MHP Traffic Safety Resources Officer (TSRO)	33
Project Title: MHP Selective Enforcement Traffic Team (SETT)	33
Project Title: Law Enforcement Equipment	34
Project Title: 24/7 Coordinator.....	34
Funding Summary for Law Enforcement Traffic Services	34
Impaired Driving Program – Prosecution & Adjudication	35
Overview	35
Impaired Driving (Deterrence) Projects and Strategies.....	37
Project Title: Traffic Safety Resource Prosecutor	37
Project Title: State Judicial Outreach Liaison	37
Project Title: DUI Courts.....	37
Project Title: DUI Court Training.....	38
Funding Summary for Impaired Driving Deterrence: Prosecution and Adjudication	38

At-Risk Groups/Native American Highway Traffic Safety Program.....	39
Overview	39
Native American Program Projects and Strategies	41
Project Title: Safe On All Roads	41
Project Title: Tribal STEP	41
Project Title: Northern Tribes DUI Task Force	41
Funding Summary for Native American Programs	42
Motorcycles	43
Overview	43
Motorcycle Program Projects and Strategies.....	47
Project Title: Motorcycle Education Campaign	47
Project Title: Replacement of Motorcycles	47
Funding Summary for Motorcycle Programs	47
Emergency Medical Services.....	48
Overview	48
EMS Projects and Strategies.....	48
Project Title: Trauma Education for Rural EMS Providers.....	48
Funding Summary for EMS Programs	49
Teen Peer-To-Peer Traffic Safety Education Program	50
Overview	50
Teen Traffic Safety Projects and Strategies.....	52
Project Title: Teen Traffic Safety Program	52
Project Title: Youth Risk Behavior Survey	52
Funding Summary for Teen Peer-to-Peer Programs	52
Traffic Records Management.....	53
Records Management Projects and Strategies	54
Project Title: MHP CTS Data Project Manager.....	54
Project Title: Data Gap Analysis.....	54
Project Title: Safety Information Management System (SIMS).....	54
Project Title: DPHHS Web-Based Trauma Registry	54
Project Title: DPHHS OPHI-PRC Tablet Data Collection.....	55
Project Title: Safety Information Management System.....	55
Project Title: Fatality Analysis Reporting System (FARS) Support	55
Funding Summary for Traffic Records Management Programs.....	56
Media.....	57
Funding Summary for Media Programs	60
Project Administration and Management	61
Overview	61
Project Title: Staff Salaries and Benefits	61
Project Title: Program and Operational Costs	61
Project Title: Indirect Costs	61
Funding Summary for Planning Administration and Management Programs	61
Financial Summary	62

Executive Summary

During 2013, the State of Montana experienced an increase in fatal crashes as compared to 2012. Montana has a relatively small number of fatalities each year, thus Montana’s Comprehensive Safety Plan (CHSP) was developed that focuses on both fatalities and incapacitating injuries. The goal of the Montana CHSP is “to reduce fatalities and incapacitating injuries in the State of Montana by half in two decades, from 1,704 in 2007 to 852 by 2030” and the trend continues downward.



In August 2013, Montana Department of Transportation State Highway Traffic Safety Section (SHTSS) had a Management Review from NHTSA for federal fiscal years 2011, 2012 and 2013. This review assessed the adequacy of Montana’s organization and staffing, program management and financial management systems, programs, policies and procedures as they relate to Montana’s federally-funded highway safety program.

The NHTSA review reported no findings for the period under review, indicating that no non-compliance items were found. There were five recommendations, all of which MDT concurred. SHTSS was able to implement some of these during FFY2014 and is in progress with the others.

As recommended in the review, SHTSS will be sending members of the staff to the Highway Traffic Safety Program Management training who have not previously attended. Two staff members attended this training in April, 2014. In addition, two other members of the SHTSS team attended Managing Federal Finances, also offered through NHTSA and TSI in April, 2014. Other staff training will be provided as needed.

In accordance with recommendations made in the Management Review, SHTSS significantly revised the application process for subgrantees. The new application was developed using a logic model, requiring subgrantees to complete an executive summary, problem/needs statement, goal(s), objectives, activities and performance measures to evaluate their project. SHTSS also provided instructions and technical support to assist in completion of this new application.

Based on the application requirements, a scoring system was developed to rank all applications. Each application was reviewed and ranked by at least three members of the SHTSS staff. Once the ranking was completed, the three staff members met as a team to reconcile their scores. The final step for SHTSS staff was to rank and prioritize the applications for funding and submit this to the Governor's Representative for Highway Safety for approval.

The amount of matching funds was also requested. SHTSS has included the local match in the project summaries, however, since this was a new requirement, some applicants failed to complete this. It is anticipated that, as the new process is better understood, matching fund amounts will increase in the future and be used as part of the evaluation of the application.

This process improved SHTSS ability to select the projects that most closely tie to the Strategic Highway Safety Plan. With future levels of funding uncertain, this process will ensure that appropriate projects are chosen that will produce the best outcomes.

MDT implemented a new media plan for FFY2014 and FFY2015. On May 7, 2014, immediately preceding the May Mobilization seatbelt campaign, Director Tooley announced the Montana Department of Transportation media campaign "Vision Zero", a multipronged initiative with the ultimate goal of eliminating deaths and injuries on Montana Highways.

Vision Zero focuses on four emphasis areas that are critical as we move toward zero deaths and zero injuries on Montana Roads:

- *Education* through public information campaigns and local outreach through Buckle Up Montana, DUI Task Force and Safe On All Roads (SOAR) 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 events that include an emphasis of alcohol consumption.
- *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.

MDT's is launching the media campaign this spring and it will continue through the state's busiest and deadliest travel season — from May through October, when 61 percent of all roadway fatalities have occurred in the last 10 years. Billboard and television advertising will depict the graphic reality of crashes and the devastation family and friends experience when someone they love is lost to a crash. The

campaign will change emphasis before Labor Day with messages aimed at preventing impaired driving. There is an on-line interactive component to the campaign available at plan2live.mt.gov.

During the 2013 Legislative Session, a primary seat belt law was introduced but failed to pass. This is the ninth session in a row in which a primary law has been introduced but has not passed. Montana's legislature meets biannually.

Impaired drivers continue to be a challenge for MDT and the safety program. According to NHTSA data, Montana impaired driving fatalities were 44% of all Montana fatalities for 2012. The 2013 legislature did attempt to make current impaired driving laws stricter and more efficient. Impaired driving laws were revised to include THC (marijuana) and set per se limits for individuals arrested. . In addition, the five year "look back" period for DUI's was increased to 10 years (from 5) for the 2nd DUI and the look back period for 3rd and subsequent DUI's includes the entire driving history..

The Traffic Records Coordinating Committee is currently installing (Spring 2014) an upgrade to the Safety Information Management System housed in the Highway and Engineering Division.

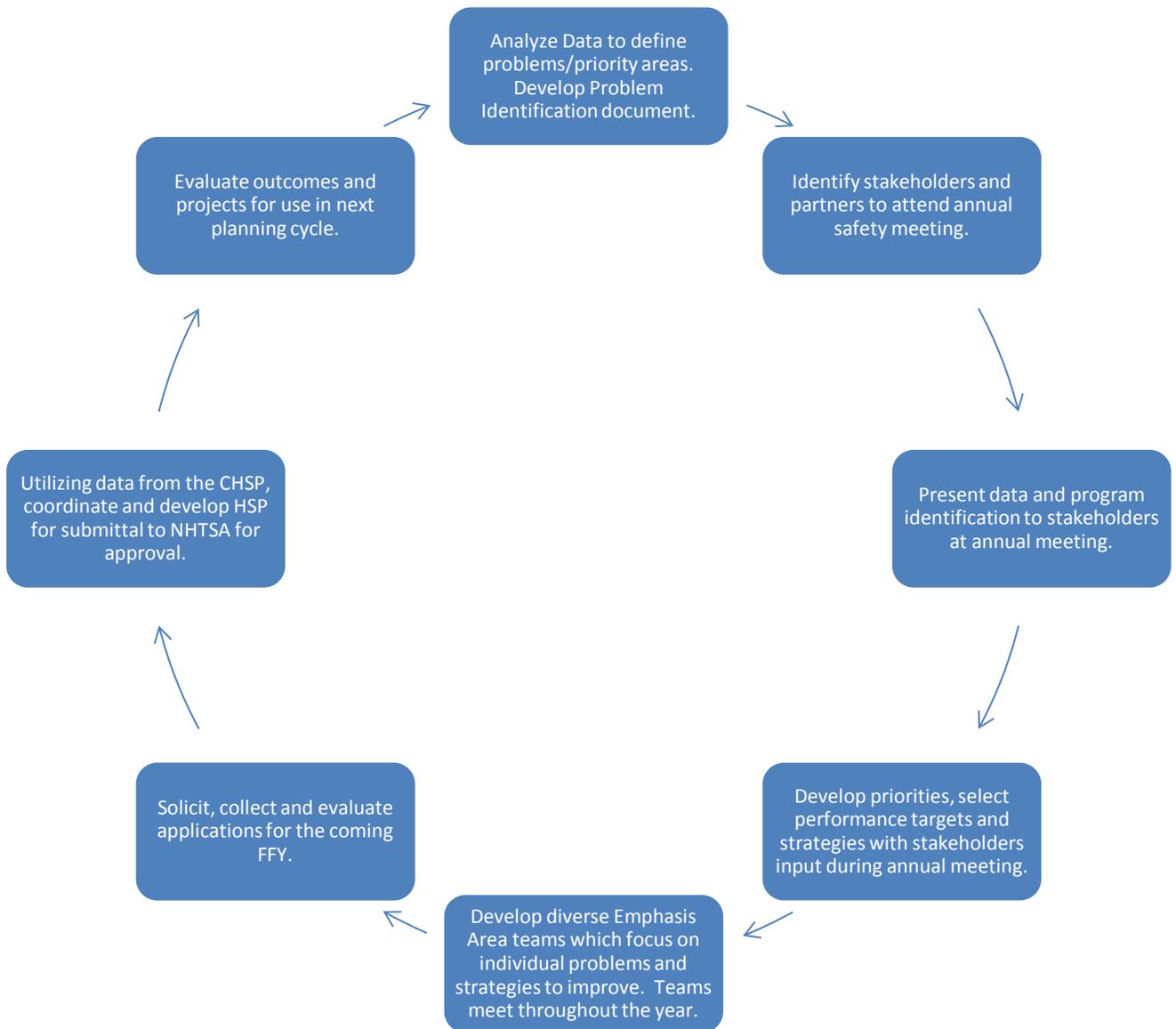
Motorcycle Safety continues to be a priority for MDT. During 2013, Montana Motorcycle Riders Safety training provided training to 1,362 students at 10 locations statewide.

During Federal Fiscal Year 2015, the Montana State Highway Traffic Section will continue to analyze crash data to develop and implement performance measures that will assist in meeting established goals.

Highway Safety Planning Process

MDT's highway safety planning process was recently modified in an effort to allow SHTSS to better meet the requirements of MAP-21. In that past the Comprehensive Highway Safety Planning (CHSP) meeting was held in June of each year, but that has been moved to October. This provides SHTSS staff with the time necessary to complete the 402 and 405 applications by July 1.

The following flow chart represents the current process used by SHTSS.



In addition to the planning process described above, SHTSS provides a grant timeline for subgrantees (see below).

Milestone	Timeline
Application submission deadline for FFY 2015 funding.	March 1, 2014
Application review and assessment. Funding and project recommendations made to the Governor’s Representative (GR) for Highway Traffic Safety.	March 1 – April 30, 2014
Preliminary contract negotiations.	April 30 - May 30, 2014
Draft Annual Highway Safety Plan (HSP) prepared by MDT staff and submitted to the GR for approval.	May 1 - June 30, 2014
Deadline for Annual Highway Safety Plan submission to NHTSA.	July 1, 2014
Deadline for NHTSA to notify state whether or not FFY 2015 Highway Safety Plan is approved.	August 30, 2014
Notification to applicants regarding funding approval or denial.	September 1, 2014
Signed contracts due from grantees to MDT	October 1, 2014
<i>Start of Federal Fiscal Year 2015</i> Contracts are finalized and routed for signatures. Effective date of contract varies; please check with your assigned program manager for details.	October 1, 2014 – September 30, 2015
Annual Highway Safety Planning Meeting. Selected applicants will make brief presentations on their proposals. (Meeting moved from the Spring to the Fall because of the MAP21 reporting requirements).	Fall 2014 (subject to change)

Process for Data Analysis, Problem Identification

Montana’s multi-disciplinary Traffic Records Coordinating Committee is active, and meets every six weeks. Their mission is to improve the type, accuracy and timeliness of data collected, as well as accessibility of data between the various agencies that collect the data. “Cradle-to-grave” DUI data is not yet available, but the CHSP team is working with partners towards that goal.

The Montana Department of Transportation is currently installing (Spring 2014) an upgrade to the Safety Information Management System (SIMS) housed in the Highways & Engineering Division. The new system will provide a more complete traffic records analysis system. SIMS will improve MDT’s capabilities to analyze crash data, perform system-wide analyses, and will ultimately allow for linkage/integration with multiple data sources (crash, roadway information, citation/adjudication, EMS). SIMS will help MDT reach its goal of reducing the number and severity of highway crashes in Montana by securing a more robust set of crash data, with improved data accuracy, particularly with identifying crash locations and high-incident roadways through the use of GPS.

This project will also address several recommendations made in the NHTSA Traffic Records Assessment conducted in 2009. Those recommendations that are met wholly or partially by this project are in strategic planning, data integration, data analysis and uses and incorporating uniform data standards.

The Office of Court Administrator is seeking approval from the Court Automation Committee to increase the number of FullCourt data elements made available for analysis. Items requested by the CHSP Team related to DUI offenses include BAC, DUI fines, age on date of offense, gender data, and sentence imposed. This would not constitute “cradle-to-grave” data—offenders arrested but not charged would not be included in the data set.

Once implemented, these systems will cover the entire “data stream’ from beginning to end to include:

- Data collection
- Data processing (quality control, editing, aggregation and transformation)
- Data integration
- Data use in safety analysis
- Problem identification
- High-crash locations
- Crash typologies
- Countermeasure effectiveness, and
- Predictive model building

A variety of data sets are used when developing the problem identification. These include

- Fatality Analysis Reporting System (FARS)
- Statewide Crash Database
- Department of Public Health and Human Services
- Seatbelt and Other Observational Studies
- NHTSA
- Other information and data from governmental and private sector safety organizations

The data is gathered and analyzed by SHTSS’s Data Research Analyst. Once all datasets have been reviewed to ensure accuracy of the information, it is used to develop Montana’s Comprehensive Highway Safety Plan and the Highway Safety Plan.

State Demographic Analysis

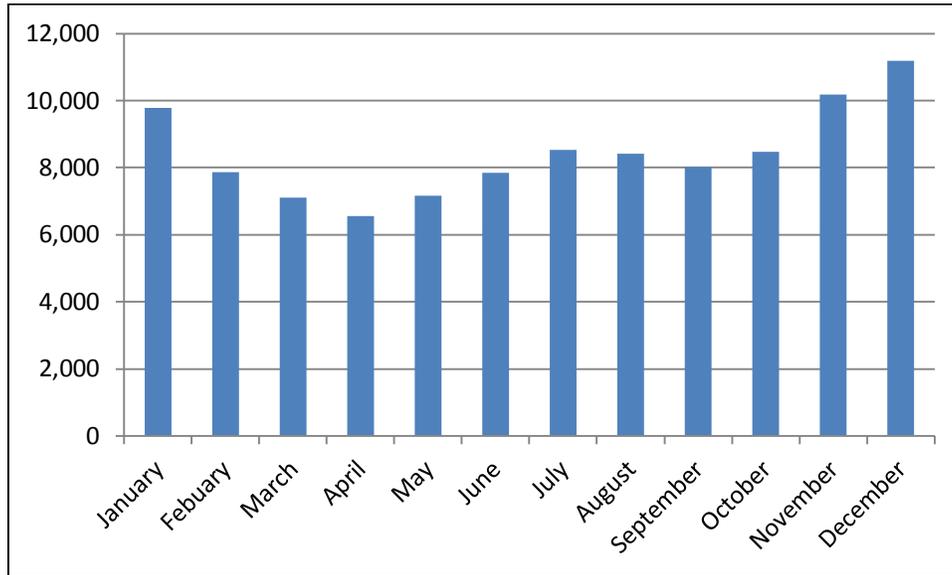
Montana is geographically located in the Northwest region of the Nation. According to the census, Montana had a population of 989,415 in 2010. Residents are distributed over 56 counties and 130 municipalities. Approximately 89% of the population is white, 6.3% is Native American and two or more races representing approximately 3%. The remaining population is spread between Asian, African American, Hawaiian and other, however, this represent only slightly over 1%.

Approximately 23% of Montana residents are under 18, 60% are between the ages of 18 and 65, and 15% are over 65.

In 2013, there were 1,176,578 registered vehicles and 766,716 licensed drivers. Of those 1.93% are under 18, 78.44% are between 18 and 65, and 19.35% are over 65.

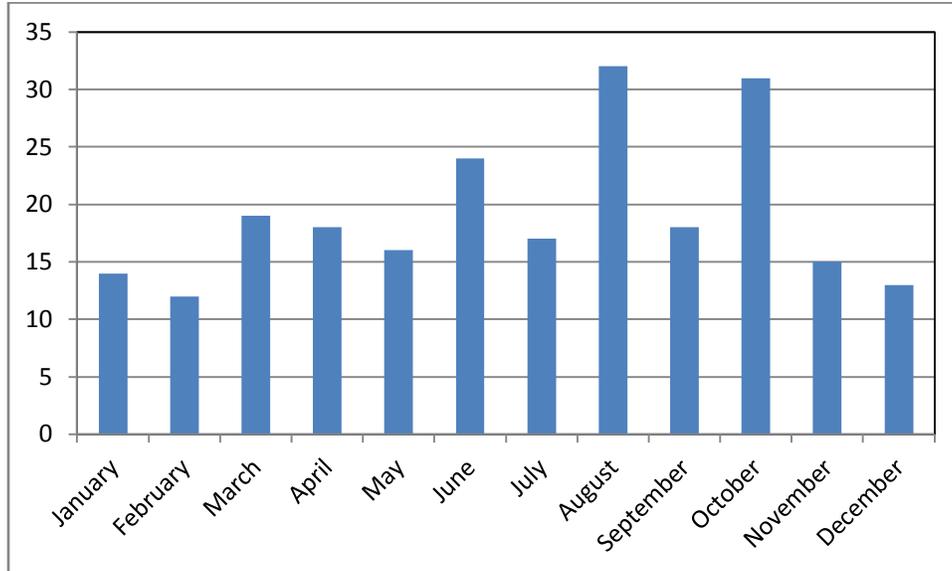
Winter weather creates challenges for the driving public, and this is confirmed when reviewing the crash data. The months with the most crashes are November, December and January.

Number of Crashes by Month During 2013



Although more crashes occur during winter months, the months of July through September are when most fatalities occur.

Number of Fatalities by Month During 2013



Due to the size and population density of Montana, very few of Montana’s vehicle miles travelled occur in an urban environment. A large percentage of traffic is at high speeds and trips tend to involve more time spent on mostly rural roads. NHTSA has recognized the connection between rural roads and speeding, which will increase the likelihood of fatal crashes. Generally the national urban fatality rate is less than half of the rural fatality rate. Since Montana has the highest percentage of rural vehicles miles

travelled in the nation, it would follow that Montana has one of the highest fatality rates. The chart below represents crashes by county:

County	Population	Crash Numbers			Crash Numbers per 100K Population		
		Total Crashes	Fatal Crashes	Total Injuries	Total	Fatal	Injury
Beaverhead	9,346	162	3	53	1733	32	567
Big Horn	13,031	168	8	72	1289	61	553
Blaine	6,683	57	1	23	853	15	344
Broadwater	5,756	127	2	34	2206	35	591
Carbon	10,127	211	2	61	2084	20	602
Carter	1,177	2		2	170		170
Cascade	81,723	1993	10	773	2439	12	946
Chouteau	5,904	73	2	21	1236	34	356
Custer	11,888	259	2	65	2179	17	547
Daniels	1,786	25		5	1400		280
Dawson	9,249	256	4	58	2768	43	627
Deer Lodge	9,227	88	2	27	954	22	293
Fallon	3,024	40		36	1323		1190
Fergus	11,435	220	2	73	1924	17	638
Flathead	91,633	1705	19	558	1861	21	609
Gallatin	92,614	1699	8	488	1834	9	527
Garfield	1,261	24	1	13	1903	79	1031
Glacier	13,711	128	10	40	934	73	292
Golden Valley	839	17		7	2026		834
Granite	3,109	121	2	35	3892	64	1126
Hill	16,366	298	1	87	1821	6	532
Jefferson	11,401	350	3	95	3070	26	833
Judith Basin	2,024	51		8	2520		395
Lake	28,986	478	9	140	1649	31	483
Lewis & Clark	64,876	1530	5	480	2358	8	740
Liberty	2,392	11		9	460		376
Lincoln	19,491	233	6	83	1195	31	426
Madison	1,701	176	4	44	10347	235	2587
McCone	7,733	21	1	12	272	13	155
Meagher	1,924	27	1	14	1403	52	728
Mineral	4,167	234	4	80	5616	96	1920
Missoula	110,977	2162	15	687	1948	14	619

Musselshell	4,665	81		21	1736		450
Park	15,567	357	1	86	2293	6	552
Petroleum	511	11	1	6	2153	196	1174
Phillips	4,128	76	1	27	1841	24	654
Pondera	6,165	87	3	29	1411	49	470
Powder River	1,763	54	1	19	3063	57	1078
Powell	7,096	179	3	44	2523	42	620
Prairie	1,157	44	1	13	3803	86	1124
Ravalli	40,617	574	8	181	1413	20	446
Richland	10,810	399	7	98	3691	65	907
Roosevelt	10,927	137	1	60	1254	9	549
Rosebud	9,396	132	4	42	1405	43	447
Sanders	11,408	185	3	78	1622	26	684
Sheridan	3,580	94	1	25	2626	28	698
Silver Bow	34,403	588	7	125	1709	20	363
Stillwater	9,195	256	4	64	2784	44	696
Sweetgrass	3,605	127	3	36	3523	83	999
Teton	6,053	78	1	29	1289	17	479
Toole	5,220	127	2	35	2433	38	670
Treasure	736	35		15	4755		2038
Valley	7,505	78	2	25	1039	27	333
Wheatland	2,104	23	1	15	1093	48	713
Wibaux	1,057	32		8	3027		757
Yellowstone	151,882	3675	21	1397	2420	14	920

Partners in the Planning Process

During the Annual Highway Safety Planning Meeting, [Montana's Comprehensive Highway Safety Plan](#) (CHSP) is reviewed in collaboration with other agencies and jurisdictions that have roles in highway safety at the state, local, tribal, and federal levels. This plan utilizes the Problem Identification to determine safety priorities for the coming year. MDT collaborates with many partners to review and analyze the information.

The stakeholders and partners that participated in the 2013-2014 Annual Highway Safety Planning meeting include:

Federal Partners

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

MT Dept of Public Health & Human Services

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

MT Dept of Justice

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

MT Office of Court Administrator

- State Drug Court Coordinator

MT Office of Public Instruction

- Driver Education
- Montana Behavioral Initiative

MT Department of Corrections

MT Department of Revenue

MT Department of Revenue

- Liquor Control and Education

Police & Sheriff's Departments

Tribal Governments

- Tribal Leaders
- Tribal Transportation Planners
- Safe On All Roads Coordinators
- Tribal Law Enforcement
- Tribal Health Department
- MT/WY Tribal Leaders

County Health Departments

Other traffic safety advocates

- Child Passenger Safety Techs/Instructors
- Governor's Office of Indian Affairs
- Insurance Agencies
- Local DUI Task Forces
- Media Contractors
- Montana Association of Counties
- MT Sheriffs & Peace Officers Association
- Mothers Against Drunk Driving
- Motorcycle Rider 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

After a review of the data, the stakeholders will set short and long-range goals for the CHSP. Based on that information, the CHSP team has established 12 emphasis areas, each supported by a team of multi-disciplinary stakeholders. The established areas are:

CHSP EMPHASIS AREAS	
1. Safety belt use	7. High crash corridors/ high crash locations
2. Alcohol- & drug-impaired driving crashes	8. Large vehicle & bus crashes
3. Native American crashes	9. Emergency medical services
4. Single vehicle run-off-the-road crashes	10. Urban Area Crashes
5. Traffic records management	11. Motorcycle Crashes
6. Young driver crashes	12. Older Driver Crashes

Process for Setting Performance Goals

All performance measures mirror the Comprehensive Highway Safety Plan goals. They are based on the 5-year rolling average. This average provides a more accurate understanding of overall trends by smoothing out the fluctuations in crash numbers that occur year to year.

During the annual CHSP meeting, a data overview is provided to stakeholders in attendance. This overview shows safety data and current trends for Montana. This provides a snapshot of traffic safety issues as a whole, statewide, for the previous year.

Also, at the CHSP Meeting, Emphasis Area Team members provide all stakeholders an overview of the activities that are being completed to achieve specific targets. In addition, new strategies for the coming year are discussed and reviewed.

Once all of the participants have been provided all of the appropriate information, they establish the target. Three options are provided to determine the long-range goal, a conservative, moderate or aggressive target. Based on participant's analysis of the information provided, a consensus decision is made that establishes the long-range goals.

Once the long-range goals have been established, MDT will establish annual targets based on that goal.

Process for Project Selection and Development

For FFY 2015, SHTSS solicited applications for traffic safety related project funding via emails to known traffic safety stakeholders. Applications were due by March 1, 2014. The application materials directed applicants to connect their potential project to CHSP strategies, and propose an evaluation mechanism. Please reference the following web link for more information about the application process: <http://www.mdt.mt.gov/safety/grants.shtml>.

After the March 1 deadline, SHTSS staff reviewed and scored all the applications and conducted several meetings to discuss the proposals. Projects were evaluated based on their ability to advance strategies within the CHSP, whether or not there is research to support their potential effectiveness, and projected funding levels for FFY 2015. The summary and staff recommendations were presented to the Governor's Representative, Mike Tooley, and adjustments were made based on his direction.

The final list of proposed projects for FFY 2015 is presented in this Highway Safety Plan, as reviewed and approved by Director Tooley, for further review and approval by the NHTSA Regional Office.

Performance Measures

Performance goals are established by the CHSP team, MDT staff and other stakeholders after a review of all data sources. The following performance measures satisfy NHTSA's required core outcome, behavior and activities measures. These measures were reviewed in October 2013 as part of the 2015 planning process and will be reviewed again in October 2014.

NHTSA Core Performance Measures

The following chart represents where Montana is with regard to the core performance measures established by NHTSA.

Montana Department of Transportation NHTSA Core Outcome Measures								
Core Measure	Description	2009	2010	2011	2012	2013	2013 Target	2015 Goal
C-1	Number of Fatalities	221	189	209	205	229		
	5-Year Moving Average	248	236	225	211	211	202	182
C-2	Number of Serious Injuries	1,110	996	953	1,131	1,331		
	5-Year Moving Average	1,404	1,295	1,164	1,105	1,105	1,110	1,002
C-3	Fatalities/VMT	2.01	1.69	1.79	1.72		1.45	1.01
C-4	Unrestrained Passenger Vehicle Fatalities	107	93	118	118	121		
	5-Year Moving Average	137	126	120	112	111	108	98
C-5	Alcohol-Related Fatalities	81	91	87	113	119		
	5-Year Moving Average	98	94	91	92	99	81	73
C-6	Speed-Related Fatalities	86	68	55	56	49		
	5-Year Moving Average	92	87	75	67	63	74	67
C-7	Motorcyclist Fatalities	26	25	20	30	34		
	5-Year Moving Average	30	30	29	27	27	26	23
C-8	Un-helmeted MC Fatalities	20	15	9	18	21		
	5-Year Moving Average	18	18	17	17	17	15	14
C-9	Fatalities Involving Drivers Age 20 or Less	41	30	28	29	26		
	5-Year Moving Average	36	35	33	32	31	31	27
C-10	Pedestrian Fatalities	15	8	15	11	24		
	5-Year Moving Average	13	12	13	12	15	11	11
C-11	Bicycle Fatalities	1	0	1	1	1		
	5-Year Moving Average	3	2	2	1	1	0	0
Core Behavior Measure								
B-1	Observed Seat Belt Use	79.2%	78.9%	76.9%	76.0%	*74.0%	85.0%	89.3%
Core Activity Measures								
A-1	Seat Belt Citations Issued During Grant-Funded Activities	3,836	2,552	2,374	2,203	2,610	N/A	N/A

Montana Department of Transportation NHTSA Core Outcome Measures								
Core Measure	Description	2009	2010	2011	2012	2013	2013 Target	2015 Goal
A-2	Impaired-Driving Arrests Made During Grant-Funded Activities	873	993	496	368	361	N/A	N/A
A-3	Speeding Citations Issued Grant-Funded Activities	14,489	12,734	11,332	10,116	9,842	N/A	N/A
Other MDT Outcome Measures								
O-1	Native American Fatalities	34	30	23	40	28		
	5-Year Moving Average	37	36	31	31	31	31	32

*Montana’s 2013 seatbelt survey resulted in a 79% observational use, however, NHTSA applied “weighted” methodology which lowered the rate to 74%.

After receiving input from CHSP stakeholders that attended the annual highway safety planning meeting, MDT staff discusses data and problem areas directly with the Governor’s Representative for Highway Safety (GR). This ensures that state traffic safety performance measures are correctly identified in the CHSP and are in harmony with performance measures and objectives identified in the state Highway Safety Plan.

Throughout the year, MDT staff and CHSP champions continue working together to refine performance measures and annual targets. This information is shared with other stakeholders at the annual CHSP meeting and helps guide them in the development of their traffic safety related applications for submission to MDT for review. Once these applications are approved, the information from these documents is integrated in the following year’s Highway Safety Plan (HSP) as countermeasures. These countermeasures are also cross referenced in the CHSP under the appropriate traffic safety emphasis areas.

Youth Risk Behavior Survey

The Office of Public Instruction conducts the Youth Risk Behavior Survey bi-annually. This survey is used to determine the prevalence of health-risk behaviors as self-reported by Montana Youth.

In 2013, vehicle-related data showed an improvement in the percentage of students who never or rarely wore a **seat belt** when driving a car (from 19 percent in 2001 to 11 percent in 2013). However, alarming increases in **distracted driving** practices such as texting, and cell-phone use, have been noted among Montana high school students who drove in the past 30 days.

Percentage of students who . . .	1999	2001	2003	2005	2007	2009	2011	2013
Never or rarely wore a seat belt when riding in a car driven by someone else	23.1	19.8	17.8	13.9	14.2	13.1	11.1	10.1
Never or rarely wore a seat belt when driving a car		18.7	19.5	15.8	14.9	13.9	13.2	11.4
Texted or e-mailed while driving a car during the past 30 days							50.2	55.8
Talked on a cell phone while driving a car during the past 30 days							53.3	61.3

Research Project – Media Evaluation

Following the Labor Day Media campaign, MDT conducted a research project to evaluate the effectiveness of the campaign and other behavior with regard to impaired driving. These surveys were distributed at Motor Vehicle Divisions across the state. Over 400 interviews were conducted by an independent research firm. The interviewers utilized the following questionnaire:

1. *Your Gender:* Male Female 2. *Your Zip Code:* _____
3. *Your age:* Under 21 21-25 26-34 35-39 40-49 50-59
 60 Plus
4. *Your race:* White Black Asian American Indian/Alaska Native Latino
 Other
5. *How long have you been a resident of Montana?*
 Less than a year 1-3 years More than 3 years
6. *About how many miles did you drive last year?*
 Less than 5,000 5,000 to 10,000 10,001 to 15,000 More than 15,000
 Don't drive
7. *Do you think the Montana State/Local Police and Sheriff's departments enforce drunk driving laws:*
 Very strictly Somewhat strictly Not very strictly Rarely
 Not at all
8. *Compared with 3 months ago, are you now driving after drinking alcohol...*
 More often Less often About the same Rarely Never
 Don't drink alcohol Don't drive
9. *If you are drinking or plan to drink, how often do you designate a sober driver?*
 Every time Most of the time Half the time Occasionally Never
 Don't drink/don't drive

19. On a scale of 1 to 5, with 5 being the worst, how bad do you think the problem of drunk driving is in the state of Montana?

- 1 Not a very big problem 2 Somewhat of a problem 3 A moderate problem
4 A significant problem 5 One of our worst problems

20. About how many people do you think die in crashes that were related to drunk driving each year in Montana?

- Less than 25 25-40 50-75 100-125 150-170 200 or more

21. Do you read a newspaper (in print or digital versions)?

- Yes No If yes, which one(s)? _____

22. How many hours a week do you watch television?

- 0-5 6-10 11-15 16-20 20+

23. How many hours a week do you listen to commercial broadcast radio?

- 0-5 6-10 11-15 16-20 20+

24. How many hours a week do you spend on the Internet, including social networks?

- 0-5 6-10 11-15 16-20 20+

Highlights from this survey include:

- Half of all respondents said they had seen, heard or read something about additional drunk driving enforcement in the past 30 days;
- Most recalled “don’t drink and drive”
- 74% of the participants indicated they heard about drunk driving enforcement on TV
- 78% of the participants recognized the message “buzzed driving is drunk driving”
- 45% of the respondents felt that current penalties for alcohol impaired driving were “about right” while 34% felt they were “not strict enough”
- 46% felt that drunk driving was “a significant problem” or “one of our worst problems”

For more information, the Executive Summary of this research project is attached as Exhibit A.

During FFY2015, MDT will be conducting a more comprehensive survey as recommended by the NHTSA-GHSA Working Group. This survey will continue to monitor information about impaired driving, but will add questions related to occupant protection and speeding.

Highway Safety Strategies and Projects

Overview

When determining which strategies and project to implement and fund, MDT considers a number of factors. Some of these include:

- Does the request for funds address an identified highway safety problem and help meet the goals and objectives of the HSP/CHSP?
- Will the countermeasures proposed assist in solving the problem?
- Are the objectives achievable and measurable?
- Is the amount of funding requested reasonable?
- Are proposed expenses allowable within the guidelines set forth in NHTSA's Grant Funding Policy (Grant Management Manual)? Are all activities approved and all costs allowed under 2 CFR Part 225.

All applications are reviewed, scored and ranked by SHTSS staff and management. Based on anticipated funding for the upcoming federal fiscal year, staff will prioritize recommended applications to present to Governor's Representative for Highway Safety.

The remainder of this document outlines all of the applications that Montana Department of Transportation is recommending for funding.

Occupant Protection Program Area

Overview

CHSP Emphasis Area: #1 Seat Belt Use

Strategy #3 – Public Information and Education Materials and Incentive Programs on Occupant Protection

Strategy #5 – Buckle Up Montana (BUMT) Coalitions

Strategy #6 – Child Safety Seat Checkup Clinics and Inspection Stations

Strategy #7 – Seatbelt and Occupant Protection awareness campaigns and law enforcement media messages

Strategy #SB-1 Promote the need for a primary safety belt law and enhance current primary child passenger safety law.

Strategy #SB-2 Target education and enforcement in low belt use locations and population groups

Strategy #SB-3 Provide leadership and expand partnerships at the state, regional and local level to promote increased seatbelt use, including participation of Native Americans, teens, and young adults

CHSP Emphasis Area: #6 Young Driver Crashes

Strategy #8 – Public Information and Education materials on occupant protection

Strategy #YD-1 – Provide education and encourage compliance with Montana’s Seat Belt Laws

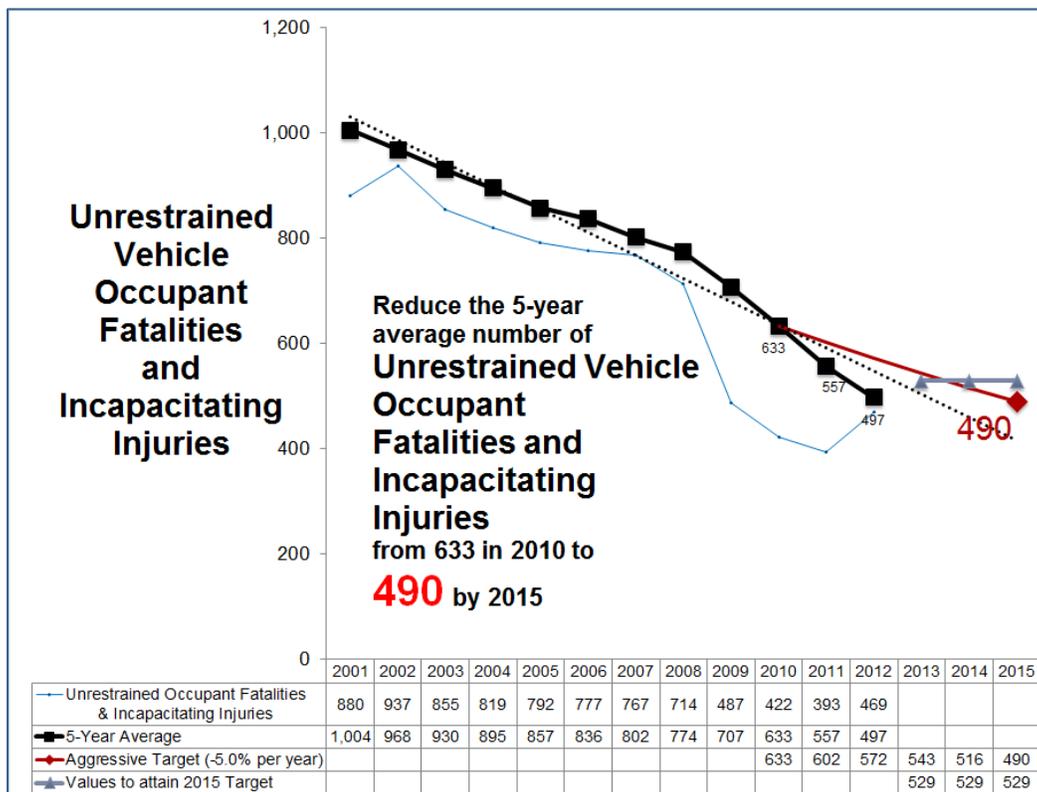
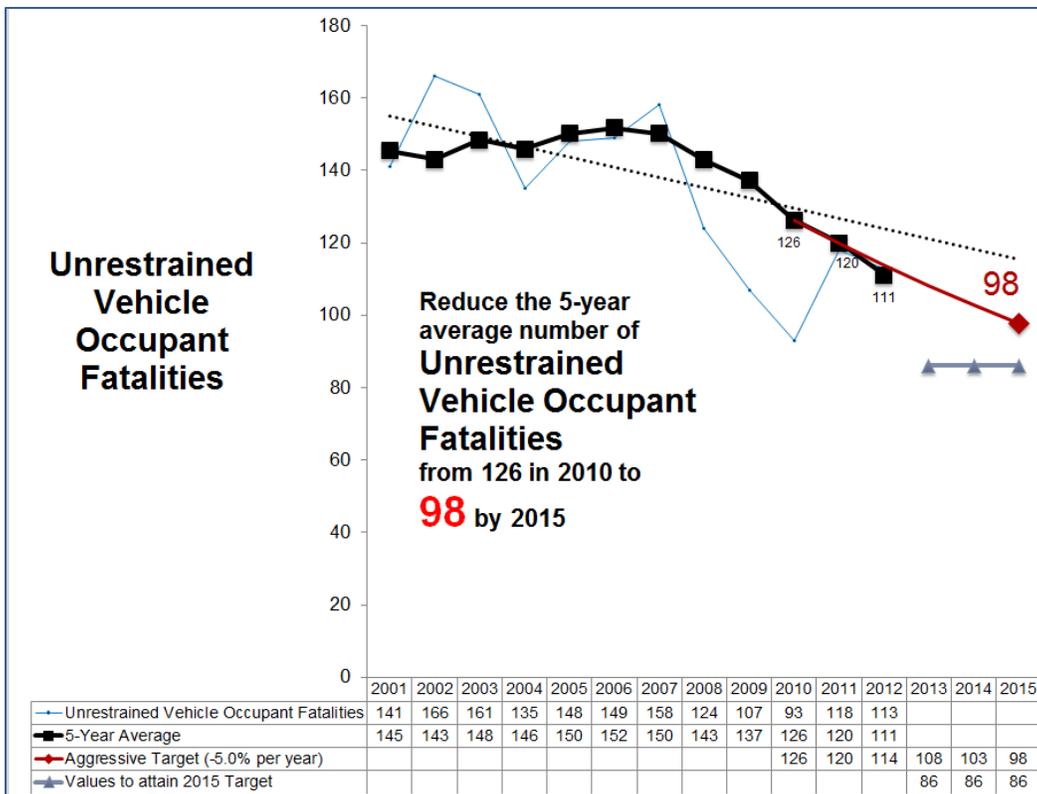
Montana has secondary law enforcement for safety belt use, meaning that there must be another reason for stopping a vehicle other than noncompliance with safety belt laws before a violation can be charged. Although Montana ranks relatively high for overall seat belt usage among states with secondary law enforcement (74 percent in 2013 for all roads), NHTSA documentation shows that most states with a primary enforcement law have higher compliance rates.

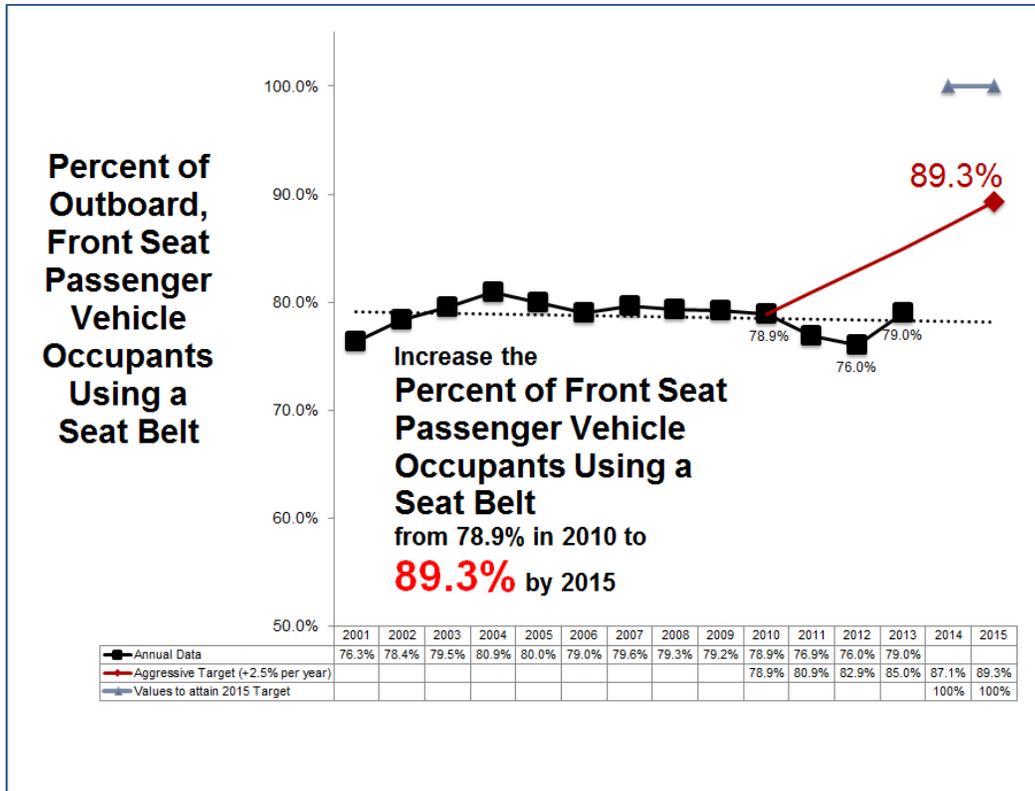
Montana employs three main strategies to increase seatbelt and child restraint usage: foster partnerships with traffic safety advocates, implement high visibility law enforcement programs, and execute a variety of public information and education (PI&E) programs.

Currently the CHSP has three goals for seat belt use:

- Reduce the five-year average number of unrestrained vehicle occupant fatalities from 126 in 2010 to 98 by 2015.
- Reduce the five-year average number of unrestrained vehicle occupant fatalities and incapacitating injuries from 633 in 2010 to 490 by 2015.
- Increase the annual statewide seat belt use for front seat passenger vehicle occupants from 78.9% in 2010 to 89.3% by 2015.

The graphs below represent the history of the accomplishments of each goal and where MDT is currently in relationship to the 2015 goal.





In order to meet these goals, during FFY2015 MDT will need to 1) have only 86 fatalities related to seatbelt use in 2015; 2) continue the trend of reducing unrestrained fatalities and incapacitating injuries, which is on target for meeting the goal; and 3) have 100% seat belt use in 2015. Some of the goals established will be challenging due to their aggressive nature. Looking to the future MDT will revisit with our partners about the importance of setting realistic and attainable goals at the annual meeting.

The National Highway Traffic Safety Administration (NHTSA) has issued new Uniform Criteria for State Observational Surveys of Seat Belt Use. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. Montana modified the methodology for the seat belt survey based on this new rule and is now fully compliant with the Uniform Criteria.

The modifications made during FFY 2013 seat belt survey are shown in the chart below along with the history of seat belt use in Montana.

Year	Seat Belt Usage Rates				All Roads
	Interstate	Primary	City	Other	
2008	92.1%	81.7%	66.6%	70.7%	79.3%
2009	82.9%	83.8%	64.9%	75.6%	79.2%
2010	87.0%	81.2%	64.7%	74.1%	78.9%
2011	84.4%	80.9%	67.7%	68.8%	76.9%
2012	82.8%	80.1%	65.7%	70.5%	76.3%

New Categories as of 2013	Interstate	Primary	Secondary	Other	National Highway System	Urban	All Roads (NHTSA weighted)
2013	82.0%	67.8%	78.0%	61.3%	76.6%	67.6%	74.0%
Chg 1 Yr	-1.0%						-3.0%
Chg 5 Yr Avg	-2.7%						-4.9%
Source: Montana Department of Transportation Observational Study							

Because of the new methodology, MDT is unable to compare previous years to the current year. The methodology was only used for the 2013 survey and it is unclear how that would have impacted previous year’s seatbelt usage rates. However, prior 2013, seatbelt use had continued to drop.

MDT relies on NHTSA’s 2013 *Countermeasures that Work*, Chapter 2 Seat Belts and Child Restraints to ensure projects funded are proven to be effective. All of the Occupant Protection Program projects listed below are proven effective. The countermeasures utilized in the Occupant Protection Program from Chapter 2 include:

- 3.1 Supporting Enforcement (Communications and Outreach)
- 3.1 Strategies for Targeting Low Belt Use Groups (Communications and Outreach)
- 6.1 Strategies for Older Children (Communications and Outreach)
- 6.2 Strategies for Booster Seat Use (Communications and Outreach)
- 7.1 School Programs (Other Strategies)
- 7.2 Child Restraint Distribution Programs (Other Strategies)
- 7.3 Inspection Stations (Other Strategies)

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for *Countermeasures that Work* and the section of the chapter that support the strategy.

In addition to NHTSA’s 2013 *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, Exhibit 8.

Occupant Protection Projects and Strategies

Project Title: **Buckle Up Montana (BUMT)** CMW(3.1) (6.1) (6.2) (7.1) (7.2) (7.3) Budget: \$410,640

Grassroots coalitions will be provided funding to promote seat belt use. These coalitions will implement local public information and education programs that reach various demographics to encourage seat belt use and child passenger safety seat. Funding will be used to provide personnel, PI&E materials, training and travel for each coalition. Currently MDT has 12 BUMT coalitions across the state located in the following counties:



Butte Silver-Bow County
Cascade County
Custer County
Dawson County
Flathead County
Gallatin County
Hill County

Lake County
Mineral County
Missoula County
Pondera, Toole & Teton Counties
Ravalli County
Tri County (Lewis & Clark, Jefferson, Broadwater)

Project Title: Child Car Seats

CMW (6.2) (7.2) (7.3)

Budget: \$25,000

MDT will purchase child passenger safety seats for distribution to low income families. Seats will be shipped directly to local permanent CPS inspection stations and also to CPS technicians in counties that don't have inspection stations. This will increase the chance that children will be properly restrained every trip, every time. Also, it provides an opportunity to educate parents about overall child passenger safety and the importance of every occupant in the vehicle being properly restrained.

This project is in alignment with *NHTSA Countermeasures that Work* section 7.2 Child Restraint Distribution Programs (Other Strategies)

Project Title: CPS Technician & Instructor Development

CMW (7.2) (7.3)

Budget: \$35,000

Child passenger safety certification training will continue to help maintain a pool of CPS technicians and instructors throughout the state. This funding will also include hosting an annual CPS Technician and Instructor Update.

Project Title: Carroll College Buckle Up Campaign

CMW (3.1)

Budget: \$10,000

MDT embarked on a pilot project with Carroll College in Helena. This project is aimed at promoting the benefits of seat belt use. This is done by delivering educational messages during all sporting event through the year. These events include football, basketball, soccer and volleyball games.

Members of each of the athletics teams, their coaches and the athletic director produce brief "buckle up" recordings that are played during the sporting event. In addition, short video clips will be produced to play during televised events and on the Megatron board in the college gym. This is an opportunity to reach an at-risk population and other sports fans in the community.

Project Title: Occupant Protection Assessment

Budget: \$30,000

MDT has requested a NHTSA led assessment of the occupant protection program.

Funding Summary for Occupant Protection Projects

Project Title	Funding Source				
	402	405B	Local Benefit	Local Match	Total Budget
Buckle Up Montana		\$410,640		\$171,696	\$582,336
Child Passenger Safety Seats		\$25,000			\$25,000
CPS Technician & Instructor Development		\$35,000			\$35,000
Carroll College Buckle Up Campaign		\$10,000			\$10,000
OP Assessment	\$30,000		\$12,000		\$30,000
Total	\$30,000	\$480,640	\$12,000	\$171,696	\$682,336

Law Enforcement Traffic Services

Overview

CHSP Emphasis Area: #1 Seat Belt Use

Strategy #13 – Special Traffic Enforcement Programs (STEP) focused in seatbelt enforcement

Strategy #14 – DUI/Seatbelt Checkpoints

Strategy #SB-2 Target education and enforcement in low belt use locations and population groups

CHSP Emphasis Area: #2 Alcohol- and Drug-Impaired Fatal and Incapacitating Injuries

Strategy #47 – Increased law enforcement presence via roving patrols with media coverage

Strategy #48 – Increase law enforcement presence via overtime patrols

Approximately 20,420 citations were written during the 13,825 hours of overtime as a result of the Selective Traffic Enforcement Program in FFY 2013.

Deployment of Resources Based on Analysis

When determining where to provide resources for high visibility enforcement, data is reviewed to establish the at-risk areas and events. In addition, consideration is given to entities that have the capacity to provide extra enforcement.

Montana Highway Patrol is given priority consideration as this agency is able to provide coverage to the entire state. Through the Safety Enforcement Traffic Team (SETT), MHP assists local law enforcement agencies with high visibility enforcement at large events that have proven to result in a higher level of impaired drivers, crashes and fatalities, such as rodeos, fairs, and sporting events.

Areas with higher populations, resulting in more crashes and fatalities, are also given a priority. These areas generally have more events that are known to be alcohol related and well attended.

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

During 2011, MDT began collecting productivity data based on area (urban, rural, frontier), citations issued and hours worked. This will be a factor in determining where additional resources will be provided in subsequent years. Those entities that have shown productivity success rates will be given priority when awarding future resources.

Enforcement Plan

All participants are required to participate in Memorial Day and Labor Day national mobilizations. MDT also requires mobilizations during the holiday season and the 4th of July. In addition, by October 30 of

each year, participating agencies are required to provide a plan for the upcoming year that includes other community events that high visibility enforcement will be provided. A sample of one of those plans as below.

Missoula Police Department Annual Mobilization Plan - Exhibit D

This plan is required in order for the SHTSS to provide your agency with “event specific” media to advertise STEP funded high visibility and/or saturation patrols.

City of Missoula 2013-2014 STEP planned patrols

Please include planned local and state events which STEP funds will be used such as rodeos, festivals, the Fourth of July, New Year’s Eve and St Patrick’s Day.

Please list other anticipated activity such as weekend patrols – no specific dates required

Month	Event	Dates
October	Weekend Patrols Halloween Grizzly home football game	(Example) 10/31 – 11/2 10-26-13
November	Thanksgiving Winter holiday Season Grizzly home football game	11-28-13 to 11-30-13 11-25-13 to 01-01-13 11-16-13
December	Winter holiday Season News Years Special emphasis	11-25-13 To 01-01-13 12-31-13
February	Super Bowl	02-02-13
March	Griz – Cat basketball Mardi Gras Saint Patrick’s Day	03-03-14 03-04-14 03-17-14
May	Cinco de Mayo Memorial Day Mobilization	05-05-14 05-20-14 To 06-02-14
June	Memorial Day Mobilization continued th July 4 Holiday season River Rod Run (car show)	05-20-14 to 06-02-14 06-26-14 to 07-07-14 06-27-14 projected date
July	July 4 th Holiday season continued	06-26-14 to 07-07-14
August	Labor Day Mobilization	08-16-14 to 09-02-14
September	Labor Day Mobilization continued	08-16-14 to 09-02-14

During the year, if other high-risk events emerge, agencies can submit a revision to the STEP plan to include that event.

High Visibility Enforcement Strategies to Support National Mobilizations

MDT supports a number of strategies to promote the two national mobilizations, including media publicity. This coverage includes PSA's, press releases, radio, TV, billboards, social media and other internet based messaging. Community coalitions such as DUI Task Forces and SOAR Coordinators (on reservations) provide additional education regarding impaired driving during mobilizations. These groups increase their educational outreach during this time.

MHP SETT is required to support national mobilizations with additional patrols. The SETT team will support and work with local law enforcement agencies in areas where there has been higher rates of impaired driving during the mobilization, as shown in historical data. Press releases that are specific to MHP enforcement are provided to newspapers.

A key component of STEP is participation in the national Labor Day impaired driving enforcement crackdown. Law enforcement agencies are required to provide high visibility enforcement during the Labor Day mobilization, including outreach to the media, and their efforts are supported at the state level by a media campaign. SHTSS includes before, during, and after news release as part of the media strategy.

To implement the Law Enforcement Traffic Services Program, MDT relies on *NHTSA's 2013 Countermeasures that Work*, Chapter 1 Alcohol and Drugged Driving, and Chapter 2 Seat Belts and Child Restraints to ensure projects funded are proven to be effective. The countermeasures utilized in the Law Enforcement Traffic Services Program include:

Chapter 1: Alcohol and Drugged Driving

2.2 High Visibility Saturation Patrols (Deterrence: Enforcement)

5.2 Mass-Media Campaigns (Prevention, Intervention, Communications and Outreach)

7.1 Enforcement for Drugged Driving (Drugged Driving)

Chapter 2: Seat Belts and Child Restraints

2.1 Short High-Visibility Belt Law Enforcement

2.3 Sustained Enforcement

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for Counter Measures that Work and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 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, Exhibit 8 and, Volume 16: A Guide for Reducing Alcohol-Related Collisions, Exhibit I-2.

Law Enforcement Traffic Services Projects and Strategies

Project Title: **Law Enforcement Liaison Program** *CMW (Ch.1 2.2) (Ch. 2 2.1/2.3)* Budget \$88,000

The Law Enforcement Liaison (LEL) Program is being developed to recruit leaders in the law enforcement community to better organize agencies participating in STEP. Using the 8 existing Montana Highway Patrol Districts, MDT will divide Montana's existing city, county, tribal, and state law enforcement

agencies into 8 regions, each with their own LEL. The goals of this program are to increase productivity of the STEP program, and work to develop a “One Team” approach aimed at increasing seat belt usage and eliminating impaired driving on all of Montana’s roadways.

Project Title: Selective Traffic Enforcement Program (STEP) *CMW (Ch.1 2.2/7.1)* *(Ch. 2 2.1/2.3)* Budget \$618,720

During FFY 2015, MDT will continue funding overtime law enforcement traffic patrols to address impaired driving, occupant protection, speed, and distracted driving. STEP participants are required to participate in the three National mobilizations: Memorial Day Mobilization to increase seatbelt use and Labor Day Mobilization to counter impaired driving and the Holiday Season (Thanksgiving, Christmas, and New Year’s) as well as two local mobilizations of their choice, such as 4th of July, rodeos or pow-wows. STEP participants are required to perform three additional shifts per quarter based on local high-risk events and times. A shift is considered to be a four-hour patrol.

Project Title: MHP Traffic Safety Resources Officer (TSRO) *CMW (Ch.1 7.1)* Budget \$326,706

The MHP TRSO will continue maintaining and improving the quality of Montana’s impaired driving programs and expanding the Drug Recognition Expert (DRE) training. The TSRO will continue to serve as a liaison between the Montana Highway Patrol and local law enforcement officers, tribal governments, prosecutors, judges and the public. This person has the appropriate skills in training, management, coordination and public relations. The TSRO focuses on impaired driving issues and programs (SFST/DRE/MIDAC/ARIDE); prevention of racial profiling; occupant restraint issues; traffic records management and issues related to young drivers. The TSRO works closely with the Traffic Safety Resource Prosecutor and MDT staff.

MDT has increased this program to two officers.

Project Title: Evidenced Based Enforcement Program- MHP Selective Enforcement Traffic Team (SETT) *CMW (Ch.1 2.2/7.1)* *(Ch. 2 2.1/2.3)* Budget \$683,500

Montana Highway Patrol (MHP) started their strategic traffic enforcement team, initially known as Roving Patrols in FFY 2008. The team’s initial focus was to move around the state to known high-crash corridors to show a presence of high visibility enforcement in these areas. The high crash corridors were identified by Montana Department of Transportation staff using historical crash data. These data identified corridors with higher than average numbers of crashes and fatalities caused by impaired driving, non-seatbelt usage, and speeding. The SETT Team constantly evaluates and adjusts the enforcement plan based on updated data as part of the strategy.

In FFY 2014 and 2015, the team is employing a combination of individual home base patrols, and saturation patrols of known high-risk events and time-frames. The contract provides the team with flexibility for the troops to be combined in various permutations given the area and traffic safety focus. For example, troops may be deployed as teams of 2, 3 or 6 depending on the event/need and what level of saturation will be most effective in deterring poor driver behavior; however, the team is planning the majority of its remaining 2014 deployments as a fully staffed six-man team.

Project Title: Law Enforcement Equipment

CMW (Ch.1 2.2/7.1)

Budget \$200,000

MDT intends to fund in-car and body-worn cameras, and speed signs for selected law enforcement agencies. Agencies will be selected using a formula based on participation in high visibility enforcement activities and past performance in the STEP program.

Project Title: 24/7 Coordinator

CMW (Ch.1 2.2/7.1)

Budget \$88,725

The Montana Department of Justice has requested funding to hire a 24/7 state-wide coordinator. The primary objective of this coordinator will be to assist new participating law enforcement agencies to implement the program in their communities. Successful management of program will produce a quantifiable reduction of alcohol/drug related traffic crashes and offenses; serve the taxpayers of Montana by stewardship of time, people and funds; and assist in the treatment of the individual offender, not the symptom.

Funding Summary for Law Enforcement Traffic Services

Project Title	Funding Source						Total Budget
	410	402	405b	405d	Local Benefit	Local Match	
Law Enforcement Liaison Program		\$65,912		\$22,088	\$26,365		\$88,000
Selective Traffic Enforcement Program		\$301,317	\$162,105	\$155,299	\$120,527		\$618,721
MHP Traffic Safety Resources Officers				\$326,706		\$26,800	\$353,506
Selective Enforcement Traffic Team	\$232,865		\$179,077	\$271,559		\$51,700	\$735,201
Law Enforcement Equipment		\$50,000		\$150,000			\$200,000
24/7 Coordinator				\$88,725			\$88,725
Total	\$232,865	\$417,229	\$341,182	\$1,014,377	\$146,892	\$78,500	\$2,084,153

Impaired Driving Program – Prosecution & Adjudication

Overview

Programs for the Impaired Driving Program link to the following sections of the CHSP:

CHSP Emphasis Area: #2 Alcohol- and Drug-Impaired Driving Crashes

Strategy #10 – Traffic Safety Resource Prosecutor

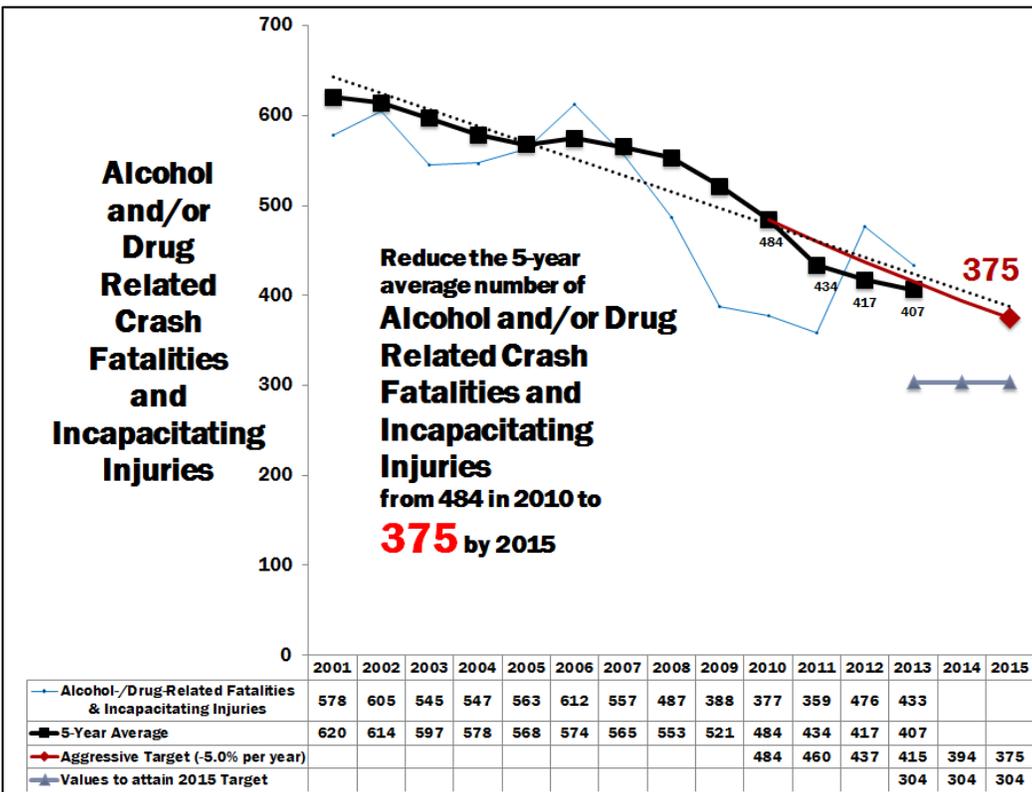
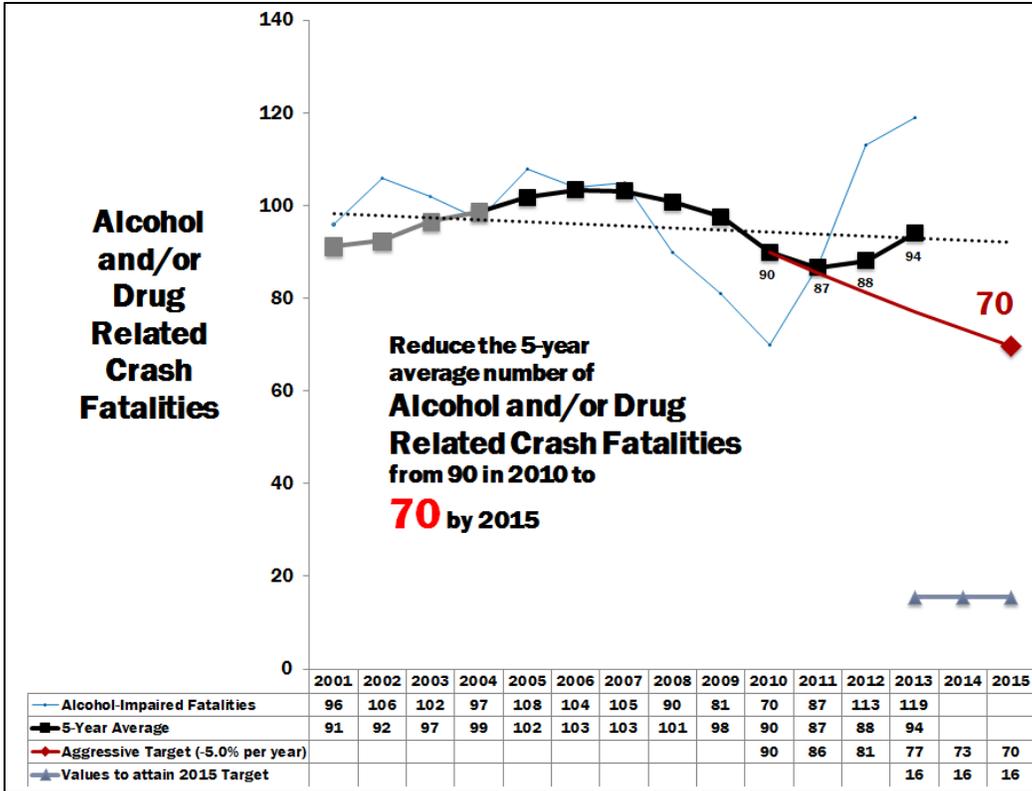
Strategy AL-4: Expand DUI Courts

Montana has one of the highest fatality rates in the nation for number of deaths caused by impaired drivers per vehicle mile traveled. Preliminary numbers from 2013 indicate that 52.2% of all fatalities were the result of impaired driving. This is down slightly from 55.2% during 2012, however, it still high when compared to the rest of the Nation.

Currently the CHSP has two goals for impaired driving:

- Reduce the five-year average number of fatalities in crashes involving an alcohol-impaired driver or motorcycle operator (BAC 0.08+) from 90 in 2010 to 70 by 2015
- Reduce the five-year average number of fatalities and incapacitating injuries in crashes involving a driver or motorcycle operators with a BAC 0.01+ or evidence of alcohol and/or drugs from 484 in 2010 to 375 by 2015

The graphs below represent the history of the accomplishments of each goal and where MDT is currently in relationship to the 2015 goal.



Meeting the established alcohol and/or drug related fatality goal of 70 by 2015 and reducing the crashes to 375 by 2015 will be challenging due to their aggressive nature. MDT will revisit with our partners about the importance of setting realistic and attainable goals at the annual meeting.

When selecting the following projects for impaired driving strategies MDT relied on *NHTSA's 2013 Countermeasures that Work*, specifically, 1.3 Deterrence: Prosecution and Adjudication. DUI courts have proven to be effective for reducing recidivism. In addition, other projects funded support the impaired driving program, specifically, Law Enforcement Traffic Services. For additional information, please refer to that section.

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for *Countermeasures that Work* and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 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, Exhibit I-2.

Impaired Driving (Deterrence) Projects and Strategies

Project Title: Traffic Safety Resource Prosecutor CMW (1.3) Budget \$150,000

MDT will continue the Montana Traffic Safety Resource Prosecutor program. The ultimate objective of a TSRP is to improve traffic safety. The TSRP acts as a liaison between prosecutors, the judiciary, law enforcement, community groups, and other stakeholders. The primary function of the TSRP is to provide training to enhance the consistent identification, arrest, prosecution and sentencing of impaired driving offenses.

Project Title: State Judicial Outreach Liaison CMW (1.3) Budget: \$50,000

In October 2012, MDT was awarded \$50,000 from the National Highway Traffic Safety Administration for a state Judicial Outreach Liaison (JOL). The JOL assists the SHTSS and the judiciary in reducing impaired driving through a variety of strategies. These include communication, outreach, training, and education to promote confidence in the judiciary and enhance judicial skills in adjudication of impaired driving and other traffic safety offenses with the goals of protecting the public, monitoring offenders, and working towards enhanced offender rehabilitation.

Project Title: DUI Courts CMW (1.3) Budget: \$406,187

The DUI court program is designed to change the behavior of hardcore DUI offenders by providing intensive supervision and treatment for willing, eligible impaired driving offenders. Upon choosing to join the program, participants come under the Court's supervision and are required to attend assigned treatment sessions, undergo frequent and random alcohol/drug testing using advanced alcohol testing and monitoring equipment, appear before the judge and DUI court team on a scheduled basis (usually weekly), and commit to seatbelt use. These courts also address driver licensing and insurance when

appropriate, seatbelt and child restraint education, victim notification, and payment of restitution. Participants must meet the requirement of each phase of the DUI court program in order to graduate from the program.

Some of the goals of the program are to reduce recidivism (repeat DUI offenses), treat chemical dependency, hold alcohol/drug dependent offenders accountable for their actions, and provide access to resources and community support to enable participants to acquire the pro-social and other skills necessary for the maintenance of sobriety.

MDT intends to provide funding to four DUI courts located through the state including Yellowstone County DUI Court (13 Judicial); 7th Judicial DUI Court (Sidney, MT); Hill County DUI Court and Butte-Silverbow DUI Court.

Project Title: DUI Court Training

CMW (1.3)

Budget: \$8,000

MDT will send one team to out-of-state training on the DUI court model. They will receive up to \$8,000 for travel costs for eight required participants (judge, DUI court coordinator, prosecutor, defense counsel, expert in research & evaluation, law enforcement, treatment, and probation). The training is 3.5 days long. It covers the 10 guiding principles of the DUI court model and includes an on-site visit to a DUI court academy. Applications are required and the process may be competitive if more than one team applies.

Funding Summary for Impaired Driving Deterrence: Prosecution and Adjudication

Project Title	Funding Source				
	403	410	405d	Local Match	Total Budget
Traffic Safety Resource Prosecutor			\$150,000		\$150,000
Judicial Outreach Liaison	\$50,000				\$50,000
DUI Courts		\$271,910	\$134,277	\$296,652	\$702,839
DUI Court Training			\$8,000		\$8,000
Total	\$50,000	\$271,910	\$292,277	\$296,652	\$910,839

At-Risk Groups/Native American Highway Traffic Safety Program

Overview

CHSP Emphasis Area: #2 Reduce Statewide Alcohol-and Drug-Impaired Fatal and Incapacitating Injury Crashes

Strategy #16 - Safe On All Roads Program (SOAR)

CHSP Emphasis Area: #3 Native American Crashes

Strategy #1 – Safe On All Roads Program (SOAR)

Strategy #5 – Child Safety Seat Program

Strategy NA-2 Tribal Safety Plans for Each Reservation (assist in development)

Strategy NA-3 – Coordinate/Conduct Tribal Safety Summit

Strategy NA-4 – Increase seat belt use and reduce impaired driving

Native Americans make up 6.4% of Montana’s population, yet in 2013 accounted for approximately 12% of all motor vehicle fatalities. While this is a decrease from 20% in 2012, the numbers still show that Native Americans are over-represented in traffic fatalities in Montana.

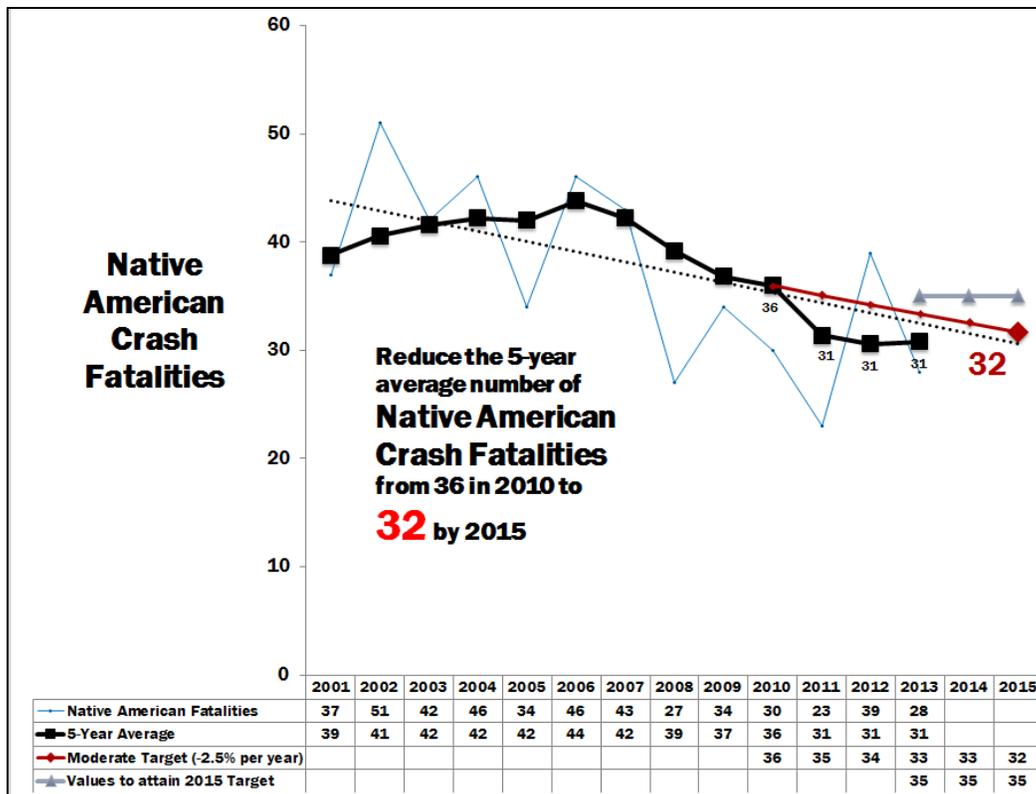


During 2012, 82.50% of Native American motor vehicle fatalities were alcohol and/or drug related while 55.2% of all non-native fatalities were related to alcohol and/or drugs. In addition, 2012 statistic show that 82.5% all of fatalities were also unbelted.

Currently the CHSP has the following goal for Native American Fatalities:

- Reduce the five-year average number of Native American Fatalities from 36 in 2010 to 32 by 2015.

The graph below represents the history of the accomplishments of each goal and where MDT is currently in relationship to the 2015 goal.



According to the data, MDT is on target to reach the five-year goal for Native American Fatalities. Although this represents success, the fatality rate for this population remains disproportionate when compared with the non-Native population.

MDT relies on *NHTSA's 2013 Countermeasures that Work* to ensure projects funded are proven to be effective. The countermeasures utilized in the Native American Program include:

Chapter 1 – Alcohol Impaired and Drugged Driving

- 2.1 High Visibility Sobriety Checkpoint
- 2.2 High Visibility Saturation Patrols (Deterrence: Enforcement)
- 5.2 Mass Media Campaigns
- 7.1 Enforcement of Drugged Driving

Chapter 2 – Seat Belts and Child Restraints

- 1.2 Local Primary Enforcement Belt Use Laws
- 2.1 Short High-Visibility Belt Law Enforcement
- 3.1 Strategies for Low Belt Use Groups (Communications and Outreach)
- 7.1 School Programs

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for *Countermeasures that Work* and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 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, Exhibit 8 and, Volume 16: A Guide for Reducing Alcohol-Related Collisions, Exhibit I-2. Although the State of Montana does not allow for sobriety checkpoints, all of the reservations in Montana allow their use. Tribal law enforcement provides checkpoints at a variety of times and during high-risk event in their communities.

Montana also does not have a primary seat belt law; however, three of the seven reservations do have primary laws.

SOAR coordinators partner with law enforcement during the high-visibility patrols, providing education and outreach, and incentives to those buckled up appropriately.

Native American Program Projects and Strategies

Project Title: Safe On All Roads *CMW (Ch.1 5.5) (Ch. 2 3.1, 7.1)* Budget \$280,000

MDT proposes to fund these grassroots efforts to provide education and outreach in tribal communities. The SOAR Coordinators partner with law enforcement, tribal health departments, injury prevention, and other entities including to ensure a consistent message is being delivered. The goal of this program is to provide messaging that is culturally relevant and resonates with the target audience. Seven of Montana's eight recognized Tribes participate in the program.

Project Title: Tribal STEP *CMW (Ch. 1 2.1, 2.1, 7.1) (Ch. 2 1.2, 2.1)* Budget: \$65,000

Tribal law enforcement agencies will continue to be funded to participate in year-round sustained enforcement overtime activities. They will also participate in the two national mobilizations, Memorial Day and Labor Day. Other activities are determined by the local agencies and generally include big events such as pow-wows, rodeos, etc.

Their focus will be impaired driving, occupant protection, speed and distracted driving. Three of the seven reservations have primary seat belt laws in place. Also, checkpoints are allowable on all reservations and agencies have participated in conducting these.

Project Title: Northern Tribes DUI Task Force *CMW (Ch.1 5.5) (Ch. 2 3.1, 7.1)* Budget: \$5,000

Law enforcement from the Fort Belknap reservation has proposed to develop a Northern Tribes DUI/Drug Task Force. This task force would include law enforcement and other stakeholders on the Blackfeet, Fort Belknap, Rocky Boy and Fort Peck Reservations. With the increased traffic on the highline due to the Bakken oil production, many trucks are driving through all of these reservations as the pass through Montana. This will be an excellent opportunity for these tribes to partner and collaborate to reduce impaired and/or drug related traffic crashes.

Funding Summary for Native American Programs

Project Title	402	405b	405d	Local Benefit	Local Match	Total Budget
Safe On All Roads (SOAR)		\$140,000	\$140,000		\$36,600	\$316,600
Tribal STEP	\$31,655	\$17,030	\$16,315	\$12,662		\$65,000
Northern Tribes DUI Task Force			\$5,000			\$5,000
Total	\$31,655	\$157,030	\$161,315	\$12,662	\$36,600	\$386,600

Motorcycles

Overview

CHSP Emphasis Area: #11 Motorcycle Crashes

Strategy #3 – Promote Montana Motorcycle Rider Safety (MMRS) training courses to improve riders’ skills

Strategy #4 – “Share the Road” program

Strategy #8 – Encourage participation in Montana Motorcycle Rider Safety (MMRS) training

Strategy MC-1 Develop and Distribute Educational Information and Training to Young, New, and Returning Riders

Motorcycle involvement in crashes is becoming a national priority. Motorcycle traffic crashes are up and affecting older riders more than any other group. The age of riders and fatalities has been increasing during the past two decades. In the past, most fatalities came from the ages of 18 to 34. Now, most motorcycle related fatalities are occurring among the 35 to 64 year old group.

During 2013, Montana had 34 motorcycle fatalities. This was up from 30 in 2012. In addition, there were 193 fatalities and incapacitating injuries in 2013, up from 158 in 2012. These increases show a need to continue to concentrate in this area.

MDT supports the Montana Motorcycle Riders Safety (MMRS) Training program. This support comes in the form of educational campaigns to promote public awareness through public service announcements, billboards and other outreach programs.

In addition, equipment purchases are made in support of this program. During 2013, the MMRS program has 1,236 graduates. The history of the number of graduates is shown in the chart below.

Course	Site	P-2009	P-2010	P-2011	P-2012	P-2013
Basic 1	BIL	245	216	200	215	222
Basic 1	BOZ	108	101	103	129	129
Basic 1	GLN	0.00	33	17	24	29
Basic 1	GTF	338	0.00	0.00	0.00	0.00
Basic 1	GTF1	0.00	160	147	115	102
Basic 1	GTF2	0.00	147	153	0.00	0.00
Basic 1	HAV	37	19	21	14	8
Basic 1	HLN	158	137	148	164	157
Basic 1	KAL	184	105	113	130	121
Basic 1	MAFB1	0.00	0.00	0.00	146	155
Basic 1	MSL	210	174	168	162	176
Total		1,280	1,092	1,070	1,099	1,099
Basic 2	BIL	17	21	4	19	23

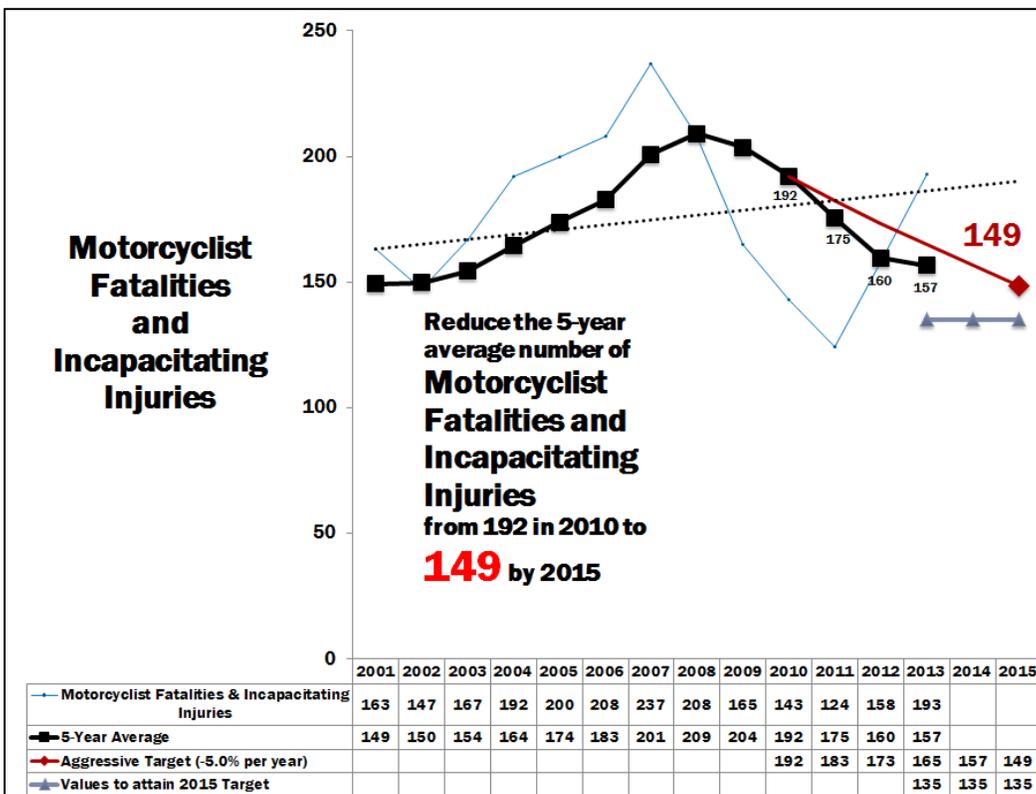
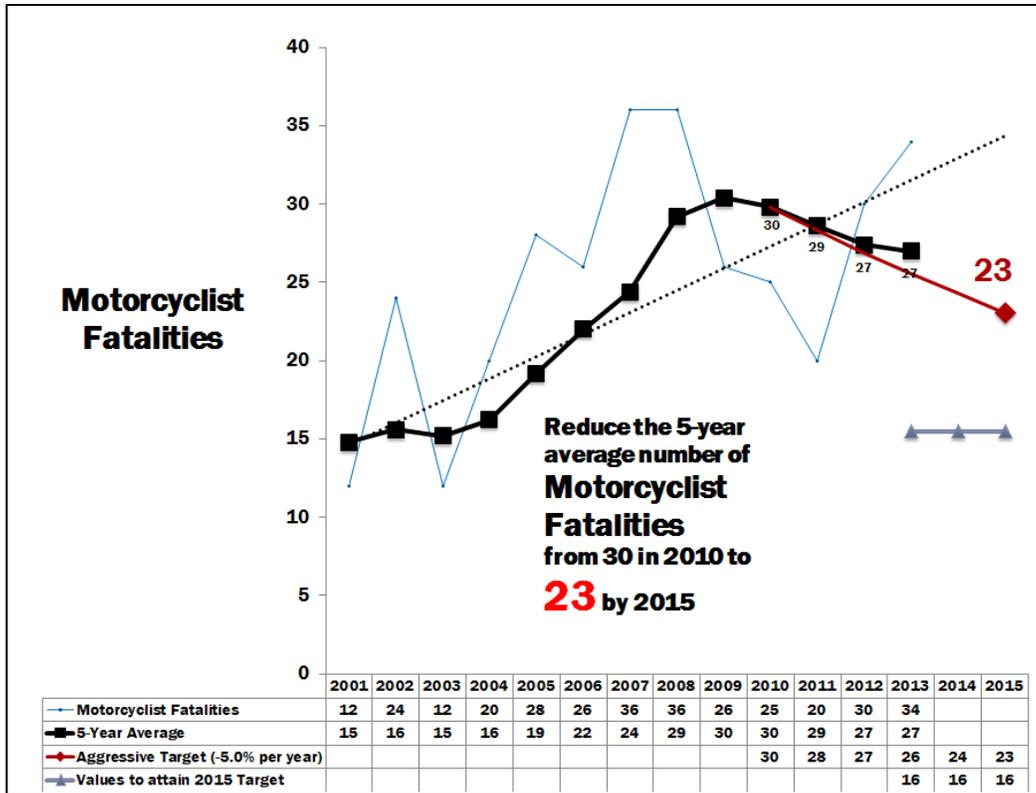
Course	Site	P-2009	P-2010	P-2011	P-2012	P-2013
Basic 2	BOZ	8	6	0.00	0.00	0.00
Basic 2	GTF Expo	0.00	0.00	11	5	6
Basic 2	HLN	10	10	6	10	8
Basic 2	KAL	11	0.00	13	0.00	8
Basic 2	MAFB3	19	0.00	11	7	27
Basic 2	MSL	9	3	6	1	5
Total		74	40	51	42	77
Advanced	BIL	0.00	3	21	0.00	14
Advanced	GTF	15	0.00	0.00	0.00	0.00
Advanced	GTF1	0.00	0.00	0.00	8	0.00
Advanced	GTF3	0.00	10	81	0.00	0.00
Advanced	HLN	0.00	33	26	30	19
Advanced	MAFB2	0.00	0.00	0.00	34	27
Total		15	46	128	72	60
Grand Total		1,369	1,178	1,249	1,213	1,236

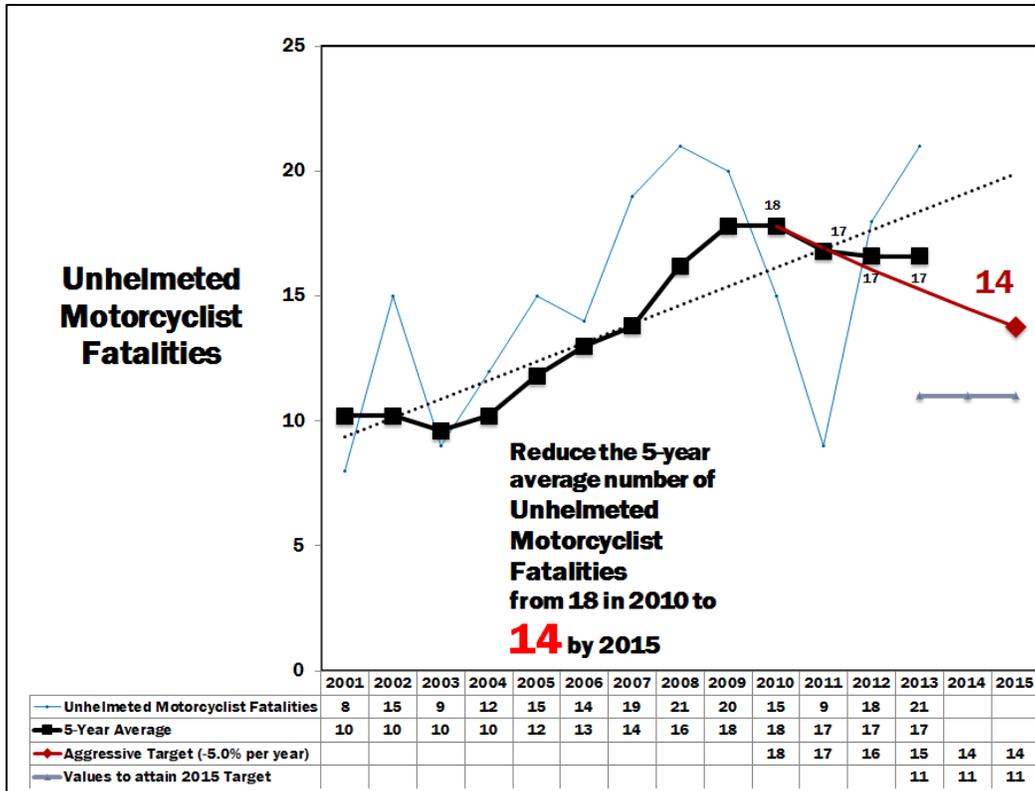
The number of students attending and graduating the course has remained steady over the last several years.

Currently the CHSP has the following goal for Motorcycle Crashes and Fatalities:

- Reduce the five-year average number of motorcyclist fatalities from 30 in 2010 to 23 by 2015
- Reduce the five-year average number of motorcyclist fatalities and incapacitating injuries from 192 in 2010 to 149 by 2015
- Reduce the five-year average number of fatalities for motorcyclists not wearing helmets from 18 in 2010 to 14 by 2015

The graphs below represent the history of the accomplishments of each goal and where MDT is currently in relationship to the 2015 goal.





According to the data and based on current trends, MDT is not going to achieve the 2015 goal set in 2010 in any of the motorcycle areas. As shown in the charts, the trend line is increasing, versus decreasing. These goals will be reviewed again during the Annual CHSP Meeting in October 2014. In addition, MDT will look at other countermeasures and strategies that may assist in reducing motorcycle fatalities and incapacitating injuries.

MDT relies on *NHTSA's 2013 Countermeasures that Work* to ensure projects funded are proven to be effective. The countermeasures utilized in the Motorcycle Program from Chapter 5 include:

- 3.2 Motorcycle Rider Training
- 4.3 Other Driver Awareness of Motorcycles

The specific countermeasures for a particular project are listed by the project name with the acronym CMW for Counter Measures that Work and the section of the chapter that support the strategy.

In addition to *NHTSA's 2013 Countermeasures that Work*, MDT utilizes NCHRP 500, Guidance for Implementation of the AASHTO Strategic Highway Safety Plan, Volume 22: A Guide for Addressing Collisions Involving Motorcycles.

Motorcycle Program Projects and Strategies

Project Title: Motorcycle Education Campaign

CMW (4.3)

Budget: \$10,820

MDT currently contracts with a media company to promote motorcycle safety through a variety of media venues. During FFY 2014, MDT utilized print, radio, billboard and public services announcements. Recently a MMRS Facebook page was created, therefore during 2015 Facebook will also be used for outreach on motorcycle safety.

Project Title: Replacement of Motorcycles

CMW (3.2)

Budget: \$24,000

The Montana Motorcycle Rider Safety (MMRS) training program provides classroom and hands-on training on how to ride a motorcycle more safely. The goal of MMRS is to lower the crash and fatality rate of Montana’s motorcycle riders. Safety training for motorcyclist is voluntary in Montana, so ways of enticing riders, both potential and experienced, to take classes is critical. Having newer bikes, which may be what a student will purchase, is a component of getting riders into classes and providing some familiarity with more modern motorcycles.

MMRS has an aging fleet of training motorcycles, with 61% of the cycles over 6 years old, and 25% over 10 years old. Even with a strong maintenance program, these are training bikes which see more-than-average wear and tear. This project proposes to replace the oldest motorcycles within the training fleet. Generally the cost to replace each motorcycle is less than \$5,000 each, so NHTSA prior approval has not been necessary in the past. If the cost of any single motorcycle should exceed \$5,000, MDT will seek approval from NHTSA in advance of the purchase.

Funding Summary for Motorcycle Programs

Project Title	Funding Source	
	405f	Total Budget
Motorcycle Education Campaign	\$10,820	\$10,820
Replacement Motorcycles	\$24,000	\$24,000
Indirect Costs	\$3,179	\$3,179
Total	\$34,820	\$37,999

Emergency Medical Services

Overview

CHSP Emphasis Area: #9 Emergency Medical Services Delivery

Strategy #4 – Ensure qualified, knowledgeable, and skilled emergency medical services personnel are available in sufficient number throughout the State.

Strategy #9 – Improve EMS Education System – Sufficient, quality education for EMS Personnel

Although Emergency Medical Services (EMS) does not affect the number of crashes, it does play a critical role in the outcome. EMS providers face particularly challenging conditions within Montana due to the size of the coverage areas, distances from dispatching and treatment facilities, and severe weather conditions during winter months. In addition to these issues, the system is experiencing a shrinking number of volunteers and problems specific to rural areas such as lack of training opportunities and inadequate communications systems.

During an audit of EMS in 2008 (most current data), the auditors found the average total incident time in urban areas was 32:05 minutes, while in rural areas it was 57:38 minutes.

Currently the CHSP has the following goals for EMS:

- 100% of ambulance services providing NEMSIS data to DPHHS
- Annual progress on minimizing percentage of NEMSIS data elements reported with “Unk” or “Not Available”

Other strategies included in the CHSP for EMP include:

- Provide for a comprehensive data collection and information system to enable system evaluation and performance improvement.
- Conduct a preventable mortality study: look at delayed discovery and all levels of care from start to end with a focus on smaller hospitals.
- Conduct an Advanced Automatic Crash Notification (AACN) project: early, complete and accurate crash information as soon as a crash occurs will help in better crash response, including potential shortened response times, adequate staff and equipment, and better outcomes.
- Review and assess national EMS research strategies and studies for application and adoption in Montana

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*.

EMS Projects and Strategies

Project Title: Trauma Education for Rural EMS Providers

Budget: \$36,033

Through a contract with the Montana Department of Health and Human Services (DPHHS), MDT funds Pre-Hospital Trauma Life Support (PHTLS) training. This is considered the global standard in pre-hospital

trauma care, developed in cooperation with the American College of Surgeons to promote critical thinking in addressing multi-system trauma and provide the latest evidence-based treatment practices. The goal is to enhance patient outcomes following motor vehicle crashes by providing the training to rural EMS providers.

Funding Summary for EMS Programs

Project Title	Funding Source			Total Budget
	402	Local Benefit	Local Match	
Trauma Education for Rural EMS Providers	\$36,033	\$14,413	\$5,000	\$41,033
Total	\$36,033	\$14,413	\$5,000	\$41,033

Teen Peer-To-Peer Traffic Safety Education Program

Overview

CHSP Emphasis Area: #6 Young Driver Crashes

Strategy YD-2 Provide Education and Encourage Compliance with Montana's Seat Belt Laws

Strategy YD-2 Affordable/Accessible Drivers Education for All Schools

Strategy YD-4 Address Distracted Driving

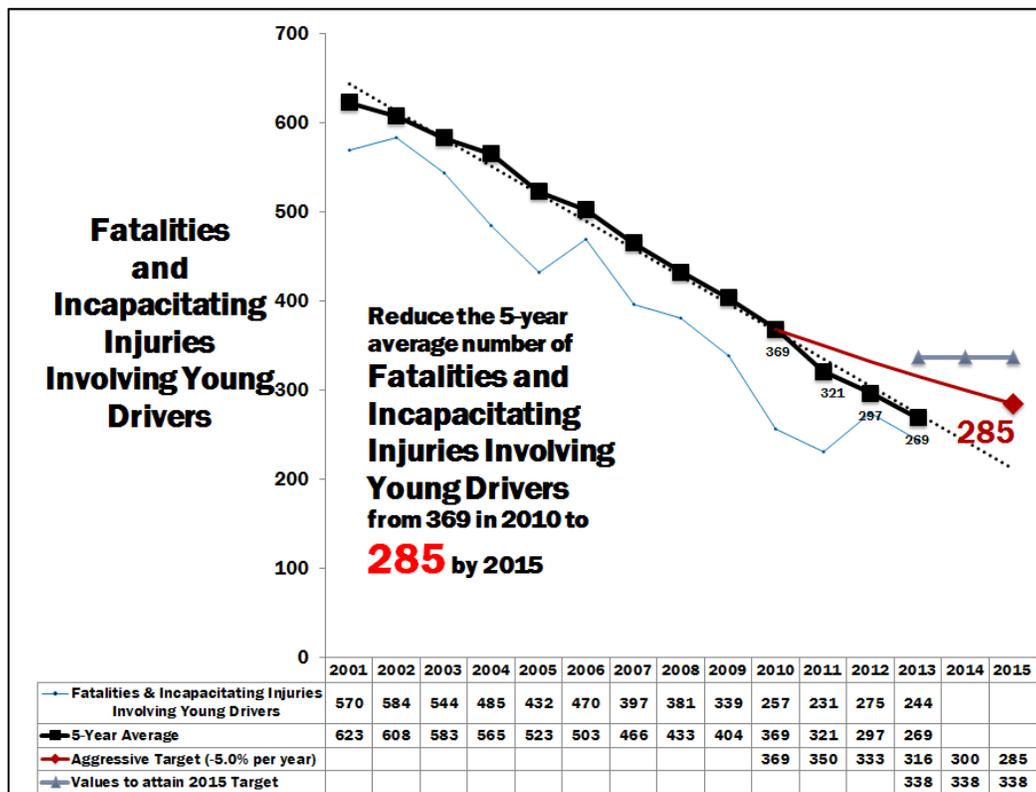
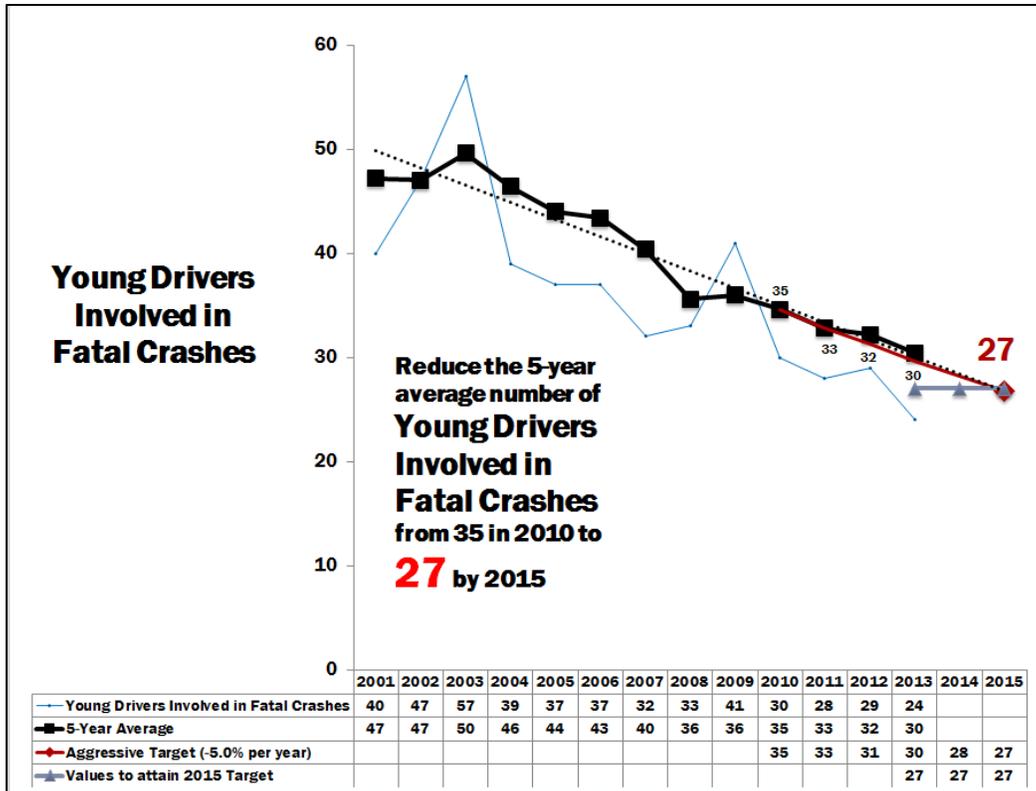
During 2013, 19% of all Montana's fatal and injury crashes involved a young driver (20 years of age or less). Graduated Drivers Licensing requirements for new drivers went into effect July 1, 2006, which requires seatbelt use, limits the hours of unsupervised driving, and restricts the number and age of non-family passengers. Although these changes are significant for Montana, they are not at the standards set by NHTSA.

Through the Montana's Highway Traffic Safety Office, the Office of Public Instruction (OPI) updated the Driver's Education Curriculum last year and implemented the update in FFY2014. The new curriculum incorporates the emerging new research on brain development, scanning for hazards, attention maintenance, risk assessment, and decision making, and provides teachers the tools they need to meet these challenges. The "alcohol and other drugs" module includes updated research and resources on the effects of alcohol and drugs on the brain, body and the driving task, alcohol involved crashes, refusal skills and Montana's Minor in Possession laws. The DUI consequences related to alcohol, prescription drugs and marijuana use were included along with the 2013 statute [§ 61-8-411](#), MCA which sets the 5ng/ml standard for delta-9-tetrahydrocannabinol.

Currently the CHSP has the following goals for Young Drivers:

- Reduce the five-year average number of fatalities and incapacitating injuries resulting from crashes involving young drivers from 369 in 2010 to 285 by 2015
- Reduce the five-year average number of young drivers involved in fatal crashes from 35 in 2010 to 27 by 2015

The graphs below represent the progress that has been made in the young driver area.



As shown, both of the goals should be attained. During 2013 there were 24 young driver fatalities with a 2015 goal of 27, and there were 244 fatal and incapacitating injuries with a 2015 goal of 285.

Although NHTSA’s Countermeasure that Work does not specifically address peer-to-peer programs, there is other national research indicating that these programs are effective.

Teen Traffic Safety Projects and Strategies

Project Title: Teen Traffic Safety Program

Budget: \$50,000

Using the findings from MDT’s recently conducted peer-to-peer research project, MDT will partner with the Montana Behavioral Initiative (MBI) through the Office of Public Instruction, to implement a peer-to-peer teen traffic safety program. The MBI mission is to assist educators, parents, and other community members in developing the attitudes, skills, and systems necessary to ensure that each student, regardless of ability or disability, leaves public education and enters the community with social and academic competence. MBI’s website can be viewed at <http://opi.mt.gov/Programs/SchoolPrograms/MBI/index.html>.

MBI will actively recruit and involve students in an annual MBI Youth Days. High school students are brought together for a two-day regional conference to develop leadership skills and create MBI action plans for their school, on the topic of their choice. Student groups that choose to promote highway safety exclusively will be provided funding for their project.

Project Title: Youth Risk Behavior Survey

Budget: \$5,000

The Montana Youth Risk Behavior Survey (YRBS) assists educators and health professionals in determining the prevalence of health-risk behaviors as self-reported by Montana youth. In 1988, the Centers for Disease Control and Prevention (CDC) initiated a process to identify the leading causes of mortality, morbidity and social problems among youth. MDT utilizes this survey to assess teen traffic safety issues.

Funding Summary for Teen Peer-to-Peer Programs

Project Title	Funding Source		
	402	Local Benefit	Total Budget
Teen Peer-to-Peer Program	\$50,000	\$20,000	\$50,000
Youth Risk Behavior Survey	\$5,000		\$5,000
Total	\$55,000	\$20,000	\$55,000

Traffic Records Management

Traffic Records information assists law enforcement, the judicial system, safety professionals, injury prevention specialists, and interested supporters of safety by providing safety related data. Some of these databases include crash data, traffic citations and convictions, drivers' records, vehicle registrations, road log information, injury prevention, health, trauma and hospital data.

The Montana State Highway Traffic Safety Section (SHTSS) requested a Traffic Records Program Assessment from the NHTSA Region 10 Administrator in 2013. The assessment began March 17, 2014 with a kick-off meeting. Over a three-month period, the assessment consisted of a multi-part process of the state submitting responses and data to standardized assessment questions in the SNHTSA State Traffic Records Assessment Program (STRAP) system, analysis of those responses by assessors, the state responding to additional clarifying questions, the assessors adjusting ratings based on state responses, the state responses to final ratings. The final report was delivered on June 13, 2014 with a webinar report out provided by NHTSA on June 17, 2014.

The recommendations to the following areas will be addressed in the State 405c application for FFY2015 funding:

Crash Recommendations

- Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle Recommendations

- Improve the interfaces with the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

Driver Recommendations

- Improve the data quality control program for the Driver data system that reflect best practices identified in the Traffic Records Program Assessment Advisory

Roadway Recommendations

- Improve the data dictionary for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Roadway data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Roadway data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Citation/Adjudication Recommendations

- Improve the data dictionary for the Citation and Adjudication data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

- Improve the interfaces with the Citation and Adjudication data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Citation and Adjudication data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

EMS/ Injury Surveillance Recommendations

- Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Injury Surveillance system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Data Use and Integration Recommendations

- Improve the traffic records systems capacity to integrate data that reflect best practices identified in the Traffic Records Program Assessment Advisory

Records Management Projects and Strategies

Project Title: MHP CTS Data Project Manager

Budget: \$160,000

This program involves funding one Montana Highway Patrol (MHP) FTE to provide training and coordinating efforts with local law enforcement to use the Web-Based Crash Reporting system. This will ensure crash data across the state is collected in a uniform manner and with timely submission to the central database. *This project supports the Web-Based Crash Reporting project listed in the Traffic Records Strategic Plan Annual Element 2011 which has a high priority.*

Project Title: Data Gap Analysis

Budget: \$200,000

An independent contractor will investigate and report on the resources and deficiencies of Montana State Agencies responsible for traffic records data collection, data storage and data dissemination. This research will inform the Traffic Records Coordinating Committee’s continuing efforts to improve and coordinate traffic data collection and dissemination on the progress.

Project Title: Safety Information Management System (SIMS)

Budget: \$40,000

The Montana Department of Transportation (MDT) and the Montana Highway Patrol (MHP) want to begin to take advantage of the analysis and data handling capacity of the Safety Information Management System (SIMS) by adding MHP roadway citation data to SIMS. This dataset was not available for inclusion in the original SIMS RFP.

Project Title: DPHHS Web-Based Trauma Registry

Reporting Only

The Montana Department of Public Health and Human Services, EMS & Trauma Systems Section (EMSTS), is developing a Health Information and Resource Management System (HIRMS) which represents a secure, web-based software solution for collecting patient care information. HIRMS improves decision-making through the timely delivery of accurate and uniform data to the appropriate entities.

This project continues to lay the foundation for sharing enhanced EMS data, specifically for the smaller hospitals in the state. These hospitals collect and submit trauma data manually to the EMSTS, this data is then hand-entered into the state Trauma Registry by EMSTS staff. This project will create a web-based version of the Trauma Registry that would facilitate local entry of trauma data by hospitals. Additionally, a reports dashboard will enable the hospitals to query their own data. The information will provide more detail in responses to data requests from other state agencies, health care systems and entities, legislators, insurance companies, and private citizens.

Project Title: DPHHS OPHI-PRC Tablet Data Collection

Reporting Only

Associated with the Health Information and Resource Management System (HIRMS) is the Online Pre-Hospital Information—Patient Care Record (OPHI-PRC) which collects patient care information from EMS calls. This project will enable field collection of OPHI-PRC data on a tablet in real time. Currently the information is collected on paper then entered into the computer at a later time. The goal of the project is to enable real-time collection of data, eliminating duplication of data collection and increasing accuracy and completeness of information collected.

Project Title: Safety Information Management System

Reporting Only

In 2008, the Montana Highway Patrol (MHP) implemented a new, MMUCC-compliant system. The current Safety Management System is not capable of accepting the full set of data elements provided by the MHP, resulting in multiple entries and conversion of the MMUCC compliant data causing data quality issues. Overall, the system is not meeting customer needs.

The new Safety Information Management System (SIMS) will provide a more complete traffic records analysis system. SIMS will improve MDT's capabilities to analyze crash data, perform system-wide analyses, and will ultimately allow for linkage/integration with multiple data sources (crash, roadway information, citation/adjudication, EMS). SIMS will help MDT reach its goal of reducing the number and severity of highway crashes in Montana by securing a more robust set of crash data, with improved data accuracy, particularly with identifying crash locations and high-incident roadways through the use of GPS.

This project will also address several recommendations made in the NHTSA Traffic Records Assessment conducted in 2009. Those recommendations that are met wholly or partially by this project are in strategic planning, data integration, data analysis and uses and incorporating uniform data standards.

Project Title: Fatality Analysis Reporting System (FARS) Support

Budget: \$12,000

Funding for FARS has been reduced for Montana during the last several years. MDT has committed a full-time staff person to manage the FARS system. MDT intends to continue this effort and will utilize these funds to offset the FARS funding reduction.

Funding Summary for Traffic Records Management Programs

Project Title	Funding Source	
	408	Total Budget
MHP CTS Data Project Manager	\$160,000	\$160,000
Data Gap Analysis	\$200,000	\$200,000
Safety Information Management System (SIMS)	\$40,000	\$40,000
FARS Support	\$12,000	\$12,000
Total	\$412,000	\$412,000

CHSP Emphasis Area: #1 Seat Belt Use

Strategy-2 Targeted Education and Enforcement in Low Belt Use Locations and Population Groups

Strategy #7 –Seatbelt and Occupant Protection awareness campaigns and law enforcement media messages.

CHSP Emphasis Area: #2 Alcohol- and Drug-Impaired Driving Crashes

Strategy #6 –Public information and education materials on alcohol and impaired driving.

Strategy #23 – Media Campaigns

CHSP Emphasis Area: #3 Native American Crashes

Strategy #1 –Safe On All Roads Program.

NA-4 - Increase seat belt use and reduce impaired driving by raising awareness

CHSP Emphasis Area: #4 Single Vehicle Run-off-the-road crashes

Strategy #1 –Year-round media plan – impaired driving, seat belt and speeding campaigns.

ROR-2 - Explore educational opportunities regarding Road Departure Crashes in Montana

CHSP Emphasis Area: #6 Young Driver Crashes

Strategy #7 –Distracted drivers campaign

Strategy #8 –Public Information and education materials on occupant protection

Strategy #10 – Seatbelt and occupant protection awareness campaigns and law enforcement media messages

Strategy #28 – Law enforcement related impaired driving media messages

YD-1 - Provide Education and Encourage Compliance with Montana’s Seat Belt Laws

CHSP Emphasis Area: #11 Motorcycle Crashes

Strategy #4 – “Share the Road” Program

Strategy #5 –Broad Based Media Campaign.

MC-1 Develop and Distribute Educational Information and Training to Young, New and Returning riders

CHSP Emphasis Area: #12 Reduce Older Driver Fatal and Incapacitating Injury Crashes

OD-1 – Promote Safe driving practices for older drivers

Project description

This project includes development and distribution of public information and education materials on seatbelt usage, child safety seats, impaired driving prevention, motorcycle safety, distracted driving, 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 before, during, and

after enforcement overtime activities. Certain campaigns will coincide with May and Labor Day National Mobilizations.

MDT’s website also provides examples of Montana’s traffic safety related media at www.mdt.mt.gov/safety/. FFY 2014 media campaigns are featured at www.plan2live.mt.gov. During FFY 2010, MDT issued a competitive request for proposal for media services. Two contractors knowledgeable of Montana’s media markets and able to do analysis to determine the optimum media channels for reaching specific target audiences on traffic safety will continue providing media support to MDT in FFY 2015.

During FFY2014 and continuing into FFY2015, MDT is launching a new media campaign entitled “Vision Zero”. This is a multipronged initiative with the ultimate goal of eliminating deaths and injuries on Montana Highways. Prior to launching this campaign, the contractor enlisted input from a focus group.

This focus group consisted of 70 Montana men and women between the ages of 18 and 34, with a core of the group being ages 18 to 22. This team was collected from around the state through the Montana university system and with the assistance of private business partners. Women were included as they influence male behavior.

Four areas were considered to inform the direction of the media message; belief; impact; stopping power and media habits. The outcome of the group was:

- People are motivated making the decision to not make others suffer (if something were to happen to them)
- Planning for a sober ride as a way to avoid consequences was impactful (consequences being shattering lives of family and friends)
- Graphic images of consequences was more compelling then softer images
- Media placement should include Facebook, cable television, billboards, gas stations, radio, Pandora

MDT will be using the results of this focus group for strategic media placement promoting the “Vision Zero” message.

With television and radio buys, media buyers are required by contract with MDT to obtain no charge bonus media of equal or greater value than purchased media. Paid media will be evaluated based upon gross rating points (GRPs), reach and frequency obtained in FFY 2014 and FFY 2015.

Program	Month	Media Channel(s)	Remarks
Vision Zero	FFY 2014 FFY 2015	Radio/Television/Newspapers/ social media/ Public Events	Contracted Media Company
Sustained enforcement. Includes Impaired Driving & Seatbelts.	Oct 2014- Sept 2015	Radio / Television / News releases /Social media	Contracted media company.

Program	Month	Media Channel(s)	Remarks
National Teen Driver Safety Week	October 19 – 25, 2014	News releases	Supported in-house
Holiday Season: <ul style="list-style-type: none"> • Thanksgiving • Christmas • New Years 	November 25, 2013 January 1, 2014	News releases / Radio / Internet / Press Event / Billboards	Media Contractor
ST Patrick's Day	March 17, 2015	News release	MDT
Seatbelt May Mobilization. Includes Impaired Driving message.	May 11 – 25, 2015	Radio/ Television/ Internet/News releases / Press event	Media Contractor
4 th of July	June 26 – July 5, 2015	News release / Radio / Internet / Billboards	Media Contractor
Impaired Driving Labor Day mobilization. Includes seatbelt message	August 12 - September 2, 2015	Radio / Television / Internet / News releases / Press event	Media Contractor Includes before, during, and after media in support of each scheduled law enforcement activity.
National CPS Week	Sept 13 – September 19, 2015	Possible radio remote in support of child passenger safety seat clinic on 4 th Day Child Passenger Safety Certified Training News release	Media Contractor
PI & E incentives for Traffic Safety Programs	FFY 2015	Public distribution	Educational opportunities for traffic safety subgrantees to interact with the public
Seat belt signage	FFY 2015	Statewide distribution	Campaign to raise awareness of Montana's existing seat belt law and increase seatbelt use
Community Events with opportunity to provide educational information.	FFY2015	Local distribution, radio, newspaper, social media.	Campaigns specific to the event to increase seatbelt use and reduce impaired driving.

In *NHTSA's 2013 Countermeasures that Work*, Prevention, Intervention, Communications, and Outreach it states that communications and outreach strategies for low-belt-use groups (Strategy 3.1), as well as mass media campaigns for alcohol-impaired and drugged driving (Strategy 5.2) are effective strategies.

In addition to *NHTSA's 2013 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, Exhibit 8 and, Volume 16: A Guide for Reducing Alcohol-Related Collisions, Exhibit I-2. MDT will purchase incentive items that will complement our media efforts.

Funding Summary for Media Programs

Project Title	Funding Source			Total Budget
	402	405d	Local Benefit	
Paid Media	\$500,000	\$500,000	\$200,000	\$1,000,000
Incentive Items	\$25,000		\$6,667	\$25,000
Total	\$525,000	\$400,000	\$206,667	\$1,025,000

Project Administration and Management

Overview

Project Administration and Management expenditures include a wide variety of operating expenses. Salaries and benefits for staff will be funded through this program as well as travel and training, operating supplies, dues, travel reimbursement for public to attend the annual CHSP meeting, annual statewide DUI Task Force Meetings, expenses for CPS instructors to conduct 4-day certification trainings, etc.

Also, in accordance with state law, the Montana Department of Transportation assesses an indirect cost on all projects. The approved rate for the State Fiscal Year 2015 is 9.13%.

Indirect costs have already been accounted for, so funding amounts approved in this plan represent actual amounts available for contracts and/or expenditures.

Project Title: Staff Salaries and Benefits

Budget: \$1,100,000

Planning and Administration	\$420,000
Project Administration	\$680,000

Project Title: Program and Operational Costs

Budget: \$50,000

Staff and other travel & training, operating supplies, GHSA dues, travel reimbursement for public to attend meetings & trainings such as the annual CHSP session, annual DUI Task Force meeting, and CPS Instructors to conduct 4-day certification trainings.

Project Title: Indirect Costs

Budget: \$505,334

Effective July 1, 2014, the new SFY 2015 rate is 9.13%.

Funding Summary for Planning Administration and Management Programs

Project Title	Funding Source							Total Budget
	408	410	402	405b	405c	405d	405f	
Staff Wages & Benefits			\$553,333	\$206,667	\$133,333	\$206,667		\$1,100,000
Operational Costs			\$50,000					\$50,000
Indirect Costs	\$37,722	\$46,086	\$104,074	\$88,456	\$91,791	\$134,026	\$3,179	\$505,334
Total	\$37,722	\$46,086	\$707,407	\$295,123	\$225,124	\$340,693	\$3,179	\$1,655,334

Financial Summary

During FFY 2014, Montana successfully applied for and received funding from the National Highway Traffic Safety Administration. These grant monies include MAP-21 funding in NHTSA Section 402, Section 405b (Occupant Protection), 405c (Traffic Records), 405d (Impaired Driving Prevention), and 405f (Motorcycle Safety). Base level funding was received following the submission of a Performance Plan in accordance with federal law. Montana estimates carry forward into FFY 2015 to be \$4,134,000 which includes funding for contracts spanning FFY 2014-2015. Montana anticipates again qualifying for Section 402 and 405 funds in FFY 2015.

As required by federal law, at least 40 percent of Section 402 funds will be spent at the local level by city, county, and tribal governments.

Program Area	Project	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
NHTSA					
<u>NHTSA</u>					
<u>402</u>					
Planning and Administration					
	PA-2014-85-03-15	\$318,397	420,000	-	\$168,000
Alcohol					
	AL-2014-85-04-15	\$3,127	\$15,000	20,000	14,000
Emergency Medical Services					
	EM-2014-85-05-15	\$7,511	\$36,033	10,000	18,413
Occupant Protection					
	OP-2014-85-06-15	\$14,187	68,056	250,000	127,222
Police Traffic Services					
	PT-2014-85-07-15	\$27,794	133,333	10,000	57,333
Speed Enforcement					
	SC-2014-85-08-15	\$99,191	475,828	100,000	230,331
Paid Advertising					
	PM-2014-85-09-15	\$104,230	\$500,000	50,000	220,000
Teen Safety					
	TSP-2014-85-29-15	\$12,500	\$50,000	-	20,000
NHTSA 402 Total		\$586,935	\$1,698,249	\$440,000	\$855,300
408 Data Program SAFETEA-LU					
	K9-2014-78-01-15	\$106,292	\$425,167	700,000	-
410 High Fatality Rate SAFETEA-LU					
	K8FR-2014-78-05-15	815,728	271,910	300,000	-
410 High Visibility SAFETEA-LU					
	K8HV-2014-78-06-15	698,594	232,865	200,000	-
1906 Prohibit Racial Profiling SAFETEA-LU					
	K10-2014-78-08-15	-	-	9,000	-
SAFETEA-LU Total		\$1,620,613	\$929,941	\$1,209,000	\$0

Program Area	Project	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
405 Occupant Protection Map 21					
	M2HVE-2014-85-10-15	\$89,553	\$358,212	50,000	-
	M2PE-2014-85-12-15	191,827	767,307	300,000	-
	M2CPS-2014-85-13-15	8,750	35,000	10,000	-
	M2CPS-2014-85-14-15	6,250	25,000	10,000	-
	M2CSS-2014-85-15-15	-	-	-	-
	405 Occupant Protection Total	\$296,380	\$1,185,518	\$370,000	\$0
405 Impaired Driving Map 21					
	M4HVE-2014-85-16-15	\$116,315	\$465,260	100,000	-
	M4CS-2014-85-17-15	51,667	206,667	25,000	-
	M4CS-2014-85-18-15	33,569	134,277	750,000	-
	M4PEM-2014-85-19-15	125,000	500,000	140,000	-
	M4TR-2014-85-21-15	122,427	489,706	-	-
	M4TR-2014-85-22-15	-	-	-	-
	M4TR-2014-85-23-15	22,181	88,725	-	-
	M4OT-2014-85-24-15	72,500	290,000	350,000	-
	405 Impaired Driving Total	\$543,659	\$2,174,635	1,365,000	\$0
405 Data Program Map 21					
	M3DA-2014-85-25-15	\$33,333	\$133,333	\$750,000	\$0
405 Motorcycle Safety Map 21					
	M9MT-2014-85-26-15	-	\$34,820	-	-
	M9MA-2014-85-27-15	-	-	-	-
		\$0	\$34,820	\$0	\$0
NHTSA Total		\$3,080,920	\$6,156,497	\$4,134,000	\$855,300

Section 164 Penalty Transfer funds will carry forward from FFY 2014 into FFY 2015.

Program Area	Project	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
164 Transfer Funds SAFETEA-LU					
	164HE-2015-00-00-00	-	-	\$3,579,923	-
	164 Hazard Elimination Totals	-	-	\$3,579,923	-
	164 Transfer Funds Total	-	-	\$3,579,923	-

State Match

For SAFETEA-LU 402 funding, the State of Montana Highway Traffic Safety Office utilizes the sliding scale specified in NHTSA Order 462-6C, Attachment A, Table #1. The percentage of costs payable by the Federal Government are as follows:

	<u>Basic Rate</u>	<u>Sliding Scale</u>
Obligations & Expenditures:	80% - 20%	82.75% - 17.25%
Planning & Administration:	50% - 50%	56.88% - 43.12%
SAFETEA-LU 410	25% - 75%	-
MAP- 21 402	80% - 20%	-
MAP- 21 405	80% - 20%	-