

EXECUTIVE SUMMARY

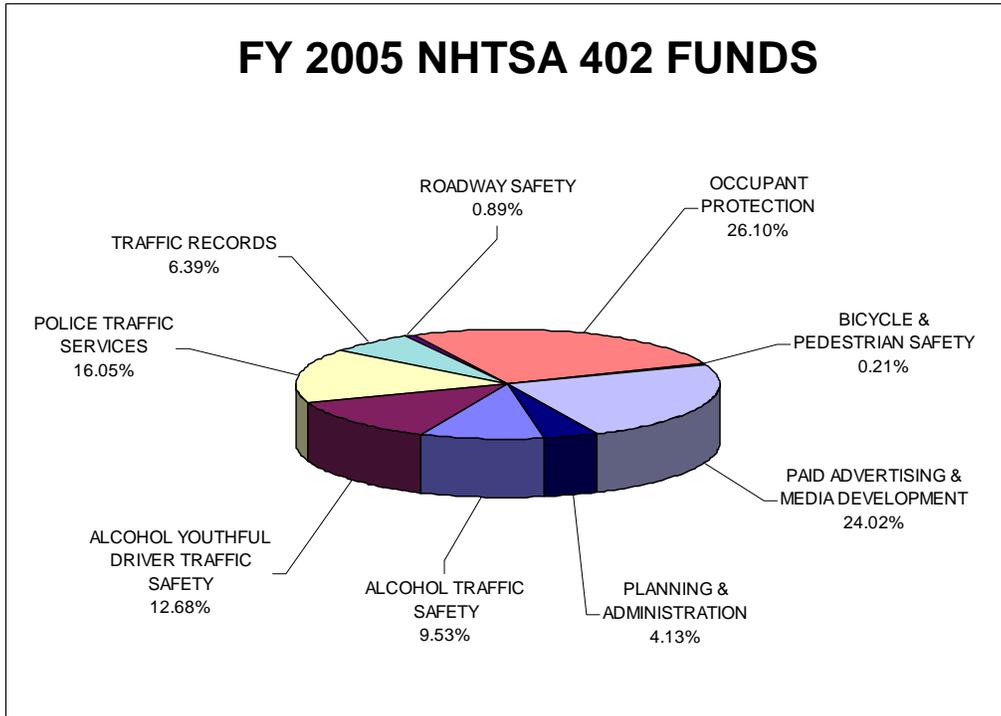
The Idaho Transportation Department (ITD) is the recipient of federal highway safety grant funds. As the administering agency, the Office of Traffic and Highway Safety (OTHS) prepares the planning documents for expenditure of the funds and submits an annual evaluation on the use of the funds. As a part of the overall traffic safety program for Idaho, OTHS provides grant funds to state, county, and local units of government and nonprofit organizations to conduct projects that benefit and improve highway safety within the state.

The ultimate goal is to reduce traffic-related collisions and fatalities on Idaho's roads and highways. Many factors influence highway safety. Well-designed and maintained roads, supportive laws, strong enforcement, and an educated public all contribute to improved safety behaviors. Traffic safety problem areas are identified through collision data analysis and are contained in the Idaho Highway Safety Plan (HSP). The HSP is a three-year planning document that identifies the most critical highway safety problems in the state. Federal Fiscal Year (FFY) 2005 was the second of the three-year FFY 2004-2006 safety plan.

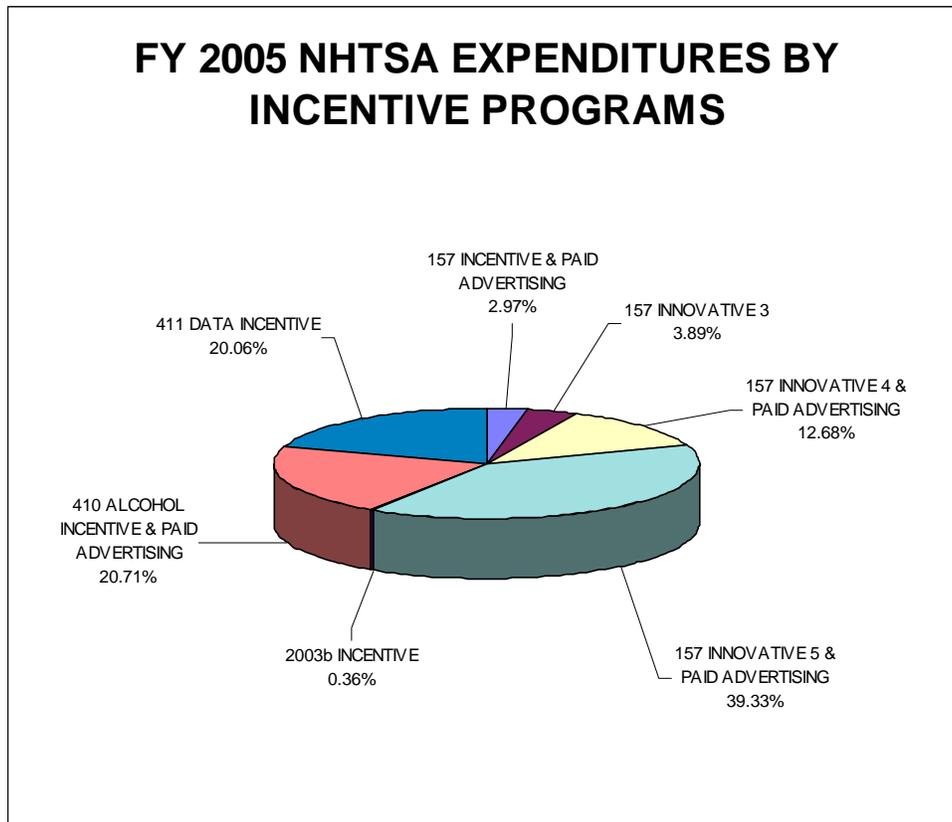
In FFY 2005, Idaho was awarded an eighth year of funding for the Section 410 Alcohol Traffic Safety Incentive Program and sixth year funding for the Section 163 0.08 BAC and Section 157 Incentive Grant Programs.

This report represents the final evaluation of the FFY 2005 HSP, composed of the Section 402 Grant Program, Section 410 Alcohol Traffic Safety Incentive Grant Program, Section 157 Occupant Protection Grant Program, Section 403 Demonstration Project, 2003(b) Incentive Grant Program, Section 411 Data Program, and Section 163 0.08 BAC Incentive Grant Program. Fifty-four Section 402 grants, eight Section 410 grants, six Section 157 grants, two Section 403 grants, one Section 2003(b) grant, two Section 411 grants, and seventeen Section 163 grants, for a total of 90 grant projects, were proposed to address the identified highway safety problems. This report provides the overall accomplishments of our year's efforts and highlights the accomplishments in each of the program areas. Reports on our Paid Media Program, funded with federal funds, and the effectiveness of Idaho's safety restraint law are also included.

FY 2005 NHTSA EXPENDITURES BY 402 PROGRAM AREA			
PROGRAM AREA	FEDERAL FUNDS	STATE/LOCAL FUNDS	FY05 TOTAL FUNDS
ALCOHOL TRAFFIC SAFETY	83,211	18,628	101,839
ALCOHOL YOUTHFUL DRIVER TRAFFIC SAFETY	110,693	41,567	152,260
POLICE TRAFFIC SERVICES	140,101	132,433	272,534
TRAFFIC RECORDS	55,763	1,921	57,684
ROADWAY SAFETY	7,799	944	8,743
OCCUPANT PROTECTION	227,815	30,640	258,455
BICYCLE & PEDESTRIAN SAFETY	1,837	28,464	30,301
PAID ADVERTISING & MEDIA DEVELOPMENT	209,703	370	210,073
PLANNING & ADMINISTRATION	36,057	59,915	95,972
ALL PROGRAM AREAS	872,979	314,882	1,187,861



FY 2005 NHTSA EXPENDITURES BY INCENTIVE PROGRAMS			
PROGRAM AREA	FEDERAL FUNDS	STATE/LOCAL FUNDS	FY05 TOTAL FUNDS
157 INCENTIVE & PAID ADVERTISING	30,974	68,500	99,474
157 INNOVATIVE 3	40,612	0	40,612
157 INNOVATIVE 4 & PAID ADVERTISING	132,320	0	132,320
157 INNOVATIVE 5 & PAID ADVERTISING	410,301	0	410,301
2003b INCENTIVE	3,730	0	3,730
410 ALCOHOL INCENTIVE & PAID ADVERTISING	216,099	1,069,221	1,285,320
411 DATA INCENTIVE	209,284	210,000	419,284
INCENTIVE PROGRAM AREAS	1,043,320	1,347,721	2,391,041



YTD EXPENDITURES FOR SECTION 163 (0.08 BAC)

SUMMARY OF PROJECTS	FEDERAL FUNDS OBLIGATION ON 2101	TOTAL FEDERAL FUNDS EXPENDED THROUGH 09-30-05	BALANCE OF FUNDS AS OF 09-30-05
High Accident Location	\$80,000.00	\$76,181.40	\$3,818.60
Paid Media	\$160,000.00	\$160,000.00	\$0.00
Media Development	\$20,000.00	\$20,000.00	\$0.00
OHS Salaries and Benefits	\$49,043.16	\$16,815.88	\$32,227.28
FY05 OTHS Projects	\$125,000.00	\$44,470.58	\$80,529.42
EMS Projects	\$101,350.00	\$66,908.00	\$34,442.00
3-E Engineering, Enforcement, Education	\$3,737,285.99	\$2,176,517.20	\$1,560,768.79
TOTAL	\$4,272,679.15	\$2,560,893.06	\$1,711,786.09

403 DEMONSTRATION PROJECT				
PROJECT EXPENDITURE CATEGORIES	BUDGET	FUNDS EXPENDED IN PRIOR YEAR	TOTAL FUNDS EXPENDED IN FY 2005	UNEXPENDED FUNDS
Personnel	\$13,500	\$11,544	\$1,953	\$3
Travel	\$17,400	\$16,300	\$899	\$201
Commodities	\$9,100	\$9,100	\$0	\$0
Contractual				
Idaho State Police	\$50,000	\$50,000	\$0	\$0
Media	\$100,000	\$100,000	\$0	\$0
Law Enforcement Contracts	\$110,000	\$101,207	\$8,793	\$0
Total 403 Demonstration Contract	\$300,000	\$288,151	\$11,645	\$204

PROGRAM IMPACT

The Highway Safety Plan is composed of Section 402, with eight program areas, and the Incentive Grant Programs. In FFY 2005, the Office of Traffic and Highway Safety (OTHS) implemented 46 projects within the Section 402 Program and 36 projects within the Incentive Grant Programs.

A summary of achievements, based on analysis of 2004 data and the 2005 observed seat belt usage rate, includes the following highlights:

- Idaho experienced its lowest traffic fatality rate ever in 2004. The rate was 1.75 traffic fatalities per 100 million annual vehicle miles of travel. Unfortunately, the rate was still above the national rate of 1.46;
- Idaho met the goal of having 76 percent seat belt usage by 2005 despite a seat belt fine of \$10, the lowest in the country. The usage rate increased from 74 percent in 2004. The survey was conducted following our May Mobilization and involved law enforcement agencies whose jurisdictions impact 92 percent of Idaho's population. Over 10,500 seat belt citations were issued during the 3-week period, ranking Idaho number 7 in the country for number of seat belt tickets issued during the mobilization. The restraint use of drivers and occupants of passenger vehicles killed in crashes went from 37.2 percent in 2003 to 42.4 percent in 2004;
- The number of youthful driver-related (15-19 years of age) fatalities dropped to 39 in 2004, a decrease of 13.3 percent from the prior year and the lowest number of youthful driver-related fatalities in our database, which has data back to 1987; and
- Idaho's commercial vehicle fatal collision rate in 2004 was the lowest rate since 2001. The commercial vehicle injury collision rates for 2003 and 2004 are the lowest rates since 1996 when OTHS began calculating commercial vehicle injury collision rates.

PROGRESS IN MEETING HIGHWAY SAFETY GOALS

Idaho's goals and progress toward our goals are provided in the tables below. These goals are based on five years of data rather than one year, except for the observed seat belt use rate which is an annual rate. The goals were set aggressive enough to provide a significant challenge in achieving them to encourage us to do our best. While some of the goals were not met, in most cases, significant progress was made. Idaho met or exceeded its goals in the areas of bicycle safety and seat belt use.

Idaho did reach its observed seat belt usage rate goal of 76 percent by 2005. Over the last four years, Idaho's usage rate has increased significantly. The observed usage rate jumped from 62.9 percent in 2002 to 71.7 percent in 2003, then reaching 74.0 percent in 2004 and 76.0 percent in 2005, our highest rate ever. Much of the credit for the increase can be attributed to a law change

- doubling the fine to \$10 and allowing a seat belt citation without a citation for the primary stop
- and a massive education and enforcement campaign.

In spite of having the lowest fatality rate in Idaho's history in 2004, the five-year fatality rate goal was not met. The five-year rate did decrease after last year's increase and was lower than the rate observed for 2002. Idaho also did not meet the five-year impaired driving fatality and serious injury rate goal, and the rate remained flat in 2004.

Finally, the goal for pedestrian safety was not met. In 2004, Idaho had the most pedestrian fatalities and serious injuries since 1997. However, the number of pedestrian fatalities and serious injuries is small and can vary significantly from year to year. The variation in 2004 was not more than would be statistically expected with such small numbers.

The youthful driver goal has been excluded from this document. A problem was discovered with the age calculation in the collision database which completely changed all of the data concerning age, making the youthful driver goal meaningless. A new youthful driver goal will be established for the FFY 2007 plan.

See detailed goals and results below, or for additional information, refer to the Governor's Highway Safety Association 2004 Annual Evaluation Report for Idaho which can be found in the Addendum.

5-Year Fatality Rate

	2002	2003	2004	2005
Goal	1.90	1.87	1.85	1.82
Actual	1.91	1.93	1.89	

5-Year Serious Injury Rate

	2002	2003	2004	2005
Goal	12.35	11.78	11.23	10.71
Actual	12.44	12.00	11.70	

Observed Seat Belt Use Rate

	2002	2003	2004	2005
Goal	63.0%	70.0%	74.0%	76.0%
Actual	62.9%	71.7%	74.0%	76.0%

5-Year Impaired Fatality & Serious Injury Rate

	2002	2003	2004	2005
Goal	2.96	2.82	2.70	2.59
Actual	3.06	3.00	3.00	

5-Year Aggressive Fatality & Serious Injury Rate

	2002	2003	2004	2005
Goal	7.67	7.15	6.64	6.12
Actual	7.95	7.60	7.26	

5-Year Bicyclist Fatal & Serious Injury Rate per 100,000 Population

	2002	2003	2004	2005
Goal	3.64	3.50	3.37	3.26
Actual	3.99	3.76	3.29	

5-Year Pedestrian Fatal & Serious Injury Rate per 100,000 Population

	2002	2003	2004	2005
Goal	5.51	5.16	4.82	4.48
Actual	5.22	5.11	5.14	

EVALUATION OF SAFETY RESTRAINT LAW EFFECTIVENESS

Idaho last revised its safety restraint law, Idaho Code 49-673, on July 1, 2003. The revised law includes the following:

- It applies to all seating positions;
- Adult violators, 18 and older, in any seating position are subject to a \$10 citation;
- An adult driver with unbelted juveniles is fined \$10;
- Young drivers may receive the \$10 fine plus court costs. If the driver is under 18 years of age and the driver or any occupant younger than 18 fails to wear a seat belt, court costs are added to the fine. The \$10 fine plus court costs total \$42.50;
- An officer can issue a citation solely for a safety restraint violation, but a primary violation is still required to make the traffic stop; and
- The Catastrophic Health Care Cost Program receives \$5 from each conviction.

Previously, the safety restraint law applied to the front seat only, had a \$5 fine with no funds provided to the Catastrophic Health Care Cost Program, and required a conviction for the primary violation in order to convict for the seat belt violation.

In June 2002, prior to the implementation of the new law, Idaho's official observational seat belt usage rate was 62.9 percent. After the new law became effective on July 1, 2003 and OTHS conducted a massive education and enforcement campaign, the official observational usage rate increased to 71.7 percent, an increase of 8.8 percentage points. Twenty-four percent of non-seat belt users became users in 2003.

Since that time, Idaho's safety restraint use has increased much more slowly. In June 2004, the official observational rate increased to 74.0 percent, an increase of 2.3 percentage points from the prior year. This increase follows the largest seat belt mobilization ever conducted in Idaho,

costing \$479,160 in federal funds. Still, there were 695 unbelted fatal and seriously injured motor vehicle occupants ages four and older in 2003.

In 2005, the official observational rate increased to 76.0 percent. This two percentage point increase came after another large seat belt mobilization, costing \$461,843 in federal funds. Over 10,000 seat belt citations were written during the mobilization.

Based on our experience under the old and new laws and with information from national studies, OTHS believes that Idaho's seat belt use rate will, at best, only increase incrementally beyond the current rate of 76 percent, unless our seat belt law is strengthened. Our conclusion is based on the following information:

- Idaho's fine of \$10 is tied for the lowest fine in the country (Missouri, Wisconsin, and Kansas have the same fine);
- Idaho is already above the usage rate for states with secondary laws. In 2005, states with secondary laws averaged only 75 percent usage, while states with primary laws averaged 85 percent;
- All states with \$10 fines have observed belt use rates below the national average according to the Automotive Coalition for Traffic Safety Inc's August 2005 survey, *Penalties for Violating Adult Seat Belt Laws*; and
- Secondary enforcement law states with at least a \$30 fine have usage rates that average five points higher than states where penalties are under \$30. The average usage rate for secondary law states with fines less than \$30 was just 73.5 percent.

Idaho's fatality rate of 1.75 per 100 million annual vehicle miles traveled in 2004 was 18 percent higher than the national rate. In Idaho, 24 percent of Idahoans in 2004 did not buckle up, but 58 percent of the people killed in traffic crashes were unbelted. Idaho would see a significant reduction in the state's fatality rate if our seat belt use rate was higher.

LEGISLATIVE HIGHLIGHTS

Eleven pieces of legislation concerning highway safety became law in FFY 2005.

H0178 – MOTOR VEHICLES – CHILD SAFETY SEATS – Amends existing law to provide passenger safety restraint for children six years of age or younger when transported in a noncommercial vehicle.

H0102 – ALL-TERRAIN VEHICLES – Amends existing law relating to all-terrain vehicles and motorcycles to authorize the Idaho Transportation Board to designate sections of state highways over which all-terrain vehicles and motorcycles which are not registered under motor vehicle law may cross.

H0185aa – NEIGHBORHOOD ELECTRIC VEHICLES – Adds to and amends existing law to provide for the titling, registering and insuring of neighborhood electric vehicles; and to provide for restricted operation of neighborhood electric vehicles on highways.

H0208aa – MOTOR VEHICLE ACCIDENT REPORT – Amends existing law relating to motor vehicles to increase the amount of property damage required to initiate a report to the local police department.

S1011 – BICYCLE RIDERS – Amends existing law relating to pedestrians and bicycles to provide a correct code reference regarding the rights and duties of persons operating human-powered vehicles or riding bicycles.

S1059 – MOTOR VEHICLES – Amends existing law to set forth safety provisions for persons turning a vehicle onto a highway, moving a vehicle right or left upon a highway, or merging onto or exiting from a highway.

S1067 – DRIVING – RECKLESS/INATTENTIVE – Amends existing law to revise the punishment for reckless and inattentive driving.

S1130aa – MOTORCYCLE – ATV – HELMETS – Amends existing law to require that all persons under eighteen years of age who ride upon or who are permitted to operate a motorcycle or an all-terrain vehicle, on or off any highway, shall wear a safety helmet; and to provide exceptions.

S1131 – BICYCLES – Amends existing law relating to pedestrians and bicycles to provide stopping requirements at a steady red traffic-control light for persons operating a bicycle or a human-powered vehicle.

S1179aaH – MOTORCYCLES – Amends existing law relating to motorcycles to provide that revenues from the motorcycle program fee shall be credited to the Motorcycle Safety Program Fund; and to provide a motorcycle safety program fee to be collected in addition to each motorcycle registration fee.

S1189 – MOTOR VEHICLE ACCIDENTS – Amends existing law relating to accidents involving damage to vehicles to provide that a peace officer is authorized to require removal from the main-traveled part of the highway cargo and debris caused by a motor vehicle accident; to authorize the assistance of transportation department employees in removal of cargo and debris; to provide that persons lawfully involved in the removal shall not be liable for damage caused by reasonable efforts of removal; to provide that the provisions of this section shall not be construed to allow interference with duties of law enforcement officers; to require drivers of vehicles involved in accidents which result only in damage to the vehicles and which occur on divided, access-controlled highways or interstate highways to make the required stop by moving the vehicle to the shoulder, emergency lane or median if such a move can be made in accordance with specified conditions; to provide that drivers or other persons removing a vehicle in fulfillment of the requirements of law shall not be liable or considered at fault regarding the cause of the accident solely by reason of moving the vehicle; and to provide that the provisions of this section shall not be construed to allow interference with duties of law enforcement officers.

Ten pieces of legislation concerning highway safety were either introduced and did not pass, were proposed but held in committee, or were vetoed during FFY 2005.

H0052 – SPEED LIMITS – WORK ZONES – Amends existing law relating to highway construction zones to change terminology from "construction danger zone" to "work zone"; to provide an enhanced penalty for certain infraction offenses; and to provide an enhanced fixed penalty for violation of work zone speed limits.

H0053 – MOTOR VEHICLES – ACCIDENT – Amends existing law relating to accidents involving damage to vehicles to provide for removal from the main traveled portion of certain highways of inoperable vehicles, cargo and debris involved in an accident; to provide that persons lawfully involved in the removal shall not be liable for damage caused by removal of the motor vehicle, cargo or debris; to require drivers of vehicles involved in accidents which result only in damage to the vehicle and which occur on divided, access-controlled highways or interstate highways to move the vehicle to a safe location where it does not obstruct traffic; to provide that drivers or other persons removing a vehicle in fulfillment of the requirements of law shall not be liable or considered at fault regarding the cause of the accident solely by reason of moving the vehicle; and to provide that provisions of the sections shall not be construed to allow interference with duties of law enforcement officers.

H0054 – COMMERCIAL VEHICLES – DRIVING PRIVILEGES – Amends existing law relating to commercial motor vehicle driving privileges to provide that restricted driving privileges may be granted to drive a noncommercial vehicle but shall not be granted to operate a commercial motor vehicle during the period of suspension, revocation, cancellation or disqualification; to provide for a school bus endorsement on a driver's license; to require an applicant for a school bus endorsement to pass appropriate knowledge and skills tests; to authorize the Idaho Transportation Department, until a time certain, to waive the skills test requirement under certain conditions; to require that every application for a Class A, B or C driver's license shall state where the applicant has been licensed for the preceding ten years; to provide that a temporary restricted permit may be issued to grant noncommercial driving privileges but shall not grant driving privileges to operate a commercial motor vehicle; to clarify the conditions for which the operator of a commercial motor vehicle may be disqualified; and to provide additional conditions for commercial motor vehicle driver disqualification in accordance with federal regulations.

H0177 – MOTOR VEHICLES – Adds to existing law relating to rules of the road to provide for the duty of a driver of a motor vehicle upon approaching a stationary police vehicle or an authorized emergency vehicle displaying flashing lights; and to provide for the duty of a driver of a stationary police vehicle or authorized emergency vehicle displaying flashing lights.

H0180 – MOTOR VEHICLES – EQUIPMENT – Amends existing law relating to motor vehicle equipment and traction devices to define "chains"; to provide that the Idaho Transportation Department may establish requirements for the use of traction devices on interstate and state highways; to require placing and maintaining signs and other traffic control

devices indicating the equipment required; and to provide an exemption for authorized emergency vehicles and vehicles operated by the Idaho Transportation Department.

S1057aa – PEDESTRIANS – Amends existing law relating to pedestrians' right-of-way in crosswalks to provide that the driver of a vehicle shall stop and remain stopped while the pedestrian is in the driver's lane or in an immediately adjacent lane within any marked crosswalk or an unmarked crosswalk at an intersection; and to clarify responsibility of the driver of a vehicle approaching from the rear of a vehicle stopped to permit a pedestrian to cross the highway.

S1058 – BICYCLES – STOP LIGHTS – Amends existing law to provide stopping requirements at a traffic control signal, light or device for persons operating a bicycle or human-powered vehicle.

S1082 – STATE HIGHWAYS – SPEED LIMITS – Amends existing law to increase the maximum speed limit which may be set on state highways, to seventy-five miles per hour.

S1132 – SCHOOL BUS WARNING DEVICES – Amends existing law relating to the investigation of reported violations of failing to obey school bus warning devices to provide that the registered owner is prima facie the driver of the vehicle at the time of the alleged violation if the investigating peace officer is unable to establish the identity of the driver of the vehicle involved in the violation; and to provide an exception.

S1133 – MAXIMUM SPEED LIMITS – Amends existing law to increase the maximum speed limit which the Idaho Transportation Board may set for state highways to seventy-five miles per hour; and to remove the maximum speed limit of sixty-five miles per hour on interstate highways for vehicles with five or more axles operating at a gross weight of more than twenty-six thousand pounds.

PROGRAM HIGHLIGHTS

SECTION 402

PROGRAM AREA

IMPAIRED DRIVING

The overall goal of the 402 Impaired Driving Program is to reduce the number of alcohol and drug-related fatalities and serious injuries through increased awareness, education, training, enforcement, and meaningful adjudication and treatment.

Idaho's five-year impaired fatality and serious injury rate goal for 2004 was 2.70 per 100 million vehicle miles traveled. With a rate of 3.00, Idaho did not meet the five-year impaired driving goal. However, Idaho's impaired driving crashes as a percent of all crashes decreased from 7.9 percent in 2003 to 6.9 percent in 2004. In 2004, Idaho's impaired driving fatalities as a percent of all fatalities was 39.6 percent, which is below the national average of 40 percent.

The FFY 2005 accomplishments using Section 402 funds include:

- Achieving a greater public awareness of the drinking and driving problem both at the state and local levels by developing and distributing thousands of impaired driving public informational materials to state and local agencies, anti-DUI advocacy groups, and individual citizens for statewide public distribution;
- Conducting statewide Labor Day Weekend DUI prevention campaign, featuring the slogan, "*You Drink, You Drive, You Lose!*" Two video and two radio public service announcements were aired, and grant funds were used to purchase air time from both radio and TV stations across the state. The prevention campaign combined the efforts of state and local law enforcement, anti-DUI-advocacy groups such as Mother's Against Drunk Drivers (MADD), and statewide multi-media. See Section 410 Incentive Grant for information concerning the December 3D Month DUI Campaign;
- Funding statewide Labor Day Weekend DUI enforcement mobilizations in conjunction with the statewide prevention campaign. The mobilization utilized federal funds for multi-agency DUI overtime saturation task forces, which operated over the four-day Labor Day Weekend. Nine law enforcement agencies committed 31 officers to DUI patrols during the campaign, which resulted in 233 hours of overtime, 354 contacts, producing 27 DUI arrests. In addition to the overtime patrols, there were breath testing public service events, media events, and statewide distribution of thousands of pieces of public awareness materials;
- Enhancing the capabilities and knowledge of people who work within the DUI deterrence system such as law enforcement officers, judges, court administrators, hearing officers, prosecutors, and probation officers by identifying and providing specialized training. Funding allowed nine staff members of the Kootenai County DUI Court to attend a NHTSA training session in Portland, and eight Kootenai County DUI staff members and five magistrate judges to attend a Drug Court Institute held at Boise State University; and
- Continuing the innovative strategy for combating DUI recidivism by providing funding for misdemeanor DUI probation officers in Bonner and Boundary Counties.

IMPAIRED DRIVING – YOUTHFUL DRIVERS

The overall goal of the Youthful Driver (15 – 19 years) Program is to create a behavioral precedence among our youth (both pre-driving and driving age) to reduce young driver-related DUI, aggressive driving, and inexperienced driving fatal and injury crashes, and to increase young driver's and their passenger's safety restraint use in Idaho. Young drivers aged 15-19 represent 7 percent of licensed drivers, yet they were involved in 25 percent of motor vehicle crashes in 2004. The youthful driver fatal and serious injury involvement rate for 2004 was 2.8 times higher than for all other drivers.

The FFY 2005 accomplishments include:

- Produced and distributed more than 10,000 “*Parent Notification*” brochures to be mailed by law enforcement officers to inform parents when their teenager is stopped for a traffic violation. The information in the brochure is modeled on the National Safety Council’s “*Family Guide to Teen Driving*”;
- Conducted first youthful driver law enforcement mobilization. Seven agencies participated, making 868 contacts and mailing 170 *Parent Notifications* to teens stopped for traffic violations;
- Distributed a young driver DUI brochure with the slogan, “*Are You Under 21? Want To Keep Your License?*” More than 20,000 brochures were distributed to teens statewide through law enforcement agencies, probation offices, and MADD;
- Partnered and helped fund Idaho’s “*Project Safe Graduation*” media buy with the Idaho State Police and the Department of Juvenile Corrections. This statewide media campaign promotes safe and sober graduation activities and sober driving;
- Sponsored the sixth annual Elementary School Highway Safety Art Contest and produced the 2005 *Highway Safety Kids Calendar*. Over 6,000 calendars were distributed to elementary schools in Idaho;
- Contracted with Kellstep Inc. to provide Motivational Media Assemblies’ multi-media production “*Vision 360*” to 30 high schools and middle/junior high schools and one alternative school in FFY 2005. The production presents a powerful DVD program on three motion picture screens designed to motivate, inspire, and encourage young people to make mature decisions as they grow into adulthood. The films focus on strong seat belt and anti-drinking and driving messages; and
- Continued to support the teen driver web site *eXtra Training Resources 4 teen drivers* (www.XTR4.com). The site is designed to reduce teen motor vehicle crashes in Idaho. With the help of our media consultant, Publicis Dialog, the Office of Traffic and Highway Safety created a website for teen drivers, age 15 – 19, and launched it in

October 2003. The site is designed to get safety messages to the hard-to-reach teen audience. The website is both educational and entertaining, and it provides teens with information on Idaho's traffic laws and helps them study for their driving test. To entice teens to participate, teens who register on the site are eligible to win prizes provided by sponsors throughout Idaho. In FFY 2005, a teen in Northern Idaho won a car donated by a dealership. As a result of localized radio promotions, XTR4.com has had 2,000 new teen registrations this year.

POLICE TRAFFIC SERVICES – AGGRESSIVE DRIVING

This program area addressed the highway safety problem of aggressive driving. Aggressive driver behaviors include the following factors that contribute to traffic collisions: exceeding the posted speed, failing to yield, passing a stop sign, driving too fast for conditions, following too close, and disregarding a signal.

The FFY 2005 accomplishments include:

- Continuing the downward trend in Idaho's aggressive driving fatal and serious injury rate. Although Idaho did not meet its five-year rate goal for 2004 of 6.64 aggressive driving-related fatalities and serious injuries per 100 million vehicle miles traveled, Idaho did experience a continued decline by attaining a rate of 7.26, down from 7.60 in 2003;
- Decreasing the number of aggressive driving-related crashes. The number of aggressive driving fatal and serious injury crashes has decreased from 1071 crashes in 2000 to 983 crashes in 2004, a decrease of 8.2 percent in five years;
- Continuing the aggressive driver media campaign. The slogan for the campaign is "*Aggressive Driving Kills!*" The statewide campaign ran for three weeks in June and July and included purchasing radio and television air time for a public service announcement and advertising space for billboards;
- Continuing to work with and support law enforcement agency's Selective Traffic Enforcement Program (STEP) Teams dedicated to traffic enforcement;
- Distributing over 11,700 aggressive driving public informational and educational materials to over 100 different agencies and groups and to the general public; and
- Conducting a Highway Safety Summit on April 14, with 167 highway safety partners in attendance. The goal of the summit was to educate law enforcement officers and our highway safety partners on the importance of highway safety issues and promote traffic enforcement. The cost of the summit was \$16,097 with costs borne by the Section 402 Safety Restraints and Aggressive Driving programs (\$12,958), Section 410 (\$2,903), and Section 157 Innovative FY 2004 (\$236).

One major enforcement component of the aggressive driver program is the funding of STEP Teams, which are usually developed to combat significant collision problems. Funding is typically provided for manpower and, as warranted, equipment, training, and traffic data systems. The primary duties of STEP personnel are traffic enforcement, collision problem identification, and coordination of collision prevention activities with non-enforcement agencies, such as the courts, highway districts, community groups, and educational systems, along with an assertive public information component.

TRAFFIC RECORDS/ROADWAY SAFETY

The overall goal of the Traffic Records/Roadway Safety Program area is to improve the operational efficiency of record systems involving crash statistics and to improve safety on local roads by developing, implementing, and upgrading systems and procedures for carrying out safety construction and operational improvements.

Any comprehensive traffic safety program is based on an efficient and accurate records system. For a highway safety program to be effective, it must include a process that identifies highway safety problems, develops measures to address the problems, implements the measures, and evaluates the results. Each stage of the process depends on the availability of accurate highway safety data and traffic records.

The core of a records system is efficient and accurate traffic crash data collection. Motor vehicle crash information is needed to identify high crash locations, prioritize highway safety projects, and analyze the results once a project has been completed. The more timely and accurate the crash data, the better limited resources can be directed to areas with the greatest need. In FFY 2005, OTHS continued to concentrate on the efficient and accurate collection and data entry of traffic data.

FFY 2005 accomplishments include:

- Encouraging law enforcement agencies to send crash reports to the OTHS electronically. By the end of the fiscal year, 107 law enforcement agencies were electronically transferring at least some of their crash reports to the OTHS. In 2004, 32,606 crash reports were transmitted, up from 27,557 a year ago. This constitutes 95 percent of all reports received by OTHS that year. Thus far in 2005, OTHS has experienced an increase to 96 percent of the crash reports being submitted electronically. With enhancements to the data entry software, this is expected to increase in 2006;
- Continuing to improving data timeliness. The electronically transferred crash reports greatly enhance our ability to quickly get the information into the State Collision Database for use by our safety partners and state and local government officials; and
- Creating a queries and reports module for the WebCAR software, OTHS' new Internet-based crash analysis system.

SAFETY RESTRAINT PROGRAM

The overall goal of the Safety Restraint Program area is to increase Idaho's safety restraint use rate in order to reduce the deaths, serious injuries, and societal costs that result from motor vehicle crashes. Safety restraint use includes the use of seat belts, booster seats, and child safety seats. (See Section 157 and 403 for additional information concerning the adult safety restraint program.)

Adult Safety Restraint

In 2005, Idaho did not reach the average national seat belt usage rate of 82 percent, but usage did increase, rising from 74 percent in 2004 to 76 percent in 2005. While progress is being made, Idaho is still losing too many lives and incurring too many costs due to unbelted motor vehicle drivers and occupants. Last year, 106 unbelted people died in traffic crashes and 446 unbelted people were critically injured.

Idaho's official seat belt usage survey was conducted in June by Idaho's public health districts following OTHS' extensive statewide education and enforcement campaign. The survey found that nearly 80 percent of Idahoans use seat belts in passenger cars, 82 percent buckle up in vans and sport utility vehicles, while just 63 percent buckle up in pickup trucks. The figures reflect an increase in these categories over last year's survey, which was conducted in June 2004. Over the same two-year period, there also was a two percent rise (from 72 to 74) in seat belt use.

Usage rates across the state varied. The highest usage rate was recorded in southwest Idaho, including Boise and surrounding communities, at 85 percent (up from 82 percent). The lowest usage was in southeast Idaho, including Pocatello, at 55 percent (down from 57 percent). Usage rates in other regions of the state are:

- North Idaho, including Coeur d'Alene: 76 percent (unchanged from last year)
- North-Central Idaho, including Lewiston: 81 percent (up significantly from 75 percent)
- South-Central Idaho, including Twin Falls: 72 percent (up dramatically from 60 percent)
- Eastern Idaho, including Idaho Falls: 68 percent (up from 66 percent)

The following table illustrates that we are saving lives by increasing seat belt usage. Although seat belts would save the lives of approximately half of all unbelted motor vehicle occupants killed in crashes, seat belts will not save everyone. Some crashes are so severe that they are unsurvivable. However, the goal would be to have everyone belted including those persons killed in traffic crashes. The table shows that seat belt usage in fatalities and serious injuries is increasing.

RESTRAINT USAGE IN IDAHO TRAFFIC CRASHES

	1999	2000	2001	2002	2003	2004	2005
Idaho's Observed Seat Belt Use Rate	57.9%	58.6%	60.4%	62.9%	71.7%	74.0%	76%
Seat Belt Usage in Fatalities	22.8%	28.7%	29.7%	37.5%	37.2%	42.4%	
Unbelted Fatalities	183	169	149	135	150	113	
Seat Belt Usage in Serious Injuries	50%	49.7%	51.0%	57.6%	58.4%	64.7%	
Unbelted Serious or Incapacitating Injury	769	729	668	612	545	476	
Total Crashes	25,076	26,241	26,090	26,477	26,700	28,332	

FFY 2005 safety restraint use accomplishments include:

- Increasing seat belt use from 74.0 percent in 2004 to 76.0 percent in 2005;
- Conducting a Highway Safety Summit on April 14, with 167 highway safety partners in attendance. The goal of the summit was to educate law enforcement officers and our highway safety partners on the importance of highway safety issues and promote traffic enforcement, including enforcement of Idaho's safety restraint laws. The cost of the summit was \$16,097, with costs borne by the Section 402 Safety Restraints and Aggressive Driving programs (\$12,958), Section 410 (\$2,903), and Section 157 Innovative FY 2004 (\$236);
- Developing societal cost media messages for billboard, television, radio, and newspaper advertising. The radio and newspaper ads were in both English and Spanish. We focused our message on reducing the costs paid by all Idahoans when people are unrestrained in traffic crashes, because 85 percent of the medical costs from traffic crashes are paid by the public, not the people involved in the crash;
- Conducting a seat belt mobilization in conjunction with the National *Click It or Ticket!* Mobilization in May, costing \$461,843. Funding came primarily from Section 157. Campaign highlights include:
 - ✓ Paid media campaign consisting of newspaper, billboard, television, and radio advertising costing \$187,463. The campaign was seen or heard by 81 percent of Idaho's population;
 - ✓ Enforcement mobilization costing \$167,886 for overtime and \$51,855 for five laser radars, four speed monitors, and twenty-five radar units. The equipment was awarded to agencies for regular duty hours dedicated to seat belt enforcement;
 - ✓ Enforcement by 77 participating law enforcement agencies;
 - ✓ Ninety-two percent of Idaho's population lives in the jurisdiction of one of the

- participating agencies;
 - ✓ Seat belt enforcement totaling more than 7700 hours;
 - ✓ Seat belt citations written totaling more than 10,500; and
 - ✓ Seat belt citations written by Idaho officers during the mobilization represented 43 percent of all the tickets written in the Northwest Region (Alaska, Oregon, Washington, and Idaho); and
- Requiring seat belt enforcement as a part of all grants with law enforcement agencies. Section 402, 410, and 163 enforcement grants include seat belt enforcement objectives and require that agencies have a seat belt policy for officers. This sustained effort by agencies statewide contributed to our increase in seat belt usage.

CHILD PASSENGER SAFETY PROGRAM

Idaho's Legislature revised the Passenger Safety for Children law (I.C. 49-672). The old law required that every child under the age of four and weighing less than 40 pounds must be restrained in a child safety seat. The new, revised law states that no noncommercial motor vehicle operator shall transport a child who is under six years of age unless the child is properly restrained in an age appropriate child safety restraint that meets the requirements of Federal Motor Vehicle Standard number 213. This new law was the focus of our public awareness campaign in June, just prior to the new law taking effect.

Through public awareness efforts and education, Idaho's self-reported child safety seat use for children under age four, increased from 82 percent in 2000 to 87 percent in 2004. OTHS' recent public awareness campaign in June focused on the newly revised law, along with best practices. The best practices state that children, usually between the ages of four to eight, should ride in booster seats until they are old enough for seat belts to fit properly.

FFY 2005 child passenger safety accomplishments include:

- A paid media campaign during February's Child Passenger Safety Week. This campaign included 1827 paid radio ads accompanied by 882 free radio ads, 316 paid television ads along with 176 free TV ads, and 43 billboards distributed statewide. The campaign was funded by Section 157 Innovative;
- A paid media campaign in June, just prior to the new child restraint law taking effect. The campaign included television ads, radio broadcasts, and billboards that were distributed throughout Idaho, informing the public of the new law. Using Section 402 funds, the OTHS purchased 1067 television ads and received 208 free ads, 1841 radio spots and received 914 free spots, and 23 billboards and received 2 free.
- OTHS was able to support the purchase and distribution of 1846 car safety seats and participate in six Child Passenger Safety Technician (CPST) courses that qualified 81 Child Passenger Safety Technicians by providing funding to the public health districts

and the SafeKids organizations in Idaho. Through our safety partners, OTHS was also able to distribute 20,050 Busy Bee Palm Cards and 8212 Busy Bee Booster Seat Brochures;

- Section 402 Child Passenger Safety (CPS) funds were used to produce WHALE Kits, child safety seat identification kits for young children, and CPS materials that were distributed statewide. Over 8400 WHALE Kits were distributed; and
- Brochures and palm cards detailing the newly revised CPS Law were distributed among our safety partners, including the public health districts, SafeKids organizations, hospitals, law enforcement agencies, senior citizen organizations, and concerned parents. This information described the new law and provided parents with information concerning child safety seat best practices. Over 9650 CPS brochures were distributed in FFY 2005.

BICYCLE AND PEDESTRIAN SAFETY

The overall goal of this program is to reduce bicycle and pedestrian collisions by improving behavior through education, training local law enforcement, and providing direction and support for local communities at the state level.

The number of bicycle collisions in Idaho decreased in 2004 by 14 percent. Ninety-six percent of bicyclists involved in collisions receiving some degree of injury, and 38 percent were between four and fourteen years of age. Only 12 percent of bicyclists involved in crashes were reported wearing helmets.

Pedestrian collisions increased by 10 percent in 2004, with 99 percent of the pedestrians involved in collisions receiving some degree of injury. Of the pedestrians killed in motor vehicle collisions in 2004, 67 percent were over the age of 40. Impaired pedestrians were involved in 14 percent of all pedestrian collisions and 33 percent of fatal pedestrian collisions.

FFY 2005 accomplishments included:

- Funding eight targeted crosswalk enforcement training sessions for the city of Sandpoint. The Sandpoint Police Department chose locations that were particularly dangerous for pedestrians;
- Distributing 730 *“From A to Z; The Comprehensive Guide to Safe Bicycling for Kids and Adults”* booklets;
- Distributing 8427 *“A Correct Fit”* bicycle helmet brochure;
- Purchasing and distributing 3133 bicycle helmets for bicycle safety and educational programs statewide; and

- Partnering with KIVI 6 On Your Side News and St. Luke's Hospital, OTHS provided bicycle helmets for the summer-long bike helmet campaign, "*Just Don't Do It, Don't Bike or Skate Without a Helmet.*" This program included TV ads featuring Scott Dorval of KIVI Channel 6 talking to kids about the basics of helmet use and bicycle safety.

**INCENTIVE
GRANT
PROGRAMS**

SECTION 410 ALCOHOL TRAFFIC INCENTIVE GRANT PROGRAM

The overall goal of the Section 410 Alcohol Traffic Incentive Grant Program is to reduce the number of alcohol-related fatalities and serious injuries through increased public awareness and education, training for law enforcement professionals, equipment, and salaries.

FFY 2005 accomplishments include:

- Funding “*Celebrate Graduation*” activities for 107 high schools with 8580 seniors participating across Idaho at a cost of \$60,000. The end result was no alcohol-related youth fatalities on graduation nights;
- Providing DUI detection and evidentiary equipment. Two handheld Alco-Sensor III units were purchased for the Boise Police Department’s use on and in the vicinity of the Boise State University campus. This program area also funded the purchase of six in-car video camera systems for three agencies;
- Conducting statewide December 3D Month DUI prevention campaign, featuring the slogan, “*You Drink, You Drive, You Lose!*” Two video and two radio public service announcements were aired, and grant funds were used to purchase air time on both radio and TV stations across the state. The prevention campaign combined the efforts of state and local law enforcement, anti-DUI-advocacy groups such as Mother’s Against Drunk Drivers (MADD), and statewide multi-media. See Section 402 Impaired Driving for information concerning the Labor Day Weekend Campaign;
- Funding statewide December 3D Month DUI enforcement mobilizations in conjunction with the statewide prevention campaign. The mobilization utilized federal funds for multi-agency DUI overtime saturation patrols. More than \$23,000 of overtime DUI enforcement was funded, allowing 67 officers to perform 759 hours of patrol time, resulting in 953 stops and 109 DUI arrests;
- Providing \$5,022 for officers to attend training and become certified Drug Recognition Experts;
- Providing continued funding for two DUI probation officers to address DUI recidivism. National studies have shown that if repeat offenders are placed on supervised probation, they are less likely to continue the cycle of drinking and driving; and
- Conducting a Highway Safety Summit on April 14, with 167 highway safety partners in attendance. The goal of the summit was to educate law enforcement officers and our highway safety partners on the importance of highway safety issues and promote traffic enforcement, including DUI enforcement. The cost of the summit was \$16,097, with costs borne by the Section 402 Safety Restraints and Aggressive Driving programs (\$12,958), Section 410 (\$2,903), and Section 157 Innovative FY 2004 (\$236);

SECTION 157 OCCUPANT PROTECTION GRANT PROGRAM

The overall goal of the Section 157 Occupant Protection Program was to increase safety restraint use in Idaho in order to reduce the deaths, serious injuries, and societal costs that result from motor vehicle crashes. Safety restraint use includes the use of seat belts, booster seats, and child safety seats. All Section 157 funds and activities are coordinated with the Section 402 Safety Restraint Program to increase safety restraint use. Without these Section 157 funds, Idaho would never have achieved the current 2005 seat belt usage rate of 76 percent. (See Section 402 and 403 for additional information concerning the adult safety restraint program.)

Section 157 (Incentive and Innovative) funds were primarily used to increase seat belt use in Idaho during two, FFY 2005 mobilizations. Mobilization activities include:

- Conducting a seat belt mobilization in conjunction with the National *Click It or Ticket!* Mobilization in May costing \$461,843. Funding came primarily from Section 157. Campaign highlights include:
 - ✓ Paid media campaign consisting of newspaper, billboard, television, and radio advertising costing \$187,463. The campaign was seen or heard by 81 percent of Idaho's population;
 - ✓ Enforcement mobilization costing \$167,886 for overtime and \$51,855 for five laser radars, four speed monitors, and twenty-five radar units. The equipment was awarded to agencies for regular duty hours dedicated to seat belt enforcement;
 - ✓ Enforcement by 77 participating law enforcement agencies;
 - ✓ Ninety-two percent of Idaho's population lives in the jurisdiction of one of the participating agencies;
 - ✓ Seat belt enforcement totaling more than 7700 hours;
 - ✓ Seat belt citations written totaling more than 10,500; and
 - ✓ Seat belt citations written by Idaho officers during the mobilization represented 43 percent of all the tickets written in the Northwest Region (Alaska, Oregon, Washington, and Idaho).
- Utilizing a Regional Law Enforcement Liaison Officer to increase seat belt enforcement in ITD District 4. He was so successful that 19 law enforcement agencies in District 4 participated in the May Mobilization compared to 11 agencies in the previous year; and
- Conducting a February 2005 Child Passenger Safety/Safety Restraint Mobilization including paid media and an enforcement campaign. Over 4200 seat belt citations were written during the month when 23 agencies worked 2400 hours dedicated to seat belt/child passenger safety enforcement.

SECTION 403 DEMONSTRATION PROJECT

The goal of the \$300,000, Section 403 Demonstration Project was to test concepts that may prove effective at increasing seat belt use in rural areas with secondary seat belt laws. This is the last year of this project. In Idaho, OTHS' focus was on South-Central and Eastern Idaho where usage lags behind the rest of the state. Evaluation is a critical element of any demonstration

project. As part of the evaluation, NHTSA funded a survey and a thorough analysis of the information. The results of the analysis are discussed under the project highlights. (See Section 402 and 157 for additional information concerning the adult safety restraint program.)

FFY 2005 highlights specific to this project are listed below:

- Completion of the Section 403 Demonstration grant that allowed Idaho to focus resources on the problem of low seat belt use in South-Central and Eastern Idaho. Idaho's Occupant Protection Specialist, Mary Hunter, presented the analysis of Idaho's Section 403 Demonstration Project to NHTSA Headquarters in Washington DC on August 16, 2005;
- Cassia County Sheriff's Office and Pocatello Police Department were the recipients of \$2,793 in funding. These funds were used for the May 2005 mobilization; and
- A public opinion poll, funded by the remaining \$6,000, was conducted immediately following the May Mobilization. NHTSA funded the analysis of the survey. Results strongly support the conclusion that the educational components of the *Click It, Don't Risk It!* mobilizations were successful in changing knowledge and attitudes. In particular, the special targeting of messages to certain groups and regions of the state appears to have worked. The survey suggested that the public believes that stronger laws and higher fines are needed to significantly increase belt use. Finally, the results found that pickup drivers continue to be a difficult group to convince to buckle up.

SECTION 2003(b) CHILD PASSENGER PROTECTION EDUCATION PROGRAM

The Section 2003(b) Program funding was used to support the Child Passenger Safety Technician Training and distribution of child passenger safety brochures to concerned parents/guardians in Idaho.

FFY 2005 accomplishments include:

- Distributing 1846 child safety seats in FFY 2005 to low-income families through the combined funding of Section 402 and 2003(b) and the Department of Health and Welfare;
- Participating with the SafeKids of the Magic Valley Coalition to conduct Child Passenger Safety Technician Certification training. Seventeen child passenger safety technicians received their certifications in FFY 2005; and
- Funding was provided for the printing and distribution of child passenger safety palm cards concerning Idaho's newly revised child passenger safety law.

SECTION 411 DATA PROGRAM

The overall goal of the Section 411 Data Program area is to improve the operational efficiency of Idaho's traffic record systems by developing, implementing, and upgrading data systems and procedures.

Any comprehensive traffic safety program is based on an efficient and accurate records system. For a highway safety program to be effective, it must include a process that identifies highway safety problems, develops measures to address the problems, implements the measures, and evaluates the results. Each stage of the process depends on the availability of accurate highway safety data and traffic records.

FFY 2005 accomplishments included:

- Continuing to implementing the Traffic Record Committee's five-year Traffic Records System Strategic Plan;
- Continuing to receive crash reports electronically. Ninety-six percent of crash reports received by OTHS are now electronically transmitted by law enforcement agencies. Electronically transmitted reports greatly reduce the amount of time it takes to data enter reports into the statewide database. Transmitted reports are also in WebCARS the next day, ready for analysis;
- Implementing new, Internet-based crash analysis software, WebCARS. The new crash analysis tool became available in February 2005 and is being marketed to local highway jurisdictions and law enforcement agencies statewide;
- Providing WebCARS to 68 agencies and over 140 users by the end of FFY 2005. The number of agencies and users is increasing almost weekly;
- Receiving two national awards in FFY 2005. WebCARS and IMPACT 2K were recognized nationally, receiving the Peter O'Rourke Special Achievement Award from the Governor's Highway Safety Association and the National Roadway Safety Award from Federal Highway Administration and the Roadway Safety Foundation for being among the best crash data collection and analysis tools in the nation; and
- Funding the purchase of an electronic run report for local EMS agencies to create a statewide EMS run report database as part of the statewide Trauma Registry System.

SECTION 163 0.08 BAC INCENTIVE GRANT PROGRAM

In FFY 2005, Section 163 funds were used to support the 3-E Program, the EMS Program, and HAL software development and provide funding to purchase paid media for the Occupant Protection, Aggressive Driving, Impaired Driving, and Child Passenger Safety Programs.

In the past year, the OTHS continued to support the 3-E Program by funding unique projects that will greatly enhance safety to Idaho's traveling public. The 3-E Program has applied engineering aspects and enforcement activities, supported by an education awareness approach, to create a safer environment for Idaho's highways. For FFY 2005, the Section 163 program supported the construction of variable message signs in Northern Idaho, extended an onramp on one of Idaho's busiest interchanges, and installed centerline rumble strips on a project in North-Central Idaho. The 3-E Program continued an excellent tradition of applying physical construction practices to enhance safety.

In FFY 2005, the following 3-E project was completed:

- ITD District 2
 - ✓ First centerline rumble strips in Idaho,
 - ✓ Fifty-one miles of centerline rumble strips and durable pavement markings east of Lewiston on US-12 for the Bicentennial of the Lewis and Clark Expedition, and
 - ✓ Variable message signs with radar purchased for use by the ITD District 2 and ISP Region 2 personnel.

In the past year, OTHS continued funding for the following 3-E projects:

- ITD District 1
 - ✓ Construction and installation of the variable message system for 4th of July Pass between mileposts 21 and 32, and
 - ✓ Two variable message signs with radar purchased for use by the ITD District 1 and ISP Region 1 personnel.
- ITD District 3
 - ✓ Construction to increase the taper rate of the east-bound onramp of the Garrity Onramp (Ramp #38) to reduce the number of merging crashes,
 - ✓ Variable message sign with radar were purchased for use by the ITD District 3 and ISP Region 3 personnel, and
 - ✓ Enforcement during and after construction.

The Section 163 Program included funding for the Emergency Medical Services (EMS) Program to provide extrication equipment to EMS agencies. The overall goal of the EMS Program is to reduce the severity of trauma in motor vehicle collisions.

The FFY 2005 EMS accomplishments include:

- Helping to ensure that EMS providers have the most up-to-date equipment available by helping them replace old, outdated extrication equipment. Most EMS agencies depend on limited local funds, making it almost impossible to purchase expensive, up-to-date extrication equipment without help;
- Funding extrication equipment for ten agencies for a total of \$97,760; and

- Decreasing the average response time for extrication of collision victims from over an hour for some local EMS providers to fifteen minutes or less. Because response time is of vital importance for the survival of crash victims, state-of-the-art extrication equipment is instrumental in saving lives.

The 163 Program included continued funding for the development and maintenance of the High Accident Location (HAL) software program.

FFY 2005 accomplishments included:

- The program continued funding for the development and maintenance of the High Accident Location (HAL) software program. The HAL program is used to identify and evaluate potential problem areas on the state highway system; and
- In FFY 2005, the HAL program identified 349 potential problem areas, and 17 of the locations were field reviewed.

The Section 163 funds were also used to enhance the OTHS' paid media campaigns to increase the use of seat belts and child safety seats and decrease the incidence of impaired driving and aggressive driving. (See the Paid Advertising Program section for more details.)

**PAID ADVERTISING
PROGRAM**

PAID ADVERTISING

The overall goal of the Paid Advertising Program is to enhance the effectiveness of highway safety programs through paid media buys. Strategic purchase of mass multi-media radio, television, news, and other printed medium and outdoor advertising is conducted to arouse public awareness and motivate behavioral changes which promote safe driving habits. OTHS contracted with a media consultant firm, Publicis Dialog, for media development and for purchase of paid advertising. Eight campaigns, one of which was not funded by OTHS, were conducted in six highway safety focus areas during FFY 2005.

The following lists FFY 2005 accomplishments by program area:

- **Impaired Driving** – Conducted two statewide Impaired Driving Campaigns in FFY 2005. The campaigns were in the months of December 2004 and August-September 2005. Both campaigns used the slogan, “*You Drink, You Drive, You Lose!*” The campaigns combined statewide mass media and waves of enforcement saturation patrols targeting impaired drivers. Paid media for the two campaigns totaled \$67,700. The purchase included 305 television ads, 4360 radio ads, and 76 billboards.
- **Adult Safety Restraint** – Conducted two statewide seat belt campaigns with the strong enforcement message, “*Click It! Don’t Risk It!*” Funding for the campaigns came from Section 157 Innovative and Incentive grant funds, 403 Demonstration Project funds, Section 402, and \$100 in Section 163 funds. The target audience for the radio and television buys was 18-34 year old males and the general public.
 - ✓ Paid media for the February 2005 Child Passenger Safety/Seat Belt Mobilization cost \$60,572. The purchase included 316 paid television ads, 36 billboards, and 1827 paid radio ads. Value ads included 172 television spots, 882 radio spots, and 7 billboards. About two thirds of the ads featured the Darlene Root family value seat belt message, while the remaining third featured child passenger safety ads; and
 - ✓ Paid media for the May *Click It, Don’t Risk It!* Mobilization cost \$188,563. The purchase included 4169 television ads, 4056 radio ads, 48 billboards, and 36 newspaper ads. Value ads included 1574 television spots, 1996 radio spots, and 10 billboards.
- **Child Passenger Safety** – Section 402 provided funding for television and radio public service announcements (PSA) and billboards that were distributed throughout Idaho to inform the public of the newly revised child safety restraint law and participate in the February Child Safety Seat Campaign. Funds were used to purchase 1383 television ads, and OTHS received 380 free ads. The television PSA contained a slow motion crash with adolescent crash dummies in the vehicle to demonstrate the violent nature of a crash on a child and the importance of child safety seats. The OTHS also purchased 3668 radio ads and received 1796 ads free, and purchased 59 billboards and received 7 free. All media, to include television, radio, and billboards were distributed statewide for a combined cost of \$70,000.

- **Bicycle/Pedestrian Safety** – Partnering with KIVI 6 On Your Side News and St. Luke’s Hospital, OTHS provided bicycle helmets for the summer-long bike helmet campaign, “*Just Don’t Do it, Don’t Bike or Skate Without a Helmet.*” This program included TV ads featuring Scott Dorval of KIVI Channel 6 talking to kids about the basics of helmet use and bicycle safety. The media portion was provided by Channel 6 for no cost.
- **Aggressive Driving** – OTHS conducted a three-week, statewide Aggressive Driving Campaign in July 2005. The slogan for the campaign was, “*Aggressive Driving Kills!*” The campaign consisted of billboard, television, and radio advertising. Paid media for the campaign cost \$34,819. The purchase included 116 paid television ads with 55 free ads, 824 paid radio ads with 412 free ads, and 27 billboards with 2 free.
- **Youthful Driver** – OTHS conducted paid media to promote the teen driving website, *eXtra Training Resources 4 teen drivers* (www.xtr4.com). During its second year of operation, more than 2,000 new teens registered on the site to play games, win prizes, and learn safe driving tips that also help them study for their driving test. Paid advertising ran in conjunction with local promotions from March to August. OTHS also cosponsored “*Project Safe Graduation*” with the Idaho State Police and the Department of Juvenile Corrections. OTHS used \$3,500 for print advertising in the Hoops and Pigskin sports preview magazines. Both magazines have 10,000 copies in circulation in the Magic and Treasure Valley areas.

The following lists media vendors that were used to advertise more than one of our focus areas:

- **Idaho Falls Padres Baseball** – A contract was signed with the Idaho Falls Padres Baseball Team for two outfield posters at a cost of \$3,500. The posters were “*Click It Don’t Risk It!*” and “*You Drink, You Drive, You Lose!*” Attendance at the Padres, American Legion, and high school games exceeds 100,000 people per season. Some of the games are covered by the local television station, and the signs are often seen on the evening news during sports coverage;
- **Buena Vista Publishing** – To reach our Hispanic population, which make up nine percent of Idaho’s population, OTHS purchased a one-page ad in Buena Vista Publishing’s *Las Paginas Amarillas Hispanas* (Spanish Yellow Pages of Idaho). The full-page ad featured an aggressive driving message and quiz. OTHS earned a free page of advertising which was used for an impaired driving message as well as a booster seat ad. Over 60,000 yellow page magazines were distributed during the year, primarily in Southern Idaho in city halls, libraries, high schools and colleges, Head Start programs, Community Action Partnership offices, convenience stores and gas stations, Wal-Marts, and Hispanic restaurants and markets. The cost of the advertising was \$3,390, and the value ads for the additional page had an equal value of \$3,390; and
- **Fisher Broadcasting** – We completed a contract with Fisher Broadcasting Company for a year-long advertising campaign focusing on the areas of aggressive driving, impaired driving, safety restraints, and child safety seats to advertise during sports events. Fisher Broadcasting is affiliated with three stations located in the metropolitan areas of Southern

Idaho. A total of \$25,071 was spent for television spots, primarily during televised Boise State University basketball and football games.

- **Oldham/Liberty Press** – To reach our 18-34 year old males and pickup drivers, OTHS purchased advertising space in the Idaho Water Fowl regulations costing \$2,175, featuring two half-page ads for our *Click It, Don't Risk It!* and *You Drink, You Drive, You Lose!* campaigns. A total of 460,000 copies of the regulations are provided to hunters. OTHS also purchased advertising space in the regular hunting regulations for \$3,100. A total of 500,000 copies are provided to hunters during the year.

The OTHS purchased \$672,325 worth of paid media and media development in FFY 2005 from all sources of Federal funds. The dollar value, including free media matches which totaled \$240,469, exceeds \$912,794. The following table lists the paid media and media development by funding source.

FY 2005 PAID ADVERTISING

	Alcohol	Safety Restraints & Child Passenger Safety	Aggressive Driving	Youthful Drivers	All Focus Areas	Total Paid Media Funding
Section 402	\$39,814	\$70,508	\$34,820	\$47,611		\$192,753
Section 410	\$37,576					\$37,576
Section 157 Innovative		\$257,053				\$257,053
Section 163					\$34,926	\$34,926
Subtotal Federal Paid Media Funding	\$77,390	\$327,561	\$34,820	\$47,611	\$34,926	\$522,308
State Funding for Paid Media				\$1,250		\$1,250
Total Federal & State Funding for Paid Media	\$77,390	\$327,561	\$34,820	\$47,611	\$34,926	\$522,308
402 Media Development	\$2,617	\$10,045	\$345	\$2,835		\$15,842
Total Federal & State Paid Media and Media Development	\$80,007	\$337,606	\$35,165	\$50,446	\$34,926	\$538,150

Paid Advertising Assessment – Idaho is faced with a unique situation in that only select markets and regions of the state are officially rated by Nielsen and Arbitron. TV and outdoor advertising rates the percentage of the audience reached in the Boise, Idaho Falls/Pocatello, and Twin Falls markets. Radio rates only the Boise area.

To reach the largest percentage of the population, media plans are developed to include multiple mediums, including television, radio, outdoor/out of home, and newspaper. These mediums combined allow for the message to be effectively communicated to the majority of the population in each market.

XTR4 Teen website – To promote the XTR4 teen website, OTHS sponsored one major promotional event per market. Radio stations promoted the XTR4 website by giving away major prizes, such as a car, two \$1000 shopping sprees, free cart racing, movie premier tickets, an iPod, ski passes, CDs, gift certificates, etc. OTHS purchased 2,638,350 online impressions. The prizes were donated by local merchants.

Dec 2004 Impaired Driving Campaign				
Market	Media	Paid Airings	Free Airings	Reach %
Idaho	TV	114	47	34.10
	Radio	2237	585	44.90
	Outdoor	42	7	50.00

February 2005 Child Safety Campaign				
Market	Media	Paid Airings	Free Airings	Reach %
Idaho	TV	316	172	71.1
	Radio	1827	882	44.9
	Outdoor	36	7	41.7

April-August 2005 XTR4 Website Campaign				
Market	Media	Paid Impressions	Free Impressions	
Idaho	Radio		NA	NA
	Online		2,638,350	1,354,000

May 2005 Seatbelt Usage Campaign				
Market	Media	Paid Airings	Free Airings	Reach %
Idaho	TV/Cable	479/3690	239/1335	74.8
	Radio	4056	1996	45.6
	Outdoor	48	10	50.0
	Traffic and News	1238	348	NA
	Newspaper	36	0	NA

June 2005 Child Safety Seat Campaign				
Market	Media	Paid Airings	Free Airings	Reach %
Idaho	TV	215/852	94/114	68.3
	Radio	1841	914	55.8
	Outdoor	23	2	25.0
	Traffic and News	860	198	NA

July 2005 Aggressive Driving Campaign				
Market	Media	Paid Airings	Free Airings	Reach %
Idaho	TV	116	55	48.3
	Radio	824	412	31.3
	Outdoor	27	2	25.0

August 2005 Impaired Driving Campaign				
Market	Media	Paid Airings	Free Airings	Reach %
Idaho	TV	96	48	32.0
	Radio	1026	512	31.3
	Outdoor	23	4	25.0

Public Opinion Polls – Two waves of telephone surveys were conducted by the Social Science Research Unit at the University of Idaho on behalf of the Office of Traffic and Highway Safety. The surveys were conducted in June and August 2005. Highlights include:

- Over 80 percent of respondents remember seeing or hearing about *Click It, Don't Risk It!* recently with no significant differences in recognition regionally. Billboard recognition totaled 65 percent statewide with fairly consistent regional recognition. Radio ad recognition was 47 percent, while television recognition was 70 percent;
- One question in the survey examined self-reported changes in safety belt use. Respondents, who did not answer “Always” to the frequency of belt use question and acknowledged that they had heard a *Click It, Don't Risk It!* Message, were asked if they used their belts more since hearing the *Click It, Don't Risk It!* message. As of June 2005, over 43 percent of respondents who don't always buckle up indicated they wear their seat belt more since being exposed to *Click It, Don't Risk It!*;
- The result of the campaigns on pickup truck drivers is quite encouraging. Fully 52 percent of this group reports using their seat belt more after seeing the *Click It, Don't Risk It!* message;
- Only 31 percent of respondents said they had seen or heard of any special efforts to stop drivers from driving under the influence of alcohol in the last 30 days. Of those, 53 percent said they had seen the message on television;

- Of those that had heard the impaired driving message, 57 percent said the message convinced them not to drink and drive;
- Sixty-eight percent of respondents said they had seen or heard the media message concerning Idaho's new child passenger safety law. Half of those responding indicated they had seen the message on television, 22 percent said they had heard the message on the radio, and 13 percent reported seeing the billboard message; and
- Thirty-seven percent of respondents said they had seen or heard the message concerning the impacts of aggressive driving. Thirty percent of those surveyed indicated that as a result of seeing or hearing those messages, they changed their driving behavior.

SAFETY PROGRAM

PLANNING

AND

ADMINISTRATION

SAFETY PROGRAM PLANNING AND ADMINISTRATION

The Planning and Administration Grant provided the necessary resources to develop and administer the activities of the FFY 2005 Highway Safety Plan (HSP). These tasks included:

- Analyzing Idaho's highway safety problems, identifying projects to respond to highway safety needs in specific program areas, and setting performance goals and evaluation criteria;
- Organizing Idaho Traffic Safety Commission meetings to address the development, review, and approval of the HSP, as well as other traffic safety issues;
- Awarding funds to carry out program area projects, with specific goals and objectives written for each grant;
- Providing fiscal controls for budgets, task reimbursement, fund monitoring, and federal and state reporting;
- Maintaining property records, audit reports, and procedural manuals to meet federal requirements;
- Monitoring and oversight of funded projects;
- Conducting legislative activity to support highway safety issues and to assure requirements for federal funding are met; and
- Providing public information on highway safety issues.

Statewide services grants are written to support the management activities of the individual program areas of the HSP. Management activities include project development, monitoring, evaluation, and technical assistance to the projects, as well as overall coordination of the program area.

PLANNED VERSUS ACTUAL COSTS

The table on the following page shows the planned HSP costs, the actual FFY 2005 expenditures, and the difference between these costs. In the HSP, the projected benefits to the local entities was 30.92 percent, whereas, actual expenditures show the benefits to local entities at 50.08 percent.

COMPARISON OF COSTS PLANNED IN FFY 2005 HSP VS. ACTUAL EXPENDITURES

PROGRAM AREA	PLANNED COSTS			ACTUAL COSTS			DIFFERENCE		
	STATE/ LOCAL	FEDERAL	TO LOCAL	STATE/ LOCAL	FEDERAL	TO LOCAL	STATE/ LOCAL	FEDERAL	TO LOCAL
ALCOHOL SERVICES	\$646,400	\$366,800	\$164,000	\$60,195	\$193,904	\$115,034	\$586,205	\$172,896	\$48,966
POLICE TRAFFIC SERVICES	167,500	233,300	182,000	132,433	140,101	115,981	35,067	93,199	66,019
EMERGENCY MEDICAL SVC	0	0	0	0	0	0	0	0	0
TRAFFIC RECORDS	5,300	65,900	45,000	1,921	55,763	0	3,379	10,137	45,000
ROADWAY SAFETY	2,300	12,000	2,500	944	7,799	0	1,356	4,201	2,500
OCCUPANT PROTECTION	58,200	475,100	248,200	30,640	227,815	161,125	27,560	247,285	87,075
BICYCLE & PEDESTRIAN SAFETY	3,500	60,500	10,000	1,837	28,464	9,998	1,663	32,036	2
COMMUNITY TRAFFIC SAFETY	0	25,000	0	0	15,841	0	0	9,159	0
PAID ADVERTISING	4,800	275,750	130,000	370	193,862	82,076	4,430	81,888	47,924
PLANNING & ADMINISTRATION	69,900	119,000	0	36,057	59,915	0	33,843	59,085	0
NHTSA 402 TOTAL	\$957,900	\$1,633,350	\$781,700	\$264,397	\$923,464	\$484,214	\$693,503	\$709,886	\$297,486
157 SAFETY RESTRAINT INCENTIVE	\$68,500	\$367,502	\$151,300	68,500	30,974	29,024	0	336,528	122,276
157 INCENTIVE PAID MEDIA	\$0	\$20,300	\$4,000	0	0	0	0	20,300	4,000
157 INNOVATIVE 3	0	41,000	5,000	0	40,612	15,038	0	388	(10,038)
157 INNOVATIVE 4	0	197,000	60,000	0	62,730	35,326	0	134,270	24,674
157 INNOVATIVE 4 PAID MEDIA	0	70,000	0	0	69,590	0	0	410	0
157 INNOVATIVE 5	0	232,000	175,000	0	222,838	201,027	0	9,162	(26,027)
157 INNOVATIVE 5 PAID MEDIA	0	203,000	0	0	187,463	85,183	0	15,537	(85,183)
2003b INCENTIVE PROGRAM	1,500	5,000	2,000	1,000	3,730	2,109	500	1,270	(109)
410 ALCOHOL INCENTIVE	2,596,200	730,500	84,125	1,069,221	178,523	127,846	1,526,979	551,977	(43,721)
410 INCENTIVE PAID MEDIA	0	135,000	0	0	37,576	5,220	0	97,424	(5,220)
411 DATA INCENTIVE PROGRAM	210,000	450,000	0	210,000	209,284	0	0	240,716	0
TOTAL INCENTIVE PROGRAMS	\$2,876,200	\$2,451,302	\$481,425	\$1,348,721	\$1,043,320	\$500,773	\$1,527,479	\$1,407,982	(\$19,348)
GRAND TOTAL	\$3,834,100	\$4,084,652	\$1,263,125	1,613,118	1,966,784	984,987	2,220,982	2,117,868	278,138
PROGRAM BENEFIT TO LOCAL			30.92%			50.08%			

ADDENDUM

Governor's Highway Safety Association 2005 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities	259	265	278	276	259	264	293	260
Serious Injuries (Defined as: Incapacitating Injury)	1,894	1,825	1,824	1,733	1,615	1,750	1,607	1,667
Fatalities & Serious Injuries Combined	2,153	2,090	2,102	2,009	1,874	2,014	1,900	1,927
Fatality Rate /100 million VMT	1.98	1.94	1.94	2.01	1.81	1.85	2.03	1.75
Fatality & Serious Injury Rate/ 100 million VMT	16.42	15.32	14.67	14.63	13.11	14.08	13.19	13.00
Fatality Rate / 100K population	21.39	21.53	22.21	21.33	19.61	19.68	21.44	18.66
Fatality & Serious Injury Rate / 100K population	177.84	169.79	167.93	155.26	141.86	150.17	139.06	138.31
Alcohol Related Fatalities	104	94	86	97	94	97	115	103
Alcohol Related Fatalities as a percentage of All Fatalities (%)	40.2%	35.5%	30.9%	35.1%	36.3%	36.7%	39.2%	39.6%
Alcohol Related Fatality Rate/ 100 million VMT	0.79	0.69	0.60	0.71	0.66	0.68	0.80	0.69
Alcohol Related Fatality Rate/ 100K population	8.59	7.64	6.87	7.50	7.12	7.23	8.42	7.39
Percent of Population Using Safety Belts*	49.0%	57.3%	57.9%	58.6%	60.4%	62.9%	71.7%	74.0%
Drivers & occupants of passenger vehicles killed Percent Restrained**	23.0%	27.7%	24.0%	29.0%	29.3%	37.4%	37.3%	42.3%
Drivers & occupants of passenger vehicles killed Percent Unrestrained**	68.4%	68.2%	73.1%	67.2%	67.4%	59.8%	59.8%	54.1%
Drivers & occupants of passenger vehicles killed Percent Restraint Use Unknown**	8.6%	4.1%	2.9%	3.8%	3.3%	2.8%	2.9%	3.6%

AVMT	13,112,181,579	13,644,125,606	14,327,970,853	13,728,357,452	14,298,599,802	14,303,172,548	14,400,462,268	14,824,908,521
Population	1,210,638	1,230,923	1,251,700	1,293,953	1,321,006	1,341,131	1,366,332	1,393,262

*Observational Survey was changed in 1998 to meet guidelines set forth in the Federal Register

** Includes Use, Non-use and Unknown Use of Child Safety Seats