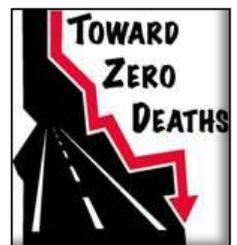




Annual Evaluation



Federal Fiscal Year 2013



FFY 2013

**Annual Evaluation
of the Idaho Highway Safety Program**

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Overview

Executive Summary

The Idaho Transportation Department Office of Highway Safety (OHS) develops, implements and evaluates highway safety driver behavior programs to eliminate death, serious injury and associated economic losses resulting from motor vehicle crashes. Federal highway safety funds for the state highway safety program provide grant resources at the state and community level to address Idaho’s highway safety challenges. Sustainable successes are realized through valuable partnerships with enforcement, education, engineering and emergency response communities and are identified as strategies in the Strategic Highway Safety Plan. Without our valuable highway safety partners, our programs would gain very little traction. Without our valuable highway safety partners, our programs would gain very little traction.



Brent Jennings, P.E.
Highway Safety Manager

	FFY 2009	FFY 2010	FFY 2011	FFY 2012	Preliminary FFY 2013
Fatal Crashes	208	184	150	178	172
Fatalities	233	209	166	195	183
Unrestrained Fatalities	96	83	67	85	81
Impaired Fatalities	95	88	70	80	64
Speeding Fatalities	79	67	40	46	51

OHS proudly highlights some accomplishments from FFY2013.

- The FFY2012 Highway Safety Plan was updated into the FFY2013 Highway Safety Plan through collaborative meetings culminating in a fully integrated and consistent plan, tied directly to the Strategic Highway Safety Plan (SHSP) performance targets and measures.
- Idaho utilizes the SHSP as the document of guiding principles for achieving goals in a data-driven environment. In August of 2013, OHS was invited to collaborate with the US Department of Transportation to develop a SHSP Evaluation Plan. The plan will assist in evaluating progress toward reaching safety targets. Through evaluation OHS will analyze the SHSP process and performance, and determine

whether current activities deserve enhancement, revision or replacement.

- The Idaho Traffic Safety Commission is now fully engaged and many members are considered executive sponsors of projects.
- The OHS has implemented a Positive Community Norms (PCN) pilot project in the communities of Blackfoot, Twin Falls, and Lewiston. This science based project explores design and implementation of community based interventions to stop impaired driving. Outcomes will be evaluated toward the end of 2014.

- Idaho's Law Enforcement Liaison (LEL) Program continues to flourish, providing leadership in mobilizations statewide. The active participation is viewed as a model for other states to follow. In FFY2013, the *One Team* concept leveraged resources during impaired mobilizations and provided an outstanding opportunity for law enforcement officers from adjoining states, counties, and cities to renew their commitment to work together throughout the year to save lives on all roadways.
- Idaho's 2013 Highway Safety Summit, convened on May 1, offered a 2-day format for the first time. Another innovation for the Summit was to present it in Coeur d'Alene (northern Idaho) instead of the more densely populated Boise area, to accommodate partners statewide. Two hundred and twenty-nine participants attended the summit. OHS was very pleased with the turnout for this event; the summit continues to build commitment on traffic safety issues as it provides tools to all attendees.

The content of this report provides details of FFY2013 traffic safety efforts, highlights accomplishments and reports on the paid media program, enforcement campaigns and effectiveness of Idaho's safety restraint law.

The FFY2013 Highway Safety Performance Plan is composed of the following grant programs:

- Section 402, 45 grants
- Section 410 Impaired Traffic Safety incentive, 7 grants
- Section 408 Data Program Incentive, 8 grants
- Section 2010 Motorcycle Safety Incentive, 2 grants
- Section 1906 Unbiased Racial Profiling Incentive, 1 grant
- Section 405 Impaired, 9 grants
- Section 405 Seat Belt, 6 grants
- Section 405 Data Program, 1 grant
- Section 405 Motorcycle Safety, 1 grant
- FHWA Funds ([2008-2013](#)), 50 grants

The Office of Highway Safety appreciates the commitment of all highway safety partnerships and dedication of individual partners, as Idaho continues to move *Towards Zero Deaths* on all Idaho roads.

Targets

		Benchmark						
5-Year Aves.		2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	
C1	Fatalities	Goals	217	209	204	201	200	
		Actual	237	217	204			
C2	Serious Injuries	Goals	1,479	1,402	1,384	1,364	1,356	
		Actual	1,559	1,480	1,377			
C3	Fatality Rate	Goals	1.39	1.34	1.29	1.27	1.25	
		Actual	1.53	1.39				
C4	Unrestrained PMV Fatalities	Goals	92	90	88	85	83	
		Actual	99	90	82			
C5	Driver BAC>=0.08 Fatalities	Goals	69	68	67	66	66	
		Actual	73	66	63			
C6	Speeding Fatalities	Goals	71	70	69	67	66	
		Actual	76	69	65			
C7	Motorcycle Fatalities	Goals	28	27	26	26	25	
		Actual	32	27	26			
C8	Unhelmeted MC Fatalities	Goals	16	15	14	14	14	
		Actual	17	15	14			
C9	Drivers <=20 in Fatal Crashes	Goals	41	40	39	38	36	
		Actual	43	39	34			
C10	Pedestrian Fatalities	Goals	11	10	10	10	9	
		Actual	11	11	11			
B1	Yearly Observed SB Use	Goals	2010	2011	2012	2013	2014	2015
		Values	77.9%	78.9%	79.1%	79.3%	79.5%	79.7%
Items for Reporting								
		2010	2011	2012	2013	2014	2015	
Yearly Total Fatality Rate		1.32	1.05					
Yearly Urban Fatality Rate		0.67	0.47					
Yearly Rural Fatality Rate		1.79	1.47					
			FFY2011	FFY2012	FFY2013	FFY2014	FFY2015	
A1	Seat Belt Citations Issued during Grant Funded Activities		9,795	11,125	8,449			

		FFY2011	FFY2012	FFY2013	FFY2014	FFY2015
A2	DUI Arrests made during Grant Funded Activities	1,214	1,010	803		
A3	Speeding Citations Issued during Grant Funded Activities	19,932	14,311	8,401		
Idaho met or exceeded all 2012 goals except the following:						
The number of pedestrian fatalities exceeded the goal in 2012, but has maintained the same level since 2010.						
Seat Belt use remains consistent at 77% to 79%, for several years. Idaho does not anticipate a primary seatbelt law in the foreseeable future, but continues to look for innovative ways to increase usage. Adding court costs to citations issued to adults shows the most promise at this time.						

Program Impact

Section 402 was comprised of 10 program areas during FFY 2013, and Incentive Grant Programs. Analysis of the latest complete year of crash data, 2012, yields the following information:

The number of motor vehicle crashes increased by 2.7%, from 20,833 in 2011 to 21,402 in 2012. The number of fatalities resulting from motor vehicle crashes increased 10.2% from 167 in 2011 to 184 in 2012. The number of fatal crashes increased from 152 in 2011 to 169 in 2012. The number of serious injuries decreased 0.5%, from 1,293 in 2011 to 1,287 in 2012.

Idaho's fatality rate per 100 million vehicle miles traveled was 1.16 in 2012, up from 1.08 in 2011.

While 64% of all motor vehicle crashes occurred on urban roadways, 81% of the fatal motor vehicle crashes occurred on rural roadways in 2012.

Fatalities resulting from impaired driving crashes increased in 2012 by 11%; 40% of all fatalities resulted from impaired driving, which is consistent with most other recent years.

Of the 73 persons killed in impaired driving crashes, 92% were either the impaired driver, a person riding with an impaired driver, an impaired bicyclist, or an impaired pedestrian.

Idaho's observed seat belt use remained virtually unchanged at 79% in 2012. While the observed rate was 79%, only 43% of the motor vehicle occupants killed in crashes were wearing seat belts. If everyone had been wearing seat belts, 37 of the 73 unbelted motor vehicle occupants may have been saved.

Aggressive driving was a contributing factor in 54% of motor vehicle crashes; 66 people were killed in aggressive driving crashes in 2012.

Distracted driving was a factor in 23% of motor vehicle crashes in 2012; 41 people were killed in distracted driving crashes.

Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2012, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. However, there were only 14 people killed in crashes involving youthful drivers in 2012.

Thirteen pedestrians and 2 bicyclists were killed in motor vehicle crashes in 2012.

The number of motorcyclists killed in motor vehicle crashes increased from 17 in 2011 to 22 in 2012. Just over half (52%) of fatal motorcycle crashes in 2012 involved the motorcycle only, while more than one-third (35%) involved an impaired driver.

Fatal crashes involving commercial motor vehicles decreased by 36% in 2012, while the number of injury crashes involving commercial motor vehicles in-

creased by 6%. There were 15 people killed and 673 people injured in commercial motor vehicle crashes in 2012.

Programs

Impaired Driving

Problem: Fatalities resulting from impaired driving crashes increased in 2012 by 11 %; 40 % of all fatalities resulted from impaired driving.

Objective: Eliminate the number of impaired (drug and alcohol-related) fatalities and serious injuries on all of Idaho’s public roadways.

Strategy: Increase public awareness of the impaired driving problem. Also provide resources for education, training, equipment, and salaries for law enforcement professionals to combat impaired driving.

Enforcement

- Funding to the Idaho State Police (ISP) allowed continuance of the State Impaired Driving Coordinator (SIDC). This position directly supports the program objective by making one individual responsible for coordination of the Drug Evaluation and Classification Program (DECP), Advanced Roadside Impaired Driving Enforcement (ARIDE), Standard Field Sobriety Test (SFST) and Law Enforcement Phlebotomy Program (LEPP). The SIDC provides training, information, and resource dissemination, and acts as a liaison for Idaho’s Drug Evaluation and Classification Program (DECP).
- Funded training to reduce impaired and aggressive driving related crashes, injuries and deaths to include motorcyclists. ISP D3 focused efforts from May-September 2013 to target the two main causal factors (impaired and aggressive driving/riding) in motorcycle crashes specifically in Valley and Boise Counties.
- Idaho has 6 state police regions, 44 county sheriff’s departments and 83 local police departments. These law enforcement agencies diligently enforce Idaho’s Driving Under the Influence (DUI) laws at all times.
- DUI Checkpoints are unconstitutional in Idaho; to offset this, 5 impaired mobilizations whereby law enforcement agencies increase DUI enforcement patrols, are scheduled and funded by the OHS each year. On average 65 agencies perform overtime DUI patrols during the mobilizations, providing additional officers during high impaired driving periods of the year (such as the Labor Day weekend, and Christmas through New Year’s Day).
- Overtime funding allowed the Boise Police Department to perform numerous underage alcohol enforcement patrols that included party patrols, retail selling of alcohol to minors, and adults purchasing and supplying alcohol to minors.
- The “One Team” program that successfully addresses impaired driving behavior is described in detail in the Law Enforcement Liaison section of this report.

Media

For 2013 funding was provided to purchase advertising time across Idaho. Campaigns ran on television, radio, billboard and print media. Media was developed to educate the public concerning the dangers and social irresponsibility of driving while impaired. Media purchases applied to the 5 Impaired Driving

Mobilizations before, during and after the periods of statewide law enforcement efforts occurring on:

- November 17-25, 2012
- December 17, 2012 – January 2, 2013 – NHTSA Required
- March 10-18, 2013
- June 29-July 12, 2013
- August 25 – September 8, 2013 – NHTSA Required

The OHS partnered with law enforcement agencies to plan, coordinate, organize and participate in local multi-media public awareness events and news conferences for the campaigns.

Training

- Funded Drug Recognition Expert (DRE) In-Service for 95 certified DREs.
- Funded the purchase of 3 FC20 Lifloc alcohol sensors for the Ada County Misdemeanor Probation office.
- Funded training and travel costs for 3 Administrative License Suspension Hearing Officers to attend certification courses at the National Judicial College in Reno, NV.
- Funded the training cost for 13 Certified Law Enforcement Phlebotomists to attend a refresher course at the College of Western Idaho.
- Funded 14 law enforcement officers to attend the Phlebotomy course at the College of Western Idaho.
- Funded faculty costs for the 2013 Idaho Prosecuting Attorney's Association Conference presentation of Impaired Driving Prosecution.
- Funded travel and per diem for Idaho Supreme Court DUI Court Team Training.
- Funded lodging and registration for judges, probation officer, and DUI Court staff to attend the 28th annual Idaho Supreme Court Idaho Conference on Alcohol & Drug Dependency (ICADD) held at Boise State University.

Equipment

Funding contributions assisted law enforcement agencies statewide to purchase Lifloc FC20 handheld portable breath alcohol testers and printers for courtroom evidence of DUI and youth alcohol consumption.

Impaired Driving Grants

Traffic Safety Resource Prosecutor

The ITD, OHS, and the Idaho Prosecuting Attorney's Association (IPAA) are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to support the vision of *Towards Zero Deaths*. The ultimate objective of this grant is continued support for a Traffic Safety Resource Prosecutor (TSRP) to serve as a liaison between prosecutors, judiciary, law enforcement and other stakeholders in the fight against impaired driving. Idaho's TSRP is Jared Olson.



The TSRP provides critical support and instruction to enhance the capability of Idaho's prosecutors to effectively prosecute traffic safety violations particularly focusing on:

- operating a vehicle under the influence of alcohol, drugs or any other intoxicating substance;
- vehicle crashes involving personal injuries;
- vehicular homicide.

The program continues to have a significant impact on impaired driving prosecutions. Prior to 2006, assistance to prosecutors specific to traffic crimes was limited. During 2013 the TSRP responded to approximately 924 requests for technical assistance compared to:

- 236 requests in the first year,
- 445 requests in the second year,
- 529 requests in the third year, 691 in the fourth year
- 701 in the fifth year
- 722 in the sixth year

The provided trainings received positive reviews and have been touted by others in the nation as the gold standard in traffic crimes prosecutions. Each year the number of technical assistance and training requests increases, demonstrating the program's positive impact. The TSRP has traveled to all 44 Idaho counties and has personally met with each elected prosecutor.

State Impaired Driving Coordinator

ITD, OHS, and ISP are committed to eliminating fatalities and serious injuries as a result of impaired driving in Idaho and to the vision, Towards Zero Deaths.

In 2012, based on that commitment, the position of "State Impaired Driving Coordinator" (SIDC) was established and is supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds. The SIDC is responsible for the daily operations of Idaho's DECP. The ultimate objective of this project is to eliminate fatalities and serious injuries in crashes resulting from DUI of alcohol and/or prescription /over the counter drugs crashes.

Creation of the SIDC position directly supports this objective by designating one individual as responsible for coordination of the DEC Program, ARIDE, SFST and (LEPP).

The SIDC actively provides training and information/resource dissemination.



Sgt. Dean Matlock, S.I.D.C.

FFY2013 objectives achieved:

- Seven ARIDE classes to law enforcement and prosecutors;
- SFST training to 6 POST Academy classes;
- DRE In-Service Training for 95 certified DRE's;
- Recertification course for law enforcement phlebotomists;
- New course for law enforcement phlebotomists;
- Training to MADD, Kiwanis, School counselors and Health & Welfare employees; and
- The SIDC was a member of the newly formed Idaho Impaired Driving Task Force.

Elmore County DUI/Drug Court

The Elmore County DUI/Drug Court (ECDDC) was funded for the final year of a 3-year program.

The ECDDC was supported with U.S. Department of Transportation (USDOT) Section 410 Alcohol Incentive Funds.

The goal of this program is to substantially reduce DUI recidivism among repeat DUI offenders, Offenders with a second DUI within 5 years and/or excessive BAC (.20>) are dealt with through tough consequences, intense supervision, and meaningful substance abuse evaluation, treatment and aftercare.

Over the last 3 years the ECDDC provided treatment and supervision to 16 DUI offenders, 7 of whom were felony DUI offenders, 5 with second offense DUIs, 1 excessive DUI and 2 who violated probation on an underlying DUI offense.

There have been 7 graduates; only 1 reoffended with a felony DUI. To date 86% of graduates have not reoffended. During the 3 years, 4 babies were born to sober DUI offenders (2 female and 1 male offender with twins). Offenders enrolled in the ECDDC are able to remain with their families, remain employed and get the necessary outside assistance to restore their lives.

Rexburg Police Department

The City of Rexburg had 137 fatal and serious injury crashes between the years 2009-2011; 80 % aggressive driving, 24 % involved distracted driving. The observed seat belt usage in Madison County was 68.9 %; 10.5 % below the statewide average. The Rexburg Police Department applied for FY13 funding to address crashes involving aggressive and distracted driving, and to increase seatbelt usage. The police department planned 4 mobilizations during the months with the highest number of crashes that didn't conflict with the OHS scheduled statewide mobilizations. There were 42 fewer crashes and 52 fewer injuries in the City of Rexburg, than during the same period the previous year.

Aggressive Driving

Problem: Aggressive driving was a contributing factor in 54% of motor vehicle crashes in 2012; 66 people were killed in aggressive driving crashes.

Objective: Eliminate motor vehicle deaths and serious injuries on Idaho's highways by implementing programs designed to change driver behavior.

Strategy: Address aggressive driving behavior by implementing proven countermeasures that include high visibility enforcement projects, support of law enforcement education and training programs, Selective Traffic Enforcement (STEP) grants and public information campaigns.



Definition and statistics

Aggressive driving is defined as an action by a driver that markedly exceeds the norms of safe driving behavior, and that directly affects other road users by placing them in unnecessary danger. Not every moving violation can be considered aggressive driving. However, multiple violations that encroach on others' safe space such as driving much faster than prevailing speeds, following too close, making unsafe lane changes and running red lights, whether on one occasion or over a period of time, may indicate a pattern of aggressive driving.

Young drivers are more likely to be involved in an aggressive driving crash. In 2012, youthful drivers were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash. However, there were only 14 people killed in crashes involving youthful drivers in 2012.

A recent report from the Governors Highway Safety Association (GHSA) on speeding and aggressive driving states that despite progress in other areas (such as increased seat belt usage and fewer drunk driving deaths), speeding continues to be a major factor in about 33% of traffic fatalities.

An officer may indicate up to 3 contributing circumstances for each vehicle in a crash. The prevalent be-

havior involved in these types of crashes during 2012, are ranked as follows:

1. failure to yield;
2. driving too fast for conditions;
3. exceeding posted speed;
4. failure to obey stop sign; and
5. failure to obey signal.

Enforcement

The Nampa Police Department requested grant funds to help reduce the number of crashes resulting from drivers following too close. In the three years prior to 2013, there were 3,645 crashes in the City of Nampa; 1,930 (or 52.94%) of those crashes were the result of following too close; 39.78% of all following- too- close related crashes also resulted in injury.

The requested 2013 grant funding aimed at lowering the number of injury crashes through education and enforcement operations targeting drivers who follow too close. Nampa PD requested grant assistance to purchase equipment, and overtime funds to use that equipment to combat drivers who follow too close, with the goal of lowering the number of these types of crashes.

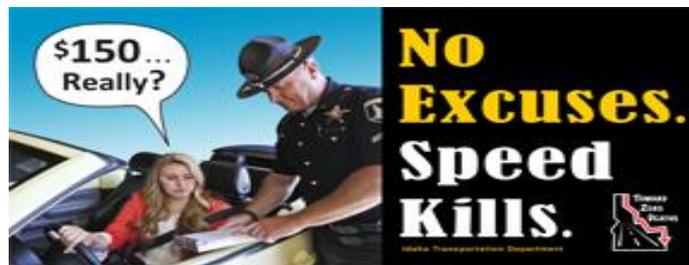
The Idaho Driver's Manual recommends a minimum 3 second following distance under ideal conditions.

Nampa PD collaborated with local judiciary and prosecutors to obtain an agreement restricting citations for a minimum of 1 to 1.25 second following distance. Nampa PD observed a 6.8% reduction in crashes resulting from following too close during the grant period.

The OHS Aggressive Driving Program sponsored both Boise Police Department and ISP to conduct saturation patrols dedicated to motorcycle aggressive and impaired operation and traffic-related issues on popular motorcycling routes in Boise and Valley Counties, from May – September 2013.

During the extra patrols there were 320 speeding citations, 23 seat belt, 13 drug/alcohol arrests and 892 contacts with drivers and motorcyclists.

Statewide law enforcement mobilizations targeting aggressive driving were conducted during April and July-August, 2013. A total of 173 law enforcement agencies participated during both mobilizations, during which 7,407 traffic citations were written. During the mobilizations there were 4,405 speed citations, 697 seat belt citations, 56 DUI arrests and 10,440 total contacts made.



Paid Media

In 2012, the OHS Aggressive Driving Program funded paid media (radio, TV, billboards, social media and internet) to educate and inform Idaho residents about the risks of aggressive driving. The month-long paid media campaign ran during July and August, the months which experience the highest rate of aggressive driving crashes.

Education and Outreach

Education and outreach continue as a result of OHS partners working to eliminate traffic deaths and serious injuries. The OHS develops materials in close coordination with law enforcement partners to get messages about the risks involved in aggressive driving out into Idaho communities. The OHS continues to distribute informational brochures regarding aggressive driving, and magnets for patrol cars, with *Speed Kills* messages focusing on aggressive driving.

SHSP Aggressive Driving Committee

The SHSP-AD committee, comprised of representatives from state and local law enforcement agencies, driver's education, school resource officers, and OHS continues to identify strategies and new partnerships

to highlight issues surrounding aggressive driving crashes in Idaho. The committee assisted with the development of a new informational pamphlet regarding aggressive driving and how to safely report both aggressive driving and road rage incidents. Following is information from the pamphlet:

Are You an Aggressive Driver?

You are an aggressive driver if you drive in a pushy, bold or selfish manner, which puts yourself and others at risk.

- Aggressive driving is a contributing factor in almost 50% of all crashes in Idaho.
- 72% of all aggressive driving crashes occur in urban areas.
- 83% of fatal aggressive driver crashes that involved a single vehicle occurred in rural areas.
- Young drivers, ages 19 and younger, are over 4 times as likely to be involved in an aggressive driving crash than all other drivers.

The following behaviors are considered aggressive driving; numbers 1-8 are considered traffic violations:

1. Failure to obey traffic control devices (e.g. stop/yield/speed limit signs, traffic signals, roadway markings)
2. Speed
3. Tailgating or following too close (not allowing 3 seconds from the vehicle in front)
4. Driving too fast for conditions
5. Weaving in and out of traffic
6. Making improper lane changes frequently and abruptly
7. Passing on the shoulder in an unsafe manner and putting others at risk
8. Honking unnecessarily
9. Screaming or flashing lights
10. Making rude hand or facial gestures

If confronted by an aggressive driver, you should:

- Get out of their way as soon as you safely can
- Stay calm — reaching your destination safely is your goal
- Do not challenge them
- Avoid eye contact
- Ignore gestures and don't return them

- Always buckle up in case abrupt movements cause you to lose control of your vehicle

When does Aggressive Driving become Road Rage?

- Road rage is a deliberate act of assault with a motor vehicle or other dangerous weapon by the occupant of one vehicle against the occupant of another vehicle.
- Often the individual who incites the road rage may not have done so intentionally.
- Road rage can lead to criminal offenses and charges.

Can I report an Aggressive Driver or Road Rage incident?

All people have the right to report an aggressive driving or road rage incident to law enforcement if it's witnessed in the absence of an officer. Following is the type of information required, if safely possible:

1. Find a safe place to call 911, or call dispatch when you get home.
2. If possible provide time, location, license plate, vehicle and driver description.
3. Describe the incident in detail, and be prepared to appear in court if needed.



Youthful Drivers

Problem: Youthful drivers, ages 15 to 19, were 2.6 times as likely as all other drivers to be involved in a fatal or injury crash.

Objective: Elimination of motor vehicle crashes with youthful drivers ages 15 to 19.

Strategy: Educate young and inexperienced drivers through age 18 on traffic safety issues and save lives.



Youthful Driver SWS and Alive at 25
The Youthful Driver SWS (Statewide Services) project funding targets

activities that follow the Idaho Highway Safety Plan and SHSP for educating youthful drivers ages 15 – 19, to eliminate deaths and serious injuries, and Toward

Zero Deaths. Presenting the Alive at 25 program has been successful in reducing the C9 performance measure by presenting classes to 3,559 young adults during 2013 and raising traffic safety awareness. The number of agencies offering the course increased from 11 in 2012 to 21 in 2013. Feedback is an important measurement of the program. Expenditures for class presentations and training totaled \$136,970; PT-2013-21 - \$27,144; and FHWA projects V099470, V129710 and V139900 accounted for \$109,601 of expenditures. In August, Sgt. Gonzales an Alive at 25 instructor from the Meridian Police Department (MPD) program, received a call from the parent of a student who attended a class presented by fellow MPD instructors Randy and Richard. "I just wanted to share another thank you that came in yesterday. I spoke to a family whose daughter attended the Monday night Alive at 25. The daughter raved to her mother about the class and characterized it as 'fabulous' and 'really good.' It is encouraging to know the participants of Alive at 25 are supportive of our efforts; however, the backdrop of the story is that in December 2012, her sister was killed while driving at night on an unfamiliar road. For a family to have been through this type of heartbreak to seek us out to say Thank You is amazing. Our work with young people through Alive at 25 and other efforts is to reduce the number of these types of situations."

Meridian Traffic Safety Coalition

The project allowed youth leaders from the Meridian Youth Advisory Council (MYAC) to lead during the last session of the Youth Safety Summit in speaking out positively and encouraging their peers to do the same, explaining how the day prompted them to take back the safe driving messages to local high schools and their friends. Over 230 youth leaders attended the event. Other students stepped forward to meet the challenge to take traffic safety messages back to their friends at school and in the community. For events planned during FFY 2014, leaders are seeking out more youths to plan and lead at the events. Expenditures during FFY 2013 totaled \$8,379, with \$4,629 from PT-2013-21 and \$3,750 from V139900.

Paid Media

Electronic billboards advertised Alive at 25 messages and were displayed at prominent locations in Coeur

d'Alene, Post Falls, Boise, Meridian and Nampa during the month of October for National Teen Driver safety Week. Instructors reported feedback from students and parents of raising their awareness and registering for class presentations as a result. In May the electronic messaging advertised www.idahoteendriving.org. In the public opinion poll, 20% reported having recently seen or heard messages on Alive at 25; increasing exposure for the program will be a target during FFY 2014.



Banner advertising was also placed on IdahoSports.com. IdahoSports broadcasts high school sports throughout the state. The advertising rotated between the Alive at 25 program and www.idahoteendriving.org. The website banner advertising ran at least 3 times per broadcast, and resulted in 490 hits to the teen driving website during the fall, winter and spring seasons of football, girls' and boys' soccer, volleyball, cross country, girls' and boys' basketball, wrestling, swimming, hockey, baseball, golf, tennis, and track and field. During the year, the broadcast advertising banner also resulted in 313 hits to the teen driving website. Expenditures on paid advertising totaled \$64,868; \$24,317 from PM-2013-01 and \$40,551 from V12710.

Driver Education Assessment

The driver education assessment, requested by the OHS and the Idaho State Department of Education Driver Education Program, brought together a panel of experts to review the processes and procedures of Idaho against national driver education standards May 20-24, 2013, at a total cost of \$22,322. Recommendations of 10 priority considerations and 34 other recommendations were reported in the "Technical Assessment of the Driver Education Program". In the report, Graduated Driver Licensing was noted as "having undergone a number of significant changes over the past several years, most notable in 2001 and 2007." Recommendations of training for law enforcement, judges and prosecutors to include a "quick reference guide" would assist those involved in

enforcement and sentencing. Stakeholders will determine the process for implementing recommendations and meeting future targets.

Highway Safety Kids Calendar

Over 950 artwork designs from students in kindergarten through sixth grade were submitted by teachers at 51 Idaho schools. A total of 8,400 *Highway Safety Kids Calendars* were distributed to Idaho elementary schools, law enforcement and other state agencies, at a total cost of \$5,500. The annual *Highway Safety Kids Calendar* contest gives the OHS an opportunity to continue educating elementary students, family mem-



bers, teachers and state officials through the students who will become drivers on Idaho roadways in the very near future. A peer's artwork and traffic safety message makes an impact on elementary students every day.

IdahoTeenDriving.org Website

This project updates and enhances news, general activities and information for the www.idahoteendriving.org website to keep it current with traffic safety information and issues affecting teenagers, parents and pre-drivers for total expenditures of \$2,117 from PT-2013-21.

Safety Restraints

Problem: In 2012, while the observed seatbelt use rate was 79%, only 43% of the motor vehicle occupants killed in crashes were wearing seat belts.

Objective: Eliminate motor vehicle related deaths and serious injuries in Idaho by increasing the use of seat belts statewide.

Strategy:

1. Fund saturation patrol efforts through traffic enforcement mobilizations using Memorandums of Understanding.
 - a. Provide funding for state, county and city law enforcement agencies to conduct seat belt enforcement during overtime hours in conjunction with state and national seat belt mobilizations.
 - b. Provide equipment incentives for regular duty hours dedicated to seat belt enforcement.
2. Conduct an annual NHTSA approved statewide seat belt survey.
3. Develop and produce educational materials to encourage seat belt use.
4. Fund seat belt education and training.
5. Fund paid media targeting the low seat belt use rate demographic to increase seat belt use statewide.

Mobilizations

February 7-20, 2012 Seat Belt Mobilization: There were 69 participating agencies; 37 police departments, 26 county sheriff offices and all 6 districts of the ISP. Twenty-five of the 69 agencies participated in the equipment incentive only, 6 agencies participated in overtime only and 38 agencies participated in both the overtime and equipment incentive programs.

During the mobilization 3,558 seat belt citations and 69 child safety citations were issued, equating to 1.5 citations per hour statewide. Boise PD was the best-performing agency with an average of 3 citations per

hour. The average seat belt use rate before the mobilization was 71.4% and after was 74.9%, a 3.5 point increase.

May 20 – June 2, 2013 Seat Belt Mobilization: There were again 69 participating agencies; 38 police departments, 24 county sheriff offices and all 6 districts of the ISP. Thirteen of the 69 agencies participated in the equipment incentive only, 18 agencies participated in overtime only and 38 agencies participated in both the overtime and equipment incentive programs.

During the mobilization 3,180 seat belt citations and 64 child safety citations were issued, equating roughly to .5 citations per hour statewide. Coeur d'Alene was the best-performing agency with an average of 4 citations per hour. The average seat belt use rate before the mobilization was 75.1% and after was 77.7%, a 2.6 point increase. This mobilization was funded with Section 405b OP (M2HVE-2013-01) in the amount of \$129,729.

Media

OHS conducted 3 seat belt media campaigns. The first campaign took place in February to coincide with the February traffic enforcement mobilization.

The message used was "I can't imagine life without you. Buckle up!"

The second campaign coincided with the May seat belt mobilization and emphasized the message "room to live". If you are in a crash and buckled up, the car is designed to keep you safe in the body's cage - creating room to live. This media campaign was funded with Section 405b OP (M2PE-2013-21).

The third campaign was just in time for the football season. It did not coincide with any paid enforcement. The message was delivered by former Idaho State Football player, professional football player and current ESPN commentator Merill Hoge. The message stated that you wouldn't go out on the football field without proper protective equipment so why would you drive without protection? Buckle up!



Education and Outreach

The OHS purchased and distributed over 10,000 silicone wrist bands bearing the educational safety message "I Choose to BUCKLE UP and not drive distracted". The bands were distributed to youthful drivers after they attended a presentation and demonstration regarding seat belt safety. Presentations were delivered by various coalition members, law enforcement officers, Alive at 25 instructors, OHS personnel, school groups, and community advocates of buckling up properly.

OHS participated in outreach with booths demonstrating the effective use of seat belts at the "Walk like MADD" event June 15, 2013; Idaho State Fair in Boise August, 16-23, 2013; and during the Meridian Youth Safety Summit.

The toy doll car crash used for seat belt demonstration was also loaned out to over 10 organizations throughout the year to use in school, civic or club demonstrations.



At the annual Highway Safety Summit a workshop regarding effective strategies for nighttime seat belt enforcement was attended by nearly 80 law enforcement officers.

Occupant Protection Assessment

An Occupant Protection Assessment was conducted in June 2013. The assessment provided Idaho with an overview of the strengths and challenges of the occupant protection program and included recommendations to address those opportunities.

Some key comments from the assessment were:

- Increasing occupant protection in Idaho has been seriously handicapped by some of the weakest legislation in the country.
- Even though there are major obstacles to enforcing Idaho’s occupant protection laws, many of the state’s law enforcement officers are passionate about saving lives on Idaho’s roads and extremely dedicated to enforcing seat belt and child restraint laws.
- Though many capable efforts are underway in Idaho to publicize the seat belt message, gains could be made by stricter adherence to the research tested, best practice Click it or Ticket (CIOT) model.
- Child passenger safety would benefit from more centralized leadership, support and oversight of the program.
- Child passenger safety training for law enforcement – about the law, major areas of misuse, how to spot violators, and why child restraints save lives - would help engage more officers in CPS educational efforts and enforcement.

Seat Belt Use in Idaho – 3 yr. average

	2010	2011	2012	3 Yr. Average
Idaho’s Safety Restraint Use	78%	79%	79%	79%
Unbelted Fatalities	72	77	73	74
Unbelted Seriously Injured	313	278	261	284

Seat Belt Use in Idaho by Transportation District – 3 yr. average

District	2010	2011	2012	3 yr. Average
1	71.1%	71.7%	71.8%	71.3%
2	87.4%	86.2%	86.1%	86.6%
3	93.2%	93.4%	93.1%	93.2%
4	71%	66.7%	66%	67.8%
5	62.6%	60.6%	64.3%	62.5%

Seat Belt Use by Vehicle Type – 3 yr. average

	2010	2011	2012	3 yr. Average
Passenger Car	80.2%	81%	81.3%	81.3%
Vans & SUVs	82.3%	83.4%	82.9%	83.4%
Pick-up Trucks	68.3%	71.2%	70.8%	68.9%

ITD OHS, 2010-2012 Annual Observational Seat Belt Survey

Child Passenger Safety

Problem:

- Among children hospitalized for motor vehicle-related injury, unrestrained children are more severely injured and incur 60% to 70% greater hospital costs.
- Children under 8 years of age restrained in a seat belt alone are 4 times more likely to suffer serious head and neck injuries.

Objective: Eliminate deaths and serious injuries among children in Idaho from motor vehicle-related crashes through a combination of correct installation, public safety education and increasing child safety restraint use. New research shows child safety seats for infants are 71% effective in reducing fatalities and serious injuries for children up to 8 years of age. The correct and proper use of child safety restraints is critical in reducing the number of deaths and serious injuries among Idaho children.

Strategy: OHS developed a palm card with the new NHTSA recommendations for child passenger safety. The card was available to the public through online ordering, distribution at events such as car seat checks, state fair, conferences, WIC, and other training venues.



Media

The Child Restraint Awareness Week media campaign asked if parents used the correct seat for their child. The campaign included radio, online banner ads, bill-

boards, Facebook and Twitter. A news release issued statewide was picked up and redistributed by several local news sources.

Training

Four child passenger technician certification courses were offered this year. Two classes were in Jerome, one class in Moscow, and one in Rexburg; 40 new or recertified students attended the training.

Idaho Chapter of the American Association of Pediatricians (ICAAP)

The ICAAP was awarded a year-long grant to provide statewide distribution of child passenger seats, training, outreach and education. Through the grant ICAAP sub-granted to 1 location in each of the 7 health districts. As of September 30, 2013 District 1, Kootenai Health purchased 163 seats, provided 166 seat checks and distributed 57 seats. District 2, Moscow Police Department provided 78 seat checks and distributed 23 seats. District 3, Canyon County Paramedics purchased 125 seats, provided 56 seat checks and distributed 33 seats. District 4, Safe Kids Treasure Valley purchased 183 seats, provided 1,024 seat checks and distributed 201 seats. District 5, Safe Kids Magic Valley purchased 164 seats, provided 76 seat checks and distributed 51 seats. District 6, Pocatello Police Department purchased 114

seats, provided 151 seat checks and distributed 95 seats. District 7, Rexburg Police Department purchased 190 seats, provided 116 seat checks and distributed 60 seats.

ICAAP works closely with the Safe Kids chapters to help advertise and provide funding for child passenger safety technician courses. Idaho currently has 80 active child passenger seat inspection stations, through which nearly 85% of the population may be served. Most stations offer service by appointment or through pre-scheduled events. Each inspection station is staffed with a certified child passenger safety technician or trainer.

We Have A Little Emergency (WHALE) Kits, available to everyone, are designed to alert emergency personnel responding to a crash that there is a child seat in the car and a child may be present. Rescue workers can refer to an identification card attached to the safety seat and find the child's name, medical information and emergency contact information. Each year OHS distributes over 20,000 WHALE kits.

Distracted Driving

Problem: Distracted driving crashes made up 23% of all crashes in 2012 and were responsible for 41 fatalities.

Objective: Eliminate motor vehicle related deaths and serious injuries in Idaho by decreasing the number of distracted driving crashes statewide.

Strategy: Educate the motoring public to the definition of, and risks associated with, distracted driving.

Media

Of the distractions that can occur while driving, texting has taken a front seat. April was National Distracted Driving Awareness Month. During April the OHS partnered with the Idaho Department of Education to distribute a DVD. The first video on the DVD is a 4 minute public service announcement explaining the definition of distracted driving and the consequences of allowing oneself to



become distracted while driving. The second 30 minute video is an unscripted account by a young driver of the consequences of a distracted driving crash that took the life of the driver's best friend, a passenger in the vehicle. A DVD and guide were distributed to every driving instructor in Idaho to be used as a teaching tool. The OHS also conducted a media campaign during National Distracted Driving Awareness Month. The campaign consisted of billboard, radio and online media messages.

Emergency Medical Services

Problem: The availability and quality of services provided by local Emergency Medical Service agencies is the difference between life and death for those injured in traffic crashes.

Objective: Reduce the severity of trauma resulting from traffic crashes.

Strategy: Fund emergency response equipment, specifically extrication equipment, related to improving patient care and fast/effective turn-around time.

It is well known that improved post-crash victim care reduces the severity of trauma incurred by crash victims. The “golden hour” is critical to the survival of seriously injured crash victims in rural areas. Funds for extrication equipment were granted to 7 agencies; 6 of which are located in rural areas of the state.

SEM1302 – Donnelly Rural Fire Protection District - Reciprocating saw kit and RAM accessory set

SEM1303 – Deary Rural Fire District- Spreader, cutter, lifting bag, wedges, generator, and accessories

SEM1304 – Kootenai County Fire & Rescue – Combi TC Strut Truck Kit

SEM1305 – Northern Lakes Fire Department – Holmatro standard package

SEM1306 – Sagle Fire District – Spreader, cutter and accessories

SEM1307 – Timberlake Fire Protection Department – two Cribs and combo kit

SEM1309 – Weiser Area Rural Fire Department – Terrain rescue kit

Following the purchase of extrication equipment, agencies are encouraged to provide training to employees and volunteers.

Motorcycle Safety

Problem: Motorcycle crashes increased 11.5% in 2012 over 2011. It is estimated that motorcycle crashes cost Idahoans \$216.8 million dollars in 2012. This represents 9% of the total economic cost of all traffic crashes statewide.

Objective: Eliminate motorcycle fatal and serious injury crashes in Idaho through collaboration with highway safety partners.

Strategy: The OHS focuses its efforts on increasing public awareness among drivers regarding the presence of motorcycles, and increasing awareness among riders about the need for proper licensing, knowledge of motorcycle laws, wearing protective gear and skills training.



Information and Statistics

Idaho code requires operators and passengers of motorcycles who are younger than 18 years of age to wear motorcycle helmets. Of the motorcycle riders involved in crashes 56.5% were wearing helmets, and 81% of the motorcycle riders and passengers under the age of 18 involved in crashes were wearing helmets in 2012.

Analysis of fatal motorcycle crashes from 2009-2012, show the following trends:

- 73% involved cruiser or touring motorcycles;
- 70% of riders were over 40 years old;
- 69% of riders ran off the road in a corner;
- 33% had alcohol/drug impairment;

- 20% involved a car that violated the motorcycle rider’s right of way;
- 17% of riders were younger than 30 years old;
- 15% involved sport bikes.



Enforcement

CY2012 was the fifth consecutive year of aggressive driving enforcement focused on specific routes popular with motorcycle riders. The ISP and Boise Police Department (BPD) provided local agencies with support to focus on aggressive and impaired drivers along these popular scenic routes. As reported in the Aggressive Driving section of this report, OHS Aggressive Driving and Impaired Programs sponsored both BPD and ISP to conduct saturation patrols dedicated to motorcycle aggressive and impaired operation and traffic-related issues, from May – September 2013. During the extra patrols there were 320 speeding citations, 23 seat belt, 13 drug/alcohol arrests and 892 contacts with drivers and motorcyclists.



Media

The OHS promoted the use of proper motorcycle riding gear and knowing the risks of impaired riding during the May Motorcycle Safety Month, through paid advertising that focused on billboard, television and radio advertising.

In June, the Motorcycle Safety Program public information campaign focused on paid media to raise driver awareness of the presence of motorcycles through bill board, pump topper, on-line, radio and television

advertisements, utilizing Section 2010 funds (K6-2013-02) in the amount of \$99,747.

Education and Outreach

OHS continued to distribute the popular Look Twice for Motorcycle bumper stickers and brochures through 60 events attended by Idaho **STAR** safety partners in FY12.



The OHS Motorcycle Safety Program developed a new heart patch with the message “*Safe, Skilled, Sober and Seen*” as a motorcycle safety promotional item in 2013. The patch can be requested by visitors to the www.idahostar/ride-safe-idaho website and is accompanied by a certificate reminding the recipient to come home safe, from every ride every time.

The SHSP committee for Motorcycle Safety continues to be a driving force behind all program activities. The committee is comprised of partners dedicated to furthering rider safety training. Partners include representatives from the Idaho STAR Program, Idaho Coalition for Motorcycle Safety, Idaho National Guard, Idaho State Police, Meridian Police Department, ITD Engineering, and OHS.

The OHS sponsored the 2012 Idaho Coalition for Motorcycle Safety Awareness Rally. The rally was attended by hundreds of motorcyclists. OHS Manager Brent Jennings was a featured guest speaker, receiving applause when speaking of the rider’s responsibility to remain alert and safe.



The “Look Twice” bumper stickers and the Safety Awareness Rally were funded out of Section 2010 funds (K6-2013-01), in the amount of \$1,750.

Stacey “Ax” Axmaker, director of the Idaho **STAR** Motorcycle Safety Program, received the National Association of State Motorcycle Safety Administrators (SMSA) 2013 Outstanding Contribution Award. The award was presented on August 24, at the National Summit on Comprehensive Motorcycle Safety Programs, in Kansas City, MO.



The SMSA Outstanding Contribution Award recognizes individuals who, through their dedication, commitment and contribution to motorcycle safety, have made a positive impact on a national, state or local level. SMSA selects 1 person annually for this award.

The Idaho STAR Program has been a national leader for motorcycle safety and in August 2012 was the re-

ipient of the first State Motorcycle Safety Administrators (SMSA) Conference Award for Outstanding Achievement.

OHS funded 2 graduate students from Boise State University to present the results of a motorcycle safety gear research project.

Training

Meridian Police Department motor officer Will Stoy, a SHSP Motorcycle Committee member, provided training for motorcycle riders at dealerships during FY13. His topic was “How to Avoid A Ticket”. In addition to training riders, Officer Stoy and Officer Clint Goss from Pocatello Police Department provided training at the OHS Safety Summit for fellow officers, with a review of motorcycle-specific laws including registration, licensing, and proper endorsements. The workshop addressed best practices for educating the motorcycling public regarding the laws, plus safety tips for avoiding a ticket and surviving a crash. The workshop also covered laws commonly violated by motorcyclists; myths and statistics; educating the public on making wise, educated choices; and the use of appropriate motorcycle riding gear.

Bicycle and Pedestrian Safety

Problem: Public’s lack of knowledge and awareness of bike/ped laws.

Objective: Support and promote bicycle and pedestrian safety through enforcement and education efforts.

Strategy:

- Enforcement: Provide funding to support and promote bicycle and pedestrian safety.
- Media : News release were sent out statewide to advise the public of the bicycle/pedestrian mobilization.
- Training: Promotional materials and information pamphlets were handed out at schools and public events.
- Education and outreach: Funding was used to purchase education materials and promotional items such as pamphlets and bike lights.

Mobilization

In 2013, the OHS held its first bicycle/pedestrian mobilization in the month of August with 39 agencies participating. The goal of the enforcement campaign was to ensure that motorists, pedestrians and bicyclists were aware of and obeying Idaho State laws regarding roadways, crosswalks and traffic control devices. The

campaign goal was to create awareness and encourage safe and positive interactions between drivers and pedestrians, resulting in reduced deaths and serious injuries. The ultimate goal in all OHS programs is “zero deaths”.

Education and Outreach

OHS purchased various promotional materials such as information pamphlets or packets and bicycle lights.

These were made available at bike rodeos, schools and county fairs. The bike/ped program manager also attended 2 meetings with the local Bike and Pedestrian Advisory Committee.

Multi-Funded Grants

Problem: Idaho continues to experience motorists killed or seriously injured in otherwise preventable motor vehicle crashes.

Objective: Reduce motor vehicle-related deaths and serious injuries in Idaho by reducing impaired, aggressive and distracted driving crashes and increasing the use of seat belts by all motor vehicle occupants.

Strategy: Support overtime patrol shifts on Idaho's interstate and highways.

Idaho State Police

Multi-funded grant (SSB1309, SDD1309, SAL1309, SPT1309)

Three hundred and fifty-seven grant funded overtime patrols were scheduled during the grant period.

Impaired Driving: Seventy-seven impaired driving overtime shifts were scheduled during the Impaired Driving mobilization with 25 DUI arrests reported. During the 2013 grant period, there were a total of 99 impaired driving overtime shifts scheduled.

Aggressive Driving: Thirty-five aggressive driving overtime shifts were scheduled during the aggressive driving mobilization with 15 aggressive driving and 263 speeding citations issued.

Seat Belt: Forty-five seat belt overtime shifts were scheduled during the seat belt mobilizations with 443 seat belt citations issued. ISP has zero tolerance for seat belt violations. During grant funded shifts, 971 seat belt citations were issued. ISP statistics, which include grant funded overtime shifts and regular scheduled shifts, show ISP issued over 5,884 seat belt and 264 child restraint citations from October 12, 2012 to September 30, 2013.

ISP Districts, the Commercial Vehicle Safety (CVS) program, and ISP Headquarters issued news releases regarding emphasis patrols during OHS mobilizations. The news release issued by CVS in October 2012 ad-

ressed an aggressive and unsafe driving emphasis patrol they were conducting. While OHS funds were not used for this emphasis, it tied in nicely with the goals of this grant. Above and beyond the grant activities, ISP continues to be a valuable highway safety partner and champion.

- **District 1** – District 1 officers participated in Operation Lifesaver, along with multi-agency and jurisdictional emphasis patrols; some of which included detectives. Cpt. Kastens, Lt. Schenck, and patrol sergeants have regular meetings with the area Washington State Patrol lieutenant and sergeants to discuss patrol concerns across state lines. Cpt. Kastens and Lt. Schenk attend regular meetings with local law enforcement agency commanders to discuss patrol concerns. Further, District 1 personnel meet with local ITD coordinators to stay abreast of current traffic safety issues. Lt. Schenck attends Local Emergency Planning Committee (LEPC) meetings in all counties in District 1 and Office of Emergency Management (OEM) meetings in Kootenai County (Kootenai County is the only county with monthly meetings).
- **District 2** – Lt. Oswald participated in the Idaho Highway Coalition on September 24th, along with ITD, OHS, Lewiston PD, Orofino PD, Gritman Medical Center, Syringa Hospital, and the Lewiston Fire Department.
- **District 3** – District 3 participated in the Treasure Valley DUI Task Force with Boise, Meridian, and Nampa PDs and the Canyon CSO. District 3 also has

a representative on the Lane Departure Committee.

- **District 4** – Lt. Haight was on the Highway Safety Committee in Twin Falls and a Law Enforcement Liaison for the OHS.
- **District 5** – Cpt. Dayley, Lt. Gonzales, and other troopers attended safety concern meetings in the district, including meetings in areas with resident troopers. Resident troopers are assigned to communities outside the immediate District patrol areas and serve as the highway safety liaison for those communities. District 5 participated in several multi-agency DUI patrols with Pocatello PD and Bannock, Bingham, Franklin, Oneida, and Power CSOs.
- **District 6** – District 6 organized and participated in several multi-agency patrols, including numerous “Click It or Ticket” combined directed patrols and several impaired driving mobilizations with surrounding city and county agencies. These agencies include: Bonneville, Teton, Jefferson, Custer, and Lemhi CSOs, as well as Idaho Falls and Rigby PDs. They worked the Annual Brewers Fest, County Fairs

and Rodeos, concerts, State Fairs, local festivals, and the major travel holidays.

Rexburg Police Department

Multi-funded grant SSB1302, SSD1302, SPT1302)

The City of Rexburg had 247 fatal and serious injury crashes between the years 2009-2011; 80 % involved aggressive driving; 24 % involved distracted driving. The observed seat belt usage in Madison County was 68.9 %; 10.5 % below the statewide average. The Rexburg Police Department applied for FY13 funding to address crashes; involving aggressive and distracted driving, and to increase seatbelt usage.

The police department planned 4 mobilizations during the months with the highest number of crashes that didn’t conflict with the OHS scheduled statewide mobilizations. There were 42 fewer crashes and 52 fewer injuries in the City of Rexburg, from October 2013-2013, than during the same time period the previous year.

Unbiased Policing Project

Section 1906 Unbiased Policing Project SK11301 [K10-2013-01]

The goal of this project was to maintain and improve the tracking of all traffic statistics, allowing greater opportunities for public review of motor vehicle stops in Twin Falls County. Funding was used to implement an electronic citation system for the collection of relevant data on occurrences of racial profiling, and provide training for officers in each participating agency.

Law Enforcement Liaison Program

The primary objective for the Law Enforcement Liaison (LEL) program is to increase participation and effectiveness of Idaho’s law enforcement agencies and officers in statewide mobilizations conducted during each fiscal year. The LELs are full-time law enforcement officers who perform OHS LEL work on an overtime basis. Each LEL represents their respective transportation district. Each LEL is familiar with that district and its specific needs. The LELs build and foster active partnerships within each district. The Idaho LEL program continues to be a national leader for its model of successful statewide law enforcement liaison programs.

“One Team” approach

The LELs continue to support and encourage the “One Team, Borderless Enforcement; Working Together to Save Lives” event during the July impaired driving traffic enforcement mobilization. The “One

Team” event was held before the July 4th impaired driving campaign. The “One Team” program allows agencies to leverage resources and provides an opportunity to practice mutual aid initiatives, as well as

sharing of resources, staff, and communication for enhanced services.

The “One Team” event provided Idaho and the northwest states with a new media approach to “market” their impaired driving enforcement during the crackdown. Leading up to the event, LELs coordinated “One Team” events in each area, including local police, sheriff’s deputies, and state troopers. The LELs were available for media interviews and photo-ops to promote the “One Team” initiative.

The campaign provided an outstanding opportunity for law enforcement officers from adjoining states, counties, and cities to renew their commitment to work together throughout the year to save lives on all roadways.

LELs are also instrumental in the Highway Safety Summit by providing valuable feedback with regard to workshop selections, speakers and the “Beyond the Traffic Stop” awards.

Idaho Safety Coalition/Strategic Highway Safety Plan

Problem: Provide the safest transportation system possible.

Objective: Identify traffic safety solutions by drawing on the strengths and resources of highway safety partners through collaboration and coordination.

- Data-driven decisions: Decisions are based on the data at hand. This means closely studying crash data and other pertinent information, including best practices from other states. The result makes for efficient, sound use of resources and helps us clearly prioritize those resources.
- Partnerships: A network of safety partners implements programs and carries safety messages. Without partners’ commitment and involvement, Idaho’s safety programs would not be possible.
- Culture change: OHS promotes the concept that it is irresponsible and unacceptable to make poor choices when behind the wheel. OHS safety efforts will reinforce that traffic deaths are no longer an acceptable part of life in Idaho.
- Evaluation: Good investment decisions are reached through focused efforts, reviewing and reporting and evaluating progress.

Strategy:

- Enforcement: Areas of enforcement include Aggressive Driving, Distracted Driving, Safety Restraints and Impaired Driving. The OHS partners with law enforcement agencies across the state to enforce laws, create awareness and teach safe driving behaviors.
- Media: OHS sponsors and supports media campaigns including news releases, commercials, radio air time, billboards, social media, and community events.
- Training: Training is addressed throughout the SHSP. OHS collaborates with partners to train law enforcement, youthful drivers, bicyclists, and vulnerable users in various aspects of traffic safety.
- Education and outreach

Idaho Highway Safety Coalition

This project first began under the name of Trauma Prevention Advocate Program. However to better describe the project, the coalition task force chose to change the name to Idaho Highway Safety Coalition (IHSC). A majority of this project was funded with Federal Highway Administration funds. The project was operated through a contract with The Langdon

Group The Idaho Highway Safety Coalition had its official rollout in September 2013.

Strategic Highway Safety Plan

The Strategic Highway Safety Plan (SHSP) is developed in cooperation with local, state, federal and private sector safety stakeholders. It is a data-driven,

comprehensive plan that establishes statewide goals, objectives, strategies and key emphasis areas to reduce traffic deaths and serious injuries. It focuses resources on education, enforcement, engineering and emergency response.

November 29, 2012, the OHS held a SHSP facilitation workshop. More than 100 highway safety partners were brought together in a facilitated workshop to develop goals and strategies for the 11 data driven focus areas of highway safety. The updated SHSP for 2013 was the outcome of this day-long event. As a result, the SHSP was adopted by the Idaho Transportation Board with a formal resolution and was signed by Governor's Highway Safety Representative Brian Ness (ITD Director) on April 10, 2013.

In August of 2013, the OHS was invited to collaborate with the US Department of Transportation to develop a SHSP Evaluation Plan. This is a pilot program with FHWA and ITD is one of the first States to participate. This plan will assist in evaluating progress while meeting and obtaining stated goals. Through evaluation OHS will analyze the SHSP process and performance,

determining whether current activities deserve enhancement, revision, or replacement.

Evaluation will also:

- determine progress in meeting SHSP safety goals and objectives;
- validate emphasis areas and strategies, or reveal the need to revise them;
- uncover challenges in prioritizing or implementing programs and strategies;
- identify opportunities for greater efficiencies and improvements to the SHSP; and
- demonstrate the SHSP's contribution to transportation safety.

The evaluation plan, once developed, will guide SHSP evaluation. It details specific evaluation objectives, outlines the data needed to address the objectives, identifies the resources needed and the roles and responsibilities for various evaluation tasks. The plan also highlights how OHS plans to use evaluation results. This project will be on-going into FY2014.

Highway Safety Summit

Objective: Provide a format for traffic safety professionals and advocates with innovative, results-oriented solutions to help save lives and reduce serious injuries from motor vehicle crashes through a statewide Highway Safety Summit. The Summit was designed to foster discussion and interaction between presenters and participants on a variety of topics through seminars and workshops. The Highway Safety Summit provides training and outreach to a large audience of partners in a concentrated time frame and format. POST credit and continuing education units are offered.

Outcome

To accommodate partners statewide, the summit was held in Coeur d'Alene, Idaho. For the first time, the OHS offered a 2-day format. Events began at 1:00 pm on Wednesday, May 1 and closed at 3:15 pm on Thursday, May 2, 2013. Two hundred and twenty-nine participants attended the summit. Many of the registrants were first-time attendees from northern Idaho. Participants included: 134 Law Enforcement, 25 Prosecutors, 14 ITD, 14 vendors, 12 engineers, 6 speakers/presenters, 4 federal employees, 6 health care, 14 other = Total 229.

Conference workshops and key note addresses included aspects of the 4E's: enforcement, engineering, education and emergency response, as well as addressing several safety focus areas.

Key Notes:

- Below 100: decisions and actions that contribute to law enforcement safety
- Beyond the pursuit: motor vehicle and traffic crash response
- Life characteristics yield championship results

Workshops:

- Data-Driven process for highway safety corridor analysis
- Effective strategies for nighttime seat belt enforcement
- Community messages and crisis communications
- Comfortably numb: overcoming the challenges of marijuana impaired driving cases
- Alive @ 25; saving lives through education
- Examining the health and safety issues of designer drugs
- Guarding Idaho's roadways: investigating and prosecuting the DUI driver
- Reaching motorists in your community: victim impact panel

- Impacting biker's lives one stop at a time; avoid a ticket and survive a crash
- More than a hunch; solving the mystery of the traffic stop

In addition to workshops, the conference offered the opportunity to recognize some outstanding highway safety partners through an awards lunch. This year the "Beyond the Traffic Stop" awards were presented to: Corporal Aaron Bingham, ISP District 4; Officer Travis Poore, Nampa Police Department; Officer Brad Barnum, Nampa Police Department; Trooper Kevin Kessler, ISP District 1; and Corporal Travis Nalder, ISP District 5. Special recognition was presented to Teton County Sheriff Tony Liford, for support and dedication to traffic enforcement and safety.

The extended 2-day format and northern Idaho location did not inhibit the number of participants. The OHS worked with sub-contractor Meeting Systems to provide the online registration and conference assistance.

Traffic Records and Roadway Safety

Traffic Records Statewide Services

This project supports the crash system, elmpact, with 100% of agencies reporting 21,435 crash reports electronically. Enhancements to the system to assist in accuracy and integration of data include the following changes: changes to the Quick Crash Entry form; changes to the Driver Exchange process for printing insurance exchange with those involved in a crash, to allow integration with the electronic citation system; security changes with Windows 7/8 required modification for downloading and installing system updates; and new reports were updated for data analysis and accessibility. Expenditures totaled \$89,028; \$51,100 from TR-2013-01, and \$37,928 from the state budget.

Roadway Safety Statewide Services

This project supports the analysis tool WebCars, with 214 agencies now utilizing the tool, an increase of 36 agencies from 2012. Enhancements include: new and updated reports for analysis and reporting of data on the MMUCC element changes added in FFY2012; updating the interface for WebCars to increase accuracy and details on crashes; an analysis tool for Idaho Star motorcycle program was developed and implemented to increase accessibility and timely reporting on motorcycle crashes; and point-to-point plotting for crashes was added to the Google Map tool, as well as block style reporting for analysis. State funding added processes and analysis tools to track the inventory equipment earned through the mobilizations. Statewide implementation is planned for FFY 2014. Expenditures totaled \$208,109: \$73,620 from RS-2013-01, and \$134,489 from the state budget (\$114,819 was dedicated to the mobilization project).

Section 408 - State Traffic Safety Information System Improvement

Meridian Police Department (K9-2013-21)

The Meridian Police Department implemented a custom-designed electronic citation software developed in-house. The project began in FFY 2012, with expenditures of \$62,759. During FFY 2013 \$11,212 was expended on equipment for a total of \$73,971 on the fully implemented system. Citations are electronically processed to the courts. At the close of the project, progress on timeliness reports indicate data entry records clerks reduced data entry time from 30 hours and 28 minutes to 15 seconds for transmission of citations to the courts in data collected from January 7, 2013 through January 18, 2013. Accuracy was also improved: baseline data contained 9 errors; after implementation there were no errors.

Garden City Police Department (K9-2013-25)

The Garden City Police Department implemented FATPOT software for the department's electronic citation system, expending \$53,788 and a match of \$17,945. The system was interfaced with the existing records management system, local courts and prosecutors office. Data collected during a two-week period provided an adequate sample size for determining progress.

Post-implementation improvements were a 9.5% increase in accuracy, from 14% for 21 errors on 149 hand-written citations, to 4.5% for 8 errors on 176 electronic citations.

Moscow Police Department (K9-2013-26)

The Moscow Police Department implemented a vendor package for the electronic citation system, with expenditures of \$62,979 and a match of \$17,300. All equipment was installed; an extension of time was requested because of electronic transmittal problems to the courts. Currently officers are utilizing the system for issuance of electronic citations. Baseline data was collected on accuracy for a two week period of October 1, 2012 through October 14, 2012. An error rate of 6% was noted. It is anticipated the system will be fully functioning in FFY 2014 and data will be collected to determine if progress was achieved.

Rigby Police Department (K9-2013-27)

The Rigby Police Department installed citation equipment in two additional vehicles, with expenditures of \$4,164 and a match of \$1,040. The collection of sample data took place during the month of July, 2013. The number of errors divided by the number of citations sampled was .05%, and further reduced the error rate first determined when the system was initially implemented in FFY 2011.

Idaho State Police (K9-2013-29)

This project is part of a larger project for the Idaho State Police records management system software, with expenditures for data enhancement totaling \$67,730 and a match of \$50,000. An interim report was submitted, as the project completion is anticipated in April 2014. At that time a complete report will be made and data collected to determine if progress was achieved on the project's target, when compared with the baseline data sample collected on March 14, 2013.

Traffic Enforcement Mobilizations

The greatest advocates for highway safety are our state and local law enforcement agencies. Traffic enforcement is a proven counter measure in the reduction and elimination of traffic deaths, serious injuries and economic loss, as identified by the Strategic Highway Safety Plan (SHSP). Law enforcement part-

ners are instrumental in helping Idaho achieve the goal of zero fatalities. OHS funds statewide traffic enforcement mobilizations to provide high visibility enforcement during specified emphasis periods, special events or corridor enforcement for OHS Performance Plan focus areas.

The goal of each mobilization is to target specific traffic safety violations (impaired, aggressive, seat belt and distracted driving) to increase driver awareness. Participating agencies enter into an agreement with OHS to use dedicated overtime enforcement hours and/or traffic enforcement equipment for regular duty dedicated to traffic enforcement.

As part of the agreement the agencies publicize the enforcement effort through local media to increase awareness of enforcement efforts. Agencies provide results in a news release following the mobilization. After each mobilization agencies report their performance for the mobilization period. During the Seat Belt mobilization, pre- and post-mobilization seat belt surveys are completed and submitted with the performance report.

FFY 2013 EXPENDITURE SUMMARY - MOBILIZATION ENFORCEMENT

Focus Area	Section 402		Section 410 / 405		Section 164 / FHWA		Total Mobilizations		Focus Area Total
	Overtime	Equipment	Overtime	Equip	Overtime	Equip	Overtime	Equipment	
Impaired Driving Total		\$175,327	\$238,692		\$125,136		\$363,828	\$175,327	\$539,155
Aggressive Driving Total	\$109,268	\$42,007			\$91,533		\$200,801	\$42,007	\$242,808
Safety Restraint Total		\$139,696	\$129,729		\$103,229		\$232,958	\$139,696	\$372,654
Bike/ Ped Safety Total					\$21,584		\$21,584	\$0	\$21,584
Total Mobilizations	\$109,268	\$357,030	\$368,421	\$0	\$341,482	\$0	\$797,587	\$357,030	\$1,154,617

The impaired driving enforcement expenditure is comprised of these funding sources: Section 402, Section 410, Section 164, and FHWA funding. Section 164 funding was used for the final Impaired Driving enforcement, Labor Day Campaign; the final total expenditure is \$95,243. The FHWA funding was used for the December (Christmas holiday and New Year) Campaign, in conjunction with Section 410 funding. FHWA funding total expenditure is \$29,893.

FFY 2013	Incentive Equipment Purchased	No. Equipment Purchased
1	Radar (include Lidar & TruCam)	64
2	Alcohol Testing Equipment	25
3	Flashlight/LED warning devices	38
4	Tint Meters	31
5	Bike Helmets	70
6	Car Seats	62
7	Personal Computers/Lap Tops	8
8	Digital Recorder (Voice, Camcorder)	41
9	Camera (Digital)	27
10	Mini DVR/Microphone (Body Worn)	28
11	In-Car Video System	43
12	Crash Data Retrieval	1
13	Reconstruction equipment	2
14	Lightbar	7
15	Educational Materials (Impaired)	9
16	Speed Trailer/Speed Signs	4
17	Other warning/ safety devices	4
18	E-Citation Equipment	10

Mobilization Calendar

Month	Focus Area	Dates
November	Impaired Driving	November 17 - 25, 2012
December & January	Impaired Driving	December 17, 2012 - January 2, 2013
February	Seat Belts	February 8 - 17, 2013
March	Impaired Driving	March 10 - 18, 2013
April	Aggressive Driving	April 5 - 14, 2013
May & June	Seat Belts	May 20 - June 2, 2013
June & July	Impaired Driving	June 29 - July 12, 2013
July & August	Aggressive Driving	July 19 - August 4, 2013
August	Bicycle/Pedestrian	August 7 - 12, 2013
August & September	Impaired Driving	August 25 - September 8, 2013

FFY 2013 Traffic Enforcement Mobilization Arrest/Citation Summary

Total Agency Results During Traffic Enforcement Mobilization Periods													
	Nov	Dec	Mar	Feb	Apr	May-Sept	May	June	July	Aug	Sept	Total	
	Impaired	Impaired	Impaired	Seat Belt	Aggressive	Motocycle	Seat Belt	Impaired	Aggressive	Ped-Bike	Impaired		
# of Participating Agencies	62	67	62	65	215	1	69	67	47	23	56		
Total Contacts	10,344	19,296	10,555	17,579	10,539	Not Reported	25,146	18,095	14,757	15,502	1,678	143,491	
DUI Arrests	241	472	207	288	158		269	300	205	270	30	2,440	
Seat Belt Citations	229	547	464	3,549	504		4,115	453	649	514	61	11,085	
Youth Speeding Citations				9	3				83		1	96	
Child Safety Seat Citations	40	24	33	69	48		92	31	175	41	7	560	
Felony Arrests	80	246	190	191	154		230	231	85	164	34	1,605	
Recovered Stolen Vehicles	33	14	6	7	20		31	18	69	25	1	224	
Fugitives Apprehended	127	349	262	240	99		153	133	326	128	13	1,830	
Suspended Licenses	376	536	290	434	285		497	372	1,413	379	28	4,610	
Uninsured Motorists	1,176	1,985	996	2,034	1,152		2,127	1,336	3,266	1,266	143	15,481	
Speeding Citations	1,579	2,278	1,785	2,467	2,742		3,847	1,553	117	2,846	262	19,476	
Youth speeding Citations									258			258	
Reckless Driving Citations	60	84	29	41	32		77	46	143	51	11	574	
Drug Arrests	177	337	292	275	190		441	321	26	251	30	2,340	
Underage Alcohol Citations	55	113	62	47	64		51	142	478	75	3	1,090	
Texting/Distracted Driving	196	47	14	32	0		54	30		22	4	399	
other				663	471		1,078					242	2,454
Total Citations	4,305	7,002	4,619	9,352	5,941		11,921	4,938	7,239	6,030	870	62,217	

Results from Officers who Received Overtime or Worked Incentive Equipment Hours During the Mobilizations												
	Nov	Dec	Mar	Feb	Apr	May-Sept	May	June	July	Aug	Sept	Total
	Impaired	Impaired	Impaired	Seat Belt	Aggressive	Motorcycle	Seat Belt	Impaired	Aggressive	Ped-Bike	Impaired	Mobs.
# of Participating Agencies	62	67	62	65	215	1	69	67	47	23	56	
# of Officers	565	596	540	561	1,059	11	1,610	583	526	103	1,407	7,561
Total Contacts	4,553	5,483	3,578	8,457	6,305	106	10,178	5,114	4,135	802	2,553	51,264
DUI Arrests	110	170	103	22	38	0	36	155	18	2	75	729
Seat Belt Citations	77	131	70	3,051	373	3	3,180	101	324	29	85	7,424
Youth Seat Belt Citations				3	6				35			44
Child Safety Seat Citations	9	8	14	50	14	0	64	12	5	2	17	195
Felony Arrests	9	20	11	20	6	0	14	17	1	1	9	108
Recovered Stolen Vehicles	5	1	0	1	0	0	5	3	10	1	4	30
Fugitives Apprehended	21	50	22	43	23	0	32	47	77	3	23	341
Suspended Licenses	90	158	91	203	71	1	154	125	558	8	74	1,533
Uninsured Motorists	409	539	265	810	656	5	1,123	459	2,052	49	285	6,652
Speeding Citations	365	484	349	1,249	2,335	88	1,311	476	33	67	278	7,035
Youth Speeding Citations					1				16			17
Reckless Driving Citations	12	28	2	8	12	0	20	16	5	2	9	114
Drug Arrests	41	67	61	40	59	0	76	57	7	1	37	446
Underage Alcohol Citations	32	29	14	5	16	0	9	33	308	7	11	464
Inattentive/Distracted Citations	97	0	0	6	4	0	29	11		3	2	150
Other				598	463		681			237		1,979
Total Citations	2,680	1,685	1,002	5,192	3,943	97	6,312	1,512	3,464	0	908	26,795

Paid Media Report

Summary of Paid Media Poll

The Social Science Research Unit (SSRU) at the University of Idaho was contracted OHS, to conduct the annual public awareness survey. A version of this survey has been conducted annually since 2003. In 2009, wireless telephone numbers were added to the sample to account for the fact that nearly a third (31.7%) of Idaho households no longer have a landline telephone number[1]. Research has shown that wireless-only households tend to be younger (18-29 years), are more likely to be male, and are more highly educated than landline households [2]. Thus, accounting for wireless-only households is important in representative survey research. Thus, two frames were used for the sample: a landline frame (n = 800) and a wireless

number frame (n = 2,000), both drawn proportionate to population densities in the state (using phone number exchanges).

The survey instrument was modified slightly from previous years. Wording for questions which were retained from previous years was kept the same so that data can be compared across years, however some questions were omitted that had been on previous surveys. New questions were also included in this year's survey. The final survey instrument is shown in Appendix A. The survey took 12 minutes on average to complete as was approved by the University of Idaho Institutional Review Board.

All SSRU telephone interviewers receive training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers receive training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was collected on WinCati, a computer assisted telephone interviewing system, and analyzed using SAS.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents prior to the telephone calls (8 July 2013). The postcard stated the SSRU would be contacting the household within the next week, the purpose of the survey, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study (Appendix B). Calls began 8 July 2013 and continued until 22 August 2013. Each number in the sample was called at least eight times and up to eleven times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible. The SSRU employed three Spanish-language speaking interviewers. Spanish calls began on 5 August 2013 through the end of the survey, 22 August 2013. Five surveys were conducted in Spanish.

Final survey dispositions in the landline frame included 250 completed interviews, 93 disconnected numbers, 75 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho), and 147 refusals. The final response rate is 38.5%, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 59.2%, and the refusal rate is 23.9%.

In the mobile phone frame, the study resulted in 248 completed interviews, 712 disconnected numbers,

228 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho, were too young to complete the survey), and 383 refusals. The final response rate is 23.0%, the cooperation rate is 37.9%, and the refusal rate is 36.5%.

The final response rate for the two frames combined is 28.9%, the final cooperation rate is 46.3%, and the final refusal rate is 31.7%.

This study provides data about preferences regarding legislation and regulations valuable information about driving behavior in the State of Idaho and presents. Several key findings from this study are:

- 78.6% of Idaho drivers report they always wear a seatbelt when driving or riding in a vehicle, with a 95% confidence limit of (74.9% - 82.3%). This estimate is not statistically different than the survey estimate from the 2012 telephone study (82%).
- Over half of respondents (56.8%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seatbelt, while the %age individuals who would definitely not support fell from 23.4% in 2012 to 19.6%. Females and older respondents were statistically more likely to support seat belt offenses as a primary offence than men and younger respondents.
- 37.1% of Idaho drivers, state they never drive more than 5 miles over the speed limit on a road with a speed limit of 30 miles per hour; that %age rises to 46.5% for roads with a 65 mile per hour speed limit.
- 56.6% of drivers state that they believe it is either “very likely” or “likely” they will get a ticket for driving more than five miles over the speed limit.
- The most common inappropriate teen driving behavior observed was talking on a cell phone (43.8%). The second most observed behavior

was speeding with 15.6% (although decreasing statistically significantly from 24.3% in 2012).

- About two-thirds (65.2%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old, and 63.2% felt that it is either “very likely” or “likely” that someone will receive a ticket for failing to buckle up a child. There is no statistically significant relationship between gender and support for child safety restraint legislation.
- Nearly all respondents (99.1%) felt it was “very important” or “important” for Idaho to enforce the drinking and driving laws, though only 69.7% of drivers would support roadblocks to check for drivers who had been drinking. This is a statistically significant difference from 72.3% in 2012. Females are more likely to support setting up road blocks.
- Over half of all drivers (62.3%) “strongly agree” that risky driving behavior such as speeding, driving under the influence, and not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans. This is a statistically significant increase from 56.2% in 2012.
- 87.5% of respondents feel either “safe” or “very safe” on Idaho’s roads and highways, and a similar amount (87.0%) feel that the laws and highway safety regulations

contribute either a “great deal” or “some-what” to safer highways. Men are more likely to state that the laws and regulations contribute “a great deal” to safer highways.

- 48% of respondents reported to have ‘never’ driven within two hours of drinking alcoholic beverages, while only 2.2% felt that most Idaho adults would respond ‘never’ to the same statement. 40.9% felt that ‘many’ Idaho adults have driven within two hours of drinking alcoholic beverages, while only 2.6% reported to have done so.
- About half (50.6%) of Idaho respondents ‘strongly agree’ that they should prevent a stranger from driving after drinking enough alcohol to be impaired, though only 17.1% felt that most Idaho adults would ‘strongly agree’ with the same statement.
- Over half of respondents (55.5%) feel that if the situation arose they would try to prevent a stranger from driving after drinking enough alcohol to be impaired. Only 18.2% of respondents felt that most Idaho adults would ‘strongly agree’ with the same statement. Of those who have been in that situation in the last 12 months, less than half of respondents (41.9%) have tried to prevent a stranger from driving after drinking enough alcohol to be impaired in the last twelve months.

In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? (required question A-1)

Response	Frequency	%
Once	34	6.5
Twice	24	4.9
Three times	14	2.7
Many times	12	2.6
Never	238	48.0
I don't drink alcohol	175	34.8
Don't know	3	0.5
Total	500	100.0

In the past 30 days, have you seen or heard messages about not drinking and driving? (required question A-2)

Response	Frequency	%
No	141	28.3
Yes	357	70.8
Don't know	4	0.9
Total	502	100.0

What do you think the chances are of someone getting arrested if they drive after drinking? (required question A-3)

Response	Frequency	%
Very likely	137	28.0
Likely	180	35.8
Neutral	86	16.7
Unlikely	78	15.4
Very Unlikely	13	2.5
Don't know	8	1.7
Total	502	100.0

How often do you wear a seat belt when you are driving or riding in a vehicle? (required question B-1)

Response	Frequency	%
Never	8	1.7
Rarely	11	2.3
Occasionally	23	4.7
Usually	65	12.7
Always	397	78.6
Total	504	100.0

In the past 60 days, have you seen or heard about seat belt law enforcement? (required question B-2)

Response	Frequency	%
Yes	251	50.2
No	246	48.5
Don't know	7	1.3
Total	504	100.0

What do you think the chances are of getting a ticket if you don't wear your safety belt? (required question B-3)

Response	Frequency	%
Very likely	85	16.6
Likely	148	29.9
Neutral	82	16.6
Unlikely	132	25.8
Very Unlikely	44	8.7
Don't know	13	2.4
Total	504	100.0

On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour? (required question S1-a)

Response	Frequency	%
Never	181	37.1
Rarely	193	37.5
Occasionally	90	17.5
Usually	28	5.6
Always	11	2.3
Total	503	100.0

On a local road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? (required question S-1b)

Response	Frequency	%
Never	231	46.5
Rarely	181	35.6
Occasionally	65	12.6
Usually	20	4.1
Always	6	1.2
Total	503	100.0

In the past 30 days, have you read, seen or heard anything about speed enforcement by local law officials? (required question S-2)

Response	Frequency	%
No	347	69.7
Yes	153	29.8
Don't know	3	0.5
Total	503	100.0

What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit? (required question S-3)

Response	Frequency	%
Very likely	108	21.5
Likely	174	35.1
Neutral	80	15.7
Unlikely	101	19.8
Very unlikely	33	6.5
Don't know	7	1.4
Total	503	100.0

*Actual %age may be under or greater than 100 due to rounding

Paid Media Summary

Focus Area	Section 402		Section 410/405		FHWA		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving Total	\$0	\$0	\$360,000	\$281,150	\$95,000	\$95,000	\$455,000	\$376,150
Youthful Driver Total	\$35,000	\$24,317			\$40,551	\$40,551	\$75,551	\$64,867
Aggressive Driving Total	\$165,500	\$151,150			\$45,000	\$14,202	\$210,500	\$165,351
Safety Re-straint Total	\$150,000	\$87,474	\$100,000	\$97,422	\$55,766	\$0	\$305,766	\$184,896

Focus Area	Section 402		Section 2010		FHWA		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Motorcycle Safety Total	\$30,000	\$550	\$130,000	\$99,747	\$73,000	\$49,859	\$233,000	\$150,156
Distracted Driving Total	\$20,000	\$0			\$53,000	\$51,366	\$73,000	\$51,366
Child Re-straint Total	\$0	\$0			\$64,625	\$48,203	\$64,625	\$48,203
Total Paid Advertising	\$400,500	\$263,490	\$590,000	\$478,319	\$426,942	\$299,180	\$1,417,442	\$1,040,989

Section 410 (SAFETEA-LU Impaired Driving) Note:

Budget \$300,000; Expenditure \$223,137.70.

Section 405d (Impaired Driving) Note:

Budget \$60,000; Expenditure \$58,015.04.

FHWA Funding

Note:

Youthful Driver fund was a combination of Paid Media and Contractor Payment (Colorado State Patrol Family Foundation). Budget determined for paid media equal actual media expenditure.

Motorcycle-Impaired has a budget balance of \$23,000 from FY'12 FHWA Funding (budget included in the worksheet above).

Safety Restraint has a budget balance of \$55,766 from FY'12 FHWA Funding (budget included in the worksheet above).

Child Restrain has a budget balance of \$14,625 from FY'12 FHWA Funding (budget included in the worksheet above).

FY'13 FHWA Funding for Safety Restraint, Aggressive, Distracted, and Youth are still available and will be carried forward. These amounts are not included in the Budget column.

Financial Summaries

FFY 2013 FHWA Funding, Budget vs. Expenditure

		OBLIGATED	EXPENDED	FUND BALANCE
FY 2008	Paid Media and SHSP/IHSC			
	SHSP & IHSC Development and Implementation	\$1,627	\$1,627	\$0
	Bicyclist/Pedestrian Safety	\$20,000	\$11,964	\$8,036
	Overtime Enforcement & Youth partnership			
	Alive at 25 (Grantee)	\$22,055	\$22,055	\$0
TOTAL		43,681	35,645	8,036

		OBLIGATED	EXPENDED	FUND BALANCE	
FY 2010	SHSP Program	\$40,404	\$40,404	\$0	
	* Trauma Prevention Advocacy/ Idaho Highway Safety Coalition (IHSC)	\$85,000	\$74,696	\$10,304	
	Safety Corridors	\$65,000	\$0	\$65,000	
	TOTAL		\$190,404	\$115,100	\$75,304

		OBLIGATED	EXPENDED	FUND BALANCE
FY 2011	Paid Media and SHSP			
	SHSP Program	\$35,000	\$32,431	\$2,569
	Youth Driver Safety	\$20,000	\$20,000	\$0
	Alive at 25 - CSPFF	\$13,200	\$13,200	\$0
	Child Passenger Safety	\$2,725	\$2,725	\$0
	Single Vehicle Run off Road Research	\$3,026	\$3,011	\$15
	Positive Community Norm	\$12,640	\$1,767	\$10,873
	Salary			
	FHWA funded Projects	\$4,000	\$117	\$3,883
	Mobilization			
	Seat Belt Safety	\$100,000	\$0	\$100,000
Impaired Driving	\$30,000	\$29,893	\$107	
TOTAL	\$220,591	\$103,144	\$117,447	

		OBLIGATED	EXPENDED	FUND BALANCE
FY 2012	Traffic Records	\$30,500	\$0	\$30,500
	Single Vehicle Run off Road Research	\$60,000	\$33,594	\$26,406
	SHSP Program	\$16,612	\$16,612	\$0
	Paid Media; Education Funding			
	Seat Belt Safety	\$55,766	\$0	\$55,766
	Aggressive Driving	\$45,000	14,202	\$30,798
	Impaired Driving	\$50,000	50,000	\$0
	EMS Training	\$29,790	\$0	\$29,790
	Youth Driver Safety	\$28,650	28,650	\$0
	Distracted Driver	\$53,000	51,366	\$1,634
	Child Passenger Safety	\$14,625	\$375	\$14,250
	Motorcycle-Impaired	\$23,000	\$0	\$23,000
	Highway Safety Corridor	\$150,000	149,117	\$883
	Mobilization/Enforcement			
	Aggressive Driving	\$105,000	91,533	\$13,467
	Seat Belt Safety	\$130,000	103,229	\$26,771
	Young Adult Driver Partner Project (Alive at 25)	\$105,000	36,698	\$68,302
	ICAAP	\$25,000	\$0	\$25,000
	TOTAL	921,943	575,375	\$346,568

		OBLIGATED	EXPENDED	FUND BALANCE
FY 2013	Traffic Records	\$60,000	\$0	\$60,000
	Road Safety Audit & Highway Safety Manual Training	\$5,000	\$0	\$5,000
	Paid Media; Education Funding			
	Bicycle & Pedestrian Safety	50,000	\$0	\$50,000
	Idaho Highway Safety Coalition (IHSC)	40,000	6,452	\$33,548
	Seat Belt Safety	\$100,000	\$0	\$100,000
	Aggressive Driving	\$100,000	\$0	\$100,000
	Impaired Driving	\$45,000	\$45,000	\$0
	Driver Education Assessment	\$44,580	\$17,477	\$27,103
	Youth Media Campaign	\$50,000	\$0	\$50,000
	Young Adult Driver Partner Project	\$25,000	\$17,673	\$7,327
	Distracted Driver	\$140,000	\$0	\$140,000
	Child Passenger Safety	\$50,000	\$48,203	\$1,797
	Motorcycle Paid Advertising & Education	\$50,000	\$49,859	\$141
	Highway Safety Summit	\$10,420	\$10,420	\$0
	Mobilization/Enforcement			
	Work Zones Enforcement	\$140,000	\$87,363	\$52,637
Bike/Ped Safety Mobilization	\$30,000	\$21,584	\$8,416	
Young Adult Driver Partner Project (Alive at 25)	\$60,000	\$5,868	\$54,132	
TOTAL	1,000,000	309,899	\$690,101	

* TPA Program funding has been fully encumbered, but only actual expenditure billed/ shown in FHWA system, which is \$56.118 in FFY'13.

FFY 2013 Comparison of Costs Plan vs. Actual

Program Area	Planned Costs (HSP)			Actual Costs (Voucher 29)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
Alcohol Traffic Safety	79,167	387,500	250,000	61,794.60	265,711.36	163,328.00	21.94%	31.43%	34.67%
Emergency Medical Services	36,600	144,800	114,300	29,521.09	82,003.97	79,320.00	19.34%	43.37%	30.60%
Motorcycle Safety	6,333	48,000	15,000	1,704.23	18,293.10	2,704.56	73.09%	61.89%	NA
Occupant Protection	80,333	374,000	258,000	60,836.28	262,534.73	134,893.00	24.27%	29.80%	47.72%
Child Passenger Safety	1,200	88,600	60,000	726.50	71,483.57	57,778.00	39.46%	19.32%	3.70%
Pedestrian/Bicycle Safety	1,833	5,500	NA	1,236.13	3,708.66	NA	32.56%	32.57%	NA
Police Traffic Services	85,000	338,000	228,000	72,279.18	314,141.47	210,523.00	14.97%	7.06%	7.67%
Police Traffic Services (Youth)	61,667	280,000	195,000	15,357.54	77,822.01	22,256.07	75.10%	72.21%	88.59%
Traffic Records	8,000	164,000	NA	5,131.95	66,496.67	NA	35.85%	59.45%	NA
Community Traffic Safety Project	8,400	146,200	75,000	5,748.31	94,471.05	47,031.97	31.57%	35.38%	37.29%
Roadway Safety	2,700	148,100	NA	67.77	73,822.80	NA	97.49%	50.15%	NA
Distracted Driving	7,333	86,000	19,000	26,214.07	33,754.04	4,000.00	257.48%	60.75%	NA
Paid Advertising	NA	584,700	279,850	NA	282,513.41	NA	NA	51.68%	NA
Planning & Administration	101,102	168,000	NA	56,928.71	94,635.59	NA	43.69%	43.67%	NA
NHTSA 402 Total	479,668	2,963,400	1,494,150	337,546.36	1,741,392.43	721,834.60	19.37%	42.77%	35.75%
Program Benefit to Local			50.42%			41.45%			8.97%

<i>Section 410 Alcohol SAFETEA-LU</i>									
Planning & Administration	18,656	31,000	NA	1,508.41	2,506.53	NA	91.91%	91.91%	NA
Alcohol SAFETEA-LU	4,717,000	1,009,000	300,000	2,921,720.94	723,907.41	261,217.00	38.06%	28.25%	12.93%
Paid Advertising	NA	400,000	NA	NA	223,134.70	NA	NA	44.22%	NA
<i>Section 408 SAFETEA-LU</i>									
408 Data Program	418,465	1,628,340	NA	89,087.00	199,873.00	NA	78.71%	87.73%	NA
<i>Section 2010 SAFETEA-LU</i>									
Motorcycle Safety	NA	35,000	NA	NA	1,749.87	NA	NA	95.00%	NA
Paid Advertising	NA	100,000	NA	NA	99,747.39	NA	NA	0.25%	NA
<i>Section 1906 SAFETEA-LU</i>									
Prohibit Racial Profiling	4,910	19,629	NA	4,100.00	16,225.00	NA	16.50%	17.34%	NA
Total SAFETEA-LU Incentive Programs	5,159,031	3,222,969	300,000	3,016,416.35	1,267,143.90	261,217.00	56.30%	52.10%	12.93%
Grand Total	5,638,699	6,186,369	1,794,150	3,353,962.71	3,008,536.33	983,051.60	37.83%	47.43%	24.34%

Program Area	Planned Costs (Original HSPP)			Actual Costs (Voucher 31 & 32)			Difference		
	Match	Federal	Local Benefit	Match	Federal	Local Benefit	State/Local	Federal	Local Benefit
NHTSA 402 Total	479,668	2,963,400	1,494,150	337,546	1,741,392	721,835	19.37%	42.77%	35.75%

SAFETEA-LU Incentive Total	5,159,031	3,222,969	300,000	3,016,416	1,267,144	261,217	56.30%	52.10%	12.93%
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<i>Section 405b OP Low</i>									
405b Low HVE	117,500	267,700	400,000	62,105.40	132,316.66	NA	47.14%	50.57%	NA
405b Low Training	NA	40,000	NA	NA	0.00	NA	NA	100.00%	NA
405b Low Public Education	NA	100,000	NA	NA	97,588.78	NA	NA	2.41%	NA
405b Low Community CPS Services	NA	35,000	NA	NA	0.00	NA	NA	100.00%	NA
405b Low OP Information System	NA	40,000	NA	NA	18,516.16	NA	NA	53.71%	NA
<i>Section 405c Data</i>									
405c Data Program	NA	396,000	NA	NA	0	NA	NA	100.00%	NA
<i>Section 405d Impaired Driving Mid</i>									
405d Mid HVE	276,010	440,008	300,000	0.00	0.00	NA	0.00	0.00	NA
405d Mid ID Coordinator	NA	160,000	NA	NA	0.00	NA	0.00	0.00	NA
405d Mid Court Support	0.00	200,000	NA	20,021.20	0.00	NA	0.00	0.00	NA
405d Mid Ignition Interlock	NA	10,020	NA	NA	0.00	NA	0.00	0.00	NA
405d Mid BAC Testing/Reporting	NA	10,000	NA	NA	0.00	NA	0.00	0.00	NA
405d Mid Paid/Earned Media	NA	200,000	NA	NA	58,015.04	NA	0.00	70.99%	NA
405d Mid Training	NA	20,000	NA	NA	0.00	NA	0.00	0.00	NA
405d Mid Information System	NA	10,000	NA	NA	0.00	NA	0.00	0.00	NA
405d Mid BAC Testing/Reporting	NA	10,000	NA	NA	0.00	NA	0.00	0.00	NA
405d Mid 24-7 Sobriety Program	NA	10,000	NA	NA	0.00	NA	0.00	0.00	NA
405d Mid Other Based on Problem ID	NA	44,000	NA	NA	0.00	NA	0.00	0.00	NA
<i>Section 405f Motorcycle</i>									
405f Motorcyclist Awareness	8,600	34,300	NA	0.00	0.00	NA	0.00	0.00	NA
Total MAP-21 Incentive Programs	402,110	2,027,028	700,000	82,127	306,437	0	3.63%	26.54%	0

Section 164 TRANSFER FUNDS									
Section 164 TRANSFER FUNDS	0.00	500,000	200,000	0.00	95,243.00	95,243.00	0.00	80.95%	52.38%

NHTSA Grand Total	6,040,809	8,713,398	2,694,150	3,436,089	3,410,216	1,078,295	19.82%	50.59%	25.26%
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Multi-Funded Grants

SECTION 402 MULTIPLE FUNDED GRANTS

[Budget VS Expenditure]

CONTINUING GRANTS	Rexburg Police		Idaho State Police		% of Federal Portion Expended vs. Budget*
	Budget	Expended	Budget	Expended	
IMPAIRED DRIVING	\$0	\$0	\$70,000	\$70,000	100.00%
AGGRESSIVE DRIVING ***	\$3,000	\$3,000	\$65,000	\$65,000	100.00%
DISTRACTED DRIVING	\$4,000	\$4,000	\$25,000	\$25,000	100.00%
SEAT BELT	\$3,000	\$2,797	\$65,000	\$65,000	99.70%
TOTAL FFY'12 GRANTS BUDGET VS EXPENDITURE	\$10,000	\$9,797	\$225,000	\$225,000	
	Match:	\$5,320	Match:	\$0	**

Match vs Fed. portion:	35.19%	0.00%
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* Includes the year-long multi-funded grants.

** ISP provides match certifications, after receiving formal annual request from ITD for each Federal Fiscal year.

*** Idaho State Police has a prior year refund, which cause the AMS/GTS expenditure reduced to \$64,480.39. (This fund is carried forward into FFY'14.) Nonetheless, ISP grant is fully expended this year.

Financial Summary for Program Areas

Impaired Driving	NHTSA (164, 405d, 402, 410)		FHWA	
	Budget	Expenditure	Budget	Expenditure
Mobilization Overtime (OT) Enforcement	\$461,000	\$333,935	\$30,000	\$29,893
*Special Projects OT Enforcement	\$430,000	\$16,880	\$0	\$0
Impaired Driver/Rider	\$40,000	\$32,003	\$0	\$0
Earned Equipment	\$270,000	\$175,327	\$0	\$0
Alcohol Testing Equipment	\$10,000	\$3,150	\$0	\$0
* Travel fund for Training + Impaired Task Force/Assessment	\$0	\$68,227	\$0	\$0
Educational Material	\$3,000	\$1,058	\$0	\$0
Paid Media	\$360,000	\$281,150	\$95,000	\$95,000
Section 402 Multi-Funded Grants	\$70,000	\$70,000	\$0	\$0
Section 410 TSRP Grant	\$189,000	\$171,280	\$0	\$0
Section 410 DRE Grant	\$150,000	\$119,795	\$0	\$0
Section 410 Elmore DUI Court Grant	\$14,000	\$9,965	\$0	\$0
Total Program Area	\$1,997,000	\$1,282,771	\$125,000	\$124,893

The only Section 405 funding and expenditure in FFY'13 is for Paid Media. Other S405d funds are not included in the budget worksheet because they are for Carry Forward to FFY'14.

* Section 410 Budget for Special Overtime Enforcement is combined with Travel/Task Force/ Assessment.

Aggressive Driving	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Mobilization Overtime (OT) Enforcement	\$186,825	\$109,268	\$105,000	\$91,533
Earned Equipment	\$49,255	\$42,007	\$0	\$0
Aggressive Rider/Driver Enforcement	\$40,000	\$38,799	\$0	\$0
Following Too Close MOU	\$20,000	\$19,749	\$0	\$0
Educational Material	\$20,000	\$0	\$0	\$0
Paid Media	\$165,500	\$151,150	\$45,000	\$14,202
Multi-Funded Grants	\$68,000	\$68,000	\$0	\$0
Total Program Area	\$549,580	\$428,973	\$150,000	\$105,735

Seat Belt	NHTSA* (402, 405b)		FHWA	
	Budget	Expenditure	Budget	Expenditure
Mobilization Overtime (OT) Enforcement	\$151,600	\$129,729	\$130,000	\$103,229
Earned Equipment	\$185,040	\$139,696	\$0	\$0
Seat Belt Survey	\$54,940	\$18,516	\$0	\$0
Educational Material/ Training & Travel	\$40,000	\$1,800	\$0	\$0
Occupant Protection Assessment	\$0	\$20,733	\$0	\$0
Paid Media	\$250,000	\$184,896	\$55,766	\$0
Multi-Funded Grants	\$68,000	\$68,000	\$0	\$0
Total Program Area	\$749,580	\$563,370	\$185,766	\$103,229

* SB Budget for Assessment is combined within the Educational Material budget

Child Passenger Safety	NHTSA* (402, 405b)		FHWA**	
	Budget	Expenditure	Budget	Expenditure
Educational Material	\$39,400	\$455	\$0	\$375
Occupant Protection Assessment	\$0	\$3,879	\$0	\$0
Paid Media	\$0	\$0	\$64,625	\$48,203
ICAAP Grant	\$65,000	\$64,970	\$25,000	\$0
Total Program Area	\$104,400	\$69,304	\$89,625	\$48,578

* CPS Budget for Assessment is combined within the Educational Material budget

** FHWA Budget for CPS Educational Material is combined with Media budget

Motorcycle Safety	NHTSA (402, 2010)		FHWA	
	Budget	Expenditure	Budget	Expenditure
Other program budget	\$39,141	\$9,280	\$0	\$0
Grantee Training/Travel	\$15,000	\$2,705	\$0	\$0
IMC Rally	\$4,000	\$833	\$0	\$0
* Summer OT enforcement	\$0	\$0	\$0	\$0
Educational Material	\$30,000	\$2,113	\$0	\$0
Paid Media	\$160,000	\$100,297	\$73,000	\$49,859
Total Program Area	\$248,141	\$115,227	\$73,000	\$49,859

* OT enforcement budget & expenditure is in combination with Aggressive and Impaired Program Areas because it's a combination Aggressive/Impaired Driver/Rider enforcement.

Section 405 funding is not included in this worksheet because it's all Carry Forward to FFY'14.

Youthful Drivers	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Alive at 25 Grants	\$166,967	\$27,144	\$244,202	\$109,601
Coalition	\$0	\$4,629	\$0	\$3,750
**Web-site	\$0	\$2,117	\$0	\$0
Kids Calendar	\$0	\$5,500	\$0	\$0
Driver Education Assessment***	\$0	\$0	\$44,580	\$22,317
Paid Media	\$35,000	\$24,317	\$40,551	\$40,551
Total Program Area	\$201,967	\$63,707	\$329,333	\$176,220

* Budget for youth expenditures, excluding media, are lumped together; total fund available are Section 402 \$166,967, FHWA funding \$187,055.

** Comsys, Colorado State Patrol Family Foundation, Fiberpipe, and Netfirms

*** Parking reimbursement for ITD Driver Services Employee was \$5, using state funds, which brings total expenditures to \$22,322

Traffic Records/ Roadway Safety	NHTSA (402, 408)		FHWA	
	Budget	Expenditure	Budget	Expenditure
Contractor/CRI Advantage	\$210,000	\$124,719	\$90,500	\$0
Data Warehouse Feasibility Study	\$25,000	\$0	\$0	\$0
eCitation Projects Grant	\$140,326	\$132,143	\$0	\$0
ISP Records Management System	\$67,730	\$67,730	\$0	\$0
Total Program Area	\$443,056	\$324,592	\$90,500	\$0

Section 405 funding is not included in this worksheet because it's all Carry Forward to FFY'14.

Total Match for the Section 408 eCitation Project Grants is \$39,087. ISP grant match is \$50,000.

State Funds for Traffic Records/ Roadway Safety utilized in FFY'13	e-Impact	CIRCA	WebCars
Total Expenditure: <u>\$57,598</u>	\$11,734	\$26,194	\$19,670

Bike/Ped Safety	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
OT Enforcement	\$0	\$0	\$30,000	\$21,584
Educational Material	\$0	\$0	\$20,000	\$11,964
Training	\$0	\$0	\$50,000	\$0
Total Program Area	\$0	\$0	\$100,000	\$33,548

Emergency Medical Services (EMS)	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Services	\$2,500	\$2,500	\$29,790	\$0
Donnelly Rural Fire Protection District	\$2,100	\$2,100	\$0	\$0
Deary Rural Fire District	\$29,500	\$29,500	\$0	\$0
Kootenai County Fire & Rescue	\$10,800	\$10,800	\$0	\$0
Northern Lake Fire Protection District	\$6,700	\$6,700	\$0	\$0
Sagle Fire District	\$22,000	\$21,420	\$0	\$0
Timberlake Fire Protection District	\$5,100	\$5,100	\$0	\$0
West End Fire	\$14,400	\$0	\$0	\$0
Weiser Area Rural Fire Protection District	\$3,700	\$3,700	\$0	\$0
Total Program Area	\$96,800	\$81,820	\$29,790	\$0

Community Projects	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Idaho Highway Safety Summit	\$40,000	\$39,516	\$10,420	\$10,420
Law Enforcement Liaisons	\$50,000	\$36,267	\$0	\$0
Coalition/Strategic Highway Safety Plan	\$5,000	\$1,442	\$218,643	\$172,221
Total Program Area	\$95,000	\$77,225	\$229,063	\$182,641

Distracted Driving	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Enforcement/Training	\$35,000	\$0	\$0	\$0
Educational Material	\$10,000	\$2,072	\$0	\$0
Paid Media	\$20,000	\$0	\$53,000	\$51,366
Multiple-Funded Grants	\$29,000	\$29,000	\$0	\$0
Total Program Area	\$94,000	\$31,072	\$53,000	\$51,366

Prohibit Racial Profiling	NHTSA		FHWA	
	Budget	Expenditure	Budget	Expenditure
Statewide Svc./Twin Falls Co So. Grant	\$19,626	\$16,225	\$0	\$0
	\$19,626	\$16,225	\$0	\$0

Governors Highway Safety Association (GHSA) 20121 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	2005	2006	2007	2008	2009	2010	2011	2012
Fatalities	275	267	252	232	226	209	167	184
Serious Injuries (Defined as: Incapacitating Injury)	1,812	1,689	1,806	1,503	1,399	1,396	1,293	1,287
Fatalities & Serious Injuries Combined	2,087	1,956	2,058	1,735	1,625	1,605	1,460	1,471
Fatality Rate per 100 million AVMT	1.84	1.75	1.59	1.52	1.46	1.34	1.08	1.16
Fatality & Serious Injury Rate per 100 million AVMT	13.94	12.82	12.99	11.35	10.53	10.32	9.47	9.29
Fatality Rate per 100K population	19.24	18.21	16.81	15.22	14.83	13.40	10.54	11.53
Fatality & Serious Injury Rate per 100K population	146.04	133.38	137.25	113.86	106.64	102.88	92.11	92.17
Alcohol Related Fatalities	100	110	101	96	74	96	66	73
Alcohol Related Fatalities as a percentage of All Fatalities (%)	36.4%	41.2%	40.1%	41.4%	28.8%	45.9%	39.5%	39.7%
Alcohol Related Fatality Rate per 100 million AVMT	0.67	0.72	0.64	0.63	0.42	0.62	0.43	0.46
Alcohol Related Fatality Rate per 100K population	7.00	7.50	6.74	6.30	4.27	6.15	4.16	4.57
Percent of Population Using Safety Belts	76.0%	79.8%	78.5%	76.9%	79.2%	77.9%	79.1%	79.0%
Drivers & occupants of passenger vehicles killed								
Percent Restrained*	40.0%	38.8%	34.8%	32.9%	41.0%	46.7%	32.3%	41.7%
Drivers & occupants of passenger vehicles killed								
Percent Unrestrained*	57.3%	56.3%	61.0%	64.0%	54.5%	47.4%	62.2%	48.8%
Drivers & occupants of passenger vehicles killed								
Percent Restraint Use Unknown*	2.7%	4.9%	4.2%	3.1%	4.5%	5.9%	5.5%	9.5%
AVMT (millions)	14,969	15,259	15,837	15,281	15,430	15,555	15,416	15,838
Population (thousands)	1,429	1,466	1,499	1,524	1,524	1,560	1,585	1,596

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

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