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EXECUTIVE SUMMARY

The Idaho Transportation Department (ITD) is the recipient of federal highway safety grant funds. As the administering agency, the Office of Highway Safety (OHS) 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, OHS 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 goal of the program is to reduce deaths and serious injuries resulting from motor vehicle crashes by implementing programs designed to address driver behaviors. The purpose of the program is to provide grant funding at the state and community level for a highway safety program that addresses Idaho's own unique circumstances and particular highway safety needs. Many factors influence highway safety. Well-designed and maintained roads, supportive laws, strong enforcement, and an educated public all contribute to improved driver 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) 2006 was the third of the three-year FFY 2004-2006 highway safety plan.

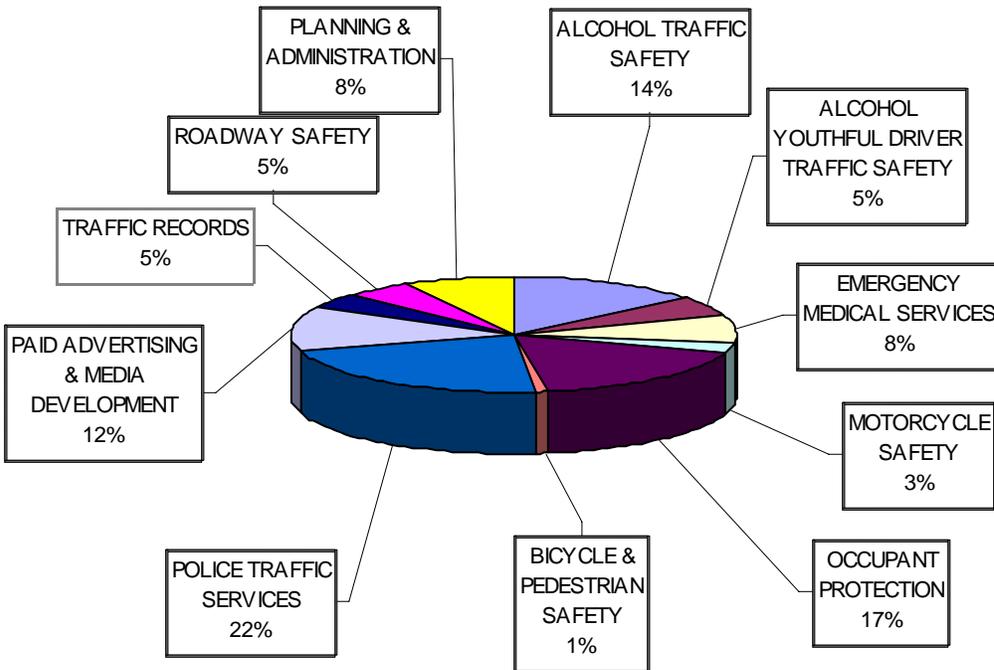
In FFY 2006, Idaho was awarded a ninth year of funding for the Section 410 Alcohol Traffic Safety Incentive Program. Idaho was not eligible to receive additional highway safety incentive funds. However, there were some remaining Section 163 and 157 Incentive funds used during this period.

This report represents the final evaluation of the FFY 2006 Highway Safety Plan, composed of the Section 402 Grant Program, Section 410 Alcohol Traffic Safety Incentive Grant Program, Section 157 Occupant Protection Grant Program, and Section 163 0.08 BAC Incentive Grant Program. Fifty-six Section 402 grants, three Section 410 grants, five Section 157 grants, and six Section 163 grants, for a total of 70 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.

**FFY 2006
NHTSA EXPENDITURES BY 402 PROGRAM AREA**

PROGRAM AREA	FEDERAL FUNDS	MATCH FUNDS	FY06 TOTAL FUNDS
ALCOHOL TRAFFIC SAFETY	170,861.78	53,628.88	224,490.66
ALCOHOL YOUTHFUL DRIVER TRAFFIC SAFETY	78,192.70	5,930.06	84,122.76
EMERGENCY MEDICAL SERVICES	93,196.07	30,616.20	123,812.27
MOTORCYCLE SAFETY	32,198.52	10,732.11	42,930.63
OCCUPANT PROTECTION	238,067.80	36,382.57	274,450.37
BICYCLE & PEDESTRIAN SAFETY	15,927.56	1,155.12	17,082.68
POLICE TRAFFIC SERVICES	208,404.88	136,730.19	345,135.07
PAID ADVERTISING & MEDIA DEVELOPMENT	197,711.57	-	197,711.57
TRAFFIC RECORDS	67,406.01	4,602.52	72,008.53
ROADWAY SAFETY	73,850.02	1,312.26	75,162.28
PLANNING & ADMINISTRATION	78,654.65	47,332.50	125,987.15
ALL PROGRAM AREAS	1,254,471.56	328,422.41	1,582,893.97

FY 2006 NHTSA 402 FUNDS



FFY 2006 NHTSA EXPENDITURES BY INCENTIVE PROGRAMS			
PROGRAM AREA	FEDERAL FUNDS	MATCH FUNDS	FY06 TOTAL FUNDS
157 INCENTIVE	64,566.34	38,883.00	103,449.34
157 PAID ADVERTISING	17,582.00	-	17,582.00
157 INNOVATIVE 4 & PAID ADVERTISING	23,652.00	-	23,652.00
157 INNOVATIVE 5 & PAID ADVERTISING	24,699.00	-	24,699.00
410 ALCOHOL INCENTIVE & PAID ADVERTISING	268,108.22	1,500,905.77	1,769,013.99
INCENTIVE PROGRAM AREAS	398,607.56	1,539,788.77	1,938,396.33

YTD EXPENDITURES FOR SECTION 163 (0.08 BAC)			
SUMMARY OF PROJECTS	FEDERAL FUNDS OBLIGATION	TOTAL FEDERAL FUNDS EXPENDED THROUGH 09-30-06	BALANCE OF FUNDS AS OF 09-30-06
Paid Media	286,500.00	239,954.50	46,545.50
XTR4 Website	45,000.00	7,315.42	37,684.58
Impaired Driving	80,000.00	19,541.32	60,458.68
Occupant Protection	35,000.00	2,685.45	32,314.55
Child Passenger Safety Training	105,000.00	28,390.92	76,609.08
Web CARS	25,000.00	22,316.07	2,683.93
TOTAL	576,500.00	320,203.68	256,296.32

PROGRAM IMPACT

The Highway Safety Plan is composed of Section 402, with eight program areas, and the Incentive Grant Programs. In FFY 2006, the Office of Highway Safety (OHS) implemented 56 projects within the Section 402 Program and eight projects within the Incentive Grant Programs.

A summary of achievements, based on analysis of the latest complete 2005 data, includes the following highlights:

- Idaho traffic fatality rate increased in 2005 after reaching an all time low in 2004. The rate was 1.84 traffic fatalities per 100 million annual vehicle miles of travel. The rate was still above the national rate of 1.47.
- 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 2005 May Mobilization and involved law enforcement agencies whose jurisdictions impact 92 percent of Idaho's population. The restraint use of drivers and occupants of passenger vehicles killed in crashes decreased slightly from 42.4 percent in 2004 to 40.0 percent in 2005. Seat belt use again increased in 2006 to 79.8 percent.
- The number of youthful driver-related (15-19 years of age) fatalities dropped to 38 in 2005, a decrease of 0.8 percent from the prior year and the lowest number of youthful driver-related fatalities in our database, which has data back to 1987.
- Idaho's commercial vehicle fatal collision rate in 2005 was the lowest rate since 2001. The commercial vehicle injury collision rates for 2003 and 2005 are the lowest rates since 1996 when OHS 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. (Our usage rate increased again in 2006 to 79.8 percent.)

While the five-year fatality rate decreased in 2005, the goal was not met.

Idaho also did not meet the five-year impaired driving fatality and serious injury rate goal, although the rate did decrease slightly after remaining flat the previous two years.

While we also did not meet our aggressive driving goal, the fatality and serious injury rate continues to decrease.

Finally, the goal for pedestrian safety was not met; however, Idaho continues to have a lower percentage of pedestrian fatalities and serious injuries than the nation.

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 2005 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	1.86

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	11.61

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	2.98

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	7.19

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	3.12

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	4.95

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 \$51.50;
- 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 OHS conducted a massive education and enforcement campaign, the official observational usage rate increased to 71.7 percent, an increase of 8.8 percentage points.

Since that time, Idaho's safety restraint use has increased much more slowly increasing less than 3 percentage points per year on average. In 2006, the official observational rate increased to 79.8 percent. This increase came after another seat belt mobilization, costing \$217,749 in federal funds. Almost 6,500 seat belt citations were written during the mobilization.

Based on our experience under the old and new laws and with information from national studies, OHS believes that Idaho's seat belt use rate will, at best, only increase incrementally beyond the current rate of 79.8 percent until our seat belt law becomes more effective in changing behavior. Our conclusion is based on the following information:

- Idaho's fine of \$10 is the lowest fine in the country;
- Idaho is already above the usage rate for states with secondary laws. In 2006, states with secondary laws averaged 74 percent usage, while states with primary laws averaged 85 percent; and
- Idaho is ineligible to receive federal incentive seat belt funds because our laws do not meet the minimum standards established by Congress. Funding for seat belt education programs has been greatly reduced due to the loss of funds. Without funding for programs, we anticipate a decrease in belt use which will result in increased deaths and serious injuries by those not wearing seat belts in traffic crashes.

In 2005, 126 Idahoans killed in car crashes were not wearing their seat belts. In addition, 452 unbelted Idahoans were critically injured in 2005 traffic crashes. Idaho's 2006 seat belt use rate was 79.8 percent. Still, the 20 percent of Idahoans that do not buckle up account for 60 percent of the people killed in traffic crashes. Among Idaho's 94 teens of driving age killed in traffic crashes in the last three years, 63 percent were not buckled up. Based on the proven effectiveness of seat belts in preventing deaths and serious injuries, it is estimated that 88 lives were saved in 2005 by seat belt use. An additional 63 lives could have been saved if everyone had buckled up.

LEGISLATIVE HIGHLIGHTS

Three pieces of legislation concerning highway safety became law in FFY 2006.

H0582 -PENALTY FOR BREATH TEST REFUSAL - Amends existing law relating to driving under the influence of intoxicating substances to provide for a civil penalty for refusal to submit to evidentiary testing; and to provide for the distribution and collection of penalty moneys.

S1351 – ALCOHOL WITHOUT LIQUID - Adds to existing law to define terms; to prohibit alcohol without liquid devices, with exceptions; to provide for rules; to provide penalties; and to provide that an alcohol without liquid device that is not authorized is declared to be a public nuisance and shall be referred to as a liquor nuisance.

S1397 - DRIVING UNDER THE INFLUENCE INCREASED PENALTIES- Amends existing law relating to driving under the influence of intoxicating substances to increase penalties; to increase the period of time applicable to repeat refusals to evidentiary testing; to revise information to be given to persons subject to evidentiary testing; and to increase the period of time applicable to repeat violations.

Three pieces of legislation concerning highway safety were either introduced and did not pass, were proposed but held in committee, or were vetoed during FFY 2006.

S1265 - MOTOR VEHICLE ACCIDENTS - REPORTS - Amends existing law relating to written reports of motor vehicle accidents to redefine "personal information" to provide that personal information may include information on vehicular accidents; and to provide reference to personal information in written reports of accidents which is privileged or is to be held confidential.

S1291 - DRIVING UNDER THE INFLUENCE VEHICLE IMPOUND - Adds to and amends existing law to provide for the seizure and impoundment of vehicles of persons convicted for multiple violations of driving under the influence of alcohol, drugs or other intoxicating substances; to provide for notice; to provide for treatment of the vehicle if subject to forfeiture; to set forth requirements for release of the vehicle; to provide for disposition of the vehicle if the owner or operator is not convicted; to provide a cause of action by the registered owner; to provide for immunity from liability; to provide for forfeiture of a vehicle; to provide for forfeiture proceedings; and to provide for the sale of the vehicle and distribution of the proceeds.

S1398 - LAW ENFORCEMENT ROAD BLOCKS - Amends existing law to allow law enforcement officers to set up road blocks to detect drivers that may be under the influence of alcohol, drugs or other intoxicating substances; and to revise terminology.

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 2005 was 2.59 per 100 million vehicle miles traveled. With a rate of 2.98, Idaho did not meet the five-year impaired driving goal. Idaho's impaired driving crashes, as a percent of all crashes remained at 6.9 percent in 2005. In 2005, Idaho's impaired driving fatalities, as a percent of all fatalities was 36.4 percent, a reduction of 3.2 percent when compared to 2004, and was below the national average of 39 percent.

The FFY 2006 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 5,900 impaired driving public informational materials to state and local agencies, anti-DUI advocacy groups, and individual citizens statewide;
- Conducting a statewide Labor Day Weekend DUI Prevention media campaign from August 11 through September 4, 2006, featuring the slogan, *Drunk Driving. Over the limit. Under Arrest.* The NHTSA-produced video and two radio public service announcements ran, using 402 grant funds to purchase air time, on television and radio stations statewide. A total of 3,017 TV spots were aired at a cost of \$68,900, and 1,278 radio spots were aired at a cost of \$30,000. 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;
- Conducting a statewide Labor Day DUI enforcement mobilization from August 11, 2006 through September 4, 2006 in conjunction with the statewide media campaign. The mobilization utilized federal funds for multi-agency DUI overtime saturation task forces. A total of 25 law enforcement agencies committed 123 officers to DUI patrols during the campaign. Results include 2,256 hours of overtime, 3,242 contacts, producing 238 DUI arrests, and 25 underage alcohol possession citations;
- 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 25 people to attend the 22nd Annual Idaho Conference on Alcohol & Drug Dependency held at Boise State University. Ten of those attendees were judges while the rest were probation and law enforcement officers.
- Continuing the innovative strategy for combating DUI recidivism by providing funding for misdemeanor DUI probation officers in Bonner and Boundary Counties.

- Section 402 funds allowed for the purchase of Intoxilyzer 5000EN alcohol sensors for the Power County Sheriff and the Twin Falls County Sheriff to replace aged and failing devices that could have jeopardized DUI convictions.

IMPAIRED DRIVING – YOUTHFUL DRIVERS

The Youthful Driver program area, ages 15–19 years, is focused on the goal of reducing youth involved motor vehicle-related fatalities and serious injuries in Idaho. Strategies included a combination of pre-driving and driving age education, and enforcement-based programs 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 ages 15–19 represent 7 percent of licensed drivers, yet they were involved in 26 percent of motor vehicle crashes in 2005. The youthful driver fatal and serious injury involvement rate for 2005 was 2.5 times higher than for all other drivers.

The FFY 2006 accomplishments include:

- Distributed 8,750 *Parent Notification* brochures to be mailed by law enforcement officers to inform parents when their teenagers are stopped for traffic violations. The information in the brochure is modeled on the National Safety Council's *Family Guide to Teen Driving*;
- Conducted the second youthful driver law enforcement mobilization in partnership with the Aggressive Driver Mobilization during June through August, 2006. Gearing up to the campaign, an event was held at Boondocks on July 22, 2006 featuring Keri Sigman, a well-known race car driver, and her car. Television interviews conducted by two local television stations, included Sigman as well as Idaho State Police Officer Janet Murakami and Boise Police Officer Kyle Wills. Free t-shirts and tank tops with Youth/Aggressive messages were given to spur the teens to focus on making good choices in driving. During the mobilization, ten agencies made contacts and mailed 298 *Parent Notifications* to teens stopped for traffic violations;
- Purchased 50 *Drive Programs for Parents*, in partnership with the Department of Education and the Teen *Drive* program. Conducted in conjunction with concerned community members, law enforcement and parents, this program raises parental awareness to be actively involved in challenges their teen face, and driving attitude.
- Distributed a young driver DUI brochure with the slogan, *Are You Under 21? Want To Keep Your License*. More than 4,775 brochures were distributed to teens statewide through law enforcement agencies, probation offices, and MADD;
- Sponsored the seventh annual Elementary School Highway Safety Art Contest and produced the 2006 *Highway Safety Kids Calendar*. Over 5,290 calendars were distributed to elementary schools in Idaho;

- Contracted with Kellstep Inc. to provide Motivational Media Assemblies' multi-media production to 25 high schools and middle/junior high schools, and one alternative school in FFY 2006. 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;
- Continued to support the teen driver web site *eXtra Training Resources 4 Teen Drivers* (www.XTR4.com). Created for teen drivers, ages 15-19, then launched in October 2003, the website was designed to reduce teen motor vehicle crashes in Idaho. The site is designed to present safety messages to the hard-to-reach teen audience. Being both educational and entertaining, 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. As a result of localized radio promotions, XTR4.com has had 424 new teen registrations this year; and
- Funded *Celebrate Graduation* activities for 105 high schools with 10,819 seniors participating across Idaho, at a cost of \$40,000. The purpose of this program is to provide a safe, non-alcoholic, chaperoned fun event for seniors to attend on the night of graduation. In 2006, there were no alcohol-related youth fatalities on Idaho graduation nights.

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 crashes: 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 2006 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 2005 of 6.12 aggressive driving-related fatalities and serious injuries per 100 million vehicle miles traveled, Idaho did experience a continued decline by attaining a rate of 7.19, down from 7.26 in 2004;
- Decreasing the number of aggressive driving-related crashes. The number of aggressive driving fatal and serious injury crashes decreased from 1071 crashes in 2000 to 844 crashes in 2005, a decrease of 21.2 percent in five years;
- Continuing the aggressive driver media campaign. The statewide campaign ran for three months in June, July and August included purchasing radio air time for a public service announcement and advertising space for billboards and pump toppers;

- To coincide with the media campaign, OHS supported law enforcement efforts through a 3 month long intense traffic safety enforcement patrol for the months of June, July, and August. Thirty-one law enforcement agencies participated in the statewide campaign to raise awareness regarding aggressive driving in Idaho. A total of 15,475 tickets were issued for traffic violations to include seat belts, hazardous infractions, speeding, following too close, disregarding signal/sign, DUI, and others. A total of \$164,000 was utilized to support officer overtime and incentive equipment during this campaign. \$98,776 was used to support officer overtime and \$65,330 was used to support incentive equipment during this effort.
- Continuing to work with and support law enforcement agency's Selective Traffic Enforcement Program (STEP) Teams dedicated to traffic enforcement;
- Distributing over 5,680 aggressive driving public informational and educational materials to over 50 different agencies and groups and to the general public.

One major enforcement component of the aggressive driver program is the funding of STEP Teams, which are usually developed to combat significant crash 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, crash 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 related 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, help prioritize highway safety projects, and analyze the results once a project has been completed. The more timely and accurate the crash data, the better that limited resources can be directed to areas with the greatest need. In FFY 2006, OHS continued to concentrate on the efficient and accurate collection and dissemination of traffic data. The crash data collection and dissemination process in Idaho

continues to be a national leader with one of the most timely crash data gathering and reporting systems in the country.

FFY 2006 accomplishments include:

- Encouraging law enforcement agencies to send crash reports to the OHS electronically. By the end of the fiscal year, 104 law enforcement agencies were electronically transferring at least some of their crash reports to the OHS. In 2006, 26,796 crash reports were transmitted electronically, down from 32,606 a year ago. Thus far in 2006, OHS has experienced 96 percent of all crash reports completed by law enforcement are being transmitted electronically, a one percent increase over the previous year;
- Continuing to improve data timeliness. The electronically transferred crash reports continue to 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
- Continuation of enhancements made to the queries and reports module for the WebCARS software, OHS' Internet-based crash analysis system. This has enabled OHS to continue in meeting crash data needs across a full spectrum of customers to include internal ITD customers, as well as external agencies that have a legitimate need to analyze crashes. One such example would include the Protective Device Summary Report which provides data by injury type and restraint device used (or not used) in crashes.

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 for additional funding information concerning the adult safety restraint program.)

In 2006, Idaho did not reach the average national seat belt usage rate of 81 percent, but usage did increase, rising from 76 percent in 2005 to 79.8 percent in 2006. Due to loss of seat belt incentive funding to Idaho, the cost of this year's May Mobilization was reduced to \$217,749, down from \$462,000 in 2005. We believe that the increase in belt use may have been in part to more effective paid media buys and earned media with our new public relations firm, the possibility that our Law Enforcement Liaison program bolstered participation and officer focus on seat belt violations, or that our Aggressive/Youthful Driver Mobilization immediately followed our May Mobilization. As a result of this mobilization, the public continued to see many cars pulled over during the period when the seat belt survey was conducted.

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. In 2005, 126 unbelted people died in traffic crashes and 452 unbelted people were critically injured.

Idaho’s official seat belt usage survey, costing \$7,792, was conducted in June by Idaho’s public health districts following our extensive statewide education and enforcement campaign. The survey found that 83.3 percent of Idahoans use seat belts in passenger cars, 84.2 percent buckle up in vans and sport utility vehicles, while just 69.3 percent buckle up in pickup trucks. The figures reflect an increase in these categories over last year’s survey, which was conducted in June 2005.

Usage rates across the state varied. The highest usage rate was recorded in southwest Idaho, including Boise and surrounding communities, at 88.5 percent (up from 85.4 percent). The lowest usage was in southeast Idaho, including Pocatello, at 63.3 percent (up significantly from 55.4 percent). Usage rates in other regions of the state are:

- North Idaho, including Coeur d’Alene: 86.8 percent (substantially up from 75.7 percent last year);
- North-Central Idaho, including Lewiston: 83.1 percent (up from 81.1 percent last year);
- South-Central Idaho, including Twin Falls: 66.7 percent (down significantly from 71.5 percent last year);
- Eastern Idaho, including Idaho Falls: 65.9 percent (down from 68.0 percent last year).

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	2006
Idaho’s Observed Seat Belt Use Rate	57.9%	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%
Seat Belt Usage in Fatalities	22.8%	28.7%	29.7%	37.5%	37.2%	42.4%	40.0%	
Unbelted Fatalities	183	169	149	135	150	113	126	
Seat Belt Usage in Serious Injuries	50%	49.7%	51.0%	57.6%	58.4%	64.7%	64.7%	
Unbelted Serious or Incapacitating Injury	769	729	668	612	545	476	452	
Total Crashes	25,076	26,241	26,090	26,477	26,700	28,332	28,238	

FFY 2006 accomplishments include:

- Increasing seat belt use from 76.0 percent in 2005 to 79.8 percent in 2006;
- Developing the Idaho Seat Belt Coalition to implement one of the initiatives of the Governor's Toward Zero Deaths Highway Safety Summit held in Oct 2005. A primary goal of the summit was to increase seat belt use and build partnerships. Planning for the coalition began in November shortly after the summit. OHS worked with Alicia Ritter from Ritter Consulting in the initial planning of the coalition. She brought extensive past experience from similar work in California. Es/drake later became the coalition coordinator to assist us. The coalition has a 275 member email contact list and has received financial support/contribution by AAA/Idaho, State Farm Insurance, and es/drake. The short term goal of the coalition is to reach 85 percent seat belt use by June 2007, and the long term goal is 100 percent seat belt use;
- Administering a statewide media program with messages focused on enforcement and the societal costs of not buckling up using billboard, television, radio, and theatre advertising for the first time. The radio ads were in both English and Spanish. Publicis Dialog was our media firm during the November Mobilization. We then contracted with Es/drake as our media firm starting on February 1, 2006;
- A seat belt mobilization was conducted from November 14 through December 5, 2005 in conjunction with a national seat belt emphasis period. Funding came from Section 157 Innovative and Incentive funds. Highlights include:
 - ✓ Paid media campaign consisting of television and radio advertising costing \$30,000;
 - ✓ Enforcement mobilization costing \$53,396. Traffic safety equipment reimbursement was earned by agencies for regular duty hours dedicated to seat belt enforcement;
 - ✓ Enforcement by 26 participating law enforcement agencies;
 - ✓ Seat belt enforcement totaling nearly 2,800 hours; and
 - ✓ Seat belt citations written totaling nearly 4,500.
- A seat belt mobilization was conducted May 22 through June 4, 2006 in conjunction with the National *Click It or Ticket* Mobilization. Funding came from Section 402, 157, and 163 funds. Due to the loss of federal funding, our May Mobilization highlights are significantly less than in recent years but include:
 - ✓ Paid media campaign consisting of billboard, television, radio, and cinema advertising costing \$84,387, down from \$187,463 in 2005. The *Click It, Don't Risk It!* theme was recently seen or heard by 89 percent of Idaho's population based on a public opinion poll conducted the following September;
 - ✓ Paid and earned media development and coordination costing \$25,036 assisted in bringing more visibility to our efforts;
 - ✓ Enforcement mobilization costing \$108,326, less than half of the \$219,771 paid for enforcement for the 2005 May Mobilization. Reimbursement for traffic enforcement equipment was granted to agencies for regular duty hours dedicated to seat belt enforcement;

- ✓ Enforcement by 41 participating law enforcement agencies, down from 77 in 2005;
 - ✓ Eighty percent of Idaho's population lives in the jurisdiction of one of the participating agencies, down from 92 percent in 2005;
 - ✓ Seat belt enforcement totaling 3,490 hours, down from more than 7,700 hours in 2005; and
 - ✓ Seat belt citations written totaling more than 6,400, down from 10,500 in 2005.
- All 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.
 - Provided educational materials including 6,395 litter bags, 570 citation jackets, 3,570 palm cards, 2,525 English brochures, 1,070 Spanish brochures, 3,205 family value palm cards, 267 *Don't Be a Dummy* posters, 5,633 bandage dispensers, 1,060 clickers, and 4,906 Click It pens.

CHILD PASSENGER SAFETY PROGRAM

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. The percentage of safety seat use (self reported) in 2005 was 70.9 percent, due largely to the fact that Idaho, in 2005, increased the age in which child passengers shall be properly restrained in an approved child safety seat from 4 years old to 6 years old.

Idaho's Child Passenger Safety Program continues to emphasize NHTSA's best practices regarding child passengers less than 4' 9" tall should ride in booster seats. Once they are over 4'9" tall, children should continue to ride in the back seat using an appropriate seat belt (never in the front seat in front of an airbag).

FFY 2006 child passenger safety accomplishments include:

- Section 402 Child Passenger Safety (CPS) funds were used to produce WHALE (we have a little emergency) Kits, child safety seat identification kits for young children, and child passenger safety materials that were distributed statewide. Over 4,340 WHALE Kits were distributed.

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 increased in 2005 by 16 percent. Ninety-seven percent of bicyclists involved in collisions receiving some degree of injury, and 33 percent were between four and fourteen years of age. Only 17 percent of bicyclists involved in crashes were reported to be wearing helmets.

Pedestrian collisions decreased by 12 percent in 2005, with 98 percent of the pedestrians involved in collisions receiving some degree of injury. Of the pedestrians killed in motor vehicle collisions in 2005, 66 percent were over the age of 30. Impaired pedestrians were involved in 7 percent of all pedestrian collisions and 11 percent of fatal pedestrian collisions.

FFY 2006 accomplishments included:

- Distributing 3,155 *From A to Z; The Comprehensive Guide to Safe Bicycling for Kids and Adults* booklets;
- Distributing 4,666 *A Correct Fit* bicycle helmet brochure;
- Purchasing and distributing 1,190 bicycle helmets for bicycle safety and educational programs statewide; and
- Partnering with KIVI 6 On Your Side News and Regence-Blue Shield, OHS 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, placed in the Treasure and Magic Valley markets. The ads featured Scott Dorval of KIVI Channel 6, and other partners, such as the Boise Police talking to parents and kids about increasing the awareness for helmet usage.

EMERGENCY MEDICAL SERVICES

The Section 402 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 resulting from traffic crashes. The FFY 2006 EMS accomplishments include:

- Helping to ensure that EMS providers have the most up-to-date equipment available by funding extrication equipment for 15 agencies located throughout the State of Idaho for a total of \$87,138. As new car technology changes, so does the equipment needed. Many grantees noted that their older equipment, for example, extrication cutters, could not cut through newer vehicles. The new equipment purchased allowed them to have technology compatible with newer vehicles but also decreased the time it took to cut through older vehicles;
- Some grantees used the funding to purchase lighter, more portable extrication equipment, which for the first time allowed them to respond to crash victims in hard-to-reach places, such as rollovers down steep embankments;

- Requiring up-to-date training on the use of the equipment purchased was an accomplishment with a multiplier benefits to grantees; in some cases an extrication course was taught that helped certify ambulance and fire departments and many of these trainings helped improve the techniques and operations used for existing equipment. Training participation ranged from a low of 62 percent in one grantee to a high of 100 percent participation in many grantee agencies. Another add-on bonus, was that in some cases the training extended beyond the immediate ambulance or fire crew and served both groups, as well as, county deputies;
- In cases where the equipment had already been called out, the average response times for extrication of crash victims decreased by at least 25 percent and in some cases by as much as 36 percent.

COMMUNITY TRAFFIC SAFETY

OHS established several Community Traffic Safety Projects to fund media development, our Traffic Safety Summit, and our Regional Law Enforcement Liaison Program. Descriptions follow:

- Highway Safety Summit – OHS conducted our sixth annual Highway Safety Summit on September 12, with 140 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. Speakers focused on our primary target areas of impaired driving, seat belts, aggressive driving, and youthful drivers. The cost of the summit was \$16,576, with costs paid by Section 402 Community Traffic Safety (\$12,447) and Occupant Protection funds (\$4,129).
- Regional Law Enforcement Liaison Officer Program – OHS developed a regional Law Enforcement Liaison (LEL) Program to help OHS promote the value of traffic safety enforcement in an effort to reduce traffic deaths and serious injuries. We expect to see an increase in the number of local law enforcement agencies participating in our programs, and increased effectiveness of participating officers. Glenn Cramer, NHTSA’s Pacific Northwest Region’s Law Enforcement Liaison assisted us in the development and oversight of the program. We selected three city police officers, two county sheriff’s officers, and one Idaho State Police Trooper. A memorandum of understanding (MOU) was used to set up the program for each participating agency. The MOU is with the employing agency rather than the officer. The two-day training was conducted in April and each officer was granted \$7,500 to fund their efforts in their respective ITD Districts. The LEL’s contacted their local law enforcement agencies to get them on board with our mobilizations. They also bolstered multi-agency enforcement efforts and worked with the media to bring more visibility of our efforts. Not all funds were used so with remaining funds, four officers were able to purchase Ultralyte Laser Radars with Distance Between Cars technology to assist the officers in enforcing our following too close law. These will also be used to demonstrate to other agencies how they could

benefit by participating in our mobilizations. Follow-up training was held on September 11 to share what we have learned and to provide more media training. We believe that the LEL program was a contributor in driving up Idaho's seat belt use rate to 79.8 percent in 2006 despite a reduction in funding for the May Mobilization. The cost of the program from April through September was \$35,950.

- Media Development - \$12,500 was allocated to DUI, youth, aggressive driving, seat belts, and pedestrian safety to assist in funding the media development costs for statewide media campaigns addressing these traffic safety issues. Only \$3,974 of these funds were utilized as other funds were used for these efforts.

MOTORCYCLE SAFETY

- The number of motorcycle crashes increased again in 2005 after a steady decrease over recent years prior to 2000. The number of motorcycle crashes increased from 508 in 2004, to 549 crashes in 2005, an 8.1 percent increase. Fatalities resulting from these motorcycle crashes rose from 24 in 2004, to 26 in 2005, and increase of 8.3 percent.
- To raise awareness regarding rider safety, the OHS has teamed up with the Idaho STAR Program to revise the motorcycle rider training curriculum currently being taught in Idaho. The OHS supported this revision to the curriculum to improve the delivery and subject matter of the training. OHS supported the STAR Program in the amount of \$30,000 to revise the curriculum, distribute the new instructor guides, student workbooks, and related materials.

**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 2006 accomplishments include:

- Funding *Celebrate Graduation* activities for 105 high schools with 10,819 seniors participating across Idaho at a cost of \$40,000. The purpose of this program is to provide a safe, non-alcoholic, chaperoned fun event for seniors to attend on the night of graduation. The end result was no alcohol-related youth fatalities on graduation nights;
- Providing DUI detection and evidentiary equipment. One handheld Alco-Sensor III unit was purchased for the Canyon County DUI Probation officer to use for office and home visits. One Intoxilyzer 5000EN was purchased for the Sandpoint Police Department;
- 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. \$13,900 in purchased radio spots earned \$13,000 in match, and \$6,000 in TV spots earned \$4,700 spots matched. See Section 402 Impaired Driving for information concerning the 2006 Labor Day Mobilization Campaign;
- Funding statewide December 3D Month DUI enforcement mobilizations in conjunction with the statewide DUI prevention campaign. The mobilization utilized federal funds for multi-agency DUI overtime saturation patrols. More than \$16,000 of overtime DUI enforcement was funded 17 agencies allowing 37 officers to perform 320 hours of patrol time, resulting in 512 stops and 54 DUI arrests and 17 minor in possession of alcohol citations;
- \$14,000 of Section 410 funding allowed 12 DRE instructors and trainees to travel to Arizona to attend training and become certified Drug Recognition Experts. Three officers were able to attend a DRE conference in Kansas City and three officers were able to attend a DRE conference in Seattle. A new DRE class was not scheduled in Idaho until next year and there was a class in Missoula Montana in September. The Selective Traffic Enforcement officer from Sandpoint Police department was accepted to attend that training and he was funded completely with Section 410 funds;
- Two police officers from Coeur d' Alene were funded to attend the Lifesaver's Conference in Austin Texas;
- Funding allowed 6 DUI Court representatives to attend a one-day conference in Pocatello to determine if all the courts were following the Ten Guiding Principals of DUI Courts and plans to expand DUI Courts in Idaho.

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.

Under SAFETEA-LU, Idaho is ineligible to receive Section 405 and 406 safety restraint incentive funds. These funds will not be replaced with future funding until Idaho passes effective seat belt laws.

Remaining funds available for FFY 2006 were as follows:

Fund	Enforcement	Paid Media
157 Innovative FFY 2004	\$1727	\$0
157 Innovative FFY 2005	\$9,162	\$15,537
157 Incentive	\$256,528	\$100,000

Of these funds, all of the Innovative funds and much of the Incentive funds were expended for enforcement and paid media in conjunction with our two mobilizations in November 2005 and May 2006. Remaining funds going into FFY 2007 are \$153,079 for statewide services including enforcement, and \$82,418 for paid media.

Section 157 (Incentive and Innovative) funds were primarily used to increase seat belt use in Idaho during the FFY 2006 mobilizations. See the Section 402 Occupant Protection Program for a summary of the enforcement efforts made during FFY 2006. Paid Media is described in the Paid Media section.

SECTION 163 0.08 BAC INCENTIVE GRANT PROGRAM

Section 163 funds were used for many purposes in FFY 2006 to reduce deaths and serious injuries on our highways. 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. In the construction area during FFY 2006, the OHS continued to support ITD's 3-E Program by funding unique projects that will greatly enhance safety to Idaho's traveling public. For FFY 2006, the Section 163 program supported the construction of variable message signs in Northern Idaho, and extended an onramp on one of Idaho's busiest interchanges. The 3-E Program continued an excellent tradition of applying physical construction practices to enhance safety.

Construction - The FFY 2006 Section 163 3-E Construction projects as shown below did not require expenditure of fund during this fiscal year:

- ITD District 1
 - ✓ Construction and installation of the variable message system for 4th of July Pass between mileposts 21 and 32;
 - ✓ Two variable message signs with radar purchased for use by the ITD District 1 and ISP Region 1 personnel; and
 - ✓ Final project close-out.

- 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;
 - ✓ Enforcement during and after construction; and
 - ✓ Final project close-out.

Paid Media Campaigns - Section 163 funds were instrumental in funding the OHS paid media campaigns during FFY 2006. A summary of the types of paid media purchases are provided by program area below. A summary of the paid media campaigns follows in the Paid Advertising Program section of this document.

Program Area	Media purchases
Impaired Driving	Big game regulations ads, Hispanic Yellow Pages, paid media for July and Labor Day
Aggressive Driving/Youthful Drivers	Pump toppers, radio, outdoor, radio & mobilization advertising
Occupant Protection	Hispanic Yellow Pages, Fish & Game Regulations ads, Idaho Falls Chukars baseball field billboard, May Mobilization advertising
Child Passenger Safety	Hispanic Yellow Pages, Child Passenger Safety Week radio advertising
Bike Pedestrian	Bike helmet campaign TV ads
TOTAL	\$286,500

XTR4 Website – A total of \$7315 was utilized to maintain the XTR4 website during this fiscal year.

Impaired Driving - In March 2006, the Canyon County Trial Court Administrator approached the highway safety office about funding a probation officer dedicated to DUI offenders. At that time they had 3 full time and one part time probation officer managing over 1100 probationers with about 440 of those convicted of DUI. It was clear that those on probation for DUI were not receiving the close supervision needed. A full time DUI probation officer was funded as well as a part time alcohol assessment evaluator. During the period of April-September the probation

officer made more than 700 home visits and had more than 700 office visits. Fifty-seven bar visits were made resulting in 8 violations. There were 120 urinalysis tests with 64 positive for drug use and 300 breath tests with 71 positive for alcohol consumption. \$19,541 was utilized for this program. The grant was continued for a second year utilizing Section 402 Impaired Driving funds.

Occupant Protection – A total of \$2,685 was utilized for educational materials during the fiscal year.

Child Passenger Safety (CPS) Program - 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. The percentage of safety seat use (self reported) in 2005 was 70.9 percent, due largely to the fact that in 2005, our new child passenger safety law increased the age in which child passengers shall be properly restrained in an approved child safety seat from 4 years old, to through the age of 6 .

Idaho's Child Passenger Safety Program continues to emphasize NHTSA's best practices regarding child passengers less than 4' 9" tall should ride in booster seats. Once they are over 4'9" tall, children should continue to ride in the back seat using an appropriate seat belt (never in the front seat in front of an airbag).

FFY 2006 child passenger safety accomplishments include:

- A paid media campaign during February's Child Passenger Safety Week. This campaign included 1,834 paid radio ads accompanied by 852 free radio ads distributed statewide. The campaign was funded by Section 402 and Section 163 funds. Total cost of the campaign was \$26,600;
- OHS was able to support the purchase and distribution of just over 1,200 car safety seats and participate in six Child Passenger Safety Technician (CPST) courses that qualified 62 Child Passenger Safety Technicians by providing funding to the public health districts and the SafeKids organizations in Idaho. A total of \$28,391 was used for this effort.
- Through our safety partners, OHS was also able to distribute 16,400 pieces of education materials regarding child passenger safety including WHALE (We Have A Little Emergency) Kits, child safety seat identification kits for young children, and CPS materials that were distributed statewide. Over 4,340 WHALE Kits were distributed.

WebCARS - Section 163 funds also provided support to WebCARS, the web-based crash analysis tool. This effort included enhancements to the existing system in response to end-user needs. The WebCARS system contains a feedback mechanism that end-users can use to describe their specific needs. These needs are gathered and prioritized for implementation in the crash analysis tool.

**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. Our public relations contractor, es/drake also worked hard to bring earned media to our highway safety issues. Strategic purchase of mass multi-media including radio, television, cinema, billboard, traffic/weather/news reports, and other printed medium was conducted to arouse public awareness and motivate behavioral changes to promote safe driving habits. During this fiscal year, our contract with Publicis Dialog expired and following a competitive bid process, es/drake was selected as our new firm. During this process, we secured the input of Ritter Consulting to help us develop a paid media plan and help us refine our media contractor search so that we found the best agency to work with us on our projects. Six campaigns were conducted in five highway safety focus areas during FFY 2006.

The following lists FFY 2006 accomplishments by program area:

- Media Consulting Services - \$4,980 was utilized to fund consulting services by Alicia Ritter, Ritter Consulting. She helped us develop a year-long paid media plan and refine our search for a new public relations firm. Ritter Consulting worked extensively with the California Highway Safety Office in past years so we were pleased to utilize their services.
- Child Passenger Safety – Section 402 and Section 163 provided for provided funding for radio public service announcements (PSA) that were distributed throughout Idaho to inform the public of child safety restraint best practices and participate in the February Child Safety Seat Campaign. Funds were used to purchase 1834 radio ads, and OHS received 852 free ads. The radio ads were distributed statewide for a combined cost of \$26,650.
- Bicycle/Pedestrian Safety – Partnering with KIVI 6 On Your Side News and Regence Blue Shield, OHS 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 television ads featuring Scott Dorval of KIVI Channel 6 talking to kids about the basics of helmet use and bicycle safety. The media production portion was provided by Channel 6 for no cost.
- Aggressive Driving – OHS conducted a three-month, statewide Aggressive Driving/Youthful Driver Campaign in June, July, and August 2006. The media buy included 48 billboards, 27 bus signs, 204 pump toppers and bus benches, and 3538 radio ads. Paid media for the campaign cost \$101,712.
- Impaired Driving – Conducted two statewide Impaired Driving Campaigns in FFY 2006.
 - ✓ The first campaign was statewide for the December 3D Month DUI prevention featuring the slogan, *You Drink, You Drive, You Lose!* Using Section 410 funds, two video and two radio public service announcements were aired on both radio and TV stations across the state. \$13,900 in purchased radio spots earned \$13,000 in match

and \$6,000 in TV spots earned \$4,700 spots matched. \$13,300 funded 26 outside billboards around the state featuring the *You Drink, You Drive, You Lose!* message. 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.

- ✓ The second statewide Impaired Driving Campaign was for Labor Day August 11-September 4th. The DUI media prevention campaign featured the slogan, *Drunk Driving. Over the limit. Under Arrest.* The NHTSA produced video and two radio public service announcements were aired, using 163 grant funds to purchase air time from both TV and radio stations across the state. 3,017 TV spots were aired at a cost of \$68,900 and 1,278 radio spots were aired at a cost of \$30,000. 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.
- Adult Safety Restraint – Conducted two statewide seat belt campaigns with the message, *Click It! Don't Risk It!* Funding for the campaigns came from Section 157 Innovative and Incentive grant funds, Section 402, and Section 163 funds. The primary target audience for the radio and television buys was 18-34 year old males, with a secondary market being the general public.
 - ✓ Paid media for the November Seat Belt Mobilization cost \$33,039. The purchase included 307 paid television ads and 439 paid radio ads. Value ads included 460 radio spots. The ads featured the Darlene Root family value seat belt message and societal cost messaging; and
 - ✓ Paid media for the May *Click It, Don't Risk It!* Mobilization cost \$84,387, down from \$188,563 in 2005 due to loss of seat belt funding. The purchase included 2476 television ads, 793 radio ads, 38 billboards, and 107 movie theatre ads. Value ads included 1213 television spots and 793 radio spots. The ads focused on an enforcement message using a rolling pickup NHTSA-funded television and theatre ads, and radio ads featuring the sounds heard in a traffic crash, or a law enforcement officer ad with an enforcement message.
- Youthful Driver – In partnership with the Aggressive Driver campaign, OHS contributed \$58,177 in paid media promotion of the Youthful driver message and the teen driving XTR4 website. Paid advertising utilized radio, television, billboards and bus benches. An event held at Boondocks featured race car driver Keri Sigman. Local television and radio stations aired the promotion. XTR4, *eXtra Training Resources 4 teen drivers* (www.xtr4.com), is in its third year of operation. More than 454 new teens registered on the site to play games and learn safe driving tips that also help them study for their driving test. The website updating is completed by the contract media firm. The media firm changed during the year, and this attributed to fewer teens registering during the year. OHS 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 continued with the Idaho Falls Padres Baseball Team for two outfield posters at a cost of \$3,850 with \$2200 coming from Section 410 funds, and \$1650 from Section 163 funds. The posters were a 4 foot by 20 foot *Click It Don't Risk It!* vinyl sign, and an 8 foot by 20 foot *You Drink, You Drive, You Lose!* sign. 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 makes up nine percent of Idaho's population, OHS purchased a one-page ad in Buena Vista Publishing's *Las Paginas Amarillas Hispanas* (Spanish Yellow Pages of Idaho). The full-page ad featured the *Click It, Don't Risk It!*, and two half-page ads, *You Drink, You Drive, You Lose!*, and booster seat ad, were all in Spanish. 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-Mart's, 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
- Oldham/Liberty Press – To reach our 18-34 year old males and pickup drivers, OHS purchased advertising space in the Idaho Big Game and Fish and Game Regulations costing \$4,650, featuring ads for our *Click It, Don't Risk It!* and *You Drink, You Drive, You Lose!* campaigns. A total of 1.09 million copies of the regulations are provided to hunters.

The OHS purchased \$554,096 worth of paid media and media development in FFY 2006 from all sources of Federal funds. The dollar value, including free media matches which totaled \$296,760, exceeds \$850,856. The following table lists the paid media and media development by funding source.

FFY 2006 PAID ADVERTISING

	Alcohol	Safety Restraints & Child Passenger Safety	Aggressive Driving	Youthful Drivers	All Focus Areas	Total Paid Media Funding
Section 402		\$40,000	\$29,759	\$58,177	\$15,470	\$143,406
Section 410	\$131,092					\$131,092
Section 157 Innovative	\$0	\$15,537				\$15,537
Section 157 Incentive		\$17,582				\$17,582
Section 163	\$41,900	\$83,561	\$71,232	\$43,878	\$0	\$240,571
Subtotal Federal Paid Media Funding	\$172,992	\$156,680	\$100,992	\$102,054	\$15,470	\$548,188
State Funding for Paid Media				\$0		\$0
Total Federal & State Funding for Paid Media	\$172,992	\$156,680	\$100,992	\$102,054	\$15,470	\$548,188
402 Media Development	\$1,454	\$2,520	\$720	\$0	\$1,215	\$5,909
Total Federal & State Paid Media and Media Development	\$174,446	\$159,200	\$101,712	\$102,054	\$16,685	\$554,096

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, theatre, 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.

Campaign	Media	Paid Airings	Free Airings	Reach %
November 2005 Seat Belt Campaign				
	TV	307	0	NA*
	Radio	429	460	NA*

*Media firm no longer on contract.

Campaign	Media	Paid Airings	Free Airings	Reach %
December 2005 DUI Campaign				
	TV	69	31	NA*
	Radio	1048	498	NA*
	Outdoor	26	0	NA*

Campaign	Media	Paid Airings	Free Airings	Reach %
Child Passenger Safety				
	Radio	1834	852	NA*

Campaign	Media	Paid Airings	Free Airings	Reach %
Mar-Jun Bicycle Safety				
	TV	338	0	17%

Campaign	Media	Paid Airings	Free Airings	Reach %
May 2006 Seat Belt Mobilization				
	Outdoor	38	0	27%*
	Movie	107	0	27%*
	TV/Cable	2476	1213	68%
	Radio	793	793	45%

* Outdoor and Movie are combined at 27% reach.

Campaign	Media	Paid Airings	Free Airings	Reach %
June – August Youth & Aggressive Mobilization				
	Outdoor	48	62	74%*
	Bus	27	0	74%*
	Pump Toppers/bus	204	0	74%*
	Benches	204	0	74%*
	Radio	3538	1644	63%

* Outdoor, Bus, Pump toppers/bus, and benches are combined.

Campaign	Media	Paid Airings	Free Airings	Reach %
Aug-Sept DUI Mobilization				
	TV/Cable	6018	3038	64%
	Radio	173327	771	64%

Evaluation of Media Campaigns

The University of Idaho, Social Science Research Unit, was contacted by the Office of Highway Safety, Idaho Transportation Department to conduct a survey to examine driving behavior among Idaho residents. A total of \$10,490 was paid to the University of Idaho for the data collection. Steve Rich, OHS Senior Research Analyst, did the analysis. The survey was designed to assess the efficacy of the public awareness campaigns concerning seatbelt use, driving behavior, child safety restraint use, aggressive and impaired driving. The survey and SPSS data entry program was prepared and tested for accuracy with changes being made to the program as necessary to provide a satisfactory instrument.

A random sample of 1,200 households throughout Idaho was purchased from Survey Sampling, Inc., (SSI). A pre-postcard was sent September 5, 2006 to everyone in the sample. Calls began on September 10th 2006 and ended on October 4, 2006. Each household was called six times. All incorrect and disconnected telephone numbers were checked through internet directory assistance for new listings; when new listings were found, they were called.

A total of four hundred seventy six (476) of the 1,200 potential respondents completed the survey. Seventy-one (71) households were ineligible they did not drive, did not have a valid Idaho drivers license, or were deceased. Three hundred fourteen (314) households declined to participate in the study. Two hundred twenty-five (225) households were not contacted. The final response rate for the Public Opinion Survey: Driving Awareness Campaigns is 47%.

Demographics

Gender

- 43% (201) of the respondents were female
- 57% (268) of the respondents were male

Age

- 3% (14) of the respondents were between the ages of 18 and 25
- 13% (61) of the respondents were between the ages of 26 and 35
- 16% (78) of the respondents were between the ages of 36 and 45
- 24% (113) of the respondents were between the ages of 46 and 55
- 19% (91) of the respondents were between the ages of 56 and 65
- 15% (70) of the respondents were between the ages of 66 and 75
- 9% (44) of the respondents were over the age of 76
- 1% (5) of the respondents refused to answer

Types of Vehicles Driven:

- 46% (217) drive passenger cars
- 24% (114) drive pick-up trucks
- 18% (85) drive sport utility vehicles
- 9% (44) drive vans
- 3% (16) drive other types of vehicles

Seat Belt Media Message – Saw or Heard Message

- 76% (362) of respondents said they had recently seen or heard a message about wearing their seat belt. 89% (323) of the 362 said they had recently seen or heard the *Click It, Don't Risk It!* message. The 36 respondents that had heard or seen a seat belt message, but not *Click It, Don't Risk It!* were from counties all across the state. (The additional 3 people didn't know if they had heard or seen the *Click It, Don't Risk It!* message.)
- Of those that had seen or heard the *Click It, Don't Risk It!* message (323), they said they saw or heard it in the following places (they could have seen or heard it in multiple places):
 - 69% (223) said they had seen the message on a billboard
 - 27% (86) said they had heard the message on the radio
 - 66% (213) said they had seen the message on television
 - 10% (31) said they had seen the message on a poster
 - 5% (15) said they had seen the message on a brochure
 - 12% (38) said they had seen the message in the newspaper
 - 3% (11) said they had heard or received the message from a law enforcement officer
 - 12% (40) said they had seen or heard the message on the news
 - 10% (32) said they had seen or heard the message in some other place
 - 53% (17) said small signs on the road as the other place

Seat Belt Messages – Changed Behavior

- Only 99 people responded to the question of using their seat belt more as a result of the *Click It, Don't Risk It!* message
- Of those 99 respondents, only 33 (33%) said they had used their seat belt more since seeing or hearing the message. Of those 33, 26 (79%) had responded they usually or always wear their seat belt when driving.
- When asked “How much more often they wear their seat belt?”
 - 42% (14) responded they always wear their seat belt now
 - 27% (9) responded 25% more
 - 6% (2) responded 50% more
 - 21% (7) responded 75% more
 - 3% (1) didn't know

Youthful Driver Message – Saw or Heard Message

Media Messages about Teens Losing Their License after Receiving a Ticket

- 89% (423) had not recently seen or heard the message
- 10% (48) had recently seen or heard the message
- 1% (5) didn't know
- Of those that had seen or heard the message (48), they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 2% (1) said they had seen the message on a billboard
 - 10% (5) said they had heard the message on the radio
 - 15% (7) said they had seen the message on television
 - 2% (1) said they had seen the message on a poster
 - 0% (0) said they had seen the message on a brochure
 - 38% (18) said they had seen the message in the newspaper

- 4% (2) said they had heard or received the message from a law enforcement officer
- 6% (3) said they had seen or heard the message on the news
- 29% (14) said they had seen or heard the message in some other place
 - Typically word of mouth from some other person

Child Passenger Safety Message - Saw or Heard Message

- 59% (280) of respondents said they had seen or heard the media message about child passenger safety. Of those that had seen or heard the message, they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 9% (21) said they had seen the message on a billboard
 - 19% (44) said they had heard the message on the radio
 - 82% (188) said they had seen the message on television
 - 5% (12) said they had seen the message on a poster
 - 6% (13) said they had seen the message on a brochure
 - 18% (41) said they had seen the message in the newspaper
 - 2% (5) said they had heard or received the message from a law enforcement officer
 - 17% (38) said they had seen the message on the news
 - 3% (7) were unsure where they had heard or seen the message
 - 10% (22) said they had seen or heard the message in some other place
 - 29% (7) said magazines, 13% (3) in vehicle (visors)

Child Passenger Safety Message – Changed Behavior

Did the Message Influence Use of Child Safety or Booster Seats

- 62 % (138) said they had no kids
- 24% (53) said they already always used child safety seats
- 7% (15) said the message did influence them to use child safety seats
- 6% (14) said the message did not influence them to use child safety seats
- 1 person refused to answer

Impaired Driving – Saw or Heard Message

- 92% (439) of respondents said they had recently seen or heard messages about not drinking and driving.
- 47% (205) said they had heard the message, *Drunk Driving. Over the Limit. Under Arrest.* Of those that had seen or heard a message about not drinking and driving, they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 29% (126) said they had seen the message on a billboard
 - 29% (128) said they had heard the message on the radio
 - 79% (347) said they had seen the message on television
 - 8% (34) said they had seen the message on a poster
 - 6% (25) said they had seen the message on a brochure
 - 17% (75) said they had seen the message in the newspaper
 - 2% (9) said they had heard or received the message from a law enforcement officer
 - 13% (56) said they had heard or saw the message on the news

- 1% (5) were unsure where they heard or saw the message
- 6% (27) said they had seen or heard the message in some other place

Impaired Driving – Changed Behavior

- Of those that had heard or seen the message
 - 11% (48) said the efforts convinced them not to drink and drive
 - 9% (38) said the efforts did not convince them not to drink and drive
 - 36% (150) said they do not drink alcohol
 - 43% (182) said they never drink and drive
 - 1 didn't know, 1 refused to answer

Speeding Media Message – Saw or Heard Message & Behavior Change

- 39% (185) of respondents said they had seen or heard any messages about speeding. Of those that had seen or heard the message, they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 26% (48) said they had seen the message on a billboard
 - 28% (51) said they had heard the message on the radio
 - 56% (104) said they had seen the message on television
 - 2% (4) said they had seen the message on a poster
 - 3% (6) said they had seen the message on a brochure
 - 19% (35) said they had seen the message in the newspaper
 - 3% (5) said they had heard or received the message from a law enforcement officer
 - 12% (23) said they had seen or heard the message on the news
 - 3% (6) said they were unsure where they had seen the message
 - 12% (23) said they had seen or heard the message in some other place
 - 3 people said bus stop benches
- Of those that had heard or seen any messages, 34% (62) said it caused them to drive the posted speed.

Failing to Yield Media Message – Saw or Heard Message & Behavior Change

- 17% (79) of respondents said they had seen or heard any messages about failing to yield. Of those that had seen or heard the message, they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 14% (11) said they had seen the message on a billboard
 - 22% (17) said they had heard the message on the radio
 - 51% (40) said they had seen the message on television
 - 3% (2) said they had seen the message on a poster
 - 4% (3) said they had seen the message on a brochure
 - 18% (14) said they had seen the message in the newspaper
 - 1% (1) said they had heard or received the message from a law enforcement officer
 - 9% (7) said they had seen or heard the message on the news
 - 3% (2) said they were unsure where they had seen the message
 - 9% (7) said they had seen or heard the message in some other place

- Of those that had heard or seen any messages, 31% (25) said it caused them to yield the right of way.

Following Too Close Message – Saw or Heard Message & Behavior Change

- 37% (78) of respondents said they had seen or heard any messages about tailgating. Of those that had seen or heard the message, they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 19% (33) said they had seen the message on a billboard
 - 25% (44) said they had heard the message on the radio
 - 52% (92) said they had seen the message on television
 - 3% (5) said they had seen the message on a poster
 - 3% (5) said they had seen the message on a brochure
 - 11% (19) said they had seen the message in the newspaper
 - 1% (2) said they had heard or received the message from a law enforcement officer
 - 8% (15) said they had seen or heard the message on the news
 - 4% (7) said they were unsure where they had seen the message
 - 12% (22) said they had seen or heard the message in some other place
 - 8 people said bus stop benches or on buses
- Of those that had heard or seen any messages, 32% (57) said it caused them to maintain a proper distance behind the car in front of them.

Stopping at Stop Signs Message – Saw or Heard Message & Behavior Change

- 20% (96) of respondents said they had seen or heard any messages about failing to stop at stop signs. Of those that had seen or heard the message, they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 15% (14) said they had seen the message on a billboard
 - 20% (19) said they had heard the message on the radio
 - 48% (46) said they had seen the message on television
 - 4% (4) said they had seen the message on a poster
 - 4% (4) said they had seen the message on a brochure
 - 18% (17) said they had seen the message in the newspaper
 - 1% (1) said they had heard or received the message from a law enforcement officer
 - 22% (21) said they had seen or heard the message on the news
 - 2% (2) said they were unsure where they had seen the message
 - 8% (8) said they had seen or heard the message in some other place
- Of those that had heard or seen any messages, 26% (25) said it caused them to stop at stop signs.

Running Red Lights Message – Saw or Heard Message & Behavior Change

- 19% (92) of respondents said they had seen or heard any messages about running red lights. Of those that had seen or heard the message, they said they saw or heard it in the following places (they could have seen or heard it in multiple places)
 - 10% (9) said they had seen the message on a billboard
 - 18% (17) said they had heard the message on the radio

- 52% (48) said they had seen the message on television
- 2% (2) said they had seen the message on a poster
- 3% (3) said they had seen the message on a brochure
- 21% (19) said they had seen the message in the newspaper
- 1% (1) said they had heard or received the message from a law enforcement officer
- 27% (25) said they had seen or heard the message on the news
- 1% (1) said they were unsure where they had seen the message
- 5% (5) said they had seen or heard the message in some other place
- Of those that had heard or seen any messages, 20% (18) said it caused them to stop at red lights.

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 2006 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 2006 expenditures, and the difference between these costs. In the HSP, the projected benefits to the local entities was 35.76 percent, whereas, actual expenditures show the benefits to local entities at 44.44 percent.

COMPARISON OF COSTS PLANNED IN FFY 2006 HSP VS. ACTUAL EXPENDITURES

Program Area	Planned Costs			Actual Costs			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/ Local	Federal	Local Benefit
Alcohol Services	\$76,036.00	\$329,000.00	\$201,725.00	\$53,628.88	\$170,861.78	\$125,414.75	\$22,407.12	\$158,138.22	\$76,310.25
Alcohol Youthful Driver	\$33,700.00	\$193,200.00	\$49,000.00	\$5,930.06	\$78,192.70	\$24,335.35	\$27,769.94	\$115,007.30	\$24,664.65
Occupant Protection Adult	\$80,310.00	\$394,250.00	\$227,150.00	\$33,493.95	\$228,347.91	\$149,958.67	\$46,816.05	\$165,902.09	\$77,191.33
Occupant Protection Child	\$4,100.00	\$22,300.00	\$5,000.00	\$2,888.62	\$9,719.89	\$0.00	\$1,211.38	\$12,580.11	\$5,000.00
Police Traffic Svc Aggressive Drv	\$184,480.00	\$277,900.00	\$173,200.00	\$136,730.19	\$208,404.88	\$133,173.79	\$47,749.81	\$69,495.12	\$40,026.21
Traffic Records	\$3,800.00	\$70,300.00	\$0.00	\$4,602.52	\$67,406.01	\$0.00	(\$802.52)	\$2,893.99	\$0.00
Roadway Safety	\$1,200.00	\$94,550.00	\$0.00	\$1,312.26	\$73,850.02	\$0.00	(\$112.26)	\$20,699.98	\$0.00
Emergency Medical Svc	\$34,505.00	\$107,450.00	\$83,450.00	\$30,616.20	\$93,196.07	\$87,138.00	\$3,888.80	\$14,253.93	(\$3,688.00)
Motorcycle Safety	\$10,750.00	\$32,350.00	\$0.00	\$10,732.11	\$32,198.52	\$0.00	\$17.89	\$151.48	\$0.00
Bicycle & Pedestrian Safety	\$4,100.00	\$33,300.00	\$10,000.00	\$1,155.12	\$15,927.56	\$785.00	\$2,944.88	\$17,372.44	\$9,215.00
Community Traffic Safety	\$0.00	\$130,000.00	\$56,000.00	\$0.00	\$54,065.44	\$5,866.00	\$0.00	\$75,934.56	\$50,134.00
Paid Advertising	\$0.00	\$224,290.00	\$7,500.00	\$0.00	\$143,646.13	\$54,190.00	\$0.00	\$80,643.87	(\$46,690.00)
Planning & Administration	\$84,350.00	\$143,541.00	\$0.00	\$47,332.50	\$78,654.65	\$0.00	\$37,017.50	\$64,886.35	\$0.00
NHTSA 402 Total	\$517,331.00	\$2,052,431.00	\$813,025.00	\$328,422.41	\$1,254,471.56	\$580,861.56	\$188,908.59	\$797,959.44	\$232,163.44
410 Alcohol Incentive	\$1,504,210.00	\$319,200.00	\$102,650.00	\$1,498,000.00	\$132,186.97	\$63,935.74	\$6,210.00	\$187,013.03	\$38,714.26
410 Alcohol Paid Advertising	\$0.00	\$190,000.00	\$95,000.00	\$0.00	\$131,091.89	\$18,066.00	\$0.00	\$58,908.11	\$76,934.00
410 Planning & Administration	\$9,810.00	\$16,300.00	\$0.00	\$2,905.77	\$4,829.36	\$0.00	\$6,904.23	\$11,470.64	\$0.00
410 Alcohol SAFETEA-LU	\$208,200.00	\$384,537.00	\$130,000.00	\$0.00	\$0.00	\$0.00	\$208,200.00	\$384,537.00	\$130,000.00
410 Alcohol Pd Adv SAFETEA- LU	\$0.00	\$240,000.00	\$120,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$240,000.00	\$120,000.00
408 Data Program	\$75,000.00	\$300,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$75,000.00	\$300,000.00	\$0.00
2010 Motorcycle Safety	\$0.00	\$100,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100,000.00	\$0.00
157 Incentive	\$63,000.00	\$280,000.00	\$114,000.00	\$38,883.00	\$64,566.34	\$44,447.00	\$24,117.00	\$215,433.66	\$69,553.00
157 Incentive Paid Advertising	\$0.00	\$100,000.00	\$50,000.00	\$0.00	\$17,582.00	\$8,791.00	\$0.00	\$82,418.00	\$41,209.00
157 Innovative 2004	\$0.00	\$23,850.00	\$0.00	\$0.00	\$23,652.00	\$1,727.00	\$0.00	\$198.00	(\$1,727.00)
157 Innovative 2005	\$0.00	\$9,162.00	\$9,162.00	\$0.00	\$9,162.00	\$9,162.00	\$0.00	\$0.00	\$0.00
157 Innovative 2005 Pd Media	\$0.00	\$16,000.00	\$8,000.00	\$0.00	\$15,537.00	\$7,718.00	\$0.00	\$463.00	\$282.00
Total Incentive Programs	\$1,860,220.00	\$1,979,049.00	\$628,812.00	\$1,539,788.77	\$398,607.56	\$153,846.74	\$320,431.23	\$1,580,441.44	\$474,965.26
Grand Total	\$2,377,551.00	\$4,031,480.00	\$1,441,837.00	\$1,868,211.18	\$1,653,079.12	\$734,708.30	\$509,339.82	\$2,378,400.88	\$707,128.70
Program Benefit to Local			35.76%			44.44%			

ADDENDUM

Governors Highway Safety Association 2005 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	1998	1999	2000	2001	2002	2003	2004	2005
Fatalities	265	278	276	259	264	293	260	275
Serious Injuries (Defined as: Incapacitating Injury)	1,825	1,824	1,733	1,615	1,750	1,607	1,667	1,812
Fatalities & Serious Injuries Combined	2,090	2,102	2,009	1,874	2,014	1,900	1,927	2,087
Fatality Rate /100 million VMT	1.94	1.94	2.01	1.81	1.85	2.03	1.75	1.84
Fatality & Serious Injury Rate/ 100 million VMT	15.32	14.67	14.63	13.11	14.08	13.19	13.00	13.94
Fatality Rate / 100K population	21.53	22.21	21.33	19.61	19.68	21.44	18.66	19.24
Fatality & Serious Injury Rate / 100K population	169.79	167.93	155.26	141.86	150.17	139.06	138.31	146.04
Alcohol Related Fatalities	94	86	97	94	97	115	103	100
Alcohol Related Fatalities as a percentage of All Fatalities (%)	35.5%	30.9%	35.1%	36.3%	36.7%	39.2%	39.6%	36.4%
Alcohol Related Fatality Rate/ 100 million VMT	0.69	0.60	0.71	0.66	0.68	0.80	0.69	0.67
Alcohol Related Fatality Rate/ 100K population	7.64	6.87	7.50	7.12	7.23	8.42	7.39	7.00
Percent of Population Using Safety Belts*	57.3%	57.9%	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%
Drivers & occupants of passenger vehicles killed Percent Restrained**	27.7%	24.0%	29.0%	29.3%	37.4%	37.7%	42.3%	40.0%
Drivers & occupants of passenger vehicles killed Percent Unrestrained**	68.2%	73.1%	67.2%	67.4%	59.8%	59.4%	54.1%	57.3%
Drivers & occupants of passenger vehicles killed Percent Restraint Use Unknown**	4.1%	2.9%	3.8%	3.3%	2.8%	2.9%	3.6%	2.7%

