



Idaho Transportation Department  
Office of Highway Safety

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December 2019

# **Idaho Highway Safety Plan Annual Report Federal Fiscal Year 2019**

**FFY 2019**

Annual Evaluation  
of the  
Idaho Highway Safety Program

Governor C.L. "Butch" Otter

Director Brian W. Ness  
Governor's Highway Safety Representative



Your Safety • Your Mobility  
Your Economic Opportunity

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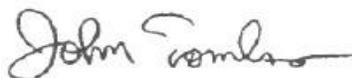
## Executive Summary

The Idaho Transportation Department Office of Highway Safety (OHS) receives money from the National Highway Traffic Safety Administration (NHTSA) each, which is focused on behavioral programs. OHS uses that money on activities identified in the Highway Safety Plan (HSP), which align with key strategies found in the Strategic Highway Safety Plan (SHSP). These activities are focused on eliminating fatalities and serious injuries on Idaho's roads through: education, enforcement and outreach. This Annual Evaluation focuses on the activities for FFY 2019. Here are some of the highlights:

- Increased the yearly observed seat belt use rate to 85.7%, exceeding our target of 83.3%.
- Traffic records funds were used to help 20 law enforcement agencies get set up to use the Statewide Electronic Ticketing (SWET) system. As a result of this, many of these agencies, whom had not participated in mobilizations for years, began participating again. A total of 66 agencies participated in mobilizations this year.
- Two Drug Recognition Expert (DRE) certification courses were held this year, allowing for double the amount of newly certified experts across the state.
- A record number of safety partners attended the annual Highway Safety Summit, held for the first time in Lewiston. A total of 342 people were able to spend two days focused on saving lives and being more engaged.
- Four Idaho counties were recognized during FFY 2019 for zero fatalities in CY 2018: Butte, Camas, Clearwater and Custer counties.

These highlights above speak to the importance of partnerships across Idaho, and how saving lives takes everyone working together. I am so proud of those who have dedicated so many hours focused on traffic safety activities that are really making a difference in every Idaho community. Although we did not meet many of our targets, the completed activities are enabling more Idahoans to make the Shift to engaged driving. I hope that as you read this Annual Evaluation, you see the amazing work going on throughout the Gem State.

Thank you for your time and commitment!



John Tomlinson  
Highway Safety Manager

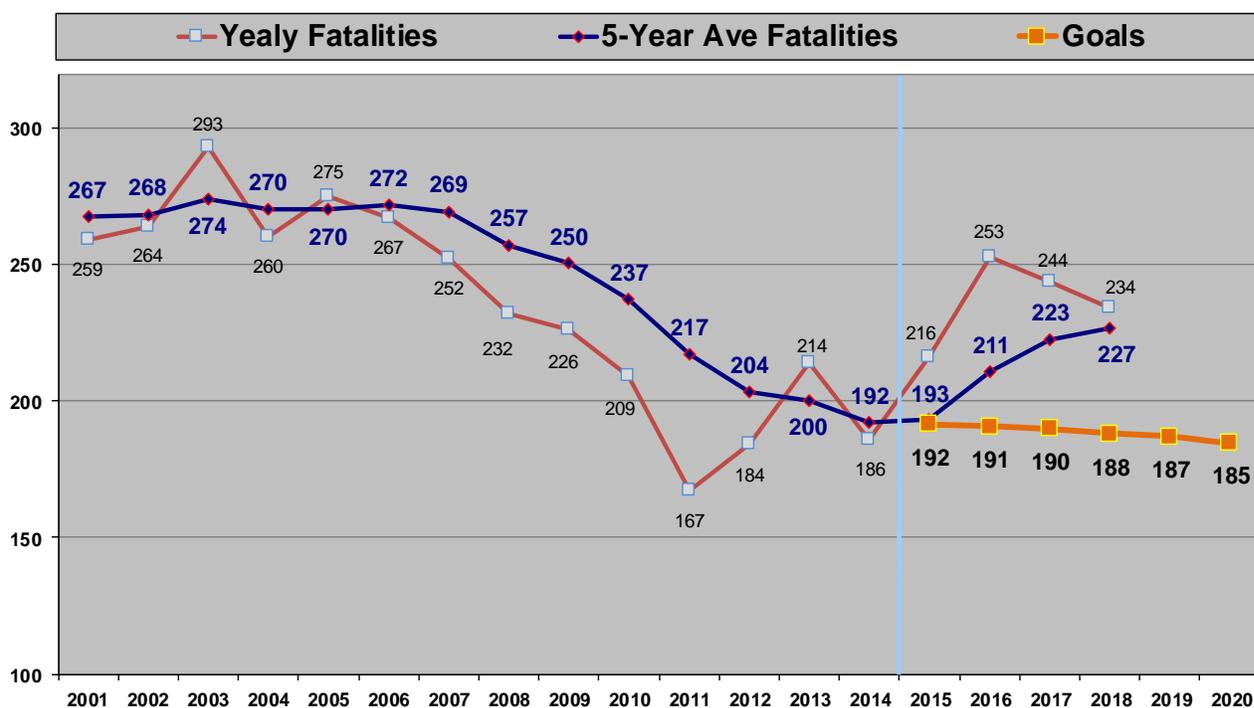
## Performance Measures and Targets

Other than the observed seat belt use target, Idaho does not anticipate meeting any of the 2019 targets. It is possible the aggressive driving target may be met (speeding fatalities), but it is impossible to say for sure until the FARS data is released next fall.

The targets for the FFY 2016 through FFY 2019 Highway Safety Plans were set in 2015 when the latest available data was 2014. At that time, fatalities were at historic lows, due almost entirely to the recession. These decreases in fatalities were also experienced at the national level with little to no change in safety programs or projects. While we like to think we have control over these measures, we really have very little. Highway safety programs are long term solutions using education and enforcement to change behaviors, they have very little significant effect over the short term.

As evidenced in the graph below, the trend of the 5 year average fatalities from 2007 to 2014 was decreasing and the targets were set in accordance with that decreasing trend. In the time since the targets were set, fatalities have increased, resulting in the targets not being achieved.

## Fatalities - Yearly vs. 5 Year Average



The performance measures have been reassessed and new targets have been set for FFY2020 and future Highway Safety Plans.

## Performance Measures and Targets: 2015-2020

		Benchmark						
		2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020
<b>Primary Target</b>								
<b>C1</b>	<b>5-Year Ave Fatalities - Targets</b>		<b>192</b>	<b>191</b>	<b>190</b>	<b>188</b>	<b>187</b>	<b>185</b>
	Actual Values	192	193	211	223	227		
<b>Secondary Targets</b>								
<b>C2</b>	<b>5-Year Ave Serious Injuries - Targets</b>		<b>1,278</b>	<b>1,263</b>	<b>1,250</b>	<b>1,239</b>	<b>1,230</b>	<b>1,221</b>
	Actual Values	1,303	1,294	1,301	1,293	1,290		
<b>C3</b>	<b>5-Year Fatality Rate - Targets</b>		<b>1.19</b>	<b>1.17</b>	<b>1.17</b>	<b>1.14</b>	<b>1.12</b>	<b>1.10</b>
	Actual Values	1.20	1.19	1.28	1.34	1.33		
<b>FHWA-1</b>	<b>5-Year Serious Injury Rate - Targets</b>		<b>7.98</b>	<b>7.74</b>	<b>7.63</b>	<b>7.49</b>	<b>7.36</b>	<b>7.27</b>
	Actual Values	8.12	7.98	7.90	7.76	7.59		
<b>Aggressive Driving</b>								
<b>C6</b>	<b>5-Year Ave Speeding Fatalities - Targets</b>		<b>53</b>	<b>52</b>	<b>51</b>	<b>51</b>	<b>50</b>	<b>49</b>
	Actual Values	54	51	52	50	49		
<b>Distracted Driving</b>								
<b>I1</b>	<b>5-Year Ave Distracted Fatalities - Targets</b>		<b>43</b>	<b>42</b>	<b>41</b>	<b>40</b>	<b>39</b>	<b>38</b>
	Actual Values	45	43	48	47	48		
<b>Safety Restraint Use in Passenger Motor Vehicles (PMV)</b>								
<b>C4</b>	<b>5-Year Ave Unrestrained PMV Fatalities - Targets</b>		<b>75</b>	<b>74</b>	<b>73</b>	<b>72</b>	<b>70</b>	<b>69</b>
	Actual Values	76	81	89	94	90		
<b>B1</b>	<b>Yearly Observed Seat Belt Use - Targets</b>		<b>81.6%</b>	<b>82.2%</b>	<b>82.5%</b>	<b>83.0%</b>	<b>83.3%</b>	<b>83.8%</b>
	Actual Values	80.2%	81.1%	82.9%	81.2%	85.4%	85.7%	
<b>Impaired Driving</b>								
<b>C5</b>	<b>5-Year Ave Driver BAC&gt;=0.08 Fatalities - Targets</b>		<b>55</b>	<b>54</b>	<b>53</b>	<b>53</b>	<b>52</b>	<b>52</b>
	Actual Values	57	57	62	64	64		
<b>Vulnerable Users (Bike, Pedestrian, Mature)</b>								
<b>C11</b>	<b>5-Year Ave Bicyclist Fatalities - Targets</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
	Actual Values	2	1	3	3	3		
<b>C10</b>	<b>5-Year Ave Pedestrian Fatalities - Targets</b>		<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>10</b>
	Actual Values	12	11	13	14	15		
<b>I2</b>	<b>5-Year Ave Drivers &gt;=65 in Fatal Crashes - Targets</b>		<b>37</b>	<b>36</b>	<b>35</b>	<b>35</b>	<b>34</b>	<b>33</b>
	Actual Values	38	39	42	48	50		
<b>FHWA-2</b>	<b>5-Year Ave Non-Motorist Fatalities &amp; Serious Injures</b>		<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>	<b>120</b>
	Actual Values	112	111	117	117	122		
<b>Youthful Driver</b>								
<b>C9</b>	<b>5-Year Ave Drivers &lt;=20 in Fatal Crashes - Targets</b>		<b>28</b>	<b>27</b>	<b>27</b>	<b>26</b>	<b>25</b>	<b>24</b>
	Actual Values	29	30	29	32	34		
<b>Motorcycle (MC)</b>								
<b>C7</b>	<b>5-Year Ave Motorcycle Fatalities - Targets</b>		<b>22</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>20</b>
	Actual Values	23	24	25	26	28		
<b>C8</b>	<b>5-Year Ave Unhelmeted MC Fatalities - Targets</b>		<b>12</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>
	Actual Values	12	13	14	15	17		
<b>Commercial Motor Vehicle (CMV)</b>								
<b>I3</b>	<b>5-Year Ave CMV Fatalities - Targets</b>		<b>23</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>20</b>	<b>20</b>
	Actual Values	23	26	29	34	37		
<b>Lane Departure</b>								
<b>I4</b>	<b>5-Year Ave Single Vehicle Run-Off-Road Fatalities - Targets</b>		<b>100</b>	<b>99</b>	<b>98</b>	<b>97</b>	<b>95</b>	<b>94</b>
	Actual Values	101	101	107	110	107		
<b>I5</b>	<b>5-Year Ave Head-On/SS Opposite Fatalities - Targets</b>		<b>28</b>	<b>27</b>	<b>26</b>	<b>25</b>	<b>24</b>	<b>23</b>
	Actual Values	30	27	30	35	35		
<b>Intersections</b>								
<b>I6</b>	<b>5-Year Ave Intersection-Related Fatalities - Targets</b>		<b>36</b>	<b>36</b>	<b>35</b>	<b>35</b>	<b>33</b>	<b>32</b>
	Actual Values	36	38	40	42	45		
<b>Items for Reporting</b>								
		<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
	Yearly Total Fatality Rate	1.15	1.30	1.47	1.42	1.32		
	Yearly Urban Fatality Rate	0.52	0.48	0.65	0.84	0.85		
	Yearly Rural Fatality Rate	1.61	1.70	1.97	1.84	1.67		
<b>A1</b>	<b>Seat Belt Citations Issued during Grant Funded Activities</b>		<b>FFY2015</b>	<b>FFY2016</b>	<b>FFY2017</b>	<b>FFY2018</b>	<b>FFY2019</b>	<b>FFY2020</b>
			11,780	12,067	5,574	4,732	3,456	
<b>A2</b>	<b>DUI Arrests made during Grant Funded Activities</b>		861	687	557	545	641	
<b>A3</b>	<b>Speeding Citations Issued during Grant Funded Activities</b>		7,853	6,908	10,239	11,093	7,020	

## **A summary of findings for CY 2018 are listed below:**

- The number of motor vehicle crashes decreased by 7.0 percent, from 25,851 in 2017 to 24,031 in 2018. The number of fatalities resulting from motor vehicle crashes decreased from 245 in 2017 to 234 in 2018, a 4.5 percent decrease. The number of fatal crashes decreased from 224 in 2017 to 215 in 2018. The number of suspected serious injuries increased slightly from 1,246 in 2017 to 1,250 in 2018, a 0.3 percent increase.
- Idaho's fatality rate per 100 million vehicle miles traveled was 1.32 in 2018, down from 1.42 in 2017.
- While 67 percent of all motor vehicle crashes occurred on urban roadways, 73 percent of the fatal motor vehicle crashes occurred on rural roadways in 2018.
- Fatalities resulting from impaired driving crashes decreased in 2018 by 2.5 percent and 33 percent of all fatalities resulted from impaired driving. Of the 78 people killed in impaired driving crashes, 66 (85 percent) were either the impaired driver, a person riding with an impaired driver, or an impaired pedestrian.
- Idaho's observed seat belt use increased to 85.4 percent in 2018. However, the increase may be due to changes made to the observational seat belt survey. While the observed rate was 85 percent, only 37 percent of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 41 of the 82 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 50 percent of the motor vehicle crashes and 75 people were killed in aggressive driving crashes in 2018.
- Distracted driving was a factor in 20 percent of the motor vehicle crashes in 2018 and 48 people were killed in distracted driving crashes.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2018, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. There were 36 people killed in crashes involving youthful drivers in 2018.
- The number of motorcyclists killed in motor vehicle crashes increased to 38 in 2018. Just over half (51 percent) of fatal motorcycle crashes in 2018 involved just the motorcycle and nearly a third (32 percent) of fatal motorcycle crashes involved an impaired motorcycle driver.
- There were 19 pedestrians and 2 bicyclists killed in motor vehicle crashes in 2018.
- Fatal crashes involving commercial motor vehicles increased from 42 in 2017 to 44 in 2018. The number of injury crashes involving commercial motor vehicles decreased by 3 percent. There were 51 people killed and 1,059 people injured in commercial motor vehicle crashes in 2018.

## Mobilizations and Evidence Based Enforcement

Executing effective High Visibility Enforcement (HVE) requires enforcement efforts targeted to the appropriate behavioral areas and locations coupled with meaningful media and public education outreach. The agencies' evidence based traffic safety enforcement programs implement a three step strategy to ensure effectiveness: Data Analysis, Resource Allocation, and Project Oversight. The strategy starts with an annual analysis of serious injury and fatality data to identify problems and ultimately allocate funding to projects through the annual grants process. ITD-OHS staff work closely with law enforcement agencies to ensure HVE mobilizations are carried out successfully.

Idaho's Law Enforcement Liaison's (LEL), which are represented by six officers, one from each of the six Idaho Transportation Districts, provide leadership for the evidence based traffic safety mobilization enforcements by increasing participation and effectiveness of Idaho's law enforcement agencies and officers in statewide mobilizations. The LEL's also serve as oversight and purveyors of HVE best practices. The result is an evidence based traffic safety HVE project designed to address the areas and locations at highest risk and with the greatest potential for improvement. Data analysis is constantly updated and evaluated providing for continuous and timely revisions to enforcement deployment and resource allocation.

Each Agency enters into an agreement with the OHS to perform dedicated patrol for traffic enforcement. For the impaired driving mobilizations, the OHS encourages participants to conduct enforcement during time frames that are data driven; nighttime hours. Funding for these campaigns are allocated to locations throughout the state using demographic, traffic safety data, and agency past performance.

### Grant Funded High Visibility Enforcement Arrest-Citation Summary

Focus Area	State Police	STEP Grants	Mini-Grants	Mobilizations	TOTALS
Seat Belts	1249	47	382	1778	3456
DUI's	103	179	17	342	641
Speed	1907	309	935	3869	7020

### HVE Mobilizations

Description	Dates
Holiday Impaired Driving	December 13, 2018 – January 3, 2019
Super Bowl Impaired	February 1-10, 2019
Seat Belt – CIOT	May 20- June 2, 2019
July 4 <sup>th</sup> Impaired Driving	July 1 – 7 , 2019
Aggressive Driving	July 26 – August 9, 2019
Labor Day Impaired Driving	August 16 - September 4, 2019
School Zone Safety – Distracted Driving	September 16 – 20, 2019

As part of each mobilization, participating agencies publicize the HVE efforts with local media contacts to increase awareness and provide results before, during, and after mobilizations. Idaho closely mirrors NHTSA’s timeline for media. During the seat belt mobilization, pre- and post- surveys are conducted and submitted along with the performance report.

### HVE Mobilization Participation Numbers

District	Sheriff Office	Police Dept.	Total LE Agencies
1	2	6	8
2	4	4	8
3	6	10	16
4	3	6	9
5	5	9	14
6	6	4	10
<b>TOTALS</b>	<b>26</b>	<b>39</b>	<b>65</b>

The OHS has a year-long grant with the Idaho State Police to provide sustained high visibility enforcement throughout the year. In addition to participating in every HVE mobilization, ISP officers are working additional focused enforcement. Enforcement is conducted using data driven approaches in order to achieve success.

# Programs/Planned Activity

Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **(402) Impaired Driving Program Administration**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019AL	AL-2019-AL-00	AL Program Administration	OHS Staff

**Planned Activity Description:**

Funding will be used to support the cost of Program Administration to implement and manage the highway safety programs.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing alcohol impaired driving grants as well as time dedicated to education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This reduces traffic crashes.

Program Area: Community Traffic Safety Program

Project/ Planned Activity Name: **Community Traffic Program Area Management**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019CP	CP-2019-CP-00	Highway Safety Office Program Management	N/A

**Planned Activity Description:**

Funding will support the cost of Program Management to implement and manage the highway safety program.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing community traffic safety grants as well as community education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This reduces traffic crashes.

Program Area: Occupant Protection(Adult and Child Passenger Safety)  
 Project/ Planned Activity Name: **(402) Program Management CR**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019CR	CR-2019-CR-00	(402) Program Management	N/A

**Planned Activity Description:**

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's occupant protection/child passenger restraint laws, and to reduce the unstrained crash fatalities, serious injuries and economic losses in Idaho.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing child passenger safety grants as well as time dedicated to child passenger safety education and outreach which extends information to all highway safety partners and the public increasing safe behaviors. This helps reduce traffic crash fatalities and injuries.

Program Area: Motorcycle Safety  
 Project/ Planned Activity Name: **MC Program Management**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019MC	MC-2019-MC-00	Highway Safety Office Program Management	OHS

**Planned Activity Description:**

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's motorcycle safety laws, and to reduce motorcycle riders killed and/or seriously injured.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of motorcycle fatalities to 21 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing motorcycle safety grants as well as education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This helps reduces traffic crashes.

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Program Area: Planning & Administration

Project/ Planned Activity Name: **Planning and Administration**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019PA	PA-2019-PA-00	Highway Safety Office Program Management	N/A

**Planned Activity Description:**

Funding will provide planning, coordination, financial aspects, and general administration of the entire HSP and other areas related to the highway safety process. Provide policy and procedures, program administration, and personnel guidance for the Office of Highway Safety.

Ultimately, funding supports the cost of Program Management to implement and manage the highway safety programs, specifically the Highway Safety Manager and the Planning Program Manager.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time for planning and administration as well as travel for training, grant monitoring, conferences, and GHSA meetings. Information acquired from the training and meetings enhances Idaho's highway safety initiatives creating a more robust program.

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Program Area: Non-motorized (Pedestrians and Bicyclist)

Project/ Planned Activity Name: **Bicycle and Pedestrian Safety Program Management**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019PS	PS-2019-PS-00	Highway Safety Office Program Management	OHS

**Planned Activity Description:**

Provide funding to effectively develop and coordinate programs, directly related to increasing education of bike/ped laws.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of bicyclist fatalities to 2 or fewer by 2019. Reduce the 5-year average number of pedestrian fatalities to 11 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing bicycle and pedestrian grants as well as providing education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This helps reduce traffic crashes.

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Program Area: Police Traffic Services

Project/ Planned Activity Name: **Program Management**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019PT	PT-2019-01-00	PT Program Management	OHS

**Planned Activity Description:**

Planned Activity will provide funding to effectively develop and coordinate all of the programs directly related to Police Traffic Services.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing police traffic service grants as well as providing education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This helps reduce traffic crashes.

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Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **(402) Program Management SB**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019SB	OP-2019-SB-00	(402) Program Management	Office of Highway Safety (ITD) will be the direct recipient

**Planned Activity Description:**

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's Occupant Protection laws, and reducing unrestrained crash fatalities, serious injuries and economic losses in Idaho.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing occupant protection grants as well as providing education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This helps reduce traffic crashes.

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Program Area: Traffic Records

Project/ Planned Activity Name: **Program Area Management (Traffic Records)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S0019TR	TR-2019-TR-00	TR Highway Safety Program Management	Not determined at this time

**Planned Activity Description:**

To support the cost of Program Management to implement and manage the Highway Safety programs through OHS. Funding will also include development.

Performance Measure	Performance Measure Outcome
Reduce the mean number of days from the crash date to the date the crash is completed in the Idaho statewide crash database CIRCA (Crash Information Retrieval Collection and Analysis).	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to training law enforcement personnel and maintaining software programs utilized in crash data collection and analysis. This helps provide more accurate data and information for highway safety programs.

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Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **(405) Program Management - Seat Belt**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S1999OP	M2HVE-2019-SB-00	SB Program Management	N/A

**Planned Activity Description:**

Provide funding to effectively develop and coordinate programs directly related to increasing enforcement and education of Idaho's occupant protection laws, and reducing unrestrained crash fatalities, serious injuries and economic losses in Idaho.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing occupant protection grants as well as providing education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This helps reduce traffic crashes.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **Alcohol Statewide Services**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SAL1901	AL-2019-01-00	Prosecutor Training	Not known at this time

**Planned Activity Description:**

Fund training for judicial, law enforcement, probation and prosecutorial professionals; consultant fees, equipment, educational materials to help eliminate traffic crashes and fatalities. Grant funds will also be used in support of the Impaired Driving Advisory Council (IDAC) for meetings and coordination of travel and per diem as needed.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

Funding provided training for two DRE instructors to advance their technical knowledge by attending an advanced course regarding the effects of drugs on human performance and behavior. The funds also provided 15 new DRE officers. Educational materials regarding the cost of DUI's and the "ABCs of DRE" were produced and distributed. Idaho is very rural and having additional available DRE's allows for more coverage in outlying areas where resources are limited. DRE's will be more effective determining impairment and remove impaired drivers from off roadways. DRE's will also allow for more convictions.

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Program Area: Community Traffic Safety Program

Project/ Planned Activity Name: **Highway Safety Summit**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCP1901	CP-2019-01-00	Law Enforcement Training	Subrecipients will be law enforcement (state, city, county) represented statewide, and a variety of other highway safety advocates (injury prevention, safety, prosecution, education, etc.)

**Planned Activity Description:**

Objective is to conduct the Annual Highway Safety Summit in April 2019 in Lewiston, Idaho. The Summit will include training and education opportunities for highway safety 4E partners and stakeholders. Funding will provide contractor technical fees and services to produce and support the Idaho Highway Safety Summit. The Summit will also include training and education opportunities for highway safety 4E partners, EMS and first responders and stakeholders.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

Educating law enforcement officers and highway safety partners in areas of impaired driving, aggressive driving, occupant protection, distracted driving, and other vulnerable users. Conducted a session for executive law enforcement. 345 attendees participated in activities and workshops. Through this education, law enforcement is able to better educate the public and enforce traffic safety laws which leads to saving lives on Idaho's roads.

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Program Area: Community Traffic Safety Program

Project/ Planned Activity Name: **Law Enforcement Liaison Program**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCP1902	CP-2019-02-00	Law Enforcement Outreach Liaison	Intended subrecipients will be LEL's in each district, their respective agencies, and also law enforcement agencies statewide

**Planned Activity Description:**

The goal of this planned activity is to increase law enforcement agency HVE participation for each district. One Law Enforcement Liaison for each of the 6 Transportation Districts to promote NHTSA priority programs and to provide technical assistance at the community level. LEL outreach will be measured by an increase in participation on statewide HVE's.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

Idaho has 6 LEL's, one for each of the 6 transportation districts in Idaho. LEL's increase participation in HVE grant opportunities, educate law enforcement partners in highway safety procedures and conducted public outreach and education. The LEL's help by increasing law enforcement agency's ability to effectively participate in highway safety enforcement programs.

Program Area: Community Traffic Safety Program

Project/ Planned Activity Name: **SHIFT Outreach and Education**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCP1903	CP-2019-03-00	Behavioral Safety Education	There will be a variety of subrecipients, as mentioned

**Planned Activity Description:**

OHS will coordinate no less than 10 educational programs with the stakeholders regarding priority safety focus areas. Part of our efforts will be to sustain a statewide highway safety coalition. Funds will support education and outreach programs which are a vital component of statewide traffic safety efforts. They will lead or assist with educational programs targeted to all ages and groups to raise awareness of traffic safety laws, available resources and training, and general driver instruction. Outreach programs will be directed to schools, community groups, businesses, police departments, EMS providers, and the judicial community to increase the knowledge of traffic safety campaigns throughout the year and to provide opportunities for collaboration to enhance program effectiveness, gathering feedback for future program modifications, and to standardize messaging among safety partners.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

No Activity - Used state funds for these activities.

Program Area: Community Traffic Safety Program

Project/ Planned Activity Name: **St. Luke's Youth Action Team**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCP1904	CP-2019-04-00	Education and Outreach	St. Luke's will be the direct recipient

**Planned Activity Description:**

Funding will provide development and support to implement and manage youthful driver projects as set forth by the St. Luke's team in unison with staff participation at OHS. The St. Luke's team will educate teens on the importance of seat belt use, the dangers of driving impaired, the dangers of aggressive driving, and inattentive/distracted driving prevention outreach.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of drivers age <= 20 years old in fatal crashes to 25 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Very little activity due to the realization that the program implementation was more difficult than first realized. Outreach efforts were conducted using their own funding.

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Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **CPS Educational Opportunities and Materials**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCR1901	CR-2019-01-00	Communications & Outreach: Strategies for Older Children	A variety of Child Passenger Safety partners and agencies will be sub-recipients of this funding

**Planned Activity Description:**

Fund multiple community organizations to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection. Develop and/or purchase educational outreach opportunities and materials to educate parents, caregivers, first responders, employers, about the proper use and importance of occupant protection. Expand program to include and educate Hispanic and refugee communities, and Idaho's tribal nations. Distribute educational materials to general public at multiple safety outreach events; primary focus during National Child Passenger Safety Week.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Purchased and printed educational materials to distribute to educators, law enforcement, caregivers, CPS technicians and instructors, and youthful passengers and drivers. Materials were printed in English and Spanish.

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Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **CPS Statewide Program**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SCR190L	CR-2019-0L-00	Comm & Outreach: Strategies for Child Restraint Use	TBD

**Planned Activity Description:**

Distribute funding to sub/grantees proportionate to local community child population and demographics.

Increase distribution of funding to ensure multiple communities are capable of educating parents and caregivers regarding the importance of properly restraining children. Increase local community participation in National Child Passenger Safety Week from 4 (FFY17) to 6 (FFY19).

Increase number of CPST training courses statewide from 7 (FFY17) to 8 (FFY19). Majority of courses to be held in counties and demographic communities at risk for zero or insignificant numbers of technicians to conduct car seat checks and verify community children are properly restrained. Increase number of CPS Inspection stations statewide from 37 (FFY17) to 45 (FFY19). Review counties for technician and instructor numbers, and address those communities with zero or insignificant amount of technicians and/or instructors.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Funded 7 community organizations to promote Child Passenger Safety (CPS) education to parents/caregivers and local organizations. During National Child Passenger Safety Week, 6 inspection sites held events. Conducted the 14 CPS Technician classes. There are now 342 CPS techs, 25 instructors and 8 CPS Tech-Proxies. Counties with zero CPS Technicians decreased from 14 to 8. Car seat inspection sites increased to 81.

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Program Area: Police Traffic Services

Project/ Planned Activity Name: **Distracted Driving HVE and Mini-Grants**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
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SDD1901	DD-2019-01-00	High Visibility Enforcement	Subrecipients will be participating law enforcement agencies
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**Planned Activity Description:**

There was an increase of 25 percent in distracted driving fatalities, while the number of overall crashes decreased. OHS will continue to solicit and review mini-grant applications for projects that support distracted driving initiatives that help increase local community awareness about the dangers of distracted driving, thus eliminating DD crashes at locations where data supports it. Idaho law enforcement agencies can issue texting citations only when they witness the violation that clearly shows either transmitting or reading a written message on a cellular device.

Project Objective will be to conduct a high visibility enforcement campaign (during Distracted Driving Awareness Month), using best practices for Distracted Driving enforcement.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of distracted driving fatalities to 39 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Conducted a statewide HVE school zone distracted driving mobilization. 23 agencies participated in the mobilization. Dedicated officers had 864 contacts which resulted in the following citations: speeding 203, other 81 which includes "other" moving violation such as running red lights and stop signs, failure to yield, following too close, texting 3, seat belt 31 and 2 child restraint citations. Boise PD conducted a HVE distracted driving mini-grant in April-May and August-Sept. 2467 total contacts, 1048 speeding, 208 seatbelt and 22 texting citations were issued. HVE is a proven countermeasure in reducing distracted driving crashes.

Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **(405d) Impaired Driving Program Administration**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
S1999ID	M5HVE-2019-ID-00	AL Program Administration	OHS staff

**Planned Activity Description:**

Support the cost of Program Management to implement and manage the highway safety program - specifically Impaired Driving.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

Personnel time dedicated to managing the impaired driving grant as well as driving education and outreach which extends information to all highway safety partners and the public increasing safe driving behaviors. This reduces traffic crashes.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **Impaired Driving Statewide Services**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID1901	M5IDC-2019-01-00	High Visibility Enforcement	Judicial, law enforcement agencies, probation professionals, prosecution, consultant companies, etc.

**Planned Activity Description:**

Fund training for judicial, law enforcement, probation and prosecutorial professionals, consultant fees, equipment, education materials to help eliminate traffic crashes and fatalities. Produce updated and relevant newer educational materials.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

Conducted 10 High Visibility Enforcement mini-grants during events or dates which are known to be high impaired driving times. HVE activities are proven to reduce impaired driving crashes. Total activity = 916 dedicated work hours. Performance: 12 DUI citations, 14 seat belt citations, 115 speeding citations, one texting citation. HVE is a proven countermeasure in reducing impaired driving fatalities.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **TSRP - Traffic Safety Resource Prosecutor**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID1902	M5CS-2019-02	Traffic Safety Resource Prosecutor	Idaho Prosecuting Attorney Association

**Planned Activity Description:**

The TSRP Program in Idaho educates, trains and assists Idaho prosecuting attorneys in the pursuit of justice; to foster and encourage communication and cooperation between Idaho's prosecuting attorneys and their partners in law enforcement related to the investigation and prosecution of impaired driving and other traffic safety violations.

The Idaho TSRP program provides a working knowledge of sources of state and federal law with emphasis on issues related to impaired driving and traffic safety violations. The TSRP is responsible for problem solving associated with the presentation of breath, blood, and urine testing evidence, proof of impairment, best investigative techniques and other evidence gathering issues. The TSRP provides legal research and guidance, is involved in governmental relations, policy development, technical assistance and training.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

The Idaho TSRP continues to be a leader in the prosecution and law enforcement communities, of note: 637 classroom hours taught, 94 training provided, attended 7 conference/trainings, attended 84 meetings, trained 4,417 students, and fulfilled 1064 request for technical assistance.

Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **State Impaired Driving Coordinator**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID1903	M5IDC-2019-03-00	SFST training for Law Enforcement Officers	Subrecipient for this award will be Idaho State Police, ISP Region 3

**Planned Activity Description:**

The State Impaired Driving Coordinator (SIDC) program is responsible for coordination of the Drug Evaluation and Classification Program (DEC), Advanced Roadside Impaired Driving Enforcement (ARIDE), Standardized Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC actively provides training, disseminates information and resources, and manages the daily operation of each of the impaired driving programs mentioned above. The SIDC program also creates a liaison for prosecutors, courts, citizens groups, education professionals, youth programs and health professionals.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

This year the SIDC program conducted and trained: SFST class to over 500 students, 4 ARIDE classes with 60 officers, 2 DRE schools with 26 students certified, Phlebotomy class with 16 students, DITEP training to 50+ school nurses, educators and administrators.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **DUI Step Officer Grant**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID1904	M5IDC-2019-04-00	Zero-Tolerance Law Enforcement	Coeur d'Alene Police Department

**Planned Activity Description:**

The Coeur d'Alene Police Department will use the funding to support year one of the DUI STEP Officer position. The DUI STEP project target is to target impaired driving through ongoing public education, awareness and enforcement in the city of Coeur d'Alene, as well as participate and coordinate multi-jurisdictional enforcement efforts. The department will maintain a database of traffic citations/contacts and compare it with pre and post project data. Grantee will fund Year 1 (one) for a DUI STEP program, with the Coeur d' Alene PD.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

The dedicated DUI officers who are DREs had 1182 traffic stop contacts, which resulted in 148 alcohol DUI's, 10 drug DUI's, 10 drug and alcohol DUI's, and 3 underage. 2065.55 hours of activity.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **Impaired Motorcyclist: Paid Media**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID1905	M5PEM-2019-00-00	Alcohol Impairment: Communications	N/A

**Planned Activity Description:**

Paid media campaign that will address motorcycle riders in our state, through education and outreach efforts designed to promote safe and sober motorcycle riding in our beautiful state.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

No Activity- no mobilization in place.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **HVE - Impaired Dec/Jan Mobilization**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID19EA	M5HVE-2019-EA-00	High Visibility Enforcement	Intended subrecipients will be participating law enforcement agencies statewide

**Planned Activity Description:**

Funding for all three Impaired mobilizations will be used for law enforcement agencies to participate, with the target being to eliminate impaired driving related traffic fatalities, serious injuries, and economic losses. There are a total of 3 statewide mobilizations with Impaired Driving focus. The December/January campaign: OHS will conduct a 2 week HVE Impaired Driving Campaign, and use best practices and lessons learned from previous mobilizations.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

49 agencies participated in the mobilization. Dedicated officers had 3875 contacts which resulted in the following citations: alcohol only DUI's 118, drug only DUI's 8, both alcohol and drugs DUI's 8, underage alcohol citations 8. HVE is a proven countermeasure in reducing alcohol related crashes.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **HVE - Impaired 4th of July Mobilization**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID19EB	M5HVE-2019-EB-00	High Visibility Enforcement	Subrecipients will be participating law enforcement agencies

**Planned Activity Description:**

Conduct a two week HVE Impaired Driving Campaign using best practices and lessons learned from previous mobilizations.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

50 agencies participated in the mobilization. Dedicated officers had 2859 contacts which resulted in the following citations: alcohol only DUI's 42, drug only DUI's 4, both alcohol and drugs DUI's 1, underage alcohol citations 9. HVE is a proven countermeasure in reducing alcohol related crashes.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **HVE - Impaired Labor Day Mobilization**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID19EC	M5HVE-2019-EC-00	High Visibility Enforcement	Subrecipients will be participating law enforcement agencies

**Planned Activity Description:**

Conduct a two week HVE Impaired Driving Campaign using best practices and lessons learned from previous mobilizations.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

49 agencies participated in the mobilization. Dedicated officers had 3106 contacts which resulted in the following citations: alcohol only DUI's 62, drug only DUI's 5, both alcohol and drugs DUI's 3, underage alcohol citations 5. HVE is a proven countermeasure in reducing alcohol related crashes.

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Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **Super Bowl Impaired Driving HVE**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID19ED	M5HVE-2019-ED-00	High Visibility Enforcement	Subrecipients will be participating law enforcement agencies

**Planned Activity Description:**

Conduct a two week HVE Impaired Driving Campaign using best practices and lessons learned from previous mobilizations.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.	Did not meet

**Contribution to meeting the state performance measure.**

45 agencies participated in the mobilization. Dedicated officers had 2009 contacts which resulted in the following citations: alcohol only DUI's 38 , drug only DUI's 8, both alcohol and drugs DUI's 4, underage alcohol citations 7. HVE is a proven countermeasure in reducing alcohol related crashes.

Program Area: Impaired Driving (Drugs and Alcohol)

Project/ Planned Activity Name: **Impaired Driving Paid Media**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SID19PM	M5PEM-2019-PM-00	Mass Media Campaigns	Media marketing firms, law enforcement, and statewide partners

**Planned Activity Description:**

Funding for development and placement of media for the general public, or focused audiences, to raise awareness and change behavior in an effort to eliminate death, injuries and economic losses in traffic crashes in the impaired driving focus areas as determined by the SHSP.

The purchases support the scheduled Impaired Traffic Enforcement Mobilization program and may coincide with nationally designated safety weeks/months. Funding will purchase radio, TV, printed materials, outdoor advertising, and other communication tools and methods. Message recognition and penetration of target audience will be measured through the annual public opinion survey as well as media buy demographic reports. OHS will fund, at minimum, 3 HVE media campaigns during FFY2019, and sustained impaired driving messages on social media throughout the year.

Performance Measure	Performance Measure Outcome
<b>Reduce the 5-year average number of fatalities involving drivers with a Blood Alcohol Content (BAC) of .08 or greater to 52 or fewer by 2020.</b>	Did not meet

**Contribution to meeting the state performance measure.**

Paid media which included press events, television, radio, social media, digital media, out of home, and interactive media. Media coincided with HVE campaigns as per the countermeasures that work.

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Program Area: Traffic Records

Project/ Planned Activity Name: **TRCC Data Improvement**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SKD1901	M3DA-2019-01-00	Improves accuracy of a core highway safety database	Intended subrecipient information not complete yet

**Planned Activity Description:**

The target is to develop and implement three (3) projects within the six traffic records system for deficiencies noted in the 2016 Traffic Records System, and to show improvement of traffic safety data within the system. The project objective is to improve timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data to improve and enhance the six traffic record systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance.

Performance Measure	Performance Measure Outcome
<b>Numeric: Increase accessibility and of crash data to the general public.</b> <b>INRIX: Increase the completeness of MIRE data.</b>	Did not meet

**Contribution to meeting the state performance measure.**

The Numeric dashboard project is improving accessibility of crash data to the general public. Purchased INRIX data to enhance traffic modeling and for MIRE data.

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Program Area: Traffic Records

Project/ Planned Activity Name: **E Citation (statewide)**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SKD1902	M2DA-2019-02-00	Improves timeliness of a core highway safety database	Subrecipients will be law enforcement agencies. Specific agencies participating have not been identified yet.

**Planned Activity Description:**

OHS will offer funding to law enforcement agencies and other subrecipients who are interested in implementing a statewide electronic citation system.

Performance Measure	Performance Measure Outcome
<b>Reduce the 5-year average number of fatalities to 187 or fewer by 2019</b>	Did not meet

**Contribution to meeting the state performance measure.**

Purchased equipment to support the use of the Statewide Electronic Ticketing (SWET) program for 19 law enforcement agencies and the ITD Port of Entry. There are 14 agencies actively using the program, 11 agencies in testing, and 20 agencies currently in the process of obtaining SWET. The timeliness in ticketing is enhanced.

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Program Area: Motorcycle Safety

Project/ Planned Activity Name: **Motorcycle Awareness Paid Media**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMA1902	M9MA-2019-02-00	Driver Awareness of Motorcyclists	Not determined yet

**Planned Activity Description:**

Education efforts and outreach that support and promote driver awareness of motorcycles. OHS will implement a communication campaign using media sources to educate the public about the importance of motorcycle awareness and safe operation.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of motorcycle fatalities to 21 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Media - motorcycle awareness campaign advising motorists to be aware of motorcycles on the road. Raised motor vehicle drivers awareness of motorcycle riders.

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Program Area: Motorcycle Safety

Project/ Planned Activity Name: **Motorcycle Safety Statewide Services**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMC1901	MC-2019-01-00	Motorcycle Rider Training	Subrecipients not known at this time

**Planned Activity Description:**

Objective is to continue working with motorcycle safety partners to provide education, outreach efforts and projects that support and promote motorcycle safety. Committee partners with OHS to target aggressive and impaired riders as part of a statewide rider awareness and enforcement campaign. We will also evaluate the effectiveness of the current laws, provide relevant data to inform decision making, and make recommendations for improvements.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of motorcycle fatalities to 21 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

The motorcycle community reviewed the statewide motorcycle crash data, which was used to help riders understand rider errors. The data is used to develop rider training, which addresses rider behavior. Rider training results in fewer motorcycle fatalities.

Program Area: Motorcycle Safety

Project/ Planned Activity Name: **Motorcycle Safety Training and Education**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMC1902	MC-2019-02-00	Motorcycle Rider Training	Subrecipients include: local rider groups, law enforcement agencies, coalitions, motorcycle dealerships, and other entities

**Planned Activity Description:**

The objective of this planned activity is to continue partnering with motorcycle safety community/advocates to provide education, outreach efforts and projects that support and promote motorcycle safety.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of motorcycle fatalities to 21 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

No Activity - educational materials still under development.

Program Area: Motorcycle Safety

Project/ Planned Activity Name: **Idaho Coalition for Motorcycle Safety Awareness Rally**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SMC1903	MC-2019-03-00	Communications and Outreach: Driver Awareness of MC's	Intended recipient will be Idaho Coalition for Motorcycle Safety (ICMS)

**Planned Activity Description:**

Education efforts and outreach events that support and promote driver awareness of motorcyclists.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of motorcycle fatalities to 21 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

May Motorcycle Rally: 450 riders were in attendance. Conducted a press event on the Capitol stairs to raise motorcycle awareness. Brought attention to vehicle drivers being aware of motorcycles on the road.

Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **CPS Statewide Coordinator Program**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP192L	M2CPS-2019-2L-00	Communications and Outreach: Strategies for Low Belt Use Groups	Lemhi County Sheriff's Office

**Planned Activity Description:**

Child Passenger Safety program coordination to:

1. Implement and oversee administration, continuity and consistency of CPST courses.
- 2.Oversee educational and training programs to raise awareness of occupant protection, specifically child passenger safety.
- 3.Administer sub/grantee participation in program; secure and compile monthly reports and data.
- 4.Expand program to include and educate Hispanic community.
- 5.Maintain and increase active network of child restraint inspection stations.
- 6.Increase number of CPST training courses from 7 in FFY2017 to 8 in FFY2019.
- 7.Increase number of CPS technicians and instructors statewide; focus on those communities with zero or insignificant numbers. Increase technicians from 248 (FFY17) to 290 (FFY19).
- 8.Increase seat belt and child passenger safety education and training activities in Hispanic and refugee communities, and Idaho’s tribal nations.
- 9.Increase child passenger safety education and training from four tribal nations to five tribal nations.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Statewide Child Passenger Safety Coordinator dedicated 2113 hours to the CPS program. 14 CPS Technician classes were held, which increased Idaho’s technicians to 342, certified instructors to 25, and 8 CPS Tech-Proxies. Counties with zero CPS Technicians decreased from 14 to 8. Car seat inspection sites

increased to 81. Utilized alternate funding (not NHTSA) to provide car seats to 37 inspection sites to distribute and educate parents/caregivers. The CPS Statewide Coordinator and OHS Grants/Officer attended two Idaho Tribal nation events to educate tribal nations regarding seat belt use and child passenger safety.

Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **CPS Paid and Earned Media**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP192P	M2PE-2019-PE-00	Comm & Outreach: Strategies for Child Restraint Use	Statewide communities in Idaho

**Planned Activity Description:**

Conduct media campaigns during National Child Passenger Safety Week. Also to review and update demographics based on crash injuries and fatalities, and to focus media campaigns and venues in those communities primarily affected by crash data.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

14 CPS Technician classes were held, which increased Idaho’s technicians to 342, certified instructors to 25, and 8 CPS Tech-Proxies. Car seat inspection sites increased to 81.

Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **Child Passenger Safety Restraints**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP192R	M2CSS-2019-2R-00	Comm & Outreach: Strategies for Child Restraint Use	Specifics not determined yet

**Planned Activity Description:**

Fund multiple community organizations to educate parents, caregivers, first responders, and employers about the proper use and importance of Occupant Protection. OHS will ensure funds are expended for economical child restraints, and used to educate and distribute car seats to financially-disadvantaged parents and caregivers.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Counties with zero CPS Technicians decreased from 14 to 8. Car seat inspection sites increased to 81.

Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **Annual Occupant Protection Observational Survey**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP192S	M2OP-2019-2S-00	Communications and Outreach: Strategies for Low Belt Use Groups	State of Idaho Public Health Districts are the intended subrecipients

**Planned Activity Description:**

Objective is to conduct quality control monitoring at a minimum of nine survey sites in an effort to ensure survey accuracy.

Performance Measure	Performance Measure Outcome
Increase the yearly observed set belt use rate to 83.3% or greater by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

This is a NHTSA requirement to receive funding.

Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **Occupant Protection Outreach**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SOP192T	M2TR-2019-TR-00	Communications & Outreach: Supporting Enforcement	There will be a variety of subrecipients, specifics are unknown at this time

**Planned Activity Description:**

Fund multiple community organizations to educate parents, caregivers, first responders, and employers about the proper use and importance of occupant protection. Also, expand to include and educate Hispanic and refugee communities, and Idaho's tribal nations.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Funded 7 community organizations to promote Child Passenger Safety education to parents/caregivers and local organizations. Provided Spanish translator at 4 technician courses. Attended two Idaho Tribal nation events to educate tribal nations. Trained 2 new tribal technicians.

Program Area: Media

Project/ Planned Activity Name: **Paid Media**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPM1901	PM-2019-01-00	Media Supporting Enforcement	Subrecipients not yet determined

**Planned Activity Description:**

Develop, produce and disseminate public information materials related to occupant protection, aggressive driving, impaired driving, distracted driving, motorcycle awareness, bicycle and pedestrian safety, and all of our other behavioral safety programs. In addition, OHS will support outreach efforts including the use of educational materials. OHS will undertake communication campaigns using all media sources to educate the public. Also, there will be funding for the development and placement of media for the general public or focused audiences and demographics to raise awareness and change behavior in an effort to reduce fatalities, injuries and economic losses in traffic crashes in all focus areas, as determined by OHS's SHSP.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

OHS used media to promote traffic safety activities and worked with ITD's Office of Communications to conceptualize, develop, and deliver safe driving messages to drivers across the state. Paid media was used to address the following focus areas: Impaired Driving, Occupant Protection, Distracted Driving, Aggressive Driving, School Zone Safety, Youthful Drivers, Motorcycle, and Bike/Ped Safety.

- Based on Idaho's crash data trends, a majority of the campaigns target male drivers age 21-34; members of this demographic are more likely to participate in high-risk behaviors such as impaired driving and failing to use seat belts.
- Partnering with collegiate and professional sports teams to promote safe driving behaviors among their fan bases.
- Developed partnership with private businesses to develop strategies and methods to reduce distracted driving behaviors through training and education in the workplace.

-Media purchased included: broadcast television and radio, outdoor signs, streaming radio and video and social media.

- Worked closely with the ITD Communications Office to implement media plans to support all grantees and safety partners by providing sample news releases and social media posts.

Program Area: Community Traffic Safety Program

Project/ Planned Activity Name: **Public Opinion Survey**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPM1902	PM-2019-02-00	Behavioral Safety Education	Subrecipients will be citizens from Idaho, OHS will contract with local university to conduct the survey

**Planned Activity Description:**

Funding provides contractor technical fees and services to evaluate the effectiveness of paid media communication tools, marketing strategies and data about preferences regarding legislation and regulations regarding valuable information about driving behavior in the State of Idaho. The information gathered is utilized in raising awareness and affecting behavioral changes to eliminate deaths and serious injuries in traffic crashes.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

No activity - University of Idaho eliminated its business area of service and we did not have enough time to procure a new contractor.

Program Area: Non-motorized (Pedestrians and Bicyclist)

Project/ Planned Activity Name: **Bicycle and Pedestrian Statewide Services**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPS1901	PS-2019-01-00	Pedestrian Safety Zones	Possible subrecipients: Idaho Walk Bike Alliance, Boise Bike Project, among a few others. This is not fully determined yet.

**Planned Activity Description:**

Provide support and resources for education and outreach efforts that support and promote bicycle and pedestrian safety. We are all pedestrians at one point, and many of the youngest and oldest members of our population either walk and/or ride a bicycle, because it's their primary mode of transportation.

Pedestrians and bicyclists involved in motor vehicle crashes result in high rate of injury. The majority of bicycle fatalities and serious injuries occurred when the bicyclist was crossing the road, at either an intersection or mid-block. OHS will utilize this funding to work with local advocates and safety partners, who have identified a need for enforcement, education, and awareness, about the need for bicycle and pedestrian safety in their own communities.

Performance Measure	Performance Measure Outcome
<p><b>Reduce the 5-year average number of bicyclist fatalities to 2 or fewer by 2019.</b></p> <p><b>Reduce the 5-year average number of pedestrian fatalities to 11 or fewer by 2019.</b></p>	Did not meet

**Contribution to meeting the state performance measure.**

Provided education and training opportunities for the community. Also, conducted one pedestrian HVE mini-grant which resulted in 29 crosswalk violations, 1 seat belt citation, and 42 contacts. Education and HVE are proven countermeasures in reducing pedestrian related crashes.

Program Area: Police Traffic Services

Project/ Planned Activity Name: **Police Traffic SWS**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT1901	PT-2019-01-00	Public Information Supporting Enforcement	Not yet determined

**Planned Activity Description:**

Funding will be used to develop and disseminate both distracted and aggressive driving related public information materials to community safety partners and stakeholders, for distribution through HVE and community safety partners.

Performance Measure	Performance Measure Outcome
<p><b>Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.</b></p>	Did not meet

**Contribution to meeting the state performance measure.**

Created and distributed educational materials at public events expressing the danger and consequences of speeding and aggressive driving.

Program Area: Police Traffic Services

Project/ Planned Activity Name: **Aggressive Driving HVE and Mini Grants**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT1902	PT-2019-02-00	High Visibility Enforcement	Intended subrecipients will be law enforcement statewide

**Planned Activity Description:**

Conduct statewide aggressive driving enforcement during high-crash times at high crash locations. Support local agency's equipment (lidar, radars, portable speed trailers, etc.) needs for traffic enforcement through statewide mobilizations and mini-grants. Agencies participating in HVE will generate a minimum of one local public outreach activity per agency. Funding will be used to support overtime to target aggressive drivers through statewide HVE, equipment support, and mini-grants.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Conducted a statewide HVE aggressive driving mobilization. 53 agencies participated in the mobilization. Dedicated officers had 6545 contacts, which resulted in the following citations: speeding 1596, other 623 (which includes "other" moving violation such as running red lights and stop signs, failure to yield, following too close). Also, provided funding for 4 targeted HVE activities which resulted in 4 alcohol DUI's, 268 seat belt violations, 523 speeding citations, and 9 texting citations. HVE is a proven countermeasure in reducing speed related crashes.

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Program Area: Police Traffic Services

Project/ Planned Activity Name: **Lewiston STEP Program**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT1903	PT-2019-03-00	Sustained Enforcement	City of Lewiston (Lewiston Police Department)

**Planned Activity Description:**

The Lewiston Police Department will use the funding to support the activities of this STEP Officer for Year 3. The LPD STEP project's goal is to target aggressive, distracted, impaired driving and occupant protection issues through on-going public education, awareness and enforcement within the City of Lewiston. The LPD also plan to continue to conduct high visibility enforcement campaigns focusing on aggressive and/or distracted driving at high speed crash locations and at intersections. The agency will continue to take a zero tolerance approach with regards to occupant protection violations and impaired driving, and will work to support and increase participation in all statewide high visibility enforcement campaigns for proper occupant protection use year round. The department will maintain a database of

traffic citations/contacts and compare it with pre and post project crash data. Upon conclusion of this grant, Lewiston Police Department will fully fund this position moving forward.

Year three activities of this STEP officer will reduce the total number of injury crashes compared to the previous STEP grant year by 5%. In addition to regular traffic enforcement duties that focus on aggressive, distracted, impaired driving and occupant protection, the STEP officer regularly engages in opportunities to educate the public about traffic safety in Lewiston.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

The dedicated STEP officer had 5 DUIs, 198 speeding, and 30 seat belt citations. Enforcement is a proven countermeasure in reducing speed related crashes.

Program Area: Police Traffic Services

Project/ Planned Activity Name: **Police Traffic - Training Support**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT1906	PT-2019-06-00	Communications and Outreach: Distracted Driving	Law Enforcement Agencies, and possibly other safety partners

**Planned Activity Description:**

This project will support training and travel support for safety partners to attend available training to learn about innovations in community based traffic safety enforcement and education programs, which will help further the goal of reducing aggressive and distracted driving related fatal and serious injury crashes in Idaho.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

No Activity - funding was not available at the time the activity was to take place.

Program Area: Police Traffic Services

Project/ Planned Activity Name: **Twin Falls County Enforcement**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT1907	PT-2019-07-00	Supporting Enforcement	Twin Falls County Sheriff's Office

**Planned Activity Description:**

Funding will be used for overtime hours to address aggressive driving, specifically speeding, and to educate the public regarding enhanced aggressive driving enforcement. Encourage seat belt enforcement and child passenger safety essential components as part of all patrol activities. Also, use each traffic stop as opportunity to educate the public by addressing safety restraint usage, whether or not occupants are restrained.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Total contacts: 421, alcohol DUI's 5, drug DUI 1, seat belt citations 15, CPS citations 1, speeding 106, other moving violations 70. Dedicated 183.5 hours to the planned activity. Enforcement is a proven countermeasure in reducing speed related crashes.

Program Area: Police Traffic Services

Project/ Planned Activity Name: **Idaho Falls Enforcement**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT1908	PT-2019-08-00	Supporting Enforcement	Idaho Falls Police Department

**Planned Activity Description:**

Increase motorist traffic law compliance through increased enforcement activity within the city, strong emphasis on enforcing the traffic laws. Grant activity will also include public education of good driving habits.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

No activity - due to agency staff changes.

Program Area: Police Traffic Services

Project/ Planned Activity Name: **Idaho State Police**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SPT1909	PT-2019-09-00	High Visibility Cellphone/Text Messaging Enforcement	Idaho State Police, Regions 1-6

**Planned Activity Description:**

Participate in each of the High Visibility Enforcement (HVE) Campaigns. Sustained enforcement in each of the 6 Districts based on data driven efforts.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of speeding fatalities to 50 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Idaho State Police has 6 transportation districts. The ISP is dedicated to traffic safety. The money is distributed between districts based on size and need. Total hours work are 5272.2. Citations: aggressive driving 728, speeding 1907, seat belt citations including child restraints 1249, distracted driving 136, DUI arrests 103, other arrests 319. HVE is a proven countermeasure in reducing crashes.

Program Area: Occupant Protection(Adult and Child Passenger Safety)

Project/ Planned Activity Name: **Seat Belt Statewide Services**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SSB1901	OP-2019-01-00	Communications & Outreach for Child Restraint Use.	Various OP partners and organizations

**Planned Activity Description:**

Fund multiple community organizations to educate parents, caregivers, first responders, and employers about the proper use of occupant protection. Develop and purchase educational outreach opportunities for educating parents, caregivers, first responders, and employers regarding the proper use and importance of occupant protection. Expand the program to include and educate Hispanic and refugee communities, and Idaho's tribal nations.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Purchased and printed educational materials to distribute to educators, law enforcement, drivers and young passengers.

Program Area: Occupant Protection(Adult and Child Passenger Safety)  
 Project/ Planned Activity Name: **CIOT High Visibility Campaign**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SSB19EB	OP-2019-EB-00-00	Short-term, High Visibility Seat Belt Law Enforcement	Law enforcement agencies statewide

**Planned Activity Description:**

Increase law enforcement agency participation in enforcement campaign from 56 agencies to 59 agencies. Also, to encourage agencies statewide to participate in mobilization and enforce Idaho OP laws in communities in which the majority of Idaho's unrestrained passenger fatalities and serious injuries occurred.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Conducted HVE activities during the Click it or Ticket campaign. 53 agencies participated in the enforcement activities. Each agency also conducted a pre and post seat belt survey. 6843 contacts, 1,361 seat belt citations, and 28 child safety seat citations were issued. HVE is a proven countermeasure in reducing unbelted fatalities.

Program Area: Occupant Protection(Adult and Child Passenger Safety)  
 Project/ Planned Activity Name: **Occupant Protection Program Assessment**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
SSB19PA	OP-2019-PA-00	Seat Belt Program Management	OHS

**Planned Activity Description:**

Conduct assessment to provide Idaho an overview of the strengths and challenges of the occupant protection program (Seat Belt and Child Passenger Safety) and present the state with recommendations to address potential opportunities.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of unrestrained passenger motor vehicle occupant fatalities of 70 or fewer by 2019.	Did not meet

**Contribution to meeting the state performance measure.**

Conducted an assessment March 2019, and recommendations were provided to OHS by the panel. NHTSA requires states to conduct an occupant protection program assessment every three years.

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Program Area: Traffic Records

Project/ Planned Activity Name: **Traffic Records Statewide Services**

Unique Identifier Program Number	Project Short Name	Primary Countermeasure	Intended Subrecipients
STR1901	TR-2019-01-00	Improves integration between one or more core highway safety databases	Subrecipients will be determined closer to the fiscal start date

**Planned Activity Description:**

Provide funding for the development and support to implement, manage, coordinate, and improve the traffic records and roadway safety data projects in the traffic records systems. Funding will also be used to enhance the linkage and timely analysis for citation data use and information reporting.

Performance Measure	Performance Measure Outcome
Reduce the 5-year average number of fatalities to 187 or fewer by 2019	Did not meet

**Contribution to meeting the state performance measure.**

No Activity - no projects submitted.

## Communication and Media Summary

<b>Impaired Driving</b>						
4th of July	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Radio/Traffic Radio	Statewide	7/1 - 7/14	273,000	\$29,000.00	
	Streaming Radio: Pandora	Statewide	7/1 - 7/14	718,000	\$ 5,000.00	
	Digital Billboards	Statewide	7/1 - 7/14	1,900,000	\$13,500.00	
	Digital, the Trade Desk	Statewide	7/1 - 7/14	2,440,000	\$10,000.00	
	Social, Facebook	Statewide	7/1 - 7/14	186,000	\$12,500.00	
SID19PM	Media Placement				\$70,000.00	\$ 70,000.00
SID19PM	Creative Services				\$11,500.00	\$ 11,026.25
Labor Day	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Radio	Statewide	08/19 - 09/08	382,000	\$20,000.00	
	Spanish Radio	Statewide	08/19 - 09/08	261 Spots	\$ 5,295.00	
	Digital Billboards	Boise/Caldwell	08/19 - 09/02	1,000,000	\$10,588.00	
	Digital, the Trade Desk	Statewide	08/19 - 09/08	414,420	\$ 5,882.00	
	Social, Facebook	Statewide	08/19 - 09/08	611,000	\$ 3,530.00	
	Social, Instagram	Statewide	08/19 - 09/08	238,800		
SID19PM	Media Placement				\$45,295.00	\$ 43,171.63
SPM1901	Creative Services				\$14,900.00	\$ 14,875.00
Impaired Motorcycle	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Radio	Statewide	07/29 - 08/11	266,000	\$14,118.00	
	Digital, the Trade Desk	Statewide	07/29 - 08/11	715,700	\$ 6,176.00	
	Social, Facebook	Statewide	07/29 - 08/11	438,000	\$ 4,706.00	
	Social, Instagram	Statewide	07/29 - 08/11	61,700		
SPM1901	Media Placement				\$25,000.00	\$ 24,999.99
SPM1901	Creative Services				\$10,000.00	\$ 9,990.00

<b>Aggressive Driving</b>						
100 Deadliest Days	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Radio	Statewide	07/29 - 08/11	316,000	\$17,882.00	
	Spanish Radio	Statewide	07/29 - 08/11	176 Spots	\$ 3,530.00	
	Digital, the Trade Desk	Statewide	07/29 - 08/11	1,440,000	\$ 7,412.00	
	Social, Facebook	Statewide	07/29 - 08/11	453,300	\$ 4,706.00	
	Social, Instagram	Statewide	07/29 - 08/11	504,900		
	Streaming Radio: Pandora	Statewide	07/29 - 08/11	894,600	\$ 5,882.00	
	Digital Billboards	Statewide	07/29 - 08/11	1,900,000	\$10,588.00	
SPM1901	Media Placement				\$50,000.00	\$ 49,999.64
SPM1901	Creative Services				\$13,500.00	\$ 13,458.00

<b>Distracted Driving</b>						
School Zone Safety	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Radio	Statewide	09/15 - 09/22	475 Spots	\$12,942.00	
	Spanish Radio	Statewide	09/15 - 09/22	160 Spots		
	Digital Takeover Statesman	Boise/Caldwell	17-Sep	10,000	\$ 3,529.00	
	Social, Facebook	Statewide	09/15 - 09/22	660,500	\$ 3,529.00	
	Social, Instagram	Statewide	09/15 - 09/22	93,800		
SPM1901	Media Placement				\$20,000.00	\$ 18,236.25
SPM1901	Creative Services				\$ 6,755.00	\$ 6,750.00

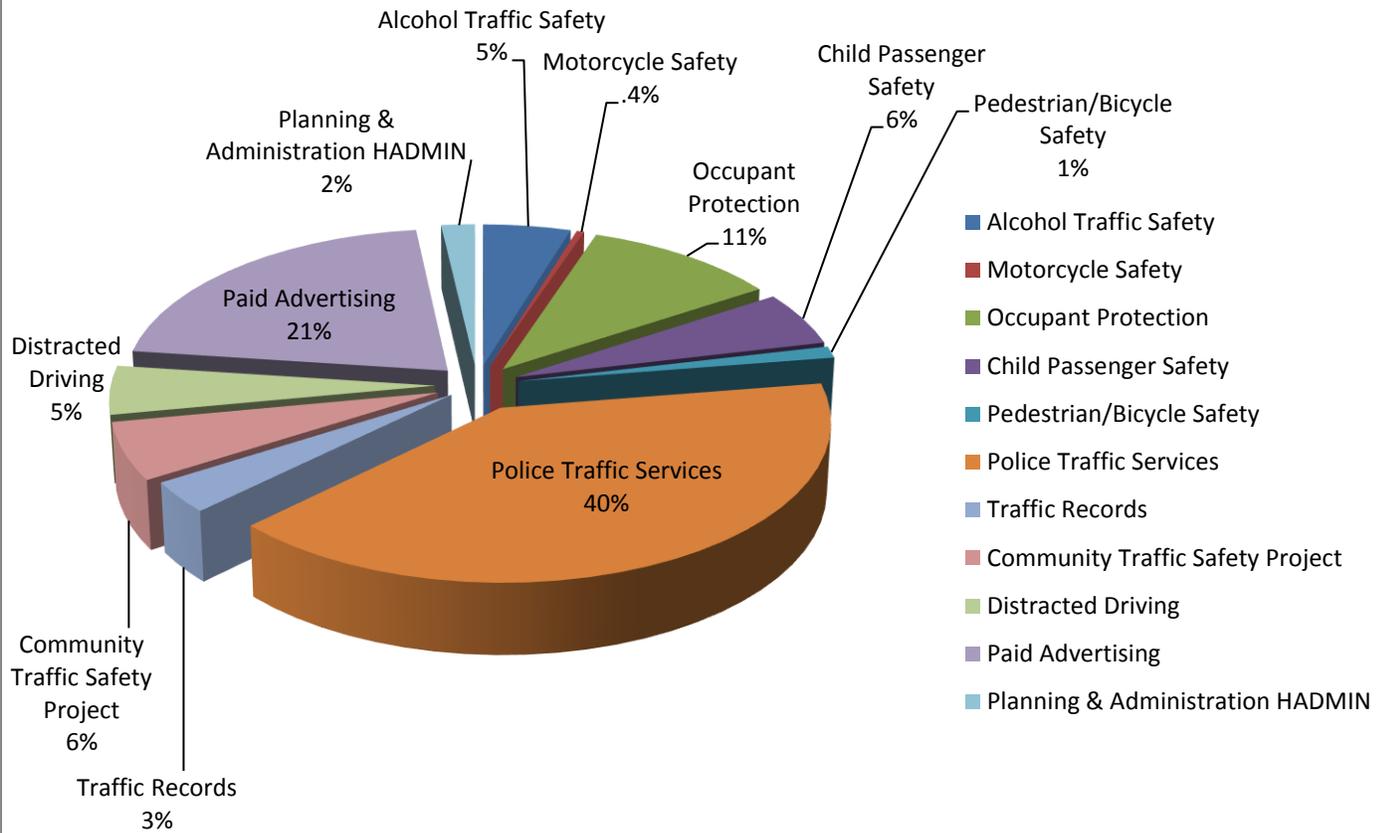
<b>Occupant Protection</b>						
CPS Week	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Digital Billboards	Boise/Caldwell	9/12 - 9/22	1,900,000	\$15,000.00	
	YouTube	Statewide	09/12 - 09/22	364,100	\$15,000.00	
	Streaming Radio: Pandora	Statewide	09/12 - 09/22	608,557	\$ 5,882.00	
	Social, Facebook	Statewide	09/12 - 09/22	1,131,700	\$ 9,100.00	
	Social, Instagram	Statewide	09/12 - 09/22	468,300		
SOP192P	Media Placement				\$44,982.00	\$ 44,982.00
SOP192P	Creative Services				\$16,700.00	\$ 16,695.00

<b>Motorcycles</b>						
Motorcycle Awareness	Media Type	Markets	Flight Dates	Impressions	Budget	Actual Cost
	Radio	Statewide	08/12 - 09/01	1,600,000	\$18,118.00	
	Social, Facebook	Statewide	08/12 - 09/01	850,500	\$ 3,529.00	
	Social, Instagram	Statewide	08/12 - 09/01	288,200		
	Digital, the Trade Desk	Statewide	08/12 - 09/01	1,200,000	\$ 5,647.00	
SMA1902	Media Placement				\$27,294.00	\$ 26,822.77

Vendor	Project Description	Service Type	Service Dates	Focus Area	
Duft & Watterson	Landing Pages (Web Design)	Creative Services	07/05 - 07/31	Distracted/Motorcycle	\$ 2,213.75
KTVB	Shift Teen Driving Video Contest	Media Placement/Publicity	02/25 - 09/07	Distracted Driving	\$ 31,585.00
Leaffield Sports	Collegiate Sports Media Package	Media Placement/Publicity	08/01 - Ongoing	Distracted/Impaired	\$100,000.00

## Financial Summary

### FFY 2019 402 Expenditures



## FFY 2019 Highway Safety Plan Cost Summary

\*Budget reflects the original HSP planned amount

### Budget and Actuals

Federal Project No.	NHTSA Project No.	Major Program	Description	*Budget	Expended
AL-2019-01	SAL1901	H40219	Impaired Driving Statewide Services	\$ 50,000.00	\$ 66,896.03
AL-2019-AL	S0019AL	H40219	Impaired Program Area Management	\$ 27,000.00	\$ 14,812.70
CP-2019-01	SCP1901	H40219	Highway Safety Summit	\$ 50,000.00	\$ 52,667.55
CP-2019-02	SCP1902	H40219	Law Enforcement Liaisons	\$ 60,000.00	\$ 47,069.65
CP-2019-03	SCP1903	H40219	SHIFT Outreach and Education	\$ 20,000.00	\$ -
CP-2019-04	SCP1904	H40219	St Lukes Youth Action Team	\$ 8,500.00	\$ 84.43
CP-2019-CP	S0019CP	H40219	CP Program Area Management	\$ 60,000.00	\$ 2,327.57
CR-2019-01	SCR1901	H40219	Training Education, Materials and Travel	\$ 50,000.00	\$ 37,751.14
CR-2019-0L	SCR190L	H40219	CPS Statewide Programs	\$ 50,000.00	\$ 44,100.17
CR-2019-CR	S0019CR	H40219	CR Program Area Management	\$ 18,540.00	\$ 12,850.46
DD-2019-01	SDD1901	H40219	Distracted Driving Mini Grants	\$ 100,000.00	\$ 85,839.20
MC-2019-01	SMC1901	H40219	Motorcycle Safety Statewide SVC	\$ 20,000.00	\$ 500.70
MC-2019-02	SMC1902	H40219	Motorcycle Training and Education	\$ 2,000.00	\$ -
MC-2019-03	SMC1903	H40219	Awareness Rally Grant	\$ 5,000.00	\$ 3,869.92
MC-2019-MC	S0019MC	H40219	MC Program Area Management	\$ 17,000.00	\$ 2,656.71
OP-2019-01	SSB1901	H40219	Training, Ed. Materials & Travel SWS Project	\$ 10,000.00	\$ 303.77
OP-2019-EB	SSB19EB	H40219	May CIOT HVE (Click it Don't Risk It)	\$ 150,000.00	\$ 162,214.50
OP-2019-SB	S0019SB	H40219	OP Program Area Management	\$ 29,870.00	\$ 19,427.15
PM-2019-01	SPM1901	H40219	402 Paid Media	\$ 250,000.00	\$ 356,091.57
PM-2019-02	SPM1902	H40219	Public Opinion Poll	\$ 25,000.00	\$ 5,294.25
PS-2019-01	SPS1901	H40219	Bicycle and Pedestrian Safety Statewide	\$ 50,000.00	\$ 10,895.87
PS-2019-PS	S0019PS	H40219	PS Program Area Management	\$ 20,000.00	\$ 9,568.54
PT-2019-01	SPT1901	H40219	Police Traffic Statewide Services	\$ 10,000.00	\$ 378.04
PT-2019-02	SPT1902	H40219	Aggressive Driving HVE	\$ 280,000.00	\$ 213,920.47
PT-2019-03	SPT1903	H40219	Lewiston Police Department STEP Year 3	\$ 23,755.00	\$ 21,780.00
PT-2019-06	SPT1906	H40219	Police Traffic Services, Training Support	\$ 20,000.00	\$ -
PT-2019-07	SPT1907	H40219	Twin Falls Traffic Enforcement Grant	\$ 10,500.00	\$ 9,181.26
PT-2019-08	SPT1908	H40219	Idaho Falls Police Department	\$ 10,000.00	\$ -
PT-2019-09	SPT1909	H40219	Idaho State Police Traffic Enforcement	\$ 400,000.00	\$ 400,000.00
PT-2019-PT	S0019PT	H40219	PT Program Area Management	\$ 60,200.00	\$ 44,226.22
TS-2019-01	STR1901	H40219	Traffic Records - TRCC Statewide Services	\$ 70,000.00	\$ -
TS-2019-TR	S0019TR	H40219	TR Program Area Management	\$ 40,000.00	\$ 56,126.81
PA-2019-PA	S0019PA	HADMIN	Planning & Administration	\$ 145,000.00	\$ 31,352.73
<b>Total 402 Funding</b>				<b>\$ 2,142,365.00</b>	<b>\$ 1,712,187.41</b>
M2CPS-2019-2L	SOP192L	H05B19	Lemhi Cso CPS	\$ 75,000.00	\$ 75,000.00
M2CSS-2019-CR	SOP192R	H05B19	Child Restraints	\$ 14,307.00	\$ 10,565.92
M2HVE-2019-SB	S1999OP	H05B19	405b Program Area Management	\$ 46,350.00	\$ 32,454.20
M2OP-2019-2S	SOP192S	H05B19	Occupant Protection Surveys	\$ 40,000.00	\$ 19,913.75
M2PE-2019-PM	SOP192P	H05B19	405b Paid Media	\$ 50,000.00	\$ 78,119.00
M2TR-2019-TR	SOP192T	H05B19	Occupant Protection Outreach	\$ 100,000.00	\$ 74,507.53
M2OP-2019-PA	SSB19PA	H05B19	Occupant Protection Program Assessment	\$ 30,000.00	\$ -
M3DA-2019-01	SKD1901	H05C19	Traffic Records - TRCC Statewide Services	\$ 560,000.00	\$ 157,561.64
M3DA-2019-02	SKD1902	H05C19	Statewide e-Citation	\$ 1,494,885.00	\$ 660,696.35
M5IDC-2019-01	SID1901	H05D19	Impaired Driving Statewide Services	\$ 215,000.00	\$ 35,173.39
M5CS-2019-02	SID1902	H05D19	Traffic Safety Resource Prosecutor (TSRP)	\$ 275,000.00	\$ 257,357.80
M5HVE-2019-EA	SID19EA	H05D19	Dec./Jan. HVE	\$ 175,000.00	\$ 140,115.09
M5HVE-2019-EB	SID19EB	H05D19	July HVE	\$ 125,000.00	\$ 88,917.33
M5HVE-2019-EC	SID19EC	H05D19	Labor Day HVE	\$ 150,000.00	\$ 116,484.88
M5HVE-2019-ED	SID19ED	H05D19	Super Bowl HVE	\$ 75,000.00	\$ 65,710.12
M5PEM-2019-00	SID1905	H05D19	Motorcycle, Impaired Media	\$ 35,000.00	\$ -
M5HVE-2019-ID	S1999ID	H05D19	405d Impaired Driving	\$ 70,000.00	\$ 39,549.85
M5PEM-2019-04	SID1904	H05D19	Coeur d' Alene STEP Officer	\$ 120,000.00	\$ 78,120.10
M5PEM-2019-PM	SID19PM	H05D19	Paid Media Impaired	\$ 150,000.00	\$ 134,081.35
M5IDC-2019-03	SID1903	H05D19	State Impaired Driving Coordinator (SIDC)	\$ 275,000.00	\$ 264,770.47
M9MA-2019-02	SMA1902	H05F19	Motorcycle Awareness Safety Paid Media	\$ 35,000.00	\$ 26,822.77
<b>Total 405 Funding</b>				<b>\$ 4,110,542.00</b>	<b>\$ 2,355,921.54</b>
<b>Total Grant Program Costs</b>				<b>\$ 6,252,907.00</b>	<b>\$ 4,068,108.95</b>

**Gary Genova:**  
Decreased balance by \$18,236.25 to balance to GTS.

**Gary Genova:**  
Increased balance by \$5,294.25 to balance to GTS

**Gary Genova:**  
Increased this balance by \$12,942 to balance to GTS.

**Gary Genova:**  
I reduced this program by \$5,115 to balance to FFY19 HSP.

## Office of Highway Safety Program Team

John Tomlinson: Highway Safety Manager – [John.Tomlinson@itd.idaho.gov](mailto:John.Tomlinson@itd.idaho.gov)

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Lisa Losness: Grants/Contracts Officer – Training & Compliance, Impaired Driving, Planning (Strategic Highway Safety Plan, Final Evaluation, Policies & Procedures, Grant Procedures), Financial Administration [Lisa.Losness@itd.idaho.gov](mailto:Lisa.Losness@itd.idaho.gov)

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