

# State of Alabama Fiscal Year 2020 Annual Report



**Kay Ivey, Governor**

**Kenneth W. Boswell, Director**

**Alabama Department of Economic and Community Affairs**

**William M. Babington, Governor's Highway Safety Representative**

**Chief, Law Enforcement and Traffic Safety Division**

December 27, 2020

# Contents

---

Executive Summary.....	4
Organizational Placement and Major Functions of AOHS.....	4
Vision, Mission, and Overall Program Goal .....	4
Table 3a. Summary of All Crashes – CY 2010-2014 Alabama Data .....	7
Table 3b. Summary of All Crashes – CY 2015-2019 Alabama Data.....	8
Fiscal Year 2020 Overview .....	8
Impact of Covid-19 on Alabama’s Program Performance .....	9
Program Area- Planning and Administration.....	9
Planning and Administration .....	10
Community Traffic Safety Programs.....	10
Program Area- Police Traffic Services.....	11
Police Traffic Services Programs .....	12
Program Area- Occupant Protection .....	13
Click It or Ticket High Visibility Enforcement.....	14
Click It or Ticket Paid Media Campaign.....	14
Evaluation of “Click It or Ticket” 2020 .....	15
Child Passenger Safety (CPS) Program.....	16
Program Area- Traffic Records.....	18
Traffic Safety Technical Development Projects .....	20
Alabama’s Electronic Patient Care Reporting (e-PCR) Assistance Program .....	23
Center for Advanced Public Safety (CAPS) Data and Information Technology Support .....	24
Program Area- Impaired Driving.....	28
Drive Sober or Get Pulled Over High Visibility Enforcement.....	29
Drug Recognition Expert (DRE) Training Program .....	29
Traffic Safety Resource Prosecutor Program.....	30

Impaired Driving Hot Spot High Visibility Enforcement (HVE) .....	31
Impaired Driving Hot Spot High Visibility Media Campaign .....	31
Impaired Driving Paid Media Evaluation .....	33
Alabama Driver Attitude Report 2020-July Statewide Telephone Survey .....	35
STATEWIDE STATISTICS TABLE 2013-2019 .....	37
ALABAMA FISCAL YEAR 2020 PERFORMANCE MEASURES .....	38
C-1) Number of Traffic Fatalities (Fatality Analysis Reporting System (FARS)) .....	39
C-2) Number of Serious Injuries in Traffic Crashes (State crash data files).....	39
C-3) Fatalities/VMT (FARS/FHWA) Total Fatalities/100M VMT.....	39
C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS).....	39
C-5) Number of Fatalities in Crashes Involving Driver or Motorcycle Operator with a BAC of .08 and Above (FARS) .....	40
C-6) Number of Speeding-Related Fatalities (FARS) .....	41
C-7) Number of Motorcyclist Fatalities (FARS).....	41
C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS).....	41
C-9) Number of Drivers age 20 or Younger Involved in Fatal crashes (FARS) .....	42
C-10) Number of Pedestrian Fatalities (FARS).....	42
C-11) Number of Bicyclist Fatalities (FARS).....	43
B-1) The Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (survey). .....	43
ALABAMA TRAFFIC SAFETY ACTIVITY MEASURES.....	44

# Executive Summary

---

## Organizational Placement and Major Functions of AOHS

Many state and local agencies within Alabama are involved in the various aspects of traffic safety. It is the responsibility of the Alabama Office of Highway Safety (AOHS), to work with these agencies in providing a coordinated and unified approach to traffic safety. AOHS, which is located within the Law Enforcement and Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs (ADECA), is structurally organized directly under the Governor of Alabama.

AOHS works together with state and local agencies to coordinate the variety of programs that are implemented. The major agencies that provide a consensus of inputs include (but are not limited to): the Alabama Law Enforcement Agency (ALEA) and local law enforcement agencies, the Alabama Department of Transportation (ALDOT), the Alabama Department of Revenue Motor Vehicle Division, the Alabama Department of Public Health (ADPH) and the Alabama Administrative Office of the Courts (AOC). It is the primary goal of these, along with dozens of volunteer and private traffic safety groups, to work together to save lives and reduce the suffering caused by motor vehicle collisions.

The National Highway Traffic Safety Administration (NHTSA) is the Federal agency, and AOHS operates within the Section 402 Program that it administers. Their role is to provide oversight and funding to the various traffic safety projects that are eligible for this support throughout the state. The various projects will be detailed below in this Annual Report.

Alabama strives to implement only those programs that are shown by evidenced-based, data-driven analyses to be effective in accomplishing its traffic safety goals. For example, several approaches are used to allocate focused enforcement efforts to areas that have been determined by crash records analyses to have higher than expected crashes in the higher severity classifications. Other special efforts include innovative evidence-based programs to deal with distracted driving, impaired driving and to increase passenger restraint use.

## Vision, Mission, and Overall Program Goal

AOHS has worked with the Traffic Safety community in the State to establish the following Vision Statement:

**To eliminate all traffic related fatalities by creating the safest possible surface transportation system by means of a cooperative effort that involves all organizations and individuals within the state who have traffic safety interests.**

To promote movement toward its vision the following mission statement was developed for Alabama:

**Conduct Evidence-Based Enforcement (E-BE) coupled with Public Information and Education (PI&E) and other supportive countermeasures that will reduce fatalities and injuries by focusing on the locations identified for speed and impaired driving hotspots with additional strong consideration to hotspots where deficiencies in occupant protection and distracted driving are found.**

Major efforts in the past have focused on occupant restraints, distracted driving, directing enforcement to speed and alcohol-related hotspots, while maintaining a spirit of teamwork and recognizing the value of diversity. Goals were set for each of these individual related crash causes and severity increasing aspects of the overall traffic environment. While generally, the emphasis is on central themes that have proven over the past to be most fruitful in saving lives, AOHS remains open and is continually searching for new innovations both to improve current countermeasures and to create entirely new approaches.

While these goals aim for long-term, incremental improvement, it is recognized that the loss of each and every life is a tragedy that should not be tolerated. While the ultimate objective is zero deaths, the state has worked toward this target with incremental goals along the way. In 2006, the goal was: *“To reduce the fatal mileage rate in Alabama by 25% from 2.0 in 2006 to 1.5 per 100 million vehicle miles traveled by calendar year 2013.”* As can be seen from the following table that presents the annual fatality rate in fatalities per hundred million vehicle miles, this goal was quickly met in 2009:

<b>Year</b>	<b>Fatality Rate</b>
2006	1.99
2007	1.81
2008	1.63
2009	1.38
2010	1.34
2011	1.38
2012	1.33
2013	1.31
2014	1.25
2015	1.26
2016	1.56
2017	1.34
2018	1.34
2019	1.34*

Meeting this original goal, Alabama continued to strive to maintain the fatality rate reduction to well under 1.50 since 2009. This goal was met and maintained well until 2016. According to preliminary state data, the rate increased dramatically in 2016. While it is too soon to truly evaluate what is causing the decrease from one year to the next, there is evidence to suggest increased enforcement from local law enforcement agencies has helped drive down fatalities.

Reducing the number of speed and impaired-driving related crashes while increasing the use of appropriate restraints has been shown in the past to produce the maximum benefit for the resources that are dedicated to traffic safety. These lessons from the past need to be extended in the future because there are still considerable benefits that can be attained by these programs. It is important to recognize that most fatalities are caused by the *choice* to speed, drive impaired, use an electronic device, or not buckle up (quite often combinations of the four). By changing driver and occupant behavior, the number of hotspot locations will be reduced, and overall traffic safety will be improved.

The highest-level strategic program goal is as follows:

*To reduce the three-year average annual number of fatalities by 2% per year over the next 25 years (i.e., using 2011 as a base year, through 2035).*

This is a 25-year goal that was announced for the FY 2012 HSP on the CY 2011 baseline. Because of the long-term nature of this goal, annual reviews have to this point led to the conclusion that there is no reason to alter this approach based on recent findings.

This goal is consistent with the state's acceptance of the concept of Toward Zero Deaths (TZD). This is based on the goal of reducing highway deaths to zero, and the realization that this can only be accomplished by an incremental reduction of fatalities each year. In this regard, AOHS has set a strategic goal of reducing fatalities by 50% over the next 25 years, starting in CY 2012. Based on the 2011 fatality count of 895, this 2% (of the base year) per year reduction would average about 18 fatalities reduced per year.

While an average of 18 fatalities per year might seem a modest number, if this reduction were maintained as the average over a 25-year period it will save more than 5,600 lives, which would be a major accomplishment. The goal here is to continue the downward trend that was established in the 2007-2011 time frame, which reversed the alarming increase in fatalities that preceded 2007. Also, if the 2% of the base year is viewed as a percentage of the years in which reductions have taken place, this percentage grows linearly until in the 25<sup>th</sup> year it amounts to 4% of the previous year.

The following table tracks the 2% per year for the three-year running average.

<b>Time Frame</b>	<b>Three Year Average</b>	<b>Differential</b>	<b>Percent Decrease</b>	<b>Goal Achieved?</b>
2011-2013	870.3	---	---	
2012-2014	846.0	24.3	2.8%	Yes
2013-2015	840.7	5.3	0.6%	No
2014-2016	906.0	-65.3	-7.8%	No
2015-2017	961.7	-55.7	-6.15%	No
2016-2018	996.3	-34.6	-3.6%	No
2017-2019	943.7	52.6	5.28%	Yes

It is now recognized that the major part of the extremely large reduction was due to a recession in the economy coupled with higher fuel prices. This is not to say that traffic safety efforts during this period did not play a part. However, the uniformity of the program over this time frame would indicate that the underlying part that they played was no more than what would be expected before or after the Tables 3a and 3b present a summary of all crashes for the Calendar Years 2010-2019

Table 3a. Summary of All Crashes – CY 2010-2014 Alabama Data

<b>Performance Measures</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Fatal Crashes	793	814	815	745	737
Percent Fatal Crash	0.62%	0.64%	0.63%	0.59%	0.55%
Injury Crashes	29,051	27,687	27,551	26,810	28,019
Percent Injury Crashes	22.63%	21.69%	21.45%	21.15%	21.04%
PDO Crashes	100,126	100,795	101,706	100,675	100,319
Percent PDO Crashes	77.99%	78.95%	79.18%	79.43%	75.33%
Total	128,384	127,668	128,442	126,740	133,175

Table 3b. Summary of All Crashes – CY 2015-2019 Alabama Data

<b>Performance Measures</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Fatal Crashes	739	992	857	866	844
Percent Fatal Crash	0.50%	0.64%	0.55%	0.54%	0.53%
Injury Crashes	30,858	32,561	32,240	32,172	31,393
Percent Injury Crashes	20.93%	20.89%	20.53%	20.14%	19.78%
PDO Crashes	111,674	118,268	119,397	122,401	122,256
Percent PDO Crashes	75.74%	75.89%	76.05%	76.67%	77.04%
Total	147,452	155,851	156,993	159,655	158,687

## Fiscal Year 2020 Overview

This report will continue by describing the various programs and projects within programs that have been implemented in the past fiscal year. Aside from the typical administrative functions of AOHS, Alabama incorporated two significant tasks into the year, even with the obstacles and restrictions on activities caused by Covid-19. The first was the 2020 Alabama Management Review. Management Reviews are conducted at least every three years and is an evaluation of a SHSO’s systems, programs, and operational practices. The review covered fiscal years 2018-2020 and was conducted virtually in September and October after being rescheduled due to Covid-19.

Fixing America’s Safety Surface Transportation Act (FAST ACT) legislation requires States to conduct or update an assessment of its highway safety data and traffic records system every 5 years in order to qualify for 405(c) grant funding. These assessments help States identify areas of high performance and areas in need of improvement in addition to fostering greater collaboration among data systems. Alabama’s most recent Traffic Records Assessment was completed on September 8, 2020 by the National Highway Traffic Safety Administration, Technical Assessment Team. Out of 328 questions, Alabama met the advisory ideal for 131 questions (40%), partially met the Advisory ideal for 68 questions (21%) and did not meet the Advisory ideal for 129 questions (39%). The recommendations and considerations will be considered during the State data improvement program strategic planning process.

## Impact of Covid-19 on Alabama's Program Performance

In March of 2020 Alabama, along with the rest of the United States, temporarily reduced most program activities in order to respect public health guidelines concerning Covid-19. While the AOHS administrative duties never ceased, training classes, CPS fitting stations, and enforcement details were temporarily halted for the safety of staff and the public. While enforcement details have returned almost to pre-pandemic levels at the time of reporting, in-person trainings, monitoring visits, meetings, and other events have been offered at reduced levels or through virtual platforms such as webinars or video conferencing. The effects of the slowdown or cessation of activities are not unique for Alabama and are apparent in this report.

Under the CARES Act, NHTSA made available certain flexibilities for state offices in directing programs to accommodate the challenges posed by the pandemic. Alabama elected to accept the following waiver options allowed by NHTSA:

- HVE Mobilizations and Crackdowns
- Annual Seat Belt Use Survey
- HSP and National Priority Grant Application Deadline
- Maintenance of Effort
- Local Benefit

## Program Area- Planning and Administration

---

### Overview

To manage the Alabama Office of Highway Safety's (AHSO) programs, staff are employed at the state level. Planning and Administration (P&A) costs are those direct and indirect expenses that are attributable to the overall management of the State's Highway Safety Plan (HSP). Costs include salaries and related personnel benefits for the Governor's Representative and for other technical, administrative and clerical staff. P&A costs also include office expenses such as travel, equipment, supplies, rent and utilities necessary to carry out the functions of the office. The level of funding to accommodate the state office's needs is evaluated each year, just as in other program areas.

### Performance Measures

Projects under Planning and Administration do not directly affect the performance measures listed in the FY 20 HSP for Alabama. However, the activities conducted by administrators and grant staff in these programs support the activities of the AOHS.

## Planning and Administration

**Total Fiscal Year 2020 Expended Funds –\$ 175,289.26**

**Funding Source – FAST Act Section 402**

P&A costs for FY 20 included both direct and indirect costs for personnel with their associated expenses. Personnel in the direct cost category included the Public Safety Unit Chief who spent approximately 50% of his time on highway traffic safety related issues. Personnel in the indirect cost category used the ADECA Indirect Cost Rate, which included the LETS Division Chief/GR, an Administrative Assistant, the LETS Accounting Unit Manager and one Accounting Staff Member devoted to highway traffic safety. All P&A costs were split 50% Federal and 50% State.

## Community Traffic Safety Programs

**Total Fiscal Year 2020 Expended Funds - \$ 754,402.12**

**Funding Source – FAST Act Section 402**

There are four Community Traffic Safety Program (CTSP) regions in Alabama. These regional offices serve as the main coordination center for traffic safety programs in the State. These offices coordinate traffic safety enforcement, educational and training programs for local communities. Most of the funding received by the AOHS is subgranted to these regions for disbursement through enforcement agreements to municipal, county and state law enforcement agencies.

The CTSP regions participated in four statewide enforcement campaigns in 2020. These campaigns took place during June and Labor Day holiday periods. An additional High Visibility Enforcement campaign focused on impaired driving was conducted year-round. However, there are heightened, “peak” periods of activity coupled with paid media campaigns during Christmas/New Year’s, and Fourth of July holiday periods. Alabama also participated in the statewide speed campaign, Southern Shield during the third week in July.

The AOHS continues to hold quarterly meetings with the CTSP project directors. These meetings began in 2003 and serve a useful function as a coordination and information exchange forum.

## Program Area- Police Traffic Services

### Overview

To implement the State's Evidence-Based Enforcement Plan, there were four local Selective Traffic Enforcement Program (STEP) projects during the year as well as one statewide STEP project. Each of these STEP projects focused on Hotspot crashes and the problem locations that were identified across the state. One STEP project will take place in each of the four CTSP/LEL regions and the statewide STEP project will be conducted in conjunction with the Alabama Law Enforcement Agency (ALEA). By conducting these STEP projects, additional efforts can be focused on the reduction of impaired driving related crashes and speed related crashes. The Law Enforcement activity will be sustained for twelve (12) months.

The enforcement effort is evidence-based, with the objective of preventing traffic violations, crashes, and crash fatalities and injuries in locations most at risk. The enforcement program will continuously be evaluated, and the necessary adjustment will be made.

### Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	964
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,143
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	1.35
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	374
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	257
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	262
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	82
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	8
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	126
2020	C-10) Number of pedestrian fatalities (FARS)	2020	5 Year	110
2020	C-11) Number of bicyclists fatalities (FARS)	2020	5 Year	7
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	91

## Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data, and a full analysis of the state’s progress can be found starting on page 36. However, it can be useful to monitor progress of projects based on the previous year’s crash data to gauge effectiveness of activities conducted throughout the fiscal year. In Alabama in 2019, 930 people were killed on the highway, down from the 2018 total of 953 fatalities (FARS). Serious Injuries increased from 7,002 in 2018 to 8,787 in 2019. Unrestrained Passenger Vehicle Occupant Fatalities decreased from 354 in 2018 to 352 in 2019. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 249 in 2018 to 277 in 2019. The number of Speeding-Related Fatalities decreased from 262 in 2018 to 216 in 2019.

## Police Traffic Services Programs

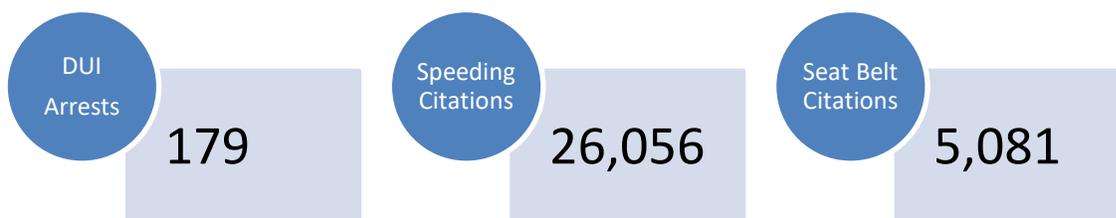
**Total Fiscal Year 2020 Expended Funds - \$ 2,632,191.45**

**Funding Source- FAST Act Section 402**

The general implementation strategy of AOHS has been to require the Community Traffic Safety Program/Law Enforcement Liaisons (CTSP/LEL) project directors to focus their plans solely on speed and alcohol hotspot crashes and the problem locations identified for their respective regions. By doing this, we have been able to focus on the biggest problem areas for traffic safety. In the four regions, participating law enforcement agencies (which includes municipal, county and state agencies) conducted sustained enforcement of statutes at a minimum of one activity per month to address impaired driving, occupant protection, and driving in excess of posted speed limits. In addition, the participating agencies conducted Driving Under the Influence (DUI) checkpoints when allowed and saturation/directed patrols during at least one weekend per month.

Within the larger enforcement campaign, AOHS also had their CTSP/LELs participate alongside ALEA in the fourth annual statewide speed initiative, “Southern Shield”. This is a one weeklong innovative partnership among NHTSA Region 4 States that has been widely accepted and successful. However, this year many law enforcement agencies were unable to participate due to a reduction in manpower hours for traffic enforcement due to Covid-19. While most areas were aware of the campaign, only 26 agencies charged time to their respective grants during enforcement week (Municipal Agencies: 5; County Sheriffs: 5; State Police Districts: 16). Officers worked 1,465 hours total and issued a total of 11,040 citations.

## Campaign Results



## Program Area- Occupant Protection

---

### Overview

The major goal of the AOHS Occupant Protection plan is to ensure resources dedicated to occupant protection are allocated in a manner to bring about the maximum traffic safety benefits to the roadway users of the State. The plan considered all restraint programs to be conducted in Alabama over a five-year planning horizon with special emphasis on those that were proposed to be funded under the 405b Occupant Protection Grants and 402 Grants section for FY 2020.

In FY 2020, Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, observational survey evaluation, and Child Passenger Safety training.

### Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	964
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,143
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	374
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	91

### Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In Alabama in 2019, 930 people were killed on the highway, down from the 2018 total of 953 fatalities (FARS). Serious Injuries increased from 7,002 in 2018 to 8,787 in 2019. Unrestrained Passenger Vehicle Occupant Fatalities decreased from 354 in 2018 to 352 in 2019. The State Observed Seat Belt Use Rate was 92.3 % in 2019.

## Click It or Ticket High Visibility Enforcement

**Total Fiscal Year 2020 Expended Funds - \$161,313.22**

**Funding Source –FAST Act Section 402**

In 2020 AOHS made the decision to delay the campaign from the original national dates of May 15 to May 28. Alabama conducted the state's Click It or Ticket (CIOT) High Visibility Enforcement program for a two-week period from June 15 through June 28. In addition to a paid media effort, the enforcement program consisted of members from 117 law enforcement agencies from the municipal to the state level (Municipal Agencies: 56; County Sheriffs: 15; State Police Districts: 16). The officers worked 5,139 total hours. The total number of all contacts throughout the campaign was 10,915.

## Click It or Ticket Paid Media Campaign

**Total Fiscal Year 2020 Expended Funds - \$339,608.65**

**Sources – FAST Act 405b High**

The 2020 CIOT Media Campaign included placement of approved, paid CIOT programming on broadcast and cable TV, radio spots, and digital ads June 08-28, which includes the enforcement period.

The CIOT Statewide Mobilization played a critical role in the effort to keep people safe on the state's roads and highways. In the June time frame, paid and bonus commercials supplemented law enforcement agencies statewide as they conducted a zero-tolerance enforcement of seat belt laws with a special emphasis on young males. Further, electronic billboards, online ads, digital music streaming services and theater screens were employed to reach the target audiences. These efforts were aimed at yielding increases in seat belt use. In June, Auburn Media Production Group placed 5,068 paid media commercial ads on local and broadcast television and radio stations. There were 5,432,489 digital impressions and 18,690,211 out of home placements in the same time frame.

For the campaign, paid media was engaged based on parameters outlined below:

---

**Media Components**

Broadcast Television: The broadcast television buys focused on programming in prime times: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

---

Cable Television: The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

---

Radio:The campaign targeted that same key at-risk group, 18-34-year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

---

Digital Media: Digital media is a rapidly evolving platform in media consumption. For the CIOT campaign, ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify.

---

Out of Home:Electronic billboards were leased in major markets where space was available. Several designs were retagged for Alabama’s use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika. Out of Home placements ran a total of 18,690,211 exposures.

---

## Evaluation of “Click It or Ticket” 2020

**Total Fiscal Year 2020 Expended Funds - \$26,275.01**

**Funding Source- FAST Act Section 405b High**

The CIOT High Visibility Enforcement campaign was conducted between June 15 through June 28 in Alabama. Multiple agencies and organizations participated in this effort under the leadership of the AOHS. Scheduled public education and enforcement were conducted, working toward the single goal of increasing seat belt use to improve highway safety. Alabama accepted the NHTSA waiver allowed under the CARES Act and did not conduct an observational seat belt usage study for 2020.

Due to public health concerns, Alabama elected to accept an opt-out waiver from NHTSA to not conduct a seat belt observational study for 2020. Instead, the study conducted in 2019 will be used for determining future program eligibility. The state's detailed report can be viewed following the link below:

[https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/al\\_fy2019\\_hspar.pdf](https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/al_fy2019_hspar.pdf)

## Child Passenger Safety (CPS) Program

**Total Fiscal Year 2020 Expended Funds - \$ 119,171.84**

**Funding Source- FAST Act Section 405b high**

AOHS has continued the transition of the CPS program from a single state coordinator working independently to a regional program run through the Alabama Department of Public Health. There are coordinator positions in each public health district dedicating a portion of their time to organize and execute program activities. The website <https://www.alabamapublichealth.gov/injuryprevention> has been updated to include training and class information to reach a wider array of citizens throughout the state. The restructuring of the program and developing new instructors continues to be a long process, especially with the setbacks this year due to Covid-19, but CPS in Alabama has made progress in several areas. The overall objective of the CPS program remains to have more child restraint technicians available so that it will lead to an increase in the child restraint usage within the State of Alabama, resulting in a reduction of fatalities.

***Program Goal – Decrease rate of motor vehicle related child deaths by 10 percent from the 2015 baseline of 53***

Data from the 2017 and 2018 Alabama Child Death Review (ACDRS) were compiled and published during this grant year. In 2017, the number of motor vehicle-related child deaths was 44. That number increased to 47 in 2018, resulting in an overall decrease of 8.88 percent since 2015.

- *Objective 1: Increase the number of certified CPS instructors and Lead instructors (LIs) in the state by 50 percent from 14 to 21 by September 2020*

The number of certified CPS instructors and LIs decreased from 14 to 13 during the grant year. The decrease in the number of instructors was due in part to the lack of CPS trainings available for instructor candidates to become trainers due to Covid-19.

- *Objective 2: Increase the number of certified CPS technicians in the state by 10 percent from 295 to 325 by September 2020*

The number of certified CPS technicians decreased slightly from 295 to 292 during the grant year. The decrease in the number of technicians was due in part to the lack of CPS certification and recertification opportunities available for technicians due to COVID-1. CPS instructors at CHA were unable to conduct any new CPS

trainings after March 2020, due to restrictions on in-person gatherings and a no travel policy implemented by CHA. In September, SKW granted extensions for CPS technicians whose certifications expired in July, August, and September 2020. SKW also announced that the seat check observations that are required for recertification could be replaced with additional continuing education units (CEU). Due to the extension period and alternative recertification option, CPS technicians will be able to complete the recertification process during the next grant year.

- *Objective 3: Increase number of CPS car seat check fitting stations in the state from 22 to 28 by September 2020*

The number of CPS seat check fitting stations increased from 22 to 31 by the end of the grant year. Eighteen counties were identified as target counties for DCs to operate seat check stations. Eighteen counties, three in each PHD, were identified in Fiscal Year (FY) 19 as target counties for car seat fitting stations. At the end of FY 19, DCs began conducting clinics at pre-determined locations. However, due to low clinic turnout during those clinics, DCs began targeting specific locations in their target counties where they would have access to children and parents, including churches; head starts; farmers markets; in addition to county health departments. During the first two quarters, a total of 21 clinics were held in locations around the state.

Car seat check events in Quarter three were suspended due to temporary reassignment of DCs to assist with the Covid-19 response. Car seat check events resumed in Quarter 4 with the assistance of a virtual platform. DCs provided education to parents and caregivers via phone, email, and WebEx for those needing assistance with installing their own car seat. To reacclimate DCs to car seat installations, PC traveled to three PHDs to provide a refresher training to DCs. However, due to the Covid-19 Safer at Home Orders that were in effect throughout the duration of Quarter 4, attendance was low.

- *Objective 4: Increase awareness about CPS resources in the state*

There was a lot of activity conducted to meet the objective of increasing program awareness. The Project Coordinator (PC) worked with ADPH Health Media and Communications Division to create a media ad that advertised fitting stations around the state. The ads ran in magazines whose target audience are parents with young children. The magazines were distributed to hospitals, pediatric offices, family practices, dental offices, and daycares.

The ADPH CPS website was also continuously updated by PC. The updated CPS fitting station list was added to the website, as well as each DC's contact information. Educational materials and car seat guidelines are available on the website and are set to be updated as new materials become available. Information on CPS certification sessions were to be added once course dates were finalized for

FY 20. However, due to the cancellation of all courses because of Covid-19 , there were no courses listed on the website. All content can be found at <https://www.alabamapublichealth.gov/injuryprevention/child-restraint-materials.html>.

More than 1,500 brochures were distributed to organizations around the state. The brochure includes information about the Alabama Child Restraint Law, American Academy of Pediatrics recommendations, and helpful installation tips for parents and caregivers. Brochures are printed in ADPH's on-site print shop and are distributed at ADPH's car seat clinics. The brochure will also be added to the ADPH webpage, to allow the public to download and print copies. A calendar of CPS certification sessions was to be added to the ADPH CPS website when course dates were finalized for FY 20, with a link to the registration site. However, certification courses were postponed, and eventually cancelled due to Covid-19.

PC contacted individuals listed on the Safe Kids website to determine their status as CPS technicians and to see if any of them would be willing to assist with local seat check events. This activity was postponed after March 2020 due to Covid-19. Once this activity resumes, a list of active technicians will be posted on the ADPH CPS website.

## Program Area- Traffic Records

---

### Overview

AOHS recognizes that Traffic Records is a critical component of the highway safety program. FY 20 projects in the Traffic Safety Information Systems (TSIS) areas were conducted with the concurrences of the Traffic Records Coordinating Committee (TRCC). AOHS continued funding for the development of several projects with the goal of improving data quality, timeliness, uniformity and completeness.

### Performance Measure

Traffic Records projects were not directly tied to a specific FY 20 Performance Measure. However, capturing, compiling, and analyzing crash statistics and other related data points is a crucial part in AOHS's planning and evaluation process.

### Alabama Traffic Records Coordinating Committee (TRCC)

There are about a dozen agencies at the state level who have the custodianship over data that can be used for traffic safety improvement purposes. In the early 1990s, it became apparent that coordination among these various agencies and the information technology efforts would be beneficial to traffic safety. Originally known as the Alabama Traffic Information Systems Council (TISC), TISC has been in existence since July 1994. The TISC was reorganized a few years

later and renamed as the Alabama Traffic Records Coordinating Committee (TRCC), and it is currently the properly constituted coordinating committee for all traffic records transactional and analytical efforts within Alabama. Its primary goal is to provide opportunities for its members to coordinate all traffic records projects and to become informed about the component parts of and datasets within their traffic records systems in other agencies.

### Traffic Records Strategic Planning

One of the critical roles played by the TRCC is that of coordinating traffic safety information technology efforts through the state's Strategic Plan for Traffic Records. The value of having such a strategic plan for properly developing, maintaining, and tracking the progress of traffic safety IT projects has been recognized by Congress and was required by the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) legislation, the Moving Ahead for Progress in the 21st Century Act, (MAP-21) legislation and now by the [Fixing America's Surface Transportation \(FAST\) Act](#) (Pub. L. No. 114-94).

The TRCC establishes policies, sets strategic goals for project development, approves projects within the strategic plan, and authorizes funding. Membership of the committee includes representation from all stakeholder agencies. The Chair has the responsibility for directing the implementation of the Traffic Records Strategic Plan.

The TRCC meets at least three times a year qualifying the state for federal funding for traffic records. The group met in February, April and December in 2020. Presentations were given at each meeting that review progress, present the latest innovations of each of the involved agencies, and plan for the next years' strategic plan update. Minutes are taken at each meeting in order to have a record of the meeting and preserve important ideas, actions taken and status updates. The TRCC submitted a Traffic Safety Information Systems Strategic Plan (FY 2021-2025), and an application for a grant to NHTSA in July 2020. The Strategic Plan is updated each year to cover an advancing five-year time period. The overall strategic planning effort of the TRCC, as reflected in the Traffic Safety Information System Strategic Plan, is quite comprehensive.

## Traffic Safety Technical Development Projects

**Total Fiscal Year 2020 Expended Funds – \$ 717,364.46**

**Funding Source – FAST Act Section 405c**

CAPS and the AOHS in ADECA/LETS continue to make the most of a long-standing relationship that has been mutually beneficial for many years, not only for one another but for traffic safety in the State of Alabama. This grant had several projects in the scope of work for FY2020.

The following areas describe the focus areas for the FY2020 traffic records upgrades in Alabama.

1. Upgrade to eCrash-2: Full MMUCC-5 and Updated Technology
2. RESCUE Projects Expansion
3. MapClick full consistency with the ALDOT LRS
4. Portal Development for RESCUE-EMS, SAFETY and ADVANCE
5. Requirements/Design for Coordinated MOVE and eCite Upgrades

The progress made in the program in 2020 is described below:

---

Upgrade to  
eCrash-2: Full  
MMUCC-5 and  
Updated  
Technology

Goals:To create and test deploy eCrash-2, a new version that incorporates MMUCC version 5, and accommodates the changes being made in MapClick and other supporting software, including recent improvements in technology

---

Progress:

Set up a nightly process that, to date, has translated over 2 million NEMSIS v3.4.0 records to NEMSIS v3.5.0. This allows for an in-place switchover to the new database once we begin using v3.5.0.

Developed a user interface to allow for NEMSIS state data set management as required in v3.5.0 compliance. This will be used by Alabama EMS office personnel.

Completed required re-certification for the NEMSIS v3.4.0 Receive and Process system.

Prepared for NEMSIS v3.4.0 Collect Data re-certification.

Continued providing technical support to ADPH EMS with Schematron rules and IT support.

Completed NEMSIS v3.5.0 Receive and Process certification for the RESCUE Aggregator system.

Continued the development of updates for RESCUE to obtain NEMSIS v3.5.0 Collect Data certification.

Released Version 10 of Alabama Schematron rules, which introduce new warnings for patient care reports.

---

---

Portal  
Development  
for RESCUE-  
EMS, SAFETY  
and ADVANCE

Area Goals:

To apply more advanced technologies (e.g., new portal framework in Angular) to enhance the RESCUE-EMS, SAFETY and ADVANCE portals, and to do it in such a way that these portal developments are coordinated to be mutually supporting.

---

Progress:

Work continued supporting the existing SAFETY/ADVANCE portals.

Work continued on developing the Angular-based, next generation portal that brings more desktop-like functionality into the SAFETY portal.

Work continued on standardizing locations processing in CARE web services.

FTP ability has been added to the CARE ETL process in order to facilitate datasets being created on ALEA servers and enabling them to be transferred to CAPS servers for portal deployment.

An AFAS dataset and a legislative report were added to the ADVANCE portal.

---

---

Requirements/  
Design for  
Coordinated  
MOVE and  
eCite Upgrades

Area Goals:

To create the requirement and a documented design for the next version of eCite (eCite-2) and MOVE (MOVE-X) that are totally coordinated and utilize to the extent possible the most current practical technology.

---

Progress:

Made updates to the Universal Forms Platform framework based on required external library changes (including some necessary security updates).

Migrated the proposed submission process to the standard SQL database structure.

Held several internal meetings on the project's impacts to court vendor processes; resolved a proposed structure for an intermediate service to temporarily phase vendors into a service for record pulldown (i.e. both services would be active, with a sunset period to be established later for the older service). This will be finalized once some initial testing proves the concept.

---

---

RESCUE  
Projects  
Expansion

Area Goals:

To upgrade to the latest version of the available supported technologies; to fully deploy, and maintain, the recently-developed ePCR Retrieval system (RESCUE Exchange). To initiate the systems analysis and requirements steps necessary to replace the current EMS licensure records system called AlaCert.

---

Progress:

Set up a nightly process that, to date, has translated over 2 million NEMSIS v3.4.0 records to NEMSIS v3.5.0. This allows for an in-place switchover to the new database once we begin using v3.5.0.

Developed a user interface to allow for NEMSIS state data set management as required in v3.5.0 compliance. This will be used by Alabama EMS office personnel.

Completed required re-certification for the NEMSIS v3.4.0 Receive and Process system.

Prepared for NEMSIS v3.4.0 Collect Data re-certification.

Continued providing technical support to ADPH EMS with Schematron rules and IT support.

Completed NEMSIS v3.5.0 Receive and Process certification for the RESCUE Aggregator system.

Continued the development of updates for RESCUE to obtain NEMSIS v3.5.0 Collect Data certification.

Released Version 10 of Alabama Schematron rules, which introduce new warnings for patient care reports.

---

---

MapClick full consistency with the ALDOT LRS

Area Goals:

To continue to upgrade MapClick to accommodate the eGIS changes being made by ALDOT and thus to transition away from the link/node locational system to a statewide ALDOT- maintained Linear Reference System (LRS) for all roadways (whether on the state system or not).

---

Progress:

Continued efforts to prepare for a MapClick relaunch once the next major updates are completed, e.g., the change in the node selection process so that the searches are along selected route instead of the spatial search used in the past.

Conducted internal testing of the new node selection process.

Continued to update the nodes and links with latest available data, including the update of mile point and milepost data to be consistent with GIS data source.

Conducted pilot testing program to test new node selection process.

Updated nodes and links with latest available data.

Engineered solution to pre-populate MapClick with node-selection process results for all links. This will allow for faster node selection response time.

Continued to update the nodes and links with latest available data, including the update of mile point and milepost data to be consistent with GIS data source.

---

## Alabama's Electronic Patient Care Reporting (e-PCR) Assistance Program

**Total Fiscal Year 2020 Expended Funds - \$60,000.00**

**Funding Source – FAST Act 405c**

The Alabama Office of EMS and Trauma renewed its existing sole-source contract with Grayco Systems, Inc. for the continued maintenance, support and modifications of the Alabama Electronic Patient Care Reporting (e-PCR) NEMSIS compliant data collection software system and of the Alabama AlaCert data collection tracking software for provider service and individual license system. This project is being used to maintain and support AlaCert (the licensure database system), EMSIS Server, AL ePCR (the NEMSIS-compliant pre-hospital data collection system), and EMSIS Web (the web version of AL ePCR) is ongoing. The NEMSIS compliant data system is required by NHTSA, Office of EMS. This program also continued to collect and track licensed Emergency Medical Provider Services and Emergency Medical Personnel of all Alabama recognized license levels.

## Center for Advanced Public Safety (CAPS) Data and Information Technology Support

**Total Fiscal Year 2020 Expended Funds - \$1,022,765.35**

**Funding Source - State Traffic Safety Trust Fund**

The University of Alabama Center for Advanced Public Safety and the AOHS have a long-standing relationship working together to improve traffic safety. CAPS provides AOHS with valuable statistics, data and analysis tools relating to traffic safety. The use of this data is particularly important as emphasis is placed on strategic planning for highway safety and as AOHS works to base funding on crash data.

The development and deployment of the eCite and eCrash projects are key areas where CAPS and AOHS have worked together to improve the quality of data being gathered and the safety of the state's law enforcement officers. The funding that CAPS receives from AOHS is crucial in conducting projects to improve law enforcement and traffic safety and in maintaining the systems that have been developed that the officers are now reliant upon. In FY 2020, CAPS assisted the AOHS by fulfilling data information requests that are made of the CAPS staff, prepared reports and statistical information for grant applications when asked, contributed to the development of the State's Highway Safety Plan and assisted with all aspects of the Traffic Records Coordinating Committee (TRCC) meetings. This year, CAPS also assisted heavily with the Traffic Records assessment required by NHTSA every five years.

CAPS continued to spread eCite to law enforcement agencies throughout the state, provided training, provided technical support and maintained software systems.

### CARE Software Program

In the efforts to support the traffic safety community in the State of Alabama, CAPS staff members responded to 136 requests for traffic crash data. These included requests from CTSPs regularly, Geographic Information Systems (GIS) Coordinators, ALDOT, ALEA, Federal Motor Carrier Safety Administration (FMCSA), NHTSA Region 4 personnel, county and municipal agencies, reporters, planning commissioners, the public, various media outlets from across the state, engineers, and others.

Improvements to the Critical Analysis Reporting Environment (CARE) systems have been ongoing, and updates to these systems are released whenever necessary. Information releases for the CARE program are made on a regular basis as data are made available to provide the users with the most up to date material possible for their analyses.

## Electronic Citation Distribution and Expansion and Technical Support

CAPS assisted in the expansion of eCite, the electronic citation software. Since requests for eCite training have decreased so much, CAPS has begun to offer eCite training via a GoToMeeting webinar. If there is only one officer needing training, this gets them trained sooner rather than waiting for 4 or 5 officers to hold a class.

In addition, personnel have fielded other calls and emails on such things as requests for assistance with eCite integration into the police or court records management systems (RMS). CAPS also produces and sends out thumb drives of the software to agencies as they request it. CAPS personnel spend considerable time in testing software being developed or updated before it is released to users. This software could be MOVE, one of the applications in the MOVE suite such as eCite or eCrash or could also be CARE or ADVANCE software testing.

CAPS staff also work to manage the data center that houses the large amount of eCite and eCrash data that is being transmitted to servers. Our system engineers ensure that this large quantity of sensitive data is safe and secure. These engineers also performed migration to new servers that house eCite and eCrash data as part of a data center modernization effort.

## Survey Services and Administrative Support

CAPS assisted in the "Drive Sober or Get Pulled Over" alcohol campaign survey. This campaign focused on the importance of not driving while impaired and involved a strong media and enforcement blitz during the Labor Day Holiday weekend. To measure the effectiveness of this campaign, The University of Alabama subcontracted with Research Strategies, Inc. Research Strategies performed telephone surveys from a representative portion of the state to determine whether the campaign was a success. CAPS worked closely with Research Strategies to refine the survey questions being asked. The survey was conducted statewide. This is because the media permeates the state better now since much of it is digital media and not just the major TV and radio market areas. The results of the phone survey were compiled by Research Strategies and provided to AOHS at ADECA.

Another component of the "Drive Sober or Get Pulled Over" Media campaign takes a different approach. Alliance Sport Marketing was contracted to promote the Drive Sober message at motorsport events and a college football tailgate tour across the state. Some events got canceled or modified due to COVID-19. But the campaign did continue in a revised fashion.

CAPS assisted with another phone survey. This survey was a driver attitude survey conducted at the request of GHSA and NHTSA. CAPS contracted with Research Strategies, Inc. for this survey. CAPS instructed Research Strategies, Inc. as to the questions and counties that were included in the survey of the state. The results of the phone survey were produced by Research Strategies and forwarded on to CAPS for review and dissemination to the Office of Highway Safety.

CAPS personnel also provided administrative support to the AOHS in facilitating the Traffic Records Coordinating Committee meetings by developing and giving presentations at the meeting, developing the agenda, sending invitations, and taking the minutes of the meeting.

### Traffic Records Assessment

A Traffic Records Assessment (TRA) is required by NHTSA every five years in order to continue to qualify for traffic records (405c) money for the State. The TRA for AL was conducted in the latter part of this year. CAPS coordinated the effort at the request of the TRCC Chair and was heavily involved in all aspects of the assessment. The kick-off meeting (call) was on August 17<sup>th</sup> but much preliminary work was done on it before that date. The first round of data input was Sept. 14 - Oct. 2. This work continued throughout the end of the year. The TRA concluded at the report-out webinar on December 17<sup>th</sup>. The TRCC will be looking at the results of the assessment to see what measures can be taken to make improvements and include those measures in the State's TSIS Strategic Plan.

### Safe Home Alabama Website

The SafeHomeAlabama.gov (SHA) website is unique in that it attempts to be comprehensive of all traffic safety activities in Alabama as well as including information from other sources that are judged to be of use to the Alabama traffic safety community. Efforts were made to extend SHA coverage to all traffic safety programs and data within the state, covering all governmental agencies and private organizations that are active in the state. There are changes made every week to SHA. These include reports and links to reports, including recent news articles and sometimes new pages are added.

Special efforts have been made to establish a weekly reporting system for legislation. This has been curtailed due to the COVID-19 pandemic, but it is ready and available, and it will be activated as soon as the legislature gets back in session.

The number of pages and other items maintained this quarter include:

Due to the current and evolving pandemic, regular updates are added SHA about how COVID-19/Coronavirus is impacting traffic safety in Alabama. This includes a dedicated homepage slide, a new post, and a new CAPS special study.

Number of slides on the home page: 13  
Number of new posts: 147  
Number of total posts: 1,096  
Number of CAPS studies: 44

Information is being added as received for the new university research centers: Center for Advanced Vehicle Technologies (CAVT) and Alabama Transportation Institute.

Maintaining the new COVID-19/Coronavirus section on the CAPS Special Studies page.

All pages are being condensed down into the News sections, and they are now searchable using tags and categories in the A to Z Index, which is accessible at the upper left on every page.

## Program Area- Impaired Driving

---

The AOHS conducted a problem identification analysis for Impaired Driving in the State of Alabama to pinpoint common factors and assess strategies that could be used to combat the growing issue. Alabama compared FY2017 ID crashes against FY2015-2016 ID crashes to determine any significant changes that have occurred from the previous two fiscal years. Also, a review was conducted of the current legislation in Alabama regarding ID laws and penalties. The findings were then taken into consideration when planning enforcement campaigns, as well as training programs to fund in the upcoming fiscal year.

In FY 2020 Alabama allocated funds for projects that employed a combination of countermeasures to have the greatest impact in reaching program goals. These projects included High Visibility Enforcement (HVE) efforts paired with paid media campaigns, Administrative License Revocation or Suspension, and Drug Recognition Expert and Prosecutor Training programs. The activities and accomplishments of these programs can be found starting on page 25.

### Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	964
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	8,143
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	1.35
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	257

### Crash Summary

Performance measures in Alabama are set using averages from the previous five years of crash data. However, it can be useful to monitor progress of projects based on the previous year's crash data to gauge effectiveness of activities conducted throughout the fiscal year. In Alabama in 2019, 930 people were killed on the highway, down from the 2018 total of 953 fatalities (FARS). Serious Injuries increased from 7,002 in 2018 to 8,787 in 2019. The Number of Fatalities Involving Driver or Motorcycle Rider with .08+ BAC increased from 249 in 2018 to 277 in 2019.

## Drive Sober or Get Pulled Over High Visibility Enforcement

**Total Fiscal Year 2020 Expended Funds - \$171,687.58**

**Funding Source – FAST Act 405d**

In addition to the paid media effort, the four regions in Alabama conducted the “Drive Sober or Get Pulled Over” (DSOGPO) High Visibility Enforcement program for a two-week period from August 19 through September 7. The enforcement program consisted of members from 89 law enforcement agencies from the municipal to the state level (Municipal Agencies: 54; County Sheriffs: 19; State Police Districts: 16). Officers from local agencies worked 5,452 total hours and the total number of citations issued was 11,135.

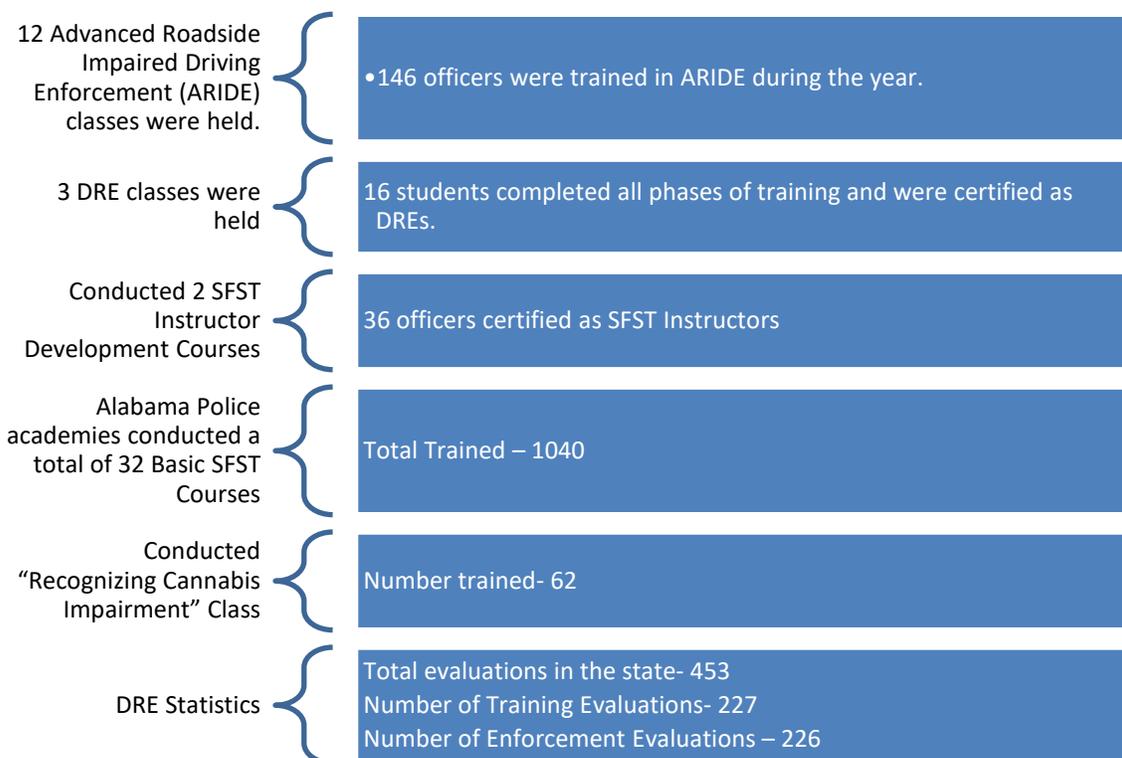
## Drug Recognition Expert (DRE) Training Program

**Total Fiscal Year 2020 Expended Funds - \$185,762.01**

**Funding Source – FAST Act 405d**

The goal of the Drug Recognition Expert (DRE) Program is to train and certify law enforcement officers from various agencies around Alabama as Drug Recognition Experts. Each certified DRE will be able to diagnose an individual arrested for DUI to be either under the influence of some drug other than alcohol or suffering from a medical issue. If the DRE determines the defendant is under the influence of a drug, then the DRE will identify the category or categories of impairing drugs.

### 2020 Activities



## Traffic Safety Resource Prosecutor Program

**Total Fiscal Year 2020 Expended Funds - \$136,006.15**

**Funding Source – FAST Act 402**

The Traffic Safety Resource Prosecutor (TSRP) provides critical support to Alabama’s prosecutors, law enforcement officers, judges and other traffic safety professionals by offering competency and expertise in impaired driving.

The TSRP program continues to be a utilized resource in the battle against impaired driving and the problems being faced both on the law enforcement level and the prosecutorial level. It is all being done with a focus on the overall goal of increasing the level of readiness and proficiency for the effective investigation, preparation, and prosecution of traffic related cases involving impaired driving from misdemeanor offenses to traffic homicide cases. The TSRP further serves as a liaison while providing technical assistance, training, and counsel to prosecutors and law enforcement, as well as information to communities regarding the dangers of driving under the influence.

### 2020 Activities

---

Taught 13 classes at three different police academies

---

Held 3 regional trainings on Basic DUI Investigation & Prosecution

---

Taught 4 classes on the 4<sup>th</sup> Amendment, Arrests, & other Criminal Law issues

---

Taught 7 other DUI-related classes around the state

---

Spoke about oral fluid testing & DUID prosecution at the Illinois Traffic Safety Conference, LEL Region 4 Conference, and the Transportation Research Board Forum

---

151 requests for assistance answered

---

1,617 prosecutors, law enforcement, judges, and other court personnel trained

---

Closed 1 DUI case in Autauga County with a guilty plea by defendant

## Impaired Driving Hot Spot High Visibility Enforcement (HVE)

**Total Fiscal Year 2020 Expended Funds – \$ 843,564.37**

**Funding Source- FAST Act 405d**

There were four local Impaired Driving HVE projects during FY 2020 as well as one statewide HVE project. Each of these projects focused on alcohol/ impaired driving related Hotspot crashes and the problem locations that were identified across the state. One project took place in each of the four CTSP/LEL regions and the statewide project was conducted in conjunction with ALEA. By conducting these HVE projects, additional efforts were focused on the reduction of impaired driving related crashes. The enforcement effort was data driven, which helped prevent traffic violations, crashes, and crash fatalities and injuries in locations most at risk



## Impaired Driving Hot Spot High Visibility Media Campaign

**Total Fiscal Year 2020 Expended Funds - \$657,548.31**

**Funding Source- FAST Act 405d**

Auburn University's Media Production Group implemented the 2020 Impaired Driving Hot Spot Campaign around the holiday periods of Christmas and New Year's Eve, St. Patrick's Day, 4<sup>th</sup> of July, and Labor Day. "Impaired Driving" Media Plans were developed and submitted to AOHS. The plan and actions taken were consistent with the campaign content: The mission was to produce and direct a statewide multimedia campaign – a comprehensive, high visibility initiative of the national enforcement mobilization, a partnership of criminal justice and traffic safety partners.

The campaign was designed to increase awareness that sobriety checkpoints, saturation patrols and undercover officers would conduct massive enforcement efforts, usually involving multiple agencies that target specific areas to identify and arrest impaired drivers. Alabama's earned media, paid media, enforcement and post-survey periods followed the campaign and evaluation schedule as distributed for the campaign.

Paid media: Weekly during December 19-January 1, March 13-March 19, and June 26- July 4, 2020. The campaign once again targeted a key at-risk group, 18 to 34-year-olds, particularly males. The buy focused on the following dayparts: morning drive (M, Th-F, 7A-9A) and evenings (M, Th-F, 5P-Midnight). Weekend dayparts, especially sporting events, were appropriate as well if they appealed to the target group.

The objective was accomplished principally through the following tasks:

1. Development of the “Impaired Driving” marketing approaches, based on Nielsen and Arbitron Ratings and targeted toward males in the 18-34 age group primarily and slanted toward rural areas and identified hot spots;
2. Produced the television and radio advertising spots.
3. Negotiated placements of approved, paid program broadcast television, cable television, radio spots, and digital media.

## Results

9,591 total television and radio media spots were run throughout the campaigns. Other media sources that were utilized include radio and digital platforms such as Pandora, Spotify, ebillboards and social media ads, which had a total of 8,537,754 impressions.

---

### Media Components

Broadcast Television: The broadcast television buys focused on programming in prime times: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight). Selected weekend day parts, especially sporting events, were also approved if the media programming would appeal to the target group.

Cable Television: The large number of cable networks in Alabama can be effective in building frequency for the male 18-34 target market. The buys focused on the following day parts: early morning (M-F, 7A- 9A) and evenings (M-F, 5P-Midnight) with selected weekend day parts, especially sporting events. Paid scheduling was placed for networks that cater to males in our target, such as CNBC, ESPN, Fox News and Fox Sports, CNN, etc.

Radio:The campaign targeted that same key at-risk group, 18-34-year olds, particularly males. The buy focused on the following day parts: morning drive (M-F, 7A-9A), midday (M-F, 11A-1P), afternoon (M-F, 4P-7P), evenings (M-F, 7P-Midnight). Selected weekend day parts were considered as well.

Digital Media: Digital media is a rapidly evolving platform in media consumption. For the CIOT campaign, ads were placed in a variety of digital sites such as Facebook, YouTube and Bleacher Report; ads were also placed on streaming services such as Pandora and Spotify.

Out of Home:Electronic billboards were leased in major markets where space was available. Several designs were retagged for Alabama’s use to correspond to and reinforce the video commercial. Lamar, Link and Beam electronic billboards were designed and placed in the twenty-six (26) major media market sites providing coverage in Birmingham, Mobile, Montgomery/Wetumpka, Huntsville and Auburn/Opelika.

---

## Impaired Driving Paid Media Evaluation

The 2020 ADECA Alabama Alcohol Target Group Research data collection was started by Research Strategies, Inc.'s in-house Consumer Telephone Operations Center in September at the completion of the Labor Day weekend enforcement blitz. The data retrieval phase of the research was completed in September. A total of 502 qualified Alabama driver residents were randomly sampled using a combination of landlines and wireless (cell phones) telephone exchanges.

Each of the five hundred (N = 502) research participants captured in the 2020 ADECA Alabama Alcohol Target Group Research were qualified as:

- Living in one of the 67 Alabama Counties
- Being 19 Years or older
- Drives a motor vehicle at least a few times a year
- Drank at least a single beer, glass of wine or other alcoholic beverage in the past year. (This qualification reveals that 32.5% of Alabama drivers "say" that they have not drank in the past one year.)

In 2018 through 2020, the ADECA Alabama Alcohol Target Group Research sample was expanded to include all 67 Alabama Counties. In order to get an accurate geographic and demographic representation, Research Strategies, Inc. weighted each county's sub-sample proportionately by the county's population percent of Alabama's total population.

Each of the 67 Alabama counties' sub-samples were randomly pulled from the top residential ZIP Codes in each county, weighted by ZIP Code population within the county. This Stratified Sample Matrix offers the 2019 ADECA Alabama Alcohol Target Group Research with a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

### General Information

The Alabama drivers participating in the 2020 ADECA Alabama Alcohol Target Group Research are 52.2% males and 47.8% females. The overall sample's average age is 50.9 years.

Drivers were asked what racial category described them. The majority of drivers, 74.3%, considered themselves to be white. Black or African American respondents made up 19.5%, Hispanics/Latino and Asians made up the remainder of the survey.

71.9% of respondents had some college education or were college graduates or higher.

### Major Findings among All Drivers

Frequency of Motor Vehicle Use: Drivers were asked how often they drive a motor vehicle. Most respondents (81%) said they drove almost every day while 16.3% drive a few days a week and 3.2% drive a few days a month or less.

Type of Motor Vehicle Driven: The majority of respondents (35.7%) drove cars. The next highest categories were SUVs at 33.7% and pickup trucks at 26.5%, followed by vans or minivans at 2.6%.

Frequency of Seat Belt Use: Most drivers (90.2%) wear their seat belts all of the time and 5% wear their seat belts most of the time. Additionally, 1.8% wear their seat belts some of the time.

Alcohol Use: The majority of drivers (65%) answered that they had at least one drink in the past thirty days. These Alabama drivers who drink, drank an average of 7.2 days in the past 30 days.

Of those drivers 13.5 % have driven in the past 30 days a motor vehicle within two (2) hours after drinking an alcoholic beverage. Of those that did drink and drive within 2 hours, the average number of drinks was 3.4.

Driving When Had Too Much to Drink: When asked if they had driven when they thought they had too much to drink in the past 30 days, only 7.5% replied "Yes."

Visibility of Police on Roads: 20.3% of Alabama drivers in the 2020 research sample say they had seen Police on the roads normally traveled more often than usual. 51.2% of Alabama drivers have the perception that Police are "very likely" and/or "somewhat likely" to stop them when drinking and driving.

Seen or Heard Messages Encouraging People to Avoid Drinking and Driving: The 2020 research sample reveals 60.4% of Alabama drivers have recall of messages encouraging drivers to avoid driving after drinking. Most drivers indicate they recall these messages on Cable TV, Traditional Radio and Billboards/Signs.

Number of TV and Radio Messages Seen or Heard in Past 30 Days: Drivers who saw or heard messages were asked if there were more messages than usual to encourage people to avoid drinking and driving. 76.9% reported that they had seen about the same number of messages.

Visibility of Police Checkpoints: In the last 30 days, 45.7% of the drivers said they had personally driven past or through a police checkpoint.

Name or Slogan to Prevent Drunk Driving: 31.5% said they knew the name or slogan of an enforcement program(s) that is targeted at drinking and driving.

Aided Awareness of Slogans: Drivers were asked if they recall hearing or seeing some slogans. The most dominant unaided awareness is for the slogans "Don't Drink and Drive" (19.7%), "Buzzed Driving is Drunk Driving" (17%) and "Drive Sober or Get Pulled Over" (15.5%).

The aided awareness for these slogans is: “Friends Don’t Let Friends Drive Drunk” (20.5%), “Buzzed Driving is Drunk Driving” (18.98%) and “Don’t Drink and Drive” (16.2%). Enforcement of Drinking and Driving Laws: Most drivers (86%) feel it is very important to enforce drinking and driving laws more strictly.

## Alabama Driver Attitude Report 2020-July Statewide Telephone Survey

A statewide Driver Attitude telephone survey was conducted for the AOHS. The study design measured attitudes toward seat belt use, messages about seat belt law enforcement, speeding, speed enforcement, drinking and driving and impaired driving enforcement.

The survey was administered to a randomly selected state-wide sample of respondents age 19 and older in each of the sixty-seven (67) Alabama Counties. Interviews were conducted in July 2020. Research Strategies, Inc., conducted the data collection. CAPS managed the process and project.

The questionnaire was programmed on a computer assisted telephone interviewing (CATI) type system. A total of 255 qualified Alabama residents were randomly sampled.

The telephone intercepts were completed on July 9, 2020. These intercepts were captured on cell phones in order to speak to all age ranges and ethnic skews. The age range and the ethnic skews of the sample have remained consistent over the past years while the dependency on landline phones has declined in order to reach Alabama drivers by county.

### General Information

**Respondent Age:** Drivers were asked to indicate their age during the demographic portion of the survey. The overall average age of respondents was 52.4 years old.

**Respondent Gender:** Male 42.75% and Female 57.25%.

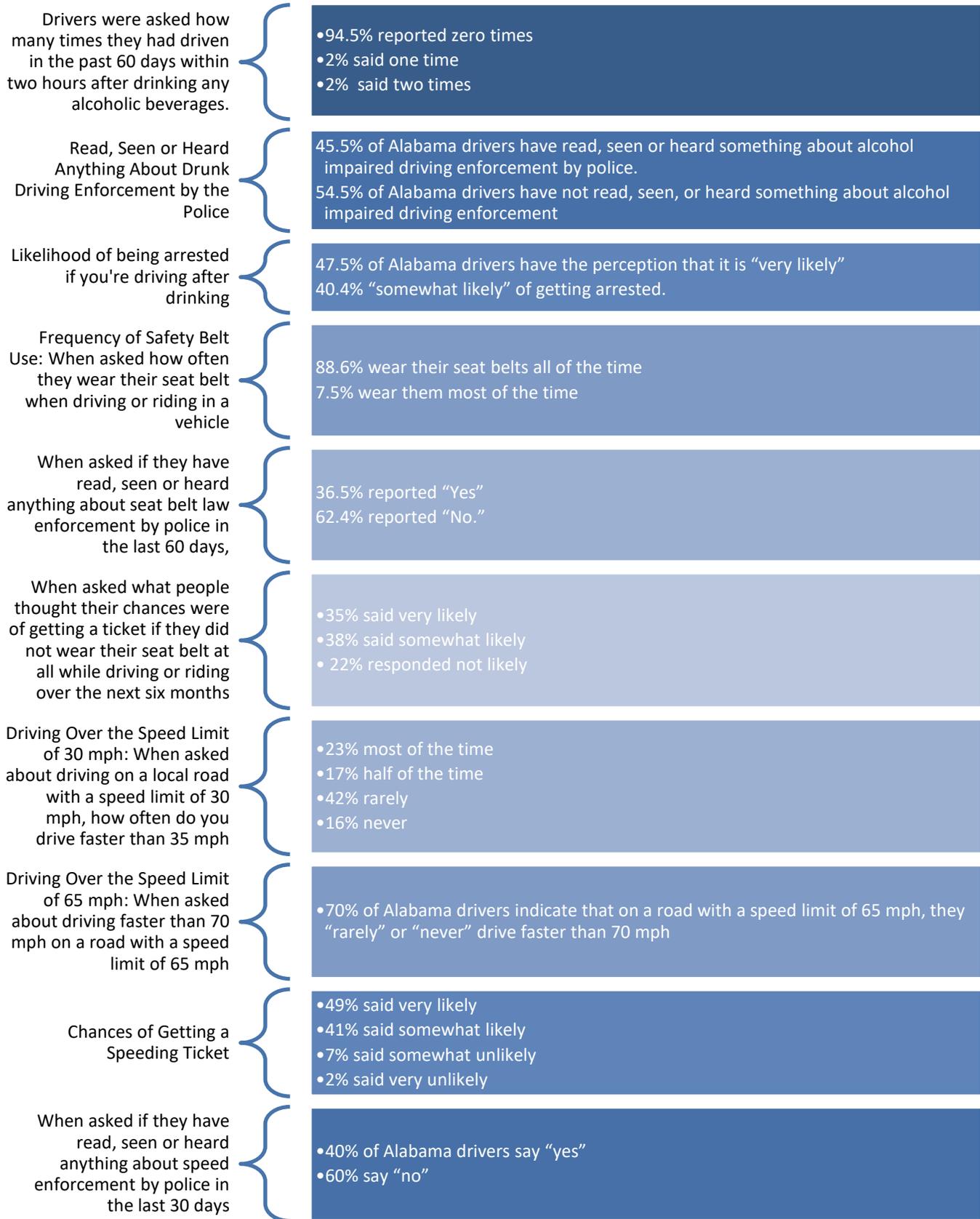
**Respondent Education:** 67% of Alabama drivers have some college or technical school or more education.

**Respondent Race and Ethnicity:** Drivers were asked what racial category described them. Most drivers considered themselves to be white at 70.6%. Blacks or African American made up 23.1% of the survey. Hispanic or Latinos made up 0.8%.

### Major Findings Among All Drivers

**Frequency of Motor Vehicle Use:** 78.4% of Alabama drivers indicate they drive “almost every day”. This is 7.1 percentage point decrease from the survey last year. 45.5% of Alabama’s drivers have read, seen or heard something about alcohol impaired driving enforcement by police in 2020. This percentage has been consistently declining since 2015. It has declined 16 percentage points over that time period. In the 2020 research, 88.63% of Alabama drivers use safety belts “all of the time,” when driving or riding in a car, van, sport utility vehicle or pickup, down 5 percentage points from the 2019 research.

The Recommended Set of Core Survey Questions by GHSA and NHTSA and responses:



# STATEWIDE STATISTICS TABLE 2013-2019

	2013	2014	2015	2016	2017	2018	2019	2020 Baseline**
C-1 Number of Traffic Fatalities (FARS)	853	820	850	1,083	948	953	930	911
Fatalities/VMT (FARS/FHWA)								
Total__	1.31	1.25	1.26	1.56	1.34	1.34		1.34
Rural__	1.85	1.97	2.09	2.76	2.04	1.88		
Urban__	.82	.72	.67	.70	.86	.97		
C-2 Number of Serious Injuries in Traffic Crashes (State Crash File) *	8,558	7,967	8,540	8,152	7,484	7,002	8,787	8,185
C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	369	351	355	423	398	354	352	374
C-5 Number of Fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above (FARS)	259	265	244	298	265	249	277	266
C-6 Number of Speeding-Related Fatalities (FARS)	253	237	236	329	257	262	216	262
C-7 Number of Motorcyclist Fatalities (FARS)	80	65	67	112	79	82	93	81
C-8 Number of Unhelmeted Motorcyclist Fatalities (FARS)	1	10	9	11	6	10	15	7
C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	102	91	122	161	117	127	118	119
C-10 Number of Pedestrian Fatalities (FARS)	59	96	98	120	119	107	119	98
C-11 Number of Bicycle Fatalities (FARS)	6	9	9	3	7	9	6	7
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	97.3%	95.7%	93.3%	92.0%	93.0%	91.8%	92.3%	94.2%
Fatalities Percent of All Crashes	0.67%	0.62%	0.58%	0.69%	0.60%	0.60%	0.59%	0.61%
Serious Injuries Percent of Non-fatal Crashes*	22.7%	20.2%	19.6%	17.7%	16.3%	15.4%	11.5%	16.1%
Speed Fatalities Percent of Speed Crashes*	2.8%	2.7%	2.3%	3.7%	2.6%	2.5%	2.4%	2.7%
Speed Serious Injuries of Non-fatal Speed Injuries*	32.3%	32.4%	32.0%	29.3%	27.6%	26.0%	22.9%	27.6%
Impaired Fatalities Percent of Impaired Crashes*	4.1%	4.5%	3.8%	4.9%	4.6%	4.4%	5.0%	4.5%
Impaired Serious Injuries of Non-fatal Impaired Injuries*	30.7%	28.5%	34.9%	30.3%	28.6%	26.6%	25.9%	29.3%

## ALABAMA FISCAL YEAR 2020 PERFORMANCE MEASURES

Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
C-1) Number of Traffic Fatalities (FARS)	5 Year	2016	2020	964
C-2) Number of Serious Injuries in Traffic Crashes (State crash data files)	5 Year	2016	2020	8,143
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2016	2020	1.35
C-4) Passenger Vehicle Occupant Fatalities – Unrestrained (FARS)	5 Year	2016	2020	374
C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and above (FARS)	5 Year	2016	2020	257
C-6) Number of Speeding-Related Fatalities (FARS)	5 Year	2016	2020	262
C-7) Number of Motorcyclist Fatalities (FARS)	5 Year	2016	2020	82
C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)	5 Year	2016	2020	8
C-9) Number of Drivers age 20 or Younger Involved in Fatal Crashes (FARS)	5 Year	2016	2020	126
C-10) Number of Pedestrian Fatalities (FARS)	5 Year	2016	2020	110
C-11) Number of Bicyclists Fatalities (FARS)	5 Year	2016	2020	7
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (survey)	5 Year	2016	2020	91

### C-1) Number of Traffic Fatalities (Fatality Analysis Reporting System (FARS))

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS has projected a realistic goal to not allow Number of Traffic Fatalities to increase more than 5.93% percent from the five-year baseline average of 910 (2013-2017) to 964 by 2020. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee.** The five-year average (2015 to 2019) number of fatalities in traffic crashes for 2020 is 953. The goal was achieved.

### C-2) Number of Serious Injuries in Traffic Crashes (State crash data files)

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS has projected a realistic goal to reduce Number of Severe injuries in Traffic Crashes by .51 percent from the five-year baseline average of 8,185 (2013-2017) to 8,143 by 2020. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee.** The five-year average (2015 to 2019) number of serious injuries in traffic crashes for 2020 is 7,300. The goal was achieved.

### C-3) Fatalities/VMT (FARS/FHWA) Total Fatalities/100M VMT

Based on analysis of previous 5-year averages and trends in more recent state crash data, AOHS has projected a realistic goal to reduce Total Fatality Rate/VMT by .74 percent from the five-year baseline average of 1.34 (2013-2017) to 1.35 by 2020. **This goal was mutually agreed upon by the Alabama Office of Highway Safety, the Strategic Highway Safety Plan steering committee and the Highway Safety Improvement Plan committee.** The five-year average (2015-2019) fatality rate for 2020 is 1.71. The goal was achieved.

### C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)

AOHS has projected a realistic goal to reduce Unrestrained Passenger Vehicle Occupant Fatalities by .37 percent from the five-year baseline average of 374.4 (2013-2017) to 373 by 2020. The five-year average (2015-2019) number of unrestrained passenger vehicle occupant fatalities for 2020 is 376. The goal was not achieved.

An analysis of unrestrained passenger vehicle occupant fatalities was performed to compare the most recent year (2019) unrestrained passenger vehicle occupant fatalities with previous years (2015-2018). This study found that the Manner of Crash “Head-on (front to front only)” was significant to the increase of unrestrained passenger vehicle occupant fatalities in 2019. Accounting for 12.0% of all unrestrained passenger vehicle occupant fatalities between 2015 and 2018, this factor rose to 14.7% of all unrestrained passenger vehicle occupant fatalities in

2019. Head-on crashes are more severe given the increased impact speed of two vehicles in this manner of crash.

In order to further reduce unrestrained occupant fatalities, AOHS will continue to identify areas where restraint- deficient fatalities are occurring and allocate funds for law enforcement agencies to conduct additional traffic enforcement details in that area. Following the data of head-on crashes will give additional insight on areas and demographics on which to focus.

### C-5) Number of Fatalities in Crashes Involving Driver or Motorcycle Operator with a BAC of .08 and Above (FARS)

Based on analysis of previous 5-year averages and trends in recent state crash data, AOHS has projected a realistic goal to maintain the alcohol-impaired driving fatalities at the five-year baseline average of 262 (2013-2017) in 2020. The five-year average (2015-2019) number of driver or motorcycle operator with a BAC of .08 and above (FARS) for 2019 is 267. The goal was not achieved.

An analysis of fatalities involving driver or motorcycle operator with a BAC of .08 and above was performed to compare the most recent year (2019) fatalities involving driver or motorcycle operator with a BAC of .08 and above with previous years (2015-2018). This study found that the Causal Unit Contributing Circumstance (CU CC) "Traveling Wrong Way/Wrong Side" was significant to the increase of fatalities involving driver or motorcycle operator with a BAC of .08 and above 2019. Crashes involving traveling wrong way/wrong side account for 3.7% of all fatalities involving driver or motorcycle operator with a BAC of .08 and above between 2015 and 2018, but they rose to 6.6% of fatalities involving driver or motorcycle operator with a BAC of .08 and above in 2019. Fatalities involving driver or motorcycle operator with a BAC of .08 and above are associated with other risk-taking behaviors. These risk taking behaviors, in addition to travelling wrong way/wrong side, include being unrestrained. These risk-taking behaviors increase the severity of injuries when fatalities involving driver or motorcycle operator with a BAC of .08 and above occur.

In order to further reduce the number of fatalities involving driver or motorcycle operators with a BAC of .08 and above, AOHS will continue to identify areas where fatalities are occurring and allocate funds for law enforcement agencies to conduct additional traffic enforcement details in that area. Following the data of risk-taking behaviors will give additional insight on areas and demographics on which to focus, especially when developing media campaign material.

AOHS also plans to continue to work with the DRE and TSRP programs to train law enforcement on detecting impaired drivers on the roadway, and successfully prosecuting cases where motorists are arrested and charged.

## C-6) Number of Speeding-Related Fatalities (FARS)

Not allow Speeding-Related Fatalities to increase by more than 1.15 percent from the five-year baseline average of 262 (2014-2018) to 262 by 2020\*. The five-year average (2015-2019) number of speeding-related fatalities (FARS) for 2020 is 260. The goal was achieved.

## C-7) Number of Motorcyclist Fatalities (FARS)

Maintain motorcyclist fatalities from the five-year baseline average of 82 (2014- 2018) to 82 by 2020. The five-year average (2015-2019) number of motorcyclist fatalities (FARS) for 2020 is 87. The goal was not achieved.

An analysis of motorcyclist fatalities was performed to compare the most recent year (2019) motorcyclist fatalities with previous years (2015-2018). This study found that the Primary Contributing Circumstance (PCC) "Aggressive Operation" was significant to the increase of motorcyclist fatalities in 2019. Aggressive operation accounted for 14.5% of motorcyclist fatalities between 2015 and 2018, this factor rose to 23.8% of all motorcyclist fatalities in 2019. Motorcyclists are less visible, compared to passenger cars, and are also more vulnerable when a crash does occur. These factors contributed to the rise of motorcyclist fatalities in 2019.

AOHS employs proven countermeasures such as high-visibility enforcement to combat aggressive driving, including by motorcyclists, through the STEP campaign. While data from 2020 has yet to be verified, there is anecdotal evidence that motorcycles were a preferred means of transportation and recreation during Covid-19 related social distancing public health orders. However, planning for the FY 2022 HSP will offer the opportunity to tailor law enforcement activity and social media posts to the motorcycle community more specifically, in order to combat any further increase in motorcycle fatalities.

## C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)

Maintain the unhelmeted motorcyclist fatalities at the five-year baseline average of 8 (2012-2016) by 2019\*. The five-year average (2015-2019) number of un- helmeted motorcyclist fatalities (FARS) for 2020 is 10. The goal was not achieved.

An analysis of unhelmeted motorcyclist fatalities was performed to compare the most recent year (2019) unhelmeted motorcyclist fatalities with previous years (2015-2018). This study found that the Primary Contributing Circumstance (PCC) "Aggressive Operation" was significant to the increase of unhelmeted motorcyclist fatalities in 2019. Aggressive operation accounted for 23.0% of unhelmeted motorcyclist fatalities between 2015 and 2019, this factor rose to 29.9% of all motorcyclist fatalities in 2019. Motorcyclists are less visible, compared to passenger cars, and are also more vulnerable when a crash does occur. These factors contributed to the rise of motorcyclist fatalities in 2019. Aggressive driving, including being unhelmeted, is associate with risk taking behaviors. Additionally, motorcyclists are less visible, compared to

passenger cars, and are also more vulnerable when a crash does occur. The combination of these factors contributed to the rise of motorcyclist fatalities in 2019

The factors of aggressive driving and increased risk-taking from motorcyclists will be examined in the next HSP planning cycle. While AOHS does not receive specific funding to address motorcyclists' issues, it does not preclude activities taken to network with advocacy and outreach groups to better understand ways to publicly educate riders on the importance of wearing a helmet.

#### C-9) Number of Drivers age 20 or Younger Involved in Fatal crashes (FARS)

AOHS projected a realistic goal to not allow the drivers age 20 or younger involved in Fatal Crashes to increase by more than .83 percent from the five-year baseline average of 119 (2014-2018) to 126 in 2020. The five-year average (2015-2019) is 129. The goal was not achieved.

An analysis of the number of drivers age 20 or younger involved in fatal crashes was performed to compare the most recent year (2019) number of drivers age 20 or younger involved in fatal crashes with previous years (2015-2018). This study found that the Primary Contributing Circumstance (PCC) "DUI" was significant to the increase in the number of drivers age 20 or younger involved in fatal crashes in 2018. PCC DUI crashes accounted for 6.9% of the number of drivers age 20 or younger involved in fatal crashes between 2015 and 2018, but it rose to 12.4% in 2019. Young drivers are some of the least experienced drivers. Their lack of experience, combined with DUI, increase their likelihood of being involved in a crash. These factors contributed to the increase of the number of drivers age 20 or younger involved in fatal crashes in 2019.

AOHS employs proven countermeasures such as high-visibility enforcement to combat impaired driving, including by motorists under the age of 20, through the year-round STEP and Impaired Driving campaigns. We plan to continue media efforts to reach this demographic through the use of targeted advertising, in-person outreach at sporting events (not possible for the most part during this past fiscal year), and strategic messaging on high school event tickets.

#### C-10) Number of Pedestrian Fatalities (FARS)

AOHS projected a realistic goal to not allow the drivers age 20 or younger involved in Fatal Crashes to increase by more than .83 percent from the five-year baseline average of 119 (2014-2018) to 126 in 2020. The five-year average (2015-2019) is 129. The goal was not achieved.

An analysis of pedestrian fatalities was performed to compare the most recent year (2019) pedestrian fatalities with previous years (2015-2018). This study found that the Primary Contributing Circumstance "Not Visible" was significant to the increase of pedestrian fatalities in 2019. Not visible pedestrian fatalities account for 7.4% of all pedestrian fatalities between

2015 and 2018, but it increased to 12.4% of all pedestrian fatalities in 2019. Pedestrian not visible increased their risk of being involved in motor-vehicle crash. Their vulnerability also increases due to the lack of safety devices, compared to being secured in a motor-vehicle. These factors contributed to the increase of pedestrian fatalities in 2019.

Pedestrian fatalities are an area AOHS has typically not programmed into a specific project in the HSP. Past evaluations have shown that fatalities are in too random of locations to target with enforcement or linked to an issue better solved by improving infrastructure. In the planning stages of FY 2022 and future HSPs, our office will continue outreach and networking meetings with fellow Traffic Safety partners to share ideas and lend support to programs currently in process from the ALDOT and a part of the Strategic Highway Safety Plan.

#### C-11) Number of Bicyclist Fatalities (FARS)

Maintain the number of bicycle fatalities to the five-year baseline average of 7 (2012-2016) in 2019\*. The five-year average (2015 to 2019) number of bicyclist fatalities (FARS) for 2019 is 7. The goal was achieved.

#### B-1) The Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (survey).

Maintain the observed seat belt usage at the five-year baseline average (2014 - 2018) of 94.2% in 2020. The five-year average (2015 to 2019) observed seat belt use for passenger vehicles, front seat outboard occupants (survey) for 2020 is 92.5%. The goal was not achieved.

An analysis of observed seat belt use was performed to compare the most recent year (2019) observed seat belt use with previous years (2015-2018). This study found that the changing the observational locations was significant to the observed seat belt usage in 2019. At this high level of seat belt usage, a fluctuation of 1.7% is within a range of random variation that occurs in observations, especially when there is a change in the surveying locations.

Alabama will continue the efforts to increase seatbelt use that have proven to be effective in the past and will continually seek to find ways to improve these programs. The FY 2022 HSP will contain plans for a targeted CIOT media campaign to correspond with an evidence-based enforcement program.

## ALABAMA TRAFFIC SAFETY ACTIVITY MEASURES

---

<b>Year</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Speeding Citations	30,807	36,027	43,345	37,292	39,077
DUI Arrests	906	830	687	987	770
Seat Belt Citations	10,575	12,002	12,574	9,875	10,337